



"It's a 50,000 watt boy, Mr. Time Buyer!"

... the first of its kind in the New Jersey-New York Metropolitan Area. We're sure this newcomer, Television Station WATV, will make a mighty valuable addition to your media family.

His new RCA 50,000-watt transmitter—the most powerful in the New York Area—will blanket 25 counties in America's Richest Market* with your sales message.

His imposing schedule of film shows and remotes will be on the air seven days a week, starting at 3 P.M. Live studio programs from the World's Largest Television Studio at Television Center will follow shortly.

You can learn more about this high-powered newcomer by calling or writing Station WATV—and don't forget to ask about the special Pioneer Rate Plan.

*WATV Prospectus now available.

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TELEVISION CENTER, NEWARK 1, N.J.

The Family Station serving New Jersey and Metropolitan New York