

Executive Registry

# AMERICAN RESEARCH FOUNDATION

7-2597

33 WITHERSPOON STREET  
PRINCETON 2, N. J.

July 21, 1955

Dear Reader:

Will you do us a brief favor?

We are endeavoring to learn something about the reading habits of key executives such as yourself.

Will you take a minute to jot down your answers to the three simple questions listed below? We pledge to keep your reply strictly anonymous, and will be grateful for your help.

1. Which of the following magazines do you read regularly

for general or business news? (Please check)

Nation's Business       U.S. News & World Report

Newsweek       Business Week

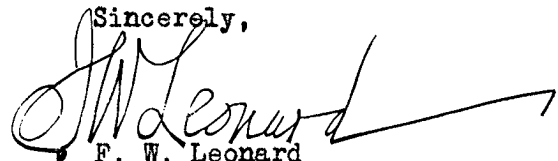
Time       Fortune

None of these magazines

2. Which one of the above magazines do you find most useful to you in your work? \_\_\_\_\_

3. In which one of the above magazines do you place the most confidence? \_\_\_\_\_

Sincerely,

  
F. W. Leonard

FWL/vah

P.S. A stamped, addressed envelope is enclosed for your convenience.