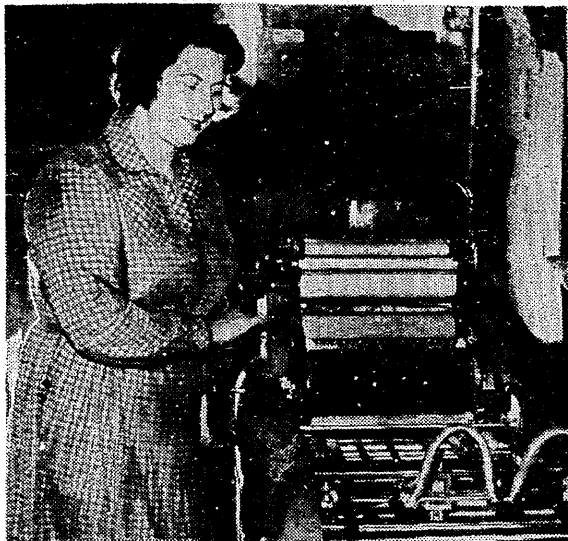


Woman Is Printer Of KLSN's Guide



MRS. CORTLANDT CLARK PRINTED KLSN'S PROGRAM GUIDE

KLSN is not the only station in the area which distributes listening schedules but its schedules are the only ones that are printed by a woman — in this case the president of the company, Mrs. Cortlandt Clark, who has mastered the intricacies of the lithographic process.

Printing four pages at a time, the fastest Mrs. Clark ever has been able to run a monthly issue was 15 hours and this, of course, does not count the time for other parts of the process, such as typesetting and paste-up.

After the schedules are bound comes the mailing, with which children in the neighborhood help, sticking on the address labels which have been printed by Mrs. Clark.

KISW issues schedules of

its "Finer Music" broadcast, which is aired at 8 p. m. nightly in compatible FM Stereo. These are available free, thanks to the sponsor, to anyone who requests them. Last night, for instance, the schedule showed KISW broadcasting the complete opera "Carmen," by Bizet, conducted by Sir Thomas Beecham and featuring Victoria de los Angeles.

KRAB is supported by its program schedules, issued monthly, to reflect their wide variety of talk and music shows.

KUOW will resume publication of its schedules after a hiatus, and will distribute them free when its budget again permits.

KING sends out a 24-page schedule monthly, free on request.

FM Thought To Reach 25 Per Cent Of Homes Here



DAN SHANNON

Dan Shannon, past president of the Greater Seattle FM Broadcasters Association, believes that FM now penetrates approximately 25 per cent of the homes in the area.

Shannon, who moved recently from the program directorship of KING-FM to KING - AM, nevertheless speaks up for the advantages of FM — its broader spectrum of sound that broadcasts the overtones of an instrument, its drift-free reception, its freedom from interference by trolley lines, high-tension wires, lightning and the like.

He also thinks the wide choice of FM receivers

available for the home is significant. The large range of cabinet styles and the ease of transporting a set may lead some buyers to

purchase the FM package while others may prefer to buy components and tailor their FM listening to their particular homes.

Shannon believes that more and more automobile manufacturers will make AM or FM optional for the car buyer.

Never Before

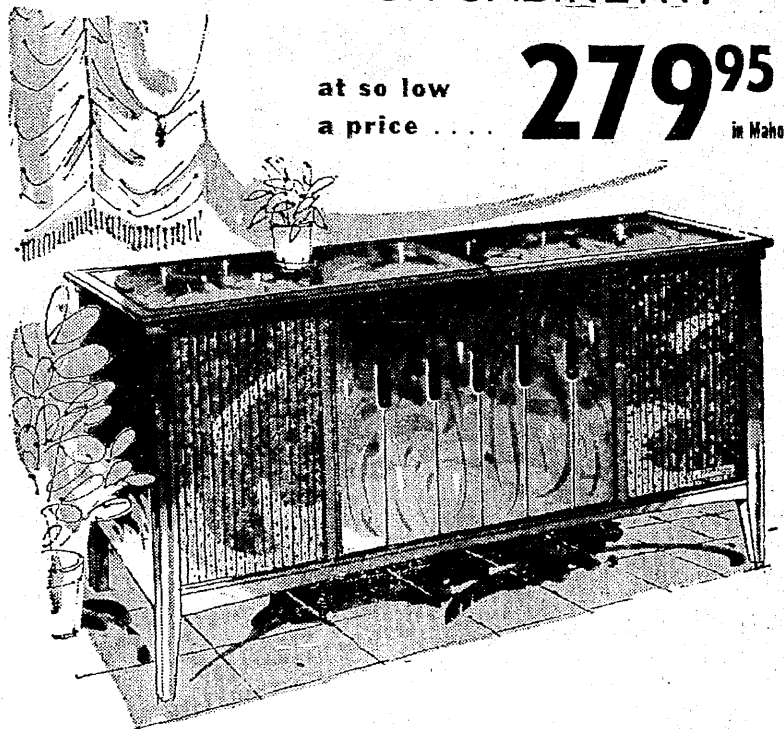
SO MUCH SOUND

SO MUCH CABINETRY

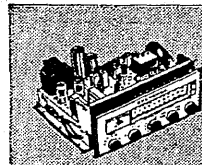
at so low
a price

279⁹⁵

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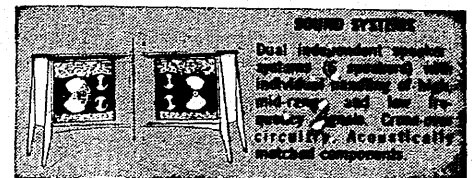
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139⁹⁵

UNIQUE SPECIAL FEATURES: A Turner (mono or stereo Multiplex) can be plugged in for radio broadcast listening. A Tape-recorder (mono or stereo) can be plugged in for a direct ("pick-up-to-tape") recording of any mono or stereo record. You may record from a tuner as well. Head phones can be plugged in for private listening. Auxiliary speakers can be also connected. A pilot lamp lights when the amplifier is on. Shuts off automatically after last record has played. Oiled Walnut finish and ferric motor board. One year guarantee.

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