

seeing crosby

square

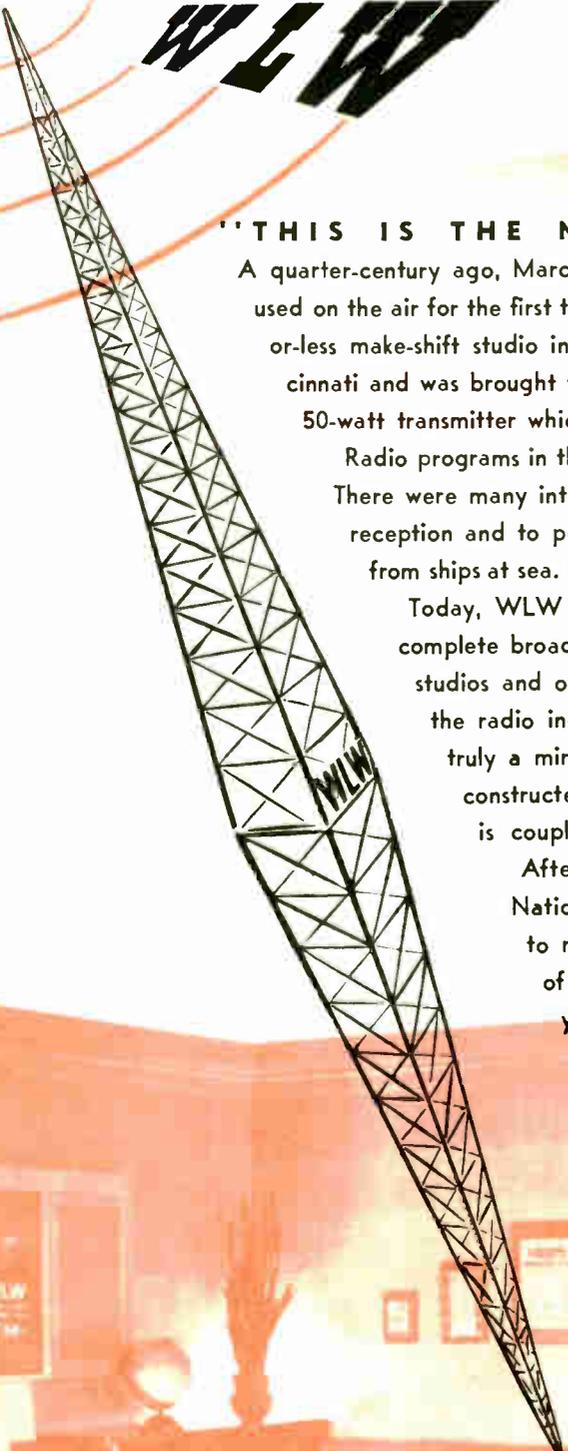
*When Band
wants to come
to March,
1947*

WLW

CROSLEY BROADCASTING CORPORATION

CROSLEY SQUARE • 140 WEST NINTH STREET • CINCINNATI 2, OHIO





''THIS IS THE NATION'S STATION''

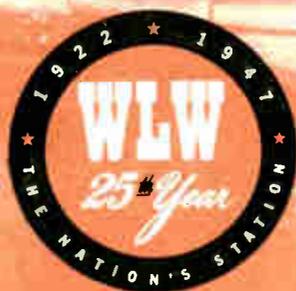
A quarter-century ago, March 2, 1922, the call letters WLW were used on the air for the first time. This broadcast originated in a more-or-less make-shift studio in the Crosley Manufacturing Plant in Cincinnati and was brought to the homes of the listeners by means of a 50-watt transmitter which Powel Crosley, Jr., had built in his home.

Radio programs in the early days consisted primarily of recordings. There were many interruptions, caused by the necessity of checking reception and to permit any possible distress calls to come through from ships at sea. Programs were scheduled for only three hours a day.

Today, WLW programs originate from one of the most modern, complete broadcasting plants in the world. Its scientifically designed studios and offices comprise one of the outstanding show places of the radio industry. The transmitter facilities near Mason, Ohio, are truly a miracle of engineering science, wholly designed and largely constructed by WLW's own engineers. The 710 foot antenna tower is coupled with the most powerful radio transmission equipment.

After twenty-five years of broadcasting, two things about The Nation's Station are unchanged—the call letters, WLW, and the aim to remain America's finest radio station in every conceivable phase of operation. We have pledged our resources and facilities to keep you the best informed and entertained radio audience in the world.

Here, in words and pictures, is a glimpse into the home of The Nation's Station. This folder gives you, as a listener, a view, behind the scenes of the voice you know as WLW; it will remind you, as a guest, of what we hope has been a pleasant visit to Crosley Square.

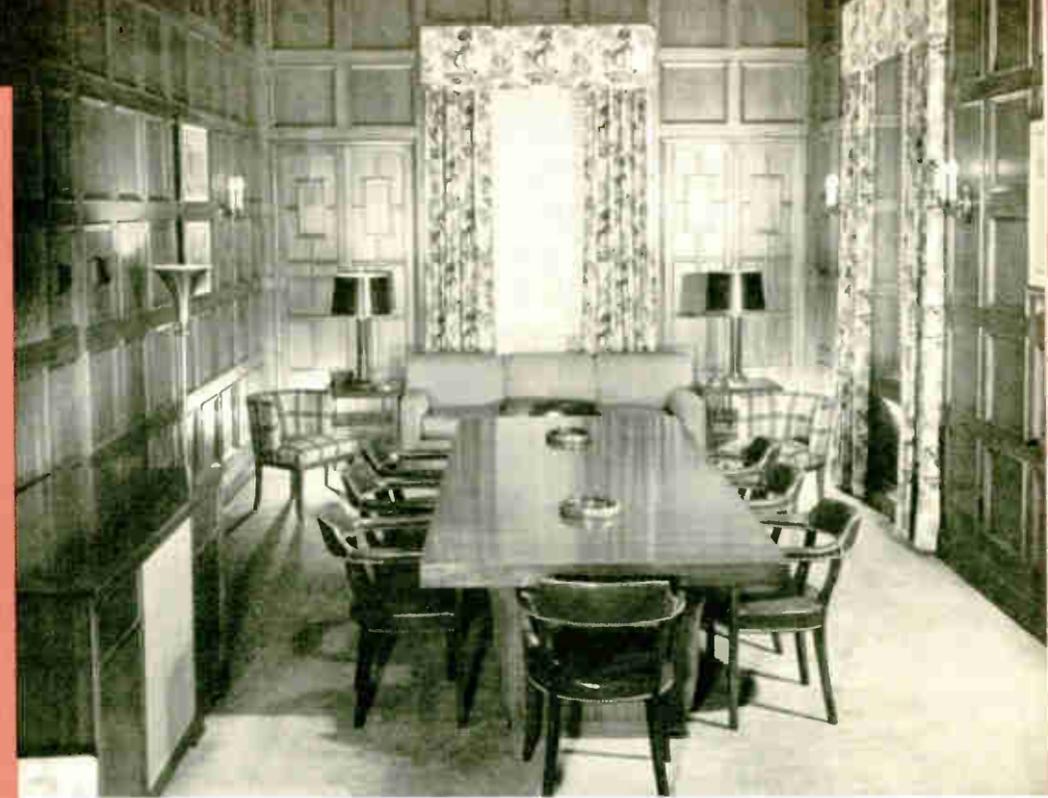




Mr. James D. Shouse, President of Crosley Broadcasting Corporation, is also Vice-President of AVCO Manufacturing Corporation and directs its radio stations . . . WINS in New York and WLW, WLWA (frequency modulation), and WLWT (television).



Also headquartering at Crosley Square is Mr. Robert E. Dunville who, as Vice-President of Crosley Broadcasting Corporation, has charge of sales for the stations and directs WLW's subsidiaries engaged in Car Cards, Specialty Selling, Talent Bookings, etc.



To the right of the main entrance lobby is the richly panelled room that is used for conferences. Here clients may audition recorded programs or they may hear a program being performed in one of Crosley Square's many studios and piped to this room.

A point of interest to all visitors is this display of early receiving equipment built by Crosley and the first microphones built by WLW engineers to improve the station's broadcasting technique . . . all microphones used by WLW are designed by its engineers.



On the first floor of Crosley Square is this tastefully decorated and comfortably furnished room used for the artists' lounge. Here people you hear on the air drop in for a few minutes relaxation or even a refreshing forty winks between their assignments.



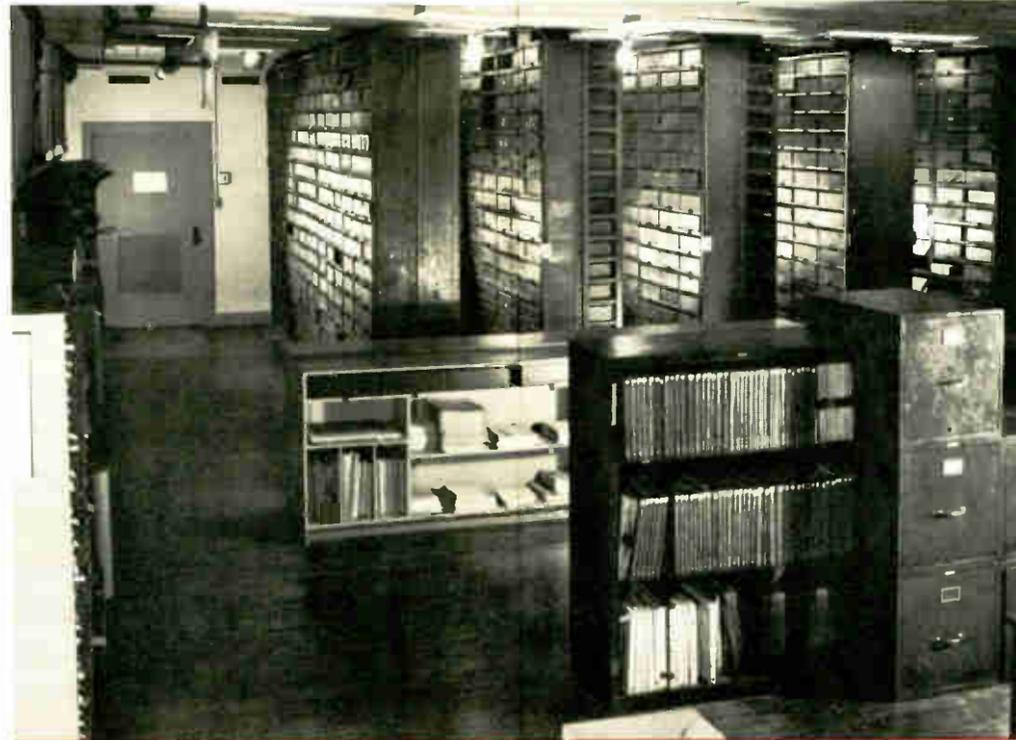
This scene is familiar to most Crosley Square visitors. It is a view of the inner lobby on the main floor looking toward the elevators which take crowds of visitors up to the studios to see "Your Morning Matinee" and various other shows originated by WLW.





The Crosley Square mail room is a beehive of activity, yearly handling more than a quarter of a million pieces of incoming fan mail, requests and responses. This is in addition to all the incoming and outgoing business mail handled by this same department.

This young lady visited a broadcast of "Your Morning Matinee" and was helped onto the Peppermint Horse by Ruth Lyons herself. Children love to come to this morning program and join in the singing of the birthday song. Bring them—they're always welcome.



In these files are stored more than 90,000 musical arrangements. The largest library owned by any radio station, it is valued at \$250,000.00. This department assembles the sheet music for all programs and checks the recordings of transcribed programs.

WLW listeners are familiar with the subdued chimes that sound in the background of programs on the hour and half hour. However, few know that this time signal is produced by this ingenious clock which was built by WLW engineers, and is heard only on WLW.



In the newsroom, a large staff is constantly at work to keep the WLW audience the best informed in the world. Nine newsprinters type out the dispatches from three great news-gathering agencies—United Press, Associated Press and International News Service.

This is Everybody's Farm, near the WLW tower at Mason, Ohio. This practical farm of 137 acres was established in 1941 as the permanent home of the program, Everybody's Farm Hour. Listeners interested in agriculture are always welcome at "the Farm."





This is a view of the stage in studio "A" with a large air show in progress. This studio, which is the largest in Crosley Square, easily accommodates the largest shows produced by WLW. Like all the Crosley studios, it embodies the most modern principles of design.



Contrasting with the attractively decorated and scientifically designed studios in Crosley Square is this scene of a WLW broadcast back in 1922. Walls and ceilings were swathed in red velvet hangings and the floor was covered with rugs to quiet the noises.



From their happy faces, it is easy to see that these folks enjoyed their visit to the "Square." After seeing a broadcast in studio "A," they were guided by Crosley page girls on a tour of these scenes which are viewed by thousands of visitors each year.

This is studio "B" which is the second largest at Crosley Square. This view shows the comfortably upholstered seats, the control room and the indirect stage lighting. Note the polycylindrical construction of the side wall for the utmost diffusion of sound.

Here, a production man in the control room of studio "B" is cueing a performer. The engineer is manipulating dials on the control board to correctly pick up and transmit the program. The producer has the responsibility for the timing of the show.

There is always an engineer on duty at this master control—the nerve center of Crosley Square. From the studios and the networks, programs travel by wire to this panel. From here they go by wire to the WLW transmitter 20 miles away at Mason, Ohio.

