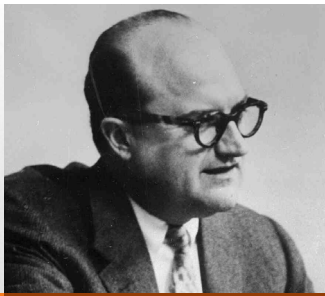


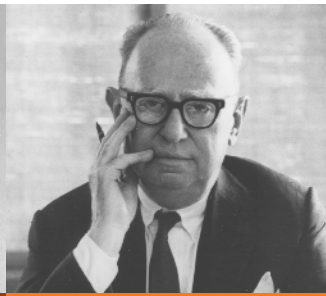
100 MOST INFLUENTIAL ADVERTISING MINDS OF 20TH CENTURY



1. William Bernbach



2. Marion Harper Jr.



3. Leo Burnett



4. David Ogilvy



5. Rosser Reeves

6. John Wanamaker
7. William Paley
8. Maurice and Charles Saatchi
9. Albert Lasker
10. Jay Chiat
11. F. Wayland Ayer
12. Helmut Krone
13. Neil McElroy
14. Stanley Resor and Helen Lansdowne Resor
15. Bruce Barton
16. Martin Sorrell
17. Henry Luce
18. Lee Clow
19. Mary Wells Lawrence
20. Alfred Sloan
21. John Caples
22. Dan Wieden and David Kennedy
23. Howard Luck Gossage
24. Shirley Polykoff
25. Joyce Hall
26. Ray Kroc
27. Allen Rosenshine
28. Claude C. Hopkins
29. Ted Turner
30. Hal Riney
31. Phil Dusenberry
32. Ira C. "Ike" Herbert
33. Bob Gage
34. Conde Nast
35. John Smale
36. Bruce Crawford
37. John E. Kennedy
38. John B. Watson
39. Steve Jobs
40. Phyllis K. Robinson
41. William Randolph Hearst
42. Philip Geier
43. Jane Trahey
44. John H. Johnson
45. George Gallup
46. Raymond Rubicam
47. Keith Reinhard
48. Carl Ally and Amil Gargano
49. Charlotte Beers
50. David Sarnoff
51. George Batten
52. James Webb Young
53. Jack Tinker
54. Lee Iacocca
55. Don Belding
56. Theodore F. MacManus
57. Sylvester L. "Pat" Weaver
58. Charles Austin Bates
59. Stan Freberg
60. Rupert Murdoch
61. Harrison King McCann
62. Bernice Fitz-Gibbon
63. Joe Sedelmaier
64. Theodore L. Bates
65. Howard Zieff
66. J. Walter Thompson
67. Robert Jacoby
68. Arthur Godfrey
69. A.C. Nielsen Sr.
70. James H. McGraw Sr.
71. Jerry Della Femina
72. Ben Duffy
73. Earnest Elmo Calkins
74. George Lois
75. Michael Jordan
76. Theodore Replier
77. Boone Arledge
78. Thomas J. Burrell
79. G.D. Crain Jr.
80. Emerson Foote
81. Bill Backer
82. Joe Pytka
83. Fairfax Cone
84. Daniel Starch
85. John E. Powers
86. Victor O. Schwab
87. Michael Ovitz
88. Cyrus H.K. Curtis
89. Howard H. Bell
90. Richard Lord
91. Michael Eisner
92. Al Achenbaum
93. Steve Frankfurt
94. Lester Wunderman
95. Peggy Charren
96. Frank Hummert
97. Sam Vitt
98. Cliff Freeman
99. Vance Packard
100. Stephen M. Case