


*An  
old  
friend  
with a new  
name*



You are now seeing new call letters on Channel 4 . . . WCMH-TV. They signify that Outlet Broadcasting has come to Columbus.

A radio pioneer, Outlet signed-on its first station in Providence, Rhode Island in 1922. During 54 years of broadcasting in Rhode Island, Florida, Texas and New York, Outlet has shaped a tradition of community service. This commitment will be evident on Channel 4 with the very best in well rounded entertainment, responsible news and information programming from many of the same personalities and staff who have earned your confidence and respect.

"CMH" is internationally recognized as the designation of Port Columbus. Now it is also the symbol of broadcast service to the needs and interests of viewers in Central Ohio.

*Stay with  where your friends are.*

**OUTLET**  
BROADCASTING

AN **OUTLET** COMPANY DIVISION  
176 Weybosset Street  
Providence, Rhode Island

WJAR, WJAR-TV PROVIDENCE  
WDBO-AM-FM, WDBO-TV ORLANDO  
KSAT-TV SAN ANTONIO  
WNYS-TV SYRACUSE  
WCMH-TV COLUMBUS