



NOW—

your best buy in

PORTLAND

is the

KPTV channel 12 **NEW** **NBC** **VHF**

**friendly
reminder—**

KPTV—Oregon's first television station—now gives you a bright new, VHF Channel in Portland. Here's why the *new* KPTV is your best buy in this prosperous market:

- Almost 5 years of viewer identification and loyalty to Oregon's *first* TV station! Plus,
- Top-rated NBC shows and stars! Plus,
- Best local shows, stars and films of *two* stations (KPTV merged May 1 with KLOR, former channel 12): Plus,
- Proven results for hundreds of advertisers!

Get all the facts today. Then be sure the bright, new KPTV, Channel 12 is on your advertising schedule.

Oregon's First Television Station

Represented Nationally by George P. Hollinberry 

OREGON TELEVISION, INC.