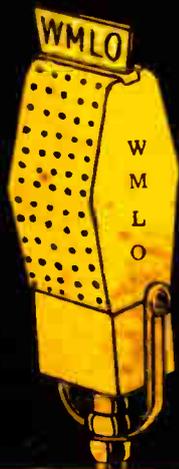


GOING FORWARD
WITH RADIO

presented by

WMLO
radio playhouse



*The Milwaukee Independent Station
Serving "Greater" Milwaukee*

A Quarter of a Century of Broadcasting

in

America

The completion of the first 25 years of the American system of broadcasting has now been marked. Radio was not, as you might say, "discovered" in 1920. Experiments had been going on for a number of years.

... In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born—with the realization that here was a great instrument of public service.

... In 1922, two years later, radio advertising began, with the acceptance by station WEAF, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

... Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be heard.

... These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

... Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

... Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that is, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

... Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

... The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

... A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

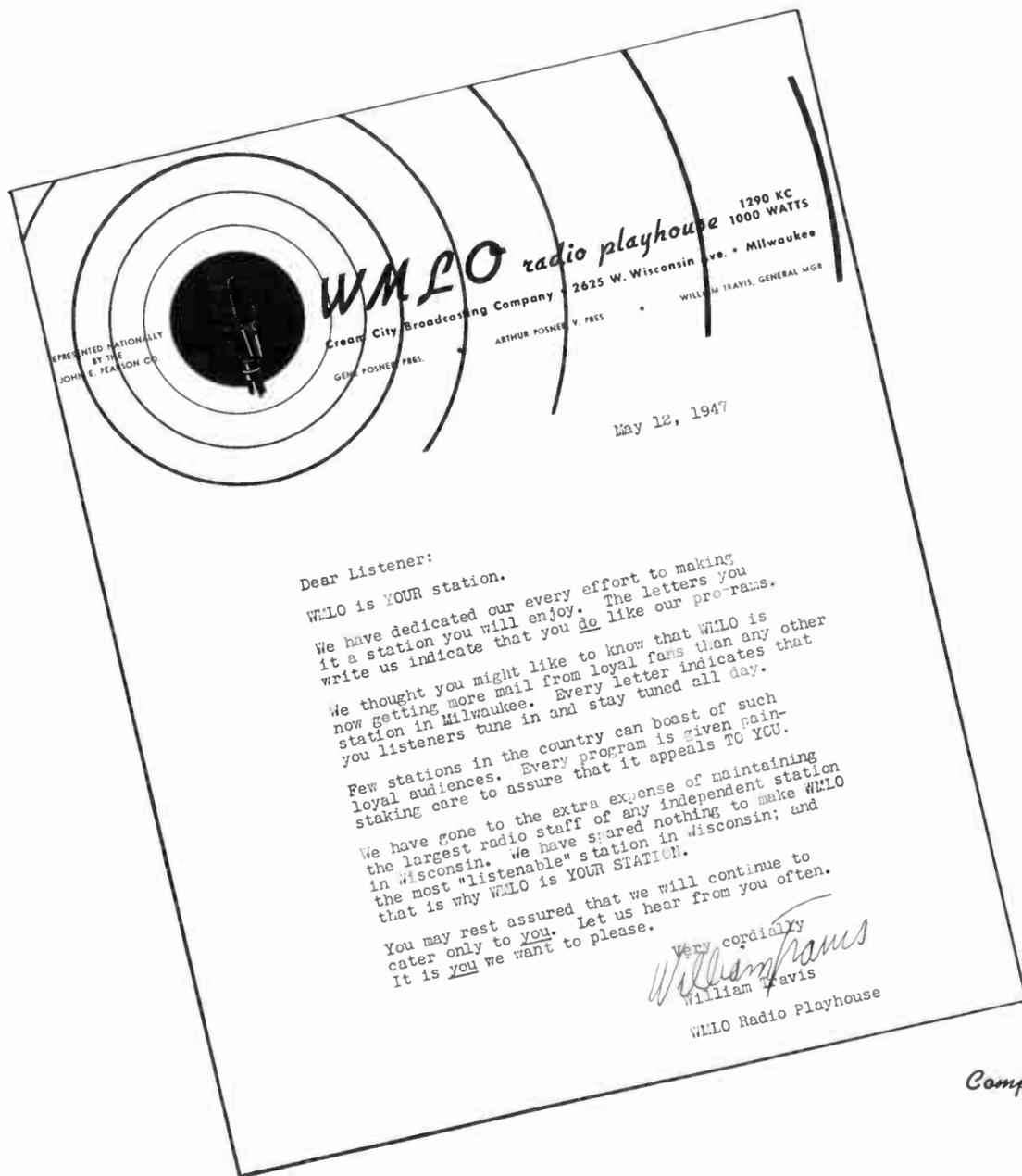
... But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own communities.

... Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

... Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

... The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

J. Harold Ryan,
former President National
Association of Broadcasters



Dear Listener:

WMLO is YOUR station.

We have dedicated our every effort to making it a station you will enjoy. The letters you write us indicate that you do like our programs.

We thought you might like to know that WMLO is now getting more mail from loyal fans than any other station in Milwaukee. Every letter indicates that you listeners tune in and stay tuned all day.

Few stations in the country can boast of such loyal audiences. Every program is given painstaking care to assure that it appeals TO YOU.

We have gone to the extra expense of maintaining the largest radio staff of any independent station in Wisconsin. We have spared nothing to make WMLO the most "listenable" station in Wisconsin; and that is why WMLO is YOUR STATION.

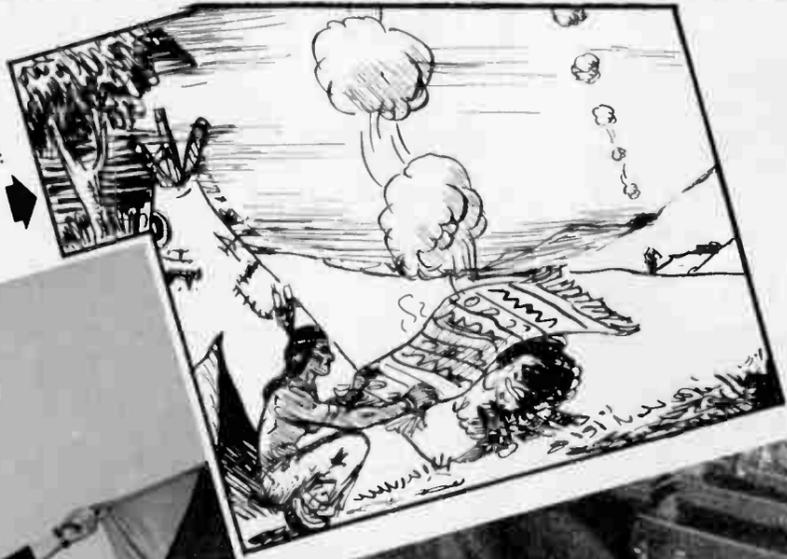
You may rest assured that we will continue to cater only to YOU. Let us hear from you often. It is YOU we want to please.

Very cordially
William Travis
WMLO Radio Playhouse

Compliments of:



"Transition in Communication"



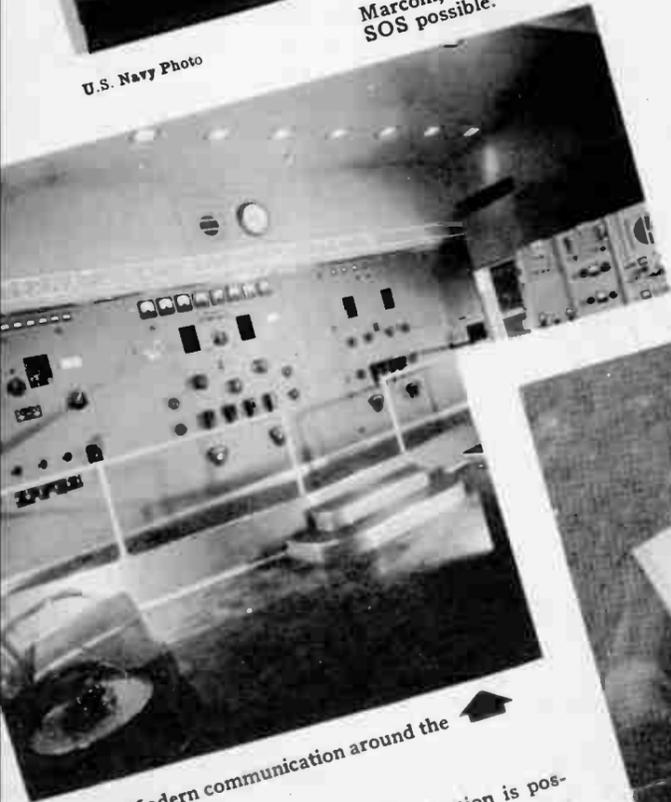
The earliest form of communication:

Sailor wig-wagging with semaphore signaling.



U.S. Navy Photo

Marconi, the man that made the SOS possible.



Modern communication around the globe.

Now sight communication is possible with Television.



"Transition In Milwaukee"

Here may be seen over half a century of development in metropolitan Milwaukee. From a small lake port has developed the nation's ninth industrial area.



An old photo showing the Spring Street bridge.



The Milwaukee Court House more than fifty years ago.



An early picture of McKinley Beach, one of the four lake front public beaches maintained by the city.



East Water Street with the City Hall in the background.

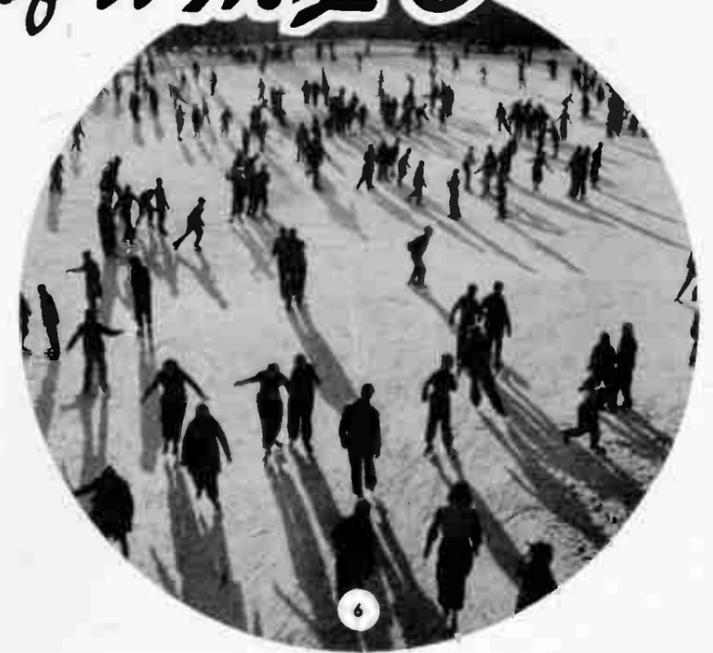


An aerial view of Milwaukee as it looks today.

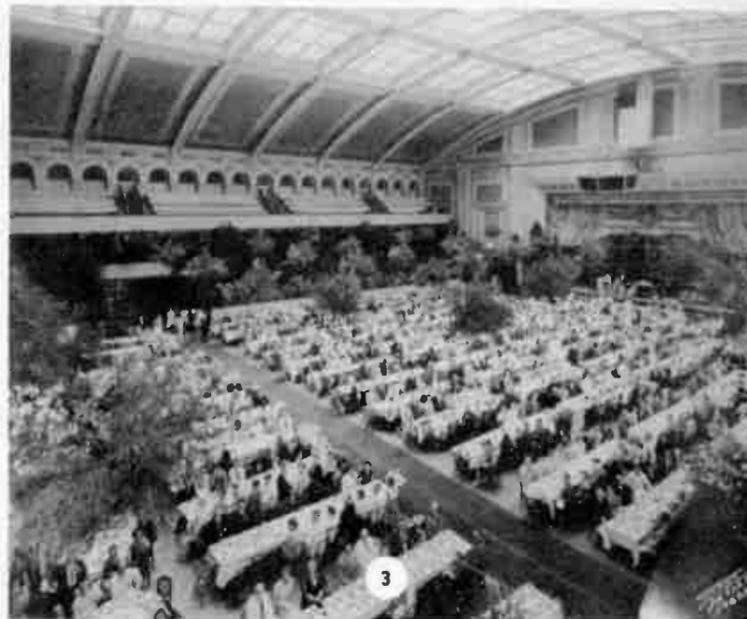
Milwaukee - City of Beauty - Home of W.M.L.O.



No. 1 - A wooded area located in suburban Milwaukee. No. 2 - Goat Island in Washington Park Zoo, one of the finest of its kind in the country. No. 3 - The Auditorium. No. 4 - Lincoln Memorial Drive and Parkway. No. 5 - The Milwaukee Yacht Club located on Lake Michigan. No. 6 - Jack Frost calls Milwaukee skaters. No. 7 - Another scene in Washington



Park Zoo. This is the only Zoo in the United States or Europe which has successfully raised Polar bears. No. 8 - A view of Lake Michigan as seen from a grassy slope in Lake Park. No. 9 - Music under the stars in Milwaukee's Temple of Music in Washington Park. No. 10 - The sunken gardens and Conservatory at Mitchell Park.



*Watch
Milwaukee
Grow*



No. 1-The Wisconsin Tower Building at night. This is one of Milwaukee's newest buildings. No. 2-The Milwaukee Safety Building. No. 3-The County Courthouse. No. 4-The Public Library and Museum. No. 5-Mount Mary College. No. 6-The City Hall as

seen from North Water Street No. 7-The Sewage Disposal Plant. No. 8-The Eagle's Club on West Wisconsin. No. 9-The Auditorium. No. 10-A view of Downtown Milwaukee looking East on West Wisconsin Avenue.



*With
WML*



Welcome to the Studios of WMLO



When you visit the studios of WMLO, located in one of Milwaukee's oldest and finest estates, the first person you will meet will be BLANCHE WOLPERT. Aside from the duties as receptionist, BLANCHE is Director of Women's Activities and may be heard daily on the program known as "Children's Playhouse." Two of her best fans are her daughters, Judy and Penny.



STUDIO "A"



STUDIO "B"

At Your Service—the WMLO Staff



GENE POSNER, President of WMLO, The Cream City Broadcasting Company, Inc. A prominent young Milwaukee attorney and founder of WMLO looks to a bright future for Milwaukee's newest voice.

ARTHUR H. POSNER, Vice-President and ex-Army Correspondent. Mr. Posner acts as liaison between the Board of Directors and General Manager, and supervises all Public Relations.



You'll hear WMLO's popular Musical Director, CLARENCE "SKIP" BERG every day at 1290 on your dial. He appears on such shows as "Song to Remember," "Polka Dot" show and "Name That Song." Skip began his radio career in 1940, before that played with several of the Nation's top dance bands, but he's happiest now that he's back in his home town of Milwaukee.



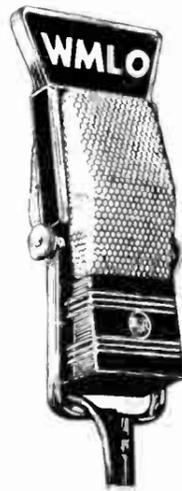
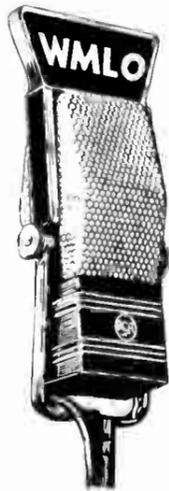
As WMLO's Assistant Program Director, ROBERT BRADLEY assists in programming all of the major productions heard regularly over this station. Bob is a graduate of Marquette University and may be heard each day as emcee of the program "Luncheon at Denny Holland's."



J. ELLSWORTH KALAS, is WMLO's popular Education Director. Before coming to this station, Mr. Kalas was an instructor at the Central Bible Institute in Springfield, Missouri, and National Religious Director for the Greek War Relief Association. He may be heard regularly on "Little Church in the Hills," "Boys and Girls for Christ," and "From The Pastor's Study."



ROBERT S. HAMMERSCHLAG, Treasurer and prominent insurance agent in Milwaukee. Mr. Hammerschlag is former Vice-President of the Wisconsin Junior Chamber of Commerce and devotes many tedious hours to his often thankless job.



LANNY PIKE, is WMLO Program Director. Here he is about to put one of WMLO's many "Live Talent" shows on the air. Lanny came to this station from Boston, where he was Radio Director for an advertising agency. Previous to that he held the position as Writer-Director for the famous Columbia Work Shop.



Shown discussing a new radio show are CHARLES GREENBLATT, (left) and SHERMAN LIPSTEIN, writers. Chuck has been in radio since 1943 and at twenty-one holds two degrees from Northwestern University. Before coming to WMLO, Sherman was in the advertising department of one of Milwaukee's newspapers.



DUDLEY TOWNSEND, WMLO's Staff Announcer, came to us from Hollywood, California where he was on the Board of Directors for the NBC Work Shop.



LAN SINGER, was formerly Sports Editor of Station WLEE in Richmond, Virginia. He is the popular Master of Ceremonies of several of WMLO's regularly featured programs. Lan has been in the field of radio over four years and was educated at the University of Pennsylvania.

(Left) In the light of his announcing, acting and producing, EVERETT WARREN manages to keep himself busy. Everett entered radio in 1940 with several network stations in Philadelphia. Immediately before coming to WMLO, he was an announcer for the Reco-Art-Recording Company and may be currently heard on the "Children's Playhouse" and "Cobwebs and Cadenzas."



RICHARD E. WHITE began his radio career with the Cramer-Krasselt Advertising Agency. A native of Detroit, Dick is now in WMLO's special events and Promotion department.



Above: It looks as if Engineer DICK STEFFEN could use another hand. At any rate, his left hand is adjusting the volume control on one of the microphones while his other is "cueing in" a transcription. Dick started in radio work at the ripe old age of ten years and received his first federal license five years later.



Time now for a brief trip to the WMLO transmitter. Shown at left is PAUL J. MUELLER, the station's Chief Engineer, whose responsibility it is to supervise all the maintenance and operation of WMLO technical facilities. Most of Paul's education was achieved through self study. A native of Milwaukee, Paul spends even his spare time with electronic development. He is shown here with EVERETT KRIESE, the station's capable transmitter supervisor.



Shown in the midst of making up one of WMLO's transcribed and recorded shows is Music Librarian, KENNETH VOGT. Believe it or not, Ken likes to spend his spare time with his favorite hobby--collecting phonograph records!



Here, Engineer CLARENCE CONRAD is shown cutting a transcription to be aired at a later date. Before coming to WMLO, Clarence operated a motion picture projector at one of Milwaukee's theatres and lists his favorite hobby as photography.



Another of WMLO's broadcast technicians is BOB LERSCH. Bob is shown here completing the complicated broadcasting circuit for one of WMLO's many studio shows.

WMLO Goes On The Air



BARBARA POSNER cuts the ribbon that officially opens the door to the new WMLO Radio Station.



BRUCE NORRIS, baritone, was one of the fifty celebrated artists who aided and abetted WMLO when the Radio Playhouse first took over the 1290 spot on your dial.

MILTON MC GUIRE, President of the Common Council, is shown welcoming Milwaukee's new station on behalf of his organization.



It's a tense moment as the five key men of this organization see their dream for a new Milwaukee radio station at last becoming a realization. From l. to r., they are, WILLIAM TRAVIS, PAUL MUELLER, (sitting), GENE POSNER, ROBERT HAMMERSCHLAG, and ARTHUR POSNER.



(Left) LAN SINGER, Master of Ceremonies for the show, stands by as the Honorable John L. Bohn, Mayor, pays tribute to WMLO on behalf of all Milwaukee.



WMLO's walking microphone greets the customers attending the inaugural broadcast at the Fox-Wisconsin Theatre.



This is the way the marquee at Milwaukee's largest theatre looked on April 20th when WMLO first hit the Milwaukee air way.



Inside the theatre a large group of Milwaukee citizens enjoyed the inaugural broadcast of WMLO's Radio Playhouse.



JACK BUDDE, President of the Association of Commerce, expresses the good will and best wishes of his organization.

WMLO

The Milwaukee Family Station for Eastern Wisconsin

First In Showmanship



Each Sunday morning WMLO takes their microphones to the beautiful St. John's Cathedral.



It's time for "Breakfast in Piccadilly," each weekday morning over WMLO. This is an audience participation program with prizes galore.



In cooperation with the national drive against juvenile delinquency WMLO sponsors a Saturday "Boys and Girls For Christ" half-hour, under the direction of a Milwaukee minister, Rev. Charles Ide. Interdenominational in character, it is supported by scores of churches and civic groups, and influences some 200,000 enthusiastic children through Wisconsin.



The Schroeder Hotel from which WMLO broadcasts thirty minutes of luncheon dance music each day, Tuesday through Saturday, except Friday



"Teen Dream" Master of Ceremonies LEON DOLNICK gets chummy with some of his many teen aged admirers. "Teen Dream" is a regular Saturday Morning feature of WMLO.



WMLO broadcasts the sophisticated music of Carlos Molina and his orchestra as one of the series of remote broadcasts in and around Milwaukee.



BOB BRADLEY takes the roaming microphone to one of the tables while two of the youngsters look on--perhaps in quest of more doughnuts.

From the Studios of WMLO - First In Showmanship!



Let's have a "Polka Dot" show each weekday afternoon on WMLO. All you have to do is answer a question, sing a song or two and, perhaps, YOU will be the winner of today's Grand Prize.



One of the "Polka Dot" show contestants glances around the studio trying in vain to find moral support. Incidentally, if you'd like to be on one of WMLO's audience participation shows, just drop around.



MARY LOU SHAW steps up to the mike and, with the aid of DON FERRER, brings a pleasant interlude to WMLO listeners before the next contestant comes up to "Name That Song."



You get three chances to "Name That Song." And if you win, you may get a prize, plus the opportunity of singing your favorite song.



PETER MANCUSO, one of WMLO's staff artists (also known as DON FERRER) may be heard regularly on "Song to Remember," and "Polka Dot" show. Peter (or Don) is well known in Milwaukee and the Middle West and strums the guitar as well as he sings.



Milwaukee Teen-Agers get their turn at the WMLO microphone too. It's time for "Teentable Terrace" and time for the kids to listen to their favorite platter—be it sweet or swing.



RICHARD NEILAND, WMLO's staff organist is heard regularly on "Little Church in the Hills," "Cobwebs and Cadenzas," "Inspiration," and "Doc Sunshine." Known around the station as "Chubby," Dick studied music at the Wisconsin Conservatory. He is shown here with Peter Mancuso (right) and Frank Osanski (with the accordion). This trio, together with SKIP BERG, make up most of the live music on WMLO.



Here's none other than WMLO's very popular "Doc Sunshine." Doc seems to be in a philosophical mood as he brings a few moments of listening sunshine into hearts of Milwaukee listeners.

There's Music In The Air

"Music hath charms that sooth..." No truer words were ever spoken. In keeping with its policy of serving Milwaukee and the surrounding area, Radio Station WMLO brings you many hours each day of pure mus-

ical listening pleasure via recordings and transcriptions. Pictured on these pages are only a few of the many artists and stars who entertain you daily on the Radio Playhouse.



PERRY COMO



SAMMY KAYE



EDDY HOWARD



RUSS MORGAN



TOMMY DORSEY



VAUGHN MONROE

It's 1290 On Your Dial

MORRIE ZENOFF, WMLO's Sports Editor, is one of Wisconsin's top sports authorities. A graduate of the School of Journalism at the University of Wisconsin, Morrie was formerly a writer with the Wisconsin News and is now President of the Victory Boxing Shows.

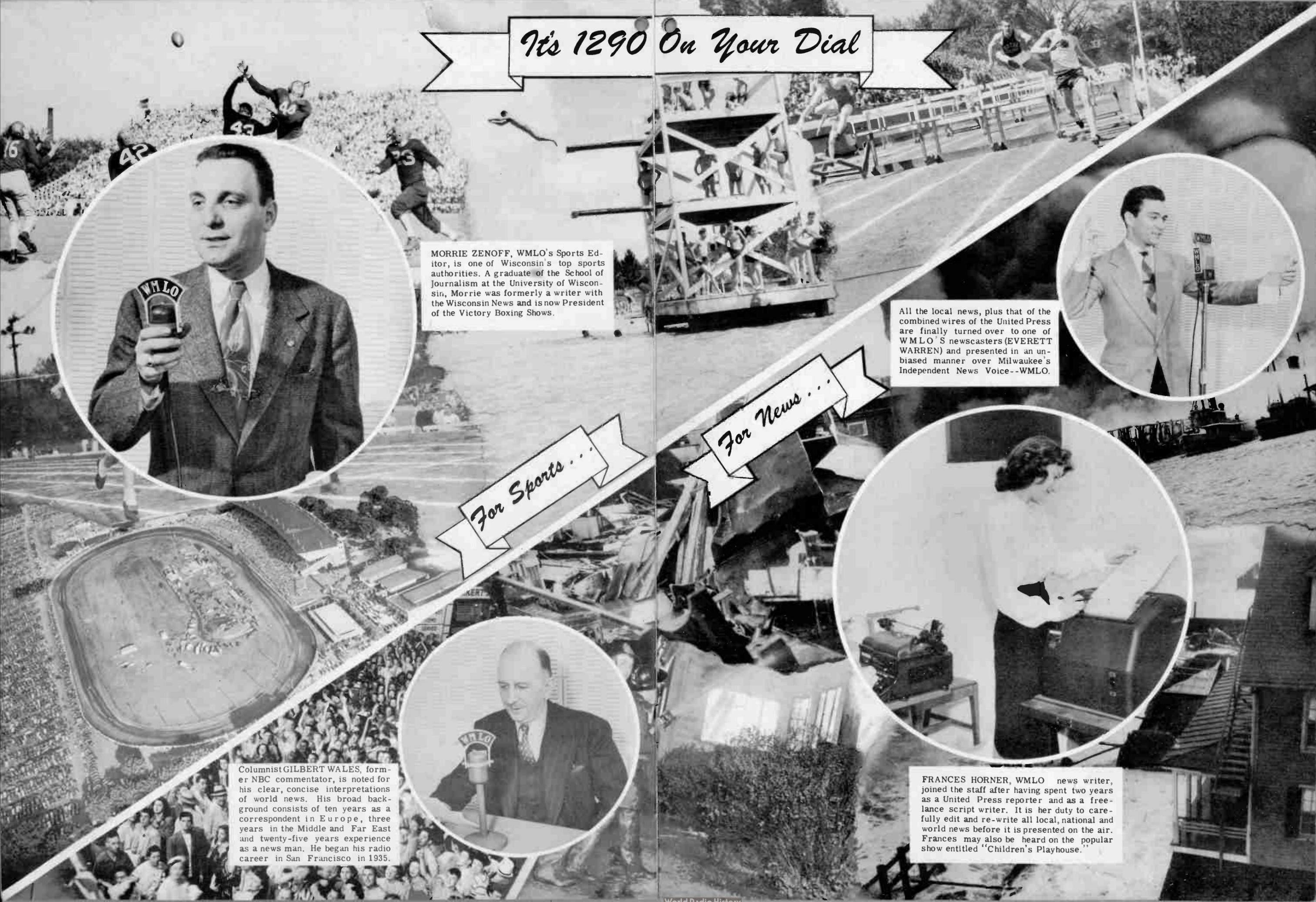
All the local news, plus that of the combined wires of the United Press are finally turned over to one of WMLO'S newscasters (EVERETT WARREN) and presented in an unbiased manner over Milwaukee's Independent News Voice--WMLO.

For Sports ...

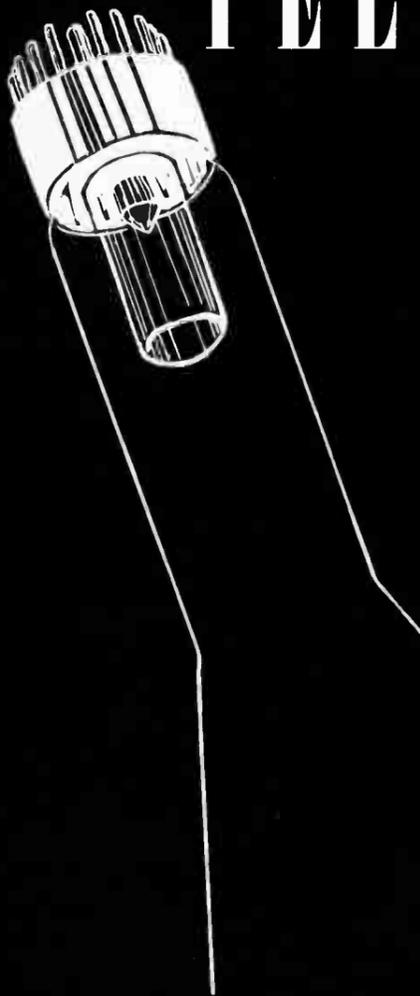
For News ...

Columnist GILBERT WALES, former NBC commentator, is noted for his clear, concise interpretations of world news. His broad background consists of ten years as a correspondent in Europe, three years in the Middle and Far East and twenty-five years experience as a news man. He began his radio career in San Francisco in 1935.

FRANCES HORNER, WMLO news writer, joined the staff after having spent two years as a United Press reporter and as a freelance script writer. It is her duty to carefully edit and re-write all local, national and world news before it is presented on the air. Frances may also be heard on the popular show entitled "Children's Playhouse."



TELEVISION



For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work before this system produced a picture. Philo T. Farnsworth invented the "image disector" and Vladimir Zworykin invented the Iconoscope. These two inventions became the eyes of television cameras.

In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

Today there are 9 television stations in operation, and the FCC has applications for permission to construct 200 others. On the East Coast, over 10,000 television receiving sets are now in use, and thousands of others have been ordered by an enthusiastic public.

IT GOES IN HERE



AND COMES OUT HERE





GREAT MUSIC ... and FM!

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the air-ways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance, of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand! Nearly a hundred FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear. The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano . . . Program fading, interference between stations and static will be things of the past with FM.

THE *Future* IS BRIGHT FOR THE POST WAR MID-WEST

With the same abundant energy and realistic viewpoint, citizens of the Mid-West have set their sights to this reconversion period. Public works—roads, bridges, earthwork, airports and building programs costing millions of dollars, are under way. Private enterprise and government have already allocated the money.

. . . Unified efforts already set in motion will make permanent the bulk of the Mid-West's wartime economic, industrial and population gains. Reconversion plans by private enterprise call for production and employment topping all previous peace-time records.

. . . Mid-Western goods are flowing through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet carries the products of the Mid-West to the ports of the world to exchange for raw materials for the new industrial empire.

. . . The Mid-West faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.

. . . The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.



THE MID-WEST IS GOING FORWARD



HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days. But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Of the 37,600,000 homes in the United States —

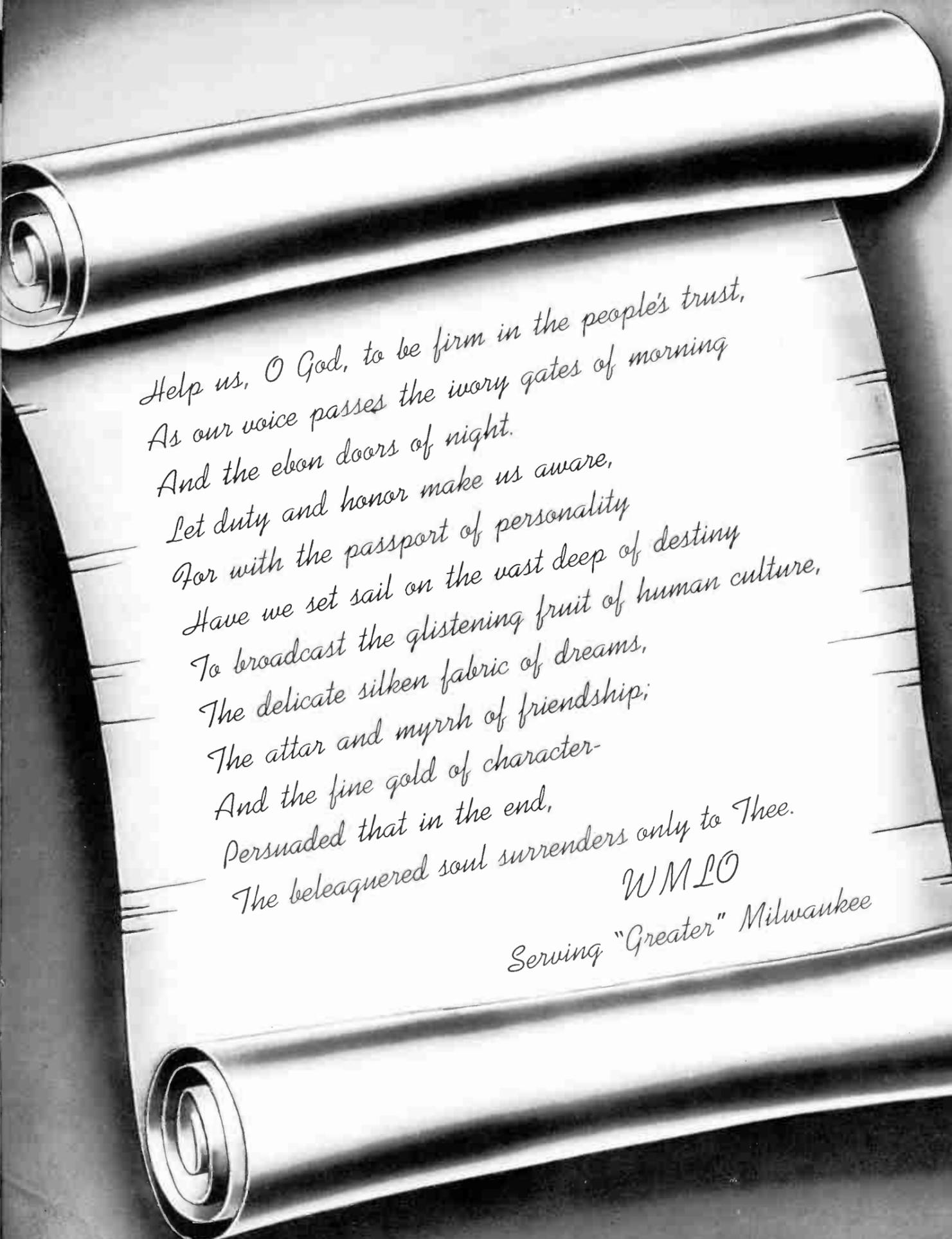
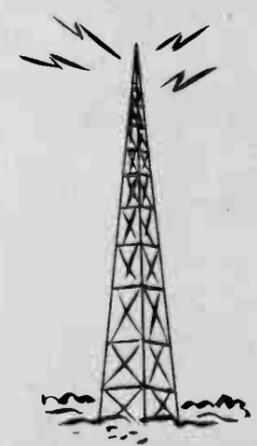
- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating

Average of daily listening per family is on the basis of surveys, upwards of four hours; somewhat higher averages have been found in rural areas.

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

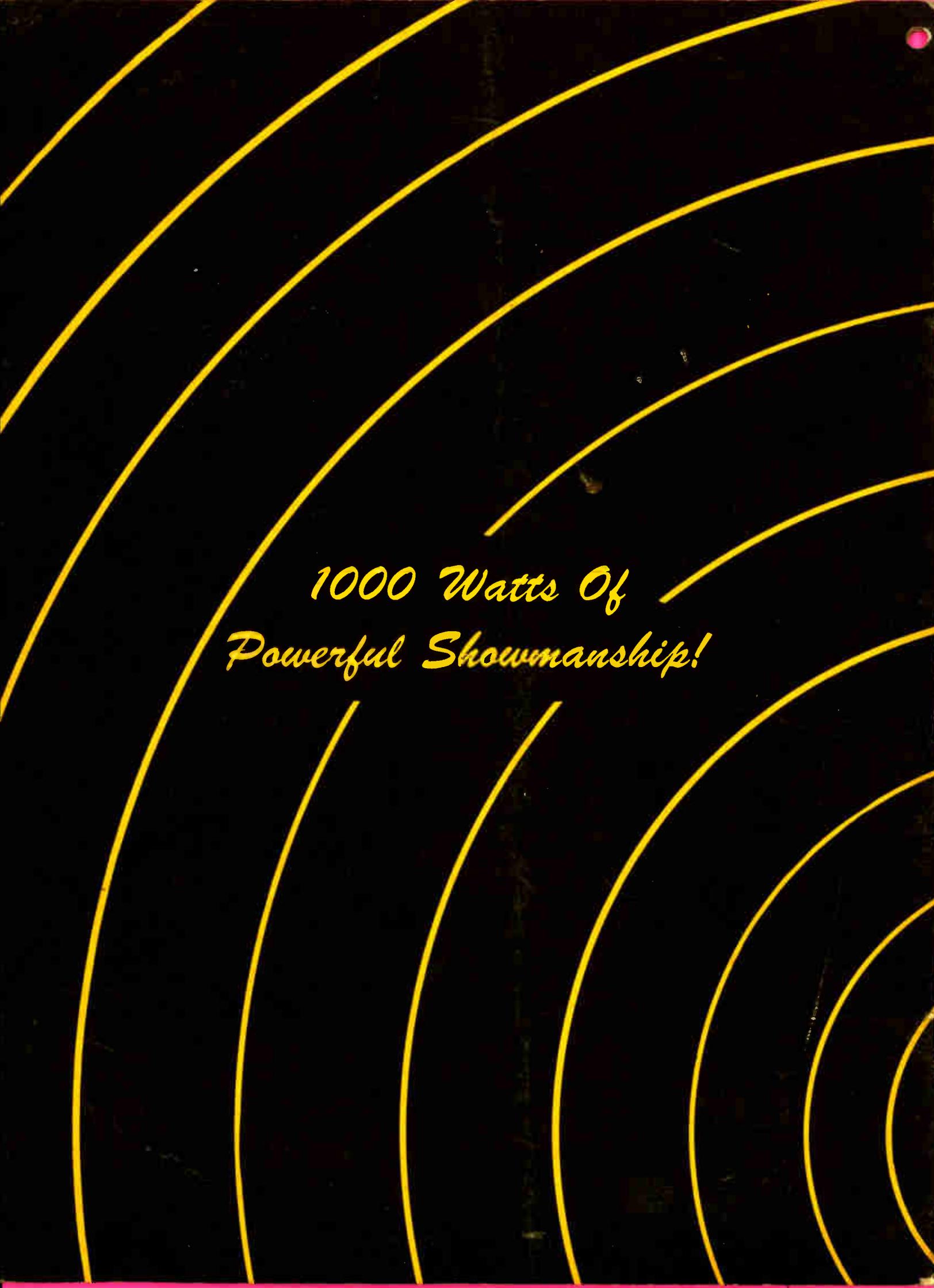
The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.



Help us, O God, to be firm in the people's trust,
 As our voice passes the ivory gates of morning
 And the ebon doors of night.
 Let duty and honor make us aware,
 For with the passport of personality
 Have we set sail on the vast deep of destiny
 To broadcast the glistening fruit of human culture,
 The delicate silken fabric of dreams,
 The attar and myrrh of friendship;
 And the fine gold of character—
 Persuaded that in the end,
 The beleaguered soul surrenders only to Thee.

WMLO
 Serving "Greater" Milwaukee



*1000 Watts Of
Powerful Showmanship!*