

Who Listens to FM? Almost Everyone



Mr. and Mrs. Ernest Cassirer, 7140 29th Av. S. W., have enjoyed FM radio for several years. Cassirer is a missile-electronics inspector for the Boeing Co.

Several years ago, when FM radio was struggling to get recognition — and money — from advertising agencies, the standard response of account executives was something like:

"Sure, FM's great! But who's listening? You don't have any audience out there."

Today the question would have a much different answer. Careful surveys show that FM radio now is in from 20 per cent to as high as 40 per cent of all homes in urban areas — and that FM owners listen more often, and for longer periods of time, than persons who listen only to regular radio.

AND THE "who listens" can now be answered: All kinds of people listen to FM — from students to stock brokers; policemen to professors; homemakers to halibut fishermen; accountants and accordion players to zipper-menders and zither tuners.

In Seattle, one of the pioneer FM households was that of Patrol Capt. Lee Johnson, of the Seattle Police Department. The Johnsons reside at 632 N. W. 84th St.

Mrs. Johnson recalled: "When we got our first FM radio we had to send back east and buy it out of a catalog. That was in 1950."

The original Johnson FM still is in use in the family basement. Five years ago Johnson built his own console music system, including hi-fi, a tape machine and, of course, a new FM tuner.

"OF COURSE the big machine can't be moved around, Mrs. Johnson says. "So when we are in the kitchen we listen to a little AM radio. But for really enjoyable listening we turn on FM — there is absolutely no comparison. When our friends come in and we show them the difference, they are amazed. There's no other word for it."

Mr. and Mrs. Ernest Cas-

sirer, 7140 29th Ave., S. W., bought their first FM set about two and a half years ago. They tried FM "because we have always liked good music, and we couldn't find what we wanted on regular radio," Mrs. Cassirer said.

Cassirer, 31, is a missile-electronics inspector for the Boeing Co. He and Mrs. Cassirer both were born in Germany. "My mother-in-law gets a big kick out of some of the German — language operettas we hear on FM," Mrs. Cassirer said.

THE CASSIRERS listen to

opera, to flamenco, to "anything except the popular pops" on their present FM set, a stereo console with a stereo record player attached. "We intend to buy a multiplex receiver and install it in the lower cabinet when FM stereo broadcasting begins," Mrs. Cassirer said. "And we want one other — a small FM set for the bedroom. Then we'll have music wherever we like."

One of the earliest owners of an FM automobile radio was Donald M. Best, general manager of the Universal Builders Hardware Co. The

Bests reside at 729 N. 203rd St. Their taste in music tends toward the serious side.

"I am in my car much of the time, and the AM stations I was listening to both went off the air at sunset," Best explains. "If I wanted to hear good music after dark it was a matter of FM or nothing."

servatory, he now is a tenor soloist in various churches.

After the FM-automobile radio experience, the Bests bought a small hi-fi set for home use, and last year, as a Christmas present to themselves, installed an FM and

hi-fi music system in their home.

"I am very, very much nonmechanical," Best said. "But we bought the whole system and put it in. It is quite an experience, and really easy."

Station Tapes Flu Discussion

A YEAR or more ago there seemed to be some problems in FM car reception, Best said, but "they appear to have been ironed out. My car reception now is very good. When I go to Portland I can receive the Seattle FM stations well all the way to Chehalis."

Best became interested in FM just after the Second World War, when he worked for a small FM station in Indianapolis while attending the Jordan Conservatory of Music. A voice major at the con-

servatory, he now is a tenor soloist in various churches.

An hour-long discussion program by medical authorities on the East Coast was sent on closed circuit to Seattle, and taped by the station here.

Invitations were sent out to all members of the Washington State Medical Association, and many doctors met here to listen to the taped information on the disease.

In addition, the station made several copies of the tape, to be sent to doctors in other areas.

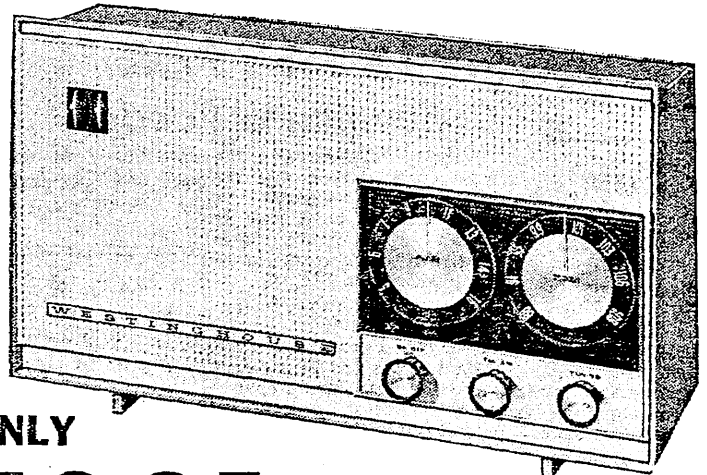
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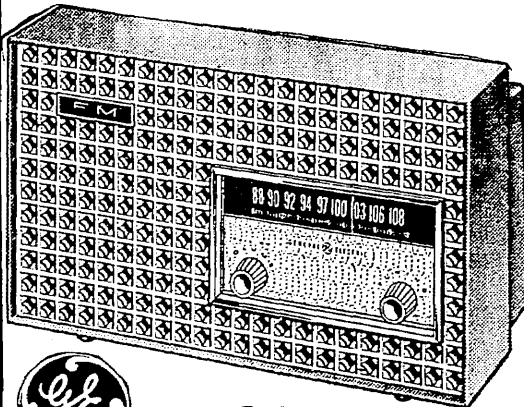
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