

TABLE I
Definition of Symbols and Sources of Data Used for Computation in Subsequent Tables

Definition.	Source.
s_i Net subsidy to a family for i th product group	
C Value per hour of television programme viewed as obtained from dividing the total advertising expenditures in television by the aggregate number of hours viewed by all families	Total television advertising expenditures, <i>Financial Report for Television, 1963</i> , Federal Communications Commission. The number of hours of viewing, <i>Nielsen Television Index</i> , January through December, 1963
α_i Percentage of programmes sponsored by i th product group, as estimated from television advertising expenditures of each product group	Television advertising expenditures of each product group were estimated from the network billings and spot billings published by Television Bureau of Advertising
H Total number of hours of viewing by a family per year. Estimated from Nielsen's viewing data as follows: $H = 1414.7 + 0.20045Y = -0.0000Y^2$, where $H \geq 1,400$ hours	<i>Nielsen Television Index</i> , January through December 1963. Since viewing data are not available for the upper income groups, a lower limit has been set at 1,400 hours which is the number of hours viewed by a family with a disposable income of \$11,900
h_i Number of hours of viewing per family sponsored by the advertisers in i th product group. $h_i = \alpha_i (H)$	See α_i and H
A_i Amount of advertising expenditures of the advertisers in i th product group	See α_i
a_i Advertising expenditures per dollar of spending for i th product group, as obtained from dividing television advertising expenditures of i th product group by consumption expenditures on that product group	Television advertising expenditures of each product group, see α_i ; consumption expenditures in each product group, <i>Consumer Expenditures and Income, 1960-61</i> , Bureau of Labor Statistics. Data for the urban families were projected to the total universe due to the unavailability of data for rural families
Y Disposable personal income per family	Same as above
E_i Consumer expenditures of a family for i th product group. Computed as function of income.	Same as above. The following product-consumption functions have been computed:
1. Food	$E = 219.1 + 0.225Y - 0.0000049Y^2$
2. Automobile	$E = 148.1 + 0.170Y - 0.00000205Y^2$ $- 0.00000000094Y^3$
3. Tobacco	$E = 17.3 + 0.017Y - 0.00000052Y^2$
4. House furnishings and equipment	$E = -14.7 + 0.0575Y - 0.00000096Y^2$
5. Alcoholic beverages	$E = 11.0 + 0.0129Y$
6. Clothing and related materials	$E = 422.2 + 0.0851Y$
7. Household operations	$E = 65.8 + 0.0356Y + 0.00000086Y^2$
8. Medical care	$E = 82.8 + 0.051Y - 0.00000059Y^2$
9. Personal care	$E = 58.4 + 0.049Y$
10. Recreation and Transport	$E = -4.3 + 0.0544Y$
11. Others	$E = 359.2 + 0.147Y$

And for all product groups combined the total subsidy is

$$s = C g(Y) - \sum \alpha_i f_i Y \quad \dots \quad (1.21)$$

The level of income at which a net subsidy to a family becomes zero (the break-even point) for a given product group can be computed as follows:

$$C\{\alpha_i g(Y)\} = a_i f_i(Y) \quad \dots \quad (2.11)$$

Since C and $g(Y)$ are the same for all product groups, variations in the