

BROADCASTING TELECASTING

1955-56

TELECASTING YEARBOOK-MARKETBOOK ISSUE

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AMERICA'S 10TH TV MARKET



WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture to 3 1/2 million people who own 912,950 TV sets and have \$5 1/2 billion to spend yearly.

316,000 Watts

WGAL-TV

LANCASTER, PENNA.