








# THE NEW PHILADELPHIA STORY

(A COLORFUL TALE)

A  is proud by nature. But one  may be prouder than another. Right now, the proudest  in Philadelphia is the one who's making his home at WRCV-TV. The WRCV-TV  is now the most colorful bird in town—the first native  ever televised from its own backyard in all its splendid, true-to-life glory!

Yes, Philadelphia is taking on a new kind of local color. As of September 24th, WRCV-TV telecasts in live COLOR, on a regular basis, over its own facilities. Color cameras—color film—color slide equipment—everything's on hand for local productions ranging from station-breaks to full-scale Spectaculars! Everything you need to show your product at its colorful best, in the nation's fourth largest market.

Let our friend, the  show you the colorful way to feather your  : **WRCV-TV•3**