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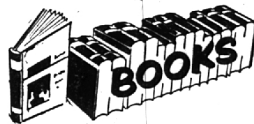
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## and REVIEWS



### Adam's Book Published

Thirty years of experience in the advertising business is distilled down to a slim volume in "Sparks Off My Anvil". Written by the late James R. Adams of MacManus, John & Adams, the book was published posthumously.

### Sparks Off My Anvil

By James R. Adams, 171 pp. Harper & Brothers, \$3.

Reviewed by  
GEORGE R. AYBRILL

Perhaps one of the most enlightening, easy-to-read, and valuable-to-apply books on the subject of advertising is "Sparks Off My Anvil," written by the late James R. Adams and published posthumously. It recently was released by Harper & Brothers, and already has won wide acclaim from advertising practitioners everywhere.

Here is a comparatively small volume, divided into major chapters that define advertising's important role in 20th Century business life. Further, each chapter consists of an amazing variety of numbered paragraphs which touch on some facet of each subject.

skirts of their home town of Birmingham, Mich.

INDEED, THIS agency led the migration of many other newspapers and advertising people to locate in the Birmingham area. "Sparks Off My Anvil" no doubt will find its way to the bookshelves of thousands of present and future men and women in the advertising and merchandising worlds. It also should become a part of the text material in classrooms where both the tangible and intangible phases of the art and science of advertising are taught.

As a paragraph on the inside cover of the volume suggests, this book "was designed for advertising managers, marketing executives, and agency personnel from vice-presidents to junior copywriters; it is mature advice on advertising strategy, on how to nourish the creative mind, on buying motives, on copy-writing, advertising art, and advertising media; on how to promote the most fruitful relationship between advertising and industry."

BORN IN THE impoverished environment of a small, worn-out Indiana farm, Jim Adams knew early the mental and emotional hunger for a better life. He was the youngest of nine children. That boyhood struggle provided an impetus that took him from teaching in a newspaper reporting, to the partnership with another twin of advertising genius, Messrs. John and

### The Challenge Of the Sputniks

Edited by Richard Witkin, 96 pp. Doubleday Headline Publications, \$1.50.

Reviewed by  
ARTHUR HINKLEY

To give perspective to current news developments, more objectively than provided by conventional trade volumes, Doubleday has organized its Headline Publications—paper-bound, low-cost presentations of timely topics.

Before Doubleday could get its evaluation of Sputnik into quick print, along came the Rockefeller Brothers' Fund's first report, "International Security—The Military Aspect," by a highly pedigreed panel of experts with varying backgrounds. This report was mailed with the headline publication.

"The Challenge of the Sputniks" is an anthology of broadcasts, magazine and newspaper articles, interviews, speeches and reports, knit together by Richard Witkin, a New York Times aviation writer.

TAKEN ALONE, some of the pieces prompt the reader to run for the hills. But the overall impression gained from the collection is that Sputnik is only evidence of rising Soviet scientific achievement in an era that will bring far more startling devices.

It would take a technical buddy of Einstein to understand some of the things seen in the future of space travel. But, according to Witkin, "Man will reach the moon and planets, the reports say, if he doesn't first destroy his earth by missing his new-found technological power."

The Rockefeller Report makes detailed suggestions as to what must be done to preserve an earth not controlled by Russia and it flatly says, "... all is not well with present U.S. security policies and operations."

The Rockefeller panel concludes that more money is needed—additional expenditure of about \$3 billion for the next several years—and that the organization of U. S. defenses must be overhauled.

Most publicized of its recommendations is the urgent plea that the chairman of the joint chiefs of staff be made military boss, directly below the President and the secretary of defense in the chain of command.

Aside from the additional money needs, the recommendation hitting closest to home deals with civil defense which, the report says, has been treated as a minor adjunct to our over-all strategy. The report concluded:

"The main feature to note with respect to civil defense is that it is overdue. It does not make sense for the free world to engage in a

MacManus. As an editor and publisher of the community newspaper that bears the name of Jim Adams' home town, I believe "Sparks Off My Anvil" will find acceptable space in the offices of newspapers wherever there burns the desire to learn more about the design and use of the message of advertising. It is a veritable encyclopedia, in capsule form, on that subject.

FROM ANY OF its pages the interested reader will find nuggets of great value. It reveals how a man named Jim Adams, using only a stubby pencil and sheets of yellow copy paper, began that uncharted journey into the uncharted spaces of creativity. . . . and after variable periods of communion with the "Gods of The Advertising World", would give birth to thoughts capable of selling everything from automobiles to items one could hold in the palm of his hand.

"Sparks Off My Anvil" is a treasure-trove for all who would like to "sort of spend an evening" with an advertising man who devoted 33 years of an active life to all phases of advertising, and listen to his penetrating ideas and observations on the vast subject. . . . and the book—like all helpful volumes—provides many such evenings.

Charles F. Adams, son of the author, and a member of MacManus, John & Adams company, has written a personal introduction.

### Peace River Country

By Ralph Allen, 221 pp. Doubleday & Co., Inc., \$3.75.

Reviewed by  
PHIL THOMAS

Ralph Allen's "Peace River Country" is an innocuous novel in which are detailed the uninteresting adventures of an amiable drunk, Chris Sondern, during the pursuit of his fleeing wife and two children across Western Canada.

It seems that when Chris and Bea were first married everything was dandy. But after the children, Harold and Kelly, arrived on the scene, Chris, for reasons never given, developed a gigantic appetite for the contents of the bottle. After a few years of having Chris come home staggering drunk, Bea, who once managed the startling principle that "no one problem had anything to do with any other problem, no one year had anything to do with any other year, and no one hour had anything to do with another hour," decided to take the children and run away from Chris.

CHRIS, OF COURSE, find them holed up in the town of Holey, and Bea once again seemed to the kiddies and takes off for Elevator where she and the kids manage to survive by subsisting on the charity of a kind-hearted railroad conductor.

After spending a reasonable length of time boozing it up with an alcoholic buddy, finds them again.

The reader, by now completely bored and tired of running, follows them to Moose Jaw and the plot "thickens." Chris follows them there, but makes the mistake of hanging around the school in hope of seeing his children and following them home. The police, not knowing his pristine motives, mistake him for a degenerate and start chasing him.

CHRIS FALLS under a moving train and loses his legs. He is taken to a hospital where, conceivably, his wife works as a "lending woman." The book closes with a big tear-drenched reunion. Chris finally dies, and the rest of the family decides to move on again.

"Peace River Country" is a literary guild selection for February. This unfortunate because club circulation will insure that this mawkish sentimental book will

land in the homes of, and probably be read by, thousands of unsuspecting Americans. Allen's book is real cornball stuff and strictly for those who enjoy having a good cry at the movies.

A love can sting only once, because it's the stinger on the first stab. Wasps, hornets and yellowjackets are equipped for repeat performances.



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### WHY?



### Do We Cut Our Hair?

Even after he found long hair a hindrance in hunting, early man cut it reluctantly. Suppose cuttings fell into hands of an enemy, he said. Fellow was apt to add it to a clay image, pierce it, with pin and "pout! I am dead." Necessary haircutting became ceremonial.

Chief of a Fiji tribe always ate a sacrificial man for luck. But military minded Alexander the Great scoffed at such notions. He had his men cut hair and beard to offer fewer handholds in hip-and-thigh combat. (Copyright 1957, John Emery Ent.)