

## Order Form

TO: H&M Publishers, 44 W. Market St.  
PO Box 311, Rhinebeck, NY 12572  
(or phone daytime 914-876-2081)

(NOTE: All publications described in full on inside. To order, check ID numbers below)

Please send me the books which I have circled below.

P-1 P-2 P-3 P-4 P-5 P-6 P-7

P-8 P-9 P-10 P-11 P-12 P-13

P-14 P-15 P-16 P-17 P-18 P-19

P-20 P-21 P-22 P-23

Check or money order enclosed.

Please charge credit card:

MasterCard  VISA

Acct.# \_\_\_\_\_

\_\_\_\_\_ Exp. Date \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Please bill me. (see Credit Policy Statement inside)

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

TOTAL OF PURCHASE \$ \_\_\_\_\_

SALES TAX WHERE APPLICABLE \$ \_\_\_\_\_

GRAND TOTAL \$ \_\_\_\_\_

# Put These Powerful Media Directories & Books To Work For You.

*One Stop Ordering—  
Immediate Delivery—  
P&H Included!*

**H&M Publishers.**

# The "Big Three" of Specialized Directories

## HUDSON'S WASHINGTON NEWS MEDIA CONTACTS DIRECTORY P-1

Now in its 20th year, Hudson's Directory is the comprehensive guide to the entire Washington, D.C. press corps, broken down by categories. 391 pp., indexed. \$99 (plus tax NYS residents)

## HUDSON'S STATE CAPITALS DIRECTORY SECOND EDITION P-2

Lists addresses, phone numbers and contacts for the wire services; top editors for local newspapers; address and phone numbers for newspapers rep-

resented in the state capitals, news directors for television and radio stations. 220 pp. \$70 (plus tax NYS residents)

## HUDSON'S NEWSLETTER DIRECTORY SIXTH EDITION P-3

Lists 3,143 major subscription newsletters worldwide, cross indexed by subject-area, geographic location and multiple publishers. Key contacts, details of newsletters accepting releases and those available electronically. 387 pp. \$75 (plus tax NYS residents)

\*\*\*\*\*  
"The PR Book of the Decade."

## THE LATER YEARS Public Relations Insights 1956-1986 P-4 By Edward L. Bernays

Concerned about the future of public relations and where you will be heading? Worried about the conflicting points of view you hear from management and clients and professors and the media?

Why not find out what the man they claim started it all--Edward L. Bernays--has to say: on the practice of public relations, counseling, management, education, licensing--the whole thing!

Edward L. Bernays is the best known

name in public relations in the entire world. "The Later Years" is the PR book of the decade. 152 pp., \$9.95 (plus tax NYS residents)

---

Here's the Newest, Fastest, Easiest Way to Find the Key Men and Women Who Run America's Top 1000 Corporations.

## THE CORPORATE 1000 P-5

Find every key executive, every prime purchasing and decision-making individual--quickly, easily, accurately in this new comprehensive directory. Names, addresses and when available, direct dial phone numbers--the key executives and Board of Directors of each company. Four indexes for fast and easy finding. 600 pp. \$97.

## The Best of The National Directories!

\*\*\*\*\*

### GEBBIE PRESS ALL-IN-ONE DIRECTORY P-6

1987 edition contains in one 500 page volume all daily newspapers, weekly newspapers, radio-AM-FM stations, television stations, trade press, business papers, general (consumer) magazines and farm publications. \$72.00 (Plus tax NYS residents)

### TELEVISION CONTACTS P-7

Plugs you into thousands of placement opportunities--local, syndicated and network programs, U.S. and Canada. 600-page data base, cross-indexed, monthly updates. \$217.

### FAMILY PAGE DIRECTORY P-8

Identifies key editorial contacts who shape and control family page contents of more than 500 dailies across country with total circulation of 50 million. Reprinted 2 times a year. \$62.00.

### INVESTMENT NEWSLETTERS P-9

Directory of more than 1,000 publications for financial executives and investors. Indicates which editors wishing financial reports and releases. \$150. (Plus tax NYS residents)

### NEWS BUREAUS IN THE U.S. P-10

This unique media guidebook lists the names of personnel, addresses, telephone numbers and other information for the 500 bureaus maintained by newspapers, magazines, business publications and wire services, with complete

listings for 23 major cities. \$98. (Plus tax NYS residents)

### SYNDICATED COLUMNISTS P-11

First book to provide information about where to find 1500 major columnists in 25 subject categories. \$120. (Plus tax NYS residents)

### NEW YORK PUBLICITY OUTLETS P-12

This long time, spiral bound directory is the basic guide to newspapers, magazines, radio-TV within a fifty mile radius of New York. Semi-annual revisions. \$82.00.

### METRO CALIFORNIA MEDIA P-13

All consumer media in the 22 metropolitan areas of California--news bureaus, newspapers, magazines, trade publications, and the various radio-TV guest talk and spot interview programs. Semi-annual revisions. 260 pp. \$82.

### O'DWYER'S DIRECTORY OF CORPORATE COMMUNICATIONS P-14

Provides full listings of the PR departments of 2600 companies plus outside counsel. Shows how the largest companies have defined PR and have staffed and budgeted for it. \$92. (Plus tax NYS residents)

### O'DWYER'S DIRECTORY OF PR FIRMS P-15

Listings on 1100 PR firms and 7,000 clients. Executives, accounts, type of agency, branch offices (including foreign) addresses, phone numbers, net fee income, number of employees and year founded. Ranking of the 50 largest U.S.-based PR operations. \$92. (Plus tax NYS residents)

## inside Washington, D.C.!

\*\*\*\*\*

### WASHINGTON INFORMATION DIRECTORY P-16

Anyone who has worked the Washington vineyard knows how time-consuming and backbreaking it is to find out who does what and where. Now, in this easily portable volume, the information you need is in one place. \$52.00.

### CONGRESSIONAL YELLOW BOOK P-17

A loose-leaf directory of members of Congress, their committees and their key aides on committee and sub-committee staffs, with their names, titles, room and phone numbers and their subject matter specialties. Updated at least 4 times a year. \$117.00 (Plus tax DC residents)

### FEDERAL YELLOW BOOK P-18

A loose-leaf directory of the Federal departments and agencies. Lists thousands of Federal employees, their titles, addresses, room and phone numbers. Updated every 2 months. \$144. (Plus tax DC residents)

### DIRECTORY OF WASHINGTON REPRESENTATIVES P-19

Washington representatives of companies, associations, unions, special interest groups, foreign agents, lobbyists, lawyers. 639 pp. \$47.00.

### WASHINGTON LOBBYISTS/LAWYERS DIRECTORY P-20

12,000 lobbyists by name and cross-indexed by affiliation. A hitherto unobtainable list of highly influen-

tial people. 400 pp. \$52. (Plus tax DC residents)

## Power Books!

\*\*\*\*\*

### PROFESSIONAL'S GUIDE TO PUBLIC RELATIONS SERVICES P-21

Just about every service that any publicist would need--1,000 in all--is described in this latest edition. Categories include media directories, clipping bureaus, mailing services, radio-TV, mat services, translations, even props, animals and skywriting. 534 pp., \$92. (Plus tax NYS residents)

### PROFESSIONAL'S GUIDE TO PUBLICITY P-22

A work manual for publicists giving hundreds of tips and rules as well as samples of news releases and feature articles. \$12 (Plus tax NYS residents)

### THE UNABASHED SELF-PROMOTER'S GUIDE P-23

What every man, woman, child and organization needs to know about getting ahead by exploiting the media is contained in Jeffrey Lant's doggedly practical and invigorating public relations handbook. Quality paperback, 366 pp. \$34.00.

\*\*\*\*\*

## Our Credit Policy On Billing

If your organization wishes to be billed, we will do so, on a thirty day basis. Please note that customers obligate themselves to payment of collection charges.

\*\*\*\*\*