

# NOW on the AIR

with local "LIVE"  
**COLOR TV**



FIRST AND ONLY TV STATION  
IN OKLAHOMA OPERATING WITH  
MAXIMUM AUTHORIZED POWER!

#### 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!**

\*Pulse 29-County Audience Survey, Hooper Oklahoma City Audience Survey of January, 1954, and ARB, March, 1954. See your Katz man.

**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

# WKY-TV

**CHANNEL 4**  
**OKLAHOMA CITY**

Owned and Operated by  
The Oklahoma Publishing Co.  
The Daily Oklahoman-Oklahoma City Times  
The Farmer-Stockman — WKY Radio  
Represented by The Katz Agency, Inc.