



Powell Crosley Jr., WLW founder, re-enacts first broadcast. He held microphone near home phonograph as "The Song of India" played. Studio was Crosley living room.



This was "mobile unit" from which WLW broadcast Cincinnati air races in 1924. A mike was rigged on a stake-body truck that could as well have been used for hauling hay. It was a sporty occasion, so the announcer wore knickers.



Red Barber, now sports counsel to CBS Radio and Television, one of many of today's stars who got start at WLW. Here he broadcasts 1936 game of Cincinnati Reds.

CROSLEY'S 30 YEARS

FROM 50 w to 50,000; from a squeaky radio station in its founder's living room to a mammoth layout of radio-television operations. That's the 30-year record that Crosley Broadcasting Corp. will celebrate beginning March 1.

It will be the 30th birthday of WLW Cincinnati and the fourth anniversary of its sister station, WLWT (TV).

The events will be marked by special broadcasts and other features, touched off by a simulcast March 1 over which Dave Garroway will preside as master of ceremonies. Some of the many stars who got their starts at WLW will be on hand to share the celebration.

It may be as a preparatory school for radio's big-time that WLW is most outstanding. WLW graduates today are at work at major networks and advertising agencies. Some are star talent; others are production executives.

The latest to jump from WLW

to national prominence are Rosemary Clooney and Doris Day. Before them were such entertainers as the Mills Brothers, Fats Waller, the Ink Spots, Smilin' Ed McConnell, Jane Froman and Jack Berch.



Mr. Dunville

Ed Byron, who produces *Mr. District Attorney* learned radio at WLW. So did Jack Zoller, director of NBC's *Cavalcade of America*, Harry Holcomb producer, and Burt Farer, musical director, of NBC's *Curtain Time*, Norman Corwin headed WLW's newsroom in 1936 before he became one of the most noted writers in radio.

For 15 of WLW's 30 years, Crosley Broadcasting has been in the administrative hands of James D. Shouse, now chairman of the

board, and Robert E. Dunville, now president.

Both are industry leaders and have pioneered in many developments of profound influence in broadcasting.

Aside from its reputation as a "cradle of the stars," the station has figured prominently in the development of both business and technical progress. Its merchandising system, among the most vigorous in radio, was evolved before most radio stations paid much attention to that activity. Its technical advances have taken it into the area of super-power, where it operated until the FCC cut out such facilities in 1939.

WLW went on the air March 2, 1922. A few months later, the station went to 500 w.

In 1925 it began operating with a 5 kw transmitter and with that became the most powerful regularly operated station in the world at that time.

In October, 1928, the medium-

Birthday Celebration

wave WLW began 50 kw transmissions on the 700 kc clear channel that meanwhile had been granted by the Federal Radio Commission.

It was five and a half years later—May 2, 1934—that the station went on the air with 500 kw, broadcasting from an antenna tower 8 feet tall.

Super-power was discontinued in 1939, and the station went back to its present 50 kw. In the 40's, Crosley constructed three shortwave transmitters at Bethany, Ohio, with a forest of 80 antenna poles, the biggest layout of its kind. The facilities now are used by the government in its world-wide broadcasting.

Crosley Corp., to which the company's name had been changed from Crosley Radio Corp. in 1939, became a subsidiary of Avco Manufacturing Co. in 1945. The next year the broadcasting division became a separate entity, the Crosley Broadcasting Corp.



WLW broadcast with super-power of 500 kw from 1934 to 1939. Here Mr. Crosley breaks ground for the 831-ft. tower from which station threw this awesome signal. After tower was built, President Roosevelt pushed button that put new facilities on air.



In 1937 WLW established Everybody's Farm. James D. Shouse, Crosley Broadcasting Corp. board chairman (second from r), was interviewed on program dedicating farm, from which nearly 4,000 broadcasts have now been made.