



So that you will better understand the operation of WLWO, we are sending you this brochure which explains some of our activities.

WLWO first went on the air in 1924, as an experimental station using 10,000 watts with a non-directional antenna. In 1939 the Federal Communications Commission licensed W8XAL to increase its power to 50,000 watts, use a directional antenna beamed to Latin America and change its call letters to WLWO.

The new 50,000 watt WLWO transmitter was placed on the air for the first time April 26, 1940 and has been broadcasting 20 hours a day exclusively to Latin America since then.

Very truly yours,

General Manager.

# WLWO

★ STARS OF WLWO ★



Concha Gandia, commentator of "Charlas Amenas"



Aristides Nodarse, Spanish Announcer



Henley Hill, Portuguese Announcer



Jorge Mavoral, Spanish Announcer



(above) Manuel Avila, Spanish Announcer. (below) Peter Grant, English News Announcer



● WLWO broadcasts in Spanish, Portuguese and English, three of the languages of the Americas. We try at all times to broadcast foreign language programs which will please the most listeners. Listeners' suggestions are carefully considered and often used.

● The Inter-Nation Station is permitted to operate in the 49, 31, 25, 19, 16 and 13 meter bands. Frequencies are changed throughout the day to afford best reception for WLWO listeners.

● WLWO is the only high modulated, high powered, high frequency station in the world. By means of its directional antenna it delivers a high fidelity signal in the center of its beam of approximately 600,000 watts.

● Another exclusive feature of WLWO is its automatic push-button frequency control, making it possible to switch from any one frequency to another almost instantly.

● One of the first services inaugurated by WLWO after operation with 50,000\* watts began, was a hurricane warning system. Arrangements were made with the United States Weather Bureau in Washington to advise WLWO of all impending storms in the Caribbean. Such information is broadcast regularly in Spanish and English until the storm has abated.

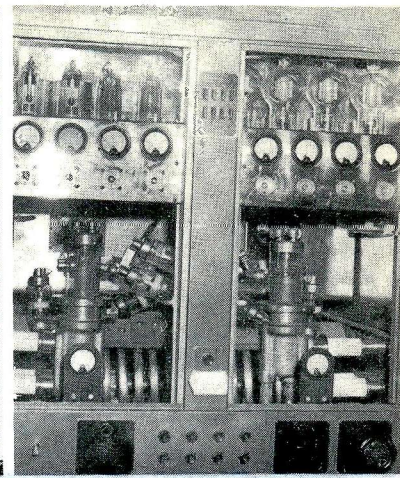
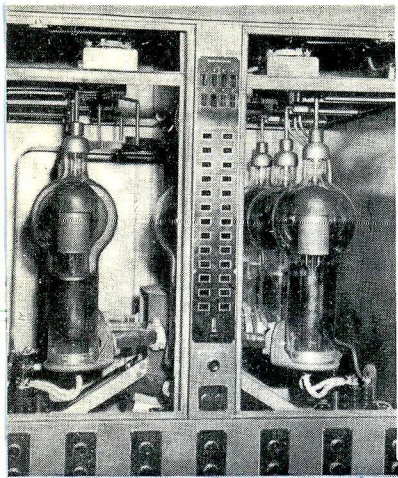
\* Application filed with the F. C. C. for 75,000 watts.

● WLWO has numerous news programs throughout the day, compiled from reports of the Associated Press and International News Service.



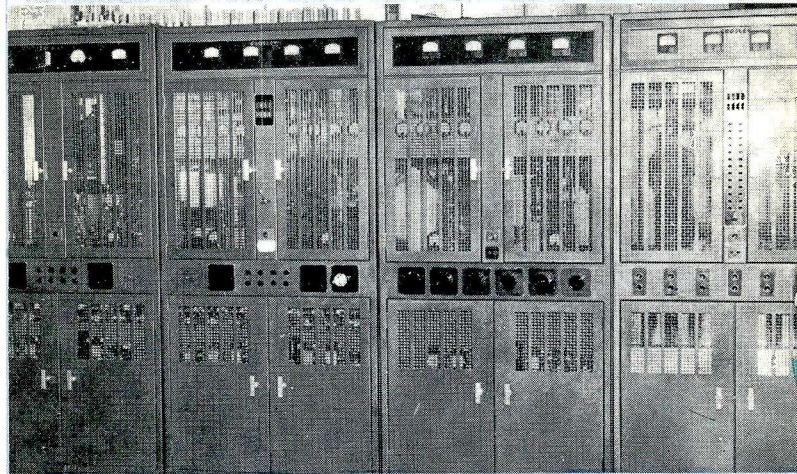
● Aristides Nodarse, Concha Gandia and Roberto Riancho are heard regularly on WLWO. Their programs have proved extremely popular with Hispanic American listeners.

**THE INTER-NATION STATION** ★★★★★  
**AN INTERNATIONAL SERVICE OF WLW THE NATION'S STATION**

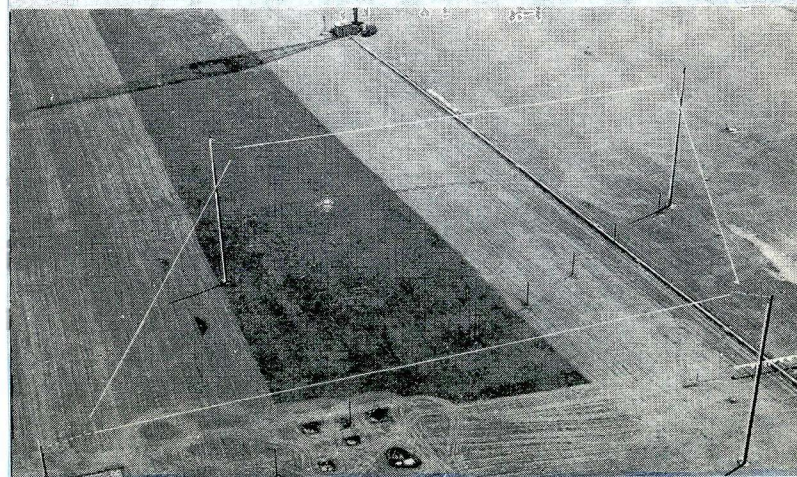


Interior of WLWO transmitter showing high voltage mercury vapor rectifier.

Interior of transmitter showing intricacies and number of tubes required for high frequency broadcasting.



Exterior view of WLWO transmitter, as modern as any in the world today.



Aerial view of WLWO's rhombic directional antenna, making it possible to beam programs to Hispanic America.

**WLWO**  
THE INTER-NATION STATION  
CINCINNATI, OHIO, U. S. A.



Kermit Geary  
R.F.D. #2  
Walnutport, Pennsylvania