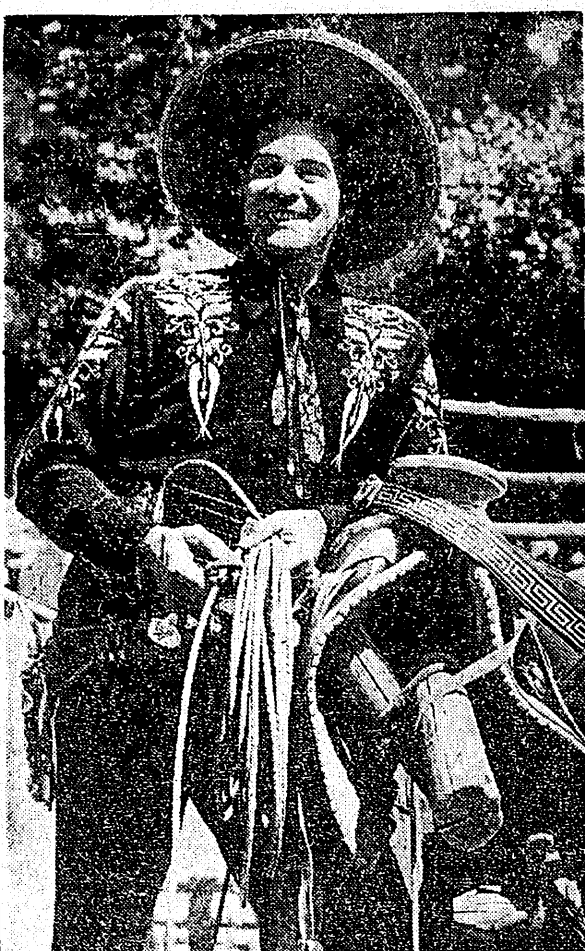


CONTROL ROOM: KOMO-TV's new master control room where NBC Network programs from studios B, C and G, and film and slide video information is controlled and sent by cable or microwave to the

KOMO-TV 100,000 watt transmitter on Queen Anne Hill. At the operation controls were Bill Sourwine, station engineer, and Bill Vandermay, TV studio supervisor.



WESTERN TV STAR: Duncan Renaldo will play the Cisco Kid in the series of the same name which will start over KOMO-TV's Channel 4 December 17.

Sarah Churchill Stars on TV

SARAH Churchill, attractive hostess and frequent star of "Hallmark Hall of Fame," (presented every Sunday at 5 p. m. on KOMO-TV) had an auspicious start to a successful career. She was born October 7, 1916, in Admiralty House, London, where her famous father, Sir Winston Churchill, resided as First Lord of the Admiralty during the First World War.

After attending schools in England and Paris, she decided at 17 on a dancing career. For the next two years she went to professional ballet school. After attending a few talent auditions, Sarah knew conclusively that it was an actor's life for her.

As Sarah Smith, she answered a chorus call for a C. B. Cochran musical, "Follow the Sun." He offered her a chorus job and understudy part to Claire Luce if Sarah could get parental consent. Sir Winston had no objection, providing "Miss Smith" wasn't unduly exploited. Cochran obliged by having all the girls in the chorus wear identical red wigs, making it impossible for anyone to single out the red-haired "Smith" girl.

Following her start in that show, Miss Churchill toured the



NARRATOR - HOSTESS: Sarah Churchill is narrator-hostess of "Hallmark of Fame" on KOMO-TV each Sunday afternoon at 5 o'clock. She also stars occasionally in dramas on the full-hour program on Channel 4.

provinces in repertory groups for two years. This took her to

London, where she tried, in all, 30 different parts ranging from "Charley's Aunt" to "Romeo and Juliet." She was prominently cast in a revival of "Outward Bound" when the blitz terminated the run.

During the war, Sarah joined the Women's Auxiliary Air Force. Four years later, in 1945, she returned to professional life, making two films in Italy, "When in Rome," and Daniele Cortis, followed by a successful return to the London stage in 1947 in the revival of "The Barretts of Wimpole Street."

It was Miss Churchill's personal appearance tour in conjunction with a film she made for J. Arthur Rank, titled, "All Over Town," that brought her to America and eventually led to her winning new laurels with United States audiences.

Cisco Kid Rides Again on KOMO-TV

A new series of exciting "Cisco Kid" half-hour television dramas will begin on KOMO-TV Thursday, December 17 at 7 p. m.

Each telecast is a complete story about the wide-open West. They present a rampage of roaring adventure, the kind of stories Americans like to see, because they strike a responsive chord in their hearts. Every Thursday at 7 p. m. on Channel 4 Sunny Jim Fine Foods and Mission Macaroni present this devil-may-care Robin Hood of the Range to the homes of Western Washington.

The Cisco Kid series is fine

entertainment for the entire family. There is enough action, red-blooded adventure, shooting-filled drama, intrigue, comedy and romance in the Western drama to delight every listener.

Duncan Renaldo, famous star of the "Cisco Kid" movies, plays "Cisco Kid" for television and Leo Carrillo, famous Western comedian, plays Pancho. The Cisco Kid rides the lawless Western plains to right wrongs, to help those in need and to fight the forces of evil. His motives are frequently misunderstood by those in authority, with resulting complications and wonderful entertainment.

For Display Only

• MT. PLEASANT, Mich.—(UP)—Dr. C. L. Anspach, president of Central Michigan College of Education, has a collection of 342 letter-openers from all parts of the world. He opens his own mail with his fingers or with a pencil.

Lumber cut in the United States in the past 140 years, if stacked into one pile, would make a cube exactly one mile in each dimension, statisticians have computed.

Story Hour Highlight Of Channel 4 Programs

A highlight in every youngster's day will be a visit with Merrie Virginia, the delightful story-teller on KOMO-TV's "Mother Goose Land" program every week-day afternoon at 5 o'clock on Channel 4.

Merrie Virginia long has been a favorite with young audiences in Washington and Oregon with her radio programs. Thousands have seen her in "Children's Theater" performances. She played the title role in "Pinocchio" at the Music Hall Theater in Seattle for six weeks. Seattle and Tacoma audiences have seen her in the "Stage It" television show.

A graduate of the School of Drama at the University of Washington, Merrie Virginia appeared in many Showboat and Penthouse plays. She has held leading roles in such children's plays as "Golden Goose," "Chinese Nightingale," "Princess and the Pea" and "Marco Polo."

In "Mother Goose" Land, young viewers will be invited into a wonderful gingerbread house, full of color and toys and large story books lining the walls. Each day Merrie Virginia will tell three stories, two in song form and one acted out in dancing movements and voice changes for the different characters.

Magic, whimsy and charm are all wrapped up in music and stories for young and old alike—everyone who is young in heart.

Cookery, Fashions To Feature Show

For the latest ideas in the world of cookery and fashion, Seattle and Western Washington afternoon televisioners will be watching "This Woman's World," which makes its debut on Channel 4 at 1:30 Friday afternoon, when KOMO-TV begins regular daily programming.

Greeting visitors at the KOMO-TV studios will be host-



STORY WIZARD: Merrie Virginia, sparkling story-narrator, tells delightful "Mother Goose" tales to the youngsters every week-day afternoon at 5 o'clock on Channel 4. She acts out stories in song and verse. Her enchanting cottage has room for everyone who wishes to come in.

ess and mistress of ceremonies Ruth McCloy, long a favorite Seattle radio personality. She has been starred on the popular "Homekeeper's Calendar" on KOMO Radio since 1946.



TOP TV COMEDY: Wally Cox, as "Mister Peepers" talks with "Mrs. Gurney" (Marion Lorne), one of his friends who makes the half-hour from 7:30 to 8 every Sunday evening a "must" for Channel 4 viewers. The comedy series has become a nation-wide favorite, featuring Cox as the mild-mannered junior-high-school science teacher.

Marina Marty says:

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Comedy Program

Channel 4 viewers will get a glimpse of "Life With Elizabeth" Friday evenings. It's a half-hour husband-and-wife program that brings warm comedy for the whole family's enjoyment every week.

There are 20 provinces in Chile.

Renewed Interest

NEW LONDON, Conn., Nov. 7.—(UP)—Marshall Glinther, a leader in a drive for construction of off-street parking facilities, is working overtime on the campaign after receiving 15 tickets for overtime parking.

One quart of milk weighs 2.15 pounds.

Stars to Be Seen

Bud Abbott and Lou Costello will be starred on the "Colgate Comedy Hour" next Sunday at 8 p.m. on Channel 4. Others rotating stars include Jimmy Durante, Eddie Cantor, Donald O'Connor, Martin and Lewis and notable guests.

Italy is boosting auto output.

"Santa" Starmount Says:

See KOMO for Pennies a Day ON A



21" RCA VICTOR TV

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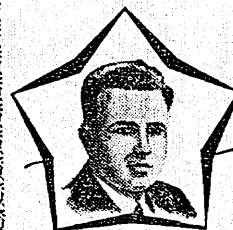
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Opening with KOMO-TV

The Gloria Swanson

"CROWN THEATRE"



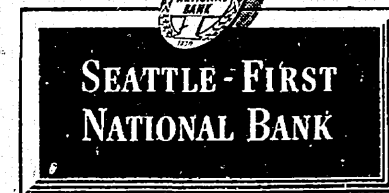
Queen of them all, Gloria Swanson brings you a new, delightful series of TV stories. Produced by Bing Crosby Enterprises, stories are by well-known authors. The "Crown Theatre" casts are made up of top stage and screen stars to bring you the best in family viewing.

Be sure to see it Sunday, Dec. 13

CHANNEL 4 -- KOMO-TV

6:30 to 7:00 p. m.

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