

**This
We
Believe**

About Radio...

that it is still, and will continue to be,
a vital, mass-producing advertising tool . . . that
like all dynamic media its use must be tempered, revised,
refitted to the changing demands of the
economic world.

About Television...

that it is fast becoming one of the most powerful,
impelling mediums in the history of advertising . . . that
it neither wholly obsoletes nor wholly replaces
other good advertising media, but that,
like other media, it requires selective application,
experienced supervision, and clear-headed judgment.

Foote, Cone & Belding

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