CHANNEL 4 COVERAGE: Grade A Contour indicated above is considered to be the primary coverage as defined by the F. C. C. It's purpose is to furnish a strong signal to metropolitan areas that can override man-made noise and static. The Grade B Contour is defined by the F. C. C. as secondary coverage, and represents a signal strength that assures most viewers adequate reception. Both curves are theoretri-

cal contours filed with the F. C. C. The signal strength coverage represents average values and disregards local terrain effects. The Grade C. Contour, or bonus area, indicates areas known to be receiving a serviceable signal from Seattle. Reception again varies with local terrain conditions and more care is needed in placing of

Test Pattern Shows KOMO-TV Reception in Area Is Excellent

Reports on Channel 4 test-the air with a test pattern at Victoria, B. C., and from Port pattern reception indicate that maximum power of 100,000 Angeles, Aberdeen, Everett, Ta-Seattle's newest television sta-warts, reveal excellent reception coma, Enumclaw, Bellingham, Seattle's newest television station wants, reveal excellent reception coma, Enumciaw, Bellingnam, tion, KOMO-TV, will blanket and signal strength southward to and signal strength southward to area with clear, sharp picture and sound, and provide good reception throughout all Western Washington.

The hundreds of telephone calls, letters and telegrams related to the Pacific Coast on the west. Among the points from which viewers report good reception to Channel 4 are: Astoria, Portland, Eugene, Estacada and St. and a population of more than ceived since KOMO-TV went on Helens, Ore.; Royal Oak and 2,382,000.

Service Record

The radio station was put on the air a little over a month after the construction permit was granted—a record believed unequalled in the construction of a broadcasting station. During its first year of operation, kOMO was on the air more hours than any other station in



RADIO VETERAN: Ray Baker, vice president and commercial manager of Fisher's Blend Station, Inc., came to Seattle as commercial manager of KOMO Radio in 1945. A graduate of Stanford University, Baker was previously Oakland manager of the Pacific Railways Advertising Co., and with the Don Lee Broadcasting System and the National Broadcasting Co. in San Francisco and Los Angeles.

Katherine Wise On Popular Show

KOMO-TV's home economist Katherine Wise, who appears "This Woman's World," is an Fourth Avenue North and expert homemaker herself.

Known to her husband and children as Ruth Fratt, she's able centers in the country, with fato talk about all home problems —food, menus, home decoration, fashions, and child care — beause she knows them from ac

cause she knows them from actual experience.

The only graduate home economist in Seattle radio, Ruth has been talking with homemakers and meeting audiences since 1929, when she received a B. S. degree in home economics from the University of Nebraska. Her first job was to install cooking schools and do home service work for a Midwest utility.

News Caravan Gains Steadily

"Camel News Caravan," seen every evening on KOMO-TV, covers a larger area than any other news program on the air. It had its inception on February 15, 1948, and has been gaining in popularity ever since—to the resist where today it has liter. point where today it has liter ally brought about a revolution in modern journalism.

in modern journalism.
This 15-minute news period
which goes on the air on Channel 4 at 7:45 p. m., Monday,
Tuesday, Thursday and Friday,
has made news film on television a fine art in which the network, with its team of 200 cameramen - reporters scattered throughout the world, has scored many notable "beats."

Two 12-year-old girls of Salis-bury, England, rescued eight pigs from a burning pigsty.

TV Show Scores Phenomenal Success in First Season

Even persons who said they weren't fans watched it and talked about it.

Achieving amazing success with a new show is not new to Ralph Edwards, often called the P. T. Barnum of the air waves. He launched his famous "Truth Or Consequences" program ir 1939, as an amazed radio audi ence listened to the struggles of a quiz-show contestant as he tried to speak into a microphone with his mouth full of lollipops. Since then, Edwards has kept

millions of American families in a state of suspended animation by sending a contestant to

KOMO-TV **Makes Debut** On Thursday

transmitter house were com leted in October

Rehearsals for local KOMO-TV shows began the middle of Oc-tober, with talent and production crews participating. Remotetelecasting equipment and crews took part in the special closed circuit program during the week of October 12 through 17 at The Bon Marche department store, giving hundreds of Seattle shop ers a preview look at the new tation in operation.

In mid-November the KOMO TV test pattern was transmitted so that television servicemen could adjust receiver sets in homes and dealer stores throughout the area to pick up the Channel 4 signal.

The KOMO-TV premiere on Thursday evening marks the culmination of 27 years of leadership in Seattle broadcasting. Fisher's Blend Station, Inc., was formed December 31, 1926 by O. TV test pattern was transmitted

formed December 31, 1926 by O. D. Fisher, chairman of the board of Fisher Flouring Mills

Service Record

hours than any other station in the United States with live tal

ent shows. In 1927, KOMO joined the NBC network as an affiliate sta-tion and will continue with the NBC-TV network beginning this

Fisher's Blend Station, Inc centers in the country, with fa cilities provided for top tele casting operations.

with the KOMO TV debut in view Thursday evening, O. W Fisher, president of Fisher's Blend Station, Inc., says:
"This is indeed a milestone in

the history of KOMO. We wan all our friends in the Pacifi Northwest to know that we will strive to keep the high standards of entertainment and public service with KOMO-TV- as those set by KOMO Radio these past 27 years.

visited a Por Elizabeth, South Africa, home every day for nine years.

Few shows have seen the phenomenal first-season success which came to Ralph Edwards "This Is Your Lite" (seen Wednesday nights at 10 o'clock on KOMO-TV, Channel 4).

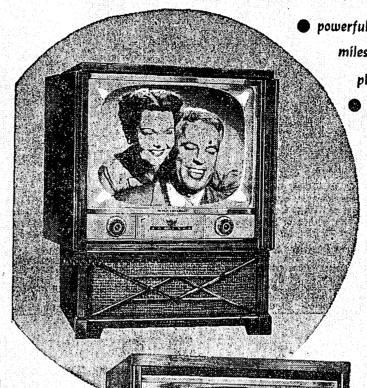
The show, which made its debut October 1, leaped into the end of January and was probably one of the most talked about shows in the country.

The shows in the country.

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