

KOMO-TV's Channel 4 Will Offer Variety of Daily Entertainment to Please Entire Family

There's top entertainment for the whole family throughout the day—every day on KOMO-TV. Comedy, drama, sports, news and weather, children's shows, quizzes, variety shows, they're all in the daily line-up on Channel 4.

During the day, the programs are devoted to the woman's viewpoint. The housewife can see such serial dramas as "The Bennetts," "Hawkins Falls," "Glamour Girl" and "Three Steps to Heaven." If her taste runs to quiz and audience participation shows, she can tune to "Bride and Groom," "On Your Account" or "Welcome Travelers."

If she wants to sit back and relax to music and variety, she finds the top-rated Kate Smith afternoon show to her liking. Or, soothing piano melodies are hers to listen to on Margaret Melby's program, originating in the KOMO-TV studios.

For homemaking hints and tips for interior decoration, budgeting and new cooking ideas, there's the one-and-a-half-hour omnibus-type program especially for the housewife every week-day afternoon. Called "Madison Square Garden," KOMO-TV also presents four local newscasts every weekday.

Mary Mills Makes Food Fun on TV

When KOMO-TV begins regular programming Friday, Mary Mills will reign in the kitchen of "This Woman's World" as chef and creator of new and unusual dishes. She will show housewives how to prepare interesting meals in her lively portion of the Channel 4 week-day afternoon program de-



FOOD AUTHORITY: Mary Mills takes over the kitchen of "This Woman's World" for a half-hour every afternoon, Monday through Friday on Channel 4 to show homemakers how to make interesting new dishes to please both the family's taste and pocketbook.

signed especially for the woman's point of view. In private life Mary Mills is Hil Tait (Mrs. Charles), a well-known Seattle hostess. Many years of experience in the quality-food world make her a "natural" for her part in creating a new approach to cooking for housewives.

As Mary Mills, Mrs. Tait says she wants to show housewives that "food is fun," and invites all Seattle area homemakers to join her every week-day afternoon on KOMO-TV's "This Woman's World" on and after December 11.

Melodies Lighten Day For TV Fns

Midday televiewers will find a delightful, relaxing half-hour as they watch Margaret Melby's keyboard magic every week-day



PIANO STAR: Margaret Melby provides an entertaining half-hour of piano melodies every week-day from 12:30 to 1 p. m. on Channel 4. Special feature each day is her "four-note" improvisation.

from 12:30 to 1 p. m. on KOMO-TV. Long a favorite entertainer with Seattle and Western Washington radio audiences, through her piano melody program on KOMO Radio, Margaret plays Bach or boogie with equal ease.

the Pacific from 1941 to the Korean war is a program that every man likes to see, as indicated by the huge audiences received by it all over the country.

Other programs which the man of the house will especially like are "Dragnet," "The Big Story" and the special KOMO-TV "Best Movie of the Week."

Programs for Children
The children have a portion of each day on KOMO-TV, too. Programs designed especially for them include "Howdy Doody," "Kukla, Fran and Ollie," "This Woman's World, the pro-

gram features well-known KOMO personality Ruth McCloy as hostess. Also featured are Katherine Wise, home economist; Dic Gardner, handyman; and Mary Mills with her new approach to cooking. Interesting guests are interviewed each day and once a week there's a full-scale fashion show featuring newest styles and designs.

Sports Shows Offered
For the man of the house there are sports shows, including "Cavalcade of Sports" and "Zoo Parade" and the highly-rated Excursion series, to

name a few. For the preschool children there's the Peabody Award winning "Ding Dong School" featuring beloved teacher Frances Horwich. A delightful KOMO-TV story hour for children is presented every afternoon with Merri Virginia telling Mother Goose tales. Another favorite local children's program is the "Saturday Quizdown," featuring Milard Ireland as quizmaster. Cowboy heroes "The Range Rider," "Hopalong Cassidy," "The Cisco Kid" and "Gabby Hayes" ride on Channel 4 every

day for youngsters . . . and, sometimes, Dad to see. Theater" and "Kraft Television Medicine" and "American Inventory," plus special local KOMO-TV public service features.

And, for music and variety KOMO-TV offers such favorites as "Your Hit Parade," "The Arthur Murray Dance Party," "Dinah Shore, Eddie Fisher, Judge for Yourself," "Ted Mack's Amateur Hour" and "Voice of Firestone."

Keeping its policy of outstanding public service in presenting informative programs, as established by KOMO Radio, KOMO-TV includes such public interest programs as the "American Forum of the Air," "March of

All day, every day, there are programs for the whole family to see on KOMO-TV. Comedy, drama, variety, quiz shows, children's shows, up-to-the-minute news . . . all can be found on Channel 4.

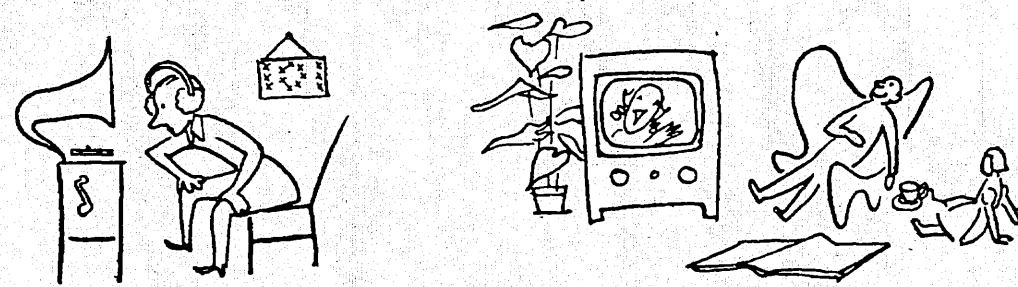
THE BON MARCHE and RCA VICTOR

proudly salute KOMO-TV with

a cavalcade of progress in home entertainment

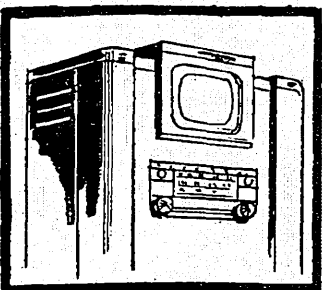


THEN and Now



From the original 1901 "disc-type" record player up through the years to the magnificent radio-television combinations . . . RCA Victor has kept in step with progress. Now, in cooperation with Chicago's Museum of Modern Science, they proudly exhibit their home entertainment leadership through the years. Come and see for yourself a 1906 record player, the very first commercially successful AC radio, the 5" and 9" screen pre-war television sets and other "vintage" machines. Hear Dr. Stanley Chapple, head of the U. of W. music school, speak on the exhibit, Thurs. Dec. 10, at 11 a. m.

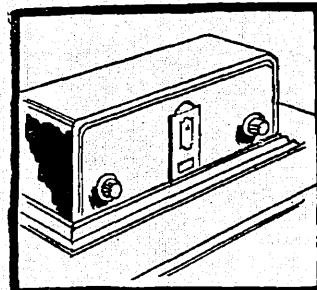
Television, Fourth Floor, Downtown



The best pre-war TV was this 9" screen set. It was priced **450.00**



RCA Victor 21 inch consoles
Modern television at its best with popular rotomatic tuning, golden throat tone. Mahogany. **299.95**



The first commercially successful AC table radio. 1927. **156.50**



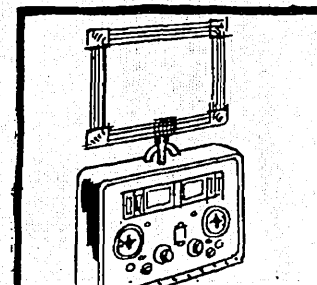
new RCA Victor table radio
A smart modern set with the powerful electro-dynamic speaker, extra large built-in antenna. **21.95**



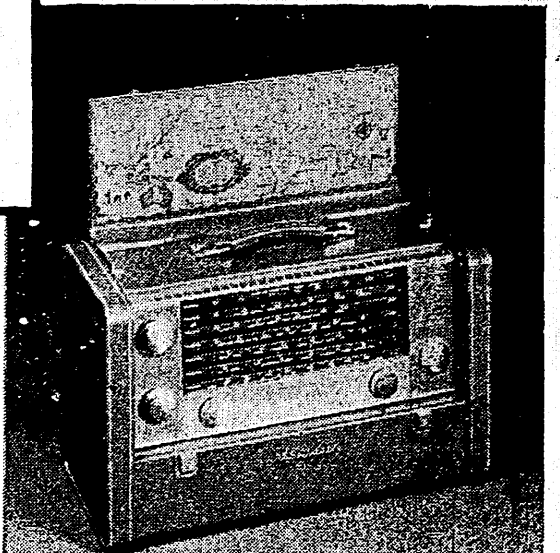
The earliest Victrola player. Hand-wound and changed. **100.00**



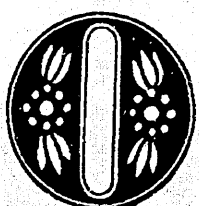
modern "45" record players
RCA Victor's completely automatic model features its own golden throat tone system. **36.95**



The first luggage-type "portables" weighed 57 pounds. **204.10**



long-distance "strato-world"
A 24 lb. up-to-the minute portable "powered to pick up the world!" Less batteries at just **144.95**



Open Downtown Monday, 12 Noon to 9:00 p. m.

Northgate open 9:45 to 9:30 p. m. Mon. thru Fri.; Sat. 9:45 to 6 p. m.