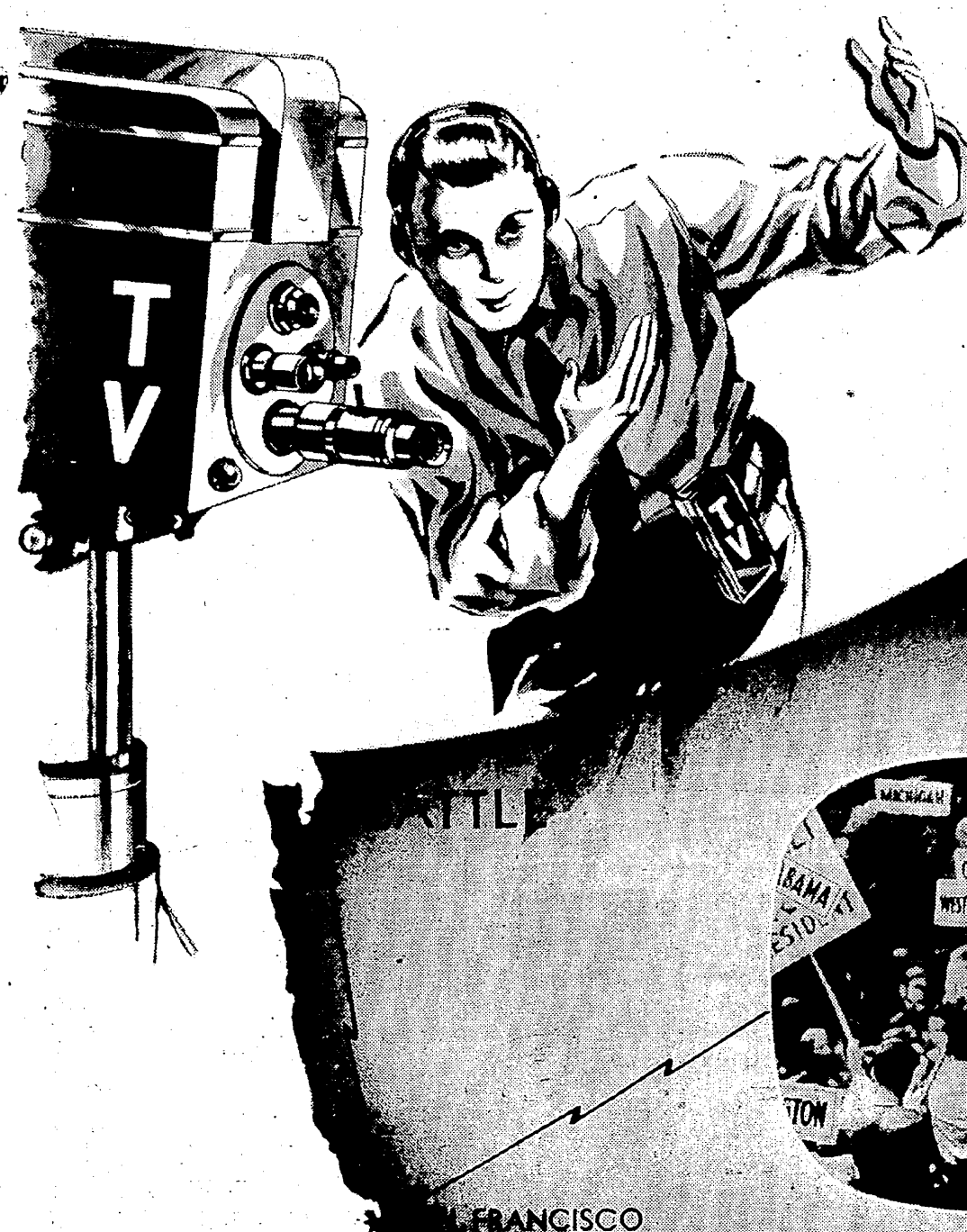


Stand By, SEATTLE

for DIRECT, Nation-Wide Telecasting coming Soon on your TV Screen!



Starting July 21st, TV broadcasts from New York... Chicago... Los Angeles... San Francisco... will be televised DIRECTLY into thousands of homes in the Puget Sound Area.

SEE Important Events AS THEY HAPPEN on TV.

- ★ JOIN in the excitement of the 1952 National Political Conventions
- ★ KEEP UP TO DATE with News Events of Nation-Wide Interest
- ★ TUNE IN to Big League Baseball Games and the World Series
- ★ ENJOY the Nation's Top Football Games
- ★ WATCH Championship Fights and Wrestling Matches

5 Seattle Radio Stations Contesting for Channels Made Available for TV

Plenty of applicants are indicated for the two available commercial-television channels in Seattle, Nos. four and seven, and in Tacoma, Channels 11 and 13, allocated by the Federal Communications Commission at the end of the recent "freeze."

General reallocation throughout the Pacific Northwest removed Channels two and 11, originally allocated to Seattle, two going to Canada and 11 to Tacoma. Channel four was brought to Seattle from Tacoma; Channel seven remained here. In the final reshuffle the number of new commercial channels in Seattle was reduced to two from the original three and a new channel, No. nine, was brought to Seattle from Tacoma and reserved for educational purposes. KING-TV is now operating on Channel five, originally granted to KRSC.

Radio Station KOMO has filed for Channel four and Station KXA for Channel seven. Stations KJR and KIRO have indicated intentions to file, the latter for Channel four, according to Saul Haas, president and general manager. Station KJR is not yet ready to indicate the channel for which it will file. J. A. Morton, manager of the station, said.

Station KRSC announced Monday it will file for Channel seven. In Tacoma, Station KMO Inc. has filed for Channel 13 and the Tribune Publishing Co. for Channel 11.

100,000-Watt Power Asked

"Our current filing is an amendment to that of KOMO's original application for Channel two," Willard W. Warren, KOMO general manager, said. "In answer to our inquiry the F. C. C. indicated Channel four was their substitute for Channel two for commercial purposes in Seattle. We have applied for the maximum 100,000-watt power allowed on Channel four nearly six times that of existing local TV facilities," Warren said, "and plan an antenna 1,000 feet above mean sea level. Station KOMO has proposed an investment of more than \$1,000,000 in equipment and facilities and has a substantial portion of the equipment on hand. We can start service within a relatively short time after being granted a construction permit. Program planning includes shows of the National Broadcasting Co."

Station KXA, in its application for Channel seven, has proposed a power of 200,000 watts, maximum permitted for that channel and Newcastle Hill, east of Seattle, as a transmitter site. KXA studios are at 320 Second Av.

Network Tie Seen

"We have indicated a possible network affiliation and are prepared to begin operations with program planning daily," said Lincoln W. Miller, vice president and manager of KXA.

W. I. Dunn, president of KXA, operates Television Station KPX in San Francisco. Cassius Gates,

TV Audiences Get Better View Of Convention Than Those in Hall

By ROSS CUNNINGHAM

The television audience in the Puget Sound area, which will see and hear its first presidential-nominating conventions next month will have some advantages over the spectators who will crowd into the convention hall at Chicago.

This was learned at the national conventions at Philadelphia in 1948, the first to be televised in the East. Many spectators holding tickets, as well as a few delegates and alternates, found they preferred television viewing over attendance in the convention hall.

Television-camera crews covered all of the leading hotels, where the various presidential candidates made their headquarters. Thus when a candidate or one of his managers decided to make a statement, or an impromptu speech, television was there to cover it—and it was flashed instantly to the television audiences.

The rallies and parades which seemed forever to be breaking out in many parts of downtown Philadelphia also were covered by television in the same manner.

No Long Waiting

In the convention hall itself there were long periods of waiting by the audience, which had to go there hours early because of the traffic jams, also to get a seat. These spectators, of course,

had to miss many highly interesting events that were taking place at the hotel headquarters.

Once the convention sessions got under way each day the television cameras in the big hall took over—and actually brought the television audiences better views for the proceedings than could be had by many spectators in the balconies, and in some cases better views than those afforded the delegates and alternates seated in the collapsible chairs in the several-acre arena.

A national convention is such a noisy affair, with continual interrupting outbursts, that listening within the hall isn't too easy. The television and radio microphones, on the speaker's platform, carry the speakers' voices outside the hall without as much interference as there is within.

The result at Philadelphia was that many ticket-holding spectators, even though they had crossed the country to attend the conventions, remained in hotel lobbies, and not a few bars, to watch the conventions over television rather than fight traffic and sit for hours in the supposedly air-conditioned convention hall.

Heat Escaped

The air-conditioning system at Philadelphia fought a losing battle with the heat generated by the intense lighting system installed for the television cameras, to say nothing of the heat generated by

tens of thousands of persons jammed into the hall.

The television setup being installed in Chicago, in the convention hall and in the hotels and other places where the dramatic events will take place, is even superior to that used at Philadelphia.

As a result of the completion of the relay system which will bring the convention television output to Seattle, audiences in the Puget Sound area can expect a better and more comprehensive view of the proceedings than those who go to Chicago and see only what they can—and they won't have to fight Chicago's midsummer sticky heat.

Commentators Will Cover Convention

Complete television and radio coverage of the two most important domestic events in 1952—the national political conventions and election day results—will be sponsored by Admiral Corporation over the full American Broadcasting Company networks.

In the lineup of commentators and newsmen who will participate are: John Daly, co-ordinator of the entire operation; Elmer Davis, Drew Pearson, George Sokolsky, Bert Andrews, Paul Harvey, Martin Agronsky, Erwin D. Canham, Pauline Frederick, Taylor Grant, Walter Kiernan, Macy Margaret McBride, Ted Malone, Quincy Howe, John Edwards and the leading editors of Newsweek, including Ernest K. Lindley, Raymond Moley, Chet Shaw and Kenneth Crawford.

A. B. C. is constructing special radio and TV booths and studios at Chicago's International Amphitheater and at the Conrad Hilton Hotel headquarters of both parties. More than a dozen television cameras will be used to provide the most complete coverage of the Republican convention from July 7 through 11, and of the Democratic convention from July 21 to 25.

TV to Expand In Latin-America

Latin-American countries, paced by Brazil, soon will be major television centers, according to Ernest A. Marx, director of the international division of the Allen B. Du Mont Laboratories, Inc.

Recently returned from a Latin-American tour, Marx reports TV expansion plans in Mexico, Cuba, Brazil and Argentina. Other countries planning to enter the field are Peru, Chile, Uruguay, Venezuela and Colombia. While 13 European countries now are using television, Marx believes Latin-American TV soon will outstrip them.



ANIMAL ACTS: Heidi and Kiberley Hoek, left and right, respectively, in big chair, like to share N. B. C. "Zoo Parade" with their Beach Drive neighbors, Stephen and Carl Sawyer, right, and Kay Anderson, far left. The show is on TV at 11:30 o'clock Sunday forenoon. R. Marlin Perkins, director of Chicago's Lincoln Park Zoo, frolics with Heinie, the chimp, in the inset.

STATE	1st BALLOT	2nd BALLOT	3rd BALLOT	4th BALLOT
ALABAMA				
ARIZONA				
ARKANSAS				
CALIFORNIA				
COLORADO				
CONNECTICUT				
DELAWARE				
FLORIDA				
GEORGIA				
IDAHO				
ILLINOIS				
INDIANA				
IOWA				
KANSAS				
KENTUCKY				
LOUISIANA				
MAINE				
MARYLAND				
MASSACHUSETTS				
MICHIGAN				
MINNESOTA				
MISSISSIPPI				
MISSOURI				
MONTANA				
NEBRASKA				
NEVADA				
NEW HAMPSHIRE				
NEW JERSEY				
NEW MEXICO				
NEW YORK				
NORTH CAROLINA				
NORTH DAKOTA				
OHIO				
OKLAHOMA				
OREGON				
PENNSYLVANIA				
RHODE ISLAND				
SOUTH CAROLINA				
SOUTH DAKOTA				
TENNESSEE				
TEXAS				
UTAH				
VERMONT				
VIRGINIA				
WASHINGTON				
WEST VIRGINIA				
WISCONSIN				
WYOMING				
ALASKA				
CANAL ZONE				
DISTRICT OF COLUMBIA				
HAWAII				
PUERTO RICO				
VIRGIN ISLANDS				

TALLY THE BALLOTS: Here is your official scoreboard for tallying the votes cast by the various states for their favorites in the Republican nominating convention opening in Chicago July 7. The number of votes to which each state is entitled is to be entered in the first column.

More Than 2,000 TV Stations Expected

A total of 108 television stations are in operation in the United States today. Lifting of the "freeze" on new stations will raise the number to more than 2,000 in 1,291 communities. Processing of applications for television permits is scheduled to begin July 1, and the Federal Communications Commission has indicated cities without any TV facilities will be considered first, with decisions expected to be prompt where there is no competition for channels.

Nothing to Worry About

Some television receivers often show a glowing white spot on the screen for several minutes after the set is turned off. Owners of these receivers frequently imagine this means the tube is about to burn out or suffer some similar disaster. Actually the condition is nothing to worry about, and is common on many sets. It can often be avoided by simply turning up the brightness control just before turning off the receiver.

Dress Rehearsal For Convention

Radio and television audiences will be conducted on a half-hour tour of the Chicago convention hall Sunday, July 6, the day before opening of the Republican national convention. The tour will also serve as a dress rehearsal for the Columbia Broadcasting System news crew of 300, the largest ever assembled to cover a single event. The program will be heard over Radio Station KIRO in Seattle and carried on local TV.

The religious sect, Albigenses, began in France, during the 11th Century.