

WHBY
THE INCEPTION AND EARLY HISTORY OF –
“THE VOICE OF THE FOX RIVER VALLEY”

A Thesis

Submitted to the Graduate School of the
University of Marquette in Fulfillment

of the Requirement for

A Master of Arts Degree

by

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April, 1963

ACKNOWLEDGMENTS

Many facts and much information can be forgotten and lost after thirty-seven years. This is certainly true in the case of the early development of the St. Norbert College Radio Station, WHBY. It is understandable, then, why the writer is deeply indebted to the many persons who helped to make this thesis possible by furnishing valuable information, suggestions, and encouragement.

This writer wishes to express his deep gratitude to Father Anselm Keefe, O.Praem., and Mr. John Creviere, who made available the back issues of **The St. Norbert Times** and the **De Pere Journal-Democrat** respectively, without which a vast amount of information would not have been available.

Special thanks must also be extended to Mr. Val Schneider of WBAY in Green Bay for information which proved to be very advantageous.

The writer must also gratefully acknowledge all those who so generously provided time to be interviewed, and who drew from their past affiliation with WHBY information which otherwise would have been unobtainable. These men are: John Creviere, Donald Fairbairn, John Gysbers, Father Anselm Keefe, Father Henry Schmitt, Val Schneider, Clarence Toonen, and Father James Wagner, O. Praem.

Thanks must also be expressed to the writer's adviser, Mr. Raymond Bedwell, Jr., who offered suggestions and help in bringing this work to its finished form.

The writer also wishes to thank Father Robert E. Carson, O.Praem. for the time spent in proofreading this work.

For everyone who in any way helped in making the writing of this thesis possible by furnishing information, suggestions, and encouragement, the writer expresses his thanks and appreciation.

M.C.S.

INTRODUCTION

Looking back over the first ten years of WHBY's existence, examining the setbacks, struggles and trials, the Norbertine Fathers can in all sincerity ask the question: "How did WHBY survive and succeed in the face of overwhelming odds?"

From the beginning of radio broadcasting in America through 1936 only thirty-eight out of over two hundred radio stations licensed to educational institutions remained on the air. WHBY is listed among the thirty-eight stations.¹

When one studies the beginning and the first years of WHBY, there seems to be, on the surface at least, no logical explanation why the Station did not disappear with the other 164 stations licensed to educational institutions. Why isn't the St. Norbert College Station listed as "an unsuccessful attempt" with the many other early radio stations?

Most of the material requisites ordinarily required to operate a successful broadcasting station, the most necessary of which is finances, were lacking from the very outset. However, WHBY possessed more basic qualities which were definitely instrumental in supplanting the lack of funds. The one outstanding quality which helped to overshadow certain material deficiencies was the spirit of determination to succeed displayed by the management of the Station.

The Station was composed of individuals who worked together as a closely knit unit with one goal to achieve: namely, success. The staff and management were dedicated and loyal, with an intense interest in their Radio Station and in the listening public. Dedication is the only possible explanation for the unselfish efforts of the personnel and the local citizens in the early years, because they received little or no remuneration for their time spent in behalf of WHBY.

Every successful venture necessarily demands a capable leader, one who possesses the know-how or the knowledge of how to attain the goal set out to be achieved. The St. Norbert College Station had such a man in the person of Father James

Wagner. His goal was to give the radio listeners of the Fox River Valley the best in radio listening. A study of WHBY's first ten years points out clearly how its General Manager directed the Station toward continued growth and progress.



Figure 1. Father James Wagner, station manager of WHBY from 1926 to 1947.

The years from 1925 to 1935 can best be summarized with one word — **struggle**. It is not the purpose of this work to accentuate the many difficulties faced during this ten year period, but rather to point out the progress and accomplishments achieved despite the numerous obstacles. Still it is necessary that the reader be aware of the Station's struggle for existence, aware of the problems which confronted WHBY. Then the accomplishments and progress will be judged even

more outstanding. The constant struggle brought to the fore and helped blend the vital ingredients of leadership, loyalty, determination, and perseverance which resulted in forging the key that opened to WHBY the title of "THE IDEAL ONE-HUNDRED-WATT STATION IN THIS COUNTRY."

Radio has made great strides in the past thirty-eight years. We must remember that radio as we know it today is the result of years of experimentation and development. The radio of the 1920's and 30's did not have the advantages of modern technology and the advances in communications.

In 1925 radio was in its infant stage, a time of struggle and development. The telegraph, telephone and television all went through the period of experimentation and development until they reached the stage in which we know them today. Radio, too, went through formative years. Therefore, we must read this work with the realization that WHBY was going through its formative years with the rest of radio. If we judge WHBY as it existed in 1925 through 1935, and not as we know radio today, it truly was "THE IDEAL ONE-HUNDRED-WATT STATION IN THIS COUNTRY."

1. S. E. Frost, Jr., *Education's Own Stations* (Chicago: University of Chicago Press, 1937), p. 3.

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CHAPTER I**A NEW VENTURE****The Stimulus Which Brought Radio to the Fox River Valley**

For a long time I have offered one thousand dollars to anyone who can fetch me proof that this earth is a globe or a sphere. The offer still stands. But they will have to hurry. The time of the end is near. Before the end of 1935 the Lord will come to take His church out of this world.¹

As unbelievable as it may seem, the above "revelation" of Wilbur Glenn Voliva, the once general overseer of the Christian Catholic Church of Zion City, Illinois, served as the impetus to begin a radio station at St. Norbert College.

The new and novel medium of communication, the radio, had created a great deal of interest throughout the country; and the rector of the College, Father William H. Millay, O. Praem., the staff and students of the physics class were not excluded.

During the infancy of radio, a receiver cost approximately five hundred dollars, a far too expensive a luxury for the College. In order to participate in the enjoyment of this new medium, the physics club chose as one of its projects the building of a radio receiver. However, one major obstacle had to be overcome before they could begin constructing the set. Their major problem was a monetary one. How could the physics club collect enough money to purchase the necessary parts to carry out their project? Father Ignatius Van Dyke, O. Praem., the dean of discipline of the College and an ardent radio enthusiast, informed of the dilemma, immediately came to the aid of the physics club. He provided the necessary funds from the profits of the College candy store of which he was in charge.²

The radio receiver successfully built, the physics club planned an even greater challenge — the building of a radio

transmitter. This undertaking would take the know-how of an electrical engineer. It was, indeed, fortunate that Cletus Collom, an electrical engineer experienced in radio, was on campus. He offered to design and direct the building of the transmitter.

Cletus Collom, the young man who was the impetus behind the radio project, came to St. Norbert from Michigan. He was older than the other members of his class because he was forced to drop out of school after the death of his father. The support of his mother and the other five children became his obligation.

Cletus developed his interest in electricity as a young boy. His interest was stimulated even more after he read a book on the life of Thomas Edison, a book which Cletus inherited from his father. His quest for more knowledge led him to study batteries, wires, door bells and anything that was operated by electricity. In the meantime, Cletus also had an opportunity to work in radio which helped him develop his talents more fully. In 1921 he built his own amateur radio set and began broadcasting on 8-AXE.³

After being out of school for several years, Cletus was able to continue his education. An acquaintance was made with Father Louis A. De Cleene, O. Praem., assistant pastor at St. John's Church in Essexville, Michigan. Father De Cleene took an interest in Cletus and wanted him to continue his education. Father De Cleene wrote to the President of St. Norbert College, the Very Reverend Bernard H. Pennings, O. Praem., and arranged for Cletus to attend St. Norbert.⁴

Even with the availability of the new student's talent, the difficulty of financing the physics project again loomed as a major problem. The students wound resistors and made everything they possibly could to save money, but the radio tubes were still a very costly item. Fifty dollars, given to the physics club by the President of the College, was all the club had to begin with, only a very small part of what was

needed.⁵ This high monetary hurdle was finally scaled through the generosity of some of the students' parents and again through the profits of Father Van Dyke's candy store.⁶

There was at that time a station on the air which was greatly instrumental in stimulating the physics experiment to a rapid development. This station, WCBD of Zion City, Illinois, one of the most powerful stations in the country, was operated by Wilbur Glenn Voliva.⁷ Due to the fact that WCBD was so powerful, it provided De Pere with the best reception. The physicists had built their receiver with the hope of enjoying entertaining radio programs, but WCBD seriously interfered with their objective. The Zion City Station was used exclusively to propagate the beliefs and doctrines of the Christian Catholic Apostolic Church, therefore excluding all entertaining programs. In a relatively short period of time, Voliva had preached over three thousand sermons, many of which were broadcast over his station. He often spoke on a subject about which he had some very strong convictions, and which is expressed in an excerpt from one of his numerous speeches.⁸

The Bible is the truth, and we have no retreat from that. The Bible teaches that this earth is an out-stretched plane and that it has no motion whatever; that the sun is 32 miles in diameter and 3000 miles distant from the earth. The sun moves in a circuitous route over the earth, from north to south. It reaches the Tropic of Cancer on the 21st day of June and the Tropic of Capricorn on the 21st day of December. It never goes north of one nor south of the other and it travels a distance of nearly 3000 miles. It is large enough to give heat and light to only a small portion of the area at one time.⁹

Voliva constantly sermonized on his theory about the contour of the earth, insisting his proof was directly from the Bible. One day Father Millay, rector of St. Norbert College, became perturbed that all one could receive on the radio was Voliva's evangelizing. While this incident was nothing new

or surprising to the Rector, he, nevertheless, decided that the College would develop the experiment begun by the physics club to refute the false teaching of the general overseer of Zion City.¹⁰

Another factor which contributed greatly in Father William Millay's decision to give more attention to radio was the enthusiasm of the young electrical engineer, Cletus Collom. It was he who first called the attention of the Rector to the far-reaching possibilities and advantages of a radio station.¹¹ The combination of the programming of WCBD and the enthusiasm and know-how of Collom gave the College the needed impetus to begin the first radio station in North-eastern Wisconsin.

It was, indeed, fortunate that Cletus Collom was in De Pere when the decision was made to operate a radio station. With a capable radio man available, one who already had experience with a Detroit station, an application for a radio permit was made to the Department of Commerce. From the very outset innumerable problems and difficulties were faced in getting the station on the air, but the smallest one was the securing of a permit to broadcast. Under the Radio Act of 1912 the Secretary of Commerce had no choice but to grant a license to every applicant who applied. The Secretary did, however, assign a wave length on which the station had to operate.¹²

As soon as an application was submitted to the Secretary of Commerce for a broadcasting license, Father William Millay and Cletus Collom went to Milwaukee to order the glass case, coils, wires, motors and the other parts which were needed to build the equipment.¹³ The entire cost of the station was less than six hundred dollars.¹⁴ Had the money been available to purchase more powerful equipment, the College could have built a station with greater power, but with the shortage of funds, everyone at the time was satisfied with the 100-watt transmitter.¹⁵

Radio Permit Received

On February 4, 1925, shortly before the radio equipment arrived in De Pere, the permit was received from the government authorizing the College to broadcast.¹⁶ Besides the permit to broadcast, the College also received the assignment of the wave length, the call letters, and the designation of the power to be used in broadcasting. The license gave St. Norbert permission to operate a first-class station by the call letters of WHBY. The license also specified that WHBY had to transmit at a wave length of 250 meters with a power of 100 watts. Included in the license was the right to broadcast at any time.¹⁷ Due to the congested condition of the air waves, it was required of every holder of a Class A license to renew the license every three months with the Department of Commerce. The frequent renewal of the license was demanded in order to give the Department of Commerce an opportunity to shift wave lengths and thereby relieve the congested condition of the air waves.

The license received, planning was immediately begun to determine how the station could best be used. The first impulse — the refutation of Voliva's doctrines which figured greatly in the decision to build the station — was completely abandoned.

Analyzing radio's potential, Father Millay recognized that the refutation of Voliva's doctrines would not utilize radio to the best advantage. Good is achieved by affirmative action, not negative.

A well-balanced program schedule was planned. It included the three important phases of broadcasting: entertainment, education and religion. The true perspective of radio's potential — to do good, to educate and to entertain — was perceived, giving purpose and direction to the new Station's program schedule.

Although the programming of WHBY would be curtailed by the lack of finances, a sincere effort was made to plan

first-class musical entertainment and educational and religious programs, which would be of special interest to the listening audience.¹⁸

With the arrival of the license and the equipment, the engineering staff of WHBY went to work day and night to ready the equipment and the studio for broadcasting. The staff consisted of: Mr. George Carey, Frater James A. Wagner and Father Ignatius Van Dyke, assisting the chief engineer, Cletus Collom.¹⁹

The Physical Setup

The first transmitter at WHBY had an input of 500 watts and an output of 100 watts. The Heising system of modulation with the speech amplifier with modified Hertley oscillation was used. The antenna consisted of a four-wire inverted L cage, eighteen inches in diameter, sixty feet long, supported by two steel masts on the roof of Boyle Hall; this was balanced by a ten-wire counterpoise directly beneath the antenna in the basement.²⁰

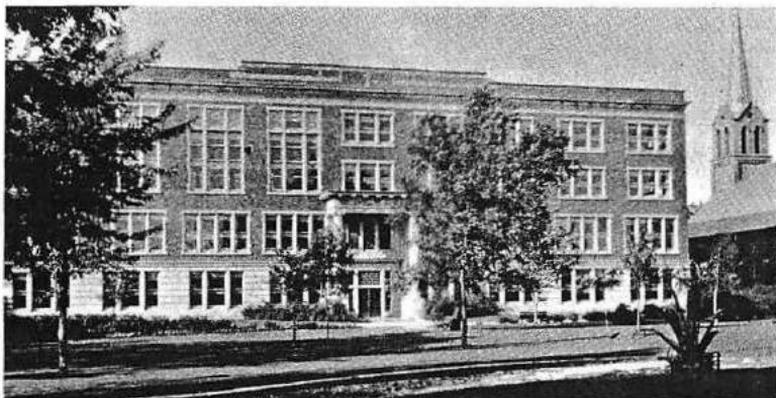


Figure 2. Boyle Hall, on the campus of St. Norbert College, served as the first home for WHBY's transmitting equipment. The Station's signal was sent out through the antenna on top of the building. A fourth-floor room was used to house the equipment from 1925 until 1930 when a new transmitter building was erected.

Lack of space made it necessary to house the studio in the main building of the College, and all the transmitting equipment on the fourth floor of Boyle Hall. The programs originated from the studio in Main Hall and were transferred



Figure 3. WHBY's first studio was set up in a second-floor room of Main Hall on the College campus. The studio remained in this building from 1925 until 1930 when new studios were opened atop the Bellin Building in Green Bay, Wisconsin.

over privately owned telephone lines to Boyle Hall which was located 500 feet from the studio. At the operating room the energy was amplified by a three-stage speech amplifier, and from there through a five-watt power amplifier tube. It was then impressed upon a carrier wave generated by a fifty-watt oscillating tube. The tubes were supplied with one thousand volts from an Esco motor generator, located in the basement. The voltage required for an ordinary receiving set was only one-tenth of what was required of the transmitter tubes. The speech amplifier and receiving sets were supplied with current from a number of storage cells.²¹

Because of the sinking of the **Titanic**, the Radio Act of 1912 required every station to be able to operate on 300 and 600 meters for use in case of national peril or to receive distress signals which might be sent out by ships. In order to comply

with the government regulation, a new Colin B. Kennedy short-wave set was installed, and with it the Station availed itself of a wave length of from twenty to twenty-five thousand meters.²²

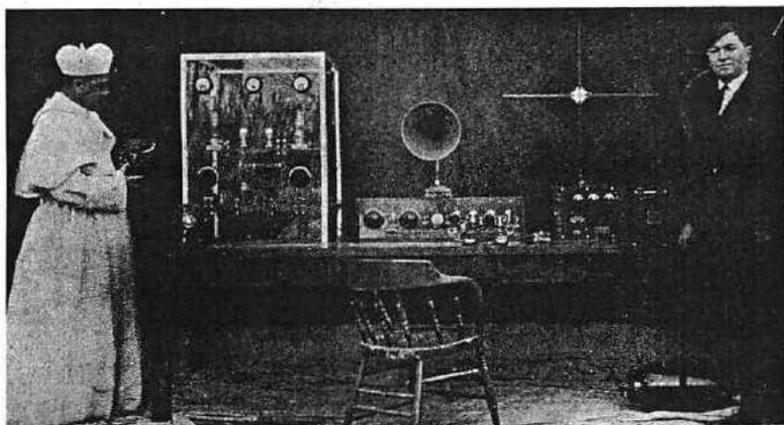


Figure 4. Father Ignatius Van Dyke and Cletus Collom with the new radio equipment built by the physics club.

Test Programs Begin

Long hours and arduous work finally brought the completion of a practical working apparatus. With the completion of the transmitter and the antenna, test programs became the order of the day. The first trial test of the equipment was held on March 25, 1925. The program opened with

the official announcer, George Carey, announcing to the world at large through the telephone microphone: "This is the St. Norbert College Station, WHBY, in West De Pere, Wisconsin."²³

WHBY had become a reality. "At last came the day when radio fans first heard the winsome, whimsical lingo of 'Hank' Schmitt, and the first musical number, Thompson's masterly guitar solo."²⁴ The first test program was a short one consisting of guitar and vocal selections by Martin Thompson, a student of the College.²⁵

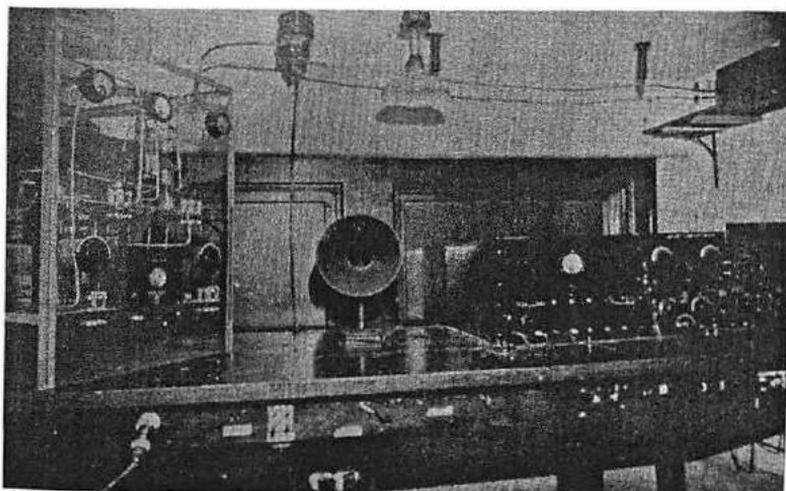


Figure 5. The first transmitter installed on the fourth floor of Boyle Hall, built to operate at an output power of 100 watts.

The entire undertaking began as an experiment and as a club project, without any idea of ever operating a commercial radio station. But when the project was completed and the first test run, everyone concerned was very much surprised

when telephone calls were received from people in the vicinity requesting more broadcasting. While only about forty or fifty homes in the area had receivers, still the calls received complimenting the physics club on its initial efforts were enough to encourage the students to increase the frequency of their programs.²⁶

The results of the first test were, indeed, encouraging ones, for reports of good reception were reported from Fond du Lac, Appleton, Green Bay and De Pere.²⁷ The period of testing had commenced, and everyone having any connection with the Station was kept busy adjusting and correcting the small defects found during the first several hours of testing.

Many trial programs were broadcast during the first two weeks. One of the first test programs to be heard was a sermon by Father William Millay on the "Divinity of Christ." This program was offered on Sunday morning at 10:30 o'clock. The same evening musical entertainment was offered at 7:30 o'clock.²⁸

During the course of the test programs, the Station stressed the point that the College's primary object in operating the Station was to please the radio fans. Because the license called for first-class musical entertainment, every effort was made to provide only the best instrumental and vocal music. Father Millay made it known that WHBY would welcome all talent; in fact, he made pleas to all musicians and performers of the surrounding communities to offer their services for the weekly programs.²⁹ The radio audience was also asked to help improve the Station by offering suggestions to assist the program director in planning the programming desired by the listening audience.

In one of his appeals for suggestions Father Millay said:

The College authorities are desirous of having the public feel that they want to represent the public at large in the make-up of programs. Suggestions will be gladly considered as we hope to make programs

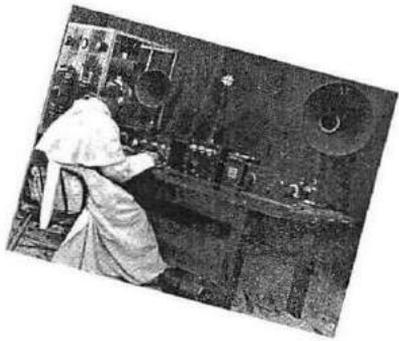
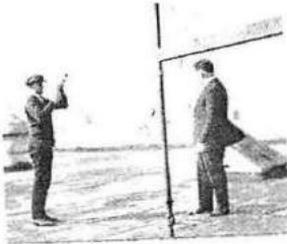


Figure 6. The builders and operators of the new transmitter.

interesting to the largest number of people possible.

Father Millay also suggested:

The engineering staff will appreciate any comment from fans as to the quality of the tone so that they may make necessary alterations to improve the reception and to rectify defects in transmitting.³⁰

The listeners were unusually cooperative in offering suggestions, criticisms, and compliments to the radio management, thereby enabling the Station to furnish the types of programs desired by the radio audience. During a two-hour period the Station often received as many as one hundred telephone calls concerning the programming.³¹

Now WHBY was prepared to officially air its first program. For those who worked so arduously to see this day, it was a momentous occasion.

During the building of the transmitter and the preparation for the official beginning, there had been at times serious doubt whether the Station would ever become a reality. Some of the difficulties appeared almost insurmountable; but through the constant encouragement of Father Van Dyke and the untiring efforts of the entire staff, WHBY was about to become a reality.

1. Walter Davenport, "They Called Me a Flathead," *Colliers*, LXXIX, (May 14, 1927), pp. 30-31.
2. Interview with Father James A. Wagner, O. Praem., July 9, 1962. Father Wagner was station manager of WHBY from 1926 until 1947.
3. Brochure, *The 1959 St. Norbert College Alma Mater Award*.
4. Interview with Father Henry Schmitt, August 21, 1962. He was an announcer for WHBY from 1925 until 1927.
5. Wagner.
6. Schmitt.

7. Milwaukee Journal, October 12, 1942, p. 4.
8. "Voliva, Dowie's Successor Dies," *Christian Century*, LIX, (October 28, 1942), p. 1330.
9. Davenport, *loc. cit.*
10. Wagner.
11. *Des Peres*, St. Norbert College Annual, 1927, p. 92.
12. Sydney W. Head, *Broadcasting in America* (Boston: Houghton Mifflin Co., 1956), pp. 127-28.
13. Wagner, personal interview.
14. Brochure, *loc. cit.*
15. Schmitt, personal interview.
16. *Green Bay Press-Gazette*, Feb. 5, 1925, p. 17.
17. *De Pere Journal-Democrat*, April, 1925, p. 1.
18. Wagner, personal interview.
19. *Des Peres*, 1928, p. 85.
20. *De Pere Journal-Democrat*, April 9, 1925, p. 1.
21. *Des Peres*, 1926, p. 85.
22. *De Pere Journal-Democrat*, April 9, 1925, p. 1.
23. *Ibid.*, April 2, 1925, p. 1.
24. *Des Peres*, 1927, p. 92.
25. *Green Bay Press-Gazette*, March 27, 1925, p. 15.
26. Schmitt, personal interview.
27. *Green Bay Press-Gazette*, *loc. cit.*
28. *Ibid.*, April 4, 1925, p. 13.
29. Interview with Mr. John Gysbers, April 5, 1962. Mr. Gysbers was the first program director of WHBY.
30. *Green Bay Press-Gazette*, April 4, 1925, p. 13.
30. Schmitt, personal interview.
31. Wagner, personal interview.

CHAPTER II**WHBY OFFICIALLY BROADCASTS****The Dawn of an Incredible Future**

On April 6, 1925, WHBY officially broadcast its first program from a small room especially prepared for broadcasting in the Administration Building. In broadcasting it was necessary to preclude all possible echo; therefore, George Carey and Cletus Collom acquired some burlap, had it dyed red, and draped the entire studio.¹ Besides the cheaply made drapes, the only other furnishings in the studio were the equipment essential to broadcasting: a microphone, a grand piano, an organ, and a table and several chairs.²

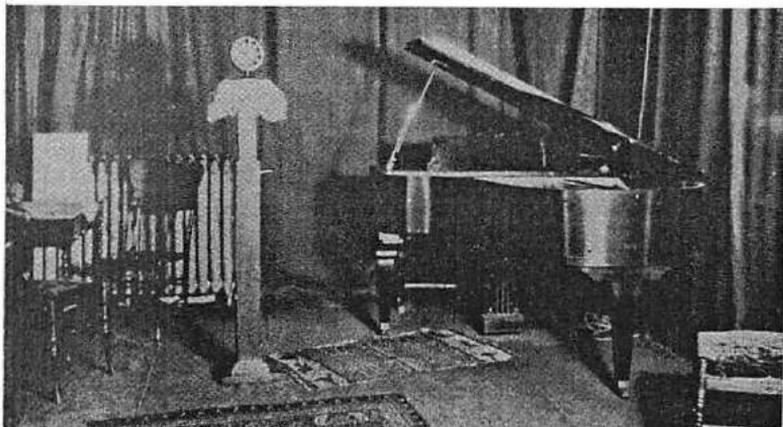


Figure 7. WHBY's first studio, located on the second floor of Main Hall on the St. Norbert College campus.

The first program emanating from the new studio consisted of twelve numbers including orchestra selections, piano and violin solos, and several vocal duets by members of the College faculty and students.

The opening number, a march "Under Fire," was played by the college orchestra under the direction of Prof. John Gysbers. The balance of the program

included: German Intermezzo by the orchestra; piano solo, Minuet L' Antique. Paderewiski [sic] played by Norman Gareau; vocal solo, Ave Maria, Millard, sung by Prof. Gysbers, with piano by Norman Gareau; solo, Humoresque, Dvorak, sung by Prof. Gysbers, with piano by Norman Gareau; violin solo, Ave Maria, Gound, played by Henry La Mothe, with Norman Gareau at the piano.

Piano solo, Ciciele Waltz, by Prof. Gysbers. Saxophone solo, Supplication, Blanchard, played by Gardner Hessel with accompaniment by Prof. Gysbers; Awakening, composed and played on the cornet by Prof. Gysbers; piano solo, Polish Dance, Schawenka, by Norman Gareau. "Tell Me You'll Forgive Me," vocal duet by Henry Schmitt and Prof. Gysbers, with piano by Norman Gareau; "Forget-me-not," vocal duet by Messrs. Schmitt and Gysbers.³

On the following day the **Green Bay Press-Gazette** carried an article with the caption, "St. Norbert's College Radio Station Complimented on Initial Effort." This caption was inspired by the numerous telephone calls to the College congratulating the radio staff and performers for an excellent program. The reports from the listeners also indicated that they were not only pleased with the programming, but also with the quality of the reception.⁴

The lion's share of the praise for the first successful program must necessarily be given to the six-man staff responsible for the programming and operation of the mechanism. The complete staff consisted of Frater James A. Wagner, station manager; Cletus Collom, chief engineer and operator; George Carey, announcer; Henry Schmitt, assistant announcer; John Gariepy, publicity manager; and Mr. John Gysbers, program director.⁵

In the infancy of WHBY, the many hours spent by those involved in the operation of the Station were given freely, without any monetary remuneration. Neither Professor John Gysbers, the music director of St. Norbert, nor any of the students received any pay for their time and effort. The Sta-

tion was, in its first years, a College project; and those who were interested in radio, or who were enthralled by the novelty of the new medium, were willing to offer their contribution to propagate the name of St. Norbert College. Besides the regular staff there were other people, too, who deserved a great deal of thanks and credit for their unselfish efforts.⁶

The programming for the first month was very irregular; in fact, the second program was delayed a whole week until April 13. The delay was necessitated because of Holy Week.⁷ The second program was broadcast at 7:30 p.m. on April 13, and it again was a musical program consisting of vocal, and piano solos, vocal duets and trios with instrumental accompaniment. Among the talent who took part in the second program were Miss Bonita Haevers, soprano of Green Bay; Miss Bernice Haevers, contralto of Green Bay; Martin Thompson, vocalist and banjoist; Frater James Wagner, tenor; and Professor John Gysbers, baritone and pianist of the College.⁸

The broadcast schedule for the first month was irregular, but an effort was made to broadcast on Monday nights in order to give the retail stores an opportunity to demonstrate their radios to the customers. At the same time a fad had hit the College; almost every student had built a crystal radio set in order to listen to WHBY's programming. The crystal sets were especially useful in the dormitories after lights-out. The students could listen to the DX programs broadcast in the early morning hours over WHBY. The purpose of the DX programs was to determine how far the Station's signal would travel. Letters received from listeners served as the determining factor of just how far the Station's signal had carried. WHBY's enthusiastic staff often broadcast DX programs in an effort to surpass their past records.⁹

During the week of May 4, WHBY went on the air regularly, but the broadcasting day was relatively short. The first week of regularly scheduled programs began during National

Music Week, and consequently, a special effort was made to commemorate Music Week with the best available talent. The musical high light of the week was a program presented by the famous Cecilian Band of Kimberly. During this week the Station also presented its first remote control broadcast from St. Joseph Church. A line was hooked up with the church where Professor John Gysbers presented a special program of pipe organ selections.¹⁰

In addition to the new venture into radio, the College tried another experiment in 1925 which was a first in Wisconsin. A Catholic boys' summer camp was to be opened on Shawano Lake. With the hope of bringing Camp Tivoli to the attention of the people of Wisconsin, St. Norbert used its radio facilities to advertise the camp's opening. A limerick contest was sponsored by WHBY to advertise Camp Tivoli. Besides bringing the new camp to the attention of the listeners, the contest was also conducted as a means of stirring interest in Boys' Week which was being observed. During one of the regular dinner programs the Station announced the contest for boys between the ages of eight and eighteen. The first four lines of the limerick was given by the announcer, George Carey, and the boy who supplied the best closing line received one week at the new summer camp.¹¹

The program director, John Gysbers, provided the radio listeners with a variety of programs during the first regular broadcasting week. The program log for the first week of broadcasting was as follows:

- Monday: 5:15 - 5:45 p.m. Dinner program by Martin Thompson. Baseball scores.
7:00 - 7:30 p.m. Limerick contest.
7:30 - 9:00 p.m. Organ recital by Professor John Gysbers in the College Chapel.
- Tuesday: 5:15 - 5:45 p.m. Dinner program by Norbert Kersten. Baseball scores.
7:00 - 7:30 p.m. Limerick contest.
- Wednesday: 5:15 - 5:45 p.m. Dinner program by "Del" Thompson's orchestra of Green Bay. Baseball scores.

7:00 - 7:30 p.m. Limerick contest.

7:30 - 9:00 p.m. National Music Week program by the Cecilian Band of Kimberly, Wisconsin.

Thursday: 5:15 - 5:45 p.m. Piano solos by Morgan Gareau. Baseball scores.

7:00 - 7:30 p.m. Limerick contest.

Friday: 5:15 - 5:45 p.m. Vocal solos by James Wagner and Professor Gysbers. Baseball scores.

7:00 - 7:30 p.m. Limerick contest.

7:30 - 9:00 p.m. Program by St. Joseph's Academy of Green Bay.

Saturday: 5:15 - 5:45 p.m. Program by the college trio. Baseball scores.

7:00 - 7:30 p.m. Closing the Limerick contest.¹²

Continued efforts were made by the Station to secure and to provide the best possible entertainment.¹³ In order to insure a variety, the 7:30 until 9:00 p.m. segment was offered to clubs and societies to give them an opportunity to perform on radio and to present the talent of individual members to a vast audience. A special "all-star" broadcasting week saw the Elks Club, St. Joseph's Academy, the Catholic Woman's Club, Knights of Columbus Council No. 315, the Catholic Order of Foresters, Enna School of Music and the Larsen Conservatory of Music take advantage of the radio time offered them.¹⁴

Staff Exhibits Initiative and Creativeness

From its inception WHBY always tried to present programs which were not only instructional or entertaining, but which would also stimulate people to listen to the Station.

To give balance to the program schedule, lectures by members of St. Norbert faculty were frequently presented, as well as lecturers from the University of Wisconsin.

Agricultural programs by the county agent provided helpful information for the farmers. Talks on home economics were a frequent feature.

Religious programs were offered in the program schedule too. Sacred music was broadcast on Sunday afternoons for the listeners' inspiration. Sermons were delivered by noted local preachers.

In the entertainment field, local artists, performers, and orchestras from the surrounding territory were featured.

The most novel program broadcast the first year, and perhaps the first of its kind, was presented on Saturday, June 6. The program was performed by Morgan Gareau, a student, who presented a program of piano selections. During the course of the program, the announcer, George Carey, challenged all who were listening to submit the name of any composition, popular or classical, which they thought Gareau could not play from memory. Sixty-three titles were phoned in during the course of the program and Gareau played every one requested from memory. The program was so well received that the listeners clamored for similar programs.¹⁵

WHBY Is Silent during the Summer

Before WHBY went off the air during the summer, an unqualified approval of the Radio Station was received from the United States Department of Radio Control, a subdivision of the Department of Commerce.¹⁶

For several weeks Robert E. Earl, manager of the Central District Office, checked WHBY from his headquarters in Chicago. His findings proved the Station to be exactly on the wave length. On completing his tests in Chicago, Mr. Earl came to De Pere to inspect all the equipment.¹⁷

As a result of this inspection, the St. Norbert's Station has been officially declared a very good one. Mr. Earl was particularly pleased with the use of plate-glass panels instead of the usual bakelite material, pointing out the higher insulating qualities of glass. Mr. Earl endorsed WHBY's broadcasting license.¹⁸

"WHBY has closed its broadcasting activities for the summer."¹⁹ This announcement appeared in the **De Pere Journal-Democrat**. The radio staff was made up primarily of students, and they were leaving for their summer vacations. It was necessary, therefore, that WHBY be silent for the summer. However, a few days before the last broadcast, George Carey received a letter from a listener in Houston, Texas, stating that one of WHBY's programs was picked up in Houston. This letter was a recognition of one of the DX programs which was presented in the very late hours of the evening or in early morning hours.²⁰ The reception of WHBY by a listener in Houston, Texas was the Station record for the year 1925.²¹

After the last program on June 10, the staff of WHBY could look back on the new venture with a great deal of satisfaction. Although the first attempt at broadcasting was filled with what at times seemed insurmountable problems, still these were overshadowed by the almost unanimous approval of the many listeners in the Fox River Valley. Progress had always been the spirit at St. Norbert, and this desire for progress and betterment would serve as the driving force in providing well-balanced programming in 1926.

1. *Green Bay Press-Gazette*, April 4, 1925, p. 13.
2. *Des Peres*, 1926, p. 80.
3. *De Pere Journal-Democrat*, April 9, 1925, p. 1.
4. *Green Bay Press-Gazette*, April 6, 1925, p. 13.
5. *Des Peres*, 1926, pp. 80-82.
6. Interview with John Creviere, March 15, 1962. Mr. Creviere worked part time for WHBY from 1925 to 1935 as an announcer and performer.
7. *Green Bay Press-Gazette*, April 6, 1925, p. 13.
8. *Ibid.*, April 13, 1925, p. 17.
9. Wagner, personal interview.

10. *De Pere Journal-Democrat*, April 30, 1925, p. 1.
11. *Green Bay Press-Gazette*, May 4, 1925, p. 19.
12. Gysbers, personal interview.
13. *Green Bay Press-Gazette*, May 4, 1925, p. 19.
14. *De Pere Journal-Democrat*, May 21, 1925, p. 9.
15. *De Pere Journal-Democrat*, June 11, 1925, p. 1.
16. *Green Bay Press-Gazette*, May 21, 1925, p. 14.
17. Wagner, personal interview.
18. *Green Bay Press-Gazette*, May 21, 1925, p. 14.
19. *Green Bay Press-Gazette*, May 21, 1925, p. 14.
20. Creviere, personal interview.
21. *Green Bay Press-Gazette*, June 13, 1925, p. 14.

CHAPTER III

SECOND SEASON OF BROADCASTING

Improvements Made

With the resumption of college classes in the fall of 1925, plans were immediately made to resume broadcasting. Before any broadcasting was attempted, an extensive program of improvements was begun and carried out. The improvements included a new speech amplifier, a \$125 microphone and a new Schumann grand piano.¹

During the Christmas vacation the old antenna was torn down and an entirely new system was set up in its place by Cletus Collom, Frater James Wagner, and Armand Collette. The antenna consisted of five-wire twin cages, twelve feet apart, insulated with eighteen-inch pyrex insulators, and supported by two steel masts fifty-four feet above the roof of Boyle Hall.² Due to the foresight of Cletus Collom, the antenna was so constructed that if the College would obtain permission to increase its transmitting power no improvements would be necessary. But at the time of the construction of the antenna, there was little hope for an increase of power immediately because the United States Department of Commerce ruled that all stations broadcasting on a wavelength between two hundred and two hundred eighty-five meters had to maintain their assigned power.

With the beginning of the new year, 1926, WHBY was ready to go on the air permanently. Prior to the programming of regularly scheduled programs, test programs were again broadcast. The first test program using the new equipment and antenna was broadcast from five until six on the evening of January 5. To the satisfaction of those who labored so many hours installing the new equipment, many favorable reports on the reception of the program were received from listeners within a radius of thirty miles. Some

of the listeners wrote that the reception was equal to, if not better than, some of the bigger stations.³

WHBY (Where **H**appy **B**oys **Y**odel) officially began its second season of broadcasting on January 9, 1926. The announcer, George Carey, who announced for the first program in 1925, was no longer at the College. He was replaced by Henry Schmitt, a very versatile announcer.⁴

A need for local talent and musicians became a pressing problem. An organization called the "Peppy Collegians" proved extremely helpful in solving the problem. After the Christmas Holidays Frankie Rowe organized the Collegians, an eight-piece orchestra from the student body, who presented



Figure 8. The Peppy Collegians organized by Frank Rowe as the studio orchestra. Left to right: Henry Schnitzler, Donald Chamberlain, William Kletzein, Frank Rowe, Horton Roe, John Lee, Gardner Hessel, Raymond Berendsen.

programs completely composed of popular music. The orchestra was composed of: Henry Schnitzler, Donald Chamberlain, William Kletzein, Frank Rowe, Horton Roe, John Lee, Gardner Hessel and Raymond Berendsen.⁵ This musical con-

tingent presented a program every Monday night from 5:05 until 5:45 P.M. Besides their own "College Night" program, they were often called upon to play for the dinner programs. The group remained as the station orchestra until the summer of 1926. On the evening of June 7 the Collegians, despite their growing popularity, bade adieu to their faithful radio audience in a farewell program. The dispersing of the orchestra was necessitated by the graduation of Frank Rowe and several other members.⁶

Advertising Accepted

Although the schedule remained practically the same as in 1925, some new features were added, which served as a welcome service to the audience within the voice of WHBY. Weather forecasts and stock and grain market quotations were added to the schedule in an effort to serve the public interest.⁷

The financial status of WHBY still remained in a very unstable condition. The lack of capital from the very outset still existed. A source of income had to be found in order to meet the operating expenses, as small as they were, and to pay for the new equipment and antenna which were installed. With the pressing need for funds, commercial programming began.

Atkins Cleaners and Dyers, a business establishment in De Pere, was the first to invest in advertising on WHBY. Henry Schmitt, making a play on words, began the first advertisement for the Atkins Dyers with the words; "Atkins will dye for you," and continued with the advertisement.⁸ The Atkins advertisement was followed by one for Max Bakery of De Pere.⁹ The Station continued accepting ads, thereby becoming a commercial radio station.

Other businessmen were also persuaded to use radio advertising, perhaps not because they were convinced of the value of radio advertising, but because of their desire to see WHBY continue serving the community.

The Green Bay Awning and Tent Company, 1106 Main Street, Green Bay, Wisconsin, also made use of radio advertising by sponsoring a special two-hour program from eight until ten o'clock in the evening, featuring the Ben Stoltzman's Entertainers from Sioux Falls, South Dakota.¹⁰

Businesses using radio time to advertise on WHBY paid one dollar a minute, which was equivalent to about a hundred and ten words. During the early years of radio, programming was centered around live talent because records and transcriptions were not used; therefore, most advertisers were interested in sponsoring half-hour or hour programs rather than the one minute announcements. The cost of one hour of radio time was fifty dollars.¹¹

Summer Schedule

Summer arrived and the students left the campus for summer vacation. Unlike the previous summer, the College administrators decided to keep WHBY on the air during the summer months. Two important factors prompted this decision. First, the many phone calls and letters from the listeners urging the Station to continue summer programs, reminded the Station of its responsibility to its listeners.¹² Secondly, the Station wanted to insure itself against losing its license because of insufficient use of the radio facilities. But even though the amount of summer programming was reduced to nine hours of broadcasting a week (every day from five until six and Monday evenings from eight until ten), yet a number of problems and difficulties had to be solved.¹³ Some of the staff members were graduated; therefore, new personnel had to be found to replace them. Professor John Gysbers left the College; consequently, a program director had to be found. This problem was solved with the return of Father Richard Londo, O. Praem., from the University of Wisconsin. He became the new program director. The position of announcer and operator was filled by John Fleck. With the personnel problem taken care of, attention was focused on

the vital problem of programming. The Collegians, who had carried an important part of the programming during the year, had dispersed after graduation. The Station immediately began a search for talent to replace the versatile Peppy Collegians.

An appeal for financial aid was made by the Station to the businessmen of De Pere. Several firms and businesses immediately answered the appeal of the Station by sponsoring programs. The continuance of summer broadcasting was made possible, to a great extent, by the businessmen of the area, as was stated in the De Pere newspaper. "The cooperation of the businessmen of the city, which is highly appreciated by the station management, is making the summer schedule possible.¹⁴

One of the business firms which answered WHBY's appeal was the Joslin Cigar Company of De Pere. The Joslin Cigar Company sponsored a program of popular music played by the Terrien-Smiths orchestra with vocals by Miss Florence Coenen.

The Joslin Cigar Company was interested in finding out how many people were enjoying its program; however, there were no program rating organizations to which they could turn. Therefore, the company devised its own method of research. To determine how many listeners the program was attracting, the company offered coupons which could be redeemed for several cigars. This method accomplished a two-fold purpose. First, it gave some indication of the popularity of the program; secondly, it introduced many men to the company's new cigar.

Judging from the numerous responses, many listeners enjoyed the Joslin Cigar Company programs. For the trouble of writing or phoning, each listener was entitled to several famous Rose-o-Cuba cigars with the compliments of the company by the retail stores handling the Rose-o-Cuba cigars.¹⁵ The cigars were distributed to those holding coupons

Personnel Changes

The beginning of the academic year 1926-27 brought still more changes in the radio staff. Both Cletus Collom and Henry Schmitt had graduated and replacements had to be found. Alfred Schmitz, a talented person, was discovered to fill successfully the shoes left vacant by Henry Schmitt. With the departure of Cletus Collom, Clarence Toonen was hired as the station engineer. A publicity manager and assistant announcer was also added to the staff in the person of John Cashman.

The staff during the scholastic year 1926-27 consisted of: Father I. F. Van Dyke, superintendent; John Cashman, publicity manager; Frater James Wagner, station manager; Clarence Toonen, operator; Father Richard Londo, program director; Horton Roe, pianist, and Alfred Schmitz, announcer.¹⁶



Figure 9. WHBY's radio staff in 1926. Standing from left to right: Father Ignatius Van Dyke, superintendent; John Cashman, publicity manager and Frater James Wagner, station manager. Seated: Clarence Toonen, operator; Father Richard Londo, program director; Horton Roe, pianist and Alfred Schmitz, announcer.

To fill the void left by the departure of Frank Rowe's Peppy Collegians, Father Richard Londo organized an orchestra as well as a quartet. The new college orchestra continued in the Monday night spot from eight until ten. Besides the Monday night programs regular broadcasting was done every Wednesday from five until six o'clock on Fridays, Saturdays and Sundays from five until six. The Friday dinner programs consisted largely of solos. The soloists who appeared the most on these programs were: Father Richard

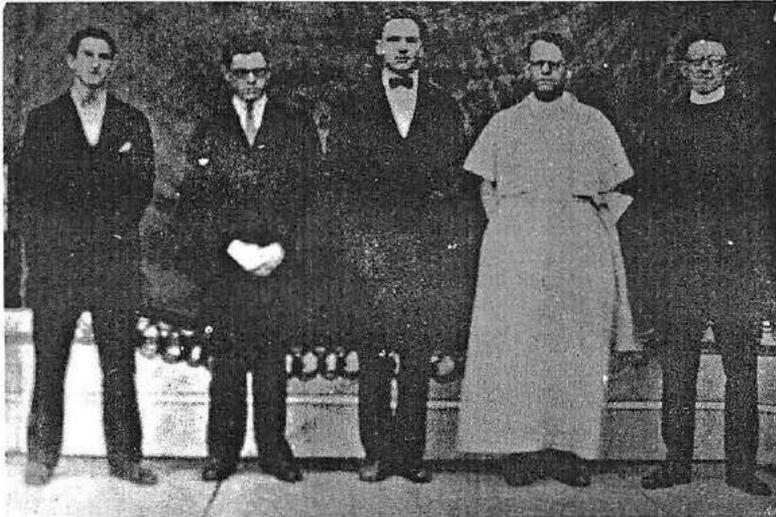


Figure 10. Five soloists appeared frequently on WHBY during the second year of broadcasting. They are from left to right: Joseph Holzbauer, tenor; Richard Riordan, tenor; John Cashman, baritone; Frater James Wagner, tenor; and Father Richard Londo, baritone.

Londo, Frater James Wagner, Robert Riordan, John Cashman and Joseph Holzbauer. The "Harmony Boys" and the "Smits Radio Boys" were two instrumental groups to find great popularity with WHBY's listeners.¹⁷

In order to present a well-rounded program schedule, St. Norbert broadcast several debates direct from the College

auditorium. The first question to be debated over the air was: "Resolved: That Congress create a Department of Education with a Secretary in the President's Cabinet, constitutionality granted."¹⁸

As a religious program and in keeping with the Lenten season, a series of Lenten sermons was presented every Sunday afternoon by Father Joseph C. Short. His excellently delivered sermons found a very receptive audience.

Another presentation which highlighted the season was a special two-hour program presented in behalf of the Red Cross. The purpose of the program was to raise money to further the work of the Red Cross. To aid in the drive, WHBY donated its time and facilities to raise the quota of \$250 set for Brown County. The goal was met and exceeded. "It enabled the Red Cross to reach the entire county in as novel a manner as has never been used before anywhere."¹⁹

1926 — A Successful Year

WHBY enjoyed a relatively successful year in 1926, especially when compared with radio in general in America. For radio, 1926 was a year of confusion and chaos. Over two hundred radio stations came on the air in a period of seven months, resulting in complete and utter confusion.

These new stations used any frequencies they desired, regardless of the interferences thereby caused to others. Existing stations changed to other frequencies and increased their power and hours of operation at will. The result was confusion and chaos. With everybody on the air, nobody could be heard.²⁰

Secretary of Commerce, Herbert Hoover, pleaded with Congress to enact new radio legislation to stop the confusion. The Radio Act of 1912 prevented the Secretary, who was in charge of radio, from taking any action in preventing a station from changing its frequency, increasing its power or hours of operation. The situation became completely intolerable.²¹

Considering the general mass confusion, WHBY was not affected by the interference as much as the stations in the large metropolitan areas. Even though WHBY was the only station in Northeastern Wisconsin, still it complied faithfully with the assignment from the Department of Commerce. WHBY in no way infringed upon the rights of other broadcasters.

Because of the Station's low power and its remoteness from other stations, WHBY was somewhat isolated from the instability that radio was experiencing.²² It too, like numerous other stations, had not yet found a solid footing. There were still many problems to solve and hurdles to overcome. But despite the confusion and turmoil in radio,

. . . we can thus establish the years 1926 - 1927 as a genuine turning point in the history of broadcasting. This was the transition from the era of tentative, trial-and-error growth of a new medium to the era in which the medium moved forward along a well-defined path of development.²³

1. Wagner, personal interview.
2. *Des Peres*, 1926, p. 79.
3. *Green Bay Press-Gazette*, January 6, 1926, p. 17.
4. *Des Peres*, 1926, p. 82.
5. *Ibid.*, p. 83.
6. *Ibid.*, 1928, p. 86.
7. *De Pere Journal-Democrat*, May 12, 1926, p. 3.
8. Schmitt, personal interview.
9. Wagner, personal interview.
10. *De Pere Journal-Democrat*, April 29, 1926, p. 1.
11. Interview with Mr. Donald Fairbairn, July 14, 1962. Mr. Fairbairn worked in sales and publicity in 1927-28.

12. *Green Bay Press-Gazette*, May 12, 1926, p. 3.
13. *De Pere Journal-Democrat*, June 17, 1926, p. 1.
14. *De Pere Journal-Democrat*, June 24, 1926, p. 9.
15. *De Pere Journal-Democrat*, June 17, 1926, p. 1.
16. *Des Peres*, 1927, p. 94.
17. *Des Peres*, 1927, p. 96.
18. *Ibid.*, p. 75.
19. *Green Bay Press-Gazette*, November 16, 1926, p. 13.
20. C. Giraud and G. R. Garrison, *Television and Radio* (2d ed.; New York: Appleton-Century-Croft, 1956), p. 31.
21. *Ibid.*, pp. 30-31.
22. Wagner, personal interview.
23. Head, *op. cit.*, p. 130.

CHAPTER IV**THE TRANSITION****The Federal Radio Commission Established**

Finally, on February 23, 1927, a new Radio Act was passed by Congress which gave radio direction. The plight into which radio fell prior to 1927 can be attributed to the fact that the radio spectrum simply was not large enough to accommodate every person who wanted to set up a broadcasting station.

The Radio Act of 1927 proclaimed that the air waves belonged to the people of the United States and were to be used by individuals only with the authority of short-term licenses granted by the government when the "public interest, convenience, or necessity" would be served thereby.¹

A temporary Federal Radio Commission,² consisting of five men, was appointed by the President to administer the law. The first action taken by the FRC was to revoke the licenses of all existing radio stations, allowing them sixty days to submit an application for a new license from the Commission.

The FRC was given the authority to assign any power, frequency, or time limitations to the stations whose applications it approved. Temporary licenses were issued to most of the broadcasters so that the stations could continue operating until the problem of fitting all 681 stations into the standard band could be solved.³

The Commission also ordered that each station equip itself with frequency control devices to prevent wandering off the assigned frequencies.

After the five-man Commission made an extensive investigation of the entire situation, it then issued regular licenses for two months. Some one hundred fifty stations did not receive a renewal of their licenses because the Commission felt there was no room on the standard band for these stations.⁴

WHBY received a sixty day permit from the FRC to continue broadcasting until the final action was taken on the license; nevertheless, the Station experienced a great deal of apprehension while waiting for the final action.⁵

License Renewed

With a sigh of relief, on May 24, 1927, WHBY received its license from the FRC in Washington to broadcast for two more months ending July 31. Up to this time the College Station was authorized to broadcast at a frequency of 1200 kilocycles and a wave length of 249.9 meters with a power output of 100 watts. The new license authorized the Station to operate on the same frequency and wave length, but the power was reduced to 50 watts.⁶

While the FRC was devising a method to solve the jig-saw puzzle of fitting all the broadcasters into the standard band of 550 - 1500 kilocycles, WHBY continued to present programs to serve the public interest, convenience and necessity of its listeners.

In August the first attempt at broadcasting an open-air concert was made. Frater James Wagner, the manager of WHBY, with the co-operation of Mr. John Gysbers, the director of the De Pere City Band, arranged to present a concert from the St. Norbert campus every other week. The change of the location from Lawtondown Park to the campus offered several advantages; however, the primary advantage was that the new set up afforded music lovers outside of De Pere the opportunity of enjoying good music via radio rather than forcing them to travel long distances to attend the concert.

Before the concert could be broadcast, the Station had to purchase a new microphone. Up to this time WHBY owned only one microphone; therefore, it was necessary to carry the microphone from one place to another, depending on where the broadcast originated.⁷ But to broadcast a concert,

more than one microphone was absolutely necessary; consequently, donations were accepted from the people of De Pere to purchase another microphone.⁸

Beginning of a Record

On Sunday morning August 7, 1927, a broadcast of the 10:00 o'clock High Mass was presented from the National Shrine of St. Joseph in West De Pere, Wisconsin, for the first time.⁹ This began a weekly broadcast which has never been missed up to the present day. Although the Mass was presented unannounced the first Sunday, it still enjoyed many listeners, especially the aged, the sick and the shut-ins, who were unable to attend Sunday Mass. The High Mass has been broadcast every Sunday at 10 a.m. for the past thirty-six years. This is, indeed, a record which has not been equalled in Wisconsin, and perhaps not even in the United States.¹⁰



Figure 11. The high altar of the National Shrine of St. Joseph, West De Pere, Wisconsin. The weekly broadcast of the High Mass originated from St. Joseph until 1959.

In the spring of 1927, WHBY faced the most crucial problem since its inception. Mr. Clarence Toonen, the Station's licensed engineer, was leaving the Station to take a full time job as a radio operator on a Reiss coal boat. In order to operate a radio station, the government demands a station to employ a licensed operator. With Clarence Toonen leaving, the Station would be without a licensed operator. Up to this time WHBY never experienced a problem like this, but suddenly it became a vital problem. An engineer had to be found before Clarence Toonen's departure.¹¹

The responsibility of keeping the Station on the air fell into the hands of Frater Wagner, the station manager, who was to pilot the Station through many difficult years. With no time to lose, Frater James Wagner began studying, preparing himself to take a test for an operator's license. He spent day and night in preparation to qualify as a radio engineer. "In May, Frater Wagner, by his continued study and success as a radio-technician, received his operator's license of which he made use during the following summer."¹²

Despite severe financial difficulties which forced the station management to approach the various businessmen and concerns to secure voluntary donations and commercial programs, the Station made important strides in the field of radio. The *DesPeres*, the annual of St. Norbert College, referred to the year 1927 as a year of "extraordinary success."

We have made passing mention of the year's broadcasting success. Friends will wish to know to whom its credit is due. First and foremost, it was Father Van Dyke, broadcasting superintendent, who by his personal interest gave encouragement to the entertainers and made them always willing to work. Co-equal with the influence of Father Van Dyke was the untiring efforts and zeal and the executive capabilities of Frater James A. Wagner, the station manager. The work of Father Londo, the program director has been extolled above. With announcer Schmitz, with publicity manager Cashman, with the studio pianist

Horton Roe, with our long list of Collegian broadcasters, the management must share ecomiums.¹³

1. Chester and Garrison, *op. cit.*, p. 31.
2. Hereafter referred to as FRC.
3. Head, *op. cit.*, p. 132.
4. Chester and Garrison, *op. cit.*, p. 32.
5. Wagner, personal interview.
6. *De Pere Journal-Democrat*, May 26, 1927, p. 3.
7. Interview with Mr. Clarence Toonen, September 1, 1962. Mr. Toonen was WHBY's operator in 1926-27.
8. *De Pere Journal-Democrat*, August 11, 1927, p. 1.
9. *Ibid.*
10. Since 2959 this weekly broadcast has been made from St. Norbert Abbey Church in De Pere.
11. Wagner, personal interview.
12. *Des Peres*, 1929, p. 102.
13. *Ibid.*, 1927, p. 97.

CHAPTER V

1928 — YEAR OF DECISION AND PROGRESS

New Studio

In spite of disappointments the station management is making considerable improvements in its equipment and sparing no expense to make WHBY the best little station on the dials.¹

Controlling the only station in the vicinity, WHBY's management saw a definite need for improvements in order to better serve the community and keep abreast with the growing industry. Therefore, in an attempt to keep up with the times, in January of 1928, Armand Collette, James Scott, Gordon Broyek and Frater James Wagner began remodeling and installing new equipment, spending long hours completing the technical improvements.² The improvements included the remodeling of the entire control room. A new control system and amplifier were installed. Moreover, an entirely new audio system was installed. As soon as the work was completed, a line was installed to the Nicolet School with the hope that better entertainment could be presented with the availability of more studio space.

In keeping with the idea of presenting better entertainment, it became evident that the present studio facilities were obviously inadequate. Something had to be done to improve the studio facilities. On January 26, 1928 after considerable planning, a substantial improvement for both the listeners and the Station was announced. WHBY revealed its plans to open a branch studio in the Columbus Community Club in Green Bay.

Work began immediately to convert the second-floor room into a broadcast studio. Arrangements were also made with the Telephone Company to lease a wire in order to connect the studio with the control room at the College.³

With the completion of the new studio, WHBY would be able to present a better and a more diversified program schedule. Many of the events held in the Columbus Club would be of special interest to WHBY's listening audience.



Figure 12. In 1928 WHBY opened a studio in the Columbus Community Club in Green Bay. The studio remained in the Columbus Club until 1930. The entire building at present is the home of WHBY's daughter stations, WBAY-TV, FM and AM.

New Studio Is Opened

"Monday night, February 7, was a 'feather in the hat' for WHBY."⁴ The new studio was opened in the Columbus Club. The first program was broadcast at 6:30 p.m. with Ralph Smith's Greenwich Garden Entertainers, followed by other musical entertainment. At eight o'clock the mayor of Green Bay was introduced. In speaking about the new studio the Mayor said:

I am glad it is included in the Community Club, because it is a beautiful building to be in, and also on account of the high-class entertainment which, from

now on, will have an opportunity to reach more than could be within the walls of the club. The club is located in, we believe, the greatest city of the world, Green Bay. We hope that this radio station will bring you here to this city and when you leave, you will leave it with regret.¹

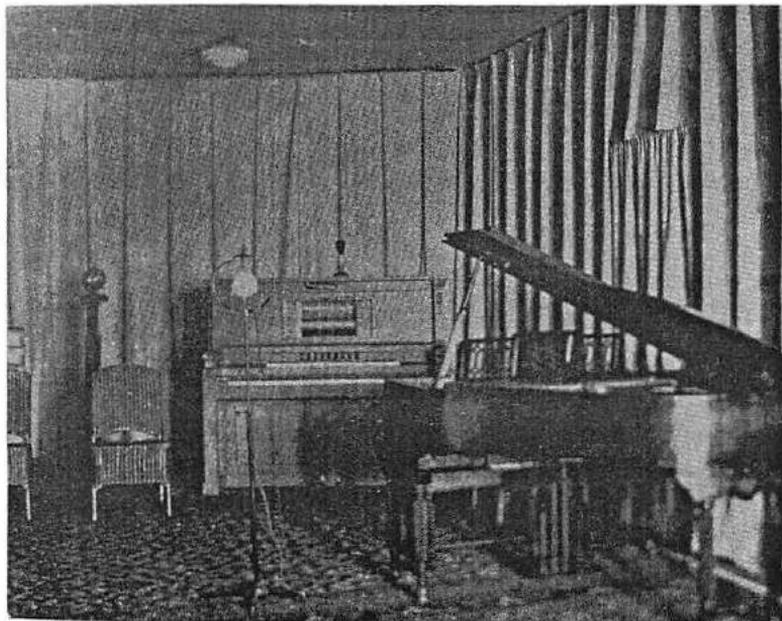


Figure 13. WHBY's first Green Bay studio. The Green Bay studio was opened as a convenience for the local artists, performers, and orchestras.

Immediately after the mayor's speech a special program was broadcast to celebrate the opening of the studio. The first boxing event ever to be broadcast by WHBY was presented direct from the Columbus Club auditorium.

The Columbus Club offered the Station many opportunities to provide a greater variety of programming which was not possible before. For example, one of the outstanding events of the year came direct from the Columbus Club swimming pool. The special program, which had never been attempted

by any Wisconsin radio station, featured a swimming meet between Lawrence College of Appleton and the Columbus Club mermen.⁶

WHBY Faces a Crisis

During the first year of the Commission's existence, it spent its time "almost exclusively to clearing up the broadcast situation."⁷ In the second year of its existence, the Commission set up the classification of local, regional, and clear channels. The major problem, however, was to equalize the services in the country in accordance with the Davis Amendment to the Radio Act, approved March 28, 1928.

The Amendment required the Commission to divide the United States into five zones and to allocate the broadcast services according to the population in each zone. To carry out the apportionment, the Commission changed 164 authorizations.⁸ WHBY was listed as one of the 164 stations in the United States whose license was to be suspended on August 1.

As soon as the shocking news was received from the FRC, immediate action was taken to collect enough petitions and affidavits to persuade the Commission to reverse its decision at the public hearing set for July 19, 1928. Both the De Pere and Green Bay City Councils gave their support to the Station. Alderman H. M. Kuypers of the De Pere City Council introduced a resolution requesting the Federal Radio Commission to allow the St. Norbert College Station to continue its broadcasting. The resolution was set forth that the Station was serving a useful purpose. It was adopted unanimously.⁹

Organizations, businessmen and individuals gave whatever assistance they could, especially in the forms of petitions and affidavits, in an effort to keep the Community Station on the air.

To place the dilemma squarely before the people, the **De Pere Journal-Democrat**, the De Pere weekly newspaper, ran

an editorial stating its position concerning the FRC's recent action. The editorial stated:

We believe that Station WHBY has served a public need and that public interest will be best served by a renewal of the license.

The programs of the Station have been varied, entertaining, educational, religious. The educational features stand out prominently and has served radio audiences of thousands upon thousands.

As such Station WHBY has rendered service to the community, state and nation. We believe that the Fox River Valley district, as well as the entire north-eastern section of the state, are entitled to a continuance of this service. Farmers have profited from the Station's weather and market reports and other agricultural information, and have reason to expect a continuance of this source of information.

Whether the license for the Station WHBY will be renewed, will depend largely upon the attitudes of the local public and the service clubs and civic organizations of Green Bay and De Pere.

If they are interested, as they should be, they will protest against the Radio Commission's decision. But this protest should be made without delay.

Local civic pride demands that Northeastern Wisconsin remain on the air, and the discontinuance of Station WHBY would be a distinct loss.

Let us act, and act immediately!¹⁰

In an all out effort to save WHBY from being silenced, Father Anselm M. Keefe, rector of St. Norbert College, on Friday, July 1, 1928, made a direct appeal over radio to the Station's friends, urging them to send in their petitions and reasons why WHBY must continue broadcasting. He wanted as many petitions as possible to present to the Commission at the July 19, 1928 hearing.¹¹

Father Keefe's plea to the radio listeners for help brought response from faithful fans; however, there was a small min-

ority of people who were not only passive in their reactions to Father Keefe's plea for the Station, but were unfriendly and even opposed to WHBY's struggle for existence.

One of the outspoken critics, uninformed in the field of radio, expressed himself in a letter to the editor which appeared in the People's Forum of the **Green Bay Press-Gazette**, June 14, 1928.¹²

The complaint placed by the Radio Fan was immediately answered by a person who favored WHBY's continuance and who understood the Station's problems and predicament.¹³

Father Anselm Keefe also answered the letter of the Radio Fan in an effort to clarify and present again the problems confronting WHBY.¹⁴

The letters from the listeners, the resolutions of the City Councils of Green Bay and De Pere and the other civic and commercial organizations would be very helpful; nevertheless, they would probably be insufficient to persuade the FRC to reverse its decision. Whenever legal matters are dealt with, an experienced, competent legal adviser is of the utmost importance.

Fathers Wagner and Keefe would appear at the hearing in Washington, but they were in no way prepared to fulfill the task of the legal counsel.

Another obstacle then, had to be hurdled, WHBY had to retain a legal counsel in order to survive. The Station was not financially capable of retaining a lawyer. This predicament was brought to the attention of the National Council of Catholic Men in Washington. The Council immediately expressed a deep interest in WHBY's survival and offered to retain a legal adviser to defend the Station's interests. The National Council of Catholic Men offered the services of its attorney, the Honorable Charles D. Dolle, a Washington lawyer, to represent WHBY at the FRC's hearing on July 19,

1928, and to prove without a doubt that the Station was performing a useful service to the community.¹⁵

On Sunday, July 15, Fathers Wagner and Keefe left for Washington armed with resolutions and letters to plead for re-licensing and permission to keep broadcasting.¹⁶ The outcome of the trip would decide the fate of WHBY.

The priests and the Honorable Charles D. Dolle appeared before the Commission on July 19. The Station's case was presented and during the course of the hearing Mr. Dolle argued that the religious and educational programs were well known to the Wisconsin communities. He also brought to the Commission's attention that the Station was an intimate part of the community, which was clearly indicated through the contributions given the Station by citizens of the surrounding communities and by businessmen.¹⁷

After the entire case was presented to the FRC, the decision was rendered. The five-man Commission was convinced; they reversed their previous decision. WHBY was given a new lease on life when the Federal Radio Commission gave an extension of the license until September 1, 1928. The order gave WHBY authorization to continue broadcasting "until 3 a.m. eastern standard time, on September 1."¹⁸ The order, while it gave the Station a lease on life of one month, also seemed to indicate that the Station would be allowed to continue broadcasting indefinitely. In the past short time extensions were granted the Station and others that were in danger of losing the broadcasting license, but the fact that the FRC showed a great deal of interest in the De Pere Station and were fair in considering the arguments presented to them, was a strong indication that WHBY would not have to worry about the license renewal on September 1 or at any other time.¹⁹

The crisis had subsided. Three weeks after the Washington hearing, the Station received another telegram from the FRC with welcome news. The Commission informed WHBY that

its license was renewed for the month of September. The short extension was again necessitated because the turmoil caused by the overcrowded spectrum had not yet been rectified.

According to the Davis Amendment to the Radio Act, Wisconsin was allotted sixteen stations. Although none of the Wisconsin stations were ordered off the air, some of the small stations were required to share time on a wave length with one or more other stations. The general order which allocated the power and wave length of each of the sixteen Wisconsin stations became effective November 1, 1928.

Another general order issued by the FRC forbade stations less than 300 miles apart from broadcasting identical programs on different wave lengths. However, special permission would be granted for programs of national interest.²⁰

The re-allocation of the 164 stations in the United States was advantageous for WHBY. The fact that the stations were reduced to 269, including the sixteen in Wisconsin, would definitely improve reception. But the real asset for WHBY was the permission to increase its power.

A telegram was received from the FRC granting permission for a power increase. The increase entitled WHBY to resume its original power of 100 watts. The doubling of the wattage meant that the Station would increase its field coverage by approximately forty miles.²¹

It was estimated that with its former power the Station had a range of approximately sixty-five miles, and with the doubling of the power the range would be increased from 100 to 110 miles.

For some stations the wave length was also changed. For example, the wave length of WTMJ in Milwaukee, was changed from 293.9 meters to 483.6 meters. WHBY's wave length remained at 249.9 meters.²²

A few months earlier WHBY's future was in an extremely precarious position, and it seemed as if the end was rapidly approaching. With the increase of power, the Station received a new lease on life, offering the St. Norbert College Station the opportunity to program to a much larger audience.

Preparation Begun to Increase Power

The Station was given until November 1, 1928 to modify its equipment. At that time WHBY would have to be prepared to begin transmitting with a power of 100 watts.

Included in the improvements, was the installation of a new crystal oscillator which was designed to keep the Station's frequency from fluctuating.²³

A radio engineer from Chicago was employed to convert the transmitter to 100 watts. While the engineer was making the changeover, WHBY left the air for a few days. When the Station returned to the air, it would not only send out a stronger signal, insuring better reception; but the improved equipment would eliminate the heterodyning which was sometimes experienced when transmitting at 50 watts.

The Station applied for and received a month's extension of its modification permit to allow for the testing and adjustment of the improved equipment.

In 1928 the national, state and local elections created a great deal of interest. This would be the first opportunity for WHBY to present the elections returns of a presidential election. Before the election broadcast could be presented, the Station would have to procure a special permit from the FRC to broadcast the returns. The Station possessed a limited broadcast license, forbidding it to broadcast outside of the assigned six hours. The Station requested a special permit and received it. This was the first time an attempt was made to secure an application for special broadcast time.

WHBY in co-operation with the **Green Bay Press-Gazette** worked out plans to broadcast the election returns. The Sta-

tion set up a microphone in the newspaper building and the returns were broadcast over WHBY as they came over the wire.

Joseph Horner, Jr., circulation manager of the **Press-Gazette**, was at the microphone until 3:30 in the morning announcing the returns. The news of Herbert Hoover's decisive victory was brought to thousands of listeners, as well as the swing toward other candidates running for state and county offices.

When the program was planned, the broadcast was scheduled to end at midnight. An announcement was made shortly after eleven o'clock that broadcasting would continue if telephone calls indicated a desire for the broadcast to continue. About three minutes later listeners jammed the telephone lines at WHBY and the newspaper office with requests to continue the broadcast.²⁴

WHBY went on the air with the 100-watt transmitter on November 28, 1928. One of the first programs broadcast over the new 100-watt facilities was the Red Cross annual roll call. The time and facilities were again donated by WHBY to aid the American Red Cross with their fund raising campaign.

The hour long program consisted of selections from Maunder's "Song of Thanksgiving," sung by a double quartet from Christ Church choir. The program also included piano selections played by Phyllis Reeke Gueinzus. The selections by the choir and the pianist were interspersed with minute-long talks by Red Cross officials.²⁵

The year 1928 was, indeed, a year of decision; but it ended with a much brighter hope for the future. Even though the Station's power was increased to 100 watts, still there was much progress to be made. The Station's air time was limited to six hours each weekday and three hours on Sunday, which proved to be a serious handicap in serving the public interest, convenience and necessity. Efforts would be made to overcome the handicap.

1. *De Pere Journal-Democrat*, January 12, 1928, p. 5.
2. *Ibid.*, January 26, p. 1.
3. *Ibid.*
4. *Ibid.*, February 9, 1928, p. 4.
5. *Ibid.*
6. *Ibid.*, March 11, 1928, p. 4.
7. FRC, [First] Annual Report (Washington: Government Printing Office, 1927), p. 1., Head, *loc. cit.*, p. 132.
8. Head, *op. cit.*, pp. 132-33.
9. *De Pere Journal-Democrat*, June 7, 1928, p. 1.
10. *Ibid.*, p. 2.
11. Cf. Appendix A.
12. Cf. Appendix B.
13. Cf. Appendix C.
14. Cf. Appendix D.
15. Wagner, personal interview.
16. *Green Bay Press-Gazette*, July 14, 1928, p. 15.
17. *De Pere Journal-Democrat*, July 26, 1928, p. 1.
18. *Green Bay Press-Gazette*, July 30, 1928, p. 15.
19. Interview with Father Anselm M. Keefe, July 13, 1962. He is the former rector of St. Norbert College and director of WHBY.
20. *De Pere Journal-Democrat*, July 13, 1928, p. 1.
21. *Ibid.*, November 15, 1928, p. 1.
22. *Ibid.*
23. *Green Bay Press-Gazette*, November 26, 1928, p. 19.
24. *Ibid.*, November 7, 1928, p. 27.
25. *Ibid.*, November 28, 1928, p. 20.

CHAPTER VI**PROGRESS CONTINUES****Continued Efforts toward Betterment**

Now that WHBY's future was secure, the management concentrated its entire attention on the betterment of the Station. Father James Wagner, station manager, studied how WHBY could better serve the interest, convenience and necessity of the Station's listeners. An increase in the staff was the first step taken to improve WHBY and its program schedule.

The staff in 1929 consisted of:

Director, Rev. Anselm M. Keefe; station manager, Father James Wagner; studio manager, Michael Neary; program manager, Bernard D. Dernbach; secretary, Bernard Schmitt; bookkeeper, John Fleck; engineer, Norman Hahn; announcer, John Fleck, college studio; Bernard Schmitt, college studio; Gordan Brozek, Columbus Club studio; staff pianist, Horton Roe; librarian, Frank Diederich.¹

If WHBY was to accomplish the high ideals it set for itself, more broadcast time would be of utmost importance. Therefore, Father James Wagner made an all-out effort to obtain more air time from the Radio Commission.

Even though the Station's air time was extremely limited, WHBY was able to present a variety of cultural, educational and entertaining programs on a limited scale. For example, daily talks on home economics, agricultural information for farmers in the Fox River Valley, talks on science, health and home problems, and book reports were weekly features of the educational programming of the Station. In addition to these, lectures by members of the College faculty were broadcast every Tuesday and Thursday evening.²

These added programs created a demand for more announcers who were qualified to handle the different phases. To

meet the demand, Father Wagner held tryouts at the College to fill the posts. About ten candidates from the College responded to the call of the station manager, and from these, four were chosen to announce and handle the educational features.

Clarence Meyer was appointed announcer for the College studio; Alois Wanner was selected as the new "World Bookman" and Emmet Killeen would present the science news of the week. Professor Wasilifski took charge of the Health Talks, and Frank Diederich, the Library Period.

Other tryouts were also held for the high school department to handle the Farm Talk, Parent's Talk and the Catholic Educational feature.³

For entertainment WHBY included in its programming one ten-piece studio orchestra, two seven-piece orchestras, a studio trio, the Rusty Hinges stringed trio, a male quartet and a number of soloists including Byron Schroeder, Charles Kerr, Robert Lynch, and Sally Selissen, a blues singer.⁴

The type of programming done in 1929 with limited time is typified by the schedule for January 18 through the 22.

Friday January 18

12:00 - 1:00 College Glee Club

6:00 - 6:15 p.m. Angelus, Markets

6:15 - 7:00 p.m. Musical program

7:00 - 8:00 p.m. Book Man, Weather Report

Miss DeBroux, Juvenile Program

Saturday January 19

12:00 - 1:00 p.m. Musical Program

6:00 - 7:00 p.m. Angelus, Markets, Mane LaPorte

7:00 - 8:00 p.m. Book Man, Weather Report, Miss Eunice Francois, Agricultural Talk.

Sunday January 20

10:00 - 11:25 a.m. High Mass

5:00 - 6:00 p.m. Religious Program

Monday January 21

10:00 - 10:30 a.m. Club

10:30 - 11:30 a.m. Musical Program
 6:00 - 7:00 p.m. Angelus, Markets, Old English Program
 7:00 - 8:00 p.m. Book Man, Weather Report, Misses Florence and Sylvia Coenen

Tuesday January 22

10:30 - 11:30 a.m. Musical Program
 12:00 - 1:00 p.m. Organ Recital by Horton Roe
 6:00 - 7:00 p.m. Angelus, Markets, Mane LaPorte
 7:00 - 8:00 p.m. Book Man, Weather Report, Three Rusty Hinges, C.C.S.⁵

WHBY made another application to the FRC for permission to operate on Tuesday evening April 2 in order to broadcast the election returns. The request was submitted to the FRC because in the past the broadcasting of the election returns was enthusiastically received by the listeners. The **Press-Gazette** again handled the broadcast of the returns. The broadcast began at 9:30 p.m. and the returns were presented every half hour up to midnight. Included in the returns were the results of the Duncan bill which was creating considerable interest in the state.

To fill out the time between the reporting of the returns, the program was switched to the Columbus Club auditorium where Wally Beau's orchestra played for the election dance⁶

A Special Service

In cooperation with the United States Weather Bureau, WHBY and a number of other radio stations contiguous to the Great Lakes broadcast, via radiophone, weather reports as a special service.

The daily broadcasts of weather forecast warnings and other pertinent information were arranged to be of special benefit to navigation, shipping and aviation interests of the Great Lakes region.⁷

Record Broken

During the first four years of the Station's existence, WHBY received many cards and letters acknowledging its DX programming. Acknowledgments came from all forty-eight states. On October 6, 1929, all previous records were broken. WHBY was heard approximately 3,300 miles away as reported in a letter from D. C. Mitchell, Chief Engineer, of the SS *Wilhelmina* of the Matson Line, operating on the Pacific Ocean. It was believed that reception at that distance was a record for a 100-watt station.

The text of the letter received by Father James Wagner was as follows:

Radio Station WHBY, on September 25 at 8:02 p.m., I picked up your station as the announcement was made that it was 12:02, central standard time and that the next piece to be broadcast would be "Pagan Love Song." At this time we were in latitude 28 north, and longitude 150 west, and approximately 600 miles east of Honolulu, enroute to Portland, Ore. using an eight-tube super-heterodyne, employing the Victoreen circuit. — D. C. Mitchell, chief engineer, SS *Wilhelmina*, Matson Line.⁸

1929 — Specials

Father Wagner constantly searched for new program ideas which would give variety and at the same time attract a larger listening audience.

Father Wagner created a new program and presented it himself on Thursdays. Many of the listeners who tuned in WHBY at 12:30 p.m. on Thursday, November 28, 1929, must have been puzzled when they heard the following cryptic announcement:

Tune in WHBY every Thursday noon at 12:30 and hear what is the most original feature of its kind in the U.S.A. The feature consists in solving any and all amorous problems that trouble the hearts of the younger and older generations, of the single and the

married. Not only problems of the heart, but anything that is considered most strange and bizarre in other fields are given due thought. This rare and most original feature called "Odd Moments" is under the direction of Professor You Double, a man of vast and illimitable experience in all matters pertaining to the heart.

He believes that a man is better fitted than any women to give counsel and sure comfort in such delicate matters. He claims that a man has more sense, is more logical, has broader experience and is more romantic than any of the so-called "fair sex." From the sad truth that he has learned he hopes to spare listeners the pang of disillusion and heartbreak.

Come to him — hear his genial and friendly advice and profit by his wisdom. All the troubled are advised to send in questions which shall be handled most discreetly by Professor You Double. Remember to send in the most unusual problems for the Professor leaves the ordinary questions to the care of such famed authorities as Dorothy Dix, and Beatrice Fairfax. If you want to add to your pleasure and wisdom listen to that friend of friends, "The Keeper of Mysteries," the solver of the unsolvable, the unscrewer of the unscrutable, the man who reads hearts as you read books, the man to whom women are but simple puzzles: the man who has had secret access to the archives of Mephistopholes — Professor You Double.⁹

The programs of Professor You Double were designed to satirize those programs which professed to offer professional counsel to persons with serious problems, no matter whether the problems were marital or personal. Professor You Double had all the answers, too.

Perhaps one of the most colorful local programs of the year was broadcast over WHBY on Tuesday evening at 6:30 p.m. when 400 Green Bay Packer football fans paid a warm tribute to the World's Champion professional football team. Realizing what avid football fans the people of Green Bay were, it is easily understandable why the broadcast attracted a large

listening audience. The dining room of the Beaumont Hotel was packed to capacity. It was for the many fans who could not be present that the program was broadcast.

Mr. Harold T. Shannon acted as the official announcer for the Packers. Harold's debut as a radio announcer was quite accidental. A Chicago bond house made the arrangements to broadcast the testimonial banquet which was given for the returning champion Packer football team. The bonding company sent a sum of money for a "suitable announcer," and Shannon was hired to do the announcing. The banquet broadcast was his first introduction to a microphone. Two weeks later WHBY hired him as one of its own announcers. He became one of the Station's most colorful announcers.¹⁰

As the WHBY studio orchestra, under the direction of Rudy Sebranek, played the famous college song, "On Wisconsin" in the background; Harold Shannon presented a vivid description of the proceedings as the championship team entered the dining room.

His colorful description of the dining room and of all the proceedings made the numerous fans listening in feel as though they were joining in the celebration at home instead of just listening at home.¹¹

The management of the Station became increasingly more conscious of its inability to fully serve the interest, convenience and necessity of its listeners. There were special civic events which the Station felt should be broadcast to the people of the Fox River Valley, but the programs could not always be broadcast because of the restrictive license. For example, if the Packer homecoming had not been scheduled between six and nine o'clock, WHBY would not have been able to broadcast the colorful event. WHBY needed more air-time to present a more well-rounded broadcast day!

1. *De Pere Journal-Democrat*, January 31, 1929, p. 5.

2. *Des Peres*, 1930, p. 137.

3. *The St. Norbert Times*, November 30, 1929, p. 1.
4. *Des Peres*, loc. cit.
5. *Green Bay Press-Gazette*, January 18, 1929, p. 11.
6. *Green Bay Press-Gazette*, April 2, 1929, p. 2.
7. *Ibid.*, April 6, p. 22.
8. *Ibid.*, October 7, 1929, p. 2.
9. *The St. Norbert Times*, November 30, 1929, p. 3.
10. *Green Bay Press-Gazette*, September 15, 1930, p. 22.
11. *The St. Norbert Times*, December 14, 1929, p. 1.

CHAPTER VII**ANOTHER MILESTONE****Increased Broadcasting Time Sought**

During the last months of 1929 and the first month of 1930, repeated requests were submitted to the Federal Radio Commission for special permission to broadcast outside of the allotted time. There were special events that were of particular interest to the people of the Fox River Valley; therefore, the management felt obliged to apply for permission to present the special events over WHBY Radio.

WHBY's broadcast time was limited because of the possible interference to other stations, but the broadcasts of special programs never brought protests from other broadcasters. The absence of protests and the overly restricted air time prompted the station manager to file another application with the FRC for a modification of the license.

In its application the Station stated that the time allotted for broadcasting, (from twelve until one p.m. and from six until eight p.m. each week day, and ten until eleven a.m. and five until six p.m. on Sundays), deprived it of the necessary time to broadcast the many desired local features, such as football games, debates and other special events.¹

The application for more air time was submitted to the Commission in November, 1929. The FRC set the hearing for the same month, but the hearing was postponed until January 22, 1930.

As in 1928 when the FRC revoked the license of WHBY, Father Wagner armed himself for the hearing with affidavits and petitions from societies and individuals which testified to the need of increased time for the De Pere Station.²

FRC Considers Application

On Wednesday, January 22, 1929, at 10 o'clock in the morning, the FRC heard the case of WHBY. The prospects of re-

ceiving unlimited broadcast time seemed favorable until unexpected opposition appeared. Mr. A. R. Ring, a witness for the Commission, opposed the granting of the application. Mr. Ring stated that "the broadcasting conditions in the Mississippi Valley are very good, and that interference would be caused if stations 200 or 400 miles of each other operated on the same wave length."³

The Commission delayed its decision until further study could be made to determine whether WHBY would interfere with other stations.

Although a decision was not rendered at the first hearing, Father Wagner was confident that favorable action would be taken by the Commission. He based his belief on the fact that no objections were raised by stations WCLO, Kenosha; WWAE, Hammond, Indiana and WJBC, LaSalle, Illinois, who were given an opportunity to oppose the application. None of the stations appeared to testify against WHBY.

Another source of encouragement was the friendly attitude of the Commission during the hearing, plus the fact that two more special permits were granted. The permits granted were to broadcast the Fox River Valley Safety Council Conference and the East-West High School basketball game.⁴

Confident that the application would be granted in the near future, Harold Shannon, the new program director, began planning many new and unique features in anticipation of the Commission's decision.⁵

While the Station waited for the Commission's decision, WHBY continued to provide the best possible programs. Hughie Barrett and his Columbia Recording orchestra came to Green Bay for a limited engagement at the Hotel Northland, and WHBY arranged to present the music of this famous band on radio. Special lines were installed to the Hotel Northland to broadcast the music. Every day during the orchestra's engagement in Green Bay, Hughie Barrett and his

orchestra was heard over the College Station at noon from 12:00 until 12:45 p.m. and again at 6:00 until 6:45 p.m.⁶

On Tuesday, January 22, 1930, WHBY presented what was believed to be a first in radio broadcasting in the state. Lines were installed from the studio to the Council Chambers in the Green Bay City Hall, and at eight o'clock that evening the Green Bay City Council proceedings were broadcast. This was the first time that any city council in the state permitted its meeting to be broadcast to the public.

Another feature which brought much attention during January was the broadcast of a boxing match from the Columbus Club auditorium. The Brown County Boxing Card featured Joe Azzarella of Milwaukee and Pee Wee Jerrell of South Bend.

In an effort to present the best in educational programming, WHBY was able to present to the radio audience a speech on the subject of "The New Germany" delivered by Dr. John G. Boucher, Assistant Secretary of Commerce.⁷

FRC Grants WHBY Unlimited Time

WHBY's programming received a tremendous lift from the Federal Radio Commission on February 10, 1930, with the confirmation of the application to extend the broadcasting time. Now the Station was permitted to serve fully as a constant educator, helper and entertainer of the people of the Fox River Valley.

In confirming the application the Commission added the condition that if interference resulted from WHBY's broadcasting, authority for night operations would be withdrawn.

The increased time was a giant step forward for the Station, and elaborate plans were made to inaugurate the new schedule. To celebrate the eventful day of the beginning of unlimited broadcasting, plans were immediately prepared to celebrate the decision with a twenty-four hour consecutive

broadcast. The program commenced at noon on Friday, February 14, and ended Saturday noon, February 15, 1930.

The twenty-four hour program schedule was as follows:

- 10:00 - 11:00 Cooking School
- 12:00 - 12:30 Midday Matinee (opening 24 hr. broadcast)
- 12:30 - 12:45 Rev. James Wagner, manager of WHBY
- 12:45 - 1:30 Greetings from Governor Kohler, Kohler Band
- 1:30 - 2:00 Harry Haskins and Sally Selissen
- 2:00 - 2:30 Short Story
- 2:30 - 3:00 Harp Recital by Mrs. Lee R. Smith
- 3:00 - 3:30 Shut-Ins Program
- 3:30 - 4:00 Cello Recital
- 4:00 - 5:30 St. Norbert College Philharmonic Orchestra
- 5:30 - 6:00 Sunset Club
- 6:00 - 6:30 Angelus, Market and Town Crier
- 6:30 - 7:00 Rusty Hinges
- 7:00 - 7:15 Charles Cash and Winnie Way
- 7:15 - 8:00 Burke's Challengers
- 8:00 - 9:00 Auto Show
- 9:00 - 10:00 Studio Program
- 10:00 - 11:00 Denmark Hour
- 11:00 - 12:00 Dance Music from Fern Room
- 12:00 - 1:00 Kaukauna Hour with Dixie Dandies
- 1:00 - 2:00 Oconto Hour with Checkerboard Aces
- 2:00 - 3:00 Patzke's Band
- 3:00 - 4:00 Old Time Fiddlers and Mouth Organ Band
- 4:00 - 5:00 Milk Man's Program
- 5:00 - 6:00 Challengers Salute to Dawn
- 6:00 - 7:00 Sunrise Recital - Harp, Flute and Violin
- 7:00 - 7:30 College Chapel
- 7:30 - 8:00 Breakfast Program
- 8:00 - 9:00 Setting up Exercises
- 9:00 - 10:00 Marinette Hour
- 10:00 - 11:00 Smiling Bill's Candy Club
- 11:00 - 12:00 Challengers Glorious Finish of 24 hours consecutive broadcasting.^a

The unusual twenty-four hour continuous program, presented to celebrate another step forward in making WHBY a

better station, did not pass without notice. The **Radio Digest**, America's most popular radio magazine at the time, had this to say about the marathon broadcast:

Whew! What a job that was — and what a program. When WHBY celebrated the initiation of its new full time license in February the boys up in Green Bay certainly knocked them for a row.

Twenty-four hours on the air — that's quite a marathon, but not unprecedented. But there IS one for the books, one announcer worked the entire trick for WHBY. Maybe its been done before, but the records at hand don't show it. Hats off to that man.⁹

The marathon announcer was Harold T. Shannon, program director of the Station. In May of 1930 the **Radio Digest** of New York, in referring to the programming and especially the marathon broadcast, called WHBY "the most enterprising and most important hundred-watt station in America which of course means the world."¹⁰

WHBY did not immediately begin broadcasting a full day's schedule after the permit of unlimited broadcasting was received. The Station could not, in a short time, find sufficient talent to fill the broadcast day nor was it able financially, if the talent was available. It did, however, double it's hours of scheduled broadcasting, excluding the broadcasting of special events. While the Station was on the air only a part of the day, plans were being drawn up to present a full daily schedule beginning the first of the year.¹¹

WHBY Applies for More Power

Even though WHBY was called "the most enterprising and most important hundred-watt station in America," the general manager was not content with the status quo. He wanted WHBY to become the best 1000-watt station in America. With this goal in mind, an application was submitted to the FRC for modification of power. The application stated that interference in Green Bay was bad at all times and that the

signal of all stations excepting WHBY was not received strong enough to assure good reception. This condition necessitated very loud tuning, resulting in a loud noise caused by local disturbances. The application also stated that the people of the Fox River Valley look to WHBY for their radio, but the power of the Station is not strong enough to provide the reception that its listeners deserve.

To substantiate WHBY's complaint about interference, federal radio men paid an unexpected visit to Green Bay to make an inspection. After conducting tests and investigations Mr. F. V. Sloan and Mr. T. A. Hanson, federal representatives of the Radio Division of the Department of Commerce, stated that their tests showed that there was practically no difference in radio reception between Green Bay and other cities of similar size. They concluded that interference was not a valid reason for an increase of power.¹²

Fifth Anniversary

"On May 12 commencing at 7:00 o'clock — WHBY the 'Voice of the Land o'Lakes,' will celebrate anniversary."¹³

WHBY reached a milestone in its broadcasting history. A five-hour program was planned to celebrate the occasion. To celebrate the ascent from nothingness to the title of the "Best Little Station on the Air," the regular Monday evening features were dropped to broadcast the special celebration. The anniversary program commenced at seven o'clock and continued until midnight. The program was divided into five one-hour segments.

The first hour of the anniversary broadcast featured the 120 Field Artillery band of Appleton, under the direction of Col. Edward F. Munn, from the open air studio on the Columbus Club roof. Also featured during the first hour was Miss Florence Roste of Appleton, as guest soloist.

The second hour was the "Old Fashioned Hour," with music by the Pilson brass band and Romy Gosz Own Band of Man-

itowoc. To round out the second hour, John Bacon, the seer of Green Bay, came to the microphone with horoscope readings and handwriting analysis. Also during this hour speeches were presented by Father Keefe and Mayor Diener of Green Bay.

The third hour was called the "Anniversary Hour." The nine until ten o'clock segment began with a selection by the College orchestra from the De Pere studio, followed by a short speech by Harold Brown, editor of the **Radio Digest**. St. Lukes orchestra under the direction of George Kalcik continued the celebration from the College studio with two selections. Miss Vida Janssen followed with several violin solos. To add some humor to the hour, John Creviere gave his version of a Dutch politician campaigning for office. George Kalcik then entertained on his banjo and Joseph Schumerth impersonated a telephone conversation between Mr. Goldberg and his garage. The "Anniversary Hour" finished with concertina solos by Martha Aerts and Norbert Kersten, and a selection by the College orchestra.

Returning to the Columbus Club studio, the "Homecoming Hour" was presented to welcome back past WHBY talent. Father Henry J. Schmitt was the guest announcer for this hour. He was one of the first and the most popular announcers of the Station.

With an introduction by Father Schmitt, the Royal Hawaiians and the Rusty Hinges trio began the fourth hour. During the remainder of the hour, the first program presented over WHBY was repeated in detail.

All of the performers of the Station participated in the final hour of the "Anniversary Program." Billy Burt's Challengers, the WHBY dance orchestra, Sally Selissen, the WHBY blues girl, Byron Schroeder and Miss Mary Gagnon Shaughnessy provided the final hour of entertainment.¹⁴

During the first few months, many occasions were utilized to take advantage of the unlimited license. WHBY brought

to its listeners such features as the Green Bay City Council, luncheon meetings of the Rotary and Kiwanis clubs, basketball games and boxing cards, professional and amateur, and the Safety School sessions and banquet. Outside pick ups were installed in the Green Bay Vocational School, Beaumont Hotel, Northland Hotel, Court House, City Hall, Y.M.C.A., Montgomery Ward Company, and in the West Green Bay High School.¹⁵

The first five years of WHBY's existence can well be epitomized by the words "progressive" and "determined." The progress achieved in the face of overwhelming odds could only be accomplished by a station determined to succeed. WHBY set a high goal for itself, and there was no indication that the Station had any intention of letting up in its efforts to serve the interest, convenience and necessity of its listeners.

1. *Green Bay Press-Gazette*, January 21, 1930, p. 19.
2. *De Pere Journal-Democrat*, January 30, 1930, p. 9.
3. *The St. Norbert Times*, February 15, 1930, p. 1.
4. *Ibid.*, February 1, 1930, p. 1.
5. *Ibid.*, January 18, 1930, p. 2.
6. *Ibid.*, February 1, 1930, p. 3.
7. *Ibid.*
8. *De Pere Journal-Democrat*, February 13, 1930, p. 1.
9. *Des Peres*, 1930, p. 137.
10. *Green Bay Press-Gazette*, September 15, 1930, p. 22.
11. Wagner, personal interview. For the first week's schedule of programs under the unlimited broadcast license, cf. Appendix E.
12. *Ibid.*, March 13, 1930, p. 1.
13. *Ibid.*, May 10, 1930, p. 3.
14. *Ibid.*, June 7, 1930, p. 1.
15. *Des Peres*, 1930, p. 138.

CHAPTER VIII**MAJOR IMPROVEMENTS UNDERTAKEN****New Transmitter Station Built**

After four months of broadcasting under the unlimited program schedule the management realized that if the Station was to continue progressing, new facilities were necessary. The transmitter and the antenna were outdated due to the great strides being made in the field of radio. The room in Boyle Hall was inadequate for the transmitting equipment. The antenna on top of Boyle Hall was once very adequate for WHBY's operation, but now, it too was outdated and inadequate for the growing Station. It was for these reasons that WHBY applied to the Federal Radio Commission for permission to construct a new transmitter station and to erect two new antennae.



Figure 14. The transmitter building built in 1930 to house WHBY's new transmitter and equipment.

As soon as the FRC gave its official approval to the plans submitted by the Station, work began on the \$10,000 project. The completion date was set for the latter part of September, 1930.¹

Construction began on the 42x28 foot transmitter building. The estimated cost of the building was \$3,500. The contract for the building was let to Louis DeBroux, 806 Third Street, De Pere, to build the five-room, one-storey bungalow on College property on what was then Highway 41. The building would contain a transmitting room, generator room, radio laboratory, garage and living room and bath for the Station's engineer.²

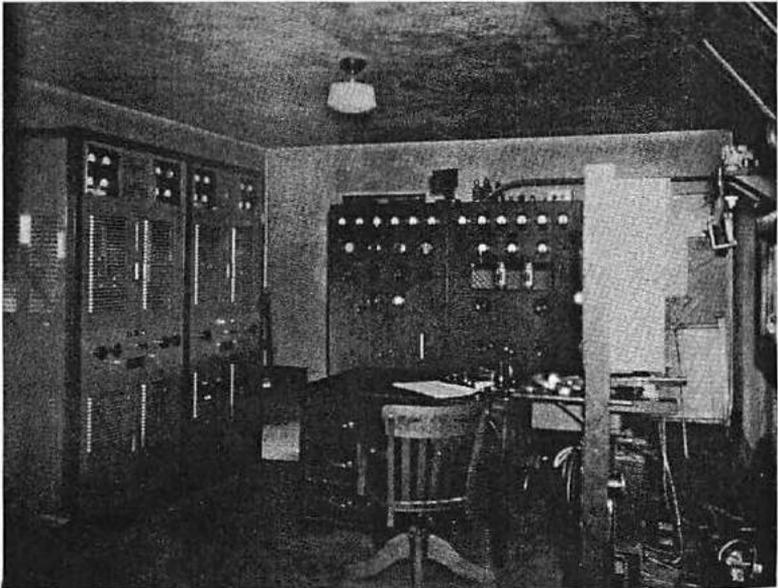


Figure 15. The new transmitter installed in October, 1930.

The equipment to be housed in the new building embodied the latest thought in radio engineering and the most modern broadcasting equipment available. The radio equipment, built by Leroy M. E. Clausing of Chicago, was designed primarily to assure the Station's being at all times on its allotted wave length, preventing its interference with other stations. The new equipment was also designed to insure good reception, providing other stations in the vicinity on the same wave band maintained their own places.³

To complete the new facilities, two steel towers rising 130 feet above the ground were erected by H. J. Parker, a Green Bay steeplejack. Each tower weighed approximately 6000 pounds, the heaviest piece being about 200 pounds and twenty-five feet long.⁴ The cost of the towers and the equipment came to approximately \$7,000.

The new antennae erected and the new transmitter installed, the College could boast of a station superior to the average 100-watt station. In speaking about the completed improvements, it could truthfully be said that:

This will give St. Norbert one of the finest and best equipped buildings of its kind in the country, and enable the Station to greatly improve the present excellent service which is being received by thousands of listeners in a wide area of this part of the United States.⁵

As soon as the installation of the crystal control oscillator panel was completed, the equipment was ready for testing. On September 24, 1930, Mr. Clausing, designer of the equipment, began testing. After several days of testing, the Station was ready to begin transmitting with the new equipment. All that was necessary now to put the new facility into operation was the permission of the Federal Radio Commission.⁶

During the time that WHBY was waiting for permission to change from the old to the new equipment, a change took place in the management of the Station. Hal Lansing had taken the place of Harold Shannon as studio director. Mr. Lansing, who had been connected with radio broadcasting since 1924, came to Green Bay highly qualified to take over the position of studio director.

His work in broadcasting began in 1924 when he was employed by Station WQJ in Chicago where he remained for a year. After a year of service with Station WQJ, he joined the staff of WJJD in the Old Palmer House in Chicago, for another year, handling the studio affairs with Jack Nelson. Then Hal returned to WQJ with Jerry Sullivan for another

year. Following this he turned to the stage and after putting in two years in show business, he again returned to broadcasting with many new ideas for radio programs. Before Mr. Lansing came to work for WHBY, he worked two years for WLS, the Sears Roebuck station in Chicago.⁷

The years 1927 to 1937 were developmental years for radio, years in which it established a solid foundation for itself. These ten years were developmental years for WHBY too, for it also was employing means to build a solid foundation. The construction of the new transmitting station was a great asset to the Station's development, but more plans for development were in the making. Even before permission was received to being using the new transmitter, the Station was drawing up plans for another important step forward. Acoustical engineers were completing the final plans for WHBY's new commercial and broadcasting studios atop the Bellin Building in Green Bay.

1. *De Pere Journal-Democrat*, June 13, 1930, p. 1.
2. *De Pere Journal-Democrat*, June 13, 1930, p. 1.
3. *Green Bay Press-Gazette*, September 12, 1930, p. 22. For a description of the new transmitting equipment, cf. Appendix F.
4. *Ibid.*, p. 27.
5. *De Pere Journal-Democrat*, June 19, 1930, p. 1.
6. *Ibid.*, September 25, 1930, p. 1.
7. *Green Bay Press-Gazette*, September 19, 1930, p. 2.

CHAPTER IX

PERIOD OF DEVELOPMENT

Formal Dedication of Transmitter

The most outstanding event in WHBY's five-year history was undoubtedly the opening of the new transmitter located just outside of De Pere on Highway 41. And in order to commemorate this major accomplishment, an elaborate program was held to celebrate the memorable achievement.

The celebration began at 12:55 p.m., October 20, 1930. Cletus Collom, the designer and operator of the first broadcasting station at the College in 1925, returned to the Station's microphone to retire the old transmitter.

Cletus Collom's farewell completed, Father Wagner came to the microphone and introduced H. D. Hayes, United States Supervisor of Radio, who then authorized the starting of the new equipment with the following words:

Rev. James Wagner, I have inspected your new equipment and as a Supervisor of Radio for this district and as a representative of the Department of Commerce, I authorize you to discontinue the use of your old transmitter and to start up the new one.¹

Following the verbal authorization of Mr. Hayes to switch on the new equipment, it had been previously planned that Wisconsin's governor, Walter J. Kohler, would break a bottle of milk over the transmitting housing before the first program was broadcast. Due to circumstances beyond his control, the Governor was not able to attend the dedication ceremonies.²

The new equipment was switched on at exactly one o'clock. The first program began with the College Glee club singing the national anthem, followed by a dedicatory address by the Very Rev. A. M. Keefe, rector of the College. In his dedicatory speech Father Keefe said:

It is an honor for me, the executive head of St. Norbert College, to represent, on this occasion, the

Right Rev. Abbot Pennings, the whole community of Praemonstratensian Fathers, the members of St. Norbert College Faculty, its student body and all those other good and true friends who have made the welfare of St. Norbert their concern.

In their name and in the name of God, I dedicate the radio transmitter of Station WHBY to the public interest, convenience and necessity of the people of the United States. May the Station continue with these new facilities the work it has so earnestly striven to do in the past. The silent voice that waits about us in the surrounding ether until the turn of a hand shall make it vocal — may it be the educator of the people unto better things, the harbinger of good, the forewarner of evil, the adviser in times of stress, the trumpet that shall declare our national triumphs — may it find the lost, call back the straying; report the honest news, bring to the people the voices of their public servants, past, present and prospective.

In all things, may it make truth its goal, and service its guide. May it contribute to our common welfare, our peace, our happiness and our defense. May it forget not God, but bring Him closer to us, be His voice in the family circle.

To the attainment of this ideal we pledge every resource of Station WHBY, the College, the Order and the community for which it stands.³

Father Wagner, acting as master of ceremonies, then introduced Mayor Kiley of De Pere who welcomed all the guests and congratulated the College on its achievement in behalf of the city. Following the brief congratulatory message by the mayor, the College band played S. N. C. March, "On Campus."

Mayor Diener was then introduced; he congratulated the Station in behalf of the city of Green Bay. In his short talk he pointed out WHBY's value to the community, a real asset to Green Bay.⁴

Before H. D. Hayes was called upon to speak, the College band presented another musical selection.

Mr. Hayes, representing the government, said in part:

The new WHBY transmitter is the latest in radio design and like the new automobile it can be called a 1931 model, the best 100-watt transmitter that I have ever seen. WHBY is an asset to the people of Northeastern Wisconsin and serves the people of this territory and they in turn should co-operate with the station officials. I congratulate St. Norbert College for the work it has done through WHBY and for having a man like Father Wagner to manage the affairs of the Station. Although I am not a member of the Federal Radio Commission, yet I can say that they always recognize those deserving of recognition in the same manner that they have in the past and when the time comes they will receive their recognition by the FRC.

At the conclusion of the speech by Mr. Hayes, the band played a selection and then the message from Governor Kohler was read. The Governor's congratulatory message was as follows:

It is with regret that I find myself unable to attend in person the dedication exercises of Radio Station WHBY at St. Norbert College. My hearty congratulations are extended to you and your associates and to your radio listeners. I hope that your facilities will be the means of an increased usefulness on the part of the Station.⁶

To bring the dedicatory part of the program to a close, a number of guests were called upon for a few words, among them were: Rev. I. F. Van Dyke, James Hughes, Herbert J. Smith and Francis Boyle.

At two o'clock the program was returned to the Green Bay studios, where the Kocian orchestra began the special program celebrating the opening of the new transmitter.

While the celebration program was being broadcast, open house was held at the new transmitter building giving the friends and listeners of WHBY an opportunity to inspect the new facilities. The visitors' register showed at the end of the

Northeastern Wisconsin's Own Radio Station.

W H B Y

Formal Dedication of New Transmitter Monday, October 20th

Dedication Ceremony 1:00 P. M. at New Transmitter
Station - U. S. Highway 41, West De Pere

PROGRAM

1:00 TO 2:00 P. M.—DEDICATION CEREMONIES

Governor Walter J. Kohler, Mayor Omer Kiley of De Pere, Mayor John V. Diener of Green Bay and William Hayes, Supervisor of Radio. The Rev. Dr. Anselm Keefe, Rector of St. Norbert College, and the Rev. James A. Wagner, Station Director.

2:00 to 2:30 P. M.
GREEN BAY STUDIO
Kocian's Orchestra.

2:30 to 3:30 P. M.
Green Bay High School Band.
Direction of Louis B. Means.

3:30 to 4:00 P. M.

W. H. B. Y. TRIO

4:00 to 4:15 P. M.
VOCAL—GENE FORD

4:15 to 5:15 P. M.
COLLEGE STUDIO
St. Norbert Collegians Program

5:15 to 5:30
TRIO — INSTRUMENTAL —
GREEN BAY STUDIO
Kilowatts, Obligato Otto and
Flying Hammers

5:30 to 6:00 P. M.

Claire Wilson and His Recording
Orchestra
Northland Hotel Dining Room.

6:00 to 7:00 P. M.

De Pere Hour—World Champion
Nicolet High School Band of West
De Pere, under baton of Prof.
Alex Enna.

Pere and Isaac Dupre and His
Northern Lumberjacks.

7:00 to 8:00 P. M.

Jorgensen-Blesch Hour. Lee R.
Smith Trio, Miss Ethel Hansen.
Chautauqua Contra'to and Bobby
Lynch, Green Bay's popular tenor

8:00 to 9:00 P. M.

Green Bay Hour. Green Bay
Legion Band, under the direction
of Prof. M. J. Heynen.

9:00 to 10:00 P. M.

Appleton Hour. Address by
Mayor John J. Goodland, Jr., and
Chet Harding's Orchestra.

10:00 to 10:30 P. M.

De Broux's Constructors, Musical
Entertainers.

10:30 to 11:00 P. M.

Rusty Hinges. Tony, Baldy
and Harry.

11:00 to 11:30 P. M.

John Bacon, "Beer of Green Bay"
and instrumental trio.

11:30 P. M. to 12:30 A. M.
Claire Wilson and His Recording
Orchestra, from the Crystal Ball-
room of the Hotel Northland,
Green Bay.

Radio Station W. H. B. Y. is a public servant to Northeastern Wisconsin. W. H. B. Y. would like to Highway 41. We'll be pleased to show you around, at the southern limits of West De Pere on U. S. have the public visit and inspect the new transmitter and explain everything to everyone. COME AND SEE US. "Open House" from 1:00 P. M. Monday until 12:30 A. M. Tuesday.

1200 Kilocycles - - . 100 Watts

Figure 16. An advertisement which announced the commencing of WHBY's new facilities and the program schedule for the opening day.

day that over 1000 visitors inspected the building and equipment between the hours of 2 p.m. and 12:30 a.m. Nearly every city and community in the Fox River Valley was represented during the dedication day.⁷

The completion of the new facilities served as a distinct advantage to the listeners, advertisers and the Station. Although the Station retained its 100-watt power, WHBY was, nevertheless, able to insure clearer reception for its listeners because of the re-location of the transmitter and the improved equipment.

The advertisers benefited too, because WHBY was able to offer its clients a more far-reaching service than it was able to in the past. The new equipment improved the Station's range, giving the advertisers a larger potential audience to whom their messages could be presented. Also, the improvements proved conclusively that the College Station was willing to branch out and improve itself to give to its advertisers and listeners better than average service.

Modification of License Sought

"If at first you don't succeed, try, try, again." This axiom formed the philosophy of the station manager, Father Wagner, in his attempt to secure increased power and a change of frequency for WHBY. Applications were previously made to the FRC for increased power, but they were all rejected. Another application was placed with the FRC in October, 1930, for a maximum power of 1000 watts and a change of frequency from 1200 kilocycles to 1260. This was another attempt to provide better programming and to eliminate interference from other stations.⁸

At the same time all the Wisconsin stations, fifteen in number, were seeking more power and better channel arrangements in an effort to serve the territory which the owners considered they were rightfully entitled to serve. Only four of the fifteen stations operated on 1000 watts, the others were limited to only 100 watts.

This case, involving the Wisconsin stations as a state-wide matter, had nothing to do with the effort made by WHBY. The College Station was seeking more power for itself independently of the state effort.⁹

The hearing to consider WHBY's application was set for November 18, 1930, but the FRC postponed the hearing indefinitely or at least until after the Commission reconsidered the application.

The postponement was the result of an amendment to the application for the modification of the license requested by Father James Wagner. In the original application filed by the Station:

... the power output of the proposed station was rated as using two 1000-watt tubes, thus allowing only fifty percent modulation and a maximum carrier power of 2000 watts. This the Commission found would be inconsistent with the General Order No. 91 which states that in order to give 100% modulation it takes four times the rated output of the transmitter. Thus in order to have a modern 1000-watt transmitter give 100% modulation it would require a 4000-watt tube in the output stage but inasmuch as there is no tube of this capacity manufactured, a 5000-watt tube would have to be used in the power output stage, giving the required percentage of modulation and a maximum rated carried power of 4000 watts.

Under the rules of practice and procedure adopted by the Commission under the General Order No. 93 the filing of such an amendment has the effect of setting aside the assignment for hearing in the case. The application therefore was withdrawn from the hearing calendar and will be reconsidered in its amended form.¹⁰

New Studios

While the FRC was reconsidering the application of WHBY in its amended form, new studios atop the Bellin Building in Green Bay were readied for use. Several months before the

studios were ready on the ninth floor of the Bellin Building, WHBY had to move its studios out of the Columbus Club; forcing the Station to move into a temporary studio in the basement of the Northland Hotel until the new studios were ready for use. The temporary studio was very inadequate, and understandably so, because it was not built as a studio, nor was it expedient to remodel just for a few months. The move, consequently, caused a great deal of inconvenience, requiring all the equipment to be moved and set up for just a few months before moving into the new studios.¹¹

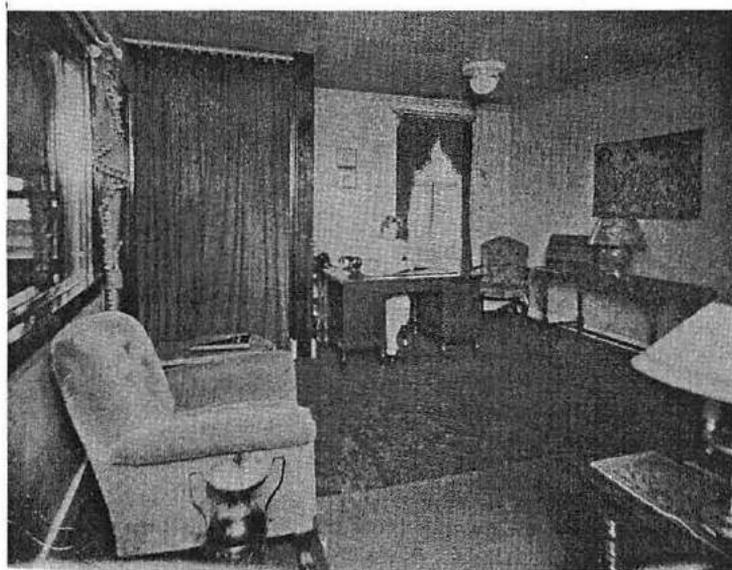


Figure 17. The reception room on the ninth floor of the Bellin Building.

The new studios in the Bellin Building consisted of five rooms, a control room for the operator, two studios, one a large studio for the orchestras, choirs, etc., Father Wagner's business office, and a well-furnished reception room from which visitors could watch programs being broadcast in the studio.

The interior of the studios compared favorably with any other small station in the country. The studios were draped

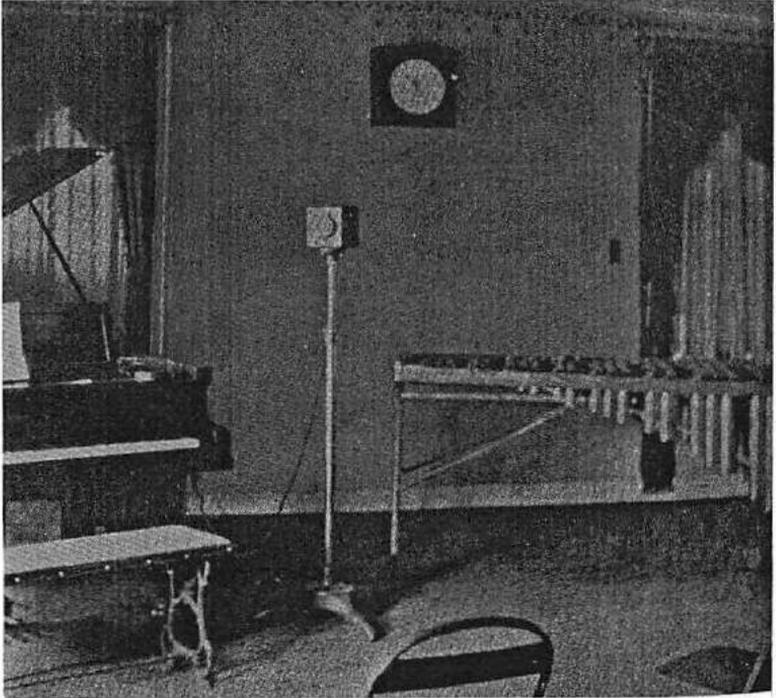


Figure 18. Studio A

and carpeted according to plans drawn up by the acoustical engineers. The reception room was furnished with the latest styles in Mohair suites, library tables and lamp.¹²

On Thanksgiving Day, November 27, WHBY had its formal opening of the new studios atop the Bellin Building. The first broadcast carried through the facilities of the new studios was a High Mass celebrated at St. Joseph Church in West De Pere. After the Mass music was broadcast until shortly before the kickoff of the East-West High School football game.¹³

A Special DX Program

Since the College Radio Station had installed the new transmitter and speech input equipment, there was considerable discussion among the staff as to just how far the new transmitter could send out its signal. Given a 1200 kilocycle channel and favorable weather conditions, together with an inducement to listeners to acknowledge the reception of the program, just what would be the results? The decision was made to broadcast a special DX program and offer prizes in the form of a pound of Joannes Brothers quality coffee or a pound of Kaap's candy for long distance reception from the various states of the union.

On November 21, 1930, at three o'clock in the morning, WHBY went on the air with a special DX program. For one hour and a half, a program of popular music was broadcast by WHBY, interspersed with appeals by the announcer for reports on the reception of the program.

After the hour and a half elapsed, the experiment was completed; and "to the suggestive tune of the ballad 'Drifting and Dreaming' the Station signed off at 4:30 a.m. and anxiously waited for letters."¹⁴

Surprisingly, there were many people up at this hour of the morning who were interested in receiving a pound of coffee or candy, because reports were received from many states. They were: New York, Missouri, Pennsylvania, North Dakota, Nebraska, Michigan, Virginia, Massachusetts, Iowa, Minnesota, Kansas, Texas, Kentucky, South Dakota, New Jersey, Washington D.C., Maryland, West Virginia, New Hampshire, Tennessee, Illinois, Colorado, North Carolina, Georgia, Ohio, Indiana, South Carolina, Oklahoma, Louisiana and Wisconsin.

The members of the staff had their curiosity well satisfied with the successful program, but something puzzled them. "The big question, however, remains, where were these peo-

ple at this time of the day or where were they before they arrived home to tune in WHBY?"¹⁵

Another New Studio Opened

The College Radio Station, WHBY, brought in the New Year, 1931, by progressing another step forward. The Station opened a new studio on the second floor of the new Irving Zuelke building, corner of College Avenue and Oneida Street in Appleton, Wisconsin.

The decision to open a studio was decided upon on account of the availability of musical talent in Appleton and throughout the Fox River Valley. The new studio eliminated the necessity for the performers to travel thirty-five miles or more to be on radio. The inconvenience of travel was eliminated for the performers by the two special telephone circuits connecting the Appleton studio with the De Pere transmitter. The Appleton studio offered to the performers modern facilities with the latest equipment.¹⁶

The formal opening of the new studio was held on January 1, 1931 from six until seven in the evening.

The dedicatory program was opened with selections by the 120th Field Artillery Band of fifty pieces and the Appleton Symphony orchestra of twenty-two pieces. Also included in the formal opening were: soprano solos by Arleen Foe Hansen and talks by J. J. Goodland, mayor of Appleton; Aldermen Charles Thompson and Mike Steinhauer; Eric Madisen, representing the Lion's club; Edward F. Munn, director of the band; H. A. Schlintz, president of the Chamber of Commerce; and R. J. Rohan, superintendent of schools.¹⁷

It was planned that every day two one-hour programs, four o'clock until five and six until seven, would originate from the Appleton studio, giving the people of Appleton and vicinity an opportunity to make use of WHBY's facilities.

The second day of broadcasting from Appleton offered music by an instrumental trio and the Broadway Entertainers

for the first hour. The second hour consisted of music by the Appleton WHBY studio orchestra and talks by Dr. H. M. Wriston, president of Lawrence College, and Dr. J. A. Holmes, pastor of the First Methodist church.¹⁸

All Day Schedule

In conjunction with the opening of the new studio in Appleton, WHBY began operating on an all day schedule. The first complete day of programming offered the following selection of programs to the listening audience:

Commencing at 10 a.m. there is a half-hour program of phonograph records following which hour, the Radio Shopper, broadcasts news from the various shopping centers of Green Bay and De Pere. Musical selections are offered between each announcement. The 11:30 organ recital on the Orpheum's Barton Wonder Organ is followed by the mid-day matinee of popular tunes; after a fifteen minute educational talk there is a news period which is followed by a recital by the Green Bay Studio trio. Alice Grant Rossman's novel, "The Young and Secret," is then read for a half-hour, preceding a quarter-hour program of melodies on the parlor organ. By this time the studio clock announces the hour of 3:30 and the time for Guy, Billy and Hal, in their informal half-hour of sparkling entertainment. These three Radio Roman-cers have become the most popular feature of the day schedule. At 4:00 o'clock the musical matinee, a variety program, is broadcast from the Appleton studios. Returning the program to Green Bay at 5 o'clock the children's hour begins. At 6 p.m., the broadcasting again originates in the Appleton studios for the dinner program which continues until 7:00 o'clock when the World Bookman gives his five minutes of "Something About Everything." Ten minutes are devoted to the report of the Chicago, Milwaukee and Minneapolis markets when the Studio trio again hold sway until 8 p.m. From this time on the program varies between brass bands, old time fiddlers soloists, educational talks and dance orchestras.

On Sundays the broadcast begins with the High Mass from the St. Joseph's Catholic Church and continues until 3 p.m. with popular, classical and old time programs.¹⁹

Application Reconsidered

Four months passed since WHBY's application for an increase of power to 1000-watts daytime, and 500-watts nighttime with a frequency of 1260 kilocycles was postponed. The FRC was prepared to reconsider the case on Tuesday morning, February 24, 1931, at ten o'clock.

At the previous meeting the FRC expressed the opinion that the granting of the application would interfere with the reception of stations assigned to adjacent frequencies if the proposed change was granted.

Nevertheless, the technical staff of WHBY prepared engineering data to prove that the Station would not cause interference to the other stations. Their report, together with the engineering data of the field strength measurements compiled by the radio engineering concern of Doolittle and Falkner of Chicago, was hoped to be sufficient to prove WHBY's contention that it would not cause interference to the other stations.

In addition to the engineering data, the Station also prepared proofs to convince the Commission that the programs, entertaining, educational and religious, merited better radio facilities. The Station maintained that its schedule was equal to that of many and even better than some of the higher powered stations.²⁰

Much time and effort was spent in preparing a case to convince the Federal Radio Commission of the need for better radio coverage in Northeastern Wisconsin, but the possibility of interference with other stations was enough to draw a negative response from the Commission.

1. *De Pere Journal-Democrat*, October 23, 1930, p. 1.
2. *Ibid.*, October 16, 1930, p. 1.
3. *Ibid.*
4. *Des Peres*, 1931, p. 159.
5. *De Pere Journal-Democrat*, 23, 1930, p. 1.
6. *Ibid.*
7. *Des Peres*, 1931, p. 159.
8. *Green Bay Press-Gazette*, November 30, 1930, p. 35.
9. *The St. Norbert Times*, November 18, 1930, p. 5.
10. *De Pere Journal-Democrat*, November 13, 1930, p. 7.
11. Wagner, personal interview.
12. *Green Bay Press-Gazette*, November 26, 1930, p. 2.
13. *The St. Norbert Times*, December 13, 1930, p. 3.
14. *Ibid.*, December 13, 1930, p. 1.
15. *Ibid.*
16. *Green Bay Press-Gazette*, December 31, 1930, p. 18.
17. *Appleton Post-Crescent*, January 2, 1931, p. 4.
18. *Des Peres*, 1931, p. 139.
19. *The St. Norbert Times*, January 24, 1931, p. 1.
20. *Ibid.*, February 14, 1931, p. 3.

CHAPTER X**EDUCATIONAL RADIO****WHBY Offers Enrichment**

During the developmental years of radio, there arose the idea that radio was the miracle worker education had been seeking. Educators saw radio as a replacement for classroom instruction. As a result of this trend of thought, many institutions of higher learning applied for a radio license to take advantage of the new media which supposedly would revolutionize the process of learning. But the enthusiasm of educators quickly subsided when they came to the realization that radio could not take the place of the classroom. They found out, however, that radio could be used advantageously on a limited scale to supplement and enrich the traditional modes of learning.

Radio in its earliest years was believed to be a very effective instrument of direct education. In fact as far back as 1923, many of the licensees were educational institutions, as St. Norbert was. During the first five years of WHBY's existence, it offered many educational programs especially in the form of lectures. In 1931 the Station put added emphasis on educational broadcasting; however, the Station never attempted to utilize radio as a substitute for the traditional methods of classroom instruction.

Beginning February 1, 1931, daily educational talks were added to the broadcast day, including programs in the field of music, sports, psychology, history, philately, and vocational guidance.¹

The new programs added to the schedule included Mr. Carl Achtenberg, an eminent authority on stamp collecting, who presented a fifteen-minute program every Monday evening at 7:45.

Mr. Bert Claflin, who had won national recognition for his newspaper column, "The Blazed Trail for Sportsmen," offered

his program every Tuesday evening at eight o'clock. Mr. Claflin's series on hunting and fishing was one of the most popular programs in the entire educational series.

On Wednesday evenings at 7:45, Mr. W. W. Field, president of Wisconsin State Vocational Guidance, appeared on radio to give his professional advice to youth on how to prepare for the future.

Thursday nights Dora Thompson presented a fifteen-minute program on Child Psychology.

The highlight of the weekly educational series was presented on Friday evenings when Theodore Brown of the Neville Public Museum of Green Bay spoke on the "Early History of Wisconsin." Mr. Brown's talks included both better known and the unknown events in the early history of the state.

On Friday afternoons from 3:30 until 4:00, Father Lambert A. Dobbelsteen, dean of the Music Department of St. Norbert College, presented programs for those interested in good music. His program was entitled, "Music, How to Appreciate It." In his presentation Father Lambert Dobbelsteen presented representative compositions from the works of composers who had made musical history and founded new schools of musical thought.

Other programs included in the educational programming included: Monday noon programs on American Game Protection; Wednesday noon on Science News of the Week, Thursday afternoon at one o'clock the Library Chat by Miss Lois Davis of the Kellogg Public Library; Friday noon the Parent's Talk, and Saturday night at eight o'clock the weekly talk on Endorsed Motion Pictures by one of the staff members.¹

A Network Hookup

Although WHBY was not affiliated with any network, within a period of six months it had an opportunity to hook-up twice with a coast-to-coast broadcast on the National Broadcasting Company Network.

The Station's first national hookup occurred in August, 1930, when Rudy Vallee and his Connecticut Yankees broadcast their Fleischman Hour from the Green Bay studios over the NBC network. Forty-eight stations carried the NBC program from Green Bay.

The second hookup with NBC was for the broadcast of the dedication ceremonies of the Vatican's first Radio Station, HVJ. During the three-hour broadcast, Pope Pius XI spoke to the radio audience at the inauguration of the new facilities, and later in the broadcast he gave a formal address to mark the memorable occasion.

The opening of HVJ marked the anniversary of the Pope's coronation and also the reception into the Papal Academy of Science of Signor Gulielmo Marconi, inventor of the wireless and donor of the Station to the Pope.¹

Adult Education

While WHBY was essentially a commercial radio station, still St. Norbert wanted to develop every possible resource of the College in order to make its many benefits available to as many interested persons as possible.

Ever since the College began broadcasting, it presented both isolated and sporadic lecture courses as a part of its programming. There was, however, nothing particularly radical or unusual about this type of programming, since practically every station on the air offered such programs as part of the policy "in the public interest, convenience and necessity."⁴

Marquette and Chicago Universities both presented frequent and excellent lectures over WTMJ and WLS with a great deal of success. The University of Ohio devoted its entire schedule to educational broadcasting with success; however, a private fund was available to make their programming possible.

With the intention of determining how practical such a policy would be for a small college of liberal arts and science,

the faculty presented several series of educational lectures that exceeded anything ever attempted by any nearby station. It was presented as an experiment to test the feasibility of presenting classes direct from the classroom and the laboratory!

When the first class was broadcast direct from the classroom on Monday, February 23, 1931, it was done without any fanfare. The procedure followed in broadcasting the classes from St. Norbert was very simple. The classes began with a student introducing the lecturer and class began. In some classes roll call was taken, in others not. Some lecturers encouraged questions, other discouraged them or reserved the questions for the last few minutes of the class.

The entire program was under the supervision of Father Patrick N. Butler, O. Praem., head of the English department. He arranged a series of courses from the College roster which were especially adaptable to radio presentation.

The courses which Father Butler selected for broadcasting were from the fields of education, economics, zoology, rational psychology, physics and English literature.

The typical weekly schedule consisted of the following classes:

Monday

8:30 a.m. Economics, Rev. F. H. Clabots, M.A.

Tuesday

9:20 a.m. Education III; Abnormal Psychology; Rev. R. D. Wagner, M.A.

7:45 p.m. Economics I; Introduction to Economics; Rev. F. H. Clabots, M.A. (A repetition of a lecture delivered earlier in the day.)

Wednesday

8:30 a.m. Biology II; General Zoology; Rev. A. M. Keefe, Ph.D.

2:30 p.m. Philosophy III; Rational Psychology; Rev. P. L. Savageau, Ph.D.

Friday

- 8:30 a.m. Physics I b; Electricity, Sound, Light; Rev. L. A. DeCleene, Ph.D.
9:30 a.m. English VIII, Shakespeare's Plays; Rev. P. N. Butler, Ph.D.
3:30 p.m. Music, and How to Appreciate It; Rev. L. A. Dobbelsteen.

Saturday

- 9:20 a.m. Education III; Abnormal Psychology; Rev. R. P. Wagner, M.A.⁶

In addition to these lectures, economic subjects were frequently discussed by prominent professional men from Green Bay and near-by communities.

Listeners were asked to send in their questions to the College or directly to the professors, but no attempt was made to establish anything like the extension program of some of the universities.

The purpose of the educational programs was to enlighten and to offer to those people who did not have the advantages of higher learning, the opportunity to supplement what they had missed.⁷

Examiner Conducts Hearing

Much work was still to be done to stabilize radio in 1930 and 1931. The FRC had many problems to solve; it had more work than it could handle. To alleviate some of the pressure, hearing examiners were delegated to conduct hearings. The hearing, a time consuming procedure, did much to lighten the Commission's workload. The examiners conducted the hearings much like a court case. The representatives of a station and their witnesses, whose case was being heard, were given the first opportunity to speak in defense of their case with the aid of legal counsel. They were given the opportunity to present evidence and arguments on the merits of the case. Then those opposed submitted evidence and arguments opposing the proposed application. At the conclusion of the

hearing, the examiner submitted his recommendation to the FRC for final approval or rejection.

Father Wagner and his legal counsel, Mr. Dolle, with their witnesses appeared before Radio Commission Examiner R. H. Hyde, on Monday, May 18, 1931, with ambitious plans to give Northeastern Wisconsin better radio service.

WHBY applied for a change in power and frequency to carry out its plans. The application requested a change from the present frequency of 1200 kilocycles to 950 kilocycles with a one-kilowatt day power and 500-watts night power and unlimited time.

The hearing began at ten a.m. with Father Wagner as the first witness. In his testimony Father Wagner stressed that Northeastern Wisconsin was badly in need of more radio service, because there was no adequate service from any other station than WHBY. He also pointed out the fact that the communities in this section of Wisconsin have a right to a better radio coverage than WHBY's present power could offer.

Others appearing in behalf of WHBY included: Mayor John V. Diener of Green Bay; James Kavanaugh, Brown County agricultural agent; Colonel Edward Munn, manager of the WHBY Appleton studio; Representative George Schneider, and Cletus Collom, station engineer. Mr. Collom, in giving his testimony, declared that WHBY had received several complaints in the past that it could not be heard more than twenty-five miles outside of Green Bay in the day time, and more than ten miles at night. This situation necessarily caused hardships for the Station, and denied the people of the Fox River Valley the use of the air waves to which they were entitled.

In testifying in WHBY's behalf, Mr. Kavanaugh stated that he wanted to give timely information to Northeastern Wisconsin farmers, and only one station could be used for this purpose. He stated further that he gave his farm information

over WHBY, and wanted its facilities increased so that the programs could reach more farmers. He pointed out that with the present facilities, it was impossible to reach all the farm homes in Northeastern Wisconsin.

Following Mr. Kavanaugh, Mayor Diener took the stand to testify to the excellent service WHBY was presenting to its listeners. Before the Mayor could get into the records the resolution adopted by the Green Bay City Council favoring more facilities for the Station, former Congressman Scott of Michigan, attorney for Station KMBC of Kansas City, rose to oppose the application.

KMBC of Kansas City, Missouri, was the only opponent to the application of WHBY, although WTMJ of Milwaukee was represented by counsel and did cross-examine the witnesses. If KMBC had not opposed WHBY's application, it was felt that the request for an increase of the power and a change of frequency would have been granted.⁸

Petition Denied

After all the witnesses testified for WHBY and KMBC, Examiner R. H. Hyde recommended that WHBY's application be denied.

Fifteen days were given to all the parties to the proceedings for the filing of objections and the presentation of any new evidence to be considered by the FRC.

Although Examiner Hyde did not recommend the approval of WHBY's application, he did acknowledge that the Green Bay and Appleton studios provided meritorious local service in an area which received far less broadcast service than Milwaukee or Kansas City.

Mr. Hyde also conceded that:

The record of the Station, the character of the operators in charge of its operation, and the support given it by its public indicated that a more favorable

operating assignment would be used to a good advantage if made possible.⁹

The primary reason why Examiner Hyde recommended a denial of WHBY's application was that St. Norbert increase would necessitate a decrease in power for Station KMBC. KMBC's power would be decreased from 1000 to 600 watts, which Mr. Hyde felt was an excessive burden to the Kansas City Station.

Mr. Hyde said that:

Station KMBC has been developed over a considerable period of time and represents a large investment. Its program service may be ranked with that of the most well-known stations.

The granting of WHBY application with a concurrent reduction of power of KMBC would undoubtedly impair this service in the field intensity delivered and also through heterodyne interference during night hours.¹⁰

The Examiner also expressed a concern that the proposed increase might result in some interference in the reception of WRC, Washington D. C. and WHA, Madison, Wisconsin. While on the other hand the granting of the application to WHBY would give a more equal distribution of power between states in the fourth zone. Wisconsin was eight per cent under the quota set by the Davis Amendment, and Missouri, where KMBC was located, was twelve per cent over the quota in radio station assignments.¹¹

WHBY's attorney, Charles Dolle, and the station manager, Father Wagner, were not satisfied with the recommendation of Examiner Hyde. Therefore, an appeal was made to the FRC for an oral hearing in order to present their case before the Commission.

In the exceptions filed by the Station, it was pointed out that the Mr. Hyde gave undue consideration to the investment of Station KMBC. Mr. Dolle claimed "Station KMBC was operating at 1000 watts in a state greatly over quota at

the expense of Wisconsin, a state greatly under quota." He also claimed that the Examiner made no effort to remove the disparity, though the evidence abundantly justified doing so. Further, the attorney claimed that KMBC served a radius of only twenty-five to fifty miles, and that twelve stations were serving the immediate territory around Kansas City, Missouri.¹²

License Renewal

In the midst of the struggle for more power, it was again time for WHBY to file its application for renewal of the radio broadcasting station license with the Federal Radio Commission. The application was submitted June 20, 1931. This procedure of license renewal was demanded by the FRC to obtain definite proof that each station used its facilities for "the public interest, convenience and necessity."

In order that the FRC might receive a comprehensive picture of the Station's operation, it was required that the WHBY fill out (FRC Form No. 303) a seven-page questionnaire concerning the Station's entire operation. A broadcaster was required to answer, under oath, questions concerning the four major areas of radio broadcasting; namely, management, sales, programming, and engineering.

Some of the questions which appeared in the questionnaire and which were answered by WHBY were as follows:

Under existing license, state —

(a) Average per cent of time weekly, devoted to following services:

(1) Entertainment	52%
(2) Religious	5%
(3) Commercial	28%
(4) Educational	10%
(5) Agricultural	5%

Average number of hours per month station has operated during present license period

380

Does the applicant sell time?

Yes

Number of weekly hours
of sponsored programs is ----- **19 $\frac{1}{4}$**
of which direct advertising programs is ----- **None.**
Average number of hour sold weekly
before 6 p.m. ----- **10 $\frac{3}{4}$;**
after 6 p.m. ----- **8 $\frac{1}{4}$.**
Average amount of money spent weekly for talent
----- **\$500.00.**
Total monthly net income ----- **\$250.00.¹³**

Following the questions on the type of programming done by the Station, questions concerning a complete description of the transmitter and antenna were answered.

The questionnaire also included questions about the physical plant and its location, which then was followed by questions on the time of broadcasting.

The questions continued:

Specify actual periods station has been operated since effective date of existing license.

	A.M.		P.M.	Total Daily Hrs.
Sunday	10:00	to	4:00	6
Monday	9:00	to	9:45	12 $\frac{3}{4}$
Tuesday	9:00	to	9:45	12 $\frac{3}{4}$
Wednesday	9:00	to	9:45	12 $\frac{3}{4}$
Thursday	9:00	to	9:45	12 $\frac{3}{4}$
Friday	9:00	to	9:45	12 $\frac{3}{4}$
Saturday	9:00	to	9:45	12 $\frac{3}{4}$

Total weekly hours ----- **96**
State average number of hours per month station will operated during each month in the summer ----- **380.**
Each month in the winter ----- **380 - 400.**
Does station obtain programs from which is known as a "chain?" ----- **No.**
Are phonographic or mechanical reproductions used? ----- **Yes.**
If so, how are they announced? ----- **A Phonograph Record.**
Give names and classes of licensed operators in charge of station:

**Norman G. Hahn, Limited Broadcast.
George F. Strahl, Commercial Second Class.**

- (a) Number of other employees _____ 12
 (b) Total weekly pay roll _____ \$450.00.¹⁴

The last question answered in filing for a renewal of a broadcast license, the most important of all the questions answered, was:

State definite facts why the continued operation of the station will be in the public convenience, interest, or necessity? _____ **Reception from other stations not dependable. Relied on for wholesome entertainment, educational, and sport features. Only station in the state broadcasting Catholic Religious services. Weather, Markets and Agricultural topics for this territory.**¹⁵

Increased Schedule Announced

Even with the limited program schedule in the 20's, WHBY maintained the policy of broadcasting programs which were of interest to the greatest number of listeners; this policy was still retained. Branching out slowly in its first years, WHBY brought into its schedule a series of programs which won enthusiastic approval with its listening audience. Continuing the same policy in the 30's, the Station announced several new programs which were naturally of special interest to everyone within listening range of the Station.

Green Bay was the proud owner of a professional football team, which had found a phenomenal following of loyal fans. To make it possible for all the Packer fans to follow their team, even though not being able to attend the games, a new program, the Remier's Sport Report, was scheduled. The new program was a broadcast of a play-by-play report of all Packer home games direct from City Stadium in Green Bay. Preceding the games at 1:30, a half-hour program of band music by the Green Bay Legion band was broadcast direct from the stadium.

A few weeks after the announcement that all the Packer home games would be broadcast, WHBY made it known that it had completed arrangements to bring the play-by-play broadcast of the three Packer games in Chicago, direct from Wrigley field. These games were presented as rebroadcasts from WGN with Quinn Ryan at the microphone.

In order to present an accurate and a colorful description of the Packer games, Quinn Ryan, manager and chief announcer of WGN, Chicago, was hired at a salary of \$100 per game to give the play-by-play report of all the football games broadcast over WHBY.

The first professional football game broadcast over the Local Station was between the National Champion Green Bay Packers and their deadly rivals, the Chicago Bears, direct from City Stadium in Green Bay, Wisconsin.¹⁶

Another new program added to the schedule for sport fans was the football interviews every Tuesday and Saturday evenings from 7:45 until 8 p.m. These programs featured interviews with members of the Packer team and coaching staff. A segment of the program was devoted to the answering of football questions submitted by the listeners.

For those who enjoyed organ music, on Monday and Wednesday at 10:00 a.m. and 9:30 p.m., Tommy Comstock, the Orpheum theater's organist, presented a half-hour program of request organ melodies played on the Barton organ direct from the Orpheum theater.¹⁷

With the announcement of the broadcast of the Packer football games, the new sports program, organ music and the resumption of the daily lectures from the College; the Station also announced that:

Starting Monday, September 21, the Station will add two more hours to its daily schedule; the day's broadcast will commence at 7 instead of at 9 as it does now. The period from 7 to 8 will be known as "The Sunshine Hour" and the purpose behind this pro-

gram is to encourage all listeners to "keep smiling" through out the day, regardless of disappointments, whatever they may be. This program has been worked out in a unique manner and it is the belief of the Station's staff that there is no program like it on the air today.¹⁸

The increase of the daily programming from twelve and three-quarter hours to fifteen hours, from seven a.m. until ten p.m., helped the Station in fulfilling its goal in bringing the best in radio programming to Northeastern Wisconsin.

In an effort to present a varied and a complete educational program in 1931, WHBY made arrangement with Lawrence College in Appleton to present a half-hour educational program five days weekly from 9:00 until 9:30 a.m.

The new educational program began October 12, 1931, and continued through the entire school year. The program included lectures and educational sketches from every department of the College and conservatory of music. Dramatics, literature, economics, science and languages were included in the programs.

The first program to originate from Lawrence College, presented Dr. Otto P. Fairfield, professor of art; and Dr. A. A. Trever, professor of ancient history. Each professor presented a fifteen minute lecture in his field, inaugurating a well-planned and presented series.¹⁹

Because WHBY was not affiliated with any network, all programming naturally had to be produced by the Station itself. To be able to present a varied schedule, and to hold a large audience, it was necessary to think up new ideas and gimmicks to maintain a varied schedule.

A novel program was presented on November 24, 1931, which was believed to be the first of its kind ever attempted to be put on the air.²⁰ Beginning from the main studios atop the Bellin Building in Green Bay, the announcer called upon Lorny Wilkinson at the Greenwich Gardens to sing a number,

the accompaniment to which was broadcast from the studio. It was found that the experiment worked out fine; therefore, after the theaters closed for the evening, the organists joined in the program.

The broadcast was an experiment to find out what could be done with such an arrangement. After the Station signed off for the evening, it was decided that with the fading of the various programs in proper proportions, an excellent program was possible. Therefore, on Thanksgiving a regular program was broadcast in this manner from 11:30 o'clock until 12:45. The main feature was a co-ordinated program of the four theaters pipe organs, Danny Daniels at the Fox in Green Bay, Tommy Comstock at the Orpheum in Green Bay, Marshall Tully at the Fox in Appleton and Gordon Pollock at the console of the Brin theater organ in Menasha.

The program, which proved to be exceptionally successful, required the use of all the Station's toll lines leased from the Telephone Company. Naturally, the success of the program was the result of the perfect timing by the technicians and the artists. The perfect synchronization was accomplished by equipping each organist with a set of earphones with which to listen for the signal to commence. When the signal was given from the control room, the artists began playing. The playing was so well synchronized that it was impossible to tell that the organists were miles apart.²¹

The Final Word

Examiner Hyde's recommendation, made to the FRC after the June hearing to deny WHBY's application for increased power, was formally endorsed in October. In his recommendation of denial, Hyde agreed to the need for a more favorable assignment and an increase of power for WHBY; but nevertheless, did not recommend this proposed change because of the interference the change would cause stations KMBC of Kansas City and probably WRC, Washington D. C., and WHA, Madison, Wisconsin.

Although the Station received an oral hearing before the Commission, the denial of the application did not come as a surprise, because the Commission was expected to back Examiner Hyde's recommendation. ²²

Forging Ahead

The last major improvement made by the College Station in 1931 was the installation of new Western Electric turntables in Green Bay studios atop the Bellin Building. The installation of the new turntables would assure the faithful reproduction of electrically transcribed programs and phonograph records.

The installation consisted of double 33 $\frac{1}{3}$ and 78 RPM turntables. The mechanism consisted essentially of two electrically driven turntables operated at a constant speed of 33 $\frac{1}{3}$ RPM. Some of the electrically transcribed programs used by the Station required the use of several discs and it was for the continuous reproduction of such programs that the turntables were installed. The transition from one record to the next without any noticeable interruption was accomplished by means of a fader. The flutter, which was sometimes noticeable before, was eliminated by means of a special spring drive system or a mechanical filter.

The 78 RPM type turntables were used for the reproduction of the ordinary phonograph records. This part of the equipment consisted of two turntables driven by synchronous motors, together with a fader and mounted in an oak case.

The fader was used for the same purpose as on the 33 $\frac{1}{3}$ table.

An additional feature of the Western Electric system was the provision of a special guide which permitted the playing of any portion of a record, enabling the desired part to be conveniently and accurately selected and then played.²³

The years 1930 and 1931 were very significant years in the development of the WHBY. These years proved to be very

busy ones due to the many improvements both in the facilities and programming. The unusual achievements and the progress accomplished by the Station during these two years is a clear indication why the WHBY was referred to as the "Best Little Station in America."



Figure 19. Studio B equipped with the new Western Electric turntables.

1. *Des Peres*, 1932, p. 123.
2. *De Pere Journal-Democrat*, February 5, 1931, p. 1.
3. *Ibid.*, February 12, 1931, p. 1.
4. *Green Bay Press-Gazette*, February 24, 1931, p. 2.
5. *De Pere Journal-Democrat*, February 26, 1931, p. 1.
6. *The St. Norbert Times*, March 7, 1931, p. 3.
7. *Des Peres*, 1931, p. 101.
8. *The St. Norbert Times*, June 6, 1931, p. 3.
9. *De Pere Journal-Democrat*, August 6, 1931, p. 1.

10. *Ibid.*
11. *The St. Norbert Times*, April 25, 1931, p. 4.
12. Information obtained from backfiles of WHBY.
13. Information taken from WHBY's application for renewal of the Radio Broadcasting Station License, 1931, (FRC Form No. 303). The information was sworn to and submitted to the Federal Radio Commission, pp. 2-3. No wonder that according to Father Wagner every pay day came as a source of anxiety to WHBY's manager.
14. *Ibid.*, pp. 6-7.
15. *Ibid.*, p. 7. Cf. Appendix G.
16. Interview with Mr. Val Schneider on September 27, 1962. He has worked as a salesman for the College Stations since 1930.
17. *Des Peres*, 1932, p. 124.
18. *De Pere Journal-Democrat*, September 17, 1931, p. 1.
19. *Ibid.*, October 15, 1931, p. 1.
20. Wagner, personal interview.
21. *Green Bay Press-Gazette*, November 24, 1931, p. 2.
22. *De Pere Journal-Democrat*, October 29, 1931, p. 1.
23. *De Pere Journal-Democrat*, December 1, 1931, p. 4.

CHAPTER XI**RELATIVE TRANQUILITY****Dolle Pays Station a Visit**

The next two years, 1932 and 1933, were relatively quiet years, years which were devoted to developing a solid program schedule. The Station's facilities were all new and more than adequate for the 100-watt Station. While no official application was filed with the Federal Radio Commission until the last month of 1933, plans were being made, however, to attack the problem from another angle. WHBY needed more power if it was to continue to progress and grow.

Mr. Charles Dolle, the Station's lawyer for the past six years, appeared many times before the FRC in behalf of WHBY and was instrumental in obtaining for the Station the high position among the other stations of its class. If another application was filed for an increase in power, naturally, Mr. Dolle would again appear as the WHBY's legal counsel.

In order to be more effective in the future before the Commission, Mr. Dolle felt he should visit WHBY's operations in Green Bay and De Pere to become more familiar with the Station, the operators and the businessmen backing the Station.

On Monday, March 14, 1932, Mr. Dolle arrived in Green Bay for the purpose of making a personal survey of the Station, which had grown from the little two-tube apparatus built by Cletus Collom into a model station managed by Father James Wagner.

Mr. Dolle was formerly an attorney for the Cincinnati Tractor Company until he became the executive secretary of the National Council of Catholic Men, and a nationally known radio attorney.

An article in the *St. Norbert Times* hailed Mr. Dolle as:
... one of the three greatest radio attorneys in the

United States and his advice is sought in many radio cases. He is a close friend of most of the Federal Radio Commission and is recognized as one of the best informed lawyers on the radio question in the country.¹

In a speech given before the Rotary club of De Pere, Mr. Dolle pointed out that WHBY was officially recognized as the ideal one-hundred-watt station in this country. He stressed that the stable ethical background of an educational institution under religious auspices cannot be improved upon for a radio station. He continued that although educational institutions by their nature tend to be conservative; nevertheless, by co-operating with the social and cultural agencies of the community, the Station exerts a very beneficial influence on its audience. The Station's religious background insured wholesome entertainment and amusement for all its listeners. He said that the greatest contribution WHBY could give to the community was the aid to further economic development of the Fox River Valley.

Mr. Dolle also stated that:

In addition to the accomplishments achieved through the medium of WHBY, we may well be particularly proud of the executive staff of the enterprise, under the able direction of the Rev. James Wagner. Father Wagner is, without a doubt, the best informed priest in the radio field in the United States.²

Programming Stressed

The success or failure of a radio station and its programming is greatly determined by the station's staff. WHBY could boast of an extremely loyal staff, with a honest interest in radio. The staff exemplified interest and loyalty not only by their willingness to work late hours in order to broadcast DX programs, but also by the calibre of their work.

In March, 1932, the Station broadcast a DX program featuring Sally, the blues girl, Dorothy and Sylvia Coenen and

Guy Watts, which brought a response from the following areas: New York, New Jersey, Connecticut, Massachusetts, Mississippi, Michigan, Illinois, Indiana, Maine, Vermont, Minnesota, Wisconsin and the Dominion of Canada.

This program really served a twofold purpose. Besides finding out how far the Station could get out, it also provided the radio inspectors at Chicago an opportunity to check the frequency of the Station.

After the inspection the inspectors reported that the Station was thirteen cycles low; in other words, the Station was so accurate that it was only thirteen parts off in 1,200,000. Naturally, the station engineers were extremely pleased over the high degree of accuracy.³

Perhaps the funniest and most hilarious program aired during this period was the program "Cecil and Sally," from 7:00 until 7:15 each evening. The program was a daily fifteen minute comic serial with continued story interest from start to finish. It was an interesting and cleverly written skit that held the listeners interest. The series was produced by Patrick and Henry Producers, and furnished to WHBY on transcription. The weekly cost of six transcriptions was approximately twenty-five dollars.⁴

Another comedy which had a large following was that of the two Daffodils, Ken Gullum and Duke Atterbury, presented by the Kelvinator dealers of Green Bay. The program featured good, clean humor, intermingled with vocal and piano selections.

Their "gags", every one clever and new, are pulled in rapid succession; the interviews with "Little Oscar" are exceedingly funny but funnier yet is the skit they call "The Black Out."

The broadcasting of the St. Norbert College debates was nothing unusual for WHBY. Debates were broadcast on WHBY from the Station's beginning; however, a somewhat

novel arrangement was set up for a debate between Lawrence College of Appleton, and St. Norbert College.

This debate differed from others in that the two teams were in different cities. The Lawrence College team debated from the Appleton studios and the St. Norbert team from the campus studio. To make it possible for each team to hear the arguments of the other, a receiver was provided in each studio.

The question discussed at this novel debate by the two colleges was: "Resolved: That Congress enact legislation embodying the essential features of the Steward Chase plan for the stabilization of business."⁶

WHBY, in the field of sports, carried a broadcast which up to that time had never been attempted before by any other station in the country. An unusual amount of enterprise was shown in presenting such an exceptional broadcast. The Station carried a live play-by-play report of a Green Bay Packer football game direct from Honolulu. Months of preparation was spent in making arrangements for the use of the ocean cable from Hawaii to the United States, and the telephone lines from the West Coast to the De Pere transmitter.

This broadcast was but one of the examples of the effort put forth by the Station to bring its listeners the best in programming.⁷

Radio Drama

Special techniques were developed by radio in the 1930's which opened a whole new phase to broadcasting. The accomplishment was really nothing new, but a combination of basic communication forms and products of other media. At first, radio merely imitated, reproducing the products of the theater, movies, platform, pulpit and the concert hall, which proved to be unsuccessful for radio.

In the early 30's radio realized that it could produce its own plays with great effect. It was realized that plays would

be more effective on radio if they were performed under studio conditions, with carefully co-ordinated music and sound effects. The loss of the visual element of drama could be offset by using suggestion, appealing to the imagination, and capitalizing on the intimacy of the medium.

WHBY with the necessary facilities and talent available, prepared to offer radio drama every Thursday evening at nine o'clock.

Thursday evening, August 25, 1932, the WHBY players made their bow to the radio audience when they presented the mystery drama "Blackmail." This play was the first attempt by the Station to bring live drama to its listeners.

Some of the other plays presented during the season were: "Sea Dog Piracy," "The Haunted House," "The Case of Major Brown's Love Letters," and "The Bearded Strangers."⁸

All of the plays presented on WHBY were written especially for radio to keep the listener in suspense.

WHBY, through its intense effort to serve the public interest, convenience and necessity, had become rated with the top one-hundred-watt stations in the country.

The Station realized that if it wanted to maintain this enviable position, it had to continue to offer a variety of programs of the highest calibre. Continued emphasis was laid on the educational and economic features in addition to regular musical programs.

In 1932 as well as 1933 lectures were broadcast directly from the classroom, the College studio and the Appleton studios, by different professors of St. Norbert and Lawrence College faculties.

In addition to the classroom broadcasts, economic subjects were frequently discussed by prominent professional men of the community. For example, Mr. Daniel C. Williams in his series discussed "How the Wages of Labor are Determined,"

"The Peculiar Characteristics of Labor as a Commodity," and "The Growth of Industrialism."

The entertaining part of WHBY's programming was made up of all types of music, ranging from classical selections played by the studio trio, to the popular numbers of local dance orchestras.

Every Sunday from 12:30 until 1:30 p.m. the Platten Brothers sponsored a program which claimed a large following. The program consisted of popular records of the day interspersed with comments on sports (the Green Bay Packers in particular), politics and other current problems. Emmett Platten announced and added thoughts and comments which proved to be extremely provocative at times.

Other programs included in the program schedule during the early 30's were the seasonal sports features, the weekly broadcasts of the Green Bay Packer football games, college and high school basketball games and boxing matches.

Organ recitals were broadcast daily from the theaters in Green Bay, Appleton, and Oshkosh, while The Old Time Fiddlers and brass bands were broadcast for the elder folks.⁹

This type of programming was very helpful to the Station's salesmen and its agency when selling radio time to prospective timebuyers.

Besides the varied and well-balanced program schedule, WHBY offered other advantages too which were to the advertisers' benefit. The advantages of using the Station's facilities were summarized well on its rate card.

The College Station performed its service to the public during these years without great publicity from the newspapers and without fanfare. However, there was one incident which was exceptionally unusual, setting a new record for the Station.

The station manager received a letter from D. N. Adams of Timaru, New Zealand, informing him that Mr. Adams re-

FOX RIVER VALLEY DATA

The Fox River Valley includes 18 important cities, of which 4 are over 20,000 in population. Foremost among this thriving group are Green Bay and Appleton.

a--GREEN BAY

Green Bay is the sales and distribution center for Northeastern Wisconsin and Upper Michigan. The reasons for this are obvious.

Green Bay, with 37,388 population, is the largest city in Northeastern Wis. and Upper Michigan. Its geographical location makes it the strategic distribution center for this area. Three railroads operate 112 trains (54 passengers and 58 freight) in eight directions in and out of Green Bay daily. Six paved Federal and State Highways converge in Green Bay. Over these, 5 motor bus lines operate 40 busses daily and eleven transport lines carry freight to all points.

The retail business in Green Bay totals in excess of \$24,000,000 yearly. There are 502 retail stores. Manufacturing establishments provide employment for 3,968 men and women with an annual payroll of \$4,822,000.

Green Bay is the agricultural center of this section. Based on the 1930 census, there are 11,933 farms in Green Bay Area. Annually these farms produce \$28,713,500 worth of products. The average annual income for these farmers is \$2,406—or \$164 more than the average of \$2,242 for the state of Wisconsin.

As a shipping center, Green Bay received in 1929 by water, 1,786,746 tons of freight, valued at \$38,390,900. Automobiles, coal and coke, grain, gasoline and kerosene, lumber and sugar, formed the bulk of these shipments.

b--APPLETON

Appleton has a population of 26,464. It is a marketing center for a population of 105,000 people, has 3 railroads that operate in 5 directions, 5 bus lines that run 64 busses in and out daily. It is in the heart of the Fox River Valley. There are 64 active industrial establishments in Appleton with a yearly payroll of \$4,500,000. Appleton is a College City (Lawrence College) with a student enrollment of more than 1000. This student body and faculty have a spending power of more than \$1,200,000.

Appleton, too, is an agricultural center, including in its area, 5,500 farmers, with an average yearly income of \$3,636 or a combined spending power of \$20,000,000.

Appleton retail sales as reported by the 1930 Bureau of the Census is \$17,800,000.

Daily	Wednesday Evenings
7:00-8:00—Reveille Hour	7:45-8:00—Crazy Crystal Trans
8:00-8:30—Appleton Shoppers Guide	8:00-8:15—Nellie Ellison, Soprano
8:30-9:00—Oshkosh Hour	8:15-8:45—Fret Tensers' Hawaiian Guitars
9:00-9:30—College by Radio from Lawrence College, Appleton	8:45-9:00—Jean Telfor and Milton Mickelson
9:30-10:00—College by Radio from St. Norbert College, West De Pere	Thursday Evenings
10:00-10:30—Monday, Thursday, Saturday, Orpheum Organ; Friday, Home Economics from Joannes Bros.	7:45-8:00—Wis. Discount Corp. Varieties
10:30-11:15—You and Lou Go Shopping	8:00-8:15—Lois Davis Gillespie, Library Chat
11:15-12:00—Fox Organ	8:15-8:45—W. W. Field, Counselor Period
12:00-12:45—Midday Variety	8:45-9:00—George Van Dyke, Bass-Baritone
12:45-1:30—Appleton Variety	Friday Evenings
1:30-2:00—Brinn Theater Hour, Menasha	7:45-8:00—Theo. Brown, Early Wis. History
2:00-2:30—Studio Trials	8:00-8:30—Lampitt Hour, College Studio
2:30-3:00—Reading the Hit of the Month or Best Sell in Books or Stories	8:30-9:00—Last Edition, Latest News from the Markets of Green Bay
3:00-4:00—Sally, Guy, Billie	Saturday Evenings
4:00-5:00—Moments Musicale	7:45-8:00(1st and 3rd Sat.) Purple Parrot News (2nd and 4th Sat.) Bob Kravoc-Stamp Collection
5:00-5:45—Bohemian Baking Co.'s Kiddies Hour	8:00-8:15—Jr. Hawaiian Duo
5:45-6:00—Variety	8:15-8:45—Lillian Courard and Olive Piper
6:00-6:30—Appleton Musicale	8:45-9:00—Homer Morrissy and His Uke
6:30-7:00—Studio Dance Orchestra	Sunday
7:00-7:15—Hurlbut's Ford Coke Musicale	10:00-11:00—High Mass Direct from St. Joseph's Church
7:15-7:45—Green Bay Studio Trio	11:00-11:30—Fret Teasers
7:45-8:00—Educational Feature	11:30-12:00—Sam Ogle, Baritone, Guy at the Baldwin
9:00-10:00—Slogan Contest	12:00-12:30—Kelvinator Program
SPECIAL FEATURES	12:30-12:00—Platten Bros. Late Releases of Records
Monday Evenings	1:30-1:45—Green Bay Auto Parts Program
7:45-8:00—Wis. Discount Corp. Varieties	1:45-2:00—Crazy Crystals Transcription
8:00-8:15—East Lumber & Fuel, Sally and Guy	2:00-2:30—Leicht's Rusty Hinges
8:15-9:00—Minstrel Show	2:00-4:00—Bass Band
Tuesday Evenings	5:00-5:30—Seiberling Singers
7:45-8:00—Harry Haakins' Pianologue	5:30-6:00—Gus Arnheim and His Orchestra
8:00-8:15—Aces, War Stories of Famous Aviators	7:00-7:15—Hurlbut's Ford Coke Program
8:15-8:30—Helen Claire Miller, Soprano	
8:30-8:45—Hawaiian Guitar and Organ	

WHBY - - The Logical Station in Northeastern Wisconsin

- Only station in the Fox River Valley
- There are no super powered stations within 200 miles of Green Bay
- WHBY's area is not included in the primary coverage of any other station
- WHBY has the largest number of remote controls in Wisconsin and studios in Green Bay, De Pere, Appleton, Neenah, and Menasha, Wis.
- WHBY is located in Green Bay, the hub of Wisconsin's greatest industrial and commercial area
- WHBY employs an expensive staff for production of programs and advertisers' copy

Figure 20. WHBY's rate card.

2—CLASSIFICATIONS**a. Participating Features—Each sponsor allowed 100 words.**

Name	Time	Frequency	Rate
You and Lou	10:30 to 11:30 A. M.	daily except Sunday	\$15 weekly
Midday Matinee	11:00 to 12:45 P. M.	" " "	\$30 "
Evening Shopper	7:15 to 7:45 P. M.	" " "	\$40 "

3—SERVICE FACILITIES

- a. The station will furnish any type of local talent available. Prices may be secured upon application.
- b. Programs will be broadcast from any location within 30 miles of the station. Prices on application no points outside of regular studios.
- c. Transcriptions—Electrical Transcriptions are accepted for broadcast at any hour available; Western Electric Reproducing Equipment. No service charge on electrical transcriptions.

4—COMMISSIONS AND CASH DISCOUNTS

- a. Agency commission—15 per cent. e. Bills payable 10th.
- b. Cash discount—1 per cent. d. Commissions apply on time and talent charges.

5—REGULATIONS AND RESTRICTIONS

- a. Maximum length of contract—1 year.
- b. Closing date—two weeks prior to starting date.

6—TERRITORY COVERED

- a. Important section of Northeastern Wisconsin, "The Fox River Valley," which includes Brown, Outagamie, and Winnebago Counties plus a forty mile western, northern, and eastern radius.
- b. Population of Fox River Valley (1930 census) is 209,454 with an average of 53.1% radios. Population of 40 mile western, northern, and eastern radius is 137,173. Total population is 446,626.

7—MISCELLANEOUS

- a. Owned and operated by St. Norbert College.
- b. Established in 1925.
- c. Transmitter at West De Pere.
- d. Main Studio at Green Bay.
- e. Not affiliated with other stations or newspapers.
- f. Time used—Central Standard Time—only.
- g. 100 watts—1200 kilocycles.
- h. Managing Director—Rev. James A. Wagner; Advertising Manager—N. J. Smitz

STUDIOS		BROADCASTING STATION		RATE CARD NO. 2
Green Bay, Wis. (Main)				Issued February 15, 1932
Appleton, Wis.				Effective March 1, 1932
Menasha, Wis.				
Neenah, Wis.				
De Pere, Wis.				
100 WATTS POWER—249.9 METERS—1200 KILOCYCLES				
MEMBERS NATIONAL ASSOCIATION OF BROADCASTERS				
1.—GENERAL BROADCASTING				
A.—Musical Programs		RATES		
Class	"A"	"B"	"C"	
1 hr.	\$75.00	\$50.00	\$30.00	
1/2 hr.	46.00	31.00	18.40	
1/4 hr.	18.70	20.00	11.50	
10 min.	25.50	17.75	10.10	
5 min.	15.00	10.00	6.00	
Maximum 30% Commercial Copy				
B.—Talks, Announcements "A"		"B"	"C"	
1/2 hr.	\$58.25	\$40.75	\$13.30	
1/4 hr.	36.40	25.50	14.55	
10 min.	31.40	22.75	13.00	
5 min.	20.50	14.35	8.10	
* 200 words	12.80	8.95	5.12	
* 100 words	8.00	5.60	3.30	
* 50 words	5.00	3.50	2.00	
* These rates do not apply on participating features.				
				Class "A" Time 6:00 P. M. to 9:00 P. M. Daily 12:00 to 3:00 P. M. Sundays
				Class "B" Time 12:00 to 1:00 P. M. Week Days 5:00 to 6:00 P. M. Week Days 3:00 to 5:00 P. M. Sundays
				Class "C" Time 7:00 to 12:00 A. M. Week Day 1:00 to 5:00 P. M. Week Days 9:00 P. M. to 11:00 P. M. Daily
				DISCOUNTS
				13 to 25 weeks.....5%
				26 to 38 weeks.....10%
				39 to 51 weeks.....15%
				52 weeks.....20%
				Special rates for 3 times and 6 times per week contracts

Figure 21. Part II of the rate card.

ceived a program from WHBY on Sunday, August 20, 1933. He heard the program from WHBY between 2:30 and 3 o'clock Sunday afternoon, which was between 9:00 and 9:30 our time on Saturday, August 19.

Mr. Adams stated in his letter that he picked up the program on a regulation model receiving set, and it was in no way high powered or designed to catch long distance signals. The signal was weak, Mr. Adams admitted; but nevertheless, the program was understandable. This was, indeed, an unusual phenomenon for a 100-watt station, but the station engineers gave a plausible explanation of the unusual reception. Their explanation was:

A radio transmitter emits essentially two sets of waves, the ground waves and the sky waves. According to the most modern theory of radio wave propagation, some of the emitted waves of a transmitter are believed to travel along the surface following the curvature of the earth, the energy being absorbed so as to disappear entirely a few hundred miles from the transmitting antenna.

The sky waves, however, travel upward from the antenna until they strike a layer of permanently ionized atmosphere known as the Heaviside layer, which is an almost perfect conductor of radio waves. The wave signals are then either immediately reflected back to earth, or else tend to glide along the underside of this layer, in some cases for a considerable distance before finally being reflected to earth.

It is this phenomenon which accounts for the fact that a radio signal may be heard many thousands of miles from the transmitting station and still be inaudible in the intervening distance. Great distance covered by means of this sky wave, however, usually takes place while most of the intervening distance is under cover of darkness, as the sun's rays act to absorb the energy of a transmitted signal.¹⁰

1. *The St. Norbert Times*, March 21, 1932, p. 1.
2. *Ibid.*
3. *De Pere Journal-Democrat*, March 17, 1932, p. 7.
4. Letter to Father James Wagner from H. J. Newcomb, station manager of WRJN in Racine, December 18, 1931.
5. *De Pere Journal-Democrat*, May 19, 1932, p. 7.
6. *The St. Norbert Times*, March 21, 1932, p. 3.
7. Brief filed on behalf of Station WHBY, Incorporated, by Charles F. Dolle, after oral arguments on exceptions to Examiner's Report No. 546, June 15, 1934. The brief was filed with the Federal Radio Commission.
8. *De Pere Journal-Democrat*, August 25, 1932, p. 8.
9. *Des Peres*, 1932, p. 124.
10. *Green Bay Press-Gazette*, September 30, 1933, p. 9.

CHAPTER XII**PERSEVERANCE REAPS REWARD****Increased Power Again Sought**

In a renewed effort to serve all of Northeastern Wisconsin rather than only a small portion of the state, WHBY again requested an increase of power and a change of frequency. The application was made for a regional channel at 1360 kilocycles.

For convenience and to eliminate an expensive trip to Washington, the hearing of the application was held in De Pere. The testimony of the fourteen witnesses was taken by Miss Frances Van Vonderen, acting as a court commissioner, who in turn forwarded the testimony to the FRC in Washington.

The witnesses, who testified to the value of the Station and to the need of greater power for the Station to serve a wider range of territory, included the Right Reverend Bernard H. Pennings, President of St. Norbert College; Father Anselm Keefe, the College rector; John V. Diener, mayor of Green Bay; Irvin A. Smits, president of the De Pere Commercial association; E. O. Smith, Wisconsin Telephone Company manager, in Green Bay; Reverend L. F. Gast, representing the Green Bay Ministerial Association; Edward Wochenske, representing the Green Bay Association of Commerce; William F. Haefs, Kiwanis club representative of Green Bay; James Stathas, Oscar Bielefeldt, Peter Platten, Leland H. Joannes, users of the station facilities; Charles Bader, labor representative, all of Green Bay; and John Goodland, mayor of Appleton.

Owners and operators of the stations in Illinois and Wisconsin, who would be affected if WHBY's petition was granted, were given the opportunity to cross-examine the witnesses for WHBY. Those who were present for the hear-

ing were: F. R. Calvert, manager of station WLBL, the state-owned station at Stevens Point; Harold H. Fongel, Madison, representing the same station; F. R. Wedlake, representing the Wisconsin's attorney general's office; and Gene Dyer, operator of station WGES in Chicago.

WGES and WLBL fought WHBY's application bitterly because the granting of the application would mean their annihilation as radio stations.¹

Miss Van Vondern took all the testimony, put it in order, and sent it to the FRC. During the first week of 1934, the FRC held a hearing in Washington to decide whether WHBY's application should be rejected or granted.

At the hearing WGES's attorney took the stand and quoted Mayor John V. Diener and one of WHBY's engineers as being unfavorable to the College Station's application. Mr. Pratt, attorney for WGES, quoted Mayor Diener as having said "that if nine-tenths of WHBY's programs were off the air we would be better off."

The Mayor immediately rose to deny the statement as false and erroneous. Mayor Diener testified that as soon as he read his supposed deposition as it was quoted in the **Green Bay Press-Gazette**, he called up the rector of St. Norbert College and denied having made such a statement.

The Mayor explained to Father Keefe:

The way my statement read in the **Press-Gazette** it would appear that I was branding nine-tenths of WHBY's programs as worthless.

What I said referred to radio in general. I had been asked if WHBY was justified in remaining on the air after 9 p.m.

I replied that they had as much right on the air as any other station, adding, to the best of my recollection. If they cut nine-tenths of the stuff off, we would be better off.

By this, of course, I meant that there was no reason to penalize WHBY for the sake of other programs which I would not have regarded as any particular loss".²

Mr. Pratt in cross-examining Father Wagner quoted one of the engineers of the College Station as saying that "the Station signed off at nine o'clock although it has unlimited time, because the station had nothing else to broadcast after that hour." But, when the lawyer was asked to produce the deposition, he was unable to do so. The statement was really made by a representative of WGES, who claimed that a WHBY employee had told him that; but he could not give the name of the employee.

Father Wagner, in answering the accusations made by Mr. Pratt, testified that the only reason why the Station signed off at nine p.m. was that it was impossible to broadcast after that hour with the Station's low power.

Father Wagner also testified before the FRC that WHBY would establish a studio in Oshkosh to provide that community with an outlet for commercial and civic interests. The financing of the proposed studio and other improvements, if the added power would be granted, was challenged by Pratt; however, a statement from the President of the College, the Right Reverend B. H. Pennings definitely established that the College and the Order would be ready and able to finance any proposed changes.

William Burt, director of commercial broadcasts, and Agatha Beemster, Father Wagner's secretary, were also in Washington to testify before the FRC in the Station's behalf. Earlier lengthy testimony was given by WGES's representative in objecting to WHBY's programming. To find out what kind of programming WGES was broadcasting, Miss Beemster was sent to Chicago to spend a week in August and two days in December to check WGES's programming. Miss Beemster took a room in a hotel and spent many hours before the radio taking complete shorthand notes of the programs. She found

that over seven-eighths of the Chicago station's programs consisted of phonograph records and electrical transcriptions.

Mr. Pratt strenuously objected to the transcript of Miss Beemster's report, and Examiner Hill delayed the decision until the admissibility of the transcript could be definitely established.³

An engineers' hearing was the next move in the case of WHBY's request for increased power. This hearing was held to establish the reason for signing off the air at nine p.m. To insure being well represented by competent authorities on this matter, the Station employed the services of J. Jansiky and R. Daley, radio engineers of Washington D. C.

A ray of hope shined through during the hearing; it appeared that perhaps the Station would finally receive an increase in power which it had been seeking for several years. If the WHBY's application was granted, the FRC would make this fact known in six to eight weeks.⁴

Network Formed

A month passed since the hearing and no word was received concerning the increase of power. A favorable decision would have been welcome at this time, since WHBY's program schedule was broadened by its becoming one of the nine stations banded together to form a network, the North American Broadcasting System. The new network, which began in February, 1934, was made up of lower-powered stations in the Northwest with its headquarters in Milwaukee, Wisconsin.⁵ The nine stations found it necessary to form a network in order to provide their listeners with a variety of entertainment, and to bring a better class of radio talent to the radio audiences throughout Wisconsin and upper Minnesota, which the individual stations were unable to furnish.

Other low powered stations were faced with the same problems as WHBY. They found it increasingly more difficult to find local talent to present interesting and entertaining

programs. To alleviate the ever-increasing problem, the College Station affiliated with WOMT, Manitowoc; WHBL, Sheboygan; WHAD, Milwaukee; WCLO, Janesville; WIBU, Poyette; WKBH, La Crosse; WTAQ, Eau Claire; and WHRM, Minneapolis, Minnesota to form the new network.⁶

The chain opened studios at 1444 North Prospect Avenue in Milwaukee, serving as the source of all network programs for the first month of the network's existence. This was necessary at first because the hookup lines connecting each station ran only one way; thus it was impossible to send programs from the individuals stations over the network. This restriction was rectified quickly when two-way lines were installed to offer the best talent from all of the affiliated stations.⁷

Until the two-way lines were installed, the Milwaukee studios presented many commercial and educational programs, plays and dance bands and other features of special interest. During NABC's first weeks of existence, it was able to carry a speech of President Franklin Delano Roosevelt, plus the Wisconsin - Iowa, and the Wisconsin - Minnesota basketball games.⁸

A month after NABC began operating, the two-way lines were installed and ready for use. The "River Lake Gospel Sunshine Hour" was the first program broadcast over the new lines. The program, featuring musical selections and short addresses, originated from WHRM in Minneapolis on Sunday, March 25, 1934, from 4:30 until 5:00 p.m.⁹

Increased Power Unsettled

The Station had high hopes that soon it would be able to reach at least 550,000 persons within a radius of fifty miles rather than the 122,000 person reached with the 100 watt transmitter. The 100-watt transmitter provided a satisfactory signal in the daytime only to those who resided within a radius of eighteen to twenty miles of the transmitter. At night,

the signal was driven back by interference and could be heard in satisfactory strength only by those persons who resided within a limit of seven to nine miles in all directions from the transmitter. This situation was constantly creating problems for WHBY, especially in dealing with advertisers. The night time service was utterly ruined by interferences; therefore, the Station's commercial clients objected to paying for advertising, and the Station recognized the justice of their complaints: consequently, the Station absolved the advertisers of their obligations.

Instead of rendering a decision concerning the application, the FRC called another hearing which involved six stations. The hearing was convened in Washington by the Commission due to the exceptions filed to the Examiners report No. 546.

Charles F. Dolle, attorney for the De Pere Station, prepared a twenty-four page brief which he filed with the Commission on behalf of the Station.¹⁰

The evidence and testimonies all in and heard, the Commission rendered its decision. Despite the optimism previously showed by the station manager, the Federal Radio Commission denied the application. This was not the end. An appeal from the Federal Communication Commission's decision was immediately filed by the Station in the United States District court in the District of Columbia. The appeal asked that the decision made by the Commission be set aside that the court review the case. The Station contended that errors in the Commission's decision necessitated a reviewing of the case.¹¹

Extra!

November 22, 1934, the Station was notified of a partial victory in its years of struggle for more power. The College newspaper, *The St. Norbert Times*, announced the news that:

WHBY, the College Radio Station, was granted a 150-watt increase in power by the Federal Communication Commission, station authorities were informed today.

The Station is permitted to broadcast programs with 250 watts during the daytime. The former power limit was set at 100 watts for all broadcasts, and will continue for night programs.¹²

Along with the permission to go to 250 watts during the day, the communique ordered work to start on the new transmitter by December 20 and to be finished within three months or by March 20, 1935.

Permission granted, the Station's engineers immediately began designing circuits and apparatus necessary to go to the power quota assigned.¹³

After a long series of hearings of almost a year concerning the request for 1000 watts, more power was anticipated; but satisfaction was expressed with the new increase. Father James Wagner was asked, after he received the telegram from the FCC, how he felt about the power increase. The General Manager said:

Of course, I feel elated over receiving this permission. We will begin remodeling the mechanical equipment of the station as quickly as possible, and we are going to continue in our effort to get authority to broadcast with additional power.¹⁴

The relatively small increase proved very advantageous, for the newly allotted power more than doubled the radius of the territory to be covered. From a commercial point of view, the increase produced a substantial increase in the advertising business that WHBY could do. The increase would enable "The Voice of the Fox River Valley" to greatly expand its service.¹⁵

Deadline Approaches

The FCC allowed three months in which to convert the transmitter over to 250 watts. Under ordinary conditions the change over would not have been too difficult, but the station engineers had to convert the transmitter under unusual conditions. Adding new equipment was not an easy

task for Norman Hahn, chief engineer at the transmitter and designer of the new apparatus. The change over was a real challenge because all the work had to be done on the new equipment after sign-off each night at ten p.m. The engineers were required to work all night and sleep by day while the Station continued broadcasting during the day. The work was especially difficult because the new equipment had to be inserted into the working circuits of the transmitter without impairing the operation for the following day. Mr. Hahn and his assistants, Vincent Vanderheiden, a college freshman, and Wallace Stangel, operator at the station, built the new units and prepared them to be fit into the transmission circuits without disrupting any air time. Any mistake or a piece of faulty material could have caused faulty transmission or no transmission at all.

Engineer Hahn and his assistants completed the general rearrangement of the equipment and the installation of the new rectifier, the radio frequency amplifier, and the large switch used to change from 250 to 100 watts each day.¹⁶ The new rectifier was installed in order to provide an additional supply of direct current for 250-watt broadcasts as the old generator could not supply the necessary current.

Before the end of February, 1935, all the equipment was completely installed and the process of tuning began.

The tuning completed, frequency tests were run by an agency authorized by the Commission for the purpose of insuring that the Station was on the correct frequency. As soon as the testing was completed, WHBY began ten days of testing on DX programs with 100 watts because the license to broadcast with 250 watts was not yet received.

New Possibilities

Although the College was not able to obtain a regional channel for WHBY, a new approach to the problem was found. There appeared a possibility that St. Norbert would

be able to purchase a 1000-watt station from the Gillette Rubber Company of Eau Claire. The company wanted to sell the station and all the equipment, but whether or not the College could transfer WTAQ to Green Bay would be decided by the FCC.

The transferring of WTAQ to Green Bay would be a real boon to the College, enabling it to perform the service which it had been trying to do for the past ten years.

The whole problem of transferring WTAQ from Eau Claire to Green Bay was scheduled to be settled at a hearing in Washington before the Commission. But several difficulties had to be solved before the transfer could take place.

Moving the 1000-watt station to Green Bay would place it close to WHBL, Sheboygan, both on the dial and geographically. A directional antenna would have to be built to protect WHBL and several other near-by stations against interference if WTAQ would be transferred to Northeastern Wisconsin.

A formal application was made with the FCC and a hearing was set to consider the St. Norbert request. Now all the College could do was bide its time until the FCC reached its decision concerning the fate of WTAQ.¹⁷

In the meantime, plans were made for a joint celebration to mark the beginning of the 250-watt broadcasts, and the tenth anniversary of the Station. The celebration was planned for March 25, 1935.

The license for increase power was received the Saturday before the planned celebration, but it wasn't used until Tuesday morning. A sleet storm on Saturday damaged the transmitter's aerial at De Pere. Moreover, the FCC stipulated in the license that the 250-watt power could not be used until forty-eight hours after the arrival of the license.

The dedication and anniversary program was held on Monday as planned, but the Station did not go to 250 watts

until Tuesday morning. The special celebration program included a list of programs featuring a St. Norbert Hour, and some of the old favorites of past broadcasts, and civic music groups of Green Bay and De Pere.¹⁸

The increased power granted December, 1934, marked a new era in the life of the Station, the transformation from a 50-watt station in its infancy to the present status. Entering into the new era of 250 watts, the Station could look back over the difficult years of development and justly be proud of the past accomplishments. Much had been achieved amidst struggle for existence and the trials of a growing medium.

Looking back over what was accomplished, the management and the staff, past and present, could, indeed, be proud of their Station. The growth from a mere physics project to a well-established station could only be attributed to a united effort under exceptional leadership.

No one in his wildest imagination could have been convinced in 1925 that, ten years later, it could be said of the physics club project that:

... Station WHBY has been officially recognized as the ideal 100-watt station in this country with its far-reaching power, up to this period of 77,536 radios in the Fox River Valley region, an optimistic view toward furthering the economic development is anticipated through the new 250 watt daytime grant coming as it does when WHBY has happily survived a decade of struggle and experimentation.¹⁹

1. *De Pere Journal-Democrat*, December 14, 1933, p. 1.
2. *The St. Norbert Times*, January 12, 1934, p. 1.
3. *Ibid.*
4. *Ibid.*, January 26, 1934, p. 1.
5. *Des Peres*, 1934.

6. *The St. Norbert Times*, February 23, 1934, p. 1.
7. Back files of WHBY.
8. *The St. Norbert Times*, March 9, 1934, p. 3.
9. *Ibid.*, March 23, 1934, p. 3.
10. Cf. Appendix H.
11. *Green Bay Press-Gazette*, August 6, 1934, p. 7.
12. *The St. Norbert Times*, November 23, 1934, p. 1.
13. *Ibid.*, December 7, 1934, p. 1.
14. *Ibid.*
15. *De Pere Journal-Democrat*, December 13, 1934, p. 1.
16. *The St. Norbert Times*, February 21, 1935, p. 1.
17. *De Pere Journal-Democrat*, March 21, 1935, p. 1.
18. *The St. Norbert Times*, March 22, 1935, p. 1.
19. *De Pere Journal-Democrat*, March 21, 1935, p. 1.

APPENDIX A

Father Keefe Speaks in behalf of WHBY

From this it can be seen that if Station WHBY appears at the hearing and can show the Commission that it serves public interest, convenience and necessity, its license will be again granted.

Let us see what WHBY has been doing to serve the public interest, necessity and convenience.

The program material of the Station is divided into three spheres: entertainment, educational and religious. As to the entertainment, the best music that could be obtained was offered. Among these are organizations of national repute, the local bands of the various organizations, and practically every orchestra of worth that entered our territory. The very latest, as well as old time and classical music offered variety which is so desired by the listener. Local soloists, the various organizations of our high schools and now and then a program of juvenile talent.

Educational features included home economics, agriculture and various sciences. The household talks were a daily feature. The county agricultural agent supplied the farmers with helpful information. Members of St. Norbert faculty appeared occasionally with lectures on topics of interest. Lecturers from the University of Wisconsin appeared before the microphone of WHBY so that the educational programs were not neglected.

Another feature which had appeared continuously on WHBY programs was the daily market quotations.

The daily weather report furnished by the United States Department of Agriculture has been broadcast daily for several years.

The services broadcast every Sunday morning has brought cheer to many unable to attend their respective churches.

During the Advent and Lenten seasons, an afternoon program of sacred music with a lecture augmented the Sunday broadcast.

WHBY has always been ready and did offer its time and service gratis to all civic and public spirited projects. Among

those served were the American Red Cross membership drive and Relief Fund drive, Boys' Week, American Legion, and Boy Scouts.

The radio station in its territory is quite similar to the community newspaper. The paper is supported by the people of the community which it serves. Station WHBY now, especially, needs the support of listeners. The Station can be saved by the co-operation of all. If Green Bay - De Pere and the territory served by the Station want WHBY to stay on the air, chances are that it will remain.

It must be remembered that this Station serves a large rural district and the thickly populated Fox River Valley. Cities with a much smaller population than Green Bay have been allowed to retain their stations. Other cities somewhat larger have two or more. Chicago has nearly forty stations, of which only the dummy stations (those existing only by their call letters) and a few other are hit by the ruling of the Commission. Wisconsin had about twenty, of which eleven stations are threatened with the loss of their license.

It is a proven fact that conditions for reception are very poor at times and quite frequently the local Station was the only clear wave on the dials, which proves the necessity of the Station.

The Green Bay studio in the Columbus Club is equal to the studios of the highest powered stations in the country. The De Pere studios, one in the Administration building of the College and another in St. Joseph's School on Grant Street, offers everything desired for perfect sound transmission. Aside from the regular studios, special lines enable the Station to broadcast from the stage of the Columbus Club auditorium stage, St. Joseph's Church, and the College campus. Band concerts on the College campus were always a success. Should the license of the Station be revoked all this equipment would be loss.

What must be done to save the Station? It will be necessary to show the Commission that the public is interested; therefore, write to the Commission in care of WHBY at West De Pere or the Columbus Club studio at Green Bay. Tell the Commission why you are interested in the Station and how the Station is a convenience and a necessity. Mention in particular or in general what way the Station has served you.

Urge your friends to write and get your clubs and civic organizations to pass resolutions asking for the retention of the Community Station.

A representative of the Station will appear at the hearing and all resolutions, letters, and petitions will be presented to the Commission. As the preparation of the material will take considerable time, immediate action is necessary.

Civic pride demands that Northeastern Wisconsin should have a station and as a station already exists, it demands that WHBY should remain on the air.

Our Communities have ever stood in the front ranks in every line of civic endeavor, blessed with marvelous schools of all kinds, exceptional musical organizations and all that goes to make up a community in which it is a pleasure to live.

If WHBY goes off the air, there may never again be a station that you can call your own. Like a departing friend, its value may have been underestimated while it existed, but its loss is deeply felt after it is gone.

Spare no time, write, let us all co-operate, and WHBY may be saved.*

**De Pere Journal-Democrat, loc. cit., p. 9.*

APPENDIX B

Editor, Press-Gazette: I would like to have space in your paper to say a few words about radio broadcasting and hope that other radio fans will express their views.

We all realize and know that Green Bay should have a broadcasting station, as there are no large and modern radio stations within a hundred miles of us, and many evenings when there is much static on, a local station can cut through without much trouble, also Green Bay's location entitles it to a modern station of at least 500 watts.

We are told that the only station we have is soon to lose its license, but is it any wonder? Can anyone say that WHBY has not been 100 percent an advertising station? It does not surprise anyone that they are being shut down. I have listened to stations all over the U. S. and no station goes into detail with advertising as does WHBY. We all realize that there must be advertising to carry the expense of the station, but why go into detail and announce all the goods that a merchant has on his shelves? You may listen to WLS or any of the larger stations and they announce who the advertiser is but they do not enumerate all the goods he sells, and they don't announce between every five minute phonograph record.

Some of the programs have been fine, but they are a long way between. I think WHBY has no one to blame but itself and the radio fans can blame them if Green Bay loses its station. It is time that some progressive concern in Green Bay steps forward and retains a station for Green Bay and have a modern station of fair power which the people will be glad to listen to and support. Some may say the cost is too great, then why occupy a wave band for the pleasure of the public.

Green Bay fans have to pull most of the programs for a distance of 300 miles and more, which cannot always be done in bad weather, so a local station will be more than welcome, if it is run on the right basis.*

Yours,

RADIO FAN

Green Bay, Wisconsin
June 13, 1928

**Green Bay Press-Gazette*, June 14, 1928, p. 6.

APPENDIX C

The answer to the Radio Fan's letter reads as follows:

Editor, Press-Gazette: I read with regret a criticism on Station WHBY by one who signed the article "Radio Fan."

The statement that the authorities in charge at WHBY are not progressive is not true and an investigation on his part would have proven that to his complete satisfaction.

The authorities in charge at Station WHBY have petitioned the government persistently to grant them more wattage thus increasing their power to serve and making it possible for them to sell their services under conditions that would have made it possible to put on the type and kind of programs that would compare favorably with Milwaukee and Chicago stations.

Up to date the U. S. radio authorities have refused to comply with this request and Station WHBY has met the situation as well as possible. They have arranged their programs principally with the thought in mind to remain on the air and to retain their license.

They have not given up their fight for a chance for greater service. That is not the spirit of those in charge at Station WHBY and they are carrying on with a strong purpose and fighting heart and ultimately they will win out in their struggle. Personally I feel that they deserve and should have the help and cooperation and encouragement of every organized group and every good citizen in Green Bay and De Pere.*

JAMES HUGHES.

De Pere, Wisconsin
June 18, 1928.

*Green Bay Press-Gazette, June 16, 1928, p. 6.

APPENDIX D

Editor, Press-Gazette: Permit me to thank "Radio Fan" for the letter which appeared in Thursday evening's issue of the *Press-Gazette*. It is the first bit of criticism, constructive or otherwise, that Station WHBY has received through the public press as far as I can recall.

"Radio Fan's" letter appeared, I am afraid, almost too late to do any good if the Federal Radio Commission has its way. However, there may be many who missed my remarks over WHBY on June 1. With the permission of the editor I will supplement them with a word or two of explanation here.

Back in March 1925, WHBY made its first appearance among Wisconsin stations, and ranks third among them all in length of service. But, it has been a hard struggle to keep going. The early programs were all student productions. Later some assistance came from local performers. Until January of this year the majority of our offerings have been entirely gratuitous. To put these on the air required better and better equipment. Three studios were needed, the church wired for religious programs, room obtained in the local parish school for late work at night, and for the main studio a grand piano was purchased. This last item, to me at least, seems characteristic of the whole story of the struggle to keep WHBY going.

My good predecessor, Father Millay, had established a little candy store in the College basement, originally managed by the students, the proceeds from which were used, along with those from the College dramatics and the like, to procure the improvements and little luxuries about the institution that are usually unprovided for in a budget. All the proceeds from this shop, all the revenues from dramatics, and from nearly every other source went into WHBY. Even the funds of the College itself have been drafted, so that up to date over ten thousand dollars have gone into equipment and out over the air for the entertainment of those who tune in on WHBY. In this sum I do not include any remuneration for the services of the fathers, seminarians or friends of the College whose labors, time and talent have been entirely gratuitous.

Last Fall something had to be done to meet this constant drain on College resources. Arrangements were made with a local advertising agency to handle the commercial side of

the Station's financing. In order to make this more attractive and give Green Bay a share in the work of WHBY a fourth studio was opened in the quarters donated by the Columbus Community Club. But this, too, seems a failure. The Station has not met its own expenses. Frankly, it never was expected to be a "paying" proposition. The College as such aims to do educational and social service work. Neither of these "pay" in a commercial sense. In an educational way, I do not think that WHBY has benefited the College by increasing either its student enrollment or the number of its benefactors. In the social service realm there is no profit to be derived by anyone who attempts to benefit his fellow man. Commercially and financially, then, WHBY has not been a success. Its only success can be in its service for "the public interest, convenience, or necessity."

But your correspondent does not like the nature of the programs we have broadcast of late. Frankly, neither do we. But, has "Radio Fan" never tuned in on some of the other — even higher powered — stations, operated by seed stores, sanitarium, farm implement dealers and the like? And such concerns are in the business of radio for commercial purposes only.

Station WHBY is indebted first of all to the citizens of De Pere and West De Pere who have contributed each year sums now totaling nearly a thousand dollars to the upkeep of the equipment. We are further indebted to the various advertisers. Their patronage since March 1925, has brought in nearly \$2,500 which helped further to defray expenses. The balance of the \$10,000 thus far sunk into WHBY is the gift of St. Norbert College in educational, religious and entertainment features to this community.

Perhaps St. Norbert should never have entered the radio field. It was felt that a radio station would be a powerful means of service, and the College chose to employ that means. Yet "Radio Fan" writes: WHBY has no one but itself to blame, and the radio fans can blame them if Green Bay loses its station." If I read the meaning correctly "them" refers to those in charge of WHBY, the Norbertine Fathers. Evidently the writer has neither understanding nor sympathy for the effort and the expense that have gone into WHBY. If this is the general sentiment the sooner WHBY goes off the air the better.

That this is the general sentiment, is, I am afraid, true. To date, the protest on the part of Green Bay's Common Council, its social, fraternal and service clubs, and on the part of its private citizens has been of such negligible quantity that I cannot feel that Green Bay is at all interested in WHBY, its past, present or future.

"Radio Fan" continues: "It is time some progressive concern steps forward and retains a station for Green Bay." In the name of the St. Norbert College faculty, alumni, and friends in this community, I thank "Radio Fan" for that sentiment.

Sincerely,

The Rev. Anselm M. Keefe, Ph.D.
Rector, St. Norbert College.*

De Pere, Wisconsin
June 15, 1928.

**Green Bay Press-Gazette*, June 19, 1928, p. 6.

APPENDIX E**Schedule**

Sunday Feb. 16

- 10:00 - 11:00 High Mass and Sermon
5:00 - 6:00 An Evening at Home

Monday, Feb. 17

- 10:00 - 11:00 Daily News and Music
12:00 - 12:45 Midday Matinee
12:45 - 1:00 Farm Talk
6:00 - 6:10 Angelus, Markets
6:10 - 7:00 Request Program by Studio Trio
7:00 Time Signal
7:00 - 8:00 Community Program
8:00 - Safety Council

Tuesday, Feb. 18

- 10:00 - 11:00 Daily News and Music
12:00 - 12:45 Midday Matinee
12:45 - 1:00 Science News of the Week
6:00 - 6:10 Angelus and Markets
6:10 - 6:45 Town Crier
6:45 - 7:00 Studio Trio
7:00 Time Signal
7:00 - 8:00 Weather Forecast and Impromptu Program

Wednesday, Feb. 19

- 10:00 - 11:00 Daily News and Music
12:00 - 12:45 Midday Matinee
12:45 - 1:00 Health Talk
6:00 - 6:10 Angelus and Markets
6:45 - 7:00 Norcor Nocturn
7:00 Time Signal
7:00 - 7:15 John Bacon
7:15 - 7:18 Weather Forecast
7:18 - 8:00 Pleasant Memories

Thursday, Feb. 20

- 10:00 - 11:00 Daily News and Music
12:00 - 12:45 Midday Matinee
12:45 - 1:00 Library Talk
6:00 - 6:10 Angelus and Markets

- 6:10 - 6:45 Town Crier
- 6:45 - 7:00 Crysler Program
- 7:00 - 8:00 Weather Forecast and Music

Friday, Feb. 21

- 10:00 - 12:45 Midday Matinee
- 12:45 - 1:00 Educational Lecture
- 6:00 - 6:10 Angelus and Markets
- 6:10 - 6:30 Town Crier
- 6:30 - 7:00 Rusty Hinges
- 7:00 - 7:15 Charles Cash and Winnie Way
- 7:15 - 8:00 Weather Forecast and Kellogg Ensemble

Saturday, Feb. 22

- 10:00 - 11:00 Smiling Bill's Candy Club
- 11:00 - 11:30 Daily News and Music
- 12:00 - 12:45 Midday Matinee
- 6:00 - 6:10 Angelus and Markets
- 6:10 - 6:30 Town Crier
- 6:30 - 7:00 RKO Vaudeville*

*The St. Norbert Times, February 15, 1930, p. 3.

APPENDIX F

The new five-room transmitter building was designed to house the following apparatus:

One radio telephone transmitter of 100 watts output capacity, with 100% modulation and thermo temperature crystal control, complete with current filtering, metering equipment, filament and "C" bias supply motor-generator, designed to operate from a 220 volt, 60 cycle, three phase supply with station amplifier equipment, vacuum tubes, high voltage motor-generator, antenna system.

Temperature Control Unit

The separate units entering the construction of the transmitter are described individually as follows:

The temperature chamber is made up with walls of heat insulating material and with dead air space to provide efficient insulation. This chamber houses the thermometer bulb, the control unit and the crystal and heater unit. The thermometer is mounted on the front of the panel and is graduated in tenths of degrees from 35 to 65 degrees centigrade. The control unit proper is of the mercury type and thus does not employ solid metal contacts, consequently all danger of sticking is avoided. This unit operates on the grid of a vacuum tube relay-rectifier, the plate current of which in turn operates a mercury relay which controls the heater current.

This combination of components provides a temperature control that is at once extremely sensitive without sacrificing the ruggedness that is so necessary for continuous operation under commercial conditions.

Crystal Oscillator Unit

This unit is of the semi-fixed adjustment type and is not adjustable from the front of the panel. In this way there is no possibility of slightly changing the frequency of the unit after the initial adjustment has been made. It is designed to operate with one UX 210 tube.

The first stage of amplification in this unit requires one 75 watt screen grid tube for operation. With a tube of this rating no difficulty is had in obtaining sufficient output from this

stage, while maintaining at the same time a true buffer adjustment. The second stage is provided with front panel tuning and neutralizing controls, uses a 50-watt tube and operates as a class "C" amplifier. Modulation takes place in this stage.

The final or power stage of amplification uses two 250-watt tubes to amplify the modulated output of the second stage. This stage is of ample power capacity to permit 100% modulation without appreciable distortion of peak values. Antenna and tank tuning as well as neutralizing controls are provided.

The station amplifier will consist of a modern fading system connecting all of the incoming studio lines coupled to a three-stage impedance coupled amplifier. This amplifier is constructed to give an even response to all audio frequencies from 30 to 8000 cycles.

Speech Amplifier

A 50-watt tube, impedance coupled to the modulator stage is used to amplify the output of the station amplifier. The input to this unit is through a transformer with a high permeability alloy core to insure excellent frequency characteristics.

The modulator unit uses one 212D tube with an output of 50 watts of audio frequency power to modulate the second stage of radio frequency amplification described under the second stage above. In this way peak values of modulation up to 100% may be without noticeable distortion.

All of the above units are equipped with grid, plate and tank meters where required, and filament voltage and plate voltage meters to read the total output of the generators are provided. Tubes requiring less than the total voltage are supplied through voltage reducing resistors which maintain the required value after the initial adjustment.

Motor Generator

The motor generator unity will supply 16 volts for filament supply and 250 volts for the "C" bias supply. It will be of ample power capacity to operate the transmitter continuously without exceeding the standard 40 degrees Centigrade Electrical rating. The output shall be sufficiently ripple free to provided carrier to the extent that no objectionable hum or sing is transmitted.

Antenna and Ground System

The antenna system will consist of two 120-foot steel towers designed and manufactured in accordance with the best engineering practice. The members of the structure will be open-hearth rolled steel angles bolt connected through out, arranged and proportioned to give maximum efficiency without needless redundancy. They will be heavily galvanized by the "Hot Dip" process to afford the necessary outdoor resistance to corrosion. In the Hot Dip process the steel is first cleaned thoroughly by pickling in strong acid and then is immersed in a bath of pure molten zinc. Under skilled direction this method absolutely assures the indispensable heavy coating of pure zinc which fixes the capacity of galvanized steel to resist rust.

In addition to the dead weight, the towers are designed to resist safely a horizontal antenna pull of 2100 pounds in the direction of the antenna and 400 pounds at right angles thereto and a vertical load of 2500 pounds, all applied at the top and a wind pressure equivalent to an indicated velocity of 90 miles per hour, uniformly distributed in one and one-half times the normal projected area.

The ground system will consist of forth No. 10 bare copper wires each 100 feet long and soldered to the edge of a 1/16 inch thick copper sheet under the floor of the transmitter room. All wires will run in a straight line and will be buried one and one-half feet below the ground.*

**The St. Norbert Times*, June 7, 1930, p. 3.

APPENDIX G
COMPILATION OF WHBY'S PROGRAMMING AND
EXPENSES FROM 1931 TO 1935*

	1931	1932	1933	1934	1935
1. Average per cent of time per month devoted to—					
(a) Commercial programs					
(1) Entertainment -----	28%	10%	10%	10%	16%
(2) Educational -----		3%	3%	3%	2%
(b) Sustaining programs					
(1) Entertainment -----	52%	57%	57%	57%	63%
(2) Educational -----	10%	15%	15%	15%	10%
(3) Religious -----	5%	8%	8%	8%	7%
(4) Agricultural -----	5%	7%	7%	7%	2%
2. Average number of hours sold per month —					
(a) Before 6 p.m. -----	43	30	49	66	85
(b) After 6 p.m. -----	33	10	20	16	15
3. Average number of hours per month station has operated during present license period -----	380	400	364	435	459
(a) Before 6 p.m. -----	240	300	277	315	332
(b) After 6 p.m. -----	140	100	87	120	127
4. Average number of hours per month of sponsored programs is -----	77	40	50	50	70
(a) Of which direct advertising programs is -----	0	10	10	50	70
5. Average amount of money per month spent for—					
(a) Talent -----	\$2000	\$1200	\$300	\$208	\$150
(b) Other purposes -----	\$1800	\$2400	\$1700	\$1700	\$2650

*Data taken from the applications for renewal of the radio broadcasting licenses from 1931 to 1935. Forms No. 303.

APPENDIX H

In the beginning of the brief, Mr. Dolle stated the existing situation of the stations involved. He reported that:

. . . the application consolidated and set for hearing, the issues made and evidence presented, show that Station WHBY seeks a change from its present full time operation on 1200 KC to the 1360 KC channel, regional channel now partially unassigned but occupied for part-time service by Station WGES, whose facilities are requested by Station WHBY in order that it may be able to operate full time at its present location, Green Bay, Wisconsin. Station WHBY is unable on its present power and assignment to meet the need for broadcasting service in the area it is licensed to serve and has shown that no other station furnishes consistent, dependable service to that area. It maintains that if it is allowed to operate upon the assignment applied for it will be enabled to furnish such service, and that if its application should be granted, and, as a necessary consequence, Station WGES should be deleted, there will be no loss of needed radio service in the Chicago, Illinois, area, in which WGES is located. It has alleged that Station WGES does not render any service that is not now, or cannot be performed by other stations operating in that area.

Station WBOK presents identical demands in its application, while Station WSBT applies only for the hours not now assigned to any other station on the 1360 KC wave length. Station WFBM presents a case based upon its application for modification of its existing license conditioned upon the granting of the application of Station WSBT with which station it now shares time on 1230 KC. If the application of WSBT for the unused time on 1360 should be granted WFBM desires the time that will be vacated on its present assignment.

Station WGES is in this case contending against the applications, if granted, would require the deletion of WGES. It also had pending, but not heard in this case, an application in its own behalf for unused time on the wave length sought by those two station and by WSBT, which it subsequently withdrew.

There are no serious quota problems in the case in so far as it concerns the States of Wisconsin and Indiana; both states are underquota. Illinois is due 22.52 units; assigned 34.28 units. The quota charge of WGES is 0.26 units. About twenty

(20) stations operate in or near Chicago and it may be stated that these supply an abundance of good radio reception in that city and in the area of its influence.

The existing situation stated, Mr. Dolle proceeded to defend WHBY's position and its justification for requesting greater power and a change of frequency.

The case clearly stated, the following conclusion was drawn:

In conformity with the views I have expressed I urge the finding and judgment of the Commission ought to be:

1. That in the Northeastern Wisconsin area there is need for better radio transmitting and reception facilities than are now available in that area.
2. That Station WHBY, Inc., has shown itself to be qualified in every way to provide adequate radio facilities to that area and it ought to be allowed to do so.
3. That while the service of Station WGES may be of some merit it is wholly unnecessary in the area in which that station operates because there are operating in that same area other stations supplying similar service and abundantly supplying all the broadcasting needs of that community. Moreover, the service now being rendered by Station WGES is not of a standard and quality to promote best the public interests or the kind of service contemplated in the true intent of the Radio Act and the regulation of the Commission.
4. That Station WBOK has not shown any need for additional or different service in the area in which it operates than is now available to that area; that, indeed, no such need exists and, moreover, WBOW, Inc., is not qualified financially or technically to meet such a need if it did exist.
5. That Station WSBT has not shown any need for additional or different services in the area in which it now operates other than that which is now available to the area either through the service of the two stations now operated by the licensee of Station WSBT or from high power outside station which broadcast many programs like or similar in character to those which Station WSBT would broadcast if granted the facilities it seeks; and
6. That the application of Station WFBM is not supported by any testimony that would show it to be in the public in-

terest to recommend the granting of the same independently of a consideration of the application of Station WSBT.

THEREFORE, I submit that the Commission ought to order:

1. That the application of Station WHBY for construction permit be granted, subject, if it is found that the testimony and rules of the Commission so require, that this Station operate at night at no greater than 500-watts power unless, by actual test, it can be shown to the satisfaction of the Commission that it can operate at greater night-time power without causing serious interference in the normal service area of any other station.
2. That the application of Oakleaves Broadcasting Company for renewal of its license be denied.
3. That the application of Station WBOW Incorporated be denied.
4. That the application of Station WSBT, the South Bend Tribune Co., be denied.
5. That the application of Indianapolis Light and Power Co. Station WFBM be denied.*

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