

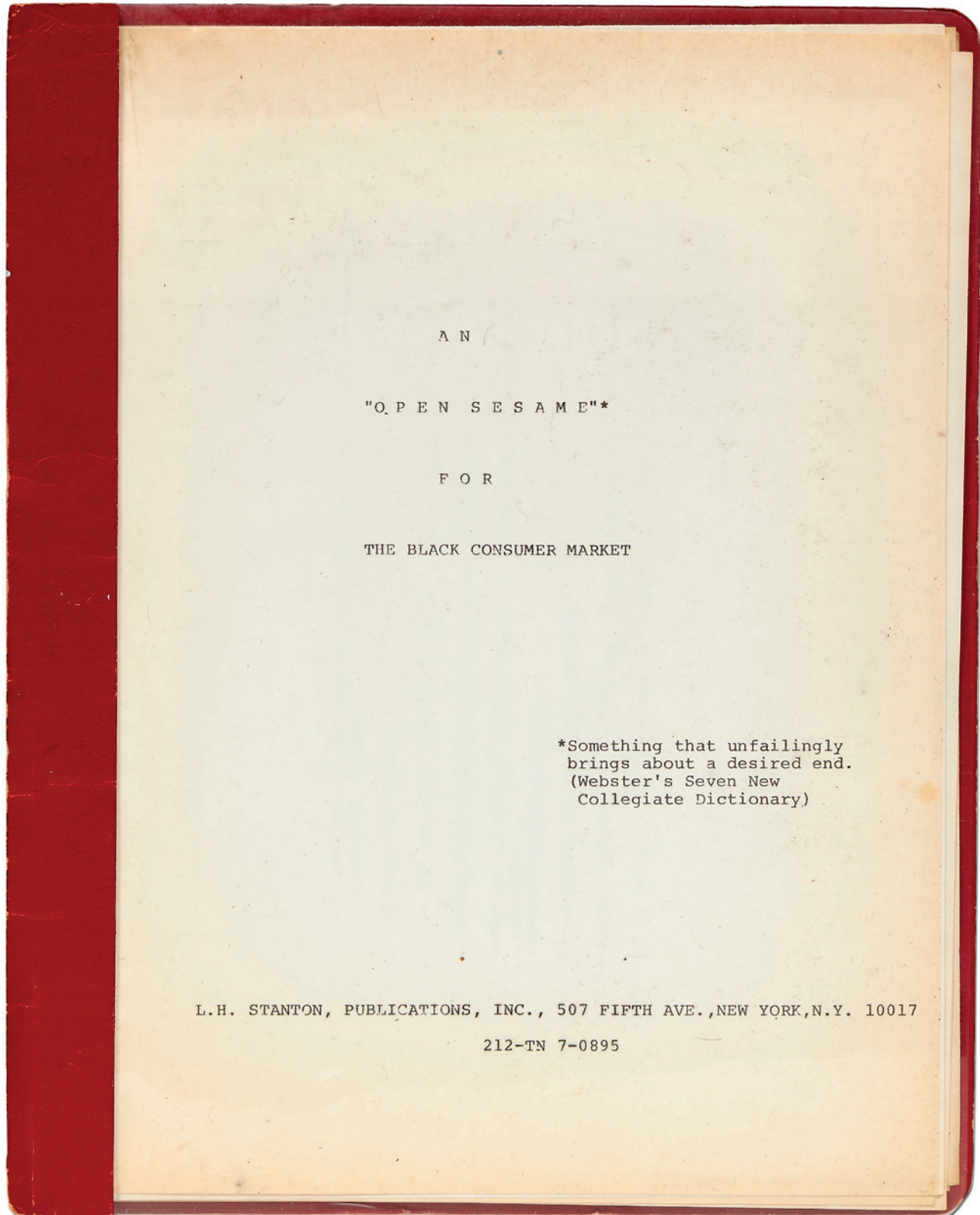
# BETWEEN THE COVERS RARE BOOKS

112 Nicholson Rd, Gloucester City, NJ 08030 (856) 456-8008 [betweenthecovers.com](http://betweenthecovers.com)

## *An "Open Sesame" for the Black Consumer Market*

New York: L.H. Stanton, Publications, Inc. [1972]

\$350



A N

"O P E N S E S A M E"\*

F O R

THE BLACK CONSUMER MARKET

\*Something that unfailingly  
brings about a desired end.  
(Webster's Seven New  
Collegiate Dictionary)

L.H. STANTON, PUBLICATIONS, INC., 507 FIFTH AVE., NEW YORK, N.Y. 10017

212-TN 7-0895

Quarto. 19 leaves photocopied rectos only. Plastic three-hole binder. Wrappers rubbed and modest age-toning, very good or better. Publisher's rate card laid in loose. Proposal assembled to promote advertising in "National Scene," a magazine supplement that was used in more than 75 newspapers owned by African-Americans. Interesting commercial attempt to crack the black market. *OCLC* locates no copies. [BTC#404731]