

THE

Milwaukee

RADIO MARKET

By BILL THOMPSON

AS LONG as there's water in the Great Lakes—and mineral, timber, and agricultural resources in the surrounding area—Milwaukee feels secure.

And as long as there's a purring kilocycle within range, most of Milwaukee's 869,000 citizens and their neighbors for miles around will provide a prosperous and high-buying audience for local and national advertisers.

More centrally located in the economically strong Lake Area of industrial concentration than Buffalo, Cleveland, Duluth and her nearby "rival," Chicago, Milwaukee is the tenth largest industrial city in the nation. Moreover it's one of the top-flight radio cities and has pioneered many important events in electronic history.

Despite her fame as "America's beer capital," Milwaukee is not dependent on the foamy beverage for its prosperity, nor is it dependent on any other single industry. Its seven radio stations provide this versatile community with reliable service and in return the citizenry, mostly of German and Polish origin, loyally support the

stations. Few visitors to this "lake gateway to the Northwest" realize it produces much of the machinery that has built the world's highways, dug its canals, harnessed the water power of Niagara, impounded great rivers, mixed the concrete for Hoover Dam, and fabricated millions of motorcycle and automobile frames. But to the Milwaukeean names like Allis-Chalmers, Falk, Bucyrus-Erie, Cutler-Hammer, Evinrude and Harley Davidson mean just as much as Schlitz, Pabst, Blatz, and Miller. And he will tell you that Armour, Cudahy and Plankinton prospered, as meat packers, even earlier than the brewers.

Milwaukee's forebears began arriving in 1848, following defeat of the intellectual liberals in the Fatherland. Hundreds of Germans brought their biergartens, weinstubes and turnvereins to this "American Munich." In later years, the Poles and Italians brought singing societies and operas. Their culture has survived in the Milwaukee Musical Society and in concerts at the magnificent Blatz Temple of Music.

Of greater interest to the stu-

dent of this market, however, is the fact that these early settlers also were skilled workmen. Today, Milwaukee's labor force is made up essentially of descendants of European racial stocks known for their mechanical skills, efficiency and dependability. With a century of manufacturing experience, the city offers to industry second and third-generation artisans in practically all of the skilled trades.

Wins Recognition

Milwaukee's accomplishments in health conservation, fire prevention and traffic safety have repeatedly won national recognition. Its government has been widely acclaimed as a model of non-partisan efficiency. Its law enforcement policies have kept it orderly, and the city is attractive and neat. Its very appearance gives an insight into the kind of people who make up its citizenry, for Milwaukeeans are conservative and home-loving, with well-kept lawns and gardens. More than half the families in the metropolitan area, which has a population of 869,000, own their homes.

The city boasts the largest vocational school in the United States, which, together with an expertly-

supervised state apprenticeship program, provides a pool of trainees to fill the varied demands of manufacturers. Marquette U., the U. of Wisconsin in Milwaukee and Milwaukee State Teachers College also are located there.

Over-the-counter buyers spent \$790,500,000 in retail stores and another \$56,370,000 in service establishments in Milwaukee County last year, with radio a major influence in this vast spending. The center of a retail area embracing one-third of Wisconsin's population and accounting for one-half of its buying income, it leads all cities of 500,000 or more in department store sales increases since 1939. Dept. of Commerce reports also show Milwaukee leading these big cities in sales gains of independent merchants.

The city has surpassed the national average in factory employment, production and construction of plant facilities since 1939. It has added about a quarter-billion dollars worth of new factories and equipment. By reason of this expansion and more extensive use of existing plants, industrial production in Milwaukee County last year

(Continued on Milwaukee 4)

(Continued from Milwaukee 3)

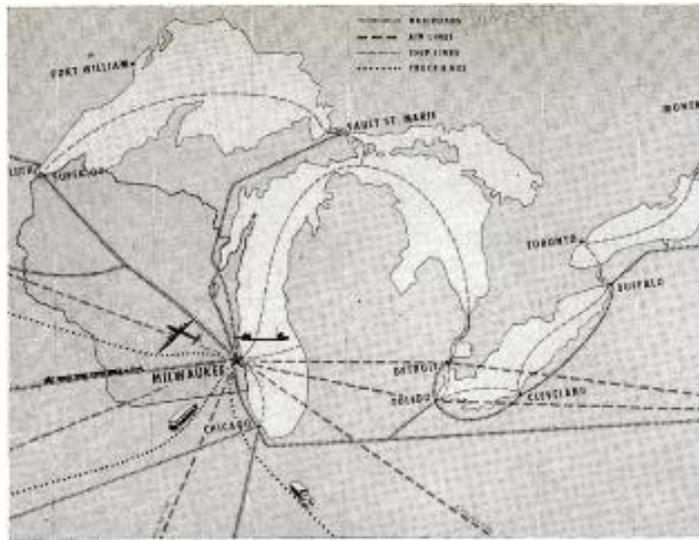
reached an all-time high of \$1,902,000,000, and radio-advertised products were beneficiaries as wage earners enjoyed full pocketbooks. At present, 146,200 production and related workers are earning \$8,904,000 per week in wages. Durable-goods production, always predominant, accounted for the employment of more than twice as many workers last year as did the non-durable industries.

Bulk of the manufacturing firms are small to middle-sized (less than 50 workers), and yet about 65% of the factory workers are employed by firms having 500 or more employes, giving Milwaukee an average number of employes per factory of almost 100. With industry widely diversified, almost 150 industrial classifications are represented in the products of 2,000 firms.

Tractor Production

True, Milwaukee has achieved a preeminence in certain fields which tends to dwarf, by comparison, the importance of other segments. For example, production of tractors has grown to such proportions that the number of people employed by these firms constitutes almost a third of the total employed by tractor manufacturers in the entire country. Construction machinery manufacturers employ more than one-sixth of the nation's wage earners in that industry; internal-combustion engine plants employ one-sixth of the workers in that field; the malt industry employs one out of every four Americans who make their livelihood in that business.

For every one of these "giants," however, there are dozens of small and medium-sized firms, many of which are "feeder" facilities producing component parts or performing auxiliary operations—functions which serve the large assembly type of production and at the same time exert a tremendous influence in supporting an industrial economy. Milwaukee, fortunately, has an abundance of small fabricating shops, foundries, forge shops, metal-stamping plants, machine shops, heat-treating firms,



tool and die shops, plating and finishing facilities which fall into the general classification of metal trades. It is in this phase of manufacturing that Milwaukee is supreme.

Leading Industries

A glance at the city's leading industries indicates, however, that the metal trades do not completely dominate the field. Near the top of the list, in dollar volume, are malt liquors; food products; meat packing; leather and leather products; printing and publishing; chemicals, paints, and varnishes; and textile mill products.

Milwaukee leads the world in the manufacture of Diesel and gasoline engines, outboard motors, motorcycles, tractors, wheelbarrows and padlocks. The price of veal is established here, and the city leads the nation as a barley market, brewing center, and in the production of hosiery, work shoes, leather gloves, tin and enamelware, saw-mill and flour-mill equipment.

The reason for this industrial record is found in a combination of factors. Strategically situated on Lake Michigan, the city is in the very front yard of one of the richest farm regions in the country, which provides excellent agricul-

tural markets and outstanding advantages to those industries dependent on products of the farm for raw materials. Basic raw materials also are readily available.

The annual increase in forest growth in Wisconsin substantially exceeds the amount of timber cut; zinc and lead mines are located in the southeastern part of the state; gravel, sand and limestone are in great abundance throughout the area; and in northern Wisconsin and in adjoining Michigan and Minnesota is the greatest iron ore deposit in the world, producing 85% of all the ore of this type mined in the United States. This ore is converted into steel at several points within 100 miles of Milwaukee, and the cost of transporting the steel to the receiving departments of Milwaukee plants is lower in many instances than in most other industrial cities.

Adequate Transportation

The city has adequate transportation facilities of all types. An active lake port, it also is served by five lines of ocean steamers. Three car-ferry lines link it not only with cities across Lake Michigan, but with the Atlantic Seaboard, and three railroad systems have connections to every important municipality in the country. Four transcontinental airlines provide direct service to the East and West Coasts, as well as Mexico, Alaska and the Orient. Many air routes to the east and south by-pass Chicago. A "feeder" airline serves Milwaukee's trade area, and 70 truck lines radiate to every section of the country. Open docks, cold-storage and merchandise warehouses, grain elevators and extensive freight terminals are available.

The community's enterprises are given financial assistance by 26 banks with combined resources of more than \$1 billion.

Milwaukeeans have an indomitable competitive spirit springing from the days, more than 100 years ago, when the present downtown area was divided into three parts—Juneautown, Kilbourntown and Walker's Point. Merchants in each of the three settlements schemed to

win patrons from the other.

Each of the towns having been independently planned, none of the streets approached the Milwaukee River at the same places, and today's diagonal bridges and haphazard street patterns are a memorial to the rivalry which preceded incorporation of the three units into Milwaukee in 1846.

Rivalry still runs high among the city's hundreds of business establishments—and broadcasting is no exception.

The Hearst station, WISN, is Milwaukee's oldest, having gone on the air in 1922. Its general manager is Gaston W. Grignon.

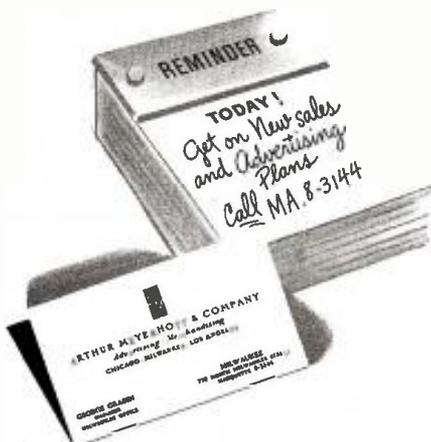
WTMJ, the *Milwaukee Journal* station, has made a name for itself regionally which compares with that of its famous newspaper parent. The one man largely responsible for its success is Walter J. Damm, who was named manager of WTMJ at its inception in 1927. Since that time, his "radio log" reads, in part:

1930, elected president of NAB; 1932, began television experiments with spinning disc; 1933, pioneered first coincidental survey of radio listening habits; 1934, transmitted facsimile; 1939, signed for WTMJ to become basic NBC station and elected to board of Broadcast Music Inc.; 1940, put first FM station west of the Alleghenies on the air; 1941, installed what he claims was first automobile FM set in America in his own car; 1942, elected president of FM Broadcasters Inc., opened *Journal's* new million-dollar Radio City for AM, FM and TV; 1944, announced WTMJ's radio revenue had passed \$1 million; 1947, spoke at dedication of WTMJ-TV; 1948, announced WTMJ-TV would affiliate with all four television networks.

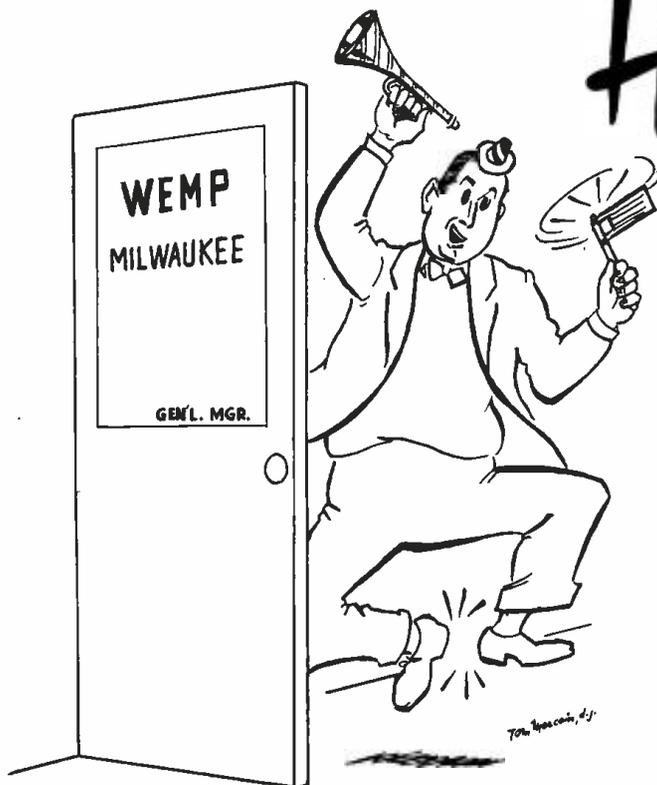
Since WTMJ-TV took the air as Wisconsin's only video station, more than 26,000 TV receivers have been sold in the Milwaukee area. A May count shows that 93% are in homes and 7% in public places. The WTMJ-TV operation, which is linked to the east-west coaxial cable in Chicago by microwave relay, has many "firsts" to its credit, including a record 19 remotes in one week. Its telecasts of Milwaukee Brewer games are credited with increasing attendance in 1948 to 364,516, as compared with 296,377 in 1947. It was the first TV station in the state to carry other local and nearby sports contests, and last November sent its mobile unit to Chicago to do its longest remote—the Green Bay Packers-Chicago Bears pro football game.

WTMJ-TV's success and the filing of TV applications by WEMP, WFOX and WISN have stepped up the interest of Milwaukee agencies and film producers in video. One of the most active agencies is Cramer-Krasselt Co., which is in its 53d year, and whose president, Walter Seiler, was a C-K account executive on the Maytag radio program heard on NBC in 1925. Other

(Continued on Milwaukee 8)



MEMBER OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



Hooper Up!*

SEE WHAT
THE BOYS IN THE
BACK SEAT
WILL HAVE!

WHY "Hooper-up" AT WEMP?

1. Policy of popular music all day long pays off in Milwaukee
2. More play-by-play sports than any other Milwaukee station
3. Programs and personalities that please the people:

- HI-TIME 6-9 AM with Vern Harvey
- CLUB 60 2-4:30 PM with Tom Shanahan
- 1340 CLUB 4:30-7 PM with Tom Mercein
- OLD-TIMERS PARTY 7-8 PM with Bill Bramhall
- WIRE REQUEST 11:30-2:00 AM with Joe Dorsey

SPONSORS ARE IN GOOD COMPANY ON WEMP

Gimbels	Schusters
Household Finance Corp.	Kool Cigarettes
Miller Brewing Co.	Robert Hall
Colgate-Palmolive Peet	Hudson Motor Car
Socony Vacuum	F. W. Fitch

Share of Audience

*Hooperreport	WEMP Position Nov. Dec. 1948	WEMP Position Mar. Apr. 1949
10 listed stations (3 Chicago) MORNING	7th	3rd
10 listed stations (3 Chicago) AFTERNOON	7th	4th
7 listed stations (3 Chicago) EVENING	6th	3rd

Based on Hooper Station Listening Index

WEMP

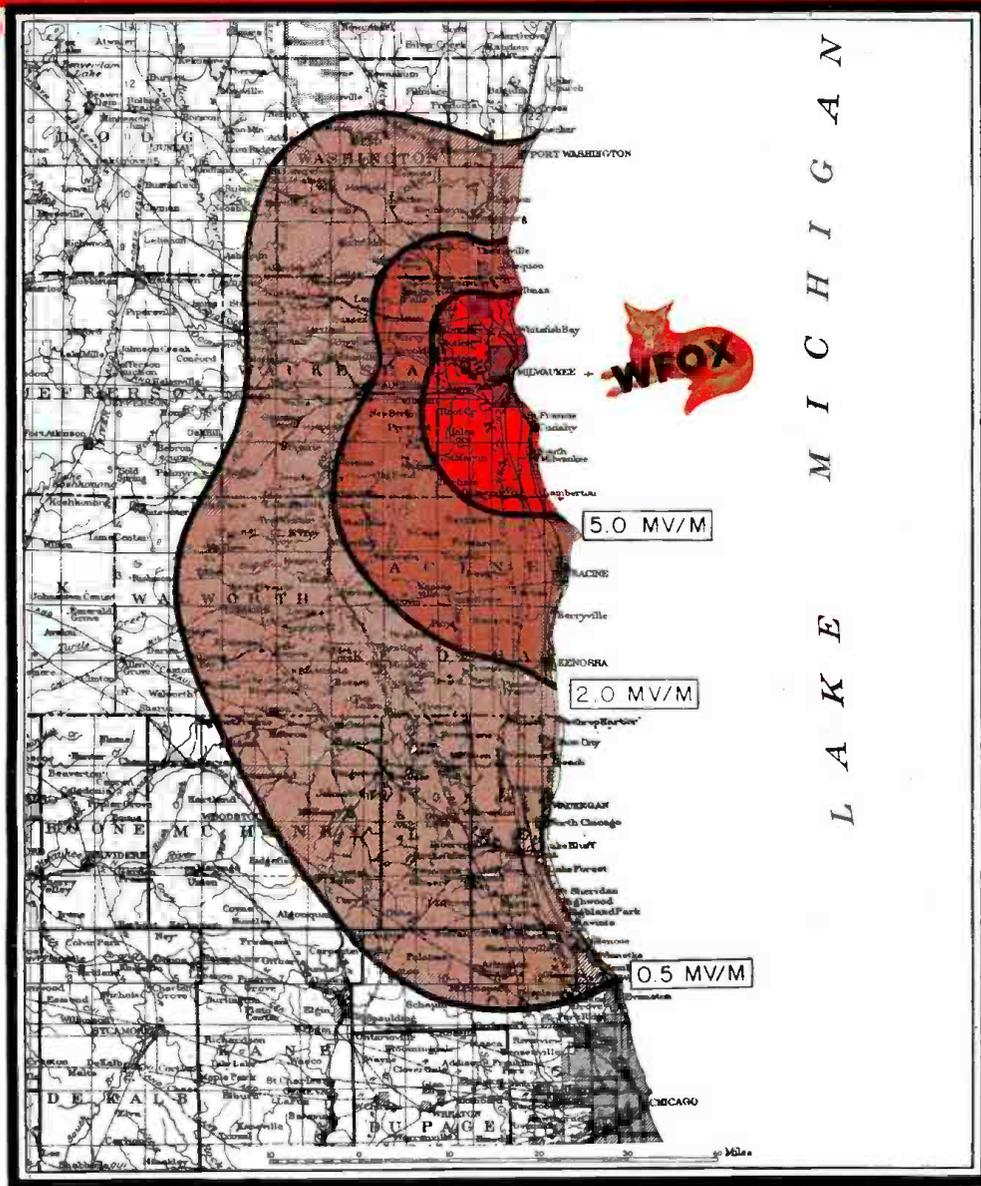
Milwaukee, Wis.

AM-FM

Milwaukee's ONLY Full Time Independent

Hugh Baice . . . General Manager
Headley-Reed Inc. . . . National Representatives

It's Easy to MAP your BUY MILWAUKEE PLUS!!! REGION



FIELD INTENSITY CONTOURS

WFOX, MILWAUKEE, Based on measurements made by Edward W. Jacker, consulting radio engineer, September, 1948.



860

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RA-TEL NATIONAL REPRESENTATIVES •

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"Milwaukee Campaign"

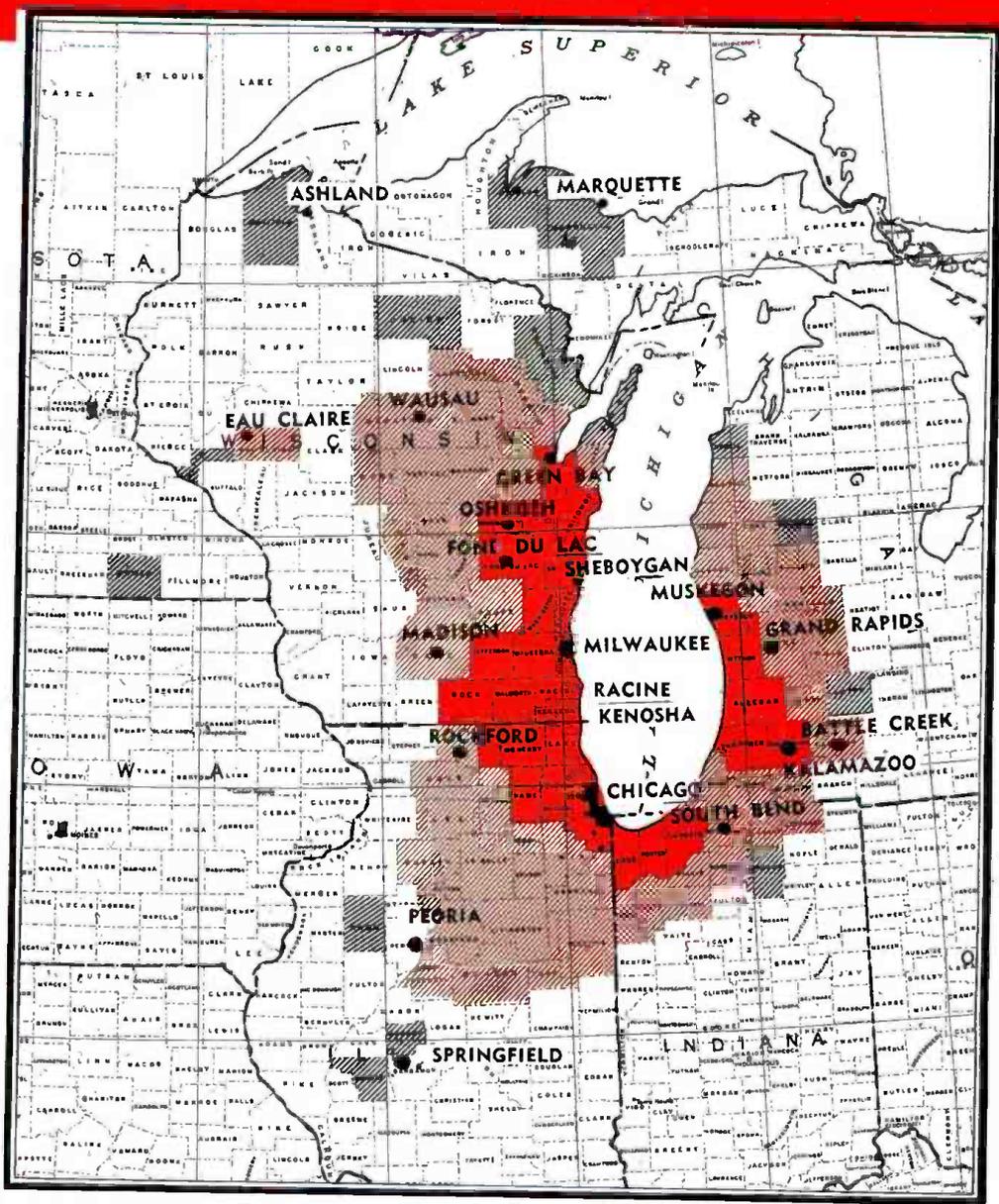
AL COVERAGE AT LOCAL RATES!!!

Date
bound
1947
19



K C

**THE DIAL
POPULATION
VERAGE
VALUE
AROUND
WUKEE**



(BASED ON 1948 MAIL COUNT)

- MAIL RECEIVED DAILY
- MAIL RECEIVED WEEKLY
- MAIL RECEIVED OCCASIONALLY



Charles J. Lanphier, Pres. & General Manager

DIAL... 860

(Continued from Milwaukee 4)

C-K radio accounts over the years have been the *Dr. Caldwell Party Line*, Knapp-Monarch's *Ahead of the Headlines*, *Maybelline Penthouse Serenade*, *Norge All-Star Varieties* and the *Massey-Harris (tractors) Harvest Brigade*.

In recent months, this agency's TV billings have constituted 25% of the total handled by its radio-television department. Under Jerry S. Stolzoff, director, the department is expected to do business totalling \$1 million in 1949. Active TV accounts are Schuster's Department Store, Plankinton Packing Co., first Federal Savings & Loan, Marine National Exchange Bank, Milwaukee Co., Bentley Co. (construction), Pflugradt Co. (GE distributor), Broadway House of Music. Aluminum Goods Manufacturing Co., a national account, is reportedly near the signing stage.

Schuster's story is one of the brightest in the history of radio and TV [BROADCASTING, May 2]. This store has been on TV every week since December 1947. It is currently using sports programs, special five-minute shows and 16 one-minute film announcements per week. It is claimed to be the largest user of radio in any single market in the country and uses WMIL WEMP WEXT WMAW and WTMJ in addition to WTMJ-TV.

The Marine bank TV half-hour, *Salute to Industry*, enjoys wide popularity in Wisconsin as it salutes various industries in the state. C-K also handles Plankinton Packing and First Federal Savings radio programs and, in addition, those of Luick Dairy, Fox Theatres, Bluemound Gas and Oil, Chevrolet Dealers of Milwaukee County, and Patek Bros. (paints). Chevrolet Dealers are formulating TV plans. C-K national radio accounts are Hoberg Paper Mills, Green Bay, Wis.; and The Golden Rule department store, St. Paul, which has started "saturation" radio schedules in its market.

Milwaukee's second-oldest agency, Klau-Van Pietersom-Dunlap Associates, which will round out 42 years next September, lists as its top radio and television ac-

AM Stations Serving Milwaukee Marke

Call	Frequency	Power	F	ed
WEXT	1430 kc	1 kw daytime		
WEMP	1340 kc	250 w fulltime	35	
WFOX	860 kc	250 w daytime	1946	
WISN	1150 kc	5 kw fulltime	1922	
WMAW	1250 kc	5 kw fulltime	1948	
WMIL	1290 kc	1 kw daytime	1947	
WTMJ	620 kc	5 kw fulltime	1927	

counts Miller Brewing Co., Morton Salt, Holsum Products, Robert A. Johnson Co., Gimbel's Department Store, Oswald Jaeger Baking Co., Borden Co. and Wisconsin Electric Power Co. The agency's first client, Harley Davidson (motorcycles), started advertising in 1907 with an appropriation of \$475 and has been with K-VP-D ever since.

The company's original trio of Gustave Klau, Anthony Van Pietersom and Walter F. Dunlap started business in two rooms. K-VP-D presently occupies the entire sixth floor of a large Milwaukee office building. Mr. Dunlap, president and treasurer, is in charge of a staff of 80. The agency ranks third in financial resources among all agencies of its class in the country, according to current 4-A ratings.

Meyerhoff Founded

Arthur Meyerhoff & Co. was founded in Milwaukee and maintains a strong branch office under the direction of George Grabin, who was an account executive on the original staff of nine. Mr. Grabin handles radio for the Chicago, North Shore & Milwaukee Railroad, interurban electric line between Chicago and the city, as well as the local Milwaukee Electric Railroad & Transport Co. and Clark's Super Gas. He finds time to go to Chicago every week to handle accounts he has developed there.

Arthur Meyerhoff, formerly with Hearst's *Wisconsin News*, formed the agency in 1929 with Walter Neiser, local advertising man. The

firm captured the Wrigley gum account in 1932 and a year later moved to the flossy Wrigley Bldg. on Chicago's Michigan Boulevard. Mr. Meyerhoff bought out Mr. Neiser in 1938.

Hoffman & York agency handles *That's O'Toole* on ABC television Sundays at 3:45 p.m. (CDT). Originating in Chicago, program is sponsored by Delta Mfg. Division of Rockwell Mfg. Co. Among the company's clients are some of the biggest manufacturers in not only Wisconsin, but Illinois and Michigan. Agency was founded by Harry G. Hoffman and Wilford York in 1933. Howard L. Peck, vice president, who formerly was program director at WISN, is manager of the radio department. Mr. Peck has had considerable theatrical experience, which is proving of great value in creating and directing TV shows. While the agency has no major radio shows at present, virtually all of its clients use spot radio.

Largest radio account handled in Milwaukee is Allis-Chalmers Tractor Division, which sponsors the *National Farm & Home Hour* on NBC. Bert S. Gittins Advertising is the agency. This agency also has Kasco Mills Inc. of Toledo, Ohio, and Waverly, N. Y. (transcribed spots on 54 stations), and Consolidated Products Co., Danville, Ill., a subsidiary of National Dairy Co., which uses 15-minute daytime shows, featuring local talent, to promote milk by-products used as poultry and livestock feeds.

Reminiscing about Allis-Chalmers, Mr. Gittins said: "We started out originally with 44 stations for the first year and one year later, in the fall of 1946, we expanded to the complete NBC network in the continental U. S.

"This is one of the few times the Dept. of Agriculture has cooperated with a sponsored program and the relationship has been very satisfactory.

"Allis-Chalmers Tractor Division was the first farm equipment manufacturer to accept radio as a major medium of advertising. As far back as the winter of 1929-30 it was on several stations with a 30-minute transcribed show.

"In later years we bought spot programs—both transcribed and live at first, and later live shows, on as many as 60 stations at a time. One year we sponsored the national corn husking contest on

a special network in competition with NBC and the *National Farm & Home Hour*, which was then sustaining.

"Our first network experience with Allis-Chalmers came in 1938 when we used a combination NBC Red and Blue hookup from Chicago west to the Pacific Coast with a Saturday night show.

"Through our use of transcriptions for Allis-Chalmers back in 1936-37 our extensive purchase of spot radio for them and now with our *National Farm & Home Hour* experience, we feel we have done as much in pioneering the better type of agricultural radio as anybody in the business. I am not referring to the old mail order type of appeal, nor the hillbilly approach used to sell consumer items representing a very small investment. Rather, I refer to the solid type of agricultural radio designed to influence people in major decisions representing a substantial investment, such as the purchase of a tractor."

Mark Newest Agency

Newest agency concentrating on radio and television, especially for retail stores, is Loise Mark & Assoc. Miss Mark, formerly executive vice president of Mark, Mautner & Berman and previously promotional coordinator for Milwaukee's Boston Store, formed her own agency last October. She has worked actively with TV since WTMJ-TV took the air, claiming to have handled the writing, directing, and production of live shows before any other agency representative. She gained her initial experience with a series of How-to-do-it programs for the Boston Store, producing one of the first audience participation programs, *Adam vs Eve*, for this client.

Among her present TV shows are the Milwaukee Laundry Assn.'s *Hints for Helen*, *Fabric Shops' Fashions by the Yard* (sewing lessons) and a fur fashion show for Carl A. Laabs Co. Spot TV advertising is handled for Ulrich's (appliances and hardware), Peterson-Loeffler (carpeting), Boston Store and Home Furniture Co. (women's show). Miss Mark received second place in the national Erma Proetz woman's advertising awards competition for her *Hints for Helen* TV show. She handles two hours of radio daily for the Boston Store and 15 minutes daily for the Bloch-Daneman Co.

Among other agencies working with radio are Gustav Marx Adv. Agency, Scott Inc., Jim Baker Assoc., Barnes Adv. Agency and Keck-Franke Adv. Agency.

TV film production is largely divided among three companies. Elliott Cooley handles most of Cramer-Krasselt agency's needs, while Film Arts Corp. is branching out nationally. Television Commercials Inc., new subsidiary of the Frank H. Bercker Studios, is specializing in animation technique for "live action" advertising, with

COMPLETE SCRIPT TO SCREEN SERVICE

16mm and 35mm

Television Films

Theatre Shorts

Sound Motion Pictures — Slide Films



1032 N. SIXTH ST.

MILWAUKEE 3, WISCONSIN

DALEY 8-5670

Franklin Cheek, who gained a reputation as a marionette operator before he joined the art studio as an illustrator, making the advertised products "come to life" on the TV screen.

Before the war, Milwaukee had

only three radio stations—WISN, WTMJ and WEMP, in the order of their appearance. In 1946, WFOK took the air; in 1947, WMIL and WEXT; and, last year, WMAW signed on. Brief histories of all seven stations follow:

BACKGROUND OF MILWAUKEE STATIONS

WEMP

Empire Bldg.
710 N. Plankinton Ave.
Marquette 8-7722
1340 kc 250 w

MILWAUKEE'S third oldest station was established as a 100 w daytime outlet in October 1935 by Glenn D. Roberts, Madison attorney. WEMP's president is Robert M. LaFollette Jr., former Senator from Wisconsin. Other

stockholders include Dr. Wellwood Nesbit, Madison physician; John Ernest Roe and Wade Boardman, law partners of Mr. Roberts; Hugh K. Boice Jr. and Mr. Roberts. The latter is vice president, Dr. Nesbit



Mr. Boice

is treasurer and Mr. Roe is secretary.

The station went fulltime in 1938, and was upped from 100 to 250 w in 1939. It was affiliated with NBC's Blue Network, and later ABC, from 1940 until last August when it became Milwaukee's only full-time independent. Mr. Boice, general manager and a veteran of 14 years in radio sales, was commercial manager of WMBD Peoria before moving to Milwaukee. He previously was national sales manager of WNEW New York, and for several years was with Free & Peters' New York sales staff.

WEMP is best known as Milwaukee's "Music and Sports Station," using the slogan "20 Hours Daily of Continuous Popular Music, Sports and News." Mickey Heath, former vice president and general manager of the Milwaukee Brewers baseball team, handles exclusive play-by-play at all Brewers' games.

American and National League running scores are announced every half-hour during the afternoon on *Baseball Reports*. WEMP also carries Marquette U. home football and basketball games, all of the U. of Wisconsin basketball games and the Milwaukee Clarks hockey games. Only independent station with FM (35 kw effective radiated power), it claims to give FM listeners the only strictly local programming in Milwaukee. Station boasts more announcers than any local station except WTMJ. Four are featured as disc jockeys, one of them a Negro be-bopper. Most popular daily disc shows are *1340 Club* with Tom Mercein, *Club 60* with Tom Shanahan and Milwaukee's largest

night owl show, *Wire Request* with Joe Dorsey. Announcer Bill Bramhall's *Old Timer's Party* features music native to Milwaukee such as polkas, schottisches and old familiar favorites.

Seventy percent of WEMP's accounts are handled direct, with commercials written by station personnel. Between 75% and 80% of all WEMP business is with retail stores, with John Gagliano handling a retail sales force of four people. Mr. Gagliano, retail sales manager, was with the Hearst newspapers before joining the station in 1946.

WEMP's present offices are in the Empire Bldg, but it is expected that all activities soon will be centered at a new \$150,000 plant on the outskirts of the business district at 5407 W. Martin Dr., claimed to be the highest point in the city. Station states its 465-foot tower is the highest in the city, and was built with an eye towards television. WEMP-TV application is frozen.

WEXT

2501 S. 43rd St.
Evergreen 3-1430
1430 kc 1 kw D

ESTABLISHED in 1947 by Gerald A. Bartell, former faculty member at U. of Wisconsin and with 15 years' production experience in network and local broadcasting. Mr. Bartell has had outstanding success with programs designed to serve "community markets" within the Milwaukee area. He has



Mr. Bartell

tapped such program sources as the various foreign language groups (German, Polish, Slavic elements, and those from the Near East), as well as the Negroes.

His *Playtime for Children* has won an award for children's programs in the 1 kw class. A daily program of music and chit-chat of the colored community is emceed by Larry Saunders, editor of the local Negro newspaper. Programs originating from neighborhood theatres and halls have been especially well received. Much promotional work is carried on through business associations and neighborhood newspapers. Station is known throughout city as "Your Neighbor on the Air."

(Continued on Milwaukee 10)

TO REACH THIS RICH MARKET

(America's 13th)

SMART ADVERTISERS

are

USING THE STATION

with

"5,000 WATTS OF

BETTER

LISTENING"

WMAW

1250 on the dial

... the station that is building its leadership on showmanship "know-how", and on its alertness to public preferences.

... the station with the one, the only, the original,

"Heinie and his band" ...

ABC
Network



FREE
&
PETERS
National
Representatives

Studios and Offices:

TOWNE HOTEL—MILWAUKEE 3, WIS.

723 N. Third St.

DALY 8-2154

(Continued from Milwaukee 9)

WFOX
739 North Broadway
Broadway 2-1272
860 kc 250 w D

WHEN promotion-wise Charles J. (Chuck) Lanphier took the air with "The Phenomenal Fox" in August 1946, he flooded the offices of local, regional and national advertisers, as well as agencies, with likenesses of the sly, brown creature after which his station was named. Hundreds of executives throughout the country are still using WFOX ash trays, featuring a reclining Reynard. Thousands of mailing pieces, business and rate cards and many advertisements in nationally circulated trade papers have been labeled with pictures of the beast, the original of which is stuffed and mounted in Mr. Lanphier's office.



Mr. Lanphier

Mr. Lanphier, who is president, general manager and controlling stockholder of WFOX, got his baptism of fire in radio under Ralph Atlass and Gene Dyer in Chicago in the early '30's. In October 1936 Mr. Dyer sent him to Milwaukee to manage WEMP. When he left the station 10 years later to establish WFOX, he not only took along "savvy"—he took five of WEMP's personnel. Viola Wilson, WFOX controller, has been with him 13 years as has Charley La Force, Milwaukee's original man-on-the-street. Carl Zimmerman, program director and promotion manager, who was an *Army How* conductor in the European Theatre for two years, has been with Mr. Lanphier 12 years; Announcer Paul Bartell, emcee of the *Fox Club* disc show, 10 years; and Wally Behl, music director, 8 years.

Mr. Lanphier also took to WFOX the *Polish Hour* program, founded at WEMP in 1936 by Stanley Nastal, one of Milwaukee's most prominent Poles. When Mr. Nastal died a few years ago, his son,

Stanley Jr., not only took over the program but became secretary of WFOX. The *Jewish Hour*, presented Sundays by the *Jewish Daily Forward*, with Yiddish songs by actors from the Jewish Theatre Guild, also is an exclusive WFOX feature. Other popular programs are *Sentimental Journey*, featuring "collectors' item" records; talks by Bernard Hoffman, past president of Milwaukee's Steuben Society; musical interludes by the WFOX Balalaika orchestra and the Fox Foursome, an instrumental combination. In the public service category, WFOX' *Sunshine Hour*, which brings together "misplaced" persons, has wide listenership under the direction of Paul Hoffman. Station has broadcast U. of Wisconsin football games for three years, with Neil Searles at the mike. Cudahy Bros. meat packing company sponsors the games, as well as the man-on-the-street programs. Another regular WFOX client is P. & H. Homes, manufacturer of pre-fabricated houses, which sponsors *Home With Music*, a semi-classical program. Schucks' Department Store recently put an announcement of its removal sale on the tail-end of the *Sunshine Hour* and lined up customers for blocks.

WISN was the second Milwaukee radio station to apply for a TV channel, dating its application March 16, 1948.

In addition to Mr. Lanphier, other officers of the station are Thad Wasielewski, former Congressman, who is vice president, and Robert E. Tehan, state Senator recently appointed to a Federal judgeship by President Truman, who is treasurer. Mr. Tehan also is chairman of the Wisconsin State Democratic Committee.

WISN
123 W. Michigan St.
Division 2-3000
1150 kc 5 kw

OLDEST station in Milwaukee, WISN's original call letters were WIAO. License was issued to the Milwaukee School of Engineering

and station took the air July 22, 1922, on a frequency of 360 meters with 100 w. The Hearst organization, present owners, began programming on part-time basis July 30, 1924, when call letters were changed to W S O E f o r



Mr. Grignon

"School of Engineering." Hearst took over complete programming activities a year later. In June 1927 station's power was increased to 500 w and it was assigned to 1110 kc. The following January, Hearst bought the property and was authorized to change the call letters to WISN, for *Wisconsin News*, one of its papers.

On Nov. 11, 1928, the then new Federal Radio Commission assigned WISN 1120 kc, with 250 w, sharing time with Marquette U.'s WHAD. The Commission stipulated that WISN operate six-sevenths of the time and WHAD one-seventh.

Station affiliated with CBS in January 1929 and has remained with the network since that time with the exception of a brief period in 1935 (Feb. 17 to May 15) when WISN cancelled all CBS programs in protest against inadequate network programming. WISN's power was increased to 1 kw, along with WHAD's, in June 1930, and in December of the same year a new transmitting plant was installed. Station moved into its present studio and offices, in the *Milwaukee Sentinel* Bldg., in April 1932. Two years later Hearst purchased WHAD. Going on fulltime operation, WISN installed a new transmitter and a vertical radiator at Milwaukee's Public Service Bldg. On Christmas Day 1937, station presented Marquette U. with the old WHAD transmitter for laboratory use.

WISN's frequency was changed from 1120 to 1150 kc in the general reallocations of 1941. The same year, an increase to 5 kw was authorized and a new transmitter and radiating system, using a four-element directive array, was installed at suburban Greenfield. Interim FM operation, with 3 kw, was started last July, with a schedule of AM duplication from 3 to 10 p.m. seven days weekly. FM transmitter and antenna are located on the Wisconsin Tower Bldg., which station claims is the tallest building in Milwaukee available for a transmitter location.

Outstanding WISN programs include *Your Question, Please*, panel discussion of youth problems by teen-agers; *Your Common Council*, a discussion of current community problems by a panel of aldermen, and *Worth Listening To*, which for five years has featured dreamy, soothing semi-classical records, blended together, without titles, by Program Director Jack Raymond's homespun philosophy.

WISN has a long list of old ac-

counts. Independent Milwaukee Brewers has been on the air 14 years; Edwards Motors, 12 years; Jaeger Motors, 11; The Grand (clothing), 10; Jaeger Baking and Carpenter Baking, 9 years each.

WISN's general manager for 17 years has been Gaston W. Grignon, also vice president and a member of the board of directors of Hearst Radio Inc. Mr. Grignon is the oldest station manager in point of service in Milwaukee. Fourteen staff members have been with the station 14 or more years.

WMAW
Towne Hotel
723 N. Third St.
Daly 8-2154
1250 kc 5 kw

FOUNDED by the late Herbert E. Uihlein, president of the board of Schlitz Brewing Co., who died four months before the station took the air March 24, 1948, WMAW started as an independent but began carrying ABC programs on part-time basis a month later. It became full-time ABC affiliate in August 1948. Present stockholders are Attorney Clifford A. Randall, president of the board; Wilkie Zimmers, of the law firm of Zimmers, Randall & Zimmers; John Fleissner, Milwaukee postmaster; Ray Borchert, president of Borchert Construction Co.; General Manager Jack Bundy and Chief Engineer Ray Host.



Mr. Bundy

First general manager was George E. Inghram, who did WMAW spade work for nearly two years before the inaugural. He resigned shortly after the opening to become sales manager of WISN, Hearst outlet, and was succeeded by Jack (Heinie) Bundy, 20-year radio veteran who formerly was program director of WXYZ Detroit but is best known as the leader of "Heinie and His Band." The Bundy aggregation was featured on WTMJ Milwaukee for 12 years and was on NBC coast-to-coast two years. Its folksy music, comedy and audience participation stunts are heard twice daily.

Known as the "Station With the Personal Touch," WMAW has put heavy accent on live music-documentary type programs, employing a staff orchestra. Such programs include *Parade of Progress*, commercial series, and *Red Cross Salute* and *Scout-O-Rama*, public service salutes to the Red Cross and Boy Scouts.

One of the station's most popular programs is *MAW's Barn Dance*, broadcast Saturday nights from the Circus Room of Hotel Wisconsin.

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WMIL
2625 W. Wisconsin Ave.
West 3-1290
1290 kc 1 kw D

ONE OF the first stations in the country to develop old-time music as the basis of its program policy, WMIL was established in April 1947 by a group of local business and professional men headed by Attorney Gene Posner. First manager was Bill Travis, now of Paramount Pictures, who resigned after three months and was succeeded by Jerome Sill, formerly a CBS executive in New York. Under Mr. Sill's direction



Mr. Sill

station started concentrating on polkas, schottisches and continental waltzes, using live music as well as discs. Regularly scheduled are several of Wisconsin's famous orchestras including Louis Bashell's, whose "Silk Umbrella Polka" is one of Mercury Records' biggest hits. WMIL has departed from the usual independent station formula by plugging its own air-developed personalities, such as Hungry Hank and Fritz the Plumber, who entertains with a burlesqued German accent one hour daily.

Station broadcasts six days weekly, 5:45 to 8:30 a.m., from the Mermac Theatre in suburban West Bend, which is almost entirely German.

"There is one thing an independent station can do that a network affiliate never can do," Mr. Sill says. "That is to program in a straight line to the hearts of its listeners."

WTMJ

Milwaukee Radio City
Marquette 8-6000
620 kc 5 kw

THOUGH WTMJ didn't take the air until June 25, 1927, with 1 kw, the station's owner, *Milwaukee Journal*, had been interested in radio since May 1, 1922, when it sponsored a program over WAAK, the Gimbel station, shortly after its inaugural. The *Journal* joined Marquette U. in the joint operation of WHAD in January 1925, and two years later purchased WKAF, owned by the Kessellman-O'Driscoll Co. WKAF equip-



Mr. Damm

ment was scrapped, new transmitter erected at suburban Brookfield and call letters changed to WTMJ for *The Milwaukee Journal*. Station has been broadcasting U. of Wisconsin football games each year since 1927 and basketball games since 1929. Exclusive broadcasts of Green Bay Packer football games began in 1929 and these

games are fed to a selected group of state stations.

WTMJ applied for a TV station May 5, 1930, and received a license for an experimental outlet in 1931. Station transmitted facsimile on July 2, 1934, claimed to be the first attempted by a newspaper-owned outlet.

It was one of the first stations in the country to develop participating programs built around personalities who are a part of everyday life of the community. The first participating series was *The Dinner Table of the Air*, which began in 1927. In 1932 it became *The Grenadiers*, which carries on currently as one of the most popular noontime shows in the area.

A new 5 kw transmitter was purchased in 1929 and WTMJ's daytime power was increased to 2.5 kw. In 1930, WTMJ presented the radio industry with the first standard station cost accounting system. Three years later, the station pioneered a coincidental survey of radio listening habits. Daytime power was increased to 5 kw in 1934. Same power at night, using directional antenna, began in 1941.

The Journal's FM station, W9XAO, went on the air April 22, 1940, labeled the first FM station west of the Alleghenies. Later it became WMFM and then WTMJ-FM.

Milwaukee's Radio City was built by *The Journal* in 1942 at a cost of \$800,000. It was the first building of its kind designed to house all three types of broadcasting—AM, FM and TV, the station claims. Auditorium studio has 389 seats. Large crowds take daily tours of Radio City, considered one of the showplaces of the city.

WTMJ-TV began commercial television operations Dec. 3, 1947, as the first TV station in Wisconsin.

New 550-foot tower and first 50 kw FM transmitter made by RCA were put into operation in 1948 by WTMJ-FM, making it the "world's first super-power FM station."

Walter J. Damm, general manager of the *Journal's* AM-FM-TV operations, was named manager in 1927 when the station started.

MARKET SURVEYS UPCOMING

- Detroit
- Seattle
- Cleveland
- Pittsburgh

Publication Dates to be Announced

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Gaston W. Grignon, General Manager
Milwaukee's CBS Outlet