

One of
 America's
 Leading
 Universities

Acknowledgment from the
MARQUETTE UNIVERSITY-
MILWAUKEE JOURNAL
STATION
WHAD
 Milwaukee, Wisconsin

Wisconsin's
 Foremost
 Newspaper



Acknowledgment from

WHAD

THANK you very much for your message. We keenly appreciate your interest in WHAD.

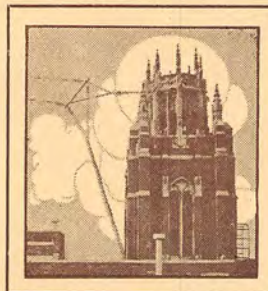
This station, established to fill a popular demand, endeavors always to provide entertaining and educational programs in keeping with the high standards set by the public. For success, we depend upon popular support and the encouragement or constructive criticism of those who enjoy our programs. Comments such as yours are helpful and we are gratified to see the volume of such communications steadily increasing.

*Marquette University
and*

*Wisconsin's Foremost Newspaper
Unite in Providing Quality
Programs*

THOUSANDS of radio fans in Wisconsin, Upper Michigan and surrounding states are intensely interested in the quality programs now being broadcast by the Marquette University-Milwaukee Journal Station W H A D. No tiresome propaganda or "sold" programs will be inflicted upon listeners.

A 500 Watt Station



WH A D is the first 500 watt broadcasting station in Milwaukee. Present construction provides for going immediately to 750 or 1,000 watts if it is found desirable.

This reserve power at WHAD assures its continued standing among the more progressive stations of America.

Previous to the establishment of Station WHAD listeners in many parts of Wisconsin and neighboring states, as well as coast states, had never heard Milwaukee on the air. Within the first few weeks of operation WHAD was picked up with ease all over Wisconsin, the middle west, and from these far distant points as well:—

Catalina Island

Los Angeles, Calif.

San Francisco, Calif.

Anacortes, Wash.

Ridgefield, Wash.

Victoria, B. C.

Saskatoon, Sask.

Wichita Falls, Tex.

Auburndale, Mass.

Needles, Calif.

Cape Cod, Mass.

New London, Conn.



Wave Length 275 Meters

UNDER the United States License awarded WHAD, this station operates on a wavelength of 275 meters or 1,090 kilocycles frequency. Special technical provisions in the construction and operation of this station assure a remarkably sharp wave. Broadcasting is done from two studios in the new \$750,000.00 Science Building of Marquette University. One studio is in the tower of this building, and the other studio, providing room for large groups of entertainers, is on the second floor of the building.

The studios are ideal both from mechanical and artistic standpoints. They are handsomely and luxuriously furnished.

Quality Programs the Keynote

THE Marquette University-Milwaukee Journal station features programs of quality, characterized by a lively diversity of entertainment and educational talks of the broadest general interest. At all times, the finest talent obtainable will be selected for WHAD programs.

The policy of this station is "Public Service—First and Always."

By special arrangement between the Wisconsin Theater—the leading motion picture theater in the state—and Station WHAD, programs include organ music by the Wisconsin's famous twin Barton organs, ensemble music by The Wisconsin Theater Symphony Orchestra, as well as the splendid musical numbers featured on the stage, and dance music from the two orchestras on the Wisconsin Roof—the world's largest roof garden.

WHAD Broadcasting Schedule

U. S. Weather Reports
11 A. M. Daily

Monday Evening
7:30 to 8:30 or 9
Marquette University
Studio Program

Wednesday Evening
8 Until 10
Dance Music Program
From Wisconsin Theater
Roof Garden

Friday Evening
8 to 10
Program From Wisconsin Theater

Educational Talks
Three Times Weekly
4 to 5 P. M.

FOR detailed program announcements of WHAD and all leading stations, read The Milwaukee Journal, daily and Sunday, regularly.

News bulletins will be broadcast by The Journal from WHAD from time to time on events of exceptional interest.

Visitors Are Welcome



VISITORS to Milwaukee will be welcome to visit Station WHAD and also the new \$2,000,000 Milwaukee Journal plant—the largest and most modern newspaper plant in the northwest. See "BCL" himself! Get acquainted with Wisconsin's foremost Radio editor! Cards of admission to WHAD studios are issued at The Journal Public Service Bureau pictured above.

**The Milwaukee
JOURNAL
FIRST—by Merit**



Largest Newspaper Plant in the Northwest
THE NEW MILWAUKEE JOURNAL BUILDING
Occupied entirely by The Journal.

A \$2,000,000 Investment for Better Service to You!

IN ACHIEVING the purpose—to give its readers unexcelled newspaper service — The Milwaukee Journal is recognized as the leading newspaper in Milwaukee and Wisconsin, and one of the foremost in the United States.

“For All The Journal Wisconsin” occupies the largest newspaper plant in the Northwest, erected at a cost of \$2,000,000. It contains only the most modern newspaper equipment, including many new departures in plant design originated by The Journal. It is unsurpassed in efficiency by any newspaper plant in America.

The Best in Radio News The 8-page Radio Section of The Sunday Milwaukee Journal — devoted *entirely* to radio — is the only complete radio section in any newspaper for Wisconsin People.

It includes practical suggestions to eliminate trouble with your set, instructions for building sets, hook-up plans, cartoons and radio humor, B.C.L.'s comments on programs and new radio developments. For complete broadcasting programs for each day, and supplementary radio news—

Read The Milwaukee Journal Regularly

If You are a Resident of Wisconsin or Upper Michigan—

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Sunday 10c per copy

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Daily only, one year \$5.00
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For special Rates to Rural Route Addresses in Wisconsin and Upper Michigan Write to The Milwaukee Journal Mail Subscription Department.



The New Administration and Science Building

Rev. A. C. Fox, S. J.,
President

MARQUETTE UNIVERSITY

One of America's Leading
Educational Institutions
Non-Denominational
Co-Educational

MARQUETTE occupies one of the foremost positions among the universities of America. Its history begins as far back as 1885, first as an academy, next as a college and finally, in 1907, as a university. Its growth in recent years has been phenomenal and now all the major professions, except theology, are taught here.

Size of Marquette

THE UNIVERSITY includes eighteen buildings and a half-million dollar stadium.

Complete Courses Leading to Degrees

Dentistry	Business
Medicine	Administration
Law	Engineering
Journalism	Liberal Arts
Hospital	Nursing
College	Graduate
Music	School

Faculty

Rev. Albert C. Fox, S. J.,
President

277 Professors and Assistants

Enrollment—1925

5,000 students representing 25 states and six foreign countries.

SEND for Catalogue of Course in which you are interested—Address **MARY L. MELZER**, Registrar.



The Law Building



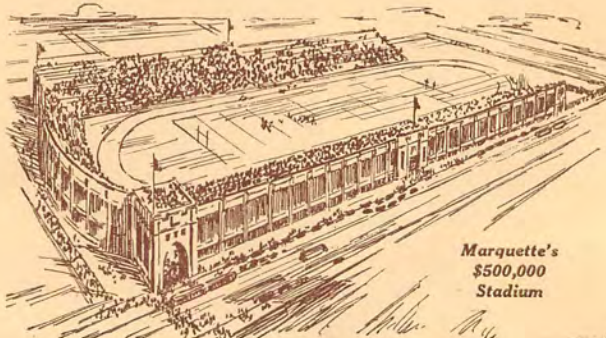
Johnston Hall



College of Dentistry



The Gymnasium



Marquette's
\$500,000
Stadium