

**first  
choice  
again!**



Checking construction blueprints: owner Robert W. Rounsaville (left) with Lee Smith, station manager in Louisville.

**ROBERT W. ROUNSAVILLE PICKS  
GPL EQUIPMENT FOR THREE NEW  
TV STATIONS**

**WQXI-TV**

ATLANTA

**WQXL-TV**

LOUISVILLE

**WQXN-TV**

CINCINNATI

• With three new TV stations in highly competitive markets, Robert W. Rounsaville picked GPL equipment because "I just had to have both quality and economy . . . the quality to match existing stations; the economy to withstand the financial competition.

My engineers studied the field . . . looked at all lines. GPL was the final choice: for engineering quality and operating economy. With three stations, the savings from this equipment are mighty important. In fact, they mean profit or loss."

Whether you have one, three or five stations, General Precision products can do two major things for you: give you the best pictures on the air today, and save you operating costs. If this sounds too good . . . ask for proof. GPL engineers will bring equipment to your studios, work with your cost figures, to prove the double benefits.

**Write, wire or call for complete information.**

**THREE-STATION ORDER INCLUDES:**

- 6 GPL-Pye Camera Chains**
- 3 GPL-Continental Transmitters**
- 3 Videcon Film Chains**
- 6 GPL Projectors**
- 3 Antennas and associated equipment**

**General Precision Laboratory**

INCORPORATED  
PLEASANTVILLE NEW YORK

Cable address: Prelab



Export Department:  
13 East 40th St., New York City  
Cable address: Arlab

Subsidiary of General Precision Equipment Corporation

Camera Chains • Film Chains • GPL-Watson Varifocal Lenses • Theatre TV Equipment • GPL-Continental Transmitters