

Call
Letters KFUDName Evangelical Lutheran Synod of No., Ohio and Other States, Rev. R. Kretzschmer,
Chairman, Board of Control of Concordia Seminary

File No.	Dated Received	Application for	Action	
			Nature	Date
4-R-B-638	6-7-32	Renewal of license	Granted	8-12-32
4-R-B-638	12-28-33	Renewal of license (wrong date not 1933)-	returned	1-7-34
Resubmitted	12-28-32		Granted	2-24-33
4-R-B-633	6-27-33	Renewal of license	Granted	8-4-33
4-R-B-638	12-29-33	Renewal of license	Granted	2-6-34
4-R-B-638	6-28-34	Renewal of license	Granted	8-28-34
B4-ML-18	7-23-34	Modification of license to change frequency from 550 kc to 640 kc, power from 500w 1kw-L3 to 1 kw to sunset at Los Angeles and hours of operation from 5- KSD to specified hours (Operate during daytime hours not used by WOI and from L3 to sunset at Los Angeles) Facilities WOI.	Commission Report DENIED	Min. 5-1-36 Effective 6-16-36

Form 94

Card #8 APPLICATION RECORD - BROADCASTING

Call

Letters RFUG

Name BOARD OF CONTROL OF CONCORDIA SEMINARY.
EVANGELICAL LUTHERAN SYNOD OF MO., OHIO and Other States, Rev. E. Kretschmer, Chairman

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-638 Resubmitted	12-29-34 "	Renewal of License 13 (b) " " "	Retd. Granted	1-10-35 2-26-35
B4-ML-196	5-11-35	Modification of License to change frequency from 550kc to 1010kc. power from 500w-lkw-LS to lkw daytime, hours operation from sharing KSD to full time, daily, daytime. Request facilities - the station and facilities desired were not specified).	Returned alt. fac. ques. 5 violation rule 49	5-14-35
B4-ML-206	6-8-35	Modification of License to change frequency from 550 kc. to 1010 kc. power from 500w; lkw-LS to lkw day and night, hours of operation from shares with KSD to full time day, specified hours night.	Returned Hours of operation	6-22-35

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Form 94

Card #9. APPLICATION RECORD - BROADCASTING

Call
Letters K F U OName EVANGELICAL LUTHERAN SYNOD OF MO., OHIO and Other States, Rev. E. Kretschmer, etc.

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-638	6-27-35	Renewal of License	(H) Granted	8-20-35
			(H) Granted	2-25-36
			(H) Granted	C.A. 8-29-36
			(H) Granted	2-23-37
			(H) Granted	8-18-37
			(H) Granted	C.A. 2-24-38
				Min. 3-1-38
	Ex. Rept. I-452 Dock. 3188			
	GRANTED	Min. 3-2-38		
	Effective	3-12-38		
B4-R-638	12-28-35	Renewal of License (Unnecessary)	Returned	3-9-36

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The Gospel Voice

000001

The Official Forecaster of Radio Station KFUO,
Owned by the Evangelical Lutheran Church, Missouri Synod,
Located at Concordia Theological Seminary, St. Louis, Mo.

Financed by the Lutheran Laymen's League.

Station Slogan: "The Gospel Voice." Closing Salutation: "God Bless You!"

545.1 Meters. 550 Kilocycles. 1,000 Watts.

Published bimonthly by the Board of Concordia Seminary.

Subscription price, 25 cts. a year.

Application for entry as second-class matter pending.

Volume III

St. Louis, Mo., May 1, 1928

No. 3



PURPOSE OF STATION KFUO.

"Station KFUO is dedicated to the task of carrying out in its way the Great Commission which Christ gave to His Church, to preach the Gospel to every creature. Its thousands of listeners-in of various communions have learned to know it as 'The Gospel Voice.' The voices which it broadcasts are to convey to all the old message of comfort, hope, and life found in Christ, the crucified and risen Lord. Man needs this helpful message.

"The new member of the Radio Committee considers it a privilege to assist in this work and hopes that the number of KFUO's friends and supporters will continue to grow."

Statement by Rev. Louis J. Sieck on the occasion of his recent appointment as member of the KFUO Radio Committee.

STUDENTS RALLY ROYALLY AROUND THE BANNER OF KFUD.

The services of the students at KFUD have been a vital factor in the program of expansion which was inaugurated March 1. Under the able leadership of the alert Alma Mater Radio Committee the musical talent of the Seminary was banded together into an organization which adopted the name "The Concordia Broadcasters." The express purpose of this organization is to render regular services over KFUD. The Concordia Broadcasters appear at the microphone not only in solo work, but also in vocal and instrumental groups and *ensembles*, such as the Euterpe and Haydn Octets, the Aeolian, Apollo, and Orphean Quartets, the Euphony Three, The Philharmonic Trio, The Brass, Trumpet, and Reed Quartets, the Concordia *Ensemble*, the Concordia Entertainers, the Seminary Chorus Glee Club, not to forget the Seminary orchestra and band and the student announcers. The Concordia Broadcasters are furnishing the music for all the week-day daylight broadcasts except Saturday afternoons and for all the week-day evening broadcasts except Wednesdays and Saturdays.



THE CONCORDIA SEMINARY STUDENTS' RADIO COMMITTEE.

Whose Untiring Work is a Bright Page in the History of KFUD.

Left to right: P. Aul, A. Schuidt, P. Mehl, H. Dorn, R. Klopp.

Mr. Paul Mehl and Mr. Arthur E. Schmidt are president and secretary, respectively, of the Concordia Broadcasters; Mr. Walter Edwanger is treasurer, and Messrs. G. Windisch and F. Von Husen serve as assistant secretaries.

The Concordia Seminary Publicity Committee is cooperating with the KFUD office in bringing the KFUD radio activities before the public.

Members of this year's Postgraduate Class are giving brief religious addresses over KFUD every Thursday afternoon at 3 o'clock.

Members of the Concordia Seminary Mission Society are assisting the KFUD office in the work connected with the Bible class.

The management of KFUD herewith publicly extends its heartiest thanks to all the students who are helping to put KFUD on the map and expresses its deepest appreciation of the splendid spirit of cooperation which has been manifested by them.

Washington, D. C.

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In the Matters of)
)
 THE PULITZER PUBLISHING COMPANY (KSD))
)
 ST. LOUIS, MISSOURI)
)
 For Modification of License and)
 for renewal of License.)

DOCKETS NOS. 3105 and 4462

EVANGELICAL LUTHERAN SYNOD OF MISSOURI,)
 OHIO AND OTHER STATES, REV. R. KRETZSCHMAR)
 CHAIRMAN, BOARD OF CONTROL OF CONCORDIA)
 SEMINARY (KFUO),)
)
 CLAYTON, MISSOURI.)
)
 For Renewal of License and for Con-)
 struction Permit.)

DOCKETS NOS. 3188 and 4369

Decided: March 2, 1938

Held: That public interest, convenience and necessity will not be served by granting an application for modification of license to authorize an increase in the hours of operation from time-sharing to unlimited hours.

That public interest, convenience and necessity will not be served by granting an application for a construction permit to increase power and to increase hours of operation from sharing time to sharing half time.

That public interest, convenience and necessity will be served by granting an application for renewal of license, to continue operation on an existing time-sharing basis.

That public interest, convenience and necessity will be served by granting an application for renewal of license, to continue operation on an existing time-sharing basis.

APPEARANCES

Paul M. Segal, George S. Smith and Donald R. Richberg on behalf of applicant, Station KSD;

William Stanley, J. Edward Burroughs, George O. Sutton and Otto F. Karbe, on behalf of applicant, Station KFUO;

Louis G. Caldwell and Reed T. Rollo on behalf of I. T. U.
Radio Station, Inc., and the Tribune Company;

John M. Littlepage and William A. Porter on behalf of Station KTSA;

Paul D. P. Spearman and Alan B. David on behalf of Station KXOK;

D. M. Patrick, Karl A. Smith and Lester Cohen on behalf of
Station KFYZ;

George O. Sutton and James L. Proffitt on behalf of Station KWTO;

Tyler Berry and Andrew G. Haley on behalf of the Commission.

STATEMENT OF FACTS, GROUNDS FOR DECISION, AND ORDER

By the Commission:

Statement of Facts

Stations KSD and KFZO, located in or near the city of St. Louis, Missouri, are now licensed to operate with the frequency 550 kilocycles, sharing hours of operation under a time-sharing agreement. The Pulitzer Publishing Company is the licensee of Station KSD and Evangelical Lutheran Synod of Missouri, Ohio, and other States, is the licensee of Station KFZO.

An application (Docket No. 3105) was filed by Station KSD requesting modification of license to authorize an increase in the hours of operation from the existing time-sharing basis to unlimited hours of operation with the use of the present assigned frequency 550 kilocycles. Since this application sought use of the hours now used by Station KFZO, the application for renewal of license of the latter station (Docket No. 3188) was set for hearing. The two applications were the subject of hearing before an Examiner on September 3 and 4, 1936. At this hearing Station KFZO called attention to the fact that it had filed a few days prior thereto, or on August 31, 1936, an application (Docket No. 4369) for construction permit requesting authority to operate one-half time with the use of the frequency 550 kilocycles, to install directional antenna for night use and to increase its operating power from 1 kw day, 500 watts night to 5 kw day, 1 kw night. Prior to submission of the Examiner's report of this hearing (Dockets ~~315~~ 3105 and 3188), the Commission, Broadcast Division, on December 8, 1936, directed the examiner to withhold his report until the application which had been filed by Station KFZO could be heard.

Thereupon, as a result of the application of Station KFZO for construction permit requesting one-half time on 550 kc or a portion of the hours used by KSD, the application of the latter for renewal of license (Docket No. 4462) was set for hearing. These applications were heard before the Examiner on May 11, 1937. In compliance with an Order of the Broadcast Division the

records of the two hearings were consolidated and covered by one report of the Examiner (I-452), submitted June 22, 1937, in which he recommended that the application of Station KSD for unlimited time be denied and that the application of Station KFUD for half time be granted, each station to be licensed for half time operation on 550 kilocycles with the hours of operation specified. The report was the subject of exceptions filed by Pulitzer Publishing Company and oral argument was held December 12, 1937.

The questions presented by the various applications require a determination as to the hours to be used in the operation of either or both stations with the use of the 550 kilocycles frequency. Station KSD on the one hand seeks full-time operation and the granting of its application would require the deletion of Station KFUD. On the other hand, Station KFUD seeks one-half time operation, which would require the partial deletion of the hours now used by Station KSD. The granting in whole or in part of the renewal application of KSD, or the granting or denial of the renewal application of Station KFUD, follows and is dependent upon determination as to the hours which the prospective stations are to operate.

Applications of Station KSD

Pulitzer Publishing Company, licensee of Station KSD, is a corporation organized under the laws of the State of Missouri and is the owner of an important daily newspaper in St. Louis, the St. Louis Post Dispatch. The station has been operated since March, 1922.

Among the assets of the Pulitzer Publishing Company is an eight-story office building and plant valued at \$2,000,000. Its current cash balance is approximately \$100,000. Its net profit for 1935 was \$51,733.85 and for the first six months of 1936 was \$53,634.22.

The transmitter of Station KSD is located at the northeast corner of 12th and Olive streets in St. Louis, Mo. The equipment, including transmitter, antenna and transmitter site, complies with the Rules and Regulations of the Commission. If the application of Station KSD be granted no immediate expenditures for equipment will be necessary.

Station KFJR, Bismarck, North Dakota, is 770 miles from St. Louis, and Station KTSA in San Antonio, Texas, is 790 miles distant. These stations are licensed to operate with 1 kw power during nighttime. The separation recommended to avoid objectionable interference is 1000 miles. Station WIND, Gary, Indiana, operates with 5 kw daytime, using the adjacent frequency of 560 kilocycles. During daytime hours there is probability of some interference within the normally protected service contours of Station WIND from the operation of Stations KSD and KFUD with 5 kw power. However, it should be noted that Station KSD has been operated for some time with 5 kw day and 1 kw night. It has used about 80 per cent of the available operating hours. Therefore, the granting of the application of KSD for unlimited hours of the granting of

KFUE's application for half time with the use of 5 kw day, 1 kw night, would produce additional interference only during about 20 per cent of the operating hours.

The time-sharing agreement between Stations KSD and KFUE has been modified from time to time. Under the present arrangement, KSD uses 91 hours per week and KFUE 26-1/2 hours. The present division of time is as follows: To KFUE week days, Monday to Saturdays inclusive, 7 A.M. to 9:45 A.M.; 12:15 P.M. to 12:45 P.M.; 3 P.M. to 3:45 P.M.; and week days Monday to Friday, inclusive, 10 P.M. to 11 P.M.; Sundays 7 A.M. to 12:30 P.M.; 3 P.M. to 4:30 P.M.; and 9:15 P.M. to 10:15 P.M. The remaining time is available to Station KSD. This time-sharing arrangement has not been satisfactory. There have been occasions when Station KSD operated a short time beyond the hours to be used by it, and many breaks in the service of each station are made necessary. The continuity of programs, which stations have found to be of advantage in preserving their listening public, can not be maintained. Necessarily, operating revenue is curtailed by any time limitation.

Station KSD offers a type of program similar in many respects to that offered by a large number of broadcast stations, using programs furnished by the networks. Station KSD is the only station in the St. Louis area affiliated with and broadcasting the programs of the Red network of the National Broadcasting Company. Because of its affiliation with the St. Louis Post Dispatch the station is able to broadcast news gathered by this newspaper, particularly that available from the Associated Press wires. It is the only station in the St. Louis area able to offer the service of the Associated Press. The station devotes considerable time to broadcasting outstanding public events, news and educational programs. Time is devoted to market and weather reports, sports, civic, charitable and other similar purposes. A typical week's program during August, 1936, shows the following percentages of time that are devoted to the different classes of programs: Entertainment 88.6%, educational 9.8%, agricultural 1.0%, civic 0.6%. The percentages of sustaining and commercial time, both local and network, are as follows: Sustaining - local 18.7%, - network 48.0%; commercial - local 5.0% - network 28.3%. The local programs (commercial and sustaining) occupy 23.7% of the station's total time.

Strict control over local programs or programs which the station originates is maintained. However, a somewhat less strict control over chain or network programs exists. It is the policy of Station KSD to reject advertising which in the judgment of the station appears likely to injure health or to cause financial loss. Advertising of medicines or appliances which, though harmless in themselves, encourage the sufferer to postpone professional medical treatment for diseases of a serious nature is not permitted, and medical advertising which makes curative claims not justified by experience is not carried. The regulations of the station provide that every broadcast must be accurate and truthful. The advertiser who desires to use the station must be able to make good his claims and promises and all statements of fact must be fair to the public and to competitors. A list of commercial accounts refused or the continuity of proposed programs which were revised reveals a large number of such instances.

If Station KSD be granted full time operation it is proposed to offer programs in the following classification and percentages: Entertainment 80.4% educational 12.6%, religious 2.8%, civic 3.4% and agricultural 0.8%. Sustaining and commercial programs both local and network will be offered as follows: Sustaining - local 25.1%, - network 45.4%; commercial - local 5.1%, - network 24.4%. The 1620 minutes per week now used by Station KFUO would be used as follows by Station KSD: Sustaining 1 local 760 minutes, - network 590 minutes; commercial - local 90 minutes, - network 180 minutes.

Primary broadcast service available in the St. Louis area is furnished by the following stations:

- KMOX, 1090 kc, 50 kw, unlimited hours
- KWK, 1350 kc, 1 kw night, 5 kw day, unlimited hours.
- KXOK, 1250 kc, 1 kw, unlimited hours (construction permit granted).
- ~~WEK~~
- WEW 760 kc, 1 kw, daytime only.
- WIL, 1200 kc, 100 watts night, 250 watts day, unlimited hours.
- (KSD, 550 kc, 1 kw night, 5 kw day, 91 hours per week.
- (KFUO, 550 kc, 500 watts night, 1 kw day, 26-1/2 hours per week.

In addition to service from the above stations, intermittent service is available from various clear channel stations located in the middle west.

The Applications of Station KFUO

Station KFUO is owned and operated by the Evangelical Lutheran Synod of Missouri, Ohio and other States, a corporation organized under the laws of the State of Missouri. This station was first licensed January 29, 1925. It is located on the grounds of the Concordia Seminary at Clayton, Missouri, which adjoins St. Louis, and is the only broadcast station owned by the applicant. The station's operation is under the control of a radio committee of ten members, four of whom are members of the faculty or Board of Control of Concordia Seminary, and six are lay members. A sub-committee known as the KFUO Committee is in direct control of operation.

The operating budget of Station KFUO for 1936 was \$17,158.00, which was supplied largely by donations from the members of the Lutheran Church. The applicant's financial statement discloses assets of more than \$15,000,000 in real estate and buildings, including the Concordia Seminary properties, representing an investment of about \$3,000,000. The radio properties are listed as having a value of \$56,281.06. Applicant has an unrestricted deposit in St. Louis banks totaling about \$190,000, and a special KFUO fund amounts to about \$11,000 in addition. The Board of Directors of the applicant has, by Resolution, authorized the use of the necessary funds to cover the expenses incident to the construction necessary if its applications be granted. It is proposed in this connection to expend about \$63,000.

If the application of Station KFVO be granted, it is estimated that the monthly operating expenses would be \$5,580, while it is contemplated that monthly income would be about \$5,877, predicated upon signed advertising contracts which have been discounted 30% for sales commissions. It is not the applicant's plan to derive profit from the operation of the station, but it is expected that it be self-supporting. Any profit to be derived would be used in the betterment of the station. In the event any deficit be incurred, applicant would rely upon its general funds to meet the same.

Station KFVO is now operated 26-1/2 hours per week and contends that it is unable to furnish as much public service in the way of educational, governmental, civic and other programs, particularly matters of local interest, as is needed in the St. Louis area. If granted additional hours, it is planned to extend the educational, governmental and civic programs materially.

The equipment proposed to be installed and the site comply with the requirements of the Commission. The interference questions presented have been discussed above, in relation to the applications of Station KSD.

At the present time, Station KFVO devotes the greater part of the 26-1/2 hours per week it operates to broadcasting programs of a religious nature. The program material is arranged and presented in a manner designed to be attractive and instructive to the listeners. The present programs of the station may be classified as follows: Religious ~~75~~ 74%, entertainment 18%, and educational programs not of a religious character 8%. The religious programs of Station KFVO are not confined to sermons, or the expounding of any particular doctrine or creed. They may be designated as religious only when compared to the usual type of entertainment programs furnished by the great majority of stations. For example, many of these programs depict the lives and work of outstanding people in the world. Appeal is made not only to members of the Lutheran Church, but to the entire citizenship. Sermons which are broadcast seldom stress distinctive Lutheran doctrines, but are confined to the broad presentation of the Scriptures. Station KFVO has furnished its facilities without charge for the broadcasting of various public, civic, charitable and governmental programs. A reasonable percentage of the station's programs are broadcast in German, Spanish, Norwegian and other foreign languages so as to reach the foreign population living in the station's service area.

The Lutheran Hour, broadcast each Sunday over a number of stations during the greater part of the winter months, originates in the studios of Station KFVO. This nationwide hookup is sponsored by the licensee of Station KFVO. The Lutheran Church is not a member of the Federal Council of Churches and does not participate in the broadcast of approximately 4 hours per week presented free for the member churches.

Some of the station's programs are repeated in order to accommodate day and night listeners. This practice seems to have the approval of the listeners as disclosed by responses received by the station.

The talent used by Station KFVO, as now operated, is drawn almost entirely from the membership of the church, the faculty and student body of Concordia Seminary, and prominent ministers of the United States. The musical

talent consists of bands, orchestras, string ensembles, various choral societies, glee clubs, instrumental soloists, instrumental quartets, vocal quartets, and others. Two of the major sources of talent are the St. Louis a cappella Choir and the Concordia Seminary Chorus. Each of these organizations has broadcast during the Lutheran Hour, is nationally known and recognized as outstanding.

Station KFUD does not broadcast attacks or criticism of any person, group of persons, religion or creed. The programs generally reflect the civic, social and moral responsibility of the station and are free from programs that are suggestive, vulgar, immoral, or of a character which this Commission has on occasion characterized as offensive to the great mass of right-thinking American citizens.

If its application for additional hours is granted, Station KFUD proposes to divide its programs as follows: Religious 33%, educational, cultural, governmental, civic, and entertainment 35%, and commercial 32%; approximately one-third of the broadcast time to be devoted to local programs. Aside from the religious programs, those proposed to be broadcast provide for a service not materially unlike that offered by other stations. It is clear, however, that all programs would be carefully selected and that a well balanced service would be maintained. Gratuitous service would be offered to educational, civic, governmental and other organizations. A large number of organizations have expressed desire to make use of the station. Other religious denominations would be permitted to broadcast and such broadcasts would be subject to the usual examination of all broadcast material before presentation to the public.

Talent available for presentation of programs in the event the applications be granted consist of 11 orchestras, 3 bands, 21 choruses, several glee clubs and vocal quartets and a large number of individual soloists. Talent for educational and cultural programs may be obtained from approximately 40 individuals and stations.

Station KFUD has cooperated with Station KSD in the exchange of broadcast time so that KSD could broadcast outstanding events. On a number of such instances ~~that~~ KSD ~~would~~, which enjoys the remainder of the time on the frequency in question, did not give KFUD time in return. On a number of occasions KSD has encroached upon the time to be used by KFUD under their time-sharing agreement. Numerous complaints have been registered with KSD by the manager of KFUD. In the absence of mutual arrangement otherwise, the Commission must expect and in fact require stations to adhere strictly to their allotted hours. Especially should a station which already enjoys 80% of the time be able to adhere to its time-sharing agreement.

Grounds for Decision

On the record in this case, the Commission finds

1. Each applicant is legally, technically, financially and otherwise qualified to operate as proposed or to continue the operation of its station as presently licensed.

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2. The service that has been rendered by each of the applicants has been of an acceptable quality and has served the public interest. It is probable that each applicant will continue to render such service.

3. The equipment used or proposed to be used by each applicant complies with the Commission's Rules and Regulations.

4. The operation of Station KSD unlimited time, the operation of Station KFVO as proposed, or the continued operation of each station as now licensed, would not give rise to such interference with the operation of other stations as could be considered objectionable.

5. Sound reasons in the public interest must exist as a basis for the deletion of a station. The case presents no such reasons.

6. Public interest, convenience and necessity would not be served by the granting of the application of Pulitzer Publishing Company (KSD) for modification of license, or the application of Evangelical Lutheran Synod of Missouri, Ohio and other States (KFVO) for construction permit.

7. Public interest, convenience and necessity will be served by the continued operation of each of the applicant stations as now licensed.

O R D E R

ACCORDINGLY:

Upon consideration of the entire record as herein discussed, IT IS ORDERED, That the application of Pulitzer Publishing Company and Evangelical Lutheran Synod of Missouri, Ohio and other States for renewals of licenses BE, AND THEY ARE HEREBY, GRANTED;

That the applications of Pulitzer Publishing Company and Evangelical Lutheran Synod of Missouri, Ohio and Other States for construction permit BE, AND THEY ARE HEREBY DENIED.

This Order shall become effective at 3 A.M., E.S.T., on the 12th day of March, 1938.

FEDERAL COMMUNICATIONS COMMISSION

Seal

(Signed) T. J. Slowie
Secretary

Dated: March 4, 1938

By Theodore Pierson

"THERE'S A TIME FOR ALL THINGS
—A TIME TO PREACH AND A TIME
TO PRAY; BUT THERE IS ALSO A
TIME TO FIGHT AND THAT TIME
HAS NOW COME."

John Peter G. Muhlenberg

000001



Courtesy Muhlenberg College

An artist's conception of Pastor John Peter Gabriel Muhlenberg in the pulpit of his church at Woodstock, Virginia, in January, 1776

THE BOND

Volume 19

JUNE 1942

Number 2

RADIO STATION KFUO MARCHES ON!

The enlarged and renovated KFUO building was dedicated on Sunday, May 31, 1942. This station, known as the "Gospel Voice," is owned and operated by the Missouri Synod of the Lutheran Church. Its purpose is to spread the pure and unadulterated Word of God by the latest and most effective method which God has given His Church, namely, the radio.

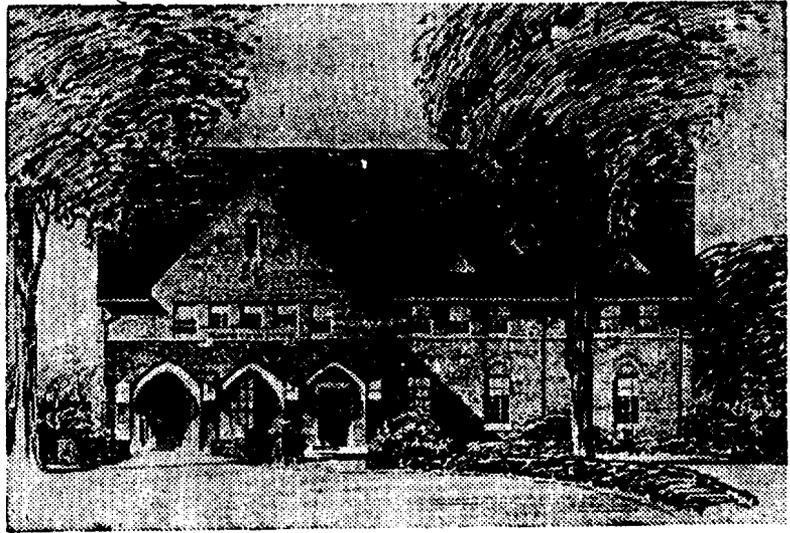
The station operates on 5,000 watts, and broadcasts continuously from 6:45 a. m. till 8:30 p. m. from modern and spacious studios. The renovated and enlarged building is impressive and practical. American Lutheranism may well be proud of the achievements of the men responsible for its growth. It stands as a tribute to the great Reformer, whose name our church bears, and who rediscovered the clear Gospel of justification by grace through faith in Christ, which is daily wafted into the homes of millions through KFUO to cheer the hearts of the afflicted, and bring peace to troubled consciences.

KFUO is located on the campus of Concordia Seminary, the largest Protestant Seminary in the United States. Its construction is in conformity with the Tudor Gothic style of architecture employed in the Seminary buildings. The steep pitched gable roof is of blue-gray slate and a loggia, massive in style, lends character to the building. Offices are located on the second floor; lounges, rest rooms, and smaller studios on the basement floor. Majestically the massive tower rises to the heights, supporting neon crosses, which are visible for miles in the metropolis of St. Louis, and proclaim unto all, the purpose of KFUO and the purpose of life itself.

The history of Station KFUO is a story of Christian faith, Christian endeavor, and above all of God's blessing. Far-seeing Lutheran leaders conceived the idea of a Lutheran Broadcasting Station and gave the idea its first impulses. Particularly through the interest of the Lutheran Laymen's League and the Walther League, an adequate fund was raised to make a beginning. A 500 watt transmitter was purchased, and late in 1924 the first broadcast was sent over KFUO. The first home of the station was in the old Concordia Seminary in South St. Louis. It began by broadcasting two hours a week. Interest in the programs increased. By May 1926, KFUO was broadcasting ten weekly programs. Rev. Herman H. Hohenstein was called to the directorship in 1925, and accepted the position which he still holds today.

In 1926 the beautiful new Concordia Seminary buildings were erected at their present site. It was decided to move KFUO to the campus of Concordia Seminary. The Lutheran Laymen's League donated \$50,000 toward the erection of a new 1,000 watt station on the Seminary campus. This served the station until the present time.

New doors were constantly opened to KFUO and its sphere of service expanded so that the building and equipment



was no longer adequate. At hearings before the Federal Communications Commission, the Federal authorities, being very favorably impressed with the work of KFUO, granted KFUO a new frequency of 850 kilocycles, 78 hours of weekly broadcasting, and 5,000 watts power. This was in 1940. KFUO is now broadcasting continuously during the day. The enlarged quarters provide ample room for the increase in personnel. As a result of the \$100,000 Forward Movement, KFUO is well equipped to meet the challenges and opportunities of the new privileges.

The influence of this station is worldwide as the key station of the Lutheran Hour. It also serves as a radio laboratory for the students, where they may acquire valuable radio experience which they can later employ in the local stations of their communities. The "Gospel Voice" daily sends out the message of God's love in Christ Jesus to the hearths of millions who would otherwise perhaps be forgotten. It is a boon to the sick, the shut in; it has led many a back-slider back to God; it has awakened many a sleeping conscience.

A few letters from the files of KFUO will prove the value of our station.

"Through KFUO we have gained more knowledge of the Bible and enjoy it very much. The explanations are so thorough and easily understood even by a child."

"KFUO helps church attendance and brings in new members."

"I am a Lutheran, and it is soul-stirring when so many in my community tell me they listen in and appreciate KFUO."

"KFUO helps strengthen my faith in Christ, my Savior. It also helps me to lead a more godly life and gives me strength against temptations."

"The benefits that come from KFUO are as important as daily food is to the body and sunlight is to all life."

"KFUO stimulates interest in church and religion and gives new courage to fight for truth and right."

"KFUO strengthens our faith and explains the Bible so that everybody can understand it."

"KFUO is of special benefit to shut-

ins of my congregation who time and again tell me 'what would we do without KFUO?'"

Testimonials such as these could be multiplied almost endlessly.

Of course, to operate a station such as the enlarged and expanded KFUO now is, costs much money. To meet our financial obligations this year, we must raise \$100,000 for current expenses and for partial payment of a large loan which we had to negotiate in order to utilize at once the wonderful grant which we received from the Federal Communications Commission, namely a very desirable new frequency of 850 kilocycles, a three-fold increase in time, and a five-fold step-up in power. \$100,000 is a big order. It's a challenge to every Lutheran. Never before in the history of our station has our need been so acute. Never before has the very existence of KFUO been so completely at stake! Never before has KFUO faced such a life-and-death struggle! These statements are no exaggeration.

"Thy life was giv'n for me,
Thy blood, O Lord, was shed,
That I might ransomed be,
And quickened from the dead.

Thy life was giv'n for me:
What have I giv'n for Thee?"

—HERMAN H. HOHENSTEIN,
Director of Radio Station KFUO

+ +

POST-WAR CUSHION

Life insurance is making an intangible but important contribution in preparing a cushion for whatever post-war conditions we may encounter. Recent history has provided one striking illustration of how effective this aid can be, when life insurance made greater payments to American families during the worst of the depression years than did all the government relief and relief projects combined. If those families enjoying material increases in income during the defense boom were to direct these increased funds into channels of thrift and saving such as life insurance, they would be well entrenched for post-war economic readjustments and in sum total would strengthen the nation.—HOLGAR J. JOHNSON.

The

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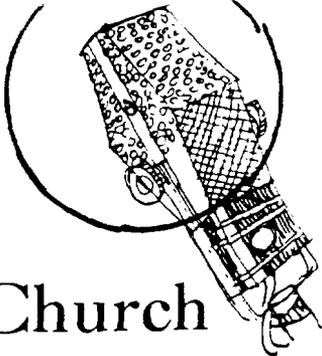
Lutheran Witness

September 1965



In this Issue

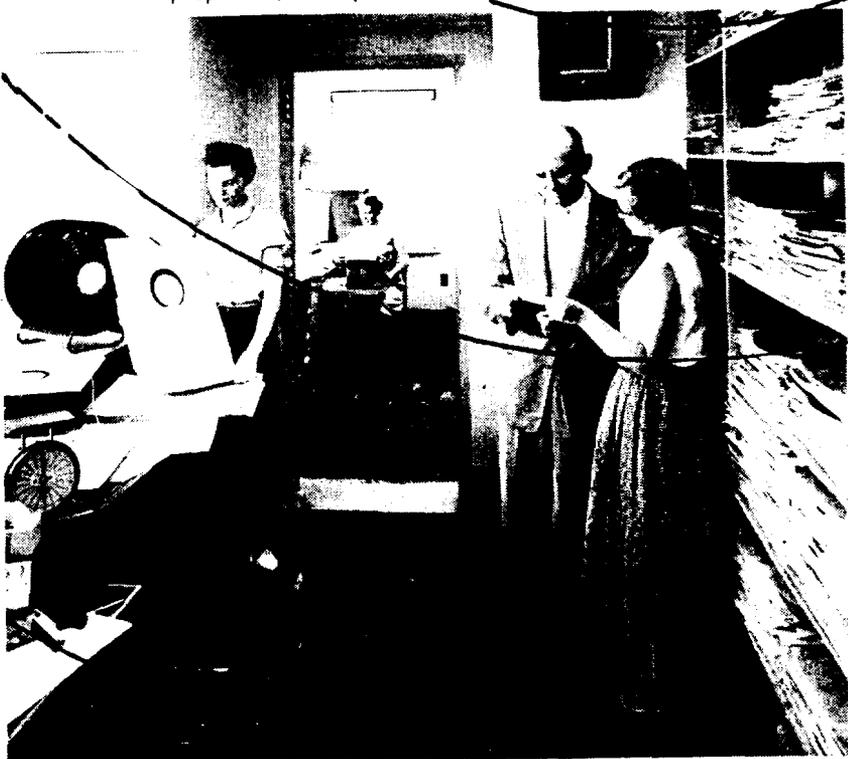
KFUO



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Serves the Church WITH GOSPEL PROGRAMS AND NATIONWIDE EXTENSION SERVICE

Extension Department operates a free "lending library" service offering religious radio programs, hymn records, scripts and other helps, shipped out daily to pastors for their local broadcasts. Dr. Herman H. Hohenstein, right, supervises this work. At left, "Portals of Prayer" transcriptions are prepared for shipment.



A Bible, a preacher, a message, a microphone, and a crude transmitter in the old St. Louis seminary were the modest beginning, almost 33 years ago, of Radio Station KFUO, "The Gospel Voice," owned and operated by Synod.

Today much has changed. The dark attic studio has been transformed by God's grace into a spacious modern building located on the campus of Concordia Seminary, St. Louis. The transmitter power has increased tenfold. While first listeners were few, the microphone is now a mission to millions. Only the Bible and the message remain the same, "for I determined not to know anything among you save Jesus Christ, and Him crucified." (1 Cor. 2:2)

One of the few church-owned stations in the world, KFUO carries no advertising, but is supported entirely by voluntary contributions. Many daily programs are devoted to preaching and teaching the Savior's Gospel and serving the community through musical and cultural features. KFUO, on the air an average of 12 hours daily, broadcasts the Lutheran Hour and the Family Worship Hour.

Through its Extension Service, KFUO produces and provides recorded Gospel programs, hymns, scripts, and other materials free to pastors, congregations, and agencies for local radio and television broadcasts in towns and cities all over the nation and in several foreign countries. These materials are also used in hospitals, prisons, and other institutions.

The recorded series "Portals of Prayer," produced and distributed by KFUO with the permission of Concordia Publishing House, is heard daily on more than 300 radio stations. District Public Relations men aid the station in encouraging a wider use of radio, television, and KFUO program materials.

The Radio Student Training project, sponsored jointly by Concordia Seminary and the station, gives specialized instruction in radio and television to theological students.

Twenty full-time and six part-time employees dedicate themselves to the radio ministry of KFUO.

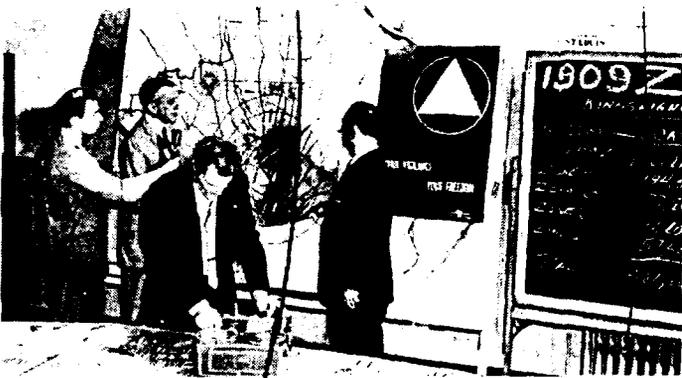


PHOTOS BY W. C. RUNDER

Control Room. Broadcasting all programs on AM and FM simultaneously, KFUO's signal reaches up to 200 miles. Standing, l.-r.: Larry N. Strahan, office manager; Emerson Russell, general manager; Rev. Walter Grotrian, religious supervisor. Seated, Albert Wiese, chief engineer.



Seminary students enrolled in the Radio Student-Training course at KFUO attend lecture by Prof. John C. Pfitzer (right) of seminary faculty, who supervises the course. KFUO staff members also give lectures and specialized counseling. The RST project is a credit course in the 1957-1958 academic year.



Community service programming on KFUO is an important phase of its operation. Brad Molsinger (left) and Leon Steinbrueck (at tape recorder) record an interview with officials at the St. Louis area Civil Defense headquarters.

Round-table discussions on religious topics are presented regularly over KFUO. L.-r.: Mrs. Lawrence Meyer, Fred Kuhlmann, William Pfaff, and Dr. Arthur C. Repp record a series on the Christian approach to the problems of everyday living.



"Youth Finds the Way." In this program, students discuss worship, Christian witnessing, Bible topics, and other areas of Christian life. Pastors assist the youths with counseling. Right: Rev. Donald R. Boernke, campus pastor serving St. Louis colleges.



"Sunday School of the Air," a weekly half-hour program in which children from various congregations participate, includes devotional portions, Bible lessons, and quiz. Teacher Norman Junghans of Hope Church, St. Louis, is shown conducting the program.



Radio devotions, conducted in the KFUO area, are presented several times daily. Here Rev. Sylvester von Toerne of St. Charles, Mo., leads listeners in worship. He also prepares scripts for "Ask Me Another," a weekly program giving Scriptural answers to religious questions.



Typical of the many pastors who use KFUO recordings and materials in local religious broadcasts is Rev. Harry G. Scholz (right) of Brenham, Tex., listening to a KFUO hymn record at Station KWHI.

Extension Department Says

Walter C. Loeber, Extension Supervisor
WELCOME NEW STATIONS
 The second and third in 1967, 16 radio stations in institutions inaugurated the PORTALS OF PRAYER. brings the total of stations to 12 institutions using this special feature. We welcome VC Richfield, Utah; FM Scottsboro, Ala.; Springfield, Ill.; WBEJ Memphis, Tenn.; WISM-FM Milwaukee, Wis.; KLMR Lamar, Okla.; KLUE Longview, Texas; Anchorage, Alaska; WRCA Portland, Ore.; WSLM Salem, Ind.; DeWitt, Wis.; KAMC Dallas, Texas; KTW Seattle, Wash.; WKUL Cullman, Ala.; Toppenish, Wash.; KTGO Norfolk, Va.; WIRP State Reform School, Ind.; Pilgrim School, Wauwatosa, Wis.; Brown-Bardge Elementary, Pensacola, Fla.; Deacons, Grand Forks, N.D.

PRESENTATION TO KHCB



Donald Black (left), Trinity Lutheran Houston Texas, is shown presenting the PORTALS OF PRAYER award to Mr. Pete Walz, Station Manager of KHCB and Mr. Del Underwood, President of the Houston Broadcasters, Inc., owner of KHCB-FM. The occasion of the presentation was the dedication of a new antenna and increase in effective power to 55,000 watts. The management and direction of KHCB is being handled by Mr. Walz. With communication being the main on-the-street picture compared to the political realm, KFUP is offering analytic pro-

to KFUP, (from p. 1)
 Communication Commission, Mr. Robert E. Lee; Mr. Underwood, Executive Secretary of the Armstrong Memorial Foundation, and many others in the broadcasting industry who gathered in Chicago for the award presentation. The

THE GOSPEL VOICE

KFUP



850 KC—AM
 99.1 MGC—FM

Owned and Operated by the Lutheran Church—Missouri Synod

5000 WATTS
 1000 WATTS

VOL. 43

ST. LOUIS, MISSOURI, MAY, 1967

000001 No. 3

Get World-Wide Use of Special Lent-Easter Features from KFUP

All 50 States and 7 Canadian Provinces as well as several foreign cities of the world received Lenten and Easter materials from the KFUP Extension Department. Over 2300 separate items were sent out to parish pastors and others as a result of the 475 orders received at the station.

The largest request was for script materials with 1850 individual scripts mailed. Radio stations throughout the States and Canada made use of the special Lenten programs available from KFUP, as well as the new Easter program, "Let Us Feast This Easter Day." Requests for these tapes totaled 165.

In addition, several hundred tape recordings of carillon music, missionary interviews, LCUSA Press Conference tapes were sent during this period.

The response for these materials offered by the Extension Department of KFUP attests to the need for such materials, and that KFUP is meeting the need. This special service of the station, as well as all KFUP operations, are supported mainly by voluntary contributions.

Metropolitan Opera and KFUP Together 4th Year

The Metropolitan Opera will be carried the fourth season on KFUP Radio.

The second season for the Metropolitan Opera from New York's Lincoln Center will begin the broadcasting season Saturday, December 9, 1967, and end April 1968. Operas to be performed by wire have not as yet been scheduled but we are assured the most popular best known works. KFUP welcomes another year of airiving the classics to the community.

AWARD GIVEN TO KFUP FOR PROGRAM EXCELLENCE



Principals at Award Presentation

Conferring the "Major" Armstrong award is Mrs. Edwin H. Armstrong, widow of FM founder, Edwin H. Armstrong; Peggy Jack, recipient of KFUP's honor; and Mr. Robert E. Lee, Federal Communications Commissioner.

A national award, the "Major" Armstrong, was conferred on KFUP-FM Radio at a special luncheon, April 1, 1967. Presentation ceremonies coincided with the National Association of FM Broadcasters Convention held at the Conrad Hilton Hotel in Chicago. The Armstrong Research Memorial Foundation applauded KFUP and Peggy Jack, hostess-producer of "The Woman's World", heard weekdays at 9:00 a.m., for a one-hour news documentary "Inflation—The Chain Store Boycotts By Housewives". The program was broadcast November 14, 1966. National-wide entries totaled 178.

Mrs. Edwin H. Armstrong, widow of the late, great father of FM broadcasting presided over the third annual award ceremony and stressed their selection was based on "excellence and originality in bringing a community problem into focus". National figures interviewed on the broadcast were: Congressman, Thomas B. Curtis; and Mrs. Esther Peterson, President Johnson's Special Assistant on Consumer Affairs. Prominent educators, economists, and businessmen of St. Louis offered local viewpoints.

Patterned After Pulitzer

While the Armstrong Research Memorial Foundation is privately supported, it is under the administration of Columbia University and is patterned after the internationally famous Pulitzer Prize. Some 21 patent suits involving "Major" Armstrong's inventions dating back to the early twenties, were recently consummated according to Mrs. Armstrong.

(cont'd page 3 col. 1)

Sem Graduates Review KFUP Materials, Services at Annual Buffet Meet

To acquaint graduating seniors of Concordia Seminary in St. Louis with services available through the Extension Department, KFUP provided a buffet supper for the graduates and their wives on April 24, 1967, in Koburg dining Hall on Concordia Seminary campus.

The graduates were reminded of the importance of radio in their total ministry to the needs of the people in their community. The materials and services from the Extension Department were outlined to the seniors.