

1, 2, 3.

*We'd like to make three points
about NBC's popularity this season.*

1. The season to date NBC the leader. Over the course of the new television season, NBC's prime-time audience is the largest of the three networks. And NBC's lead

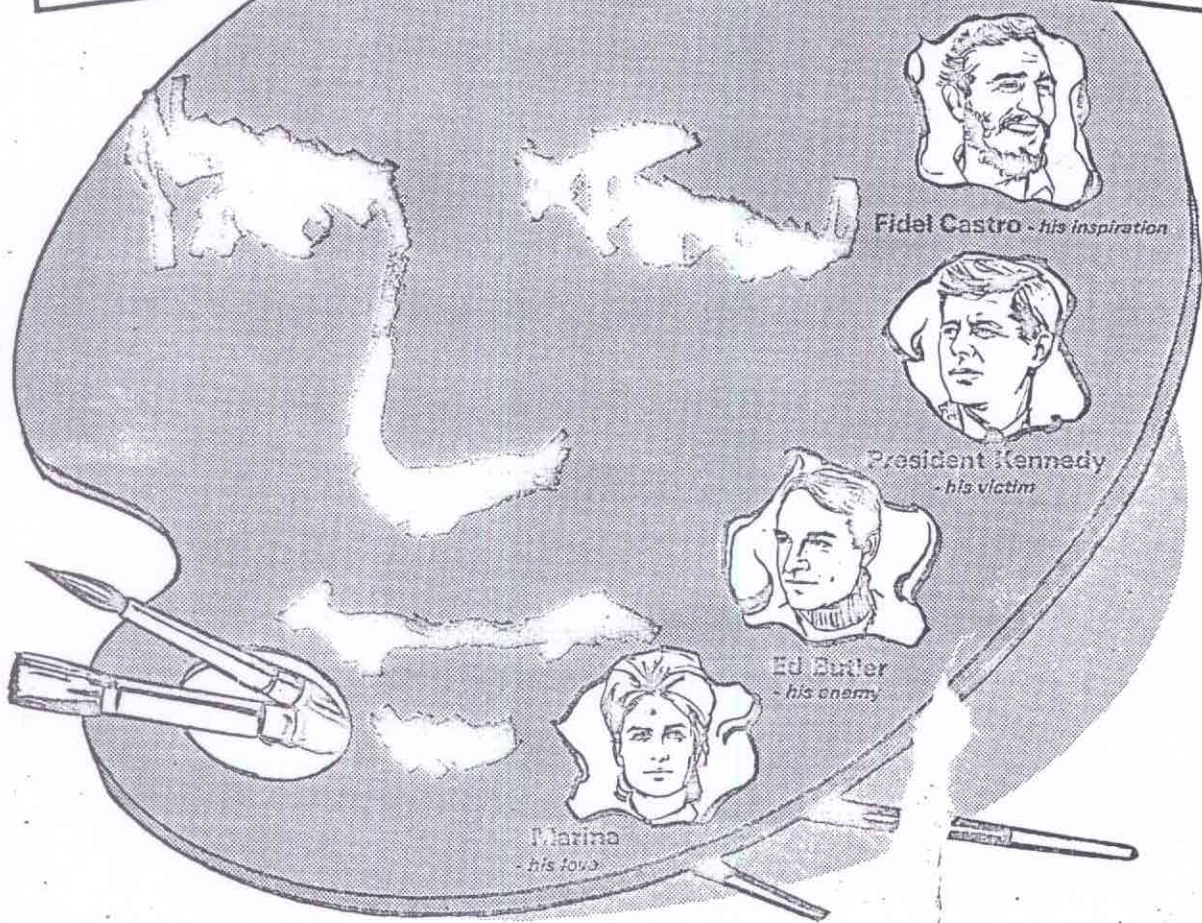
among adult viewers is even larger than its over-all margin. (The most popular regularly-scheduled program on the air is "Rowan and Martin's Laugh-In.")

2. The most recent audience estimate NBC the leader. In the two weeks ending November 10, NBC increased its lead.

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From the amazing record album now on sale at selected university bookstores. Narrated by Ed Butler, editor of *Square Magazine* [logo], who confronted the assas-

sin before the crime. Featuring actual voices and documentary scenes of President John F. Kennedy, Lee Harvey Oswald and Fidel Castro!

*Ed Butler cost \$350
Similar ads were placed in LA Times and San Francisco papers to defend the dollars.
Steve*