

24-HOUR SCHEDULE:

KZAM Seeks Negro Audience

Seattle's KZAM radio station is the first all-Negro FM station in the country. There are others, but they are both AM-FM. Further, says the station manager, Larry Braxton, KZAM was the first station in the country to go primarily to rhythm and blues.

Today Braxton feels that KZAM is comparable to a small-town radio station in that it plays primarily to 27,000 Negroes in the central part of Seattle. "We have Gospel singing, as well as hard rhythm, and we try to give our fellow Negroes the things that white radio cannot possibly give them," Braxton says.

The manager pointed to the fact that the station advertises Negro church events that no other station features, that it is one of the few FM stations on the air a full 24 hours a day in this area.

Additionally, KZAM has a Tuesday evening broadcast, sponsored by the National Association for the Advancement of Colored People and a weekly program at 6:30 p. m. Wednesday by the Congress for Racial Equality. Both are local programs. In both cases the station has



LARRY BRAXTON

invited those who oppose the views of the N. A. A. C. P. or CORE to use its facilities in rebuttal and has been turned down—specifically by known opponents.

"We will be happy to air opposing views at any time," Braxton says, "and not necessarily because of the F. C. C. equal-time demands. We want to air all sides of any question."

KRAB-FM:

One of a Kind In Any Market

KRAB-FM, the unlikely little station based in a former bakery shop, is one of the most unusual outlets in Seattle (or anywhere, for that matter).

The three other stations in the country that vaguely resembled KRAB have lost their broadcasting licenses.

Lorenzo Milam, KRAB's founder, says that the station's policy is to "supplement the offerings of all other radio in the area." KRAB airs everyone's opinion, offering a platform without recommending any commentator's views.

In the field of music, the outlet programs tunes from such countries as Japan and India—in addition to a diversity of classical works, jazz recordings, folk singing and the like.

KRAB is supported solely by subscriptions; it will take no commercials, wishing to be " beholden to no one in its freedom to offer its platform." Each month the station mails more than 400 program schedules to its listeners, who, without much complaint, pay somewhat



IN KRAB CONCERT: Henry Siegl's string quartet, a local group, will perform in a benefit concert for KRAB-FM Sunday, November 10 at 8 o'clock at the University Unitarian Church, 6556 35th Av. N. E. Donations of \$2 a person and \$3 for couples will be accepted at the door. The group will play Morzart and Kodaly works.

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FM Under Scrutiny Of Women In Radio-TV

"The amazing growth of FM radio — its widening appeal particularly in the past five years — is of enormous interest to American Women in Radio-Television," Dr. Margaret Mary Kearney, national president of the women broadcasters' organization, says.

Commending The Times for publishing this special FM section, Dr. Kearney, who is education director of WCAU, Philadelphia, said, "Our organization is always interested when any segment of the industry makes a significant contribution to broadcasting as whole; we know that FM does exactly that, especially in its broadcasting fine programs—both informative talks and static-free music.

"We know that large numbers of our members are interested in FM," the national president continued, "both as listeners and as professional employees. We also know that many more will become involved in the next decade as the growth of FM continues.

"We are interested in the Harvard University study that predicts FM will surpass AM radio by 1975 as this undoubtedly will affect the employment of many of our members. We believe that already large segments of our membership, particularly those who purchase radio time, are eyeing FM."

more than do subscribers to other program guides.

When financial problems confront the free-forum station, a dedicated support group known as (get ready) KLAU goes to the rescue, raising the necessary funds.

If there is one hope in the KRAB camp, it is not to become advertiser supported. Without commercials, the only benefactor KRAB talks about is itself.

Transistors Created FM Radio's Mobility

Aside from compatible stereo, the most impressive advancement in FM radio's recent history has been the medium's vastly-increased mobility.

CONTRARY TO the recent years when an FM radio was only available in a monstrous phonoradio consol, FM can now be purchased in a multitude of shapes, sizes and costs.

The key to FM's newfound versatility came with the invention and development of the tiny transistor, which allowed manufacturers to produce radios small enough to fit in a shirt pocket. With transistors came auto radios, boat radios and small to medium-sized portables. The loss of the extension cord made FM's mobility limitless.

The most noticeable trend in FM's mobility can be seen in FM-AM auto radios, which are offered as options on most 1964 models. The figures on auto-radio growth are staggering: In 1963, an estimated 100,000 FM auto radios will be produced, compared to 55,000 in 1962.

On the local level, reports range from mixed to impressive. After a check with Seattle-area auto salesmen, auto-radio installers and distributors, it was found that the sales of the units have, on the average, doubled since 1960.

A BURIEN auto dealer reported that 50 per cent of his models come equipped from the factory with FM-AM radios.

On the average, however, a little less than 25 per cent of the cars sold have FM-AM receivers.

Perhaps the most practical FM auto radio pro-

duced is a model which is removable from the dashboard. While it is in the car, it uses the auto's outside antenna, and when removed, it has its own projecting antenna. Completely transistorized, the unit can be easily mounted in everything from boats to tractors.

Signal Fading Minimal With FM Radio Sets

FM overcomes both natural and man-made static. The problem of signal fading is minimal, and there is no need for readjusting a set once it is properly tuned to an FM station. With FM there is no interference from other stations and, with rare exceptions, FM stations can operate in the same or adjacent channels without interfering with each other.



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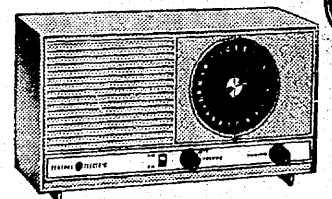
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