


How KIRO-TV builds its "friendship rating"...

The best way to win a friend is to be one . . . and KIRO personalities work hard at being friends to the television viewers of the Puget Sound area. They are sincere, engaging people who keenly understand and sympathize with the needs and problems of their viewers. Best evidence of this is found in the increasing flow of letters we receive . . . letters with suggestions, criticisms and compliments. This we call our "friendship rating," which is so important in building loyalty for the products advertised on KIRO-TV.

KIRO-TV Channel 



SEATTLE-TACOMA



QUEEN CITY BROADCASTING COMPANY
1530 Queen Anne Ave., Seattle 9, Washington

Represented Nationally by Peters, Griffin and Woodward

Sister station of the Number One award-winning Radio Station KIRO



SAM RINAKEE—"It is wonderful to hear sincere truth in the news in these vitally important times. KIRO-TV should be extremely proud of their brilliant news director."
M. M.—Tacoma, Washington



J. P. PATCHES—"You have built up a 'character-building' program that is enjoyable to both children and adults . . . a wonderful contribution to Seattle television."
M. L. P.—Seattle, Washington



DON RILEY—"Don Riley has the valuable and rare ability to draw audience anticipation . . . both as host for STAR PARADE and as newscaster on the 10 o'clock news program."
Mrs. F. P.—Seattle, Washington



LOU ROEN—"Lou Roen, as Master of Ceremonies or weather man, does a splendid job."
Mrs. J. B.—Sedro Woolley, Washington



RON FORSELL—"Mr. Forsell's news presentation is excellent . . . a smooth combination of word and picture and a brilliant job of reporting."
T. L. B.—Seattle, Washington



PAT HAYES—"His authoritative and accurate reporting make him the top sportscaster in Seattle."
Mr. J. S.—Seattle, Washington