

WHBL IMPROVES FACILITIES

Audience Growth Brings Necessity for Wider Coverage



The attractive home for the Wisconsin station's new equipment.

ONE of the outstanding stations of the lake region which recently modernized its plant is WHBL of Sheboygan. Situated in one of the richest market regions of the country and serving a highly critical audience, the station recognized the necessity for an installation which would guarantee perfect transmission.

The site selected for the new WHBL station and tower consists of a 28-acre tract located two and one-half miles south of Sheboygan, on Highway 141, just north of the Milwaukee Northern right-of-way. It was chosen after exhaustive tests by expert radio engineers who say that it is the most suitable for transmitting in this territory.

New Transmitter Building

The new transmitter building for WHBL is a one-story structure approximately 22 x 35 feet, housing the transmitter room, a garage, a dinette and a lavatory. One large room in the basement under a portion of the building will contain the heating plant and provide sufficient additional space for repair work and storage.

The exterior walls are to be of masonry finished with white stuc-

co set off with horizontal bands of red brick between the window openings to obtain the modern design. The entrance will be deeply recessed with offsets of the same color brick. Over the entrance the call letters of the station will be inscribed in neon lights.

A room 13 x 20 feet will contain the transmitting apparatus. Access from this room may be had to the garage on one side and to the dinette on the other. From the dinette a stairway leads to the basement, and the lavatory also opens off this room. In a recess in the dinette will be incorporated a complete kitchenette unit comprising an electric range, refrigerator and sink, over which cabinet storage is provided for dishes, utensils and supplies. When not in use, the unit is entirely concealed by folding steel doors. A closet also provides space for a rollaway bed, making it possible for the operator to remain over night at the building if necessary.

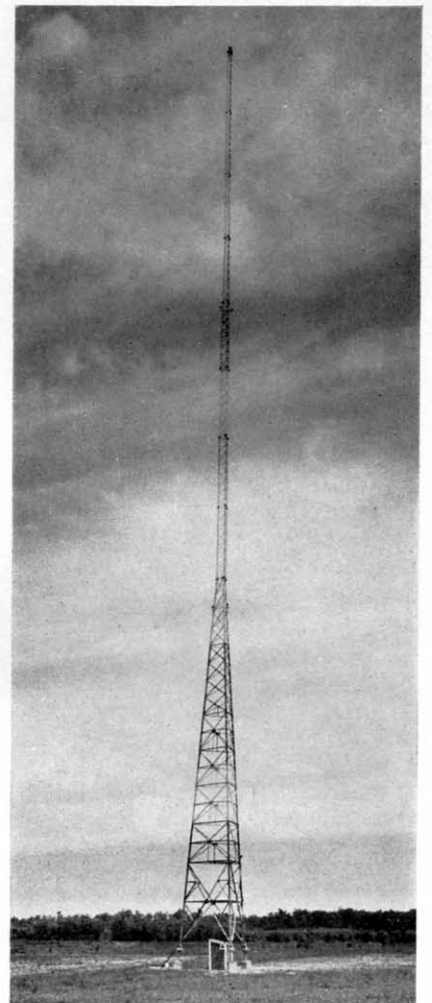
A system of forced warm air heating, operated by an oil burner, will be installed. This system will make possible the re-circulation of air to cool the rooms during warm weather.

Early Development

Sheboygan knew its first radio station through the efforts of The Sheboygan Press in April, 1926, when the portable station WIBJ was set up in the Van Der Vaart theatre and Eagle auditorium for one week's duration. At the close of the week it was taken to various spots in the east, but through that first visit of radio the city was given its original tempting taste of broadcasting, and its lasting effect was felt a year later, when on November 7, 1927, WHBM was dedicated by C. E. Broughton of The Sheboygan Press.

As time went on, interest increased, improvements in reception were effected, and finally on February 23, 1928, the call letters

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The antenna located just outside of Sheboygan.

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were changed from WHBM to WHBL, as they have remained since then.

The station was improved with new speech input equipment in 1931, and the radio division of the department of commerce cited the station in May of that year for the accuracy of its transmitter in maintaining the assigned frequency of 1410 kilocycles.

In May, 1934, the station was granted the authority to operate its new transmitter, constructed in January to insure greater perfection of reception over a wide service area. Along with the changes of the transmitter, new equipment was added in the studios and the speech input. New high fidelity amplifiers were installed, which further increased the tone range. New type ribbon microphones were used, and two new RCA Victor high fidelity turn-tables for reproducing electrical transcriptions were added.

Constant Improvement

All these changes, that have continued as improvements in the technical end and were found advisable and effective, and at no time was expense spared, for it

was known that WHBL must build for the future. This trend in constant improvement continued, and on May 11, 1934, an all-day special feature broadcast was arranged dedicating the final new transmitter with its ultimate changes.

Time went on, and after many months of endeavor, WHBL was finally rewarded with a favorable decision from the federal communications commission to the effect that WHBL was granted full-time operation on a frequency of 1300 kilocycles, effective as soon as necessary technical changes could be made. This decision was granted on November 26 of last year.

Now the time has come when finally these dreams of a new station—so perfectly assembled and so entirely modern as to compete with the largest stations in the country for perfection in reproduction—is a reality. No expense has been spared to give the finest of service, both from program and reception standpoints.

The best transcription service, a production department, special continuity writer, publicity and business departments, are all ready to serve WHBL's listening area to the best of their ability.



Hildegarde, who starred in the Press Television Demonstration.

FOURTH ESTATE VIEWS TELEVISION

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Our program is three fold; first we must develop suitable commercial equipment for television and reception; second, we must develop a program service suitable for network syndication; third, we must also develop a sound economic base to support a television service.

From the standpoint of research, laboratory development, and technical demonstration, television progress in the United States continues to give us an unquestioned position of leadership in the development of the art.

We are now engaged in the development of studio and program techniques that will touch upon every possibility within the growing progress of the art. The distinction between television in this country and abroad is the distinction between experimental public services undertaken under government subsidy in countries of vastly smaller extent, and the progressive stages of commercial development undertaken by the free initiative, enterprise and capital of those who have pioneered the art in the United States.

While the problems of television are formidable, I firmly believe they will be solved. With the establishment of a television service to the public which will supplement and not supplant the present service of broadcasting, a new industry and new opportunities will have been created.



Ready to go on the air at WHBL.