

# FM Radio Is on Its Way!

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## Programming Before Profit

By ELIZABETH WRIGHT EVANS

Recognizing the rapid growth of interest in FM radio, The Seattle Times today is devoting this section to that booming part of the broadcast industry.

Seattle has a remarkable variety of FM programming compared with other cities of its size.

This section contains articles about a system of broadcasting which brings to its listeners much that is unavailable on the older radio form, AM.

FM broadcasters take their position in their fields seriously and are constantly trying to improve their product and its reception. Many of them appear far more concerned with programs than with profit.

Seattle exhibits the national trend in the speedy increase of set sales for FM reception. With the wide price ranges and the variety of types of FM sets, more and more persons are purchasing FM.

More than once in the past, FM has seemed to get off to a good start, only to be held back by Federal Communications Commission rulings that changed its broadcast bands or by wartime shortages and other difficulties.

Now, it appears, FM is on its way. It is enjoying the same phenomenal growth pattern that television did in the 1950's. Furthermore, its fans are extremely loyal.



This special section is designed to further acquaint readers with the rapidly growing FM-radio medium. News, views and features about FM radio will be found in the following five pages.

... BUT THREE'S A CROWD: Demonstrating that FM-radio listening may be done privately with the use of special head sets are Taylor, right, and Tory, children of the Cortlandt Clarks, photographed with a set frequently used by

the entire family (usually one at a time). With the head sets, listeners can hear compatible FM stereo—with the sound of the separate speakers transmitted into each ear. A switch on the radio feeds the music into the head set.



**FM DEVOTEES:** Mr. and Mrs. Albert Foster have owned an FM radio almost as long as the medium has been available in the Seattle area. Recently, however, they purchased a new set for their Windermere home. Both are devoted to good music. He is a trustee and vice president of the Seattle Symphony Orchestra and president of the new Seattle Opera Association. Foster points out that few persons can afford the extensive fine record collections owned by the FM stations, but that all of these albums are enjoyed by FM set owners.

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