

The Advertising Research Foundation proudly announces the research companies whose presentations received the highest ratings from attendees at the 26th Annual Conference.

Attendees rated the sessions on measures of usefulness/import, validation, research contribution/innovation, and presentation style. The Conference was held on March 17, 18 & 19, 1980.

The Companies are:  
**Information Resources,  
SPAR (Sales Promotion  
Analysis Reporting), &  
Starch INRA Hooper.**

Advertising Research Foundation  
3 East 54th Street, N.Y., N.Y. 10022 • (212) 751-5656