

13th year of publication

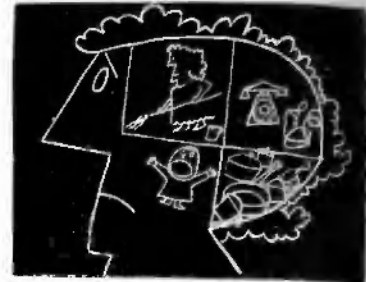
TELEVISION MAGAZINE

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THE COMMERCIAL—Next month TELEVISION MAGAZINE publishes a wide-ranging survey of the TV commercial today, with a selection of 30 outstanding commercials whose influences charted new paths in style, content and technique, and an examination of the significance of current trends. Other highlights: The executive struggle for the top, what it consists of and the price it exacts. . . Profile on Robert Kintner and his impact on NBC. . . How motivational research aided in the complete, and successful, transformation of a long-established public image—the story of Blue Dutch Cleanser. . . An analysis of the controversial Storz “bombshell” and its impact on radio today.

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