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THE MILWAUKEE JOURNAL



THE JOURNAL'S "RADIO CITY"

by Harry J. Grant

Chairman of the Board, The Journal Company

In 1927 The Journal Company established a pioneer broadcasting station in Milwaukee and has broadcast its programs without major interruption since that time. Even then we believed radio broadcasting would rapidly develop as an important means of communication and would serve a large part of the public in a new way. Events have fully justified our optimism, as radio now stands first in communication methods, giving efficient and instantaneous contacts with ear and eye over great distances. The record of its service is well known, and we believe in its greater future utility.

Communication methods were transformed by the invention of "wireless," beginning with Marconi, De Forest and others, leading to new short wave discoveries and Maj. Armstrong's frequency modulation. Progress from a simple radio transmission of Morse code to the present day varied commercial usages marks an important scientific advance. The promised release of television programs, which are to synchronize sound with action pictures by reproduction and transmission, even to accurate color portrayal, is eagerly awaited by the radio audience. Short wave developments give almost unlimited possibilities over a broad field. While war restrictions are temporarily delaying the popular use of these newer facilities, war inventions have greatly accelerated the perfection of radio methods.

Commercial announcements are necessary to pay the cost of program time and talent. The business problem has much to do with the kind of program put on "the air." This fact is a guarantee of improvement in the scope and quality of programs, for without sufficient merit to assure an appreciative radio audience the effort will be lost. Frequent radio programs are now used to advance our war work. News is broadcast several times daily, and the necessary control of propaganda is being exercised. The

Federal Communications commission has wisely restricted its licensing powers and has used them in the public interest, convenience and necessity. The breadth of broadcasting service, ranging from the enthusiasm of jitterbugs to the serious work of religious, scientific and educational groups and our war needs, prevents perfect harmony at all times. There are, and must be, "growing pain" disturbances.

Understanding all this, The Journal has complete faith in the future of radio broadcasting. It knows that leadership in such service can be held only by untiring work and the monetary expenditures that prove necessary. Such leadership for Milwaukee and Wisconsin is the idea and ideal which caused Radio City to be built. Radio City is a triumph of architectural beauty, engineering skill and modern equipment. Its readiness to give the best in radio broadcasting is of national importance, as it is dedicated to the public service. In addition to other studios, Radio City provides a large television studio especially designed for accurate reproduction. An auditorium seating nearly 400 people affords entertainment by large groups and has an organ designed especially for radio broadcasting. Television Station WMJT at Radio City will go on the air when war restrictions are lifted. Frequency modulation Station WMFM, located near Richfield, transmits sound flawlessly. From the Blue Mound road our old friend WTMJ continues to transmit National Broadcasting Co. chain programs and local programs from studios in Radio City.

A competent Journal radio staff, with many years of successful experience, and a determination to give the best of service, promises much for the future.

With appreciation of your friendly interest and our felicitations, we offer you "Radio City."



As you enter the main lobby through massive solid glass doors your attention is first drawn to colorful murals high on each of the four walls. These illustrations tell the story of radio and its service to all people.



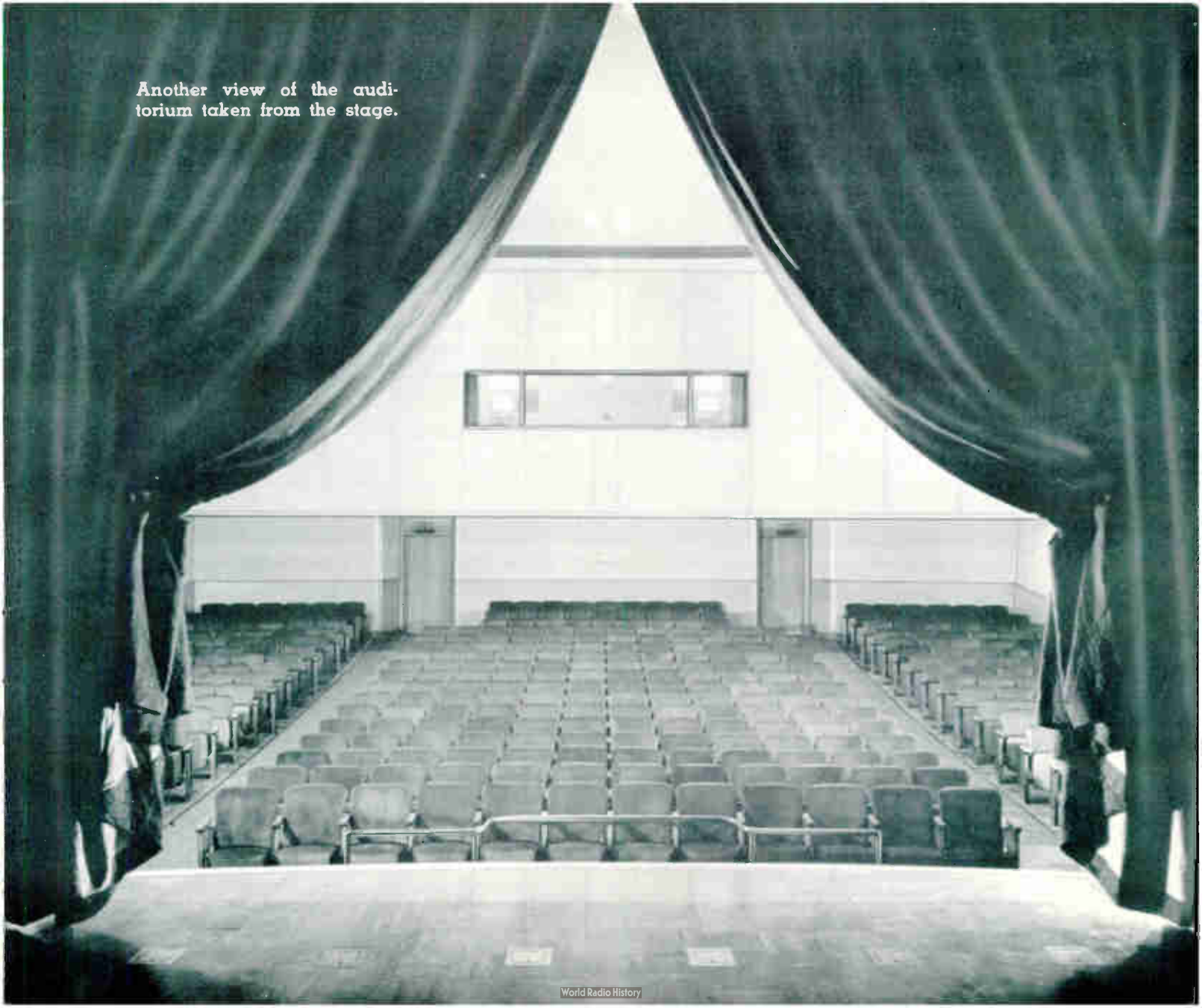
At either side of the information desk in the wood paneled main lobby are doors leading to the auditorium studio. Stairways to the right and left of these doors give access to the second floor observation lounge.



The auditorium studio, heart
of the Radio City building.



Another view of the auditorium taken from the stage.





The office of the General Manager of Radio sounds a new note in the furnishing of executive offices.



Typical of the executive quarters of Radio City is this office of the Manager of WTMJ and WMFM.



The office of the Assistant Manager of WTMJ and WMFM overlooks the scenic Milwaukee River.



This office manager's office carries out the natural wood furniture scheme of the executive suite.



Program schedules for both broadcasting stations are prepared in this light and airy office.



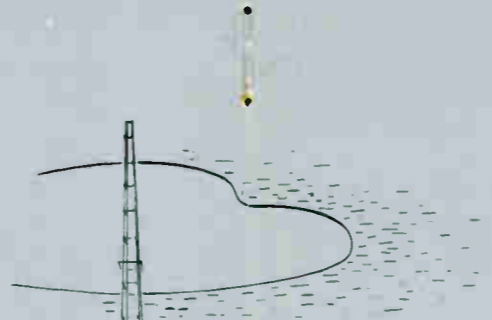
Meetings and auditions are conducted in quiet comfort in this attractive conference room.





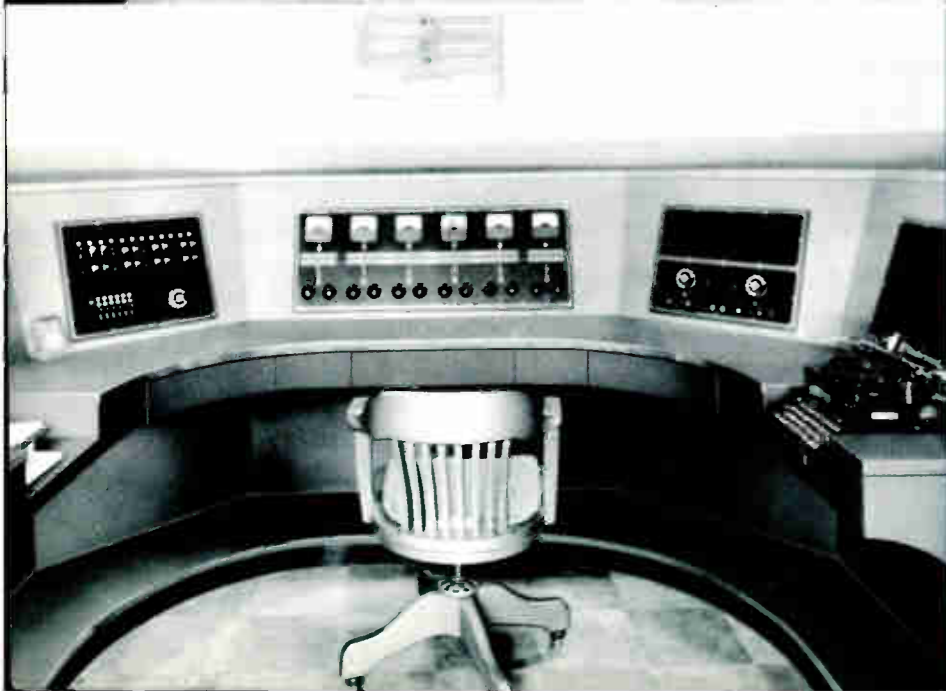
All WTMJ programs clear through this sub-master control room. Station WMFM has similar equipment in Radio City.

Studio B-2 and its companion Studio A-2 are large and incorporate latest acoustics and air conditioning developments.



Resembling a giant organ keyboard, the desk in the master control room is the nerve center of all radio operation.

One of the two smaller studios in Radio City which are used for broadcasts of individuals and small groups.



Announcers as well as news writers prepare program material. Each has a desk in this pleasant office.



The luxuriously furnished observation lounge is complete in all details including a kitchenette.



Like other large offices, the sales office is equipped with steel furniture and venetian blinds.

Most of the advertisers' messages you hear over WTMJ and WMFM are prepared in this office.



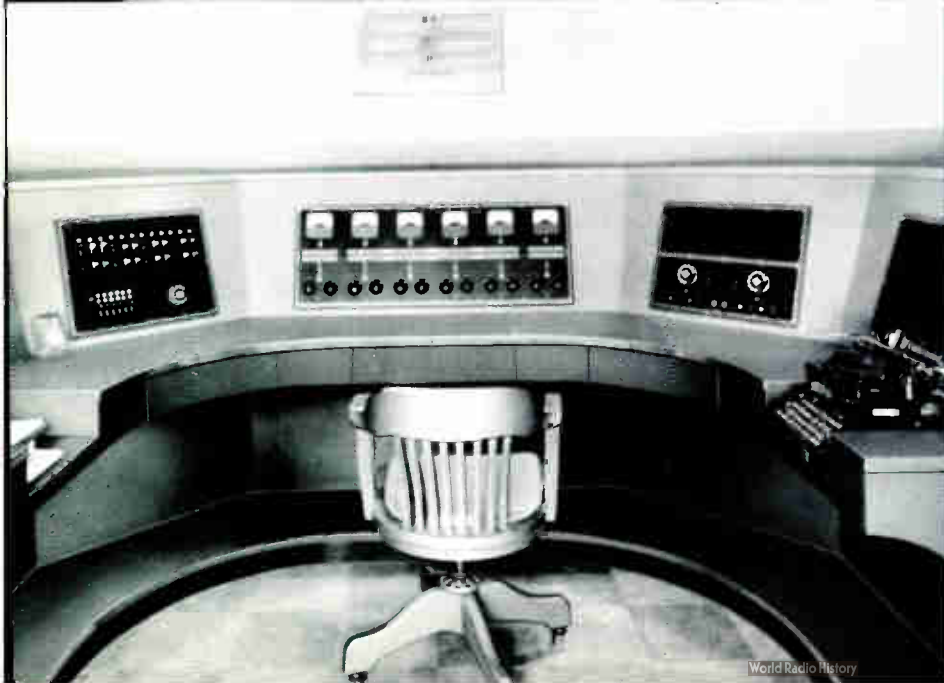
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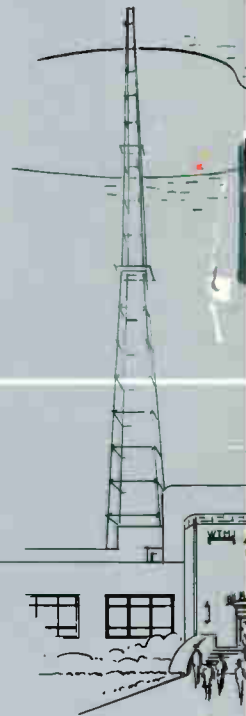
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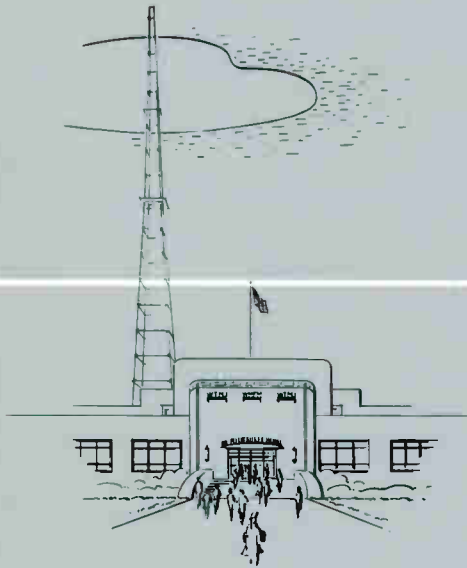
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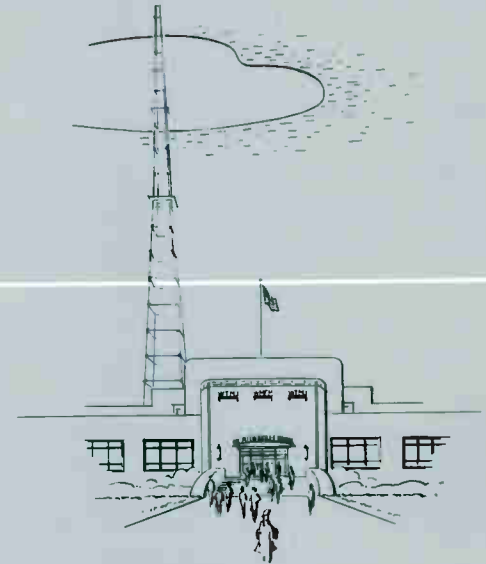
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The office of the director of WTMJ's Women's Department is feminine in all of its appointments.



More than one hundred thousand musical selections are housed in these modern library cabinets.

The singers, actors and other artists who appear at Radio City find this lounge a comfortable place in which to relax.



Radio artists and future television performers will both appreciate this make-up room with brilliantly lighted mirrors.

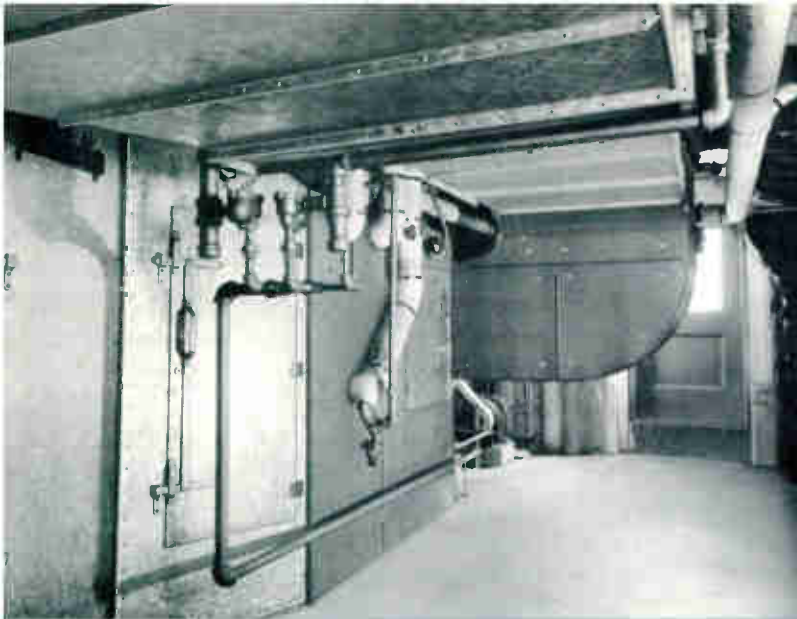




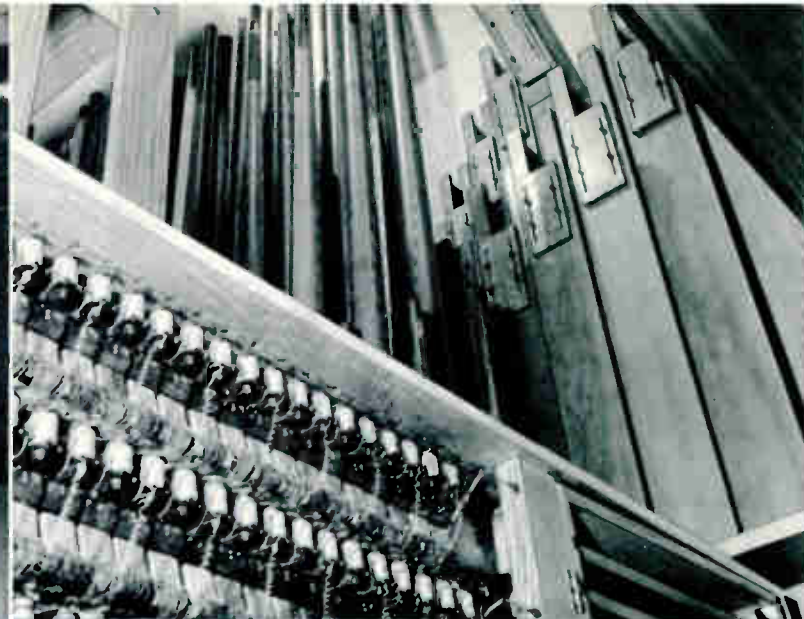
Between programs, the large musical staff at Radio City makes its headquarters in this combination lounge and locker room.

Constant temperature and humidity control keeps musicians' instruments in perfect condition in this unique room.





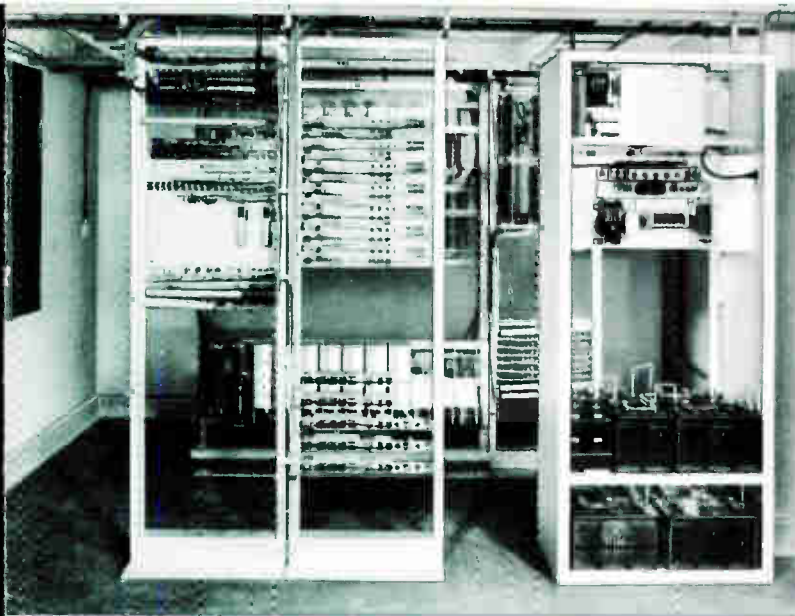
Ducts of every size are required to operate Radio City's ventilating and air conditioning system.



Sixteen hundred individual pipes comprise the organ installed in the auditorium studio.



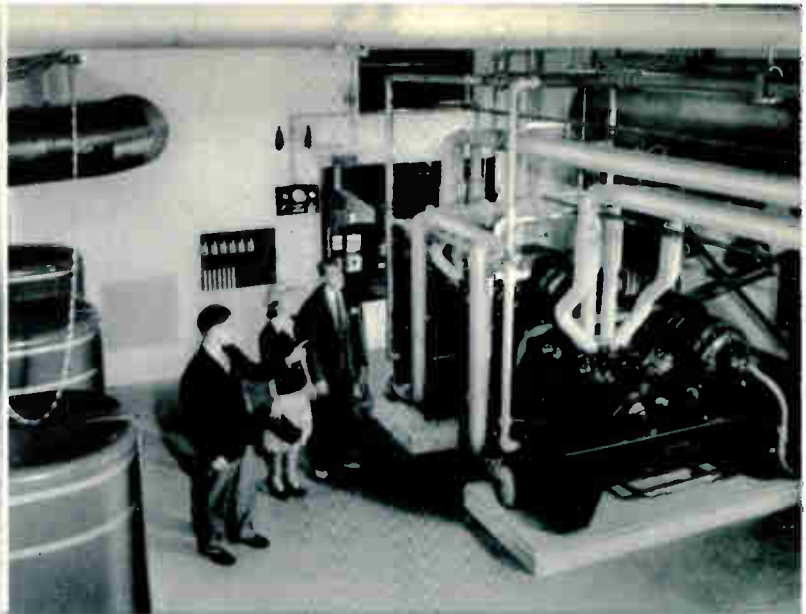
News from all over the world comes to Radio City over these automatic teletypewriters.



*The telephone equipment room is the central point
in the automatic dial system serving Radio City.*



Tile walls and floors and special lighting keep the corridors at Radio City bright and clean.

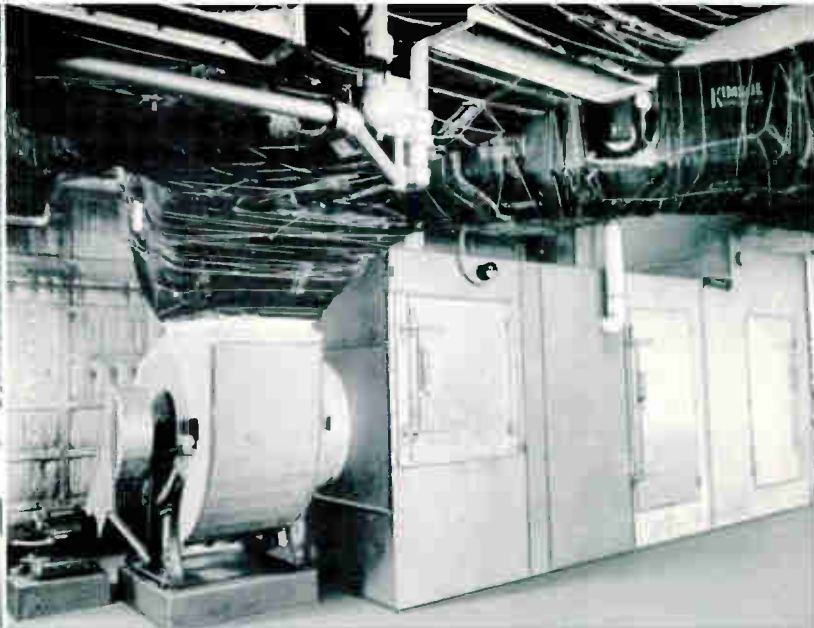


Radio City's heating plant is located in a separate building to protect studios from vibration and noise.

This underground service tunnel carries heat, hot water and refrigeration to the Radio City building.



Office of the Technical Supervisor, who heads a large staff of radio operators.



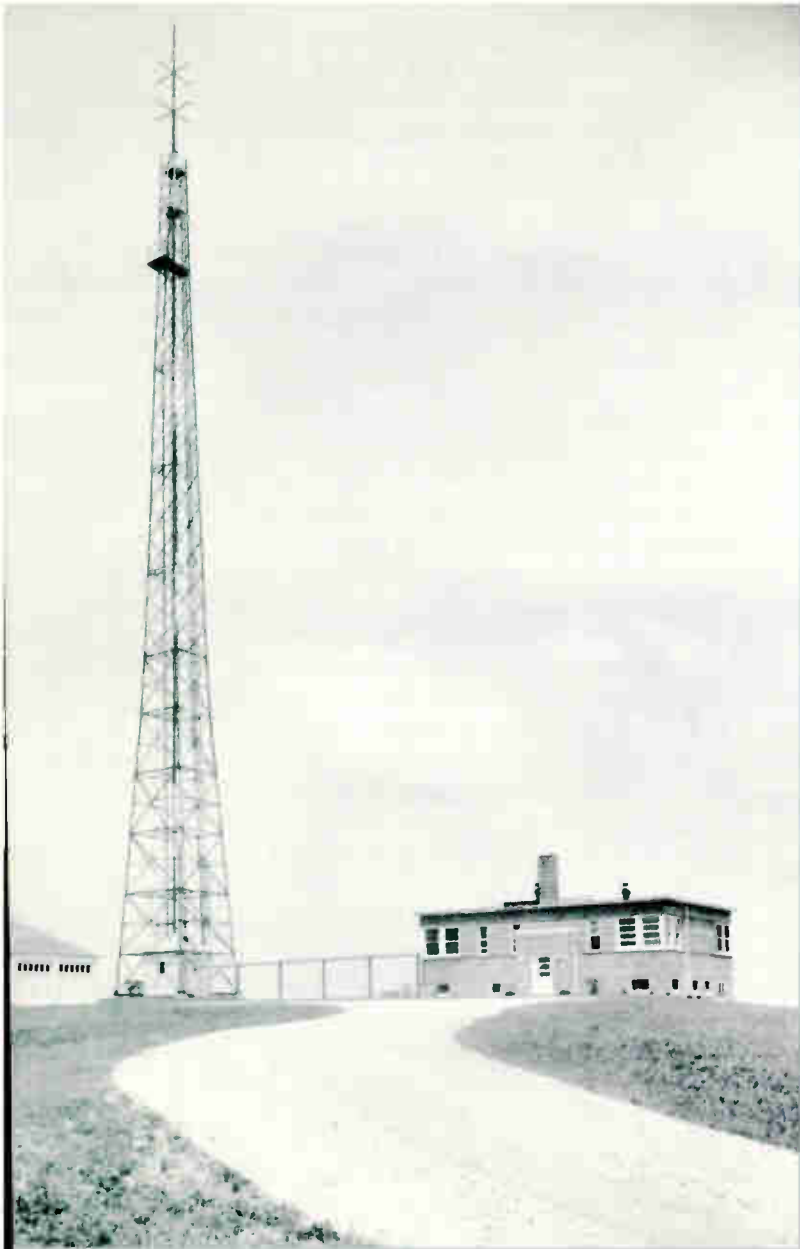
Batteries of large fans keep the air in studios and offices cool and fresh.



Radio City Exhibit Room showing different types of radio equipment.



Radio City Women's Lounge — comfortable dining room for women members of staff.

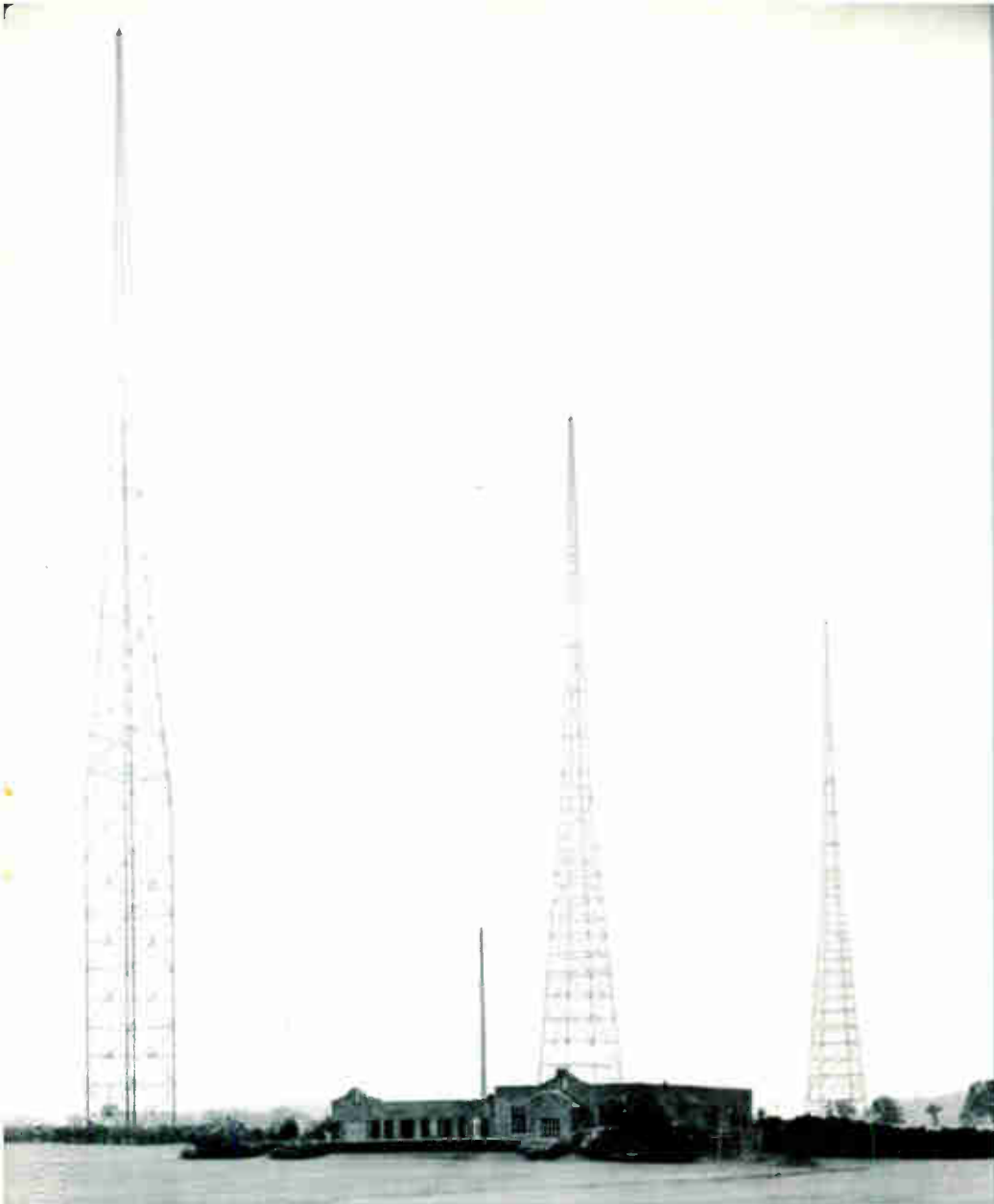


The WMFM transmitter at Richfield, where FM programs from Radio City studios are actually put on the air.

World Radio History



This tower at Radio City will be used to broadcast the future television programs from Station WMJT.



WTMJ transmitter near Brookfield. WTMJ and WMFM they are sent through the air, completing the final link programs are fed by wire to the transmitters. From there the chain between Radio City and the homes it serves.

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