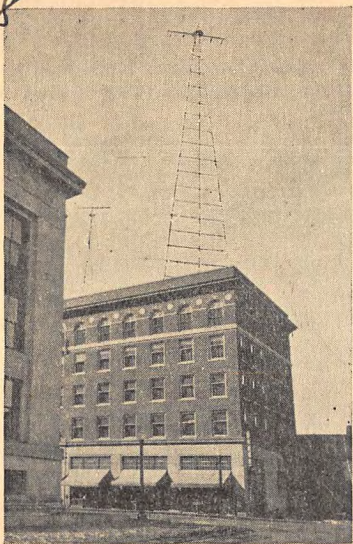


338



(Wisconsin Land of Beautiful Lakes)
Station W L B L

528

STEVENS POST CARD
NOV 24
4:00 PM
1925
WIS.



David J. Thomas,
Proctorville,
Ohio.

Stevens Point, Wis.

Dear Radio Friend:

We acknowledge with thanks your report on the reception of our broadcast. Letters, cards, telegrams, telephone calls and other manifestations of approval from our listeners-in are a form of co-operation greatly appreciated by this station.

Very truly yours,

Wisconsin Department of Markets.

Description of W L B L.

The 500 watt set is located on the roof of Hotel Whiting. It utilizes a master oscillator circuit comprised of five 250 watt tubes, one as master oscillator, two as power amplifiers and 2 as modulators, with a 50 watt tube as speech amplifier. All of the power needed is furnished by a special motor generator unit which consists of a ten horse power motor driving one 12 volt D. C. generator, for the filaments and two, one thousand volt generators for the plates of the power tubes. The antenna is a T type extending between two steel towers 100 feet in height mounted on top of the hotel which is a five story structure. A cage lead-in is used. Located directly under the antenna and ten feet above the roof is a sixteen wire fan counterpoise. A specially constructed studio is maintained in the hotel building from which all musical programs are broadcast.

BROADCAST SCHEDULE OF W L B L. (Central Standard Time.) Wave Length 278 meters.

Market Reports are received over the private leased market wire of the United States Department of Agriculture.

8:45 A. M.—Carlot shipments of potatoes, cabbage, onions, and apples. Wisconsin Shipping Point information on potatoes. Wisconsin Shipping Point information on cabbage. Early Chicago Live Stock flash. Estimated Live Stock receipts, Chicago and St. Paul.

9:45 A. M.—Weather forecast for Wisconsin. Repetition of the 8:45 A. M. broadcast. Milwaukee Butter and Egg Markets. Late Chicago Live Stock flash.

10:45 A. M.—Weather forecast for Wisconsin. Milwaukee, Chicago and New York Butter and Egg Markets. Chicago Potato Market.

11:45 A. M.—Weather forecast for Wisconsin. Wisconsin Primary Cheese Market. Wisconsin Cheese Exchange and Farmer's Call Board prices from Plymouth, Wis., given at this period each Monday. Chicago Live Stock Market.

12:30 P. M.—Weather forecast for Wisconsin. Complete summary of all the above markets. Grain and Feed quotations each Wednesday and Saturday.

1:45 P. M.—Weather forecast for Wisconsin. Chicago Live Poultry Market. Chicago May Market. Farm News items each Monday.

8:00 P. M.—Each Tuesday. Regular musical program under the auspices of the Stevens Point Chamber of Commerce.

Special Programs given as announced.