



as impossible as trying to sell Portland without

KPTV channel **12** **NBC**

An artist needs more than one layout in his bag of tricks, but smart media buyers need know but *ONE television station* to sell Oregon and Southwest Washington. KPTV leads in more quarter-hour firsts than any other Portland station*... and the cost-per-thousand is less.

Oregon's *FIRST Television Station* • Represented Nationally by the Katz Agency, Inc. • Schedule **Portland, Oregon**

*January 1958 Pulse (when all stations were on the air)

