

from **TOM-TOM**

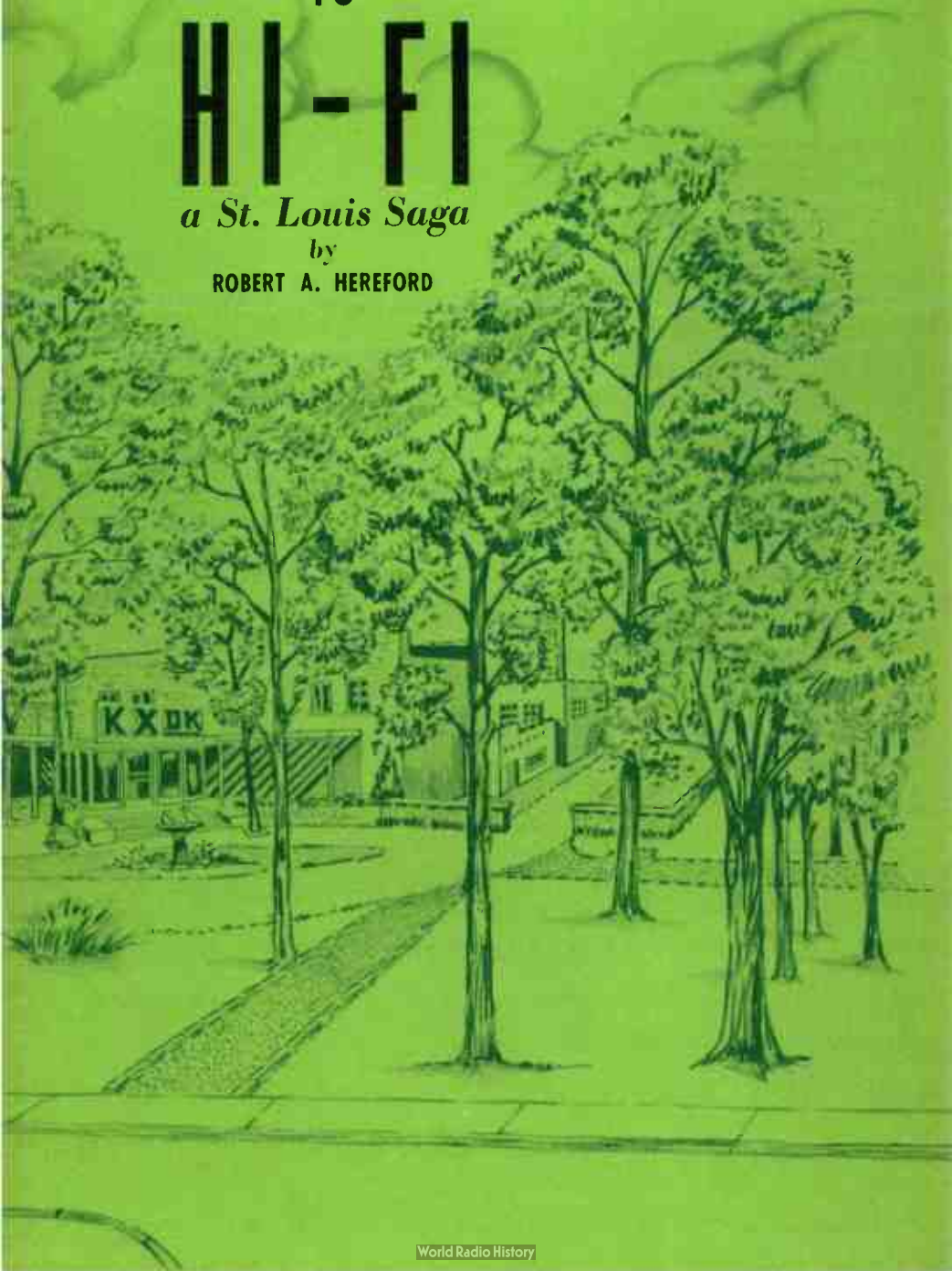
TO

**HI-FI**

*a St. Louis Saga*

by

ROBERT A. HEREFORD



Copyright 1957  
KXOK Broadcasting, Inc.  
Radio Park  
St. Louis 13, Missouri

*from* **TOM-TOM**

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DON CARLOS PATIO  
RADIO PARK



NAMED BY KXOK IN HONOR OF  
DON CARLOS DEHAULT DELASSUS

SPANISH LIEUTENANT-GOVERNOR OF UPPER  
LOUISIANA WHO ON JANUARY 7, 1800  
ISSUED THE LAND GRANT FOR THE  
PROPERTY WHICH IN 1955 BECAME RADIO PARK



## THE ORIGIN OF RADIO PARK

A little more than 150 years ago, the site of Radio Park was part of a huge prairie. In fact, it was owned by a foreign nation since the historic Louisiana Purchase did not occur until 1803. A wilderness, disturbed only by a trail to the West, was then the topography of what is now the home of mid-America's most modern radio station.

The trail was known locally as the St. Charles Road, but historians call it the eastern terminus of the Santa Fe Trail, Oregon Trail and the Texas Trail. Much later, part of the St. Charles Road was renamed Easton Avenue. This was the trail over which rolled the wagon wheels of the pioneers who braved unknown perils to forge from the prairies and forests a new empire. It was in St. Louis that these hardy men, women and children of another age bought their covered wagons, supplies, horses, oxen and headed into the setting sun over St. Charles Road.

## BIRDS AND INDIANS

The only sounds to disturb the quiet of the virgin country were the liquid notes of bird calls and the occasional war drums of wandering Indian tribes. The nearest Indian settlements were just east of where Jefferson City, Missouri, now is and across the mighty Mississippi river in Illinois. Historians record that the Indians in this area were the Missouris and

the Osages with an occasional wandering Pawnee tribe.

The Osage tribes and possibly the Missouris were of the great Indian race of the Dakotas or Sioux, a mighty nation of early Americans whom the explorers found occupying the region about the headwaters of the Mississippi River. The war drums of the aborigines of the early St. Louis territory projected through the air news of events among the tribes and reported the progress of wagon trains on the Santa Fe Trail.

Neither the pioneers nor the Indians could foresee that a century and a half later a modern form of communication would transmit news and entertainment with the speed of light over much of the Santa Fe Trail and to the north, east and south as well. Radio Station KXOK's modern home, Radio Park, is today located within a few feet of the trail which played a vital role in the development of the west. But, we get ahead of our story.

## PATTERN OF PROGRESS

In 1764 two rivermen, of French descent, came up the Mississippi from New Orleans to found a settlement on the west bank of the river. These men were Pierre Laclède and the youthful Auguste Chouteau. The outpost they founded was named St. Louis, after a French king. Historians report that Indian bands paid long, and sometimes disagreeable, visits to St. Louis. It is, however, also recorded that Indian

squaws were put to work digging the first cellar excavated within the limits of the settlement.

Following the threads which form the fabric of the saga of Radio Park, leads us to France. In Bouchaines, France, on the seventeenth of November, 1767, a son was born to parents who traced their lineage to the French nobility. Charles DeHault DeLassus, in later years, is closely associated with the history of Radio Park. When he was fifteen years old, in 1782, he joined the Spanish, not the French, military service. He was appointed a cadet in the Royal Regiment of Guards of which the King of Spain was Colonel. Young Charles, or as he was known in Spain, Don Carlos, distinguished himself by his gallantry as a Captain of the Grenadiers in the assault on Fort Elmo in the Spanish Pyrenees. His progress was rapid and in 1794 he became Commander of the King's bodyguard at Madrid.

Sometime during the early years of Don Carlos, his father was driven from France as the result of a political upheaval. He found refuge in Spanish owned Louisiana in the new world of America.

Don Carlos was eager to join his father and appealed directly to the King of Spain for permission to serve in his Majesty's overseas legions. The monarch dispatched Don Carlos to New Orleans as a Lieutenant Colonel of the Stationary Regiment of Louisiana. This was in 1794 just a few years after the American revolution.

Don Carlos moves closer to our story when on August 29, 1799. Governor General Baron de Carondelet appointed him Lieutenant-Governor of Upper Louisiana with headquarters in the thriving city of St. Louis. It was in 1800 that Governor DeLassus moved directly into the KXOK saga because in that year he made a land grant to Auguste Chouteau. A part of this grant was the property on beautiful Kingshighway Memorial Boulevard which in 1955 became the Radio Park home of KXOK.

## LOUISIANA PURCHASE

The American government was eager to provide a landing place on American soil for flatboatmen and keelboatmen plying their trade along the lower Mississippi River. American diplomats were dispatched to Paris, France, to negotiate for the purchase of part of this huge land area. France became owner of this part of the New World in 1800 when Spain ceded the territory by treaty. The treaty, however, did not become effective until 1802. After long negotiations the United States bought the entire Louisiana Territory on April 30, 1803, for \$15,000,000.00, and this stupendous real estate transaction is famous in history as the Louisiana Purchase.

## DAY OF THREE FLAGS

The actual transfer of the vast property occurred in St. Louis on March 9 and 10, 1804. The colorful



pageant encompassed a span of almost twenty-four hours and is referred to in history books as "The Day of Three Flags."

On the morning of March 9, 1804, a fleet of boats was launched from the east bank of the Mississippi River directly across from St. Louis. In the boats was a detachment of American soldiers commanded by Major Amos Stoddard. Their mission was to accept the transfer of title of the Louisiana Territory from Spain and France to the United States.

Virtually all of St. Louis was massed in the square near Government House for this historic occasion. At the head of a contingent of Spanish soldiers was soldier-governor Don Carlos DeHault DeLassus. The Americans marched quickly to the square. Governor DeLassus stepped forward and handed the keys of Government House to Major Stoddard. Then the Spaniards marched to the Fort, located in the heart of the city. To the accompaniment of thundering cannon fire the Spanish flag was lowered from the staff by the color guard and handed to Governor DeLassus. Tears were in his eyes as he pressed the flag to his breast.

Now the tri-color of France was run up the flag staff. This brought applause from the many settlers of French descent. When sunset came, and the order was given to lower the tri-color, a chorus of "no, no" was heard. "We shall see our flag no more tomorrow," the Frenchmen pleaded. "Let it wave above

us through the night." Major Stoddard, who was serving in a dual capacity by representing France as well as the United States, agreed.

Early on the morning of March 10, 1804, the American troops stood stiffly at attention as the French flag was lowered for the last time. The Red, White and Blue of America was raised and quivered in the breeze as the rifles of the American soldiers fired a salute. The vast territory of the Louisiana Purchase was officially under the American flag. "The Day of Three Flags" was a part of history and for sheer emotion, it stands alone.

The acreage upon which Radio Park would be created many years later, was American soil.

## REAL ESTATE TRANSACTIONS

The record of the real estate transactions involving the land which was finally to become Radio Park is all contained in the files of the Title Insurance Corporation of St. Louis.

The story of the Spanish land grant made by Don Carlos to Auguste Chouteau is there. So, too, are the records which tell of lots 28 and 29, consisting of 3.26 and 3.80 arpents (approximately acres) of land contained in the grant. Parts of these arpents constitute the property now being used for Radio Park. Some adjoining land, now also a part of Radio Park, was the property of a famous early St. Louisan, J. B. C. Lucas.

Names of prominent St. Louis families, who owned the land after it was granted to Chouteau, fill the old records.

The title to the land grant to Chouteau is recorded as having been made January 7, 1800. A land survey was made by the Surveyor General, Antone Soulard, and it is recorded under date of April 10, 1801. The land grant to Chouteau was reported for confirmation, under an act of the United States Congress of July 9, 1832. It was confirmed to "said Chouteau or his legal representatives" by an Act of Congress dated July 4, 1836.

Early owners of the property were Hamilton R. Gamble, who bought his property from the Chouteau estate in 1862; Thomas McAdam; Calvin F. Burns; Captain John McGinnis and A. H. Eilers. Captain McGinnis used the Kingshighway property as the site for a country home to which he retired during the summer to seek relaxation from his steamboat and the river upon which he made his living.

A. H. Eilers was a publisher of religious literature. His son, Roy Eilers, became a prominent patent attorney. Roy Eilers' home, office and vast legal library was developed over a period of years and became a show place in mid St. Louis. Radio Station KXOK purchased the two and one-half acres and all buildings from the widow of Roy Eilers in 1955.

As the years passed, the land grant of Auguste Chouteau became the heart of a great city. Westward

expanding St. Louis enveloped it. Modern buses and fast moving automobiles move along the trail that had been known as the Santa Fe.

## THE GREAT FIRE OF 1916

Across Kingshighway Memorial Boulevard from Radio Park is Sherman Park. This city-owned park, which is used for recreational purposes by St. Louisans today, was once the site of Christian Brothers College.

At seven in the morning of October 5, 1916, breakfasting students of the college were disturbed by the fearful cry of "FIRE". The governing Brothers ordered the students to march to the campus. This they did in quick and perfect order. In fifteen minutes the fire was out of control and at noon the flames were consuming everything despite the best efforts of St. Louis' modern fire-fighting equipment. Ten died in the fire, including Brothers Clement and Cormac, seven firemen and a watchman. Damage to the buildings and equipment was estimated at \$275,000.00, a sizable sum even today. Many of the homeless faculty were housed at St. Louis University and Chancellor Robert Brookings of Washington University generously extended the use, without charge, of spacious Smith Academy and Manual Training School buildings.

The college moved to a new location on Clayton Road, further to the west, following the fire and the City of St. Louis established Sherman Park.

## KINGSHIGHWAY MEMORIAL BOULEVARD

With the westward expansion of St. Louis, the area around Radio Park was gaining an historical character and importance of its own. In 1922, the city park department planted a park strip in the center of Kingshighway north of Easton Avenue. 472 European Sycamore trees were planted in the strip and each tree was dedicated to a St. Louisan who had made the supreme sacrifice in World War I. Attached to each tree was a bronze medal memorializing the soldier hero. Picturesque Kingshighway was growing in importance and had become one of the most important north-south traffic arteries of the expanding city of St. Louis.

## RADIO ENTERS THE PICTURE

In 1920 radio became a practical medium of mass communication. The event generally accepted as heralding the birth of radio broadcasting was the transmission of the results of the Harding-Cox presidential election in November of 1920 by KDKA in Pittsburgh, Pennsylvania. The genius of electronic scientists had created the miracle of broadcasting the human voice and music. Men of vision appreciated the value of radio as a means to communicate ideas and American ideals to the public. Radio stations were built all over the nation in a steadily increasing number until today there are more than 3,000 broadcasting stations in the United States.

One of these men of vision was the senior Elzey Roberts, publisher of the St. Louis Star-Times, a leading metropolitan newspaper. On November 2, 1935, the Star-Times applied to the Federal Communications Commission for authority to establish a new radio station in St. Louis. After protracted hearings before the Commission and considerable legal work, a license was issued in 1938 and a new voice went on the air.

The first day of broadcasting for radio station KXOK was September 19, 1938. At that time KXOK was assigned the 1250 kilocycle frequency with a power of 1,000 watts. Two years later, in 1940, KXOK changed its frequency to 630 kilocycles and increased its power to 5,000 watts. This new and more powerful radio station increased its service to the listener many times because of its better position on the radio dial and its greater power.

## YOUNG RADIO EXECUTIVES

Meanwhile Elzey Roberts, Jr. was continuing his interest in radio while a student at Princeton University. He held an amateur radio license and was studying radio engineering. Following his graduation, he became a staff member at the Massachusetts Institute of Technology Radiation Laboratory. Later, he became a radio engineer in the War Department

and subsequently a Naval officer in electronics and radar service.

Then he joined the staff of KXOK where he became associated with another young radio veteran in the expanding field of radio. He was C. L. (Chet) Thomas, General Manager of KXOK. Thomas, began his considerable radio career in 1928 at WLW and WSAI in Cincinnati, Ohio. In 1934 Thomas moved to New York City and became assistant general manager of radio station WINS. In 1936, he moved back to the middle west as general manager of KFRU in Columbia, Missouri, which was then owned by the Star-Times. All of this preceded the advent of KXOK in 1938. In 1941 Chet Thomas was transferred to KXOK and in 1943 he became General Manager of that station.

The two young men found that they had many similar ideas about the operation of a radio station. They had an opportunity to put these ideas into effect in November of 1954 when they formed a new corporation, KXOK Broadcasting, Incorporated, which purchased KXOK. Roberts became president and Thomas, vice-president.

## THE BIRTH OF RADIO PARK

The glorious saga of Radio Park, the modern home of KXOK, reached a climax on a Sunday in

July, 1955, when Elzey Roberts, Jr. and C. L. (Chet) Thomas announced they had purchased a site for new and larger studios and offices for the radio station.

The new location is a two and one-half acre tract fronting on the east side of Kingshighway Memorial Boulevard facing Sherman Park and extending from Warwick Avenue on the north to Aldine Place on the South. The property extends east more than half way to Euclid Avenue.

Broadcasting to parts of seven states, KXOK fills the air with news and music for its modern day audience achieving the same objective, but on a larger scale, as the tom-tom of the Indians and the interchange of news between wagon trains on the Santa Fe Trail. The location of Radio Park along the Old Santa Fe clothes this most modern radio station with an aura of romance, adventure and history.

## KXOK HIGHLIGHTS

KXOK is a distinguished American radio station, justly famous with the radio listener and the radio industry for its accomplishments in the public interest.

A succession of honors have been conferred on the station and its officials by national, regional and local organizations. It truly represents the epitome of modern radio and is dedicated to American ideals.



The programming of KXOK is designed to provide music, news, sports, entertainment and weather information to the listener at home and while in motion. There is a smooth, uninterrupted flow to KXOK's programs which makes listening to it easy and pleasant. There is a vitality to its programming which is distinctly modern and has resulted in enthusiastic acceptance of the station by thousands of listeners.

The personal characteristics of a radio receiver are responsible for the superiority of radio as a mass communications medium. Radio receivers are in every room of the modern home, in automobiles, taken along on outings and some are even installed on tractors. The phenomenal increase in radio receivers plus the considerable increase in the number of people listening has made the radio audience today larger than ever before.

## WHAT MAKES RADIO SO POWERFUL

What makes radio so powerful? We believe it is because radio uses the most persuasive of all mediums to transmit ideas . . . the human voice. The voice of KXOK is that of its announcers who through long experience have acquired a skill which is most persuasive to listeners. Listeners have told KXOK repeatedly that "when we hear it on KXOK, we believe in it." It requires time and great effort to build the character of a radio station to a point where the

public never questions its integrity. KXOK is proud of the high regard in which it is held by the public, but it realizes that with this acceptance, there is a real responsibility to conduct itself so that it will continue to merit this confidence.

## **POLICY**

What makes one station different from another? Station policy is one thing and this reflects itself in refinements of technique so that the public is better served. One example of this refinement factor is the care with which KXOK handles its programming and insists on perfection in the quality of the broadcast signal.

## **WHAT IS BEST FOR THE LISTENER**

The program department of this great station is composed of men and women of long experience in radio. The policy which dictates the thinking processes of the program department is simply worded: "Every decision must be based on what is best for the listener."

## **HIGH FIDELITY**

Technically, KXOK is unsurpassed by any station in the mid-west. The clear high fidelity signal of KXOK makes all programs "sound better." Many months of research enabled KXOK to introduce the first true hi-fi signal in the St. Louis area on standard radio. Special equipment was designed and manu-

factured to improve the connecting links between the studios of KXOK at Radio Park and the transmitter at Eagle Park, Illinois. KXOK believes that not only must its programs be better but they must sound better too. KXOK is recognized as the hi-fi station of St. Louis.

## **MUSICAL CALL LETTER STATION OF ST. LOUIS**

KXOK commissioned two composers in New York City to create for the station identifying musical call letters of the highest quality. New music was written and distinctive lyrics created to combine into another KXOK contribution to radio and to St. Louis.

KXOK is the musical call letter station of St. Louis.

## **AREA SERVED**

One of the KXOK identifications includes the words, "Serving more than 5 million people in seven states." This is a testimonial to the huge area covered by the powerful, clear, hi-fi signal of this big radio station. Parts of the following states are within range of KXOK's programming: Arkansas, Kentucky, Tennessee, Indiana, Iowa, Illinois and Missouri. The area covered is so huge that ten states the size of Connecticut would fit comfortably within the borders.

With more radio sets, more listeners and more people to listen, radio is a primary mass communica-

tion medium. People depend on radio for news, information, music, and special services. Advertisers depend on radio to speed the manufactured product to the consumer. Government depends on radio to protect the nation in the event of an attack and to repeat over and over again that America is the greatest nation this old world of ours has ever known. Radio will not falter in its unceasing vigilance to promote anything and everything that is American in ideal. All of this is possible to radio because "Radio is everywhere and everywhere you go there is radio." Few places in the world are so remote that radio is not heard and in the seven-state market area surrounding St. Louis, there is no place beyond the influence of KXOK.

## MID-AMERICA'S MOST MODERN RADIO STATION

In 1955 KXOK created Radio Park. In mid-town St. Louis, on famous Kingshighway Memorial Boulevard, is mid-America's most modern radio station. Two and one-half acres of buildings, expansive lawns, huge trees, gardens, patios, and people are testimonial to the stature of KXOK. From its new broadcasting plant, this symbol of RADIO at its best is providing a service to listeners of all race, creed and color. KXOK is an example of democracy in action, and its many activities are dedicated to perpetuation of American principles.

## WORD PICTURE OF RADIO PARK

When approached from the north, or the south, from Kingshighway Memorial Boulevard, Radio Park appears as a panorama of trees, some over 100 years old, pathways, green lawns, flowering bushes and many birds. Entering the driveway from the Boulevard, there are two choices of direction. To the south a circular driveway winds through the trees to the main entrance of the studio and office building. We shall tour the park area first and continue due east to the first of two off-street parking areas capable of parking fifty automobiles. To our left is a hedge of imported yellow-flowering Siberian Pea forming a screen between the drive and Warwick Avenue. After parking the car, we proceed afoot further east along a row of privet hedge interspersed with snow-ball viburnum, purple leaf plum and althea bushes to the parking area at the east end of Radio Park. Here is the caretaker's air-conditioned cottage complete with a private lawn area secreted behind a white picket fence.

## BREATHTAKING VIEW

Circling south of the studio building on a carpet of green beneath towering oaks, elms, sycamores and mulberry trees, the view as we turn west is breathtaking. A natural wood screen frames the garden which is surrounded by an ivy-covered brick wall. To the right is the entrance to the Don Carlos Patio named in honor of Don Carlos DeHault DeLassus.

Through an ornamental iron lattice, we get a peek at the beauty spot of Radio Park. We will enter the patio itself later.

For the moment, our path continues west to the circular drive at the front of the main studio building. At this point, we are 175 feet back from Kingshighway Memorial Boulevard. Across the Boulevard is Sherman Park, one of St. Louis' main recreational centers. Since we turned west, we have been walking parallel to Aldine Place, on the corner of which is the Wohl Health Center.

At the western edge of the circular drive, a huge Austrian pine captivates our attention. This evergreen was planted by KXOK to continue an old neighborhood tradition. Previous owners of the two and one-half acres, which comprises Radio Park, had for many years decorated a large outdoor Christmas tree for the enjoyment of neighbors and passersby. Upon learning of this, KXOK had this large tree planted at a point where it could be seen in all directions. An underground electrical conduit was run to it, and during the holiday season it shines with 240 colored lights, tinsel, ornaments and simulated snow. The lighting of the Radio Park community Christmas tree has become an annual event.

Some fifty feet beyond the pine tree is the illuminated KXOK identification sign. The call letters are each six feet in height. A photo-electric device lights and turns off the sign automatically depending upon

the intensity of the natural light. A warm green color bathes the walks and evergreens at the base of the sign. Turning north, on the far corner of Kingshighway and Warwick is the modern Parkmoor Restaurant. Radio Park covers a full city block north and south and over half a city block east and west.

## TOWERING TREES

As we face the main entrance to the studio building, our eyes are attracted to the white lattice to right and left which is pierced by towering trees. At ground level on each side of the two level step approach, is a bed of creeping ivy carpeting the area between holly and evergreen trees. Huge rustic containers are on either side of the stairway and, in season, ferns, azaleas and geraniums are in flower. At the top of the steps, we turn for one quick look and see the bird bath and flower garden in the driveway circle with the imported iris bed beyond. Turning again to the wide plate glass entrance, our attention is directed to a decorative loudspeaker just above the door. This is a security measure and is used at night when the receptionist is off duty. The door is electrically controlled from the control rooms and opens only when proper identification is given by anyone seeking admission.

A press on the doorbell at night brings an instant request for identification. This startles people and it usually becomes a subject for conversation for a long time thereafter. At night sensitive microphones con-

cealed at various outdoor locations make it possible for the control engineers to hear sounds made by anyone entering Radio Park.

## RECEPTION ROOM

Inside the front door the reception room is dominated by the curved birch reception counter. Comfortable chairs, tables, drinking fountain and a charming hostess makes the first impression of the studio and office building relaxing and pleasant. From this point on, the visitor to KXOK is impressed with the friendliness of the staff. At the far end of the reception room is the exit to the parking area used by staff members. Near the front of the room is the stairway to one of the two upper levels of the building.

On this upper level are the sales and traffic departments. At the south end of the large area is the private office of the sales manager. The traffic department is the heart of the business activities of the radio station for it is here that all scheduling is coordinated. A teletype machine keeps the traffic department in touch with the sources from which KXOK receives programs and also with the ten national sales offices of John Blair & Company. This company represents KXOK with advertisers and advertising agencies all over the nation. John Blair offices are in Boston, New York, Atlanta, Dallas, St. Louis, Chicago, Detroit, Seattle, San Francisco and Los Angeles.



## STUDIO AREA

We return to the reception room level down the stairway and turn left to enter the studio area. Through "sound locks" we enter beautiful Studio "A." Designed by KXOK's chief engineer, this studio is a marvel of acoustic development. This "tour" through Radio Park is non-technical so we will not dwell on the electronic excellence of KXOK except to say that the high-fidelity signal of KXOK is the end product of the best in studios, technical equipment and engineering skill. Studio "A" is lighted so well that nowhere in it is a shadow point. This is important to performers and to the control engineer. In the ideal position for visibility is studio "A" control room. This generously sized room contains the personnel and equipment which controls the programming originating from the studio.

Adjacent to Studio "A" control room is the control room for Studio B. Studio "B" is referred to as the "work studio" because it is in this studio that most of the programs of KXOK originate. Like Studio "A," Studio "B" is an engineering marvel both technically and acoustically. In this studio is the unique dual temperature indicating recording unit which continually shows the exact temperature both at Radio Park and at the U. S. Weather Bureau.

## HIGH FIDELITY RECORDING ROOM

As we leave Studio B and its control room, we enter the high fidelity recording room. Tape recorders

and disc recorders of the very latest design are mounted horizontally in specially designed cabinets. A selector switch on each recorder permits the engineer to record programs from any one of twenty-four channels. Tape and disc recording is an important daily function of a modern radio station and KXOK has one of the most advanced recording facilities in the middle west. This excellent equipment records programs with high fidelity reproduction.

Just beyond the reception room is the technical heart of the radio station. Here is the master control room which is filled with highly complex electronic equipment capable of controlling all studios and control rooms in the radio station.

Next to the master control room is the technical workshop and beyond it is the modern office of the chief engineer of KXOK. The "chief" is responsible for all phases of engineering. He is in charge of the technical department at the studios and at the transmitter. The transmitter of KXOK is at Eagle Park, Illinois. Here, on a 90 acre plot of ground, is a modern, air conditioned building, a high powered radio transmitter, and three self supporting radio towers, each 400 feet high.

All programs originate from Radio Park and then are transmitted by high fidelity lines to the transmitter where these programs are broadcast through the three towers to a wide area.

## NEWS ROOM

Leaving the chief engineer's office, we walk into a wide corridor which leads to the newsroom at one end and the general office at the other end. Midway is the office of the publicity and promotion director of KXOK. In the news room of KXOK are United Press teletype machines which bring to KXOK the news of the city, region, state, nation and the world. Here also is a special teletype connecting the station with the U. S. Weather Bureau offices at the downtown Federal Building and at the airport. Every thirty minutes a revised weather and temperature report is sent to KXOK. A specially designed short wave installation keeps the news room informed of the activities of the St. Louis and St. Louis County metropolitan Police Departments, and the St. Louis Fire Department. This is a busy place and the focal point for the preparation of the many newscasts presented daily by KXOK.

The publicity and promotion department is charged with the responsibility of keeping the advertising industry and the public informed about the many activities of the radio station.

The general office consists of the continuity department and the accounting department. The continuity department writes and prepares the thousands of words broadcast by KXOK each day. The accounting department prepares the payroll, pays bills and sends invoices to advertisers.

To the north of the general office is the office of the program director. He is responsible for all of the

programs and personnel required in a daily schedule. His department is the largest in the station and one of his jobs is to anticipate the entertainment wishes of the public so that he can design programs to fulfill the public need.

## EXECUTIVE SUITE

A stairway from the general office leads us to the executive suite where the president and vice-president of KXOK have their offices. These offices overlook the Don Carlos patio to which we will go in just a moment. While the executive offices are generously proportioned and excellently decorated, they are designed as working offices and it is here that the overall policies of KXOK originate.

A third office adjacent to the two executive offices is for secretaries and business equipment.

Down the stairway and to our left leads us into the observation lounge. The entire west wall is a soundproof window giving a full view of Studio B. A hi-fi loud speaker, comfortable chairs and divans plus an adjoining coffee and soft drink room makes this lounge a very popular place with staff members and visitors.

Leading from the lounge is the music library. Here is where the KXOK air personalities have their offices and the tremendous library of recordings is housed. There are about 40,000 separate musical selections filed and catalogued in this library. Each week approximately 100 new recordings are received. These must be played and timed by the librarian. If

the recordings are in accordance with KXOK's music policy, they are carefully catalogued and filed in music jackets, for future use on the air.

## DON CARLOS PATIO

The other door leading from the lounge enters the beautiful Don Carlos Patio. Three huge trees rise from the brick floor of the patio. White iron chairs and tables invite the visitor to stay awhile and rest. Flowers, ferns and creeping ivy add to the Spanish motif. On the near side of the patio is a brick bass reflex enclosure housing a high fidelity loudspeaker. On the far side is an iron grill affording a view of the outer garden and a wrought iron gate which opens onto a white gravel walk winding through the garden to the circle driveway at the front of the studio building. Above the gate and a little to the right is a mission bell reminiscent of the bells used long ago, and even today, in Spanish missions. Below the bell is the bronze Don Carlos plaque. To the right is an ornamental iron scroll work. Overhead in the trees is a family of squirrels. Blue jays, cardinals, robins, thrushes, meadow larks, doves, mocking birds and sparrows flit in and out of the patio in a burst of speed. This is the beauty spot in a park filled with beauty.

Through the iron gate, up the pathway and we have completed our tour of a modern radio station unlike any other in mid-America. Come visit Radio Park and see for yourself the many interesting things which make KXOK and Radio Park refreshingly different.



## THE AUTHOR

Robert A. Hereford, a free-lance writer and former newspaperman, is public relations director at the St. Louis Institute of Music and teaches professional writing at Washington University. He is a former president of the St. Louis Writers Guild and the Missouri Writers Guild.

He is the author of the book "Old Man River," which was selected as an alternate choice by the "Book of the Month Club" and the "Literary Guild." His articles have appeared in "American Weekly," "Saga", "Popular Mechanics", "True Detective" and many other periodicals.

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*The author expresses gratitude for the cooperation of Charles Van Ravenswaay, director, and Marjory Douglas, curator, of the Missouri Historical Society.*

