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New Orleans . . . WTIX #1
Hooper, Pulse.

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Hooper, Pulse, Trender.

WDGY, Minneapolis St. Paul
WHB, Kansas City
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HOW TO GUARD A \$7 MILLION TV INVESTMENT

Helene Curtis' ad manager now delegates most of his other responsibilities to concentrate on commercial-for his tv programs.

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Beneficial's marketing jig- saw puzzle

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Do you sell your station like a fishwife?

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Tv Basics/July: program costs lineup, ratings

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