



### What is the price of this shade?

This is the shade of indifference. ■ It comes down whenever a commercial is too trite, or too pallid, or too blatant, or too patronizing—or you name it. ■ What's the price of this shade? ■ Sixty seconds of commercial time often costs \$35,000, \$40,000, \$45,000. Producing the commercial can cost \$2,000 or \$10,000 or \$20,000 or more. Add it all up and you realize how important it is to put your advertising in the inventive hands of people who can keep that shade rolled up tight. ■ **Young & Rubicam, Advertising**