



THIS IS THE

Crosley Broadcasting Corporation

a subsidiary of *Avco*

IN THE BEGINNING...



There were very few radio stations when young Powel Crosley, Jr. became engrossed in experimental research in the field of broadcasting. Granted an experimental license with call letters 8CR, the original Crosley station made its debut in April, 1921, operating on 20 watts power. The programs, consisting mostly of phonograph music, were originated by Mr. Crosley in the living room of his home.

When the call letters WLW were first heard over the air in March, 1922, it signaled the beginning of a broadcasting enterprise that has grown into a vast and far-flung operation. That first WLW Radio broadcast originated in a primitive studio at the Crosley Manufacturing plant in Cincinnati. A 50-watt transmitter brought the program to awed listeners on crystal receiving sets as far away as 200 miles.

The daily three hours on the air was interrupted frequently to check reception, to permit possible distress calls from ships at sea to come through, and to wait for locomotives to pass by the studio.

From that small 50-watt station grew 50,000-watt WLW, which was

to have profound effect on the entertainment world and the technical growth of the industry.

In September, 1922, WLW's power was boosted to 500 watts. In January, 1925, it was upped to 5,000 watts. New studios had been constructed in 1924 at the Crosley manufacturing plant in anticipation of the power boost. Another technical advance was made January, 1925, when transmitters were located at Harrison, Ohio, some 22 miles from the studios—the first "remote" broadcasting in America. The transmitters situated in a rural area, eliminated a large portion of the electrical interference of the city.

A clear channel on 700 kilocycles was granted WLW in 1927. This

This is the first broadcast of a musical trio on the original 50 watt WLW. From left to right are: Paul Ewing, announcer and operator; William Morgan Knox, violinist of the Cincinnati Symphony Orchestra; Romeo Gorno and Giacinto Gorno of the Cincinnati College of Music.



meant that no other station could broadcast on the same frequency, thus lessening interference and increasing clarity and reliability of reception of WLW.

In October of 1928, 50,000-watt WLW was officially opened with a new transmitter at Mason, Ohio, 25 miles from the Cincinnati studios. Since WLW was the first 50,000-watt commercial broadcasting station to operate on a regular schedule, it became known as America's first really national broadcasting station and was called "The Nation's Station."

On May 2, 1934, WLW began broadcasting with 500,000 watts power under an experimental license granted by the Federal Communications Commission. This power was then unequalled by any station in the world.

The old antenna, two towers of average height with wires stretched between them, was replaced by the vertical radiator type, hurling the spoken word parallel with the earth's surface. Costing more than \$400,000

over and above the original 50,000 watt equipment, the new 831-foot tower and the finest radio transmitting equipment in the world, pierced the air for thousands of miles. In 1939, super-power was discontinued, but WLW still broadcasts what is regarded as the clearest radio signal in the country through other developments in transmission methods.

Other changes took place in 1939. The name of the firm was changed from the Crosley Radio Corporation to the Crosley Corporation. An experimental facsimile station, W8XUJ, was operated in 1939.

In 1942 the WLW studios were moved from the Crosley manufacturing plant to Ninth and Elm Streets in downtown Cincinnati and the new home became known as Crosley Square.

The FCC approved the sale of the Crosley Corporation to the Aviation Corporation (now Avco) in September, 1945. The broadcasting division of the Crosley Corporation became the Crosley Broadcasting Corporation late in 1946.

PROGRAMMING PROGRESS

As WLW constantly improved its broadcasting techniques with engineering advances so did it set the pace for the industry in improving programs and expanding its service to the public. Amateurs who volunteered their services for the privilege of being on the air in the early days gave way to professional actors and musicians under skilled direction. During those years of rapid development WLW scored innumerable firsts. Here the "soap opera" was born when WLW started broadcasting "Ma Perkins" starring Cincinnati's Virginia Payne.

In the early thirties WLW initi-

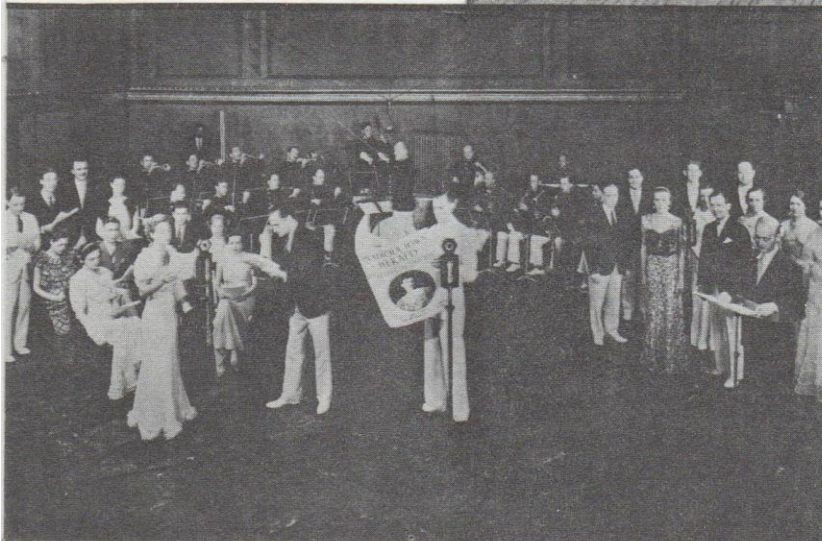
ated a series of crime and adventure thrillers called "Dr. Kenrad's Unsolved Mysteries." This original radio mystery set the format for all the "whodunits" that have followed.

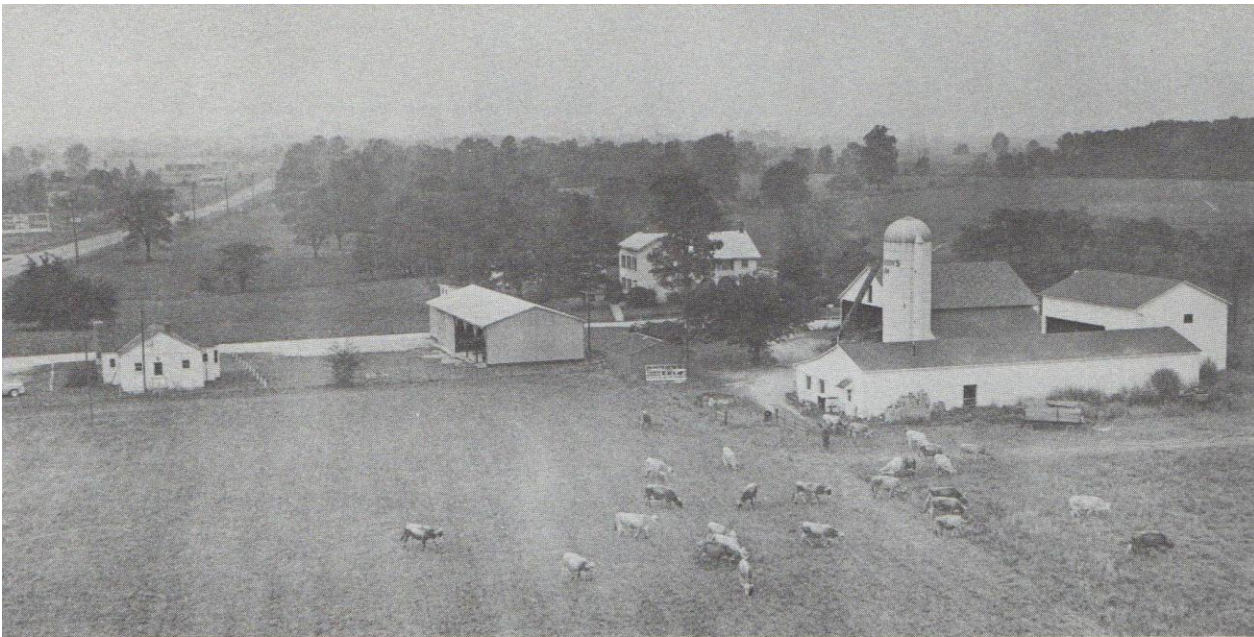
"Church By The Side Of The Road" heard on WLW is the oldest religious program broadcast in America. Another long-time favorite that got its start in the thirties and is still heard on WLW is the late night program "Moon River." First broadcast in October of 1930, this relaxing program of music and poetry originally was produced as the sign-off program for the station.

The talent on an early WLW musical program posed for this picture in a studio at the Crosley factory. Note the carpeted floor and cloth-draped ceiling used for deadening sound.



By the early 1930's WLW was producing many big and elaborate programs. Shown here is "Heatrola Town Herald," a popular program of the era that had a cast of 25 and a 16 piece orchestra.





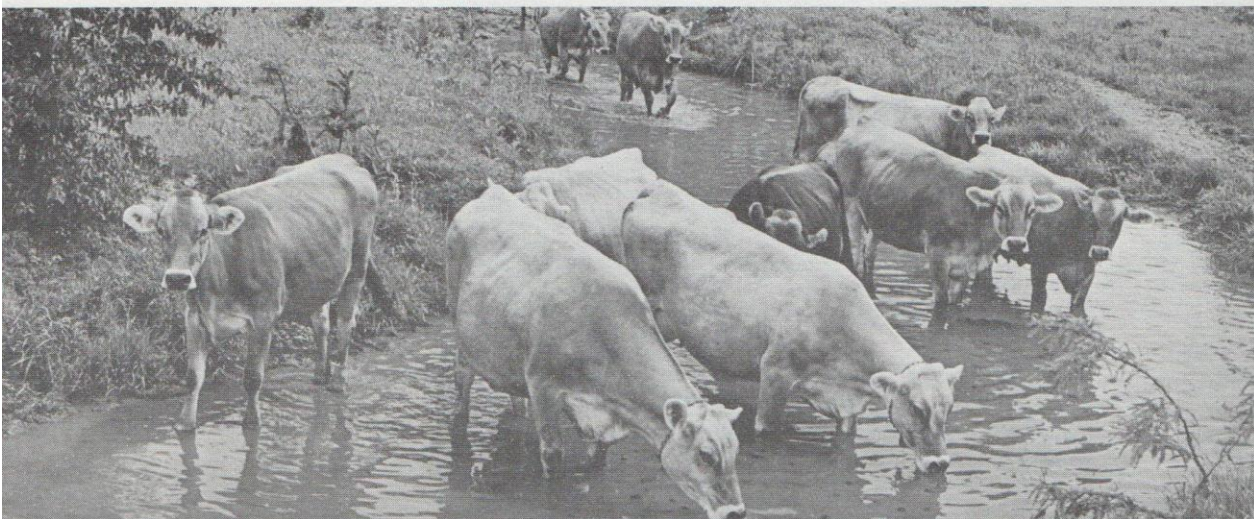
FARM SERVICE

From the beginning, WLW-Radio has had a large rural audience. With its high power and clear channel it provides reliable reception to the most remote farms in a vast area. Farm programs were early scheduled on a regular basis and consequently farmers have long relied on WLW to bring them market information and farm news as well as entertainment.

To provide an authentic base of operations for its farm program service, WLW acquired its own farm

which was dedicated on April 23, 1941. This practical farm called, "Everybody's Farm", is located at Mason, Ohio, almost in the shadow of WLW's broadcasting tower. Host to thousands of visitors each year, Everybody's Farm is the originating locale of all WLW's regular farm radio broadcasts.

For the excellence of its farm programs WLW was voted the outstanding farm radio station by the American Farm Bureau Federation.



HELICOPTER TRAFFIC REPORTS



Established in September, 1958, this WLW-Radio feature has won a large audience and much acclaim because it is such an invaluable and unique public service.

From the vantage point above the streets, traffic tie-ups, trouble spots and accidents are easily spotted. Re-layed via two-way radio, these re-

ports broadcast over WLW smoothly expedite traffic movements and help motorists avoid needless delays.

These reports are regularly heard on the morning "Clockwatcher" program and on the late afternoon "Rollin' Along" during the peak traffic periods.

HIGHEST FIDELITY RADIO

High Fidelity radio transmission, unequalled in the world, became a reality at WLW on January 29, 1959. Heart of the new Crosley system is the Rockwell Cathanode Transmitter. However, every link of the broadcasting set-up from studio to tower was improved to attain the fidelity potential of the new trans-

mitter. Three years of work by WLW engineers and an outlay of \$300,000 on the project gave WLW Radio a sound spectrum that ranges from 20 to 20,000 cycles—able to take in the lowest organ note of record and feathery high sounds close to the point of inaudibility.



COMEX

With an all-glass front to the street, COMEX (Communications Exchange) is an ultra modern showcase housing Crosley's complete news and weather staff and equipment. This facility was dedicated in March, 1957. COMEX is ideally set up for the gathering and transmission of news with speed and ac-

curacy for both radio and television. The modern and concentrated facilities provide for a completely articulated operation enabling the stations to be on the air in a matter of seconds with a fast breaking story.

Headed by the Director of News and Special Projects, COMEX is staffed by meteorologists, news re-



porters, writers, film editors and photographers. COMEX is served by United Press wires, UP Facsimile and Western Union Sports wire. Five teletype machines print the in-

coming news dispatches. Three teletypes handle the reports from the U. S. Weather Bureau and a map printer reproduces latest weather maps sent by wire.

RADAR WEATHER DEPARTMENT



Constantly striving to improve its service to the public, WLW Radio early in 1940, added a meteorologist to its staff—the first station in the nation to have its own weather man.

In 1954 the Crosley Broadcasting Corporation established the first completely equipped weather station designed expressly for a radio-TV operation . . . one of the finest, best equipped weather stations in the

country. Another first followed in 1955 when WLW installed a radar weather unit, enabling the station's staff of qualified meteorologists to "see" storms before they arrive in the area. WLW's radar is an important link in the U. S. Weather Bureau's National Weather Warning System. The weather department is located in the COMEX Building.

FIRST IN TELEVISION



WLW-Television first began in 1937 as an experimental station with the call letters W8XCT. The first demonstration, open only to the members of the Press, was made on a closed circuit on April 26, 1939, from the 48th floor of the Carew Tower in downtown Cincinnati. Only one more demonstration was made, in 1941, before Crosley engineers were transferred to war manufacturing projects.

In 1946, after World War II, W8XCT embarked on a regular schedule of telecasting one hour weekly, although there were less than 100 receiving screens in the Cincinnati area. Every phase of public life became a target for WLW's

TV cameras as religious programs, bridge games, swimming exhibitions, baseball, football, and other sports as well as programs based on popular parlor games and musical entertainment using WLW Radio talent were telecast. Programming rose to five-and-a-half hours by August, 1947, and to 20 hours per week by the end of the year.

WLW-T's telecast of the Harness' Races at Carthage Fair provided the only successful stratovision transmission of a program to the East Coast.

WLW-T was granted its commercial license in January, 1948, but the first sponsored program was not until February 2 of that year when the Golden Gloves Boxing Tournament was telecast.

February 9, 1948, marked the formal opening of WLW-T with studios and transmitter atop Clifton Heights overlooking downtown Cincinnati. In 1951 the studio operations were transferred to Crosley Square.

In April, 1948, WLW-T became the second NBC-TV affiliate in the nation, using kinescope recordings of popular network shows until becoming part of the inter-connected network with the advent of the co-axial cable in October, 1949.

In 1952, a new type high-gain antenna gave the station power equivalent to 50,000 watts to climax 11 years of painstaking equipment development and program experimentation.

THE TV FAMILY GROWS

On March 18, 1949, WLW-D at Dayton, Ohio began a full day's operation as the second Crosley Television Station.

WLW-D quickly established itself as a full-time source of entertainment and information for residents in that area. WLW-D brings NBC and ABC network programs plus many locally originated shows to an area of 2,062,600 population.

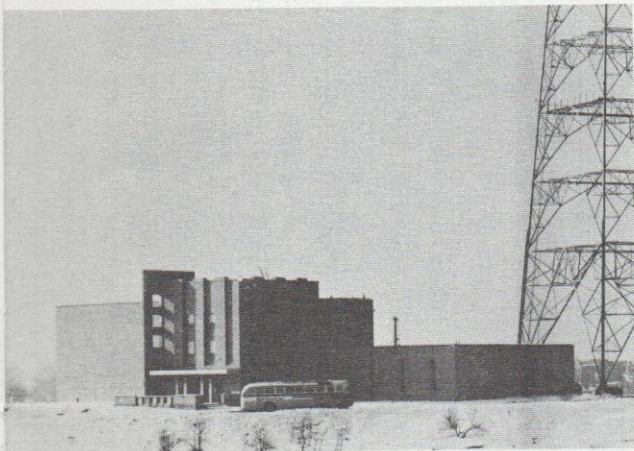
When WLW-C, the Columbus, Ohio, Station of the Crosley Broadcasting Corporation began operation on April 3, 1949, the third link in a regional video network was completed. Today, WLW-C serves an

area of 2,315,900 population. WLW-C is an affiliate of NBC-TV.

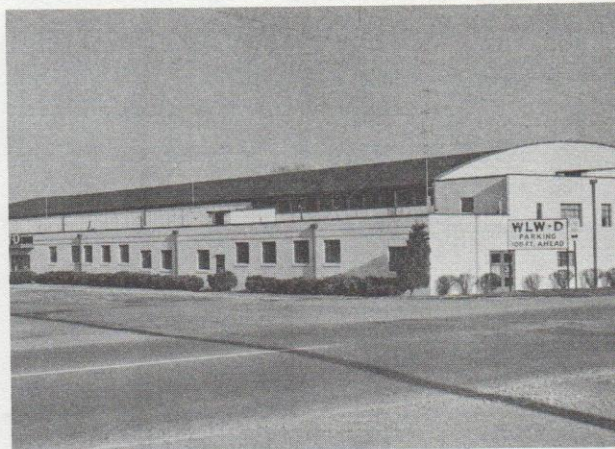
On March 8, 1957, the Federal Communications Commission awarded to the Crosley Broadcasting Corporation a license to operate television Channel 13 in Indianapolis, Indiana; this newest addition to be known as WLW-I. WLW-I first went on the air on October 30, 1957.

WLW-I's spacious new studio and office building housing the most advanced equipment obtainable was officially dedicated on Friday, January 30, 1959.

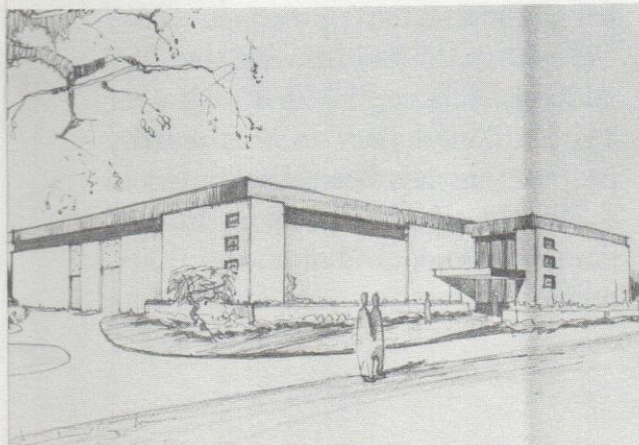
WLW-I carries the programs of the ABC Network.



WLW-T Transmitter Building, Cincinnati
WLW-C, Columbus, Ohio



WLW-D, Dayton, Ohio
WLW-I, Indianapolis, Indiana



FIRST WITH COLOR TV

Just as WLW-TV was the first television station to go on the air in Ohio, this station was the first to bring local color shows to the viewers in the Cincinnati area.

Although WLW-TV had been carrying color programs from the NBC network since January 1, 1954, it was on August 9, 1957, that WLW-TV assumed the title, "first with color." For it was then that the station telecast its first locally originated color program — Ruth Lyons' "50-50 Club." Next to "go color" were "Midwestern Hayride" and "The Paul Dixon Show." All of these shows are fed to the WLW-TV stations in Dayton, Columbus and Indianapolis and are received in color as well as black and white throughout the area.

Color telecasts of the Cincinnati Reds baseball games added hours of color enjoyment for WLW-TV viewers.

In May, 1960, WLW-TV originated the first color telecast of a night baseball game at Crosley

Field. This was made possible by a low-light camera tube developed by Crosley in cooperation with General Electric engineers. Thus color-hours on WLW-TV were further expanded.

In September, 1964, WLW-TV inaugurated a daily half-hour color program, "Jamboree," which is also seen on WLW-D and WLW-C.

Other live shows originated in color at WLW-TV include "Your Zoo," "Mr. Hop," "Bandstand," "World Front" and "City Manager Reports." These programs plus film shows and the color programs from the network total an average of more than 70 hours per week of color telecasting on WLW-TV.

Because of the over-all total of color hours available to WLW-TV viewers, Cincinnati is recognized nationally as "Colortown, U. S. A." More color TV sets per capita have been sold in the Cincinnati area than in any other market in the nation.

IN THE PUBLIC INTEREST...

Service to the public in the area it serves is a responsibility that is ever regarded as an opportunity by the Crosley Broadcasting Corporation. One of the most outstanding efforts in this category has been the annual Christmas Fund for hospitalized children conducted by Ruth Lyons on

her "50-50 Club" program. Since 1939 when the fund was started, her audience has contributed well over 2½ million dollars to this worthy project that has been distributed to a number of hospitals and institutions in Ohio, Indiana and Kentucky.

MAJOR AWARDS WON BY
WLW RADIO AND WLW-TV IN 1964



McCall's Magazine Golden Mike Award Honoring Ruth Lyons for her annual Children's Christmas Fund project.



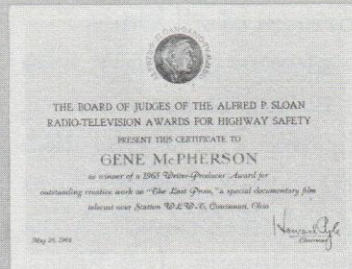
The George Washington Honor Medal from the Freedoms Foundation for WLW-TV's documentary program, "Citizen."



George Foster Peabody Radio Award for Education given to WLW-Radio for the program, "Government Under Law."



The Encased George Washington Honor Medal awarded to WLW-Radio for the "Government Under Law" series.



Alfred P. Sloan Award for creative excellence in safety promotion for WLW-TV's documentary, "The Last Prom."

To further the cause of educational TV, Crosley has contributed unstintingly of its talent and resources. In addition to originating informational programs on its own stations, Crosley has greatly assisted in the establishment of WCET, Cincinnati's Educational Television Station, the first licensed educational TV station in the nation. WLW-T leases its transmitter and tower to WCET for a token payment of one dollar per year. When WCET ran into a financial road block in 1955, WLW-T launched a campaign for funds to keep the station on the air.

In 1962, Crosley established its Documentary Unit to produce filmed television programs on subjects of special public interest. This unit has brought WLW-TV viewers such outstanding programs as the

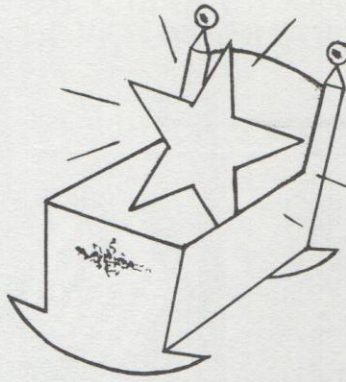
award-winning "Last Prom," "Citizen," "Emergency Room," "Adoption," "Caesarean Section," and many others.

These are but a few instances of Crosley's continuing service to its public. To channel time and talent to the most efficient performance in the public interest, each Crosley station has a separate department called Special Broadcast Services. These departments work closely with the civic organizations in their communities as well as the national agencies promoting public welfare. For their day by day efforts in the public interest, the Crosley stations have, over the years, won national recognition and innumerable major awards. Many of these awards are on display in the lobbies of Crosley Square and the Comex Building.

CRADLE OF STARS

Like a great university, WLW has graduated a host of performers who have gone on to greater fame in broadcasting on the national scene. As a pioneer radio station with great coverage, WLW originated a large number of shows that required a variety of talent. Thus it attracted aspiring performers of all kinds.

Among the alumni of WLW who became great names in radio were: Glen Rowell, Sid Ten Eyck, Bob Burdett, Little Jack Little, Lou Clark, Smilin' Ed McConnell, Mills Brothers, King's Jesters, Ink Spots, Modernaires, Charioteers, Billy Williams Quartet, Jane Froman, Ramona, Al Helfer, Jay Josten, Ed By-



ron, The Morin Sisters, The De Vore Sisters, Red Barber, Charles Eggleston, Wally Maher, Jack Zoller, Janette Davis, Tommy Riggs.

Former Crosley performers who became famous TV network stars include: Durward Kirby, Red Skelton, Rosemary Clooney, Andy Williams, Doris Day, Ralph Moody, the McGuire Sisters, Eddie Albert, Jack Brown and Frank Lovejoy.



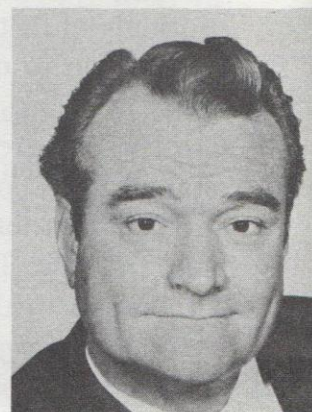
DORIS DAY



ANDY WILLIAMS



ROSEMARY CLOONEY



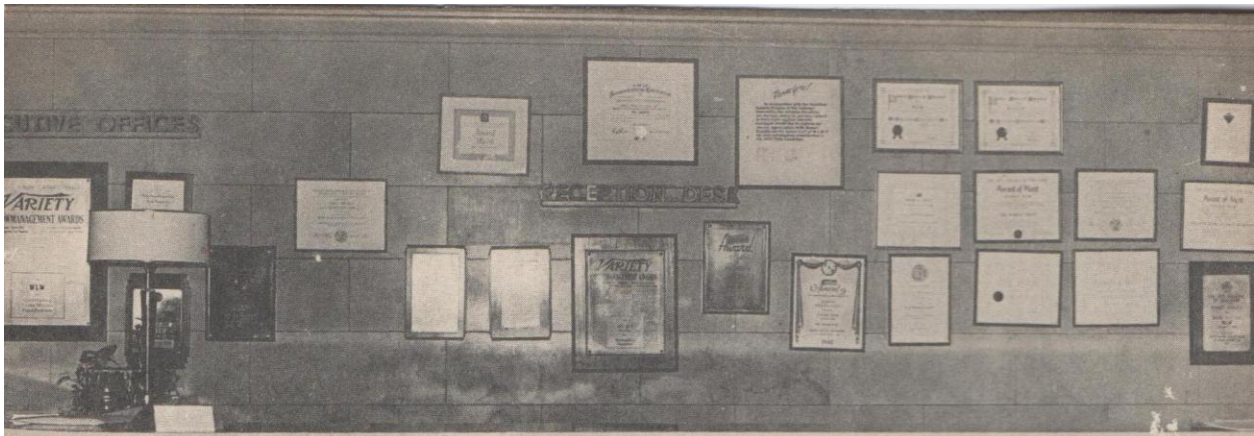
RED SKELTON

EDDIE ALBERT

DURWARD KIRBY

McGUIRE SISTERS





VIEWS IN THE LOBBY OF CROSLY SQUARE SHOWING SOME OF



THE MANY AWARDS WON BY WLW-RADIO AND WLW-TELEVISION

