

FIRST Always BEST

HERE'S WHY -

FIRST because

KOMO serves the largest population of any Pacific Northwest station.

KOMO dominates Seattle, Tacoma and Western Washington—its primary merchandisable area!

KOMO nighttime protected coverage gives advertisers a larger bonus audience in four Pacific Coast states and Western Canada.

KOMO has the most modern RCA transmission equipment to take full advantage of its 50,000 watt operation with unsurpassed signal clarity.

KOMO provides the only complete studio facilities ... the world's finest.

KOMO is the only NBC station in Western Washington.

BEST because

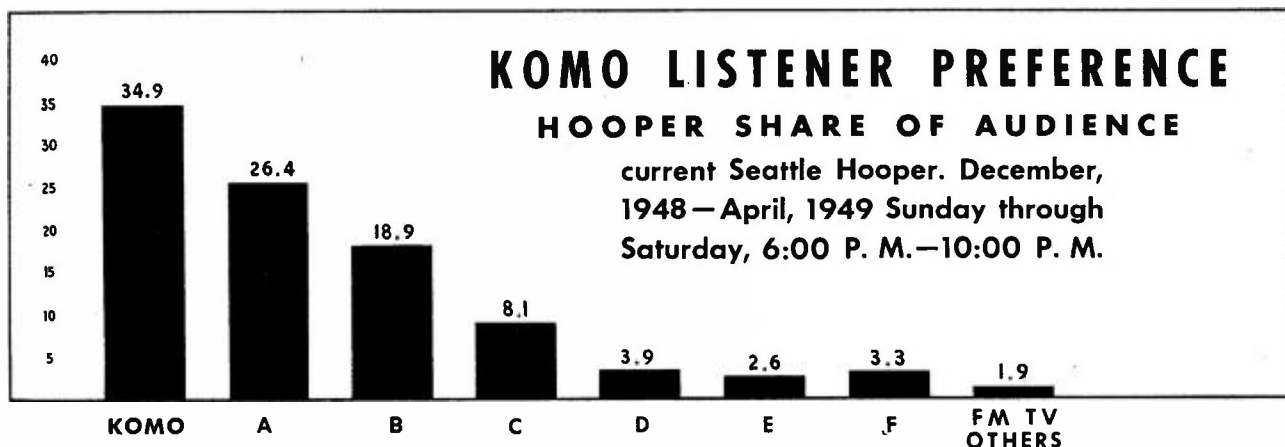
KOMO leads today as it has for 23 years.

KOMO consistently has maintained highest Hooper Ratings.

KOMO results are measured not only in direct sales but also in greater prestige.

KOMO dominant influence extends to wholesalers and retailers as well as to listeners.

KOMO has continued increasingly successful under the same owner-management for 23 years.



KOMO

Represented Nationally by EDWARD PETRY & CO.



FISHER'S BLEND STATION, Inc.
SEATTLE, WASHINGTON