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History in print [1987, Vol. 10, no. 2]; History used in advertising

Academy of Accounting Historians

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The following articles on accounting history have appeared in non-Academy publications during the past few months. The articles are listed here to make members aware of the articles being published and the publication outlets available. Readers are urged to keep the editor of The Notebook alerted to publications which should be listed in this column. Send your suggestions to Dale Flesher at the editorial address. Readers in Asia and Australia may send their suggestions to Dr. Robert Gibson, School of Management, Deakin University, Victoria 3217 AUSTRALIA.


HISTORY USED IN ADVERTISING

South-Western Publishing Company has again used accounting history as the central premise of its advertising campaign for accounting textbooks. One recent brochure depicts the company's accounting principles products on one side and classic accounting tools on the other. The classic tools illustrated include painted pebbles, clay tablets, tally sticks, the quipu, the abacus, napier's bones, an early adding machine, and Fra Luca Pacioli's famous book. In addition, the company recently mailed out a 16 x 26 inch poster emphasizing the historical importance of cost accounting. This is the second consecutive year that South-Western has used accounting history in its advertising. Individuals who wish to be added to the publisher's mailing list may write to the company at 5101 Madison Road, Cincinnati, Ohio 45227.