

# GOING FORWARD WITH RADIO

*As Presented By*



A Message from  
Guy Runnion  
General Manager  
Of KXLW



1000 WATTS  
1320 KILOCYCLES

# KXLW

THE SAINT LOUIS COUNTY BROADCASTING COMPANY

GUY RUNNION  
President & Gen'l. Manager

To Golden Circle Radio Listeners:

Radio Station K X L W is a result of St. Louis County community co-operation which wrote a unique chapter in the history of radio broadcasting in the United States. The loyalty of a wide circle of friends and backers was responsible for putting K X L W on the air on January 1, 1947. The continuing co-operation of that ever-expanding circle of friends is responsible for the growth of K X L W.

The first principle of this radio station is to stimulate the best interests of our community in order to make the Golden Circle an even more desirable place in which to live and work. The degree to which we succeed in serving our community will determine the measure of our commercial prosperity and success.

This is your neighborly radio station, and this publication of "GOING FORWARD WITH RADIO" is being presented to aid in acquainting you with the personnel and purposes of K X L W.

Sincerely,  
*Guy Runnion*

The Only LOCAL Radio Station in St. Louis County — Serving 1,460,347 People

Compliments of:

KEYS GROCERY  
2101 Dewey Ave.  
Granite City, Ill.

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**RADIO IS THE MOST POWERFUL FORCE  
IN THE WORLD TODAY FOR  
STIMULATING PEOPLE TO ACTION.**

*This is KXLU,  
your Neighborly Golden Circle Station*

**IT'S 1320 ON**



**BOB TERRY, KXLW Sports Editor,** brings up-to-the-minute news from the world of sports daily to listeners in the Golden Circle.

**FOR SPORTS . . .**



Station KXLW, with its United Press, Associated Press and Western Union Wires, is fully equipped to give its listeners complete and prompt reports of world events. **REID BROOKS** is shown scanning the wires in preparation for one of his daily newscasts.

**YOUR DIAL - -**



**AND NEWS!**



News Editor-in-Chief, WICK EVANS, is backed by years of experience in St. Louis and on the West Coast. His clear, concise interpretation of world news has made him one of St. Louis' most popular newscasters.



The news rooms of the Associated Press in New York City. Here news from every point of the globe is gathered and sent out to radio stations across the nation.



From the starting line of the 1947 Soap Box Derby on the Express Highway, GUY RUNNION interviews 12 yr. old JIMMY HIGGINS, 2821 Burgess Ave., Maplewood, who went on to win the "B" Class championship.



When the division of India was the top news story of the day, GUY RUNNION interviewed DR. MOSES, president of one of India's largest universities, to present the true picture of Indian strife for the listeners of Noon News.

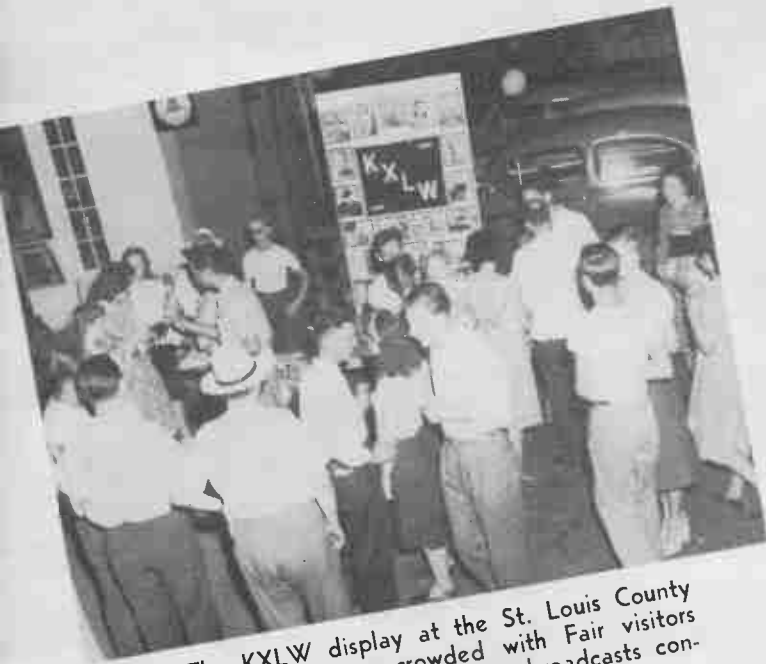


Congressman Walter C. Ploeser of St. Louis County and Ralph Duke, Executive Secretary of the Home Builders Exposition, in front of the KXLW booth at the Exposition.



The KXLW airplane shows the Golden Circle with leaflets bearing winning numbers and information about the first KXLW Air Game. One hundred and one prizes, including a new automobile, were presented to radio listeners throughout the Golden Circle.

# THE SPOT



The KXLW display at the St. Louis County Fair was always crowded with Fair visitors anxious to take part in the broadcasts conducted by KXLW personalities.



The intricacies of the harmonicas seem too much for **BLAINE CORNWELL** and **ROBIN KENDALL** as the Harmonicats point out the finer points of making music with a glorified mouth organ.

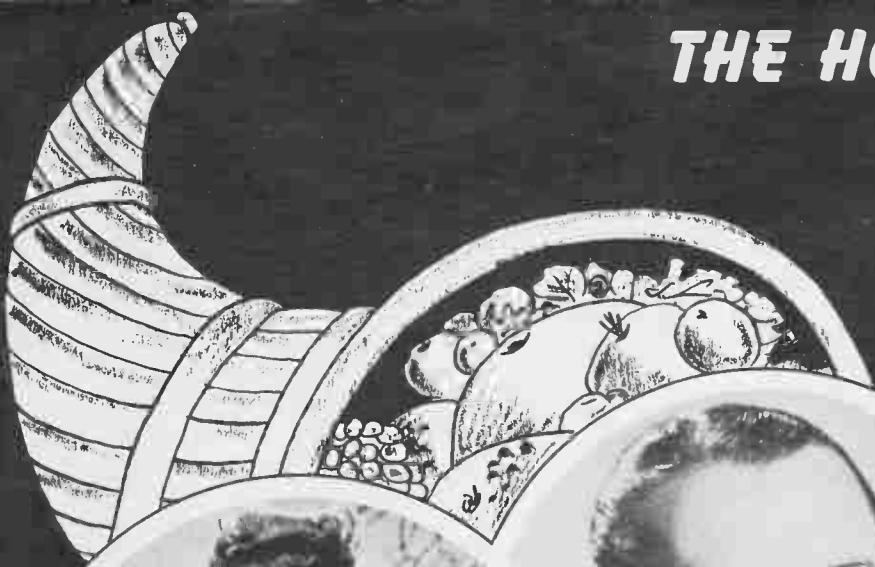


**SPIDER BURKS** presents an album of jazz records to the officers of the original "Spider Burks' Fan Club" when the group recently visited the studios of KXLW to "sit in" on a "House of Joy" broadcast.



One of the many guest personalities on the Robin Kendall Teen Club program was vocalist **ART LUND** who traded ideas with Robin on popular music.

# THE HORN OF PLENTIFUL



DINAH SHORE



TOMMY DORSEY



JO STAFFORD



KATE SMITH



BING CROSBY



FRANKIE CARLE



ANDY RUSSELL



PHIL HARRIS



# ENTERTAINMENT ON KXLW



RAYMOND SCOTT



FRANK SINATRA



KAY KYSER



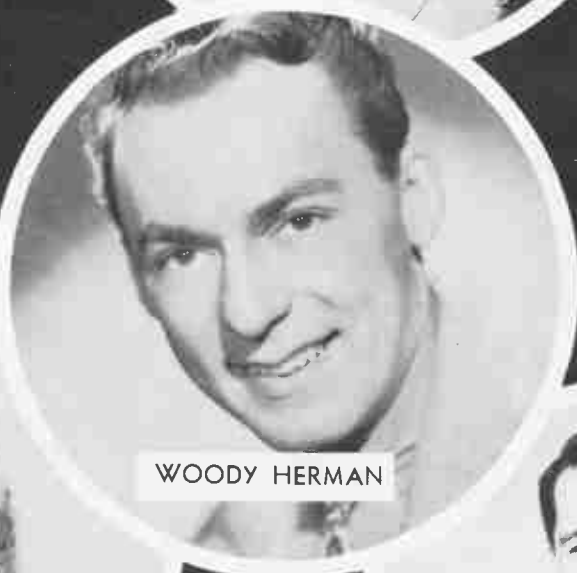
PAUL WHITEMAN



RAY NOBLE



BENNY GOODMAN



WOODY HERMAN



EDDY HOWARD



MONICA LEWIS



PERRY COMO



HERB BANGERT, popular St. Louis tenor, broadcasts from the studios of KXLW each Sunday afternoon.



BLAINE CORNWELL, emcee of the longest three hours in radio, known as "Record Time", was photographed here just as he reached the frustration point.



Each Sunday afternoon the American-Jewish Hour may be heard over KXLW. Producer ROBERT LURIE is shown seated at the microphone.

# STUDIOS OF KXLW



LITTLE BEAVER, editor of the "Outdoor Magazine of the Air", presents news and comments of interest to the sportsmen.



CHARLIE CLEMENTS, KXLW Farm Editor, each day presents the early morning "Farm Almanac" especially for farm friends in the Golden Circle.



Monday through Friday, TEX TERRY and his group present authentic ballads of the Old West. TEX is shown above fourth from the left.



Telephone, telephone book, and microphone are all on hand for the BLAINE CORNWELL "Help Your Neighbor" quiz program presented every morning on KXLW.



LEONE FOLEY, gives home-makers of the Golden Circle interesting tips on buying and preparing foods.



The "Teen Club", especially designed for teenagers of the Golden Circle, is brought to the air each week-day evening by ROBIN KENDALL.



KXLW listeners are amazed and amused with the variety of sound and rythm created by PAL TURNER'S Green Valley Ranch Hands.

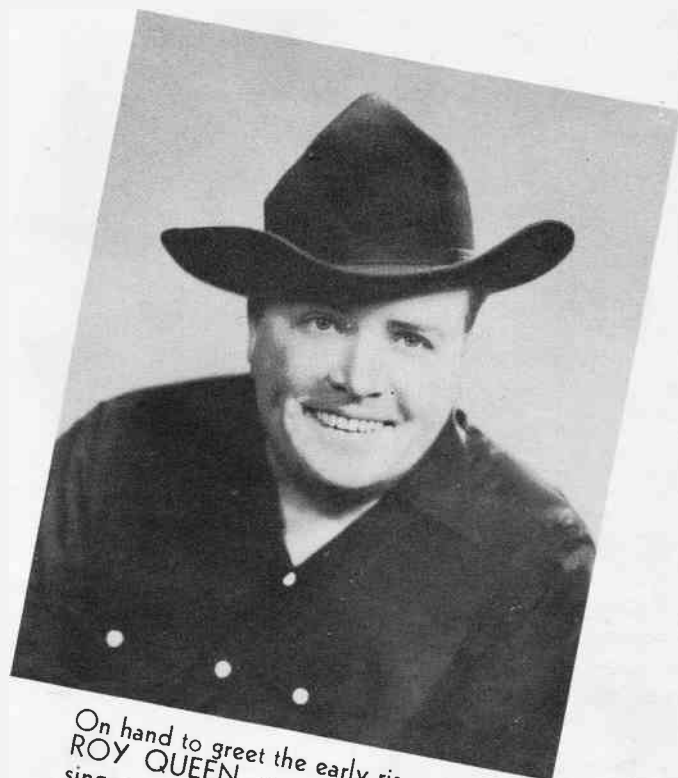


Broadcasting fashion news and other interesting features especially designed for women is ELAINE ELLIS, KXLW Homemaker Editor.

# STUDIOS OF KXLW



The theme, "Hey Ba-ba Re-Bop," means its' time for a full hour with "SPIDER" BURKE, emcee of the show, "House of Joy."



On hand to greet the early risers is ROY QUEEN, popular cowboy singer.



Interested and fascinated youngsters gather around JUNE DARBY each afternoon, Monday through Friday, for the "Musical Story Book."

## DEPARTMENT HEADS

### STAFF



BLAINE CORNWELL, Director of Programs, also conducts two of the station's top shows, "Record Time", and "Top Ten."



LES WARE, Sales Manager, supervises the activities of the KXLW Sales Department.



EDGAR J. MOTHERSHEAD, Director of Public Relations, keeps the listeners of the Golden Circle informed of special activities of KXLW.



WICK EVANS, News Editor-in-Chief, became the highest Hooper-rated afternoon newscaster during five years of radio commenting in the Golden Circle.



DENIS VOLAS, KXLW Chief Engineer, supervises the technical end of Golden Circle broadcasting.



PAT KENDALL of the Sales Department, is one of the few women possessing a degree in architectural engineering.



JAMES GLICK and WILLIAM KNIGHT, Sales Department, were photographed as they were leaving the studios. Never heard on the air, they are a vital part of the station's staff.



Congenial MYLES McNALLY, also of the Sales Department, still smiles after another long day.



DIONE BOULICAULT, Chief Continuity writer JUNE DARBY and JEAN PERRY confer on the problems of the Continuity Department.



BERNICE DODER, is the KXLW Traffic Manager. All commercial programs and spot announcements are scheduled under her supervision.



**RIED BROOKS**, KXLW News Announcer, presents complete Golden Circle and world news in an authoritative manner.



**BOB TERRY**, KXLW Chief Announcer, combines sportcasting ability and smooth announcing to bring better listening to the Golden Circle.



**JACK WARNICK**, staunch advocate of bow ties and authority on modern records, conducts the popular evening show, "Record Biz."



**JOAN LADRIERE**, is the first person you would meet on a tour through the KXLW studios. Her cheerful "Hello" is heard both over the telephone and in the gleaming reception lounge.



**PAT RIELY** is shown "pulling" a record to be used on one of KXLW's many popular recorded and transcribed programs.





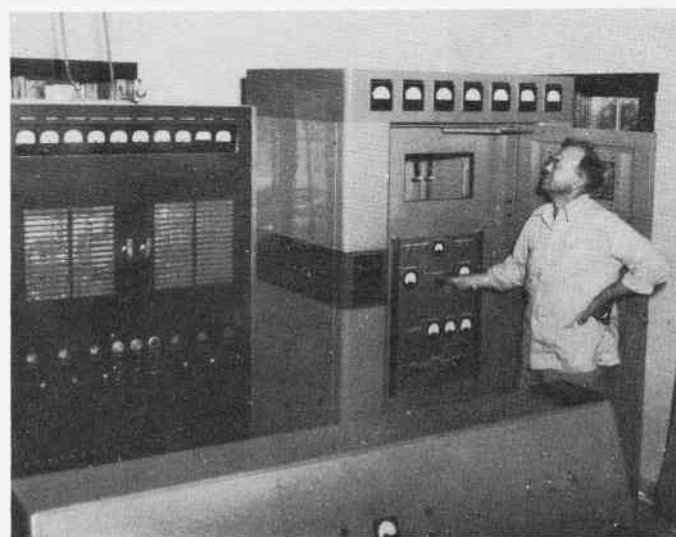
WALLACE ST. VRAIN.

A highly technical and unrecognized job is that of a Radio Engineer. Their electronic knowledge is reflected in many years of hard study. More than twisting a dial or "cueing in" a record, these men must be prepared to handle any emergency that might arise at a moment's notice.

KXLW, with the newest, post-war 1,000 watt transmitter, is now capable of bringing better service to more radio listeners in the Golden Circle.



HOWARD NIESEN.



EDWIN BANTA.

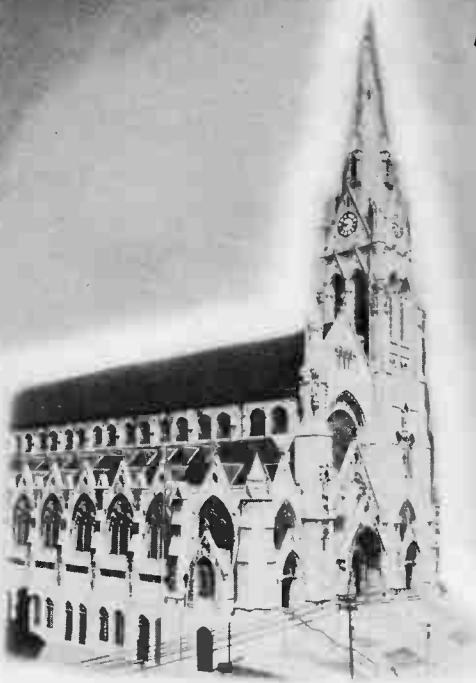


DENIS VOLAS.



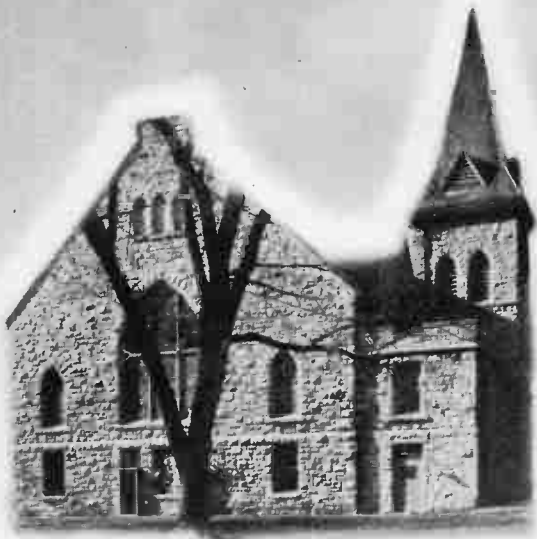
JOHN TOLER.

# RELIGION - - A DEFINITE



The diversified religious programs broadcast by radio station KXLW are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and the wide scope of understand-

# PLACE IN RADIO

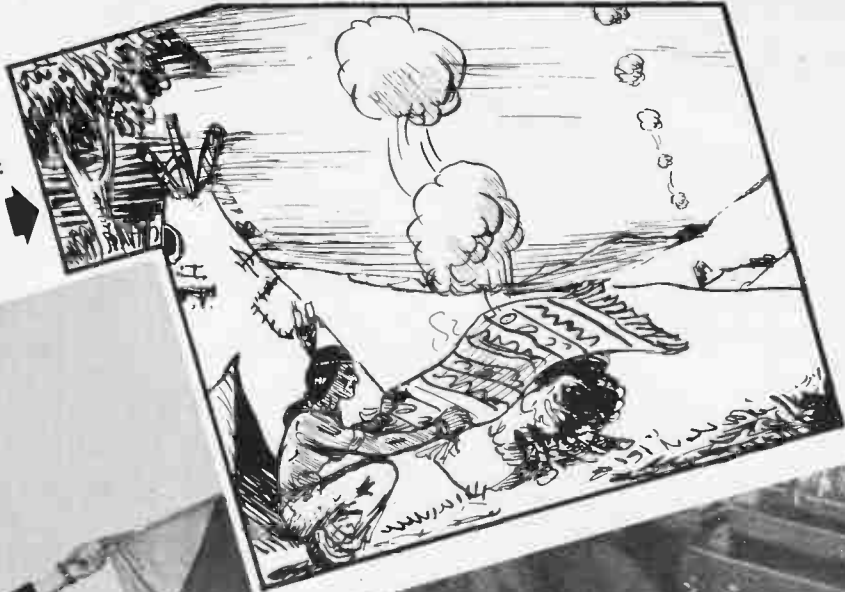


ing covering the creeds of many churches. Radio, the modern miracle, completes its fulfillment in carrying to listening worshippers the words of their belief.



# "Transition in Communication"

The earliest form of communication:



Sailors wig-wagging with semaphore signaling.



U.S. Navy Photo

Marconi, the man that made the SOS possible.



Modern communication around the globe.

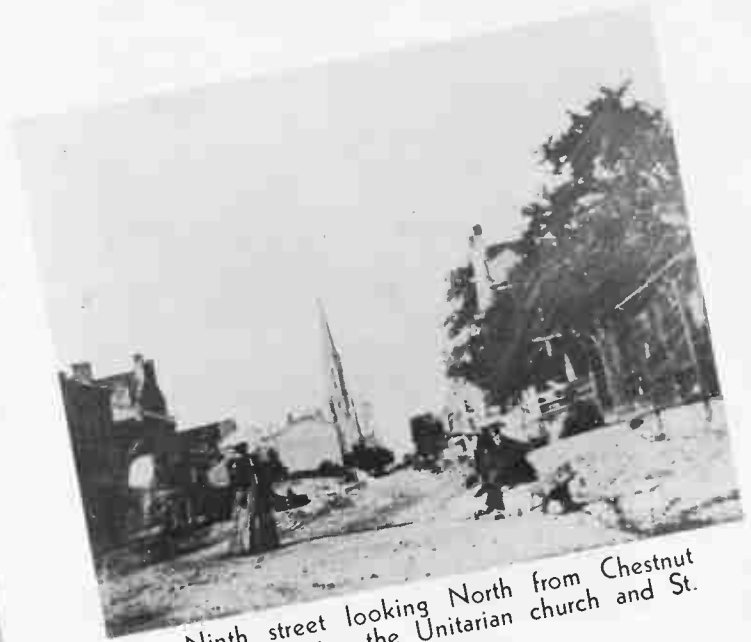
Now sight communication is possible with Television.



# "Transition In Metropolitan St. Louis"



1870 West side of Fourth from Olive street South.



1852 Ninth street looking North from Chestnut street showing the Unitarian church and St. Francis Xaviers church.



1889 The North East corner of Eighth and Olive streets.



1906 Looking West on Washington from Sixth street.



1947 An aerial view of St. Louis as it looks today.

# ST. LOUIS -- HEART



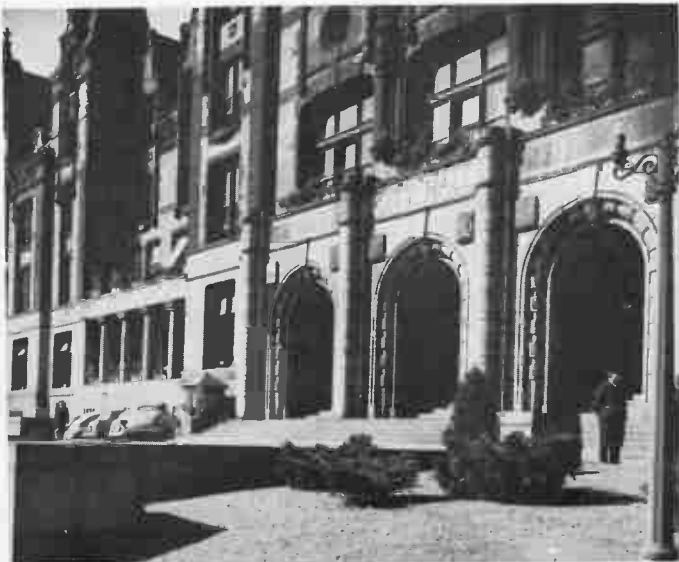
The Old Court House.



Soldiers Memorial.



The Federal Building.



St. Louis City Hall.



The St. Louis Art Museum in Forest Park.

# OF THE MIDWEST



Sportsman's Park, the home of the Browns and Cardinals.



The School of Commerce and Finance Building at St. Louis University.



Union Station with Milles Fountain in the foreground.

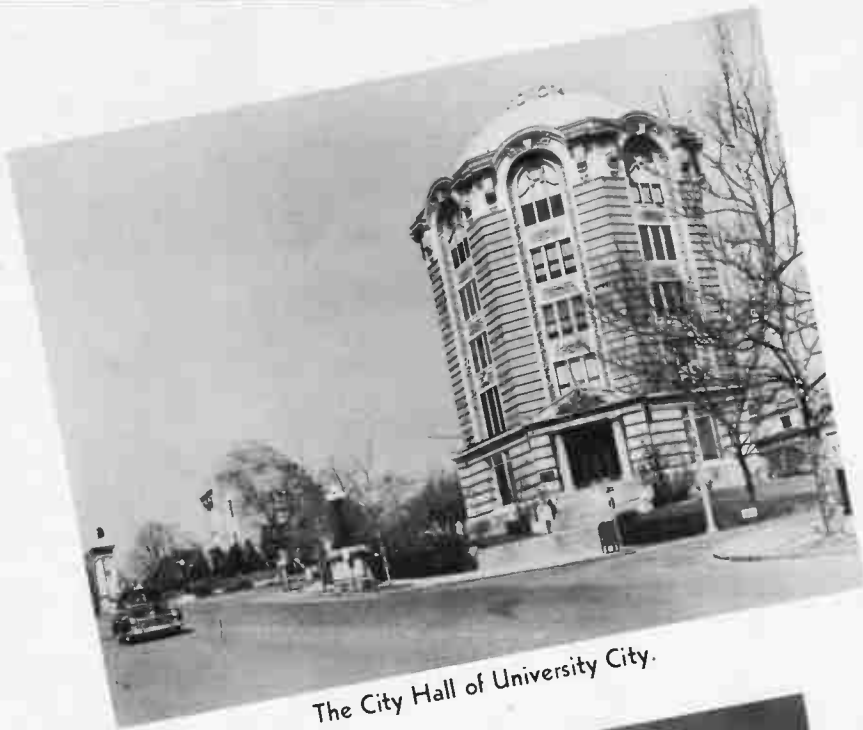


Washington University Medical Center.



Aerial view of Washington University Campus.

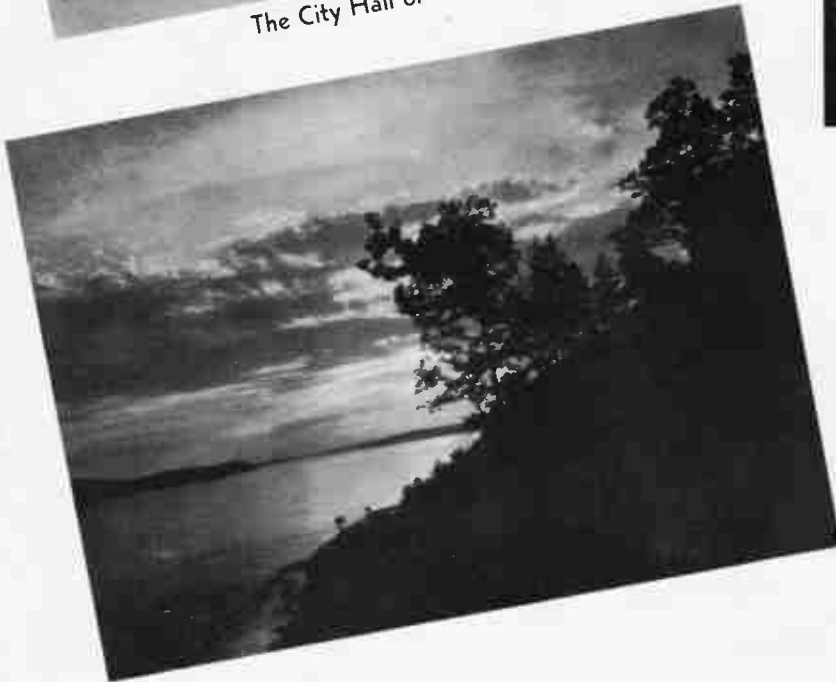
# PLACES OF INTEREST



The City Hall of University City.



The Golden Circle is rich in natural wonders.

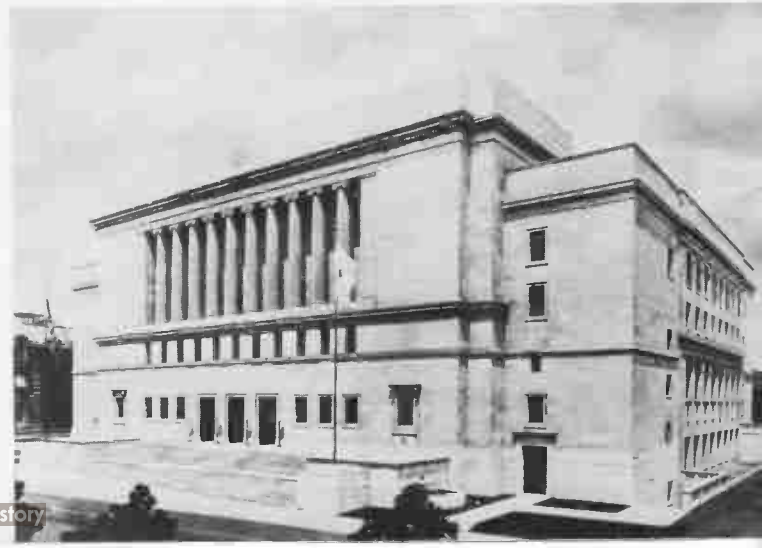


The Golden Circle is famed for scenic beauty.

The St. Louis County Health Center.



The Scottish Rite Cathedral of St. Louis.





# IN THE GOLDEN CIRCLE

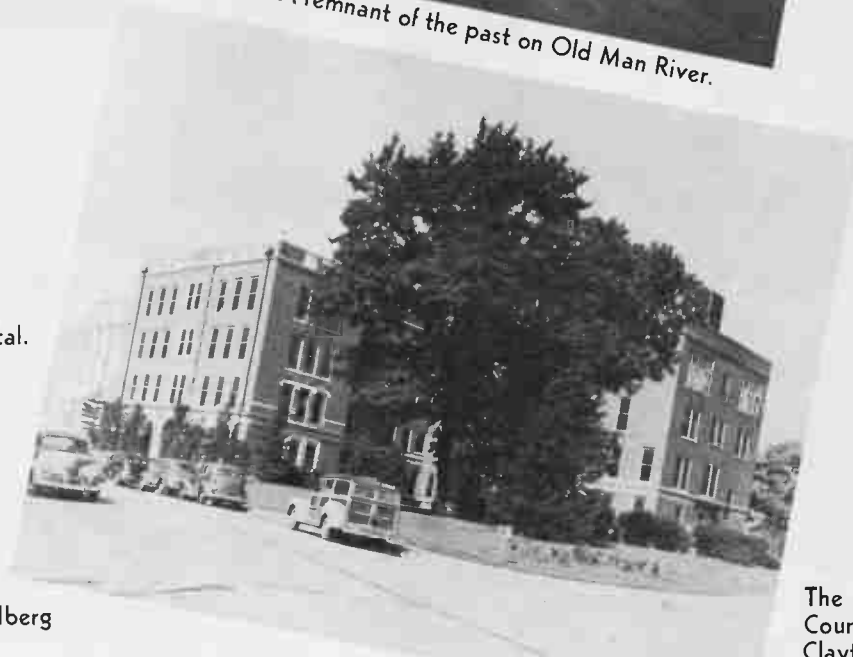


The Masonic Temple, St. Louis.



A remnant of the past on Old Man River.

The St. Louis County Hospital.



The familiar St. Louis County Courthouse in Clayton.

The highway bridge at the intersection of Lindberg and U.S. Highway 66.



# KXLW ... THE RESULT OF A DREAM INSPIRED BY CONVICTION.

Radio Station KXLW is the result of a dream inspired by a conviction. The conviction was the firm belief of the founders that St. Louis County, booming rapidly toward half a million population, urgently needed a unifying voice, and a forum in which Countians could publicly discuss community problems and weld public opinion behind programs for County progress.

St. Louis County, claiming a scant 50,000 persons at the turn of the century, more than doubled in population in the next 20 years. It zoomed over the 200,000 mark before 1930, and now is destined to exceed 400,000 before the next census is taken. And yet no radio station or daily newspaper sprang up to meet this bustling community's need for reporting the activities of these busy, prospering thousands. Mushrooming in the shadow of St. Louis (the nation's fourth largest city at the turn of the century), this need for modern, instantaneous daily communication of County news, problems and progress was neglected for forty years.

The dream of Radio Station KXLW was inspired to answer that need, via the most modern means of communication available. Accordingly, the Saint Louis County Broadcasting Company was incorporated in October, 1945, with virtually no money but a burning determination in the founders to fill in this void in the community life.

Temporary headquarters was opened the following month at 20 South Central in Clayton, and it was determined to finance the new station by public solicitation of funds. This had never been done in the history of broadcasting, — but then, no one had ever built a radio station in St. Louis County, either!

By May of 1946 finances had been arranged, and the highly technical, complex application for a 1000 Watt AM radio station on 1320 kilocycles to be known as KXLW was on file in Washington with the Federal Communications Commission. Authority to construct the station was issued on September 13, 1946, and KXLW began its drive to be on the air at noon of January 1, 1947.

After midnight to dawn tests during Christmas week of 1946, everything was in readiness as scheduled. At high noon on New Year's Day, the KXLW carrier took its place among the nation's active transmitters, a microphone was opened in the studio, 2¼ miles distant, and "KXLW, the Golden Circle Station," was on the air! Moments later, all the telephones at the KXLW offices were jangling with the enthusiastic calls of well wishers. Throughout the whole afternoon, the temporary studios at 8125 Forsyth were swamped with telegrams and other congratulatory messages.

January 2, 1947, marked the first day of regular commercial broadcasting. Since then, the staff of some 35 full-time artists, secretaries and technicians have devoted heart and soul to building the kind of radio station first dreamed of by the founders many months before.

Elaborate and efficient studios were designed and finally completed late in May, providing quarters befitting the size of the community job cut out for KXLW.

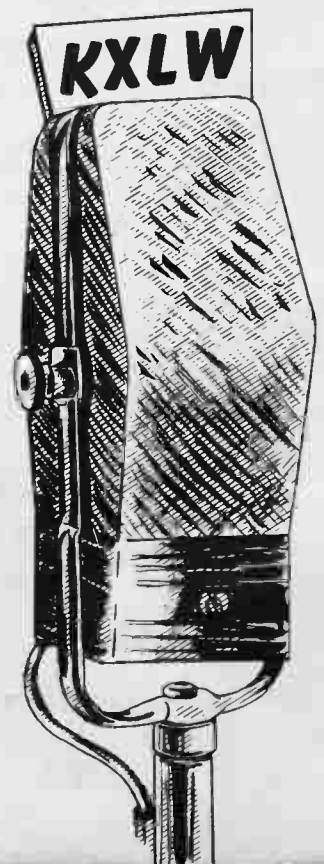
After ten months, KXLW is really on its way. The record of community service broadcasts and projects is already too long to be detailed in this brief history. The warm welcome afforded the station by local merchants as an advertising medium has already assured the prosperity of the County Station, commercially. And the entertainment and services broadcast by the station have already won hosts of friends and steady listeners far and wide, not only in the neighboring City of St. Louis, but throughout Missouri and Illinois, from as far north as Peoria, Illinois, to Hot Springs, Arkansas.

But the dream which caused the building of KXLW is still the guiding inspiration of its founders. Here at last in this radio station is a unifying voice for St. Louis County, a forum in which our good people may publicly discuss our community problems, a means of communication for instantaneous transmission of County news, and an institution dedicated to welding public opinion behind programs for County progress.



**GUY RUNNION**  
**GENERAL MANAGER OF KXLW**

El Patio  
Brentwood



**the PAST is glorious  
the PRESENT is prosperous  
the FUTURE is bright**  
*in the Golden Circle*

With abundant energy and realistic viewpoint, citizens of the Golden Circle have set their sights on the future. Public works — roads, bridges, earthwork, airports and building programs costing millions of dollars, are under way. Private enterprise and government have already allocated the money.

... Unified efforts already set in motion will make permanent the bulk of the Golden Circle's wartime economic, industrial and population gains. Reconversion plans by private enterprise call for production and employment topping all previous peace-time records.

... Golden Circle goods are flowing through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet carries the products of the Golden Circle to the ports of the world to exchange for raw materials for the growing industrial empire.

... The Golden Circle faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.

... The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.



**THE GOLDEN CIRCLE IS GOING FORWARD**





## KXLW and FM

Never in history has the audience of American music-lovers been so great. The vast amount of music which goes out over the airways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone — every nuance of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand!

Radio Listeners in the Golden Circle will soon be enjoying their favorite programs through the media of KXLW-FM. Plans for securing the latest in Frequency Modulation broadcasting equipment have been made and approved by the Federal Communications Commission.

The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra — the high fluid notes of the flute — the singing violins — the deep sonority of the pipe organ. Program fading and the usual interferences will be things of the past with FM. KXLW is proud to take this forward step — another outstanding achievement for the St. Louis County Broadcasting Company.

# RADIO'S OWN SLANGUAGE



Take it — you are on the air!

During the past 25 years of operation radio has become a well known and prominent name throughout the world. Familiar as it is to the people, little is known of the "behind the scenes" activities such as the language which has been acquired by the radio people. Many of the words in this language have been borrowed from the theatre or from the business world. Still others have found their origin from actors, announcers and engineers in the radio studios. Below is a list of the more frequently used expressions, along with pictures depicting various hand signals used in getting your favorite program on and off the air.



Well done — a good show!



Step back — you are too close to the microphone.

**SPOT or PLUG** — a commercial announcement paid for by a sponsor.

**HITCH-HIKER** — an announcement advertising one of the sponsor's minor products at the end of the regular program.

**COWCATCHER** — the same as a HITCH-HIKER except that it is heard at the beginning of a program.

**DISC, PLATTER or BISCUIT** — an ordinary record which runs at a speed of 78 revolutions per minute.

**TRANSCRIPTION** — the same as a record except that it is played at a speed of 33 $\frac{1}{3}$  revolutions per minute. An entire 30 minute show can be placed on a recording of this type.

**DISC JOCKEY** — an announcer whose job it is to select and introduce records and transcriptions for a "record show."

**FLUFF** — a verbal mistake made by an announcer or actor while on the air.

**BOARD** — the console or instrument panel.

**CUT or KILL** — to omit a certain portion of the program.

**COFFEE POT or LIGHT BULB** — a radio station having little power or wattage.

**STRETCH** — to make a program run longer than originally planned.

**FILLER** — an announcement or piece of music added to a program in order to fill out its allotted time.

**RIDE GAIN** — to control the volume of voices or music before they are sent out over the air.

**THEME or SIGNATURE** — the music or sound effect which identifies a program.



Play the theme or signature music.



Cut this — it must be omitted.



On the head — program is finishing on schedule.



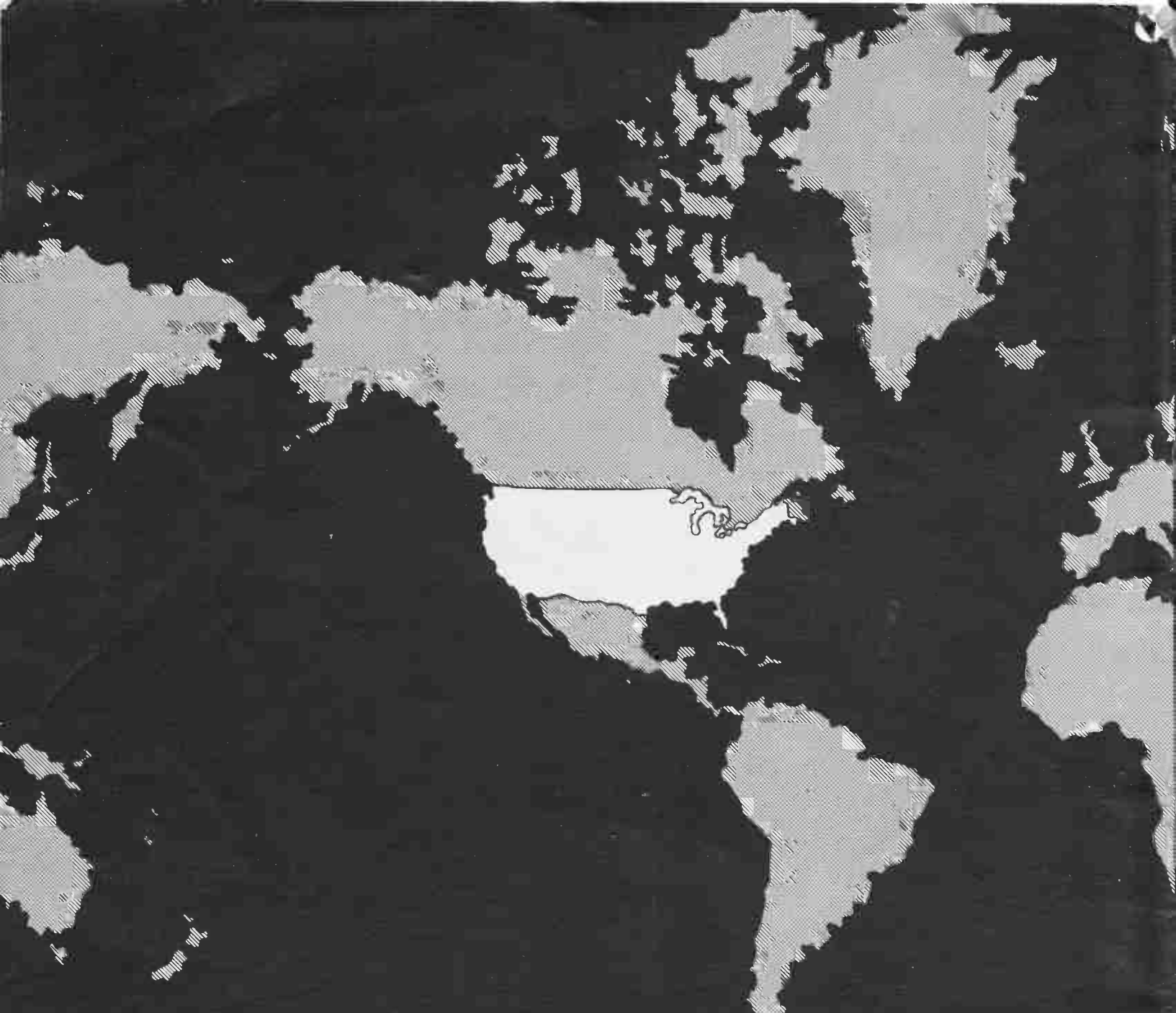
Step closer to the microphone.



On the nose — program is running on schedule.



Speed the program up.



Radio is the most powerful force in the world today for stimulating people to action. Adolf Hitler demonstrated the viciously perverse uses to which the power of radio could be applied. And the dictators who have survived Hitler are continuing to use radio as a major weapon in their struggle for survival.

In virtually every corner of the world, radio has been seized as a weapon of the government in power — whether the nation be a republic, such as Great Britain, or a dictatorship, such as Argentina.

The United States stands almost alone in the world as a sanctuary of FREE radio, independently owned and operated by a great variety of citizens, and owing first allegiance to the people whom they serve.

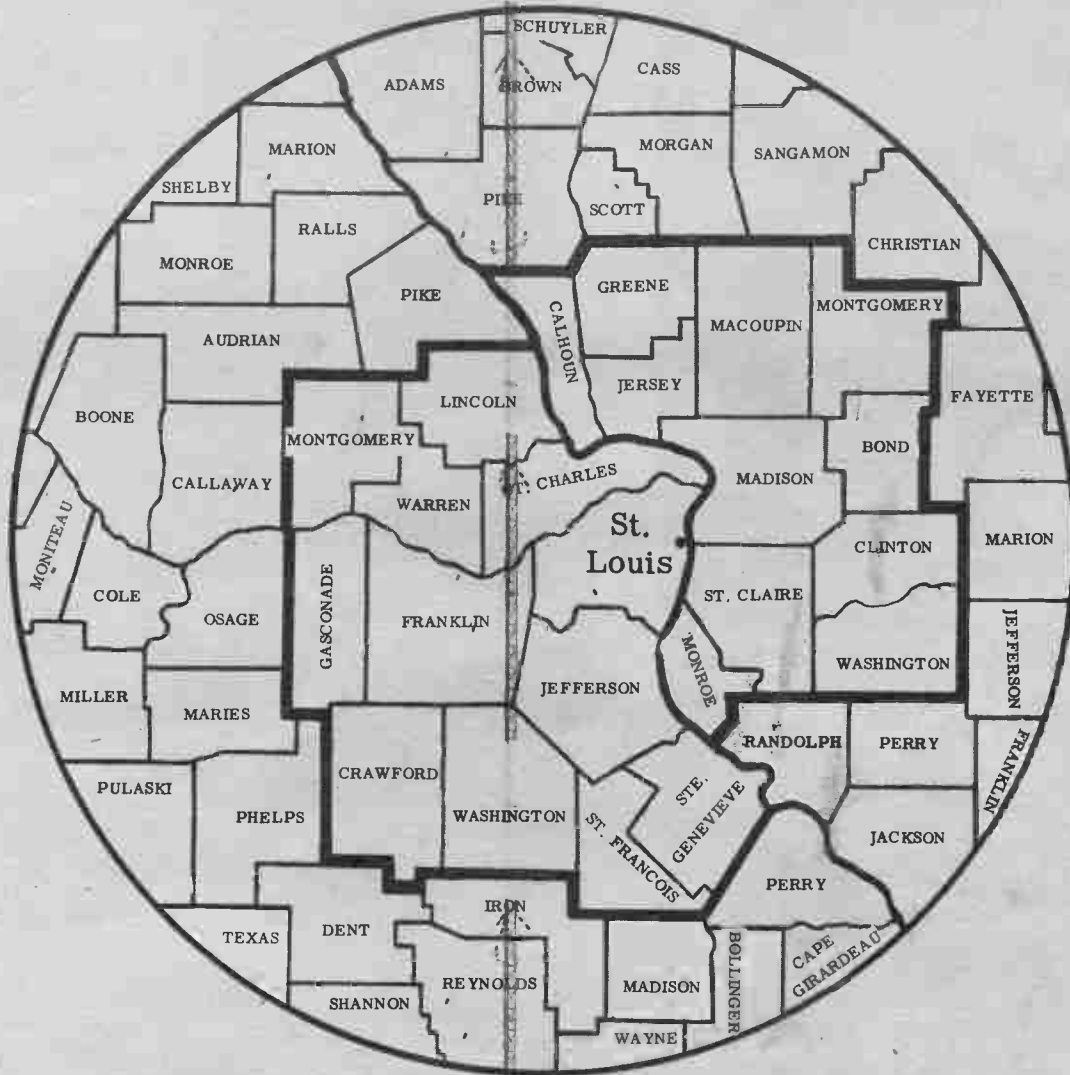
KXLW is proud of the opportunity to uphold the tradition of free American radio, dedicated wholly to the service of our community.

As an advertising medium, KXLW has available 1 hour and 40 minutes daily for the broadcasting of commercial messages, whereby the station derives the revenue with which to operate. This 1 hour and 40 minutes represents less than 14% of the station's daily broadcast time, leaving more than 86% of all broadcast time for music, news, sports, special events, public affairs, and other entertainment features.

Contrast this with many newspapers, which reserve 75% of their space for advertising, and reserve only 25% for news and public services! And you PAY for a newspaper, but radio programs come to you FREE.

It is essential to the American Way of Life for American radio to remain FREE — free from government control, free from monopoly. Through advertising revenue and diversified, independent ownership, American radio will remain FREE to serve the American people first, last and always.

KXLW is a St. Louis County Public Service Institution now devoting a considerable amount of its time and energies to community welfare by recognizing and supplementing the activities of Church, Labor, School, Business and Agriculture.



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This brochure compiled and edited by Thomas B. Tull, Editor, National Radio Personalities.

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Piaget Photographers.

Missouri Historical Society.

St. Louis Chamber of Commerce.



**KXLW**

**Serves**

**The**

**Golden**

**Circle**

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**1000 Watts on 1320**

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