



What does happen when LIFE hits Seattle?

Plenty . . . if Bill and Cheri Corcoran are pitching the magazine on Seattle's most popular afternoon strip (KING'S KAMERA, 3:30-4:30 p.m., Monday thru Friday).

Take the time Bobo The Gorilla helped review the new issue. The adorable little adolescent stopped the show. He chased Bea Donovan, KING'S QUEEN, around the studio demanding kisses. Cheri calmed him down finally by offering ice cream. But, in the midst of the LIFE critique, Bobo removed his overalls and threw them at the lights.

Fortunately, not a thing was broken . . . except the latest

daytime Pulses for Seattle. Our viewers ate it up. So did the LIFE magazine boys.

We can't guarantee gorillas for every client, but we can deliver the largest TV audience in this market. Choose your weapons—Pulse, ARB, Hooper, or what you will. KING-TV is tops . . . morning, noon, and night.

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Otto Brandt, Vice President and General Manager