



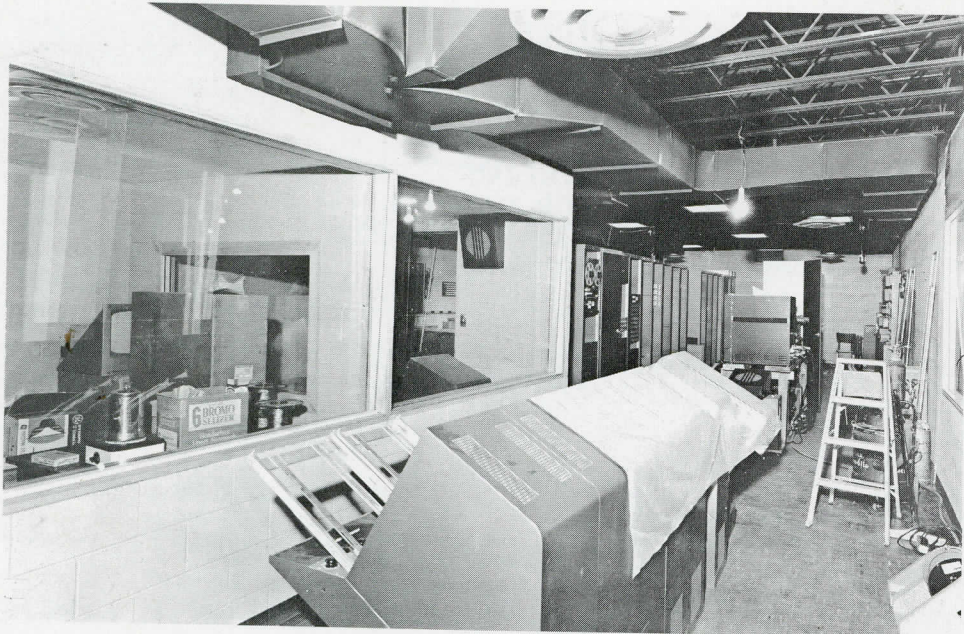
WRAL - TV

NBC
REPRESENTED BY H-R

RALEIGH, N.C.

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Shown above is a portion of the control room in the new building on Western Boulevard. Engineers are working night and day installing the racks for the new General Electric equipment. The administrative personnel offices are already occupied. There is no special significance indicated by the appearance of the Bromo-Seltzer box.

NOTE TO TIME BUYERS AND AGENCIES

We are now occupying our new quarters at 2619 Western Boulevard in Raleigh. Our post office box remains the same, Box 9583. The telephone number has been changed to VANCE 8-2511. Will you make this change? We don't want your order to be delayed even one moment!

NEW COLOR PROGRAM

Color set viewers will be interested to learn of the new film series, COMPASS, a super-travelogue seen each Saturday at 12:30 PM. Film Director Jim Riddle states the quality of the film is excellent - and the color superb.

PROGRAM SCHEDULE INSIDE



CAP'N FIVE'S WORD CONTEST

Shown here are five pretty seniors from Raleigh's Needham Broughton High School who spent over 100 hours sorting and classifying entries in a contest by Cap'n Five. Over 5000 entries were received for a one week contest from over 250 post offices in 45 counties in North Carolina, Virginia and South Carolina. The winner, Miss Mary Catharine Taylor, of Rougemont, N. C. won the first prize, plastic figurines of the Lone Ranger and Tonto, by compiling

a list of 392 words from the words, CHANNEL FIVE. The entries were checked in Webster's Unabridged Dictionaries.

CAPSULE SKETCH

Bill Armstrong, Channel Five's Director of News, brings to WRAL-Television a wide background of news-gathering and reporting. A native of Salisbury, N. C., he graduated from the University of North Carolina and worked on newspapers in Raleigh before entering the radio news reporting field in 1948. He joined WRAL-Television shortly before the station went on the air in December, 1956. His concise, factual reporting of North Carolina news from the Capitol City has made his 6:15 PM program, STATELINE, a favorite news program throughout Channel Five's wide coverage area. Bill is married and recently became the father of a third child.

MAVERICK MOVES TO CHANNEL 5 - APRIL 6

MAVERICK, a top rated Western from the ABC Network moves to Channel Five on Sunday, April 6.

Viewers already in the MAVERICK corral will be happy to know there's a zero delay, and, in fact . . . Channel Five gets the show a half-hour earlier than most stations. It begins at 7:00 PM and ends in time for STEVE ALLEN. No more agonizing decisions.

PLAYWRIGHT'S SKETCHBOOK WINNER

Mrs. M. I. Moorefield, Route 6, Raleigh, is presented a beautiful Admiral portable television set as the winner of a contest on "Playwright's Sketchbook", a series recently presented on Channel Five. Vice President and General Manager Fred Fletcher made the presentation.

