

REPRESENTED NATIONALLY  
BY THE  
JOHN E. PEARSON CO.



# WMLO radio playhouse 1290 KC 1000 WATTS

Cream City Broadcasting Company • 2625 W. Wisconsin Ave. • Milwaukee

GENE POSNER, PRES.

ARTHUR POSNER, V. PRES.

WILLIAM TRAVIS, GENERAL MGR.

Dear Radio Friend:

Thank you for your kind report in regard to our station, forwarding your location and signal strength and the rest of the information that you so kindly supplied us.

Our equipment at the transmitter consists of a Collins type 20-K transmitter, 1000 Watts, with a Windcharger type 300 tower, 320 ft., approximately  $4/20$  wave length. We are using a 4-wire transmission line, one side ground and the other side for the r.f. connections, diagonally opposite, transposed at both ends.

The transmitter site is located on a city dump in Milwaukee, with soil conditions being of various debris and scrap metal. Ground radials were laid on top of the land with a circular ground screen around the base of the tower, then covered with three inches of ordinary Wisconsin clay.

Studio equipment is Collins 100%, including your new 212-A dual channel console, Collins turntables, with R.C.A.Jr. velocity microphones, along with Western Electric salt-shaker microphones.

If in the future you happen to monitor us again, we would appreciate it if you will drop us a line. It would be greatly appreciated.

Cordially yours,

*Paul J. Mueller*  
*per B.W.*

PAUL J. MUELLER  
Chief Engineer

PJM:hg