

Every week,
more of America's women fall in love
with these men.



In markets nationwide, Masquerade Party reaches 73% adults, of which 61% are women. (47% of these women are 18-49.)

In its time period over the last three reports, Masquerade

Party also shows a net average increase in total homes.

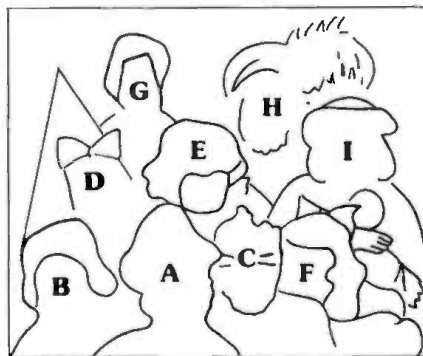
And since the Nov. '74 NSI report, Masquerade Party has won its time period for 8 weeks running in New York City.

MASQUERADE PARTY

A Hatos-Hall Production



Visit with us at NATPE. Suite 1827, Hyatt Regency Atlanta.



A. Bob Barker B. Bert Convy C. Wayne Rogers
D. Dick Sargent E. Jack La Lanne F. Dick Butkus
G. Bill Macy H. Lyle Waggoner I. Art Linkletter