Advertising Progress

Laird, Pamela Walker

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Abbreviations for Archival Sources

BLC        Bella Landauer Collection
           New-York Historical Society
           170 Central Park West
           New York, N.Y. 10024

HM&L       Hagley Museum and Library
           P.O. Box 3630
           Wilmington, Del. 19807

JWTCA      J. Walter Thompson Company Archives
           Manuscript Department
           William R. Perkins Library
           Duke University
           Durham, N.C. 27706

MHC        Michigan Historical Collections
           Bentley Historical Library
           University of Michigan
           Ann Arbor, Mich. 48109-2113

NWA        N. W. Ayer Archives
           Ayer Corporate Communications
           Worldwide Plaza
           825 Eighth Avenue
           New York, N.Y. 10019

(Now housed at the Archives Center, National Museum of American History, Smithsonian Institution, Washington, D.C. 20560)
WCBA  
Warshaw Collection of Business Americana  
Archives Center  
National Museum of American History  
Smithsonian Institution  
Washington, D.C. 20560

WRHS  
Western Reserve Historical Society  
10825 East Boulevard  
Cleveland, Ohio 44106