

Stereo FM Opens New Dimension

Stereophonic FM broadcasts, opening up an entire new dimension in music on the air, will be available for Seattle listeners early in the fall.

Only a few weeks ago, the Federal Communications Commission authorized a system of FM stereo, preparing the way for exciting new sounds for FM owners.

A number of Seattle FM stations have indicated their plans to broadcast in stereo and two stations are installing stereo equipment.

Cortlandt T. Clark, vice

president and general manager of KLSN-FM, and George Edgar, manager of KETO-FM, have indicated their stations are installing the broadcasting gear.

Five more Seattle-area stations have indicated an interest in stereo. These are KGFM, KGMJ-FM, KTNT-FM, KOL-FM and KIRO-FM.

SEVERAL major manufacturers plan to have FM stereo receivers on the market soon. First complete sets available will probably be stereo-FM-

phonograph combinations with the addition of the FM stereo tuner adding an estimated \$35 to \$45 to the cost of a comparable unit equipped for monaural FM only.

Some table models also will be available this summer, probably two-piece sets, a master unit with all or most of the "works," connected to a slave speaker unit by a slim cable.

Next will come ventures into single-cabinet table models with two speakers, and possibly provisions for an optional third speaker. In time

manufacturers will have FM stereo radios for automobiles on the market.

YOUR OLD FM set won't be useless when stations initiate stereocasts. The system approved for FM stereo is compatible. This means you still will be able to receive programs monaurally as you are now doing.

Some newer FM receivers have been manufactured with a plug space for the addition of a stereo adapter. General Electric says conversion is practical. G. E. estimated that

a converter can be made for about \$30. Zenith says costs of a proper stereo adapter for FM would be prohibitive.

AN ADAPTER probably will be available for your present FM set, if it is a relatively recent model, and probably will sell for between \$30 and \$100.

Every indication is that the quality of the stereo broadcasts on FM will be as fine as one's home stereo-phonographs of a quality equivalent to your FM stereo set.

The monaural reception of FM stations converting to

stereo will be reduced little, if any. Those living in fringe reception areas at present, however, will undoubtedly require antennas to receive stereo, since the added channel is broadcast at considerably less modulation.

KLSN-FM has advised its audience to "wait-and-hear" before going ahead with any antenna installation for stereo.

Folk and Foreign Music
Nightly 5 P.M.
KLSN
... programming ...
with a change of pace
... 96.5 ...

FM Owners Are Quality Audience

FM-set owners tend to be better off financially, owners of homes, residents of metropolitan areas and college-educated, among other characteristics bearing out the long-held notion that the FM audience is a quality one, according to a survey by an advertising agency.

Of the homes having FM receivers (including FM-AM combinations) 41 per cent reported weekly incomes of more than \$140, in contrast to only 25 per cent in the \$140-plus bracket of homes having AM receivers only.

MANY FM homes (67 per cent) are in metropolitan centers, with 35 per cent in cities of more than 1,000,000 persons.

One out of four FM sets is owned by a college-trained homemaker; only 1 out of 8 AM owners attended college.

Of the FM owners 14 per cent were classed as professional or semi-professional; only 8 per cent of AM owners.

SEVENTY-FOUR per cent of FM set owners also own their homes.

FM Listeners Loyal Group

Whatever it is that attracts people to FM radio, it also makes of them an audience devoted to their favorite stations in a manner that has no parallel in AM radio or television.

On many occasions, listeners have demonstrated the kinship they feel for their favorite FM station, and their concern for that station's operation.

TWICE IN about 11 years of operation, Seattle's KISW-FM, has been in financial difficulties. Both times listeners put up cash to keep the station in operation.

Elwood W. Lippincott, owner, said contributions numbered in the hundreds. Each time contributions exceeded \$3,000.

In appreciation for the many hours of enjoyment afforded them by station KGFM, a Lynden, Wash., family has extended an invitation to dinner any time a staff member is in the neighborhood.

THROUGHOUT the nation FM fans pay regular subscription fees for the privilege of receiving by mail the program schedules of their favorite stations. These range from simple mimeographed folders listing programs to handsome fine-arts guides such as that produced by Seattle's KLSN, which lists fine-arts activities

throughout the city, a station schedule and programming highlights.

Cost for the KLSN guide is \$4 a year.

FM broadcasters agree that listener mail indicates a vital interest in the operation of the station.

Dan Shannon of KING-FM cited the case of a woman who sent favorite and expensive records to the station "so that others may enjoy them."

Broadcasters gained an insight into some of the many reasons for the loyalty of FM audiences when one station ran a contest asking listeners to complete the statement "I like FM radio because: . . ." Here are some of the responses:

"Because it substitutes music for noise, thought for mere words, and turns the medium into a servant of culture, instead of a merchant of vulgarity."

"Because in programming, in commercials, in quality of music, the first consideration is given to the listener as a person."

Perhaps the feelings of all of the FM fans who entered the contest were best expressed by what turned out to be the winning entry, which stated simply:

Because AM radio has surrendered to children and tele-

vision to popularity contests. *"I like FM radio because it offers exactly what I once bought a good radio to listen for, and omits what usually caused me to turn it off."*

FM Tuner Sells Consoles

Two large Seattle department stores report that FM tuners are a major factor in the sale of console combinations.

The Bon Marche said that 75 per cent would be a "conservative estimate" of the number of consoles sold that contained FM receivers. Frederick & Nelson estimated that virtually all consoles sold included FM tuners.

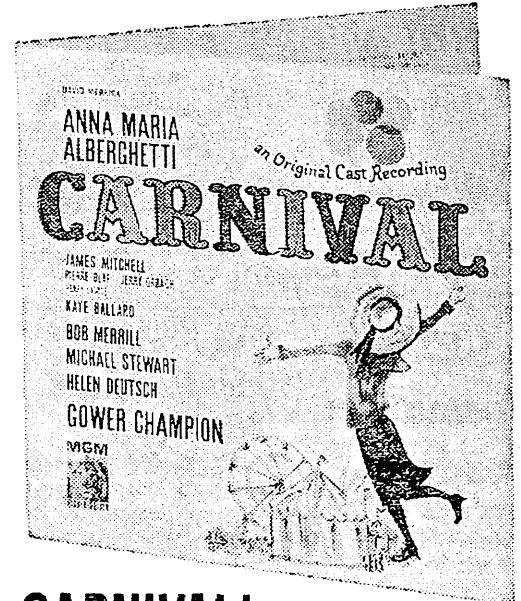
FM Outsells AM Receivers

A large drug store in the University District reported that, discounting sales of small portable AM transistors, sales of FM-only and AM-FM receivers amounted to about 60 per cent of total radio sales in 1960 — "and its even higher this year."

Even including the large volume of AM transistor sales, FM sets amounted to between 25 per cent and 30 per cent of the total volume.

N. Y. DRAMA CRITICS AWARD:

BEST MUSICAL OF THE SEASON



CARNIVAL! ORIGINAL CAST ALBUM on MGM RECORDS

All the magic and charm of Broadway is captured in one great album! "Carnival" is wonder set to music!

what rave reviews...

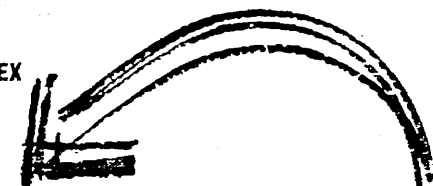
- "The happiest musical of the season" — NEWSWEEK
- "A great night in the theater. This is one of the truly great musicals" — ED SULLIVAN
- "A great hit show. Great, great fun. Has heart and style" — ALEXANDER KING
- "A delightful musical. A box-office smash" — VARIETY
- "A musical triumph. It belongs on everyone's must-see list" — N. Y. MIRROR
- "Puts the SHOW back in show business" — PHILADELPHIA NEWS

KTW broadcasts Carnival, June 26, 5:15 PM (1250 kcs.)

KEY RECORD SHOPS

- EVANS MUSIC CENTER 537 Main St.—Edmonds
- JOE FARMER MUSIC 155 S.W. 152nd—Burien
- HARPER'S RECORDS 4713 California—West Seattle
- WARE HOUSE OF MUSIC 421 Pike St.—Seattle
- PETSCHE'S RENTON MUSIC 216 Wells St.—Renton
- JOHNSON BROTHERS RECORD SHOP 5512 20th N.W.—Ballard
- THE RECORD RACK Lynnwood Shopping Center

FM MULTIPLEX STEREO and HI-FI



SPECIALISTS

Recognized as the leader in solving audio and acoustical problems, we sell and service most major makes of stereo, hi-fi, and FM sets, components and kits. We also carry a full line of tape equipment.

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