

MP-212

Notice

MEMORANDUM

December 29, 1938

Remitter: Fertig Lawrence Co. (75139)--Class A

Title: "Our Customers Go For Old Angus 25% Increase in Sales,"  
"A Tropical Treat from Porto Rico" and 2 others

Question: Division of opinion as to adequacy of copyright  
notices for periodical advertisements.

The applications submitted are in behalf of the National Distillers Products Corporation. The notices of copyright consist of the letter "C" in a circle, the year date of publication and the name of the copyright owner. The advertisements consist of pictorial illustrations and in all cases some text matter.

It is the opinion of Mr. Smith and Mr. Wise that the notice is so placed as to be considered applicable to the pictorial matter, and accordingly the applications should be passed for registration, but that a letter should be written suggesting the use of the full notice, i.e., Copyright 1939 by National Distillers Products Corporation, if it is the desire to cover both text and pictorial matter. Mrs. Brady, on the other hand, feels that the notice is fatally defective in that there is in most of the cases a considerable amount of text matter. She, therefore, feels that the applications should be rejected and that the examiner's recommendation should be approved.

Respectfully submitted,

*W. Harvey Wise Jr.*

Chairman, Revisory Board

"Enter, but write and suggest that they use, as a rule, "Copr." instead of ©, as being more comprehensive and suitable for material in magazines, especially where there is considerable text." -- H. A. Howell, 12/29/38.