

P. B. HABER, Pres.

M. C. WATSON
286 Fifth Ave., New York
Eastern Representative

A. L. WAFFLE, Sec.-Treas.

Member of United Press
Wisconsin Daily League
Audit Bureau of Circulation

E. M. JENISON, V.-Pres.

A. W. ALLEN
1336 Peoples Gas Bldg., Chicago
Western Representative

The Daily Commonwealth

EVERY EVENING EXCEPT SUNDAY

P. B. Haber Printing Co.

Fond du Lac, Wisconsin

November 19, 192

David F. Thomas
Proctorville, Ohio

Dear Sir:

We have yours of the 16th and are glad to know that you have been able to pick up K.F.I.Z.

We hope you will listen in often.

Very truly yours,

BROADCASTING STATION K.F.I.Z.
The Daily Commonwealth and
Seyfert Radio Corporation.

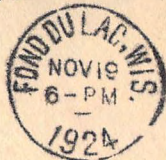
Per E. M. Jenison
Manager.

P. B. HABER PRINTING COMPANY

Makers of Fine Printing
FOND DU LAC, WISCONSIN

139.

KFIZ



David F. Thomas
Proctorville, Ohio

Dear Radio Friend,

11/26/24

Glad to hear from you and to know
you "listened in" on our Sunday broad-
cast, and that you found it good.

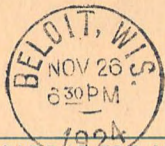
Thank you for this cord of encouragement.

Stations WEBW - 265 m. Beloit College,
Beloit, Wis.

Sincerely yours,
V. A. Suddam, Prof. of Phys.,
Director of Broadcasting

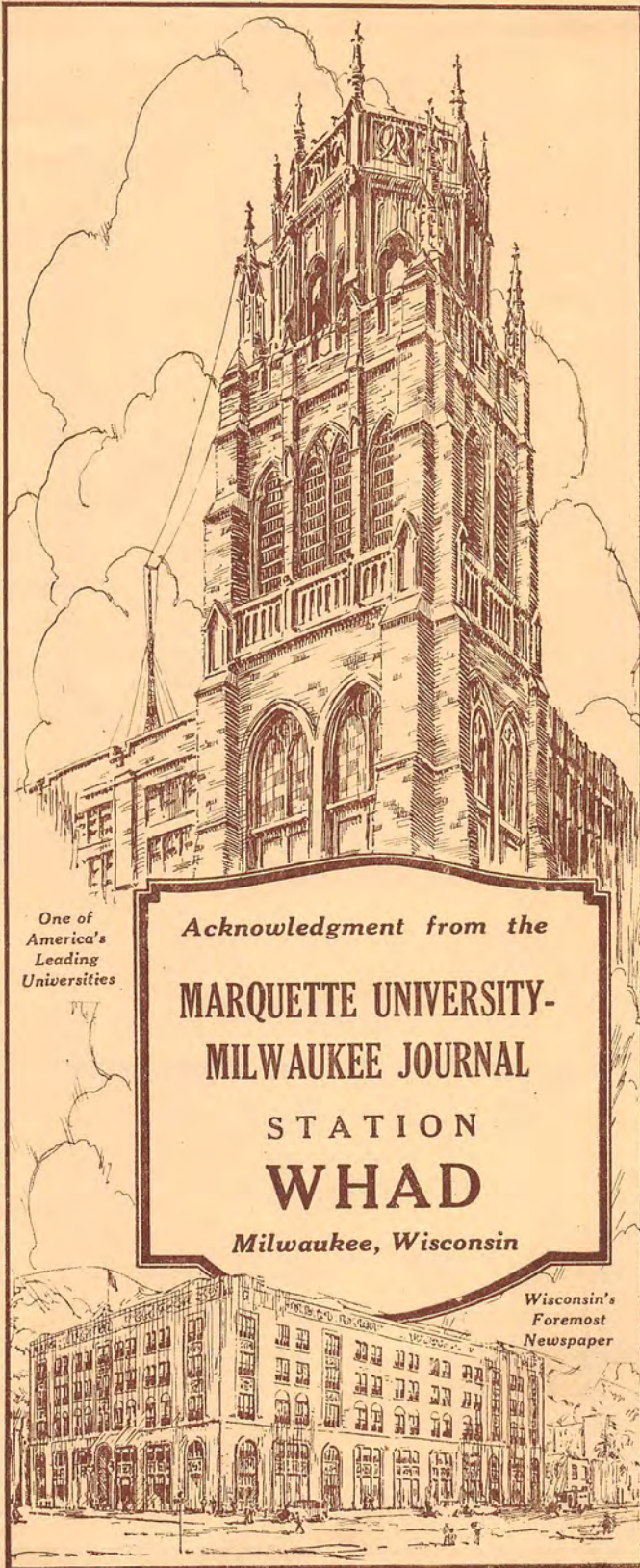
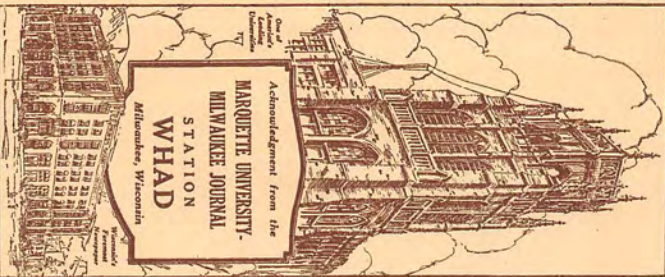
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152.



THIS SIDE OF CARD IS FOR ADDRESS

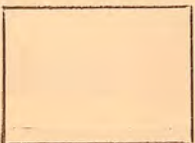
Mr. David F. Thomas,
Broctonville, Ohio



One of
America's
Leading
Universities

Acknowledgment from the
MARQUETTE UNIVERSITY-
MILWAUKEE JOURNAL
STATION
WHAD
Milwaukee, Wisconsin

Wisconsin's
Foremost
Newspaper



Acknowledgment from

WHAD

THANK you very much for your message. We keenly appreciate your interest in WHAD.

This station, established to fill a popular demand, endeavors always to provide entertaining and educational programs in keeping with the high standards set by the public. For success, we depend upon popular support and the encouragement or constructive criticism of those who enjoy our programs. Comments such as yours are helpful and we are gratified to see the volume of such communications steadily increasing.

*Marquette University
and*

*Wisconsin's Foremost Newspaper
Unite in Providing Quality
Programs*

THOUSANDS of radio fans in Wisconsin, Upper Michigan and surrounding states are intensely interested in the quality programs now being broadcast by the Marquette University-Milwaukee Journal Station W H A D. No tiresome propaganda or "sold" programs will be inflicted upon listeners.

A 500 Watt Station



WH A D is the first 500 watt broadcasting station in Milwaukee. Present construction provides for going immediately to 750 or 1,000 watts if it is found desirable.

This reserve power at WHAD assures its continued standing among the more progressive stations of America.

Previous to the establishment of Station WHAD listeners in many parts of Wisconsin and neighboring states, as well as coast states, had never heard Milwaukee on the air. Within the first few weeks of operation WHAD was picked up with ease all over Wisconsin, the middle west, and from these far distant points as well:—

Catalina Island

Los Angeles, Calif.

San Francisco, Calif.

Anacortes, Wash.

Ridgefield, Wash.

Victoria, B. C.

Saskatoon, Sask.

Wichita Falls, Tex.

Auburndale, Mass.

Needles, Calif.

Cape Cod, Mass.

New London, Conn.



Wave Length 275 Meters

UNDER the United States License awarded WHAD, this station operates on a wavelength of 275 meters or 1,090 kilocycles frequency. Special technical provisions in the construction and operation of this station assure a remarkably sharp wave. Broadcasting is done from two studios in the new \$750,000.00 Science Building of Marquette University. One studio is in the tower of this building, and the other studio, providing room for large groups of entertainers, is on the second floor of the building.

The studios are ideal both from mechanical and artistic standpoints. They are handsomely and luxuriously furnished.

Quality Programs the Keynote

THE Marquette University-Milwaukee Journal station features programs of quality, characterized by a lively diversity of entertainment and educational talks of the broadest general interest. At all times, the finest talent obtainable will be selected for WHAD programs.

The policy of this station is "Public Service—First and Always."

By special arrangement between the Wisconsin Theater—the leading motion picture theater in the state—and Station WHAD, programs include organ music by the Wisconsin's famous twin Barton organs, ensemble music by The Wisconsin Theater Symphony Orchestra, as well as the splendid musical numbers featured on the stage, and dance music from the two orchestras on the Wisconsin Roof—the world's largest roof garden.

WHAD Broadcasting Schedule

U. S. Weather Reports
11 A. M. Daily

Monday Evening
7:30 to 8:30 or 9
Marquette University
Studio Program

Wednesday Evening
8 Until 10
Dance Music Program
From Wisconsin Theater
Roof Garden

Friday Evening
8 to 10
Program From Wisconsin Theater

Educational Talks
Three Times Weekly
4 to 5 P. M.

FOR detailed program announcements of WHAD and all leading stations, read The Milwaukee Journal, daily and Sunday, regularly.

News bulletins will be broadcast by The Journal from WHAD from time to time on events of exceptional interest.

Visitors Are Welcome



VISITORS to Milwaukee will be welcome to visit Station WHAD and also the new \$2,000,000 Milwaukee Journal plant—the largest and most modern newspaper plant in the northwest. See "BCL" himself! Get acquainted with Wisconsin's foremost Radio editor! Cards of admission to WHAD studios are issued at The Journal Public Service Bureau pictured above.

**The Milwaukee
JOURNAL
FIRST—by Merit**



Largest Newspaper Plant in the Northwest
THE NEW MILWAUKEE JOURNAL BUILDING
Occupied entirely by The Journal.

A \$2,000,000 Investment for Better Service to You!

IN ACHIEVING the purpose—to give its readers unexcelled newspaper service — The Milwaukee Journal is recognized as the leading newspaper in Milwaukee and Wisconsin, and one of the foremost in the United States.

“For All The Journal Wisconsin” occupies the largest newspaper plant in the Northwest, erected at a cost of \$2,000,000. It contains only the most modern newspaper equipment, including many new departures in plant design originated by The Journal. It is unsurpassed in efficiency by any newspaper plant in America.

The Best in Radio News The 8-page Radio Section of The Sunday Milwaukee Journal — devoted *entirely* to radio — is the only complete radio section in any newspaper for Wisconsin People.

It includes practical suggestions to eliminate trouble with your set, instructions for building sets, hook-up plans, cartoons and radio humor, B.C.L.'s comments on programs and new radio developments. For complete broadcasting programs for each day, and supplementary radio news—

Read The Milwaukee Journal Regularly

If You are a Resident of Wisconsin or Upper Michigan—

By Carrier or Dealer { Daily 3c per copy
Sunday 10c per copy

Rates—By Mail in Towns and Cities

Daily only, one year \$5.00
Sunday only, one year 5.00
Daily and Sunday, one year 10.00

All Subscriptions Payable in Advance

For special Rates to Rural Route Addresses in Wisconsin and Upper Michigan Write to The Milwaukee Journal Mail Subscription Department.



The New Administration and Science Building

Rev. A. C. Fox, S. J., President

MARQUETTE UNIVERSITY

One of America's Leading Educational Institutions
Non-Denominational
Co-Educational

MARQUETTE occupies one of the foremost positions among the universities of America. Its history begins as far back as 1885, first as an academy, next as a college and finally, in 1907, as a university. Its growth in recent years has been phenomenal and now all the major professions, except theology, are taught here.

Size of Marquette

THE UNIVERSITY includes eighteen buildings and a half-million dollar stadium.

Complete Courses Leading to Degrees

- | | |
|------------|----------------|
| Dentistry | Business |
| Medicine | Administration |
| Law | Engineering |
| Journalism | Liberal Arts |
| Hospital | Nursing |
| College | Graduate |
| Music | School |

Faculty

Rev. Albert C. Fox, S. J.,
President

277 Professors and Assistants

Enrollment—1925

5,000 students representing 25 states and six foreign countries.

SEND for Catalogue of Course in which you are interested—Address **MARY L. MELZER**, Registrar.



The Law Building



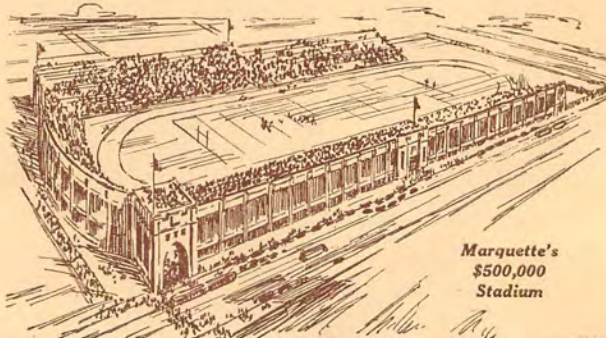
Johnston Hall



College of Dentistry



The Gymnasium



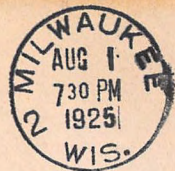
Marquette's
\$500,000
Stadium

245

THE MILWAUKEE JOURNAL

W H A D

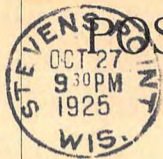
433



Mr. David F. Thomas,
Proctorville,
Ohio.



(Wisconsin Land of Beautiful Lakes)
Station W L B L



POST CARD



David F. Thomas
Proctorville
Ohio.

Stevens Point, Wis.

Dear Radio Friend:

We acknowledge with thanks your report on the reception of our broadcast. Letters, cards, telegrams, telephone calls and other manifestations of approval from our listeners-in are a form of co-operation greatly appreciated by this station.

Very truly yours,

• Wisconsin Department of Markets.

Description of W L B L.

The 500 watt set is located on the roof of Hotel Whiting. It utilizes a master oscillator circuit comprised of five 250 watt tubes, one as master oscillator, two as power amplifiers and 2 as modulators, with a 50 watt tube as speech amplifier. All of the power needed is furnished by a special motor generator unit which consists of a ten horse power motor driving one 12 volt D. C. generator, for the filaments and two, one thousand volt generators for the plates of the power tubes. The antenna is a T type extending between two steel towers 100 feet in height mounted on top of the hotel which is a five story structure. A cage lead-in is used. Located directly under the antenna and ten feet above the roof is a sixteen wire fan counterpoise. A specially constructed studio is maintained in the hotel building from which all musical programs are broadcast.

BROADCAST SCHEDULE OF W L B L. (Central Standard Time.) Wave Length 278 meters.

Market Reports are received over the private leased market wire of the United States Department of Agriculture.

- 8:45 A. M.—Carlot shipments of potatoes, cabbage, onions, and apples. Wisconsin Shipping Point information on potatoes. Wisconsin Shipping Point information on cabbage. Early Chicago Live Stock flash. Estimated Live Stock receipts, Chicago and St. Paul.
- 9:45 A. M.—Weather forecast for Wisconsin. Repetition of the 8:45 A. M. broadcast. Milwaukee Butter and Egg Markets. Late Chicago Live Stock flash.
- 10:45 A. M.—Weather forecast for Wisconsin. Milwaukee, Chicago and New York Butter and Egg Markets. Chicago Potato Market.
- 11:45 A. M.—Weather forecast for Wisconsin. Wisconsin Primary Cheese Market. Wisconsin Cheese Exchange and Farmer's Call Board prices from Plymouth, Wis., given at this period each Monday. Chicago Live Stock Market.
- 12:30 P. M.—Weather forecast for Wisconsin. Complete summary of all the above markets. Grain and Feed quotations each Wednesday and Saturday.
- 1:45 P. M.—Weather forecast for Wisconsin. Chicago Live Poultry Market. Chicago May Market. Farm News items each Monday.
- 8:00 P. M.—Each Tuesday. Regular musical program under the auspices of the Stevens Point Chamber of Commerce.
- Special Programs given as announced.

W O M T

**MANITOWOC,
WISCONSIN**

50

WATTS

222.1 METERS

1350-KILO.

THE MIKADOW THEATRE STATION

Thanks for your Communication.

Your Dope does ~~not~~ check with our log. If you hear us again will you please write.

Thanks for card. We also have late programs on Tues and Sat. Times 11 P.M. until 3 A.M. C.S.T. Hope you hear us again.

**ORDINARILY WE
ANSWER BY
LETTER.
EXCUSE THE
CARD THIS TIME**

W. F. DUBEN, Engineer in Charge

SCHEDULE OF BROADCAST:

DAILY EXCEPT SUNDAY

11:50 A. M. TO 1:10 P. M.

5:45 P. M. TO 6:45 P. M.

WEDNESDAY 12 P. M. MIDNIGHT

TO 7:30 A. M. THURSDAY

OCCASIONALLY ON MONDAY-FRIDAY

WITH SAME AS WED; SCHEDULE



630

David F. Thomas
Doctormille
Ohio.

W O M T
MANITOWOC,
WIS. U. S. A.

NEW RADIO LOG LIST US AT 100 WATTS--WE USE ONLY 50

RADIOCAST STATION W S O E

SCHOOL OF ENGINEERING OF MILWAUKEE
Milwaukee, Wisconsin

Office & Lakefront Studio
415 Marshall Street

Phones: Broadway 3342, 3343, 5462

Address Reply
to:

Oscar W. Meissner

Dear Listener:

We wish to acknowledge with sincere thanks your bit of "written" applause. It is very encouraging to know that you are enjoying our radio programs.

The School of Engineering staff always endeavors to present the best whether it be in radio entertainment or in educational matters and naturally we look for opinions and comments from all of our friends. Any constructive criticism or comments you may be able to make will be welcomed at any time, as that will assist us in reaching the perfect mark.

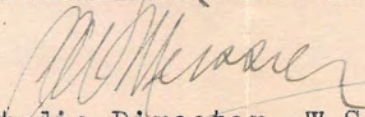
Your name has been added to our list of grateful listeners and from time to time we shall be glad to furnish you with future programs and any special announcements we may have to make.

If at any time you should be in Milwaukee, or near our studio we would be very glad to have you pay us a visit.

We thank you again for the kind interest you have shown in our institution and hope that some time we may have the pleasure of meeting you personally.

Sincerely,

SCHOOL OF ENGINEERING OF MILWAUKEE


Studio Director, W.S.O.E.

232

After 5 days return to
Radiocast Station W S O E
School of Engineering of Milwaukee
Milwaukee, Wisconsin



420



Mr. David F. Thomas,
Proctorville, Ohio.

Just a penny postal card from

WTAQ

254

226 METERS

"THE VOICE OF THE WILDERNESS"

to show our appreciation to you for your good message to us. Is there anything we can do to improve our programs?

OUR SCHEDULE

Weather, Market and News Bulletins at 6:15 P. M., C. S. T. daily except Sunday. Weather Forecast at 10:30 A. M. and 12:15 Noon.

Code Lessons at 6:30 P. M. except Sunday.

Musical Programs on Friday and Sunday nights at 7:30.

S. H. VAN GORDEN & SONS, Osseo, Wisconsin.

By C. S. Van Gorden, Operator.

We also operate Experimental Station 9EIL—190 meters.

25-

213.



THIS SIDE OF CARD IS FOR ADDRESS

David Thomas
Proctorville
Ohio



Dear Radio Fan:

WTMJ hereby gratefully acknowledges receipt of your letter commenting on its programs. We assure you that it is our constant aim to provide you with the most enjoyable and highly educational programs arranged especially for Wisconsin people.

Our broadcasting Hours are

10:00 A. M.

12:00 P. M.



Station **WTMJ**

THE MILWAUKEE JOURNAL

Station WTMJ --- The Milwaukee Journal

Member both Red and Blue Networks of the National Broadcasting Co.

Chain Features

Ampico Program
Ben Bernie
Dodge Brothers
Don Amaizo
General Motors
Grand Opera
La France
Maxwell House
Coffee Hour
"Our Government" by
David Lawrence
Palmolive Hour
Philco Hour

Whittall

Anglo-Persians
and many others

WTMJ Features

Organ Programs
Children's Programs
Studio Trio
Church Services
Wis. Community
Programs
Weather—
News Headlines
Silver Song Birds

Orchestras

Jean Hammond
Tune Tinkers
Hotel Wisconsin
Badger Room
Orchestra
Schroeder Hotel
Orchestra
Elks Club Orchestra
Wisconsin Roof
Orchestras
M. A. C. Orchestra
Turnverein Little
Symphony

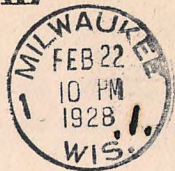
Talks

"Screen Gossip"
by Nancy Lee
"The Great Outdoors"
by Fred Luening
"What's What
and Who's Who"
by Douglas Swiggett
"Coming Events"
"In the Poet's Corner"
with Al Curtis
"Bowling Splinters"
by Billy Sixty
"The Green Sheet"
by Larry Lawrence

Time schedules in The Journal daily and Sunday

On the air every day from 10 A. M. - 12 P. M.

THE MILWAUKEE JOURNAL



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David F. Thomas

Box 264

Proctorville

Ohio