NOW on the AIR with local "LIVE" COLOR TV

ANOTHER "FIRST" FOR WKY-TV!
Local "live" color was first introduced to Oklahoma TV viewers in a five-minute telecast at 6 p.m. on April 8 by E. K. Gaylord, president of the Oklahoma Publishing Company and WKY Radiophone Co.

Now, with two complete camera chains in operation, WKY-TV is nation's first independent station to have a regular schedule of local "live" color programs. Far-sighted planning made it possible for WKY-TV to receive the first color cameras delivered to any independent station in America! This same foresight has been characteristic of every phase of WKY-TV's operation. That's why WKY-TV is FIRST in black and white television*—as well as COLOR!


WKY ... FIRST Radio Station in Oklahoma
WKY-TV FIRST Television Station in Oklahoma
WKY-TV FIRST Station with Color TV in Oklahoma
WKY-TV FIRST In Popularity in Oklahoma

OWNED AND OPERATED BY
The Oklahoma Publishing Co.
The Daily Oklahoma-Democrat/Oklahoma City Times
The Farmer Stockman—WKY Radio
Represented by The Katz Agency, Inc.

CHANNEL 4
OKLAHOMA CITY

Broadcasting • Telecasting

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