

New operating room at KWK-FM for W.E. 10 kw FM transmitter.

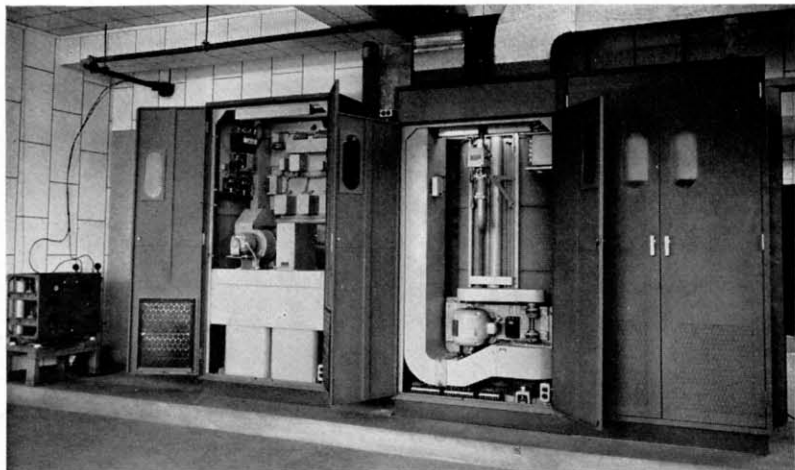


N. J. Zehr, Chief Engineer of KWK and KWK-FM.

KWK-FM, St. Louis, Missouri

KWK, now at 5,000 watts on AM, has been serving the industrial area of St. Louis since 1927. The Thomas Patrick station, a Mutual Broadcasting System affiliate, is a thoroughly established enterprise in the shoe making, beer brewing, manufacturing city on the west bank of the Mississippi.

On April 1, 1948, a Western Electric 506B-2 transmitter was put into service for KWK-FM, to enlarge the "voice" of KWK throughout the St. Louis area. So far, KWK-FM has been duplicating programs of KWK. Results have been up to all expectations. Ray E. Dady, Vice President and Station Director, says: "No special ceremony was held to signify the opening of improved service from KWK-FM, but it was definitely another day in the development of the broadcast art and an extension of KWK's effort to provide a better service to the listening public in this area. KWK-FM offers service to areas which heretofore have not been able to hear the KWK-AM signal, and also offers better reception to our primary area AM audience."



Rear view of FM transmitter shows arrangement of air ducts for cooling, and routing of transmission line from top of 10 kw amplifier.