

KOMO-TV Will Make Debut on Thursday Evening

New Station Will Operate on Channel 4

KOMO-TV, Seattle's newest television station, goes on the air with programs Thursday evening, December 10, less than five months after receiving its final construction permit from the Federal Communications Commission.

The on-the-air date for the 100,000 watt station comes a little more than five and one half years after the Fisher's Blend Station, Inc. first applied for a television license in April, 1948. At that time KOMO just had moved into its new \$1,000,000 radio and television center at Fourth North and Denny Way.

The development of the television operation was delayed as a result of there being more applicants than channels available in the Seattle area. Further action for the local applicants was held up by the three-and-one-half-year F. C. C. television "freeze," from September, 1948 to April, 1952, during which no new permits were granted.

Application Modified
In May, 1952, KOMO modified its construction-permit application according to the post-"freeze." KOMO continued its work toward TV operation, signing a contract with RCA for complete television equipment in October, 1950. A few months later, in March, 1951, station officials authorized shipment of



RADIO PIONEER: O. W. Fisher, president of Fisher's Blend Station, Inc. since the company was organized in 1926, was also general manager of KOMO from 1944 to March, 1952. Active in civic affairs Fisher is also vice president and director of the Fisher Flouring Mills Co.



GENERAL MANAGER: W. W. Warren, vice president and general manager of Fisher's Blend Station, Inc., has headed activities for both KOMO Radio and KOMO-TV since March, 1952. Warren entered radio after graduation from the University of Washington in 1933 and was program manager for KOMO Radio from 1934 to 1952.



PROGRAM MANAGER: Dave Crackett, who took over duties as program manager for KOMO-TV September 1, has been director of radio and television for the Seattle office of Cole & Weber Advertising Agency and program director and assistant program director for local radio and television stations.

Moshier's Farm Hour On Channel 4

Farmers, gardeners and thousands of Pacific Northwest folk who are interested in all types of horticulture and outdoor living know Bill Moshier, host of KOMO-TV's "Farm and Garden Hour" Saturdays, 5:30-6 p. m. on Channel 4.

Bill has been the leading radio farm director in Western Wash-



FARM EXPERT: Bill Moshier, leading radio farm director in Western Washington, expands his duties with his "Farm and Garden Hour" on KOMO-TV.

the major RCA television items in the contract. Receipt of the first shipment of KOMO cameras and studio equipment was in January, 1952. From that date until June, 1953, a training school was conducted

for KOMO-TV technical personnel. During that time, KOMO co-operated with the University of Washington in conducting a TV workshop in the KOMO studios. Remodeling of studio facilities began immediately after finalizing of the construction permit in July. Two large main floor radio studios were converted into one large television studio with a main control booth centrally placed so that

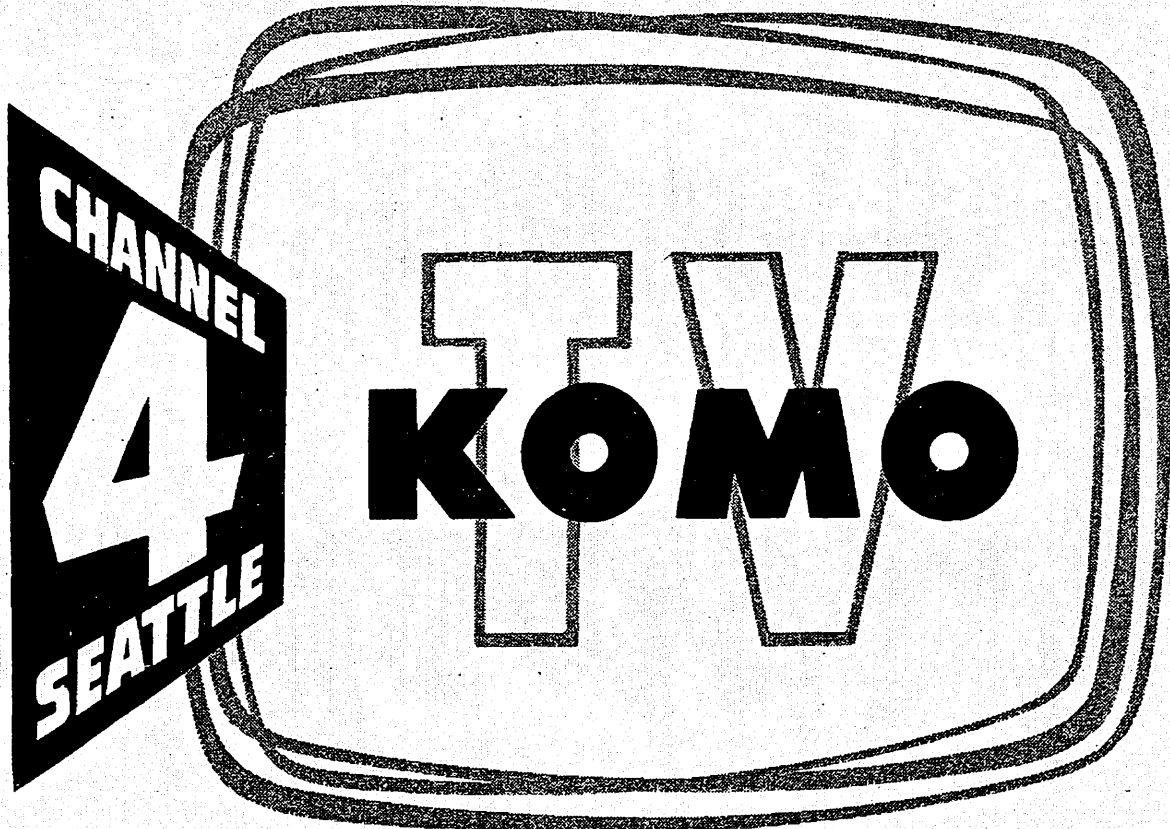
operations might be carried on either in both sections simultaneously, or in just one, as production needs dictate. Another studio, "G" is situated on the sublevel of the KOMO Radio and Television

Building. It is equipped with an elevated stage and an audience seating area to facilitate telecasting of local live audience-participation shows. The 470-foot tower beside the KOMO studios at Fourth North

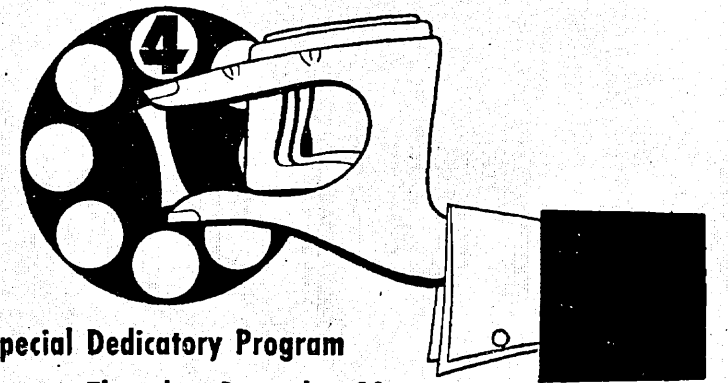
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ington for more than 17 years. He has written regular articles featured in daily and weekly papers in the area, plus many magazine features in various rural and agricultural publications.

On the Air December 10



Next Thursday night you can set it on channel 4 and leave it there



TUNE IN: Special Dedicatory Program begins at 6:30 p. m., Thursday, December 10

All the Stars of NBC - and MORE



The Finest Entertainment in Television!



The Nation's Favorite Stars!



Clearer Picture - 100,000 Watts!

KOMO-TV Hottest News and Special Events. Home Interest Programs. Finest Children's Features. Newest Releases. Feature Motion Pictures.

"4 is your door to more and better entertainment—every day of the week—for everyone in the family"

FULL DAY PROGRAMMING BEGINS DECEMBER 11 9:45 A. M. UNTIL MIDNIGHT

