

Growing stronger every day!

In the current topsy-turvy marketplace of first-run syndication, one new show is off to a strong start.

Goodson-Todman's all-new "To Tell the Truth."

Variety reported early that tv-rep programmers in New York assessed "Truth" as "the most formidable of the new game show strips."

As program casualties mount every week, "Truth" has grown stronger.

Because stations know it's 100% guaranteed to start in September.
With an uncommonly attractive schedule:
39 weeks of original episodes and only 13 weeks of repeats.

Now, with more shows identified as doubtful starters, "Truth" grows even stronger. Not just as a definite starter, but as a top-quality strip.

Thanks to the solid reputation of Goodson-Todman for producing sure-fire hits that run for a very long time.

Go with strength! Because you can count on it.

 **To Tell the
Truth"**

Sold!

WCAU-TV Philadelphia
WRC-TV Washington, D.C.
WTAE-TV Pittsburgh
WTCN-TV Minneapolis
WPLG Miami-Ft. Lauderdale
KCPQ-TV Seattle-Tacoma*
KCRA-TV Sacramento-Stockton
KATU Portland, Or.
WTMJ-TV Milwaukee
WTVN-TV Columbus, Oh.
WSPA-TV Greenville-Spart-Ashe.
WOTV Grand Rapids
WLKY-TV Louisville
WTAR-TV Norfolk
WBRE-TV Wilkes-Barre
WRGB Albany-Schenectady
WEYI-TV Flint-Saginaw-Bay City
WTOL-TV Toledo
WJKS-TV Jacksonville
WTVC Chattanooga
WEEK-TV Peoria
WCBD-TV Charleston, S.C.
WSEE Erie
KLAS-TV Las Vegas

*Kelly Broadcasting

