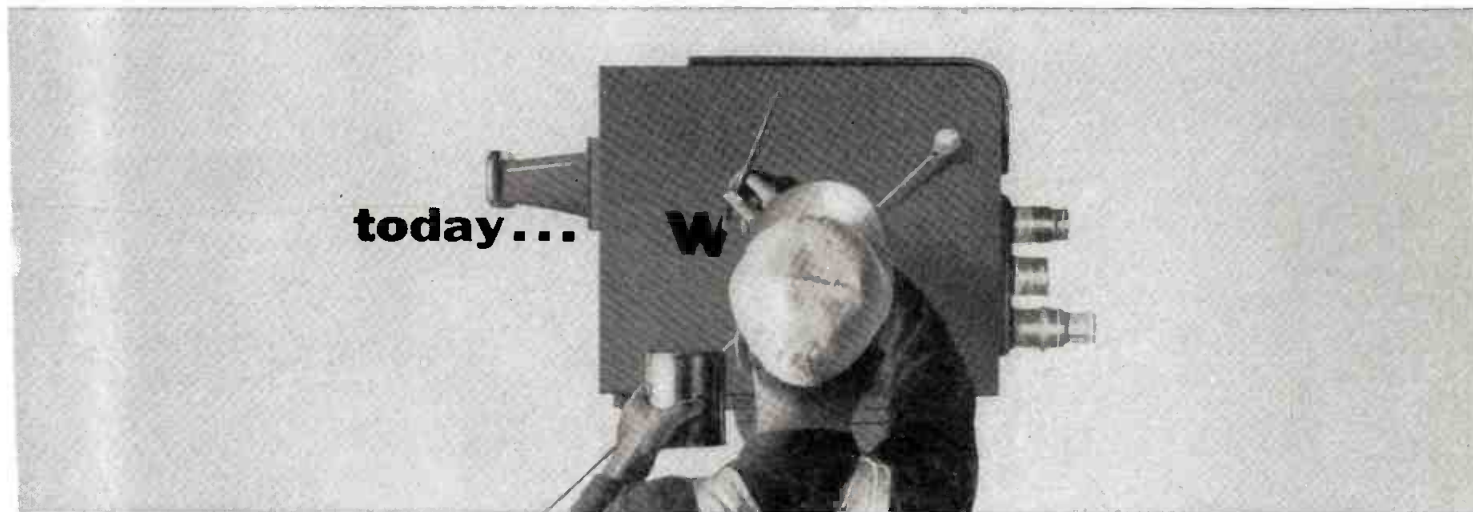


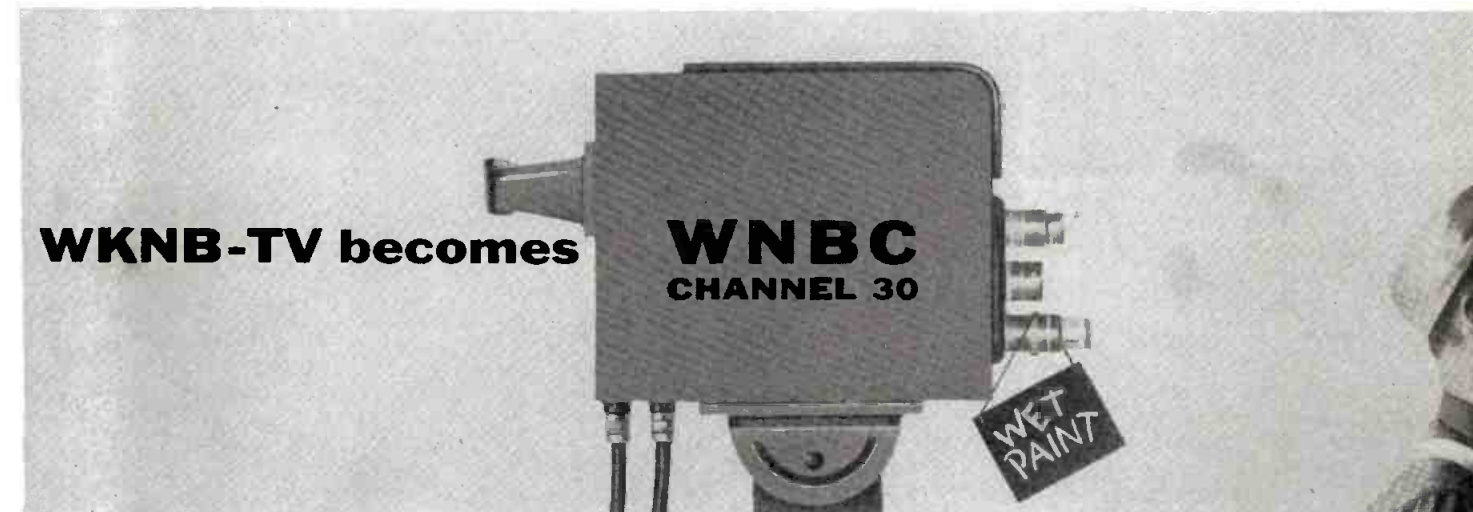
beginning...

WKNB-TV



today...

W



WKNB-TV becomes

**WNBC
CHANNEL 30**

**WET
PAINT**

A basic affiliate of NBC since October, 1955, WKNB-TV has parlayed its network program lineup, local shows, top caliber news and public service features, NBC Spectaculars and special events into ratings that have made it the best advertising bet in the whole Connecticut Valley. Now, as NBC-owned WNBC — NBC-TV in Southern New England — Channel 30 stands, *more than ever*, as the outstanding buy for advertisers who want to *sell* in this rich industrial-agricultural area.

Blanketing four of Connecticut's populous counties plus a good part of a fifth, WNBC's signal also covers Hampden and Hampshire Counties in neighboring Massachusetts. Total: 428,500 homes; 365,370 TV homes, 91.6% UHF-converted! Here's a market with a population of 1½ millions, an Effective

Buying Income of close to 3 billions, and an annual retail sales figure of nearly 2 billions!

The same management that has made WKNB-TV so dynamic a factor in local business and civic affairs remains at the helm. Add the resources, the experience, and the marketing knowledge of the National Broadcasting Company to the enviable sales record already established by this station, and it's easy to see why now, *more than ever*, the way to reach this prosperous, fast-growing market is . . .

WNBC 30

CHANNEL

HARTFORD-NEW BRITAIN

now sold by



SPOT SALES