

- 5 -

IV. BIBLIOGRAPHY

Packard, Vance, "The Hidden Persuaders", Chapter 15
 (pages 158, 159 - Children, Future Consumers),
 Chapter 16 (pages 171, 172 and 173 - Color), McKay
 Company, New York, Rev. Ed. 1957
 Page, Warren, Field & Stream, December 1957 Edition
 "Arms and the Boy", page 84
 Kuhlhoff, Pete, Argosy, April 1958 Edition, page 75,
 Zephyr .22 Cal. Claybirder
 Hallowell, H. Thomas Jr., an address at the American
 Management Association, November 20, 1957,
 "Reliability... New Need of Management"
 Kuhlhoff, Pete, Argosy, May 1958 Edition - page 58
 "What's New in Guns"
 Remington Sales Periodic Trade Reports, 4th Quarter
 1957

V. DISTRIBUTION LIST

G. M. Calhoun	(6)
D. E. Miller	(1)
S. M. Alvis	(1)
L. R. Crittendon	(1)
J. K. Hamil	(1)
Ilion D.E.D. File	(1)