



W L B L
Wisconsin Land (of) Beautiful Lakes

The Official Agricultural Voice of Wisconsin

Owned and Operated By

**Wisconsin Department of Agriculture
and Markets**

Co-operating With

U. S. Department of Agriculture

Stevens Point, Wis.

Dear Friend:

The staff of WLBL was delighted to hear from you and we take this means of verifying your reception of our program. Your constructive criticism of our program is invited and we hope you will continue to be numbered among our many listeners.

Yours very truly,

**WISCONSIN DEPARTMENT OF
AGRICULTURE & MARKETS,
Radio Station WLBL**

Station WLBL is located 8½ miles northeast of Stevens Point with office and main studio in Stevens Point, Wisconsin. The station does not sell time, being operated wholly for public service disseminating daily up-to-the-minute market reports and agricultural information. The following market schedules are maintained daily, except Sundays and holidays:

8:00 A. M.—Weather outlooks; Chicago and South St. Paul estimated and actual livestock receipts; Carlot shipments of potatoes and other seasonable commodities in the entire United States for the past 24 hours; Agriculture talk.

9:00 A. M.—Weather forecasts; Early Chicago hog flash; Wisconsin shipping point information on potatoes, cabbage and other seasonable commodities; carlot shipments of potatoes and other seasonable commodities in the entire United States for the past 24 hours.

10:00 A. M.—Weather forecasts; Late Chicago hog flash; South St. Paul hog flash; Chicago hay market; Chicago live poultry market.

10:55 A. M.—U. S. Naval Observatory time signals; weather forecasts; Chicago Cheese market; Chicago and New York butter and egg markets; Chicago potato market; Chicago cabbage and onion market; Chicago cattle and sheep market flashes; Wisconsin shipping point information on potatoes, cabbage, strawberries and other seasonable commodities; advance estimate of livestock at Chicago; Wisconsin cheese board prices on Saturdays only.

12:00 Noon—Weather forecasts; Chicago hog, cattle and sheep markets in full; general summary of the markets broadcast during the morning; Minneapolis grain market (Wednesdays and Saturdays only); weekly wool market review (Saturdays only); Agriculture talk; news-paper items.

1:00 P. M.—Home economics talk; public health talks; agriculture talk; special announcements.

MUSICAL PROGRAMS AS ANNOUNCED.

When vacationing why not see Wisconsin's Beauty Spots?

Parks and Playgrounds

Wisconsin can probably lay claim to more varieties of scenery than any other state in the union. Here are the gentle, rolling prairie lands; the rounded hills of the Kettle Moraine country in southeastern Wisconsin; the great lakes regions of the north which are sprinkled with lakes like the stars in the heavens, and crisscrossed with streams which vary from lazily flowing rivers to rushing torrents and cataracts like the Flambeau, the Brule, the Chippewa, and others; Bayfield and the Apostle Islands in Lake Superior; the wind-carved hills of the dune country; Lake Winnebago, the largest inland lake entirely within the borders of a single state; the unglaciated area of the southwest, also called the driftless area; the bluffs of the Mississippi, one of the rarest sights in the world, and compared by travelers with the Rhine and the Hudson; the Dells of the Wisconsin, and the Dalles of the St. Croix. It would have been well nigh impossible to have crowded within the limits of 56,000 square miles more beauty and more varieties of magnificent scenery than rightfully belongs to Wisconsin.

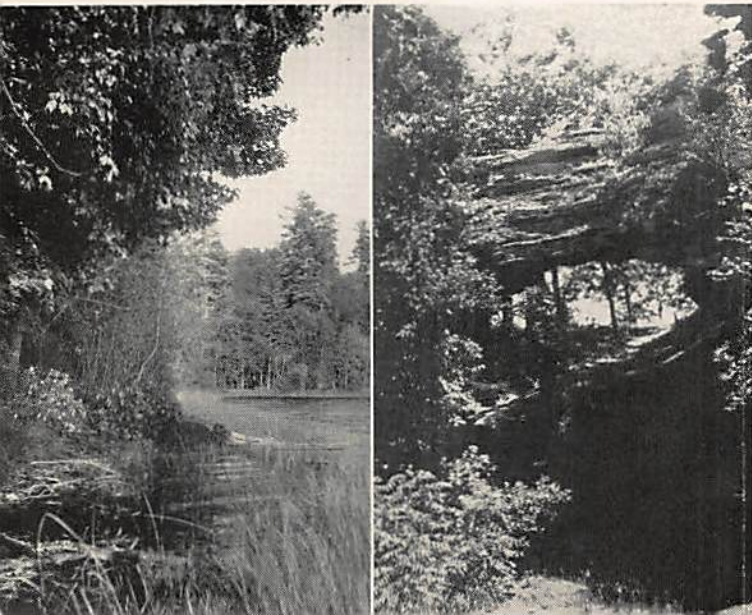
With her thousands of lakes, her thousands of miles of streams and rivers, and her millions of acres of forest lands, Wisconsin offers not only beauty to the traveler but unequalled sport to the fisherman and hunter. Twenty-five fish hatcheries, which annually propagate and distribute more than 300,000,000 fine food fishes to Wisconsin waters, and a game propagation program which is being expanded annually, assure sportsmen perpetual enjoyment. Wisconsin's fish range from the sporting brook trout to the mighty fighting muskellunge; and for the hunter there are all the game animals and birds common to the Middle West.

A traveler may find in Wisconsin any kind of scenery he desires to see. In the western and southwestern part of the state is the coulee region made famous a half-century ago by that great novelist of the Middle West, Hamlin Garland.

* Prepared by Duane H. Kipp, Wisconsin Conservation Commission.



Manitou Falls, Pattison State Park is 160 feet of plunging foaming water—the highest falls in Wisconsin



A quiet nook and natural bridge near Devils Lake

How Wisconsin, The Badger State, Ranks With Other States

In Agriculture

Has the lowest rate of commercial failures among states with 50,000 or more firms doing business.

First in cheese, producing nearly 64 per cent of the United States total of manufactured cheese. The output in 1929 was 305,172,000 pounds.

First in condensery products, producing nearly one-third of the nation's output with a total in 1929 of 725,710,000 pounds.

First in milk, with an annual production of 105,278,000 cwt., having a farm value of \$227,292,258.

First in canning peas, valued at \$6,298,000 in 1930. Wisconsin puts up about half of the United States pea pack each year.

First in number of milk cows, 2,125,000 on January 1, 1931; in dairy cow sales with 56,500 in 1930.

First in manufactured dairy products of all kinds, valued at \$269,544,000 in 1925.

First in number of silos, with about 115,000.

First in production of clover seed with 275,400 bushels in 1930 worth \$3,140,000.

First in cow-testing associations.

First in production of clover hay, producing 1,191,000 tons in 1930.

Second in tame hay production with 5,672,000 tons in 1930.

Second in value of all cattle—3,120,000 cattle on January 1, 1931, worth \$163,648,000.

Second in acreage of cucumbers for manufacture with 17,500 acres.

Third in live stock products, valued in 1928 at \$339,355,000.

Third in creamery butter — 155,815,000 pounds in 1929.

Third in cranberries, 40,000 barrels in 1930.

Fourth in cabbage, valued at \$1,569,000 in 1930, and in snap beans with 6,900 tons from 8,580 acres in 1930.



"If you want to be a badger come along with me"

Fourth in value of horses—\$50,229,000, Jan. 1, 1931.

Fourth in oats production—108,680,000 bushels in 1930 worth \$35,864,000.

Fifth in rye, 2,960,000 bushels in 1930 worth \$1,332,000, and 26,011,000 bushels of barley worth \$13,266,000.

Fifth in value of cherries produced, the crop being worth \$1,028,000 in 1930.

Sixth in potatoes—18,056,000 bushels in 1930 worth \$15,445,000; in trees tapped for maple products and in buckwheat production.

Seventh in tobacco and sweet corn.

In Industry

First in the manufacture of excelsior, concrete mixers, ore crushers, horse blankets, fly nets and related products, saw-mill machinery, dressed flax and hemp, bottle-cleaning machinery; and in stationary and portable internal combustion engines—(exclusive of motor vehicle engines).

First in the manufacture of internal-combustion marine engines, motor vehicle engines, dredging and excavating machinery, aluminum ware, and wrapping paper.

Second in the manufacture of food preparations, agricultural implements, steam engines, phonographs, tractors and traction engines, plumbers' supplies, pumpmill machinery, malt, dairy and bottling machinery, and leather gloves and mittens.

Third in the manufacture of flavoring extracts and syrups, newsprint paper, carriages, wagons, sleighs, saddlery, harness, and motor vehicles.

Fourth in the manufacture of ice-making machines, knit goods, motor vehicle bodies, trunks and suit cases, dairy and apiary supplies, and stamped and enameled ware.



SPORTS OF EVERY SEASON ABOUND IN WISCONSIN

Wisconsin is a winter land of sports as well as a summer playground. Roads cleared of snow allow many tourists to reach their homes even during winter weather which loads the pines and hemlocks with ermine coats of crystalline beauty. Hillsides bursting into bloom in the spring, woodlands burning with autumn colors are effects which no one should miss in Wisconsin.