

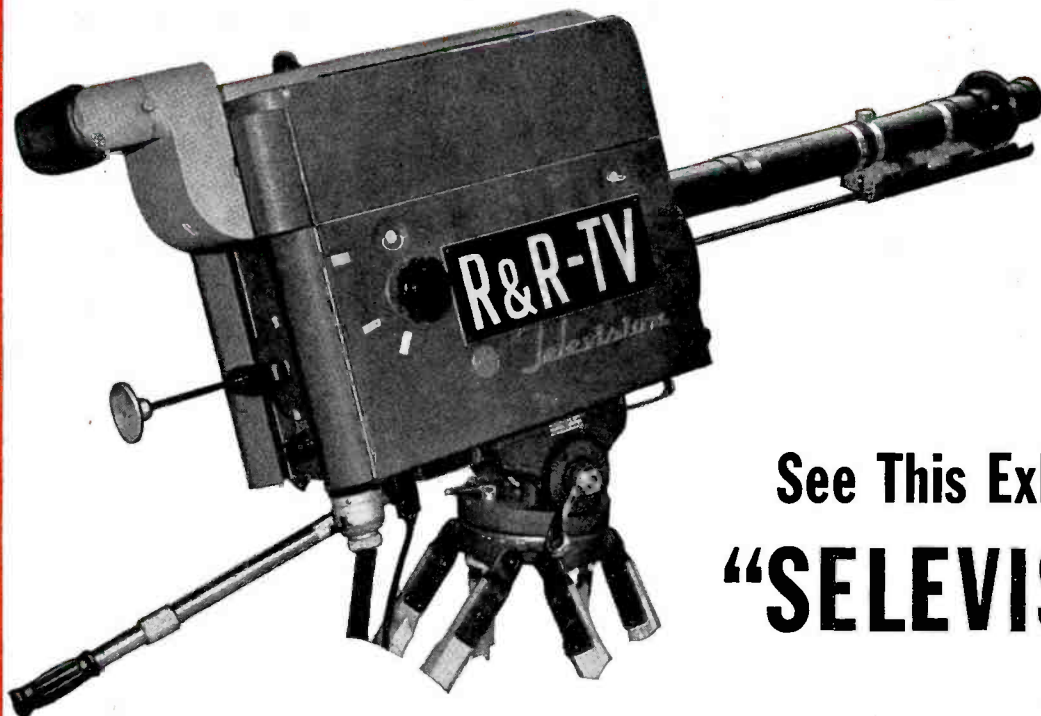
March 14, 1949

**BROADCASTING**  
The News Weekly of Radio and Television  
**TELECASTING**

## A Continuing Study of Major Radio Markets

Study No. 11

# St. Louis



## See This Exhibit of "SELEVISION"

It is characteristic of Ruthrauff & Ryan that among its personnel, television is referred to as "SELEVISION." For the "sell" always comes first at R&R. And this great new medium has unique two-dimensional possibilities for selling merchandise and ideas.

Ruthrauff & Ryan has pioneered in television, just as it did in the early days of radio.

In 1939, Ruthrauff & Ryan was producing sustaining television shows with Major Bowes.

The first commercial television program in Chicago was an R&R production.

Ruthrauff & Ryan's client, Griesedieck Brothers, has been first in the commercial televising of sports in the St. Louis area.

Ruthrauff & Ryan won the American Television Award for excellence of commercials in 1946 and 1947.

More than 25 Ruthrauff & Ryan clients are now using television on a commercial basis.

We have recently prepared a cross-section presentation of television produced by the agency. It shows excerpts of many types of shows from the elaborate chain production to the economical one-minute spot. It shows a variety of successful commercial techniques. It demonstrates the merchandising possibilities of television. It indicates results that have been secured from various commercial treatments.

You may see this exhibit without obligation. You will find it interesting, valuable. We believe it is the most informative presentation that has been compiled for those interested in exploring the selling possibilities of this revolutionary selling vehicle. It can be examined in your office at your convenience. Simply write us your request.

## Ruthrauff & Ryan, Inc.

812 OLIVE ST., ST. LOUIS 1

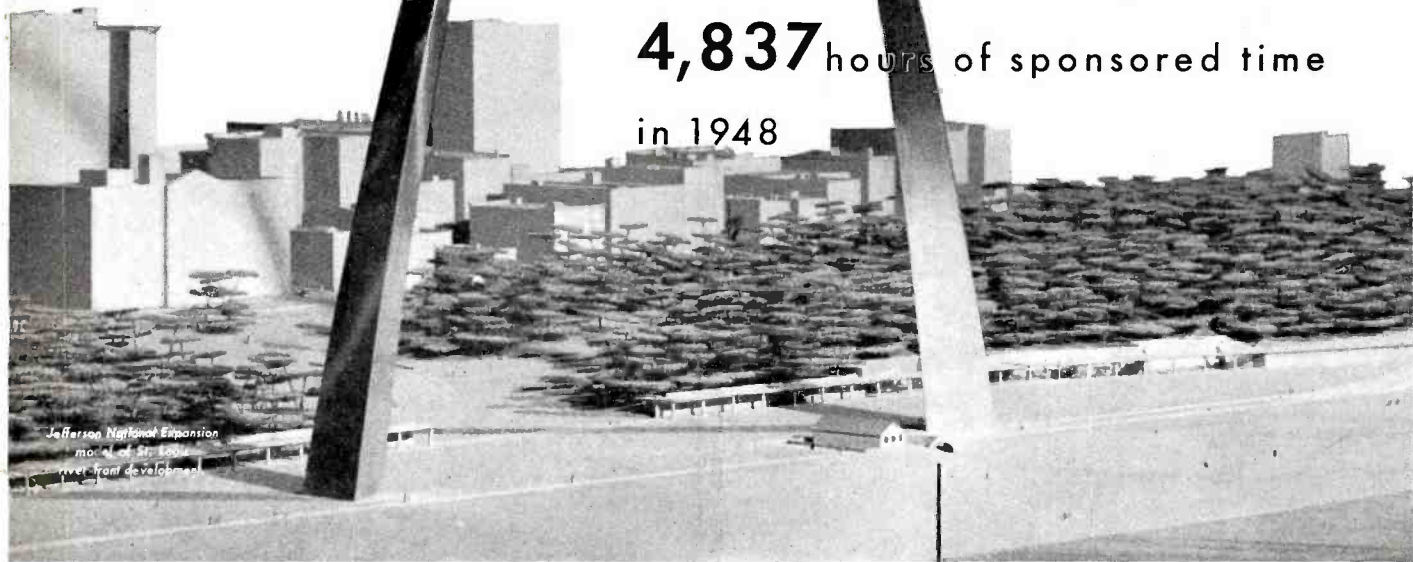
NEW YORK . . . CHICAGO . . . BALTIMORE . . . DETROIT . . . HOLLYWOOD . . . SAN FRANCISCO . . . SEATTLE . . . CINCINNATI . . . HOUSTON . . . MEXICO CITY . . . TORONTO

*Eleventh of a Series*

# KXOK

spans the great and growing  
St. Louis Market with

**4,837** hours of sponsored time  
in 1948



Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper month after month . . . they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time . . . they are gratified by KXOK's low-in-St. Louis rates which means more coverage . . . more Hooper . . . per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market . . . *economically!*

In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1200 busses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati . . . or KXOK-FM direct.

## KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service . . . a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard's award for News Commentary and Variety's award for "Responsibility to the Community" are evidences of KXOK's progressive ideas on programming!



KXOK-FM is Affiliated with  
Transit Radio



# KXOK

St. Louis' ABC Affiliate  
Owned and operated by the  
St. Louis Star-Times  
Represented by John Blair & Co.

630 KC • 5000 WATTS • FULL TIME • CHESTNUT 3700





# St. Louis

## RADIO MARKET

By BILL THOMPSON

ST. LOUIS is a blend of southern charm, northern vigor and western opportunity—but over and above these fine intangibles it has the goods.

It leads the world in the volume of diversified production. Not only the home of American Car & Foundry, Anheuser-Busch, International Shoe, Liggett & Myers, and Ralston-Purina, its food processing establishments number 701; printing, publishing, and graphic arts 436; chemicals and drugs 210; machinery 198; iron and steel 181.

Hundreds of other manufacturers turn out lumber products, automobile equipment, leather goods, petroleum and coal products, textiles, and non-ferrous metals, to name a few groups.

A total of 2,750 plants, producing goods estimated at \$2 billion annually, make 357 classes of products. This is 76% of a possible 468 classes as defined by the U. S. Budget Bureau. No one class employs more than 8% of the total employed, a fact which emphasizes the wide diversity and stability of the city's manufacturing.

### The Stations That Serve The St. Louis Area

And St. Louis has the tools to sell its goods. For decades, three daily newspapers did most of the job—and did it well. But today ten commercial radio stations are helping to do it better. Three of these are black-and-white off-spring: KSD *Post-Dispatch*, KXOK *Star-Times*, and KWGD (FM) *Globe-Democrat*. The *Post-Dispatch* also owns KSD-TV, the city's only television station, and the *Star-Times* has a plus in KXOK-FM, associated with Transit Radio.

In addition to KXOK and KSD,

four other AM stations have FM: KWK (Mutual), WEW at St. Louis U., KXLW in suburban St. Louis County, and WIL, the area's most powerful independent. Completing the roster of commercial stations are the 50 kw KMOX, owned and operated by CBS; KTMV East St. Louis, Ill.; and KSTL, 10-month-old daytimer.

The metropolitan district also has one of the nation's outstanding religious stations—KFUO at Concordia Theological Seminary. This station and its FM affiliate are owned by the Evangelical Lutheran Synod of Missouri.

The nation's eighth city rode to industrial might on the motto—"Ship From the Center—Not From the Rim."

### Central Location Enhances Transportation Importance

Occupying a strategic position about midway between the nation's center of population and its geographic center, it is the hub of the world's greatest inland waterway system, terminus of 19 trunk line railroads, and the interchange point for traffic from all parts of the nation. Transfers are made here between railroads and the barge lines operating on the Mississippi River south to the Gulf of Mexico and north to the Twin Cities.

Because of its central location, local firms are in an unusually favorable position to distribute advantageously by parcel post, express, freight, truck or plane, or via waterways. And they can transact business economically by telephone or telegraph. Its surrounding territory forms a complete circle, unbroken by lakes, oceans or other natural barriers. Such uninhabited areas reduce the trading range of most of the other large American cities, St. Louisians

claim. The metropolitan area has a population of 1,678,500 and a land area of 956 square miles. On the Missouri side of the Mississippi are the City of St. Louis (population 902,000), the adjacent St. Louis County, and St. Charles Township. In Illinois are parts of Madison, Monroe, and St. Clair Counties. The district includes 62 incorporated cities and towns of which East St. Louis, Ill. (population 100,000) is the second largest.

### Other Important Aspects of Market

Centrally located with respect to agricultural and mineral production, the area is best known for its facilities for assembling domestic raw materials and products and for distributing them cheaply and speedily.

However, St. Louis advances these other claims to fame:

It handles 85% of the world's supply of sealskin, having processed the Alaska sealskin catch under exclusive contract with the U. S. government since 1917.

It is strategic in Latin American trade because of its proximity by river, railroad, air, and highway to the Port of New Orleans.

It has the highest ratio of native-born white persons of native-born parents among all major metropolitan areas in the U. S.

It rates high in culture and science with five Nobel prize winners, the second oldest symphony orchestra in the nation, a world-famous Municipal Outdoor Opera, the first hospital and first state university west of the Mississippi, one of the nation's four leading museums, and one of the first radio stations to be established in the U. S.

It has two major league baseball teams (Cardinals and Browns), a nationally famous college basketball

team (St. Louis U. Billikens), an American Hockey League team (Flyers), and a professional basketball team (Bombers).

### Conservative Outlook Is Characteristic

It prides itself on being America's most conservative, hard-to-sell town. (It was here that a veteran vaudeville performer made the crack—"The three toughest weeks in show business are Christmas week, Easter week and a week in St. Louis.")

Retail sales in metropolitan St. Louis were estimated at \$1,545,856,000 in 1947, as compared with \$509,601,000 in 1939, when the last Census of American Business was taken. Department stores (there are 13,161 retail firms) showed a gain of 140% from 1939 to 1946. Maintenance of this high level of business as postwar reconversion progressed was indicated by the fact that for the first seven months of 1946, when the last area-wide check was made, department stores showed a further gain of 29% compared with the like period in 1945. Anticipation of retail sales at high levels is encouraged by conservative estimates that normal postwar employment is settling at 60% above the 1939 level.

St. Louis ranks as one of the largest wholesale centers in the nation, with 2,663 establishments. It is chief distributor to the southwestern and southeastern states. Wholesale trade currently is running at \$1,764,000,000 annually.

### 743,000 Employed In Area

Total number gainfully employed in the area is 743,000, of which about 30% are women. Of the total, 24% are clerical and sales people; 21, operatives; 14, crafts-

(Continued on St. Louis 4)



## St. Louis

(Continued from St. Louis 3)

men; 9, service workers; 9, proprietors, manufacturers, officials; 8, professional and semi-professional; 8, laborers; 4, domestics.

More than 64% of the dwellings in St. Louis and St. Louis County have mechanical refrigeration; 63% have central heating; 75% use gas for cooking; 91% heat with coal or coke; 97% use electricity for lighting.

Nearly 96% of all homes in the area have radios. (In St. Louis proper the count is 97%, and in St. Louis County 97.4%.)

A total of 142,764 dwellings are occupied by the owner, with an average tax value of \$4,275. Approximately 47% of homes occupied by the owner are free from mortgage. Motor vehicle registration is 234,071, and average buying income per family is \$4,380.

### Expansion Factors Prove Great Asset

One of the city's greatest assets is its well-demonstrated readiness to expand its capacity for industrial production. Programs are under way to more than double natural gas and electricity supplies. Railway facilities are being enlarged, new barges, towboats, and docks are appearing on the rivers. A new canal and locks are being built to by-pass the hazardous "Chain of Rocks" in the Mississippi north of St. Louis, and a new bridge across the river, and new highways and expressways through the city, are in progress. Lambert Municipal Airport, only one in the city, from which Lindbergh first flew his "Spirit of St. Louis," is being substantially enlarged despite a tendency on the part of the influential Terminal Railroad Assn. to frown on aviation. This has seriously delayed the city's growth as an air transport center, for which it is so ideally situated.

### St. Louis U. Builds Outlet in 1921

Jesuit St. Louis U. built the first broadcasting station west of the Mississippi and east of the Rocky Mountains in 1921. Brother George Rueppel of the university's science department put 9YK on the air just five months after Dr. Frank Conrad began broadcasting from KDKA Westinghouse in Pittsburgh. The U. S. Dept. of Agriculture recognized the station because of its "valuable weather and market reports to farmers." On March 23,

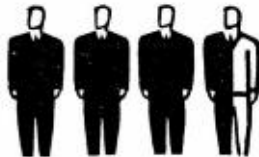
## Population 1948

### ST. LOUIS METROPOLITAN DISTRICT



1,678,500

### CITY OF ST. LOUIS



902,000

1922, the Dept. of Commerce assumed control of broadcasting and officially licensed the station as WEW, call letters which Brother Rueppel interpreted as "We Enlighten the World." WEW is one of the few educational outlets in the country to be successful commercially.

### The Early Days Of KSD

This was not the first license granted by the Dept. of Commerce to a St. Louis station, however. KSD, the *Post-Dispatch* station and NBC affiliate, received its certificate nine days earlier. Its pioneering was responsible for the development of many broadcasting practices that since have become standard. Some St. Louis broadcasters recall that the *Post-Dispatch*, acknowledged as one of the world's greatest newspapers, "looked down her lognette" at radio during KSD's formative years. Its veteran manager, George

M. Burbach, divided his talents between the station and the newspaper's advertising department until 1941. He has been a potent voice in the broadcasting industry. He put KSD-TV on the air in February 1947 claiming the first completely postwar equipped television station in the U. S., and last September unveiled KSD-FM.

Another station that could challenge KSD's right to the first license is WIL, whose founder, Lester A. Benson broadcast the Harding election returns from a transmitter in the basement of his home. Mr. Benson's original call letters, WEB, were changed to WIL when he got his license April 5, 1922. He was the first St. Louisian to sell time on the air.

### Non-Commercial KFUP Founded in 1924

KFUP, home of *The Lutheran Hour*, was the fourth station to sign on. A non-commercial operation, it was founded Dec. 14, 1924

by "progressive and far-seeing Lutherans who realized the great possibilities which radio held in store for the work of the Church."

On Christmas Eve of the following year, KMOX, destined to become "the station to beat" in St. Louis, broadcast its inaugural program. A clear-channel outlet, it claims to serve 70 counties, commanding a BMB audience of 816,660 in the daytime and 967,900 at night. Included in its secondary listening area are many counties in Louisiana. Thomas Patrick Convey, who was to broadcast play-by-play from St. Louis' Sportsman's Park, called 17 local businessmen together to form KMOX.

Mr. Convey made his greatest impression on the broadcasting world, however, as founder of KWK on St. Patrick's Day, 1927. This Mutual station, located in the Chase Hotel, in the swank West End section of St. Louis, has been one of the most economical network operations in the country. It was one of the first stations in the city to capitalize on disc jockeys. Before his death, in 1934 at the age of 48, Mr. Convey had experimented with the television scanning disc. His son, Robert T., who now heads KWK, has applied for TV and plans to integrate it in a new location with his AM and FM activities, and a wired music subsidiary.

### Cox Puts WTMV Into Operation

By 1935, the growth of the metropolitan area on the Illinois side of the Mississippi made an East St. Louis station feasible. Lester Cox, who had been an owner of stations in Springfield, Mo., Pittsburg, Kan., and Kansas City, put WTMV on the air May 19. Leaning towards sports and known for a policy of presenting brief news reports "every hour on the hour," 250 w WTMV has been famous in the area for originating the St. Louis Cardinals baseball broadcasts. Last year, a network of 54 stations took the Cards games, but in 1949 they will originate from WIL, which has upped its power to 5 kw. These two full-time independents are the only ones available for baseball broadcasts. The four network stations cannot reserve sufficient time, and all other outlets are daytime only. It is presumed WTMV will broad-

(Continued on St. Louis 6)

Frank E. Pellegrin  
Pres & Gen. Mgr.  
KSTL

L. A. Benson  
Pres.  
WIL

Nicholas Pagliara  
Gen. Mgr.  
WEW

Robert T. Convey  
Pres.  
KWK

Wendell B. Campbell  
Gen. Mgr.  
KMOX

Geo. M. Burbach  
Gen. Mgr.  
KSD

C. L. Thomas  
Gen. Mgr.  
KXOK



**FIRST IN THE NATION**

**KSD-TV**

**America's First Completely Post-War Equipped Television Station**

**Affiliate of the**

**NBC TELEVISION NETWORK**

**Working Agreements with the**

**CBS, DUMONT and ABC  
TELEVISION NETWORKS**

**National Advertising Representative**

**FREE & PETERS, INC.**

**Owned and Operated by**

**THE ST. LOUIS POST-DISPATCH**

**Owner and Operator of**

**KSD · KSD-FM · KSD-TV**



# St. Louis

(Continued from St. Louis 4)

cast the St. Louis Browns games this season, although a contract has not been signed.

From 1922 to 1938, the *Post-Dispatch* was the only St. Louis newspaper to have "adopted" broadcasting. On Sept. 19 of the latter year, however, the *Star-Times* entered the field with KXOK. The station became a basic affiliate of NBC's Blue Network in 1941 and its successor, ABC in 1945. Unlike KSD in its early years, KXOK insists it always has been independent of its newspaper parent—in fact, a competitor. It appears to be the most promotion-conscious station in St. Louis. Its FM affiliate, which took the air in March 1947, is expected to show early profits as the result of its recent transistating tie-up. The *Star-Times* is one of the eight stockholders of Transit Radio Inc.

Only suburban commercial station in the St. Louis area is KXLW, founded Jan. 1, 1947. Located in Clayton, Mo., it is very much a part of the metropolitan picture because it is surrounded by homes of the wealthiest residents of the area. Guy Runnion, youthful former news editor at KMOX, sold the idea of a suburban community station to 87 preferred and 12 common stockholders.

Last June, Frank E. Pellegrin, former director of broadcast advertising for NAB, put KSTL on the air from the American Hotel in downtown St. Louis. Three local industrialists, two Washington, D. C. attorneys, and Mr. Pellegrin are stockholders. The station started entering figures in the profit column after four months, and all but two original advertisers are maintaining schedules. In strict compliance with NAB's Standards of Practice, KSTL employs a mood sequence technique with middle-of-the-road musical selections, ranging from old familiar to popular and semi-classical.

## Newest Outlet Is KWGD

Newest and one of the most modern stations in St. Louis is the *Globe-Democrat's* K W G D (FM), housed in a "Radio City" costing \$1,600,000. Since the station took the air in December, after two years of preparations, the salesmen have been extolling the benefits of "interference-free" radio have signed a handful of advertisers. But everyone in St. Louis believes the costly layout is chiefly for television, for which the *Globe-Democrat* has applied to the FCC. Everyone also believes an alliance between the newspaper and KMOX is not far off. They recall that the CBS station has not applied for TV, and in recent years withdrew its application for FM. They also recall that the *Globe-Democrat's* owners were



Guy Runnion  
Pres. & Gen. Mgr.  
KXLW

Rev. H. H. Hohenstein  
Director  
KFUO

Charles W. Nax  
Gen. Mgr.  
KWGD (FM)

among the 17 founders of KMOX in 1925, having sold their 35 percent interest to CBS in 1932. The newspaper and station have cooperated closely since that time. It all adds up.

## Over 23,000 Video Sets In The Area

KSD-TV, trailblazing video station, with a primary range of 50 miles, has been solely responsible for the purchase of 23,000 TV receivers in the metropolitan area. It presently will move into new million-dollar studios in the *Post-Dispatch* Bldg. Local newsreels, picture newscasts, cartoons, feature films, home economics demonstrations, and other programs have originated in small, cramped studios there since the station took the air two years ago. Since last fall, NBC kinescope recordings have been used, and since

the Midwest and Eastern coaxial cables were joined in January, NBC-TV network fare has been featured. In addition, special programs from other networks have been carried. Many local remotes, such as football, baseball, basketball, hockey, harness races, and Golden Gloves boxing bouts, have been telecast. Even before it officially went on the air, KSD-TV telecast the traditional Veiled Prophets' parade and ball in 1946 and carried these famous events in 1947 and last year as well.

## Figures on KSD-TV Operation in 1948

While operations at KSD-TV are believed to be less costly than at most comparable stations because of efficient overlapping of some personnel with that of KSD, nevertheless a loss of \$109,355 was reported last year. The sta-

tion furnished BROADCASTING this complete report:

KSD-TV St. Louis, Mo. Television Operation for the Year 1948	
Capital Expenditures:	
Transmitter equipment and installation	\$137,572
Studio equipment and installation	94,816
Mobile pick-up equipment	23,500
TV Tower	77,831
TV Transmitter	39,037
Penthouse	23,337
TV Studio (under construction) 24' x 49'	25,000
	\$421,093

Cost of Operation: (10 months actual & 2 months estimated)—

Program expense:	
Program staff (salaries and wages)	\$ 41,596.48
Talent payroll	23,074.74
	\$64,671.22
Films (rentals)	32,166.17
Scenery-Line charges & other service	20,561.59
	\$117,398.98
Technical expense:	
Technical staff payroll	\$ 62,862.65
Technical staff overtime	19,288.70
	82,151.35
Repairs and renewals (tubes)	16,349.37
Depreciation	44,940.00
Other technical expense	4,223.24
	\$147,663.96
Total technical expense \$147,663.96	
Promotion expense:	
All TV Promotion	4,135.45
Combined total expenses:	
Program expense	\$117,398.98
Technical expense	147,663.96
Promotion expense	4,135.45
	\$269,198.39
Total net revenue	159,842.85

Operating loss \$109,355.54  
 Program staff of 7 (full time)  
 Plus use of KSD keymen and KSD announcing staff.  
 Announcers paid on overtime basis.  
 Technical staff of 17 (full time)  
 14 technicians  
 2 stage hands  
 1 projectionist  
 KSD-TV programming 30 hours per week since 6/1/48—7 day operation.  
 Up to June 1948 KSD-TV operated Thursday through Monday or 5 days per week.

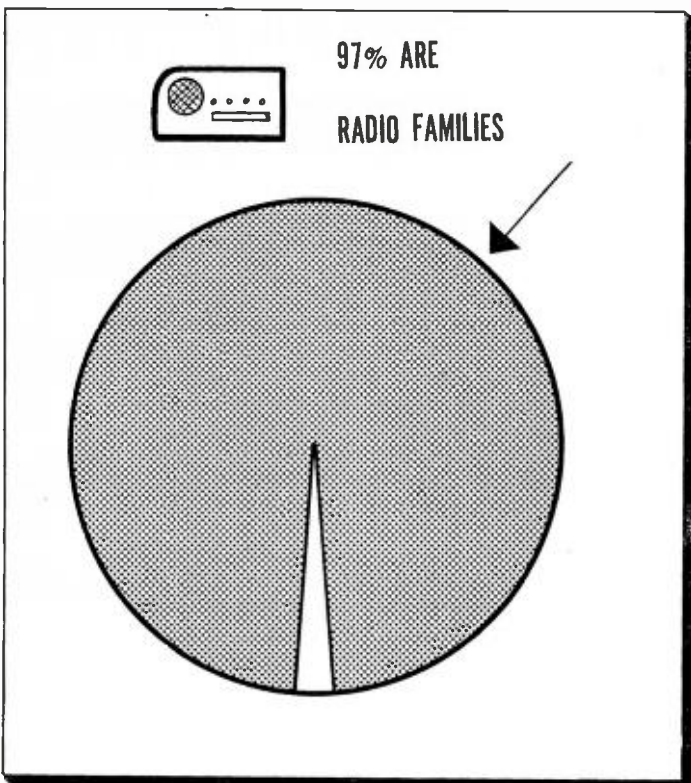
Rates range from \$300 an hour to \$50 for a one-minute spot on Class A time (1 to 11 p.m., Saturdays and Sundays; 6 to 11 p.m., Mondays through Fridays). Recently, however, station officials tried charging \$100 for one-minute spots after the 7, 8 and 9 p.m. telecasts and sold out all of the 1949 periods so quickly that they entertain high hopes of drastically reducing last year's deficit.

The three large department stores that dominate the Associated Retailers of St. Louis (Famous-Barr, Scruggs-Vandervoort-Barney, and Stix, Baer and Fuller) pour thousands of dollars into the newspaper coffers yearly. The non-newspaper group gets some comfort, however, from the realization that dozens of smaller retailers are attracted to radio only because it is the one medium their big competitors have not invaded.

## 55 Agencies Operate In St. Louis Market

St. Louis has 55 advertising agencies. Among those doing an aggressive job for radio is the Gardner Advertising Co., with such accounts as Ralston-Purina, Pet Milk, and the U. S. Army and Air Force, and total billings in excess

(Continued on St. Louis 10)



# CAN YOU PULL MAIL?

## AMERICA'S LEADING 50,000 WATTERS

(and SCORES of SMALLER STA-  
TIONS, YES—250 WATTERS, TOO)

are DISCOVERING THAT  
THEY CAN PROVE AUDI-  
ENCE RESPONSIVENESS in  
THIS BRASS-TACKS WAY  
THAT DEFIES ARGUMENT  
—SELLS PLENTY OF OPEN  
TIME and KEEPS YOUR PET  
ACCOUNTS CONVINCED

Does your Station have a profitable, responsive audience at midnight? At 6 o'clock in the morning? At 2:30 in the afternoon? There is one dead-certain, incontestable way you can prove your point—by carrying good, clean mail-order accounts such as we place.

you can show hard-to-convince time buyers that you can sell goods by mail when most folks are supposed to be asleep or at other odd hours, then there is no question about the size or responsiveness of your audience.

We'd like to help you test your audience. We're mail-order specialists. We've been at it over 36 years. We have never missed a discount or payment. Our clients are reputable. They sell desirable merchandise, much of it unusual and often at real bargain prices. They fill orders promptly. They'll be a credit to your station.

For example, we are now concluding one of the most outstanding mail-order successes in radio history. It

featured a Plastic offer by our client, L & M Company. Many 50 KW Stations like KDKA (whose full page ad in February 7th BROADCASTING we reproduce above), as well as smaller stations participated in the campaign. A few of the stations carrying this offer: WOR, WBZ, WGY, WWVA, WJR, WMAQ, KNBC, KFWB, KTRH, KFI, WSM, WKNX, WDAY, WOAI, WIBW, KOA, WNBC.

**ORDERS..  
CASH ORDERS..  
FROM  
31 STATES!**

When a single radio station pulls cash orders from nearly three-quarters of the states in the entire nation... brother, that's selling.

And that's what happened on KDKA.

A midnight announcement for plastic aprons, repeated six times, attracted more than 1,800 customers... from 105 counties in 31 states. Each customer sent a dollar, or more!

If that's the kind of sales action you want for your product, get on KDKA now! Check Free & Peters for availabilities.

**KDKA**  
PITTSBURGH - 50,000 WATTS  
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc - WBZ - WBZA - WUWO - KEX - KYW - KDKA - WBZ-TV  
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

PHONE, WRITE OR WIRE US TODAY FOR DETAILS

## SHAFFER BRENNAN MARGULIS ADVERTISING CO.

4 North Eighth Street

St. Louis, Missouri

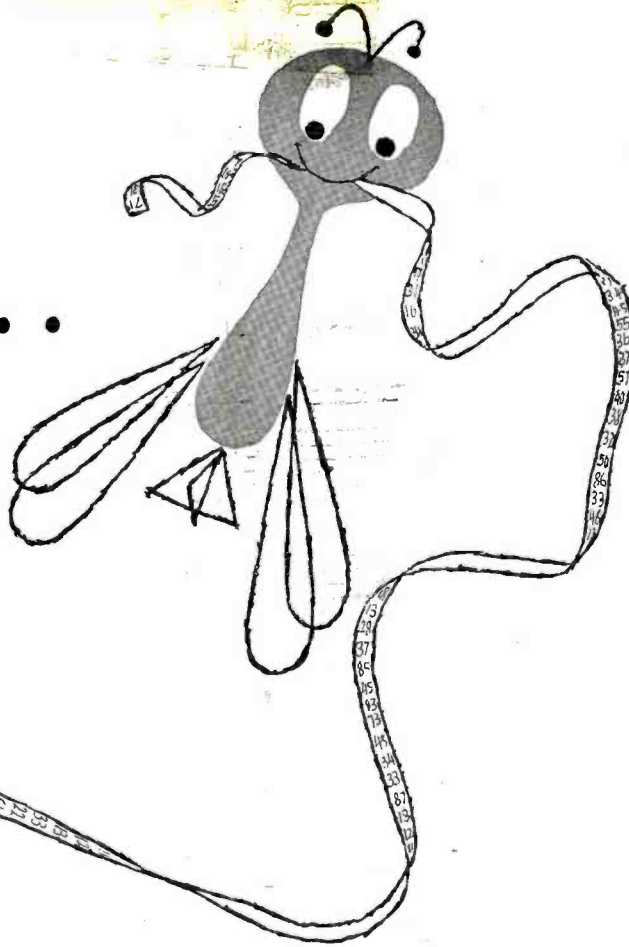
Phone MAin 2579 or MAin 2587







of good . . .



To send your sales zooming "out of this world" in mid-America, use KMOX. It'll do you a world of good!

Because the vast mid-America market dominated by 50,000-watt KMOX is a world in itself . . . diversified, self-sufficient . . . bulging 'round with riches.

Last year retail sales here were "out of this world," totaling \$2,352,663,000. Thanks in part to 2,841 factories with an annual payroll of \$606,000,000, and 492,123 worldly-wise farmers with a net cash income of \$365,347,000.

Big as it is, there's one easy way to "tell the world" about your product. For KMOX is the 6-to-1 favorite of listeners throughout these 70 counties, day and night, all week long. Ask us or Radio Sales for details.

*The "Voice of St. Louis"* **KMOX**  
50,000 watts • Columbia Owned

*For all the facts and figures on mid-America, write or call Radio Sales for your copy of "It's A Small World" . . . latest KMOX market study.*

# KSTL

**ST. LOUIS  
BLANKETS  
THE ST. LOUIS MARKET  
WITH THE  
4th Strongest Signal  
AT THE  
Lowest Cost Per Thousand  
OF ANY ST. LOUIS STATION**

**PACKS A HUSKY  
WALLOP!**

**1000 Watts  
ON 690 KILOCYCLES**

KSTL's choice frequency and efficient operation packs plenty of punch and power . . . effectively delivers 40 other important BONUS markets (Primary Area) outside of St. Louis ABC zone.

**CONCIENTIOUS, THOROUGH  
MERCHANDISING SERVICE**

- NEWSPAPER DISPLAY ADS
- GROCERY AND DRUG TRADE BULLETINS
- POINT-of-SALE PROMOTION
- SPECIAL LETTERS TO YOUR TRADE
- PERSONAL SERVICE CALLS

**St. Louisans Appreciate  
KSTL's Good Music**

**KSTL gives St. Louis  
GOOD MUSIC ALL DAY  
LONG!**

Less talk, less chatter, less  
Yakity-Yak—

**MORE ATTENTION FOR  
YOUR COMMERCIALS!**

# KSTL

**ST. LOUIS**

R. L. STUFFLEBAM, Gen. Mgr. MAin 0600

## St. Louis

(Continued from St. Louis 6)

of \$15 million, much of it for radio. D'Arcy Advertising Co. has the giant Coca Cola account, whose radio programs are handled in New York. Charles E. Claggett, vice president and former radio director of Gardner, is one of the advertising profession's best-known radio men by virtue of the part he has played in the development of "kid" programs. He has handled Ralston's *Tom Mix* for Gardner 15 years. *Tom Mix* started in New York in 1933 and consisted of a complete 15-minute episode every Monday, Wednesday and Friday. It was broadcast over the then NBC Red network. In 1934, the show was moved to Chicago because it was more advantageous to repeat from there than it was from New York.

"We started on the Blue in Chicago and went on a five-a-week basis with a continued story type of show with a basic plot that stretched over 26 weeks," Mr. Claggett reminisced. "Percy Hemus, who started with the program in New York, was dragged out to Chicago to continue playing the part of the Old Wrangler. In addition to Hemus, we employed the Ranch Boys—Curley Bradley, Jack Carson, and Jack Ross—to sing our theme song. Because we had a tight budget, when bit parts came along the Ranch Boys handled the speaking lines. Jack Holden played the part of Tom Mix and also doubled as script-writer. Bob Wamboldt was our producer. Hal Perry, now the *Great Gildersleeve*, performed miracles doubling from four to six parts in every episode. Jane Webb, then a small thing in pigtailed, played a running part standing on a soap box. She literally grew up on the program and only left it when she moved to the Coast about two years ago to play the lead in *Those Websters*. Forrest Lewis, Sid Ellstrom, Leo Curley, Jane Seymour, Mercedes McCambridge, Betty Winkler, Hugh Studemaker, Billy Idleson—who was then playing Rush in *Vic and Sade*—and virtually every famous radio actor and actress in Chicago worked the *Tom Mix* show. About 1936, Russell Thorson was brought out from New York to play Tom Mix and was later replaced with Curley Bradley about 1941."

Oscar A. Zahner, vice president in charge of St. Louis operations for Ruthrauff & Ryan Inc., joined the agency in 1925. R&R opened the St. Louis office at 812 Olive St.

"Over the years Ruthrauff & Ryan has been top buyer of radio time in the St. Louis area, by consensus of opinion of station officials," Mr. Zahner stated. Currently, such advertisers as Griesedieck Brothers Brewery, Krey Packing Co., Pevely Dairy, St. Louis Dodge Dealers Assn., three Arthur Murray studios in the city,

**RETAIL SALES OF  
METROPOLITAN ST. LOUIS**

**\$1,545,856,000 . . . 1947**

**\$509,601,000 . . . 1939**



and Tums are R&R accounts sponsoring a wide variety of broadcasts. Old Judge coffee and Hyde Park Breweries were earlier companies figuring in R&R radio in the St. Louis area.

Mr. Zahner points to the "Baseball Network" of stations, now organized by Griesedieck Brothers, to bring St. Louis baseball games to area listeners as well as audiences in Illinois and throughout Missouri. When the network was first begun for Hyde Park in 1938, it consisted of six stations. In 1948, for Griesedieck, there were 54 stations in the network.

From the inception of television in St. Louis (KSD-TV in 1947), the agency has been active in video. The agency chalked up a series of "firsts" in television for the St. Louis area in its series of studio sports shows, *Sports Close-ups*, for Griesedieck.

Ray C. Stricker, who joined the agency 12 years ago, also played a major role in building R&R radio in St. Louis.

Shaffer-Brennan-Margulis Advertising Co. is one of the largest mail order agencies in the Midwest, with one-third of its volume agricultural accounts such as nurseries, hatcheries, and farm implement concerns. Founded by the late E. M. Brennan and T. D. Shaffer, who retired in January 1948, S-B-M now is a partnership operated by Sam B. Margulis, who is radio director, and S. I. Rosenfeld. Mr. Margulis started with Messrs. Brennan and Shaffer in 1924 as an "office boy-file clerk-copy writer." He became a partner four years later and has sparked the agency's activity in radio ever since. Company was

founded in 1912.

Vernon L. Morelock, vice president of Winiaus-Drescher-Brandon in charge of radio and television, was active in spot radio in earlier years "when St. Louis was as much a center for transcribed spots as Chicago was for soap operas." He mourns the passing of the days when big St. Louis shoe concerns had spots produced there "sometimes at the rate of 13 an hour."

One of the city's most talented agency executives is James M. Daugherty, president of Jimm Daugherty Inc., who has been widely honored for his community service in producing the local radio series *The Land We Live In*, which he originated but is now produced by the Gardner Co.

Olian Advertising Co., which last year moved its headquarters to Chicago, but maintains a large staff in St. Louis, has one of the city's best radio success stories in General Coffee Co. Sales of its Manhattan Coffee have increased 10 fold since it entered radio two years ago. Westheimer and Co., Oakleigh R. French and Assoc., Jerroll & Assoc., Gordon-Marshall Adv., Huffman Adv. Co., Marjorie Wilten, and Glee R. Stocker and Assoc. are others doing a good selling job for radio.

**Out Where the  
Wealth Begins--  
KXLW  
St. Louis County**



*One of The Nation's Great Independents*

**WIL**

**ST. LOUIS**

*Now*

**DELIVERING**

**5,000**

**WATTS**  
**FULL TIME**

*— to One of The Midwest's Most IMPORTANT Markets*

**SERVICE TO THE GREATER ST. LOUIS AREA FOR OVER QUARTER OF A CENTURY**



*— Where  
it counts Most!*

**WIL**  
5,000 WATTS  
FULLTIME  
1430 KILOCYCLES

REPRESENTED BY  
**WM. G. RAMBEAU CO.**  
NEW YORK — CHICAGO — LOS ANGELES — SAN FRANCISCO

**WIL-FM**  
87.3 MEGS.  
CHANNEL 247  
FIRST IN ST. LOUIS

# STATION DATA

## Background of St. Louis Outlets

### KFUO

801 DeMun Ave., Clayton, Mo.  
Tel.: Delmar 3030  
850 kc 5 kw

IN FEBRUARY, 1923, Richard Kretzchmar, chairman of the board of control of Concordia Seminary, submitted to the board a proposal for a Lutheran radio station. The Lutheran Laymen's League, the Walther League, and students at Concordia raised funds for the 500 w station which took the air in December of the following year from an improvised studio in the attic of old Concordia Seminary in St. Louis. When the school moved to a new campus at Clayton, a western suburb, in 1926, a 1 kw station was erected. At the time, the station shared time on 550 kc with KSD. In 1940, the FCC assigned 850 kc to KFUE and its power was increased to 5 kw. By 1942 a \$100,000 "Greater Gospel Voice Radio Fund" had been raised and a modern plant was constructed on the Concordia campus. Now a half-million-dollar expansion program is under way, including removal of its transmitter and antenna from the campus to another site, its replacement with a new FM tower, additions to its studios and installation of new equipment. . . . KFUE is the originating station of *The Lutheran Hour*, conceived in meetings of its radio committee. In 1946, the station was recommended for the Peabody Award for outstanding public service, considered a special honor for a religious station. . . . KFUE is establishing a shortwave amateur station for contacting Lutheran missionaries in all parts of the world. The Rev. H. H. Hohenstein, director of KFUE since October 1925, states: "In spite of our half-million-dollar expansion program and our heavy operating costs, we have never owed anyone a dime since the founding of the station over 24 years ago."

### KMOX

401 S. 12th St. Tel.: Central 8240  
1120 kc 50 kw

THIS KEY CBS station took the air with 5 kw from two studios in a Hotel Mayfair suite in December 1925. It received a clear channel in 1929 and a year later christened a 50 kw transmitter. By December 1931 the station had outgrown its hotel studios and had taken over 25,000 square feet in the St. Louis Mart Bldg., now the St. Louis Medical Depot. In May 1932 the 17 local business men who founded KMOX sold it to CBS. Owners of the *Globe-Democrat*, who were among the 17, are said to regret

that they disposed of their share. They need an AM affiliate for KWGD (FM). . . . First manager of KMOX under CBS supervision was J. L. Van Volkenberg, now vice president of the network in charge of television. He was succeeded two years later by James D. Shouse, who resigned in 1937 to become general manager of WLW Cincinnati and was followed by Merle S. Jones. Late in the war, Mr. Jones went to WOL Washington, before becoming manager of WCCO Minneapolis, and Col. Frank B. Falknor returned from the service as head of KMOX. When Col. Falknor went to WBBM Chicago in November 1945 as right-hand-man to H. Leslie Atlans, CBS vice president in charge of the Central Division, Wendell B. Campbell, his assistant general manager, moved up. Mr. Campbell today is in charge of a commodious station layout totalling 40,000 square feet of space. There are seven studios, ranging in size from 400 square feet to the "KMOX Playhouse" with a two-level stage, floodlights, and a seating capacity of 400. The station occupies much of two floors of the Medical Depot. A 24-hour station, KMOX produces some 10,000 programs yearly. . . . Its *All-Night Frolic*, inaugurated last October, already has received hundreds of letters and telegrams from listeners throughout the U.S. and such far-away points as Hawaii. . . . The station employs 21 union musicians, a number of them symphony artists. It is one of two CBS stations feeding the network their own orchestras, the other being WBBM Chicago. Its *Barnyard Follies* is on the network for a half hour six days a week. . . . The 24-hour news department is unique in that 54 string correspondents are held available in surrounding towns for on-the-spot two-way telephone interviews.

### KSD, KSD-TV, KSD-FM

1111 Olive St. Tel.: Main 1111  
550 kc 5 kw

FIRST NEWSPAPER-OWNED station in St. Louis, KSD was founded by the Pulitzer Publishing Co. (*Post-Dispatch*). A month before it received the first Dept. of Commerce broadcasting license, in March 1922, it presented one of the first remotes in radio history from the stage of the American Theatre. The play was "Two Little Girls in Blue." Among many "firsts" claimed are: A test broadcast to a moving passenger train; talks by the late Gen. John J. Pershing and British Prime Minister David Lloyd-George; a Catholic mass; communication with a dirigible in flight; address by a U. S. President (Warren G. Harding, June 21, 1923); and the first station in St. Louis to broadcast a network program—an address by President Calvin Coolidge from Washington. . . . KSD was the only St. Louis station to send a member of its

news staff to Rome for the elevation of Archbishop John J. Glennon to the rank of Cardinal. . . . In 1935 it operated experimentally an ultra shortwave transmitter, W9XPD. Later it operated an experimental facsimile station, W9XZY. In 1938, it inaugurated the first regular broadcast of a specially prepared facsimile edition of a newspaper. . . . In 1948, KSD had billings totaling approximately one million dollars, a substantial increase over 1947. Its management sees indications of a slight recession this spring "which may continue through June," but believes that "by concentrating on a volume of \$15,000 accounts instead of \$50,000 accounts" 1949 may show an increase over last year. . . . General Manager Burbach was advertising manager of the *Post-Dispatch* and a director of the Pulitzer company when KSD took the air. He was placed in charge of the station's program and business departments in addition to his regular duties. In 1933, he was named general manager. Through his efforts KSD became the first newspaper-owned station to apply for and receive 24-hour AP news service. He has been a constant advocate of better taste and more restraint in the use of commercials. He was one of the first to put into practice the policy of prohibiting interruption of newscasts for "middle commercials." One of a small group which organized the St. Louis Better Business Bureau in 1917, he served as a member of its board of directors for many years. He became a charter member of radio's "Twenty Year Club" in April 1942. On Mr. Burbach's recommendation, KSD's television affiliate KSD-TV became one of the first members of TBA, of which he is a director. He is active in numerous civic and cultural enterprises.

### KSTL

American Hotel. Tel.: Main 0600  
690 kc 1 kw D

FOUNDED LAST June 4 on the mezzanine of the American Hotel and adjacent to the city's only legitimate theatre, The American, KSTL features "good music all day long." The theatre provides easy access for exclusive interviews with top stars of the stage. Careful attention is paid to all advertising copy and the industry's Standards

### Hourly Rates of St. Louis AM Stations

KMOX	.....	\$575
KSD	.....	500
KWK	.....	380
KXOK	.....	380
WTMV	.....	150
WIL	.....	138
WEW	.....	112.50
KXLW	.....	110
KSTL	.....	75

of Practice, with "beamed program technique" employed on all accounts. . . . Station maintains a reciprocal agreement with the Accredited Newspaper Assn. of St. Louis, comprising five weekly community papers with a total circulation of 207,000. Besides local news coverage, these papers are an outlet for KSTL's merchandising program. When Frank E. Pellegrin, founder, resigned as general manager in October to become national sales manager for Transit Radio Inc., in Chicago, Ralph L. Stufflebam, sales manager, was appointed manager. Mr. Stufflebam's background includes 11 years of sales building by radio. He formerly was general manager of WJZ Tuscola, Ill.; regional sales director for Central States Broadcasting System (KFAB and KOIL Omaha; KFOR Lincoln); and KWTO-KGBX Springfield, Mo. . . . Stockholders in addition to Mr. Pellegrin, who continues as president, are James H. Grove, president of Grove Labs.; E. E. Haverstick Jr. of Smith, Moore & Co.; and William H. Haverstick, president of Haverstick Sales Co., all of St. Louis; also Franklin C. Salisbury and William Blum, Jr., Washington, D. C. attorneys. . . . Besides good music and mood sequence programming, which got the station off to a solid and profitable start, beamed to the middle and upper levels of cultural St. Louis, KSTL has built two noteworthy series of programs. *Who's Who in St. Louis* is a daily feature presenting by tape interviews with outstanding local personalities in all lines of activity, and *The St. Louis Forum*, a weekly discussion of major local issues.

### KWGD (FM)

1215 Cole St. Tel.: Garfield 1212  
251, 98.1 mc 218 kw, B

APPLIED for FM in 1941, but took the air only last Dec. 19 from a new building, topped by a 525-foot tower, at 1215 Cole St., one block from headquarters of its owner, the *Globe-Democrat*. Wells R. Chapin, station director and chief engineer, spent months observing broadcast techniques and construction in other cities to make sure station would have the "ultimate" in equipment. . . . Idea for ultra-modern FM and TV plant originated with the late radio-minded E. Lansing Ray, Jr., son of the *Globe-Democrat* publisher. Charles W. Nax, executive assistant to Mr. Ray Sr., and an employee of the newspaper since 1915, is general manager. . . . Officials say immediate aim of station is to promote FM. They estimate nearly 100,000 FM receivers are in use in the St. Louis metropolitan area. However, station layout suggests early entry into television. Provision also has been made for facsimile. . . . Outstanding feature of the building is a group of four

## KXLW

St. Louis County

Music & News

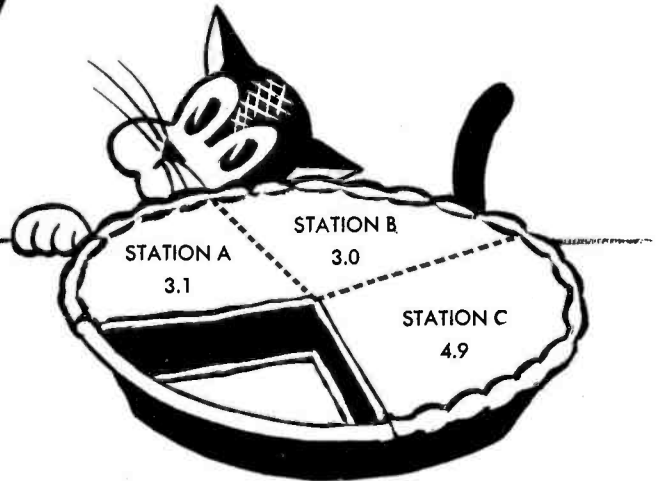


# YOUR BEST SLICE

## OF THE ST. LOUIS MARKET

Yes, alert sponsors have found KWK excellent radio fare.

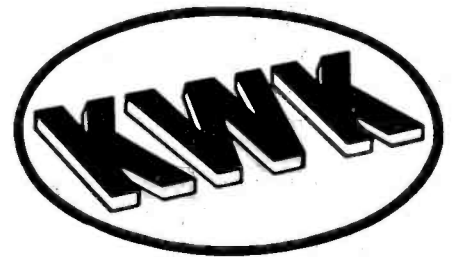
The Hooper report, November-January 1948-1949, again demonstrates that KWK is St. Louis' best daytime radio buy. During a typical week, January 23rd through January 29th, the four network stations produced a total of 370 local quarter hour programs between 8:00 A.M. and 7:00 P.M., Monday through Friday. Of this total KWK produced 165 quarter hours with an average rating of 4.3. An examination of the rate card will quickly show why KWK gives you the best slice of the St. Louis market.



- STATION A — 75 quarter hours with an average rating of 3.1.
- STATION B — 80 quarter hours with an average rating of 3.0.
- STATION C — 50 quarter hours with an average rating of 4.9.

*Paul H. Raymer*

REPRESENTATIVE



HOTEL CHASE • SAINT LOUIS



Then better prepare a special place of honor on your desk for BROADCASTING's NAB Convention issue. It's one you'll want to have around for a long time.\*

In this issue (April 11) radio buyers and sellers will get...*for the first time*...complete, up-to-the-minute billings of the nation's leading radio advertisers, by product groups.

The listings will cover both *network* and *spot*... and include 27 major categories (drugs and cosmetics, food and beverages, cigarettes and tobacco, etc.)... itemized by how much the advertiser spends, where he spends it and what his money buys.

In addition to this copyrighted analysis—which

will highlight the issue—there will be many other important business features...and, of course, the usual expert BROADCASTING coverage of all regular and Convention news.

Guaranteed circulation for the Convention issue is 18,000...2,500 more than our weekly subscription list. It's the most valuable circulation in broadcasting...including, among others, every national and regional advertiser and agency in the country.

*\*It's one you'll probably want to have an ad in, too. Advertising deadline: March 21...regular rates.*

**NAB**  
CONVENTION  
ISSUE —  
APRIL 11, 1949

**BROADCASTING**  
The Newsweekly of Radio and Television  
**TELECASTING**



"suspended" studios with central master control room in full view of each. During the war, Mr. Chapin, a radio engineer for 21 years, was a field supervisor for Raytheon Mfg. Co. in charge of West Coast and Gulf Coast territories. He previously was transmitter supervisor at KWK St. Louis, and in earlier years was a well known amateur radio operator.

**KXLW, KXLW-FM**

8135 Forsythe Blvd., Clayton, Mo.  
Tel.: Delmar 1320  
1320 kc 1 kw D

LOCATED in the heart of the country club district, this station was founded New Year's Day 1947, as a community project. Guy Runnion, newsman who got his experience on WKY Oklahoma City, WDAF Kansas City, WIBW Topeka, and as news editor of KMOX, convinced nearly 100 residents of the city's western suburbs that a station in their midst would pay big dividends because timebuyers would be attracted by the wealth in the area. . . . KXLW not only blankets Clayton, University City, Richmond Heights, Kirkwood, Maplewood, Glendale, Rock Hill, Ladue, and a dozen other exclusive communities, but nearly 29 Missouri counties. . . . Plagued by recent labor disputes with IBEW, Local 1217, whose members picketed the studios from Dec. 6 until late last month, KXLW had "bad losses" in December, according to Mr. Runnion. Since January, however, it has been getting new business "at the normal rate." . . . Mr. Runnion claims he has lost advertisers at the insistence of the union. The station also is seeking a permanent injunction to halt picketing at the station and at a tower construction project in nearby Brentwood. . . . Programming runs to disc jockeys, but of a different type from those on most stations. "Spider" Burks, first Negro discer in the St. Louis area, is a Be-bop enthusiast, even to wearing a Be-bop cap. . . . Janet Dailey presents the *Musical Story Book*, in which hundreds of school teachers in the metropolitan area have shown an interest. . . . The station has FM and currently is programming until 9 p.m.

**KXOK, KXOK-FM**

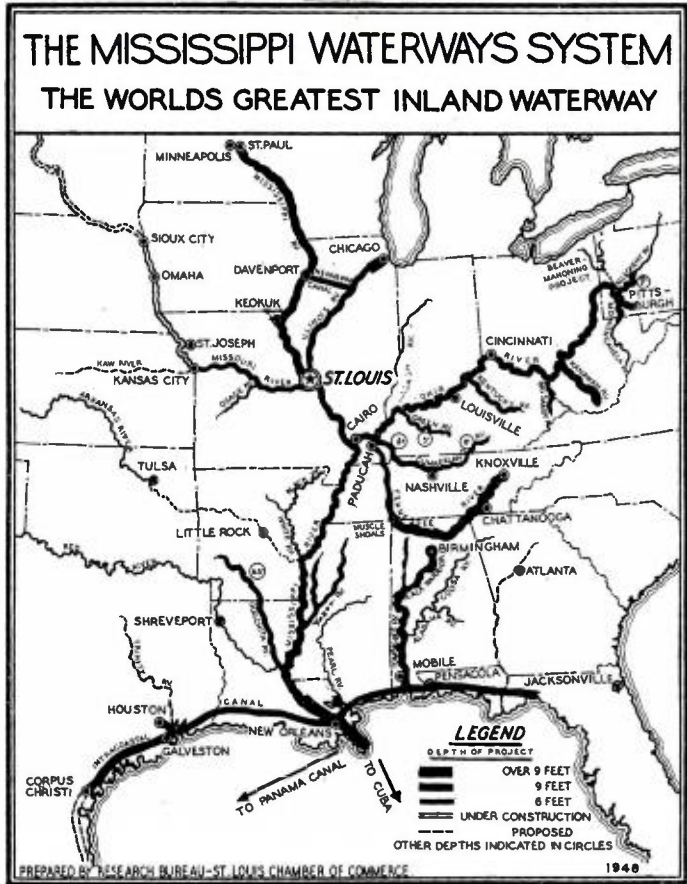
12th & Delmar Blvds.  
Tel.: Chestnut 3700  
630 kc 5 kw

THE *STAR-TIMES* applied for a CP in November, 1935 but waited two years and 10 months to put its station on the air—then full-time on 1250 kc with 1 kw. On October 28, 1940, station was assigned 630 kc with increase to 5 kw. Of original 38 staff members, eight are still employed. Station has won four major awards

**KXLW**

St. Louis County

Covers the County  
As Nothing Else Can



in recognition of broad public interest policy . . . Its mobile radio telephone, installed in a station wagon, aided its coverage of such major news events as the 1947 Centralia, Ill., mine disaster, a million-dollar fire near East St. Louis the same year, a tornado northeast of the city in 1948, and the U. S. National Open and PGA Golf tournaments in 1947 and 1948 . . . KXOK was the first station in the city to use recorded phone conversations for broadcast. KXOK-FM is now feeding 100 local buses through Transit Radio, and eventually 300 street cars and a total of 1,148 buses will receive transmits. . . . In January 1948 the station arranged for installation of facsimile laboratory equipment at Missouri U. to further develop new techniques in the art. . . . Transmitter is in modern building on 90-acre plot near Granite City, Ill. Business and executive offices, three studios, news department, engineering and transcribing workshops are in the *Star-Times* building at Twelfth and Delmar Blvds. . . . Best known programs are *Junior Town Meeting of the Air*, half-hour discussion program tape-recorded in metropolitan area high school auditoriums; *So It Can't Happen To You*, safety, educational program conducted by the local police department; and *Wake Up, St. Louis*, a 45-minute discussion program of vital current local issues featuring members of the Junior Chamber of Commerce and the St.

Louis Bar Association. . . . C. L. "Chet" Thomas, general manager, is a veteran of 21 years in broadcasting, with experience on WLW and WSAI Cincinnati, WINS New York, WCAE Pittsburgh, and KFRU Columbia, Mo., as well as eight years on KXOK. Mr. Thomas joined the station in 1941 and has been general manager since March 1943. He is a member of the board of governors and first vice president of the St. Louis Advertising Club, vice president and a director of Transit Radio, member of several St. Louis civic organizations, the NAB employe-employer relations committee, and the Radio Pioneers Club. He has one of the city's most talented promotion men in Foster Brown.

**WIL, WIL-FM**

Melbourne Hotel. Tel.: Jefferson 8403  
1430 kc 5 kw

STATION was founded by Lester A. Benson, radio enthusiast since he was 14. At 17, "L.A." was a wireless operator on a Lake Michigan passenger steamer. He joined the Army during World War I as a radio instructor at Camp Pike, Ark., leaving with the rank of first lieutenant to open a radio parts store in St. Louis. Holding a commercial radio operator's license at 19 with call letters WEB, he broadcast the 1920 Presidential election returns and introduced police broadcasting from an automobile in motion. He was assigned WIL in 1922. . . . Station claims to have been first St. Louis commercial out-  
(Continued on St. Louis 14)

The  
**Oldest**  
Station

WEST OF THE MISSISSIPPI

**W E W**

St. Louis

1,000 WATTS (d)  
770 Kc

FOR 28 YEARS, WEW has been serving Greater St. Louis with diversified programs attuned to regional listening habits.

"THE OLDEST STATION west of the Mississippi," WEW is the home of the worldwide "Sacred Heart Program," heard daily by millions over 800 stations coast to coast. This successfully produced WEW program enters its 10th year May 1.

WEW IS CONSIDERED one of the outstanding public service stations in the country. Its documentary programs are widely known throughout radio. A series of educational In-School-Listening programs is another WEW feature. A well-rounded *Sports News and Music* lineup has wide acceptance.

JOHN PEARSON CO. can give you the full details.

**W E W - F M**

95.1 Mg.

Channel 236

E.R.P. of 68,800 W.

NICHOLAS PAGLIARA  
General Manager

JOHN PEARSON CO.  
National Representatives

