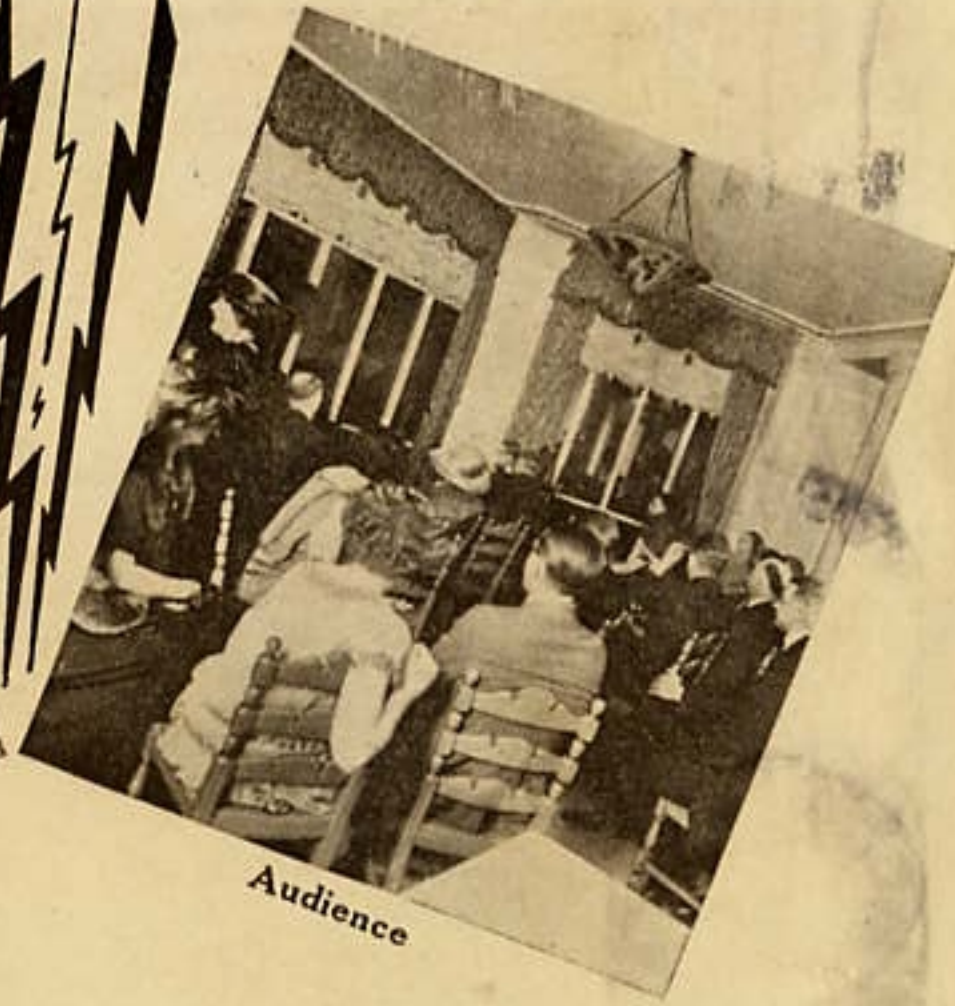


Antenna



Audience

STRUCTURAL DATA — STATION WJAZ

- Height of Towers — 175 feet.....
- Generator Power — 10 kilowatts at 4,000 volts.....
- Type of Antenna — 8 wire vertical fan with cage lead in.....
- Antenna Insulation — Porcelain throughout.....
- Type of Ground — Insulated counterpoise.....
- Microphones — Special Zenith design stretched diaphragm type.
- Wave Length — 448 meters



EDGEWATER BEACH HOTEL
RADIO BROADCASTING STATION



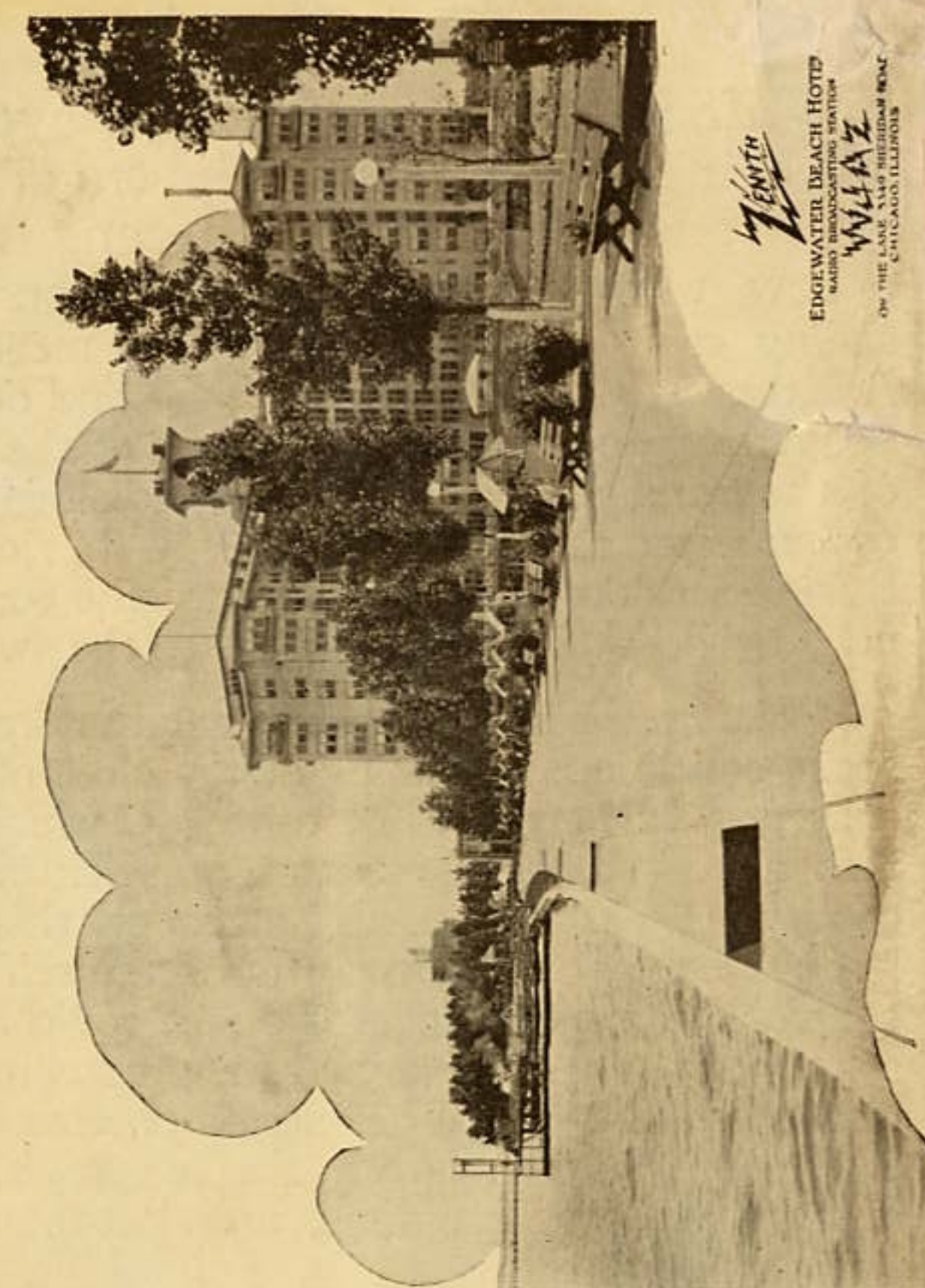
ON THE LAKE 5349 SHERIDAN ROAD
CHICAGO, ILLINOIS



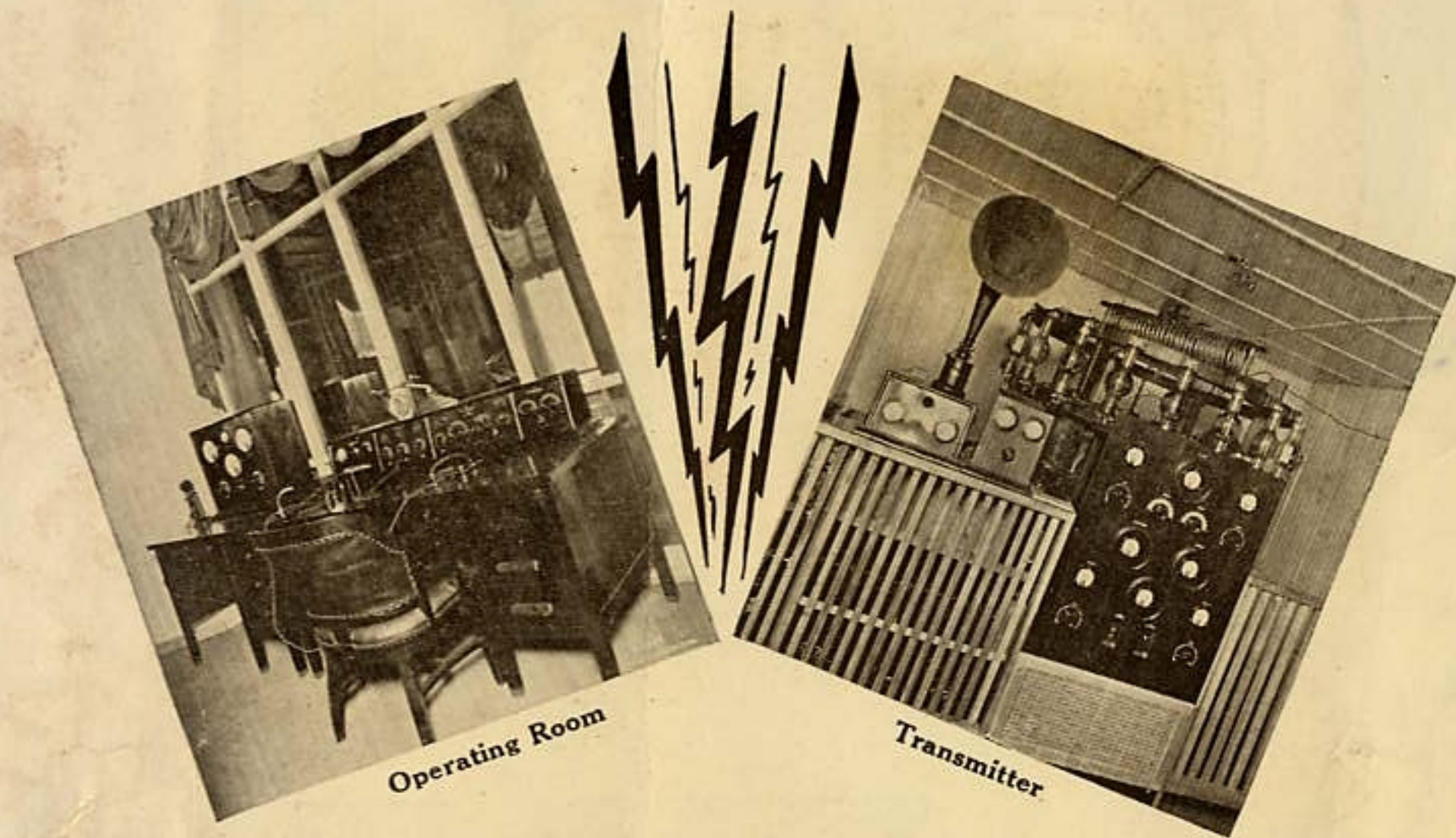
THIS IS STATION WJAZ



To Samuel J. Murphy,
4640 Wyoming Ave.
Granby, Pa.
Philadelphia, Pa.



ZENITH
EDGEWATER BEACH HOTEL
RADIO BROADCASTING STATION
WJAZ
ON THE LAKE CHICAGO, ILLINOIS



LESS than a century ago, aye, within the living memory of some, the era of machinery and of scientific invention began. Among us are not a few who vividly recall the horse on land and the sailing craft at sea, as the swiftest means of transportation. A letter was written in longhand and depended for speed of delivery upon the fleetness of foot of the horse or the strength of the wind at sea. News spread slowly those days. Education was a rare privilege. Only the rich could afford books. Business seldom ventured out of the confines of a restricted neighborhood. Life was keyed to the swiftness of carriage.

Witness the change within one hundred years. Out of the social conditions obtaining at the close of the eighteenth century grew a new kind of thinking, which quickly developed into a very definite attempt at scientific research and discovery. So much success attended this new movement in human endeavor that man found himself gradually acquiring control of forces he never thought could be subjugated. And so, quickly in their turn he brought steam, electricity, the air, under the influence of his mental process. Out of his thinking emanated the locomotive, the telegraph, the telephone, the automobile, the aeroplane, and last but not the least, the



Crystal Studio

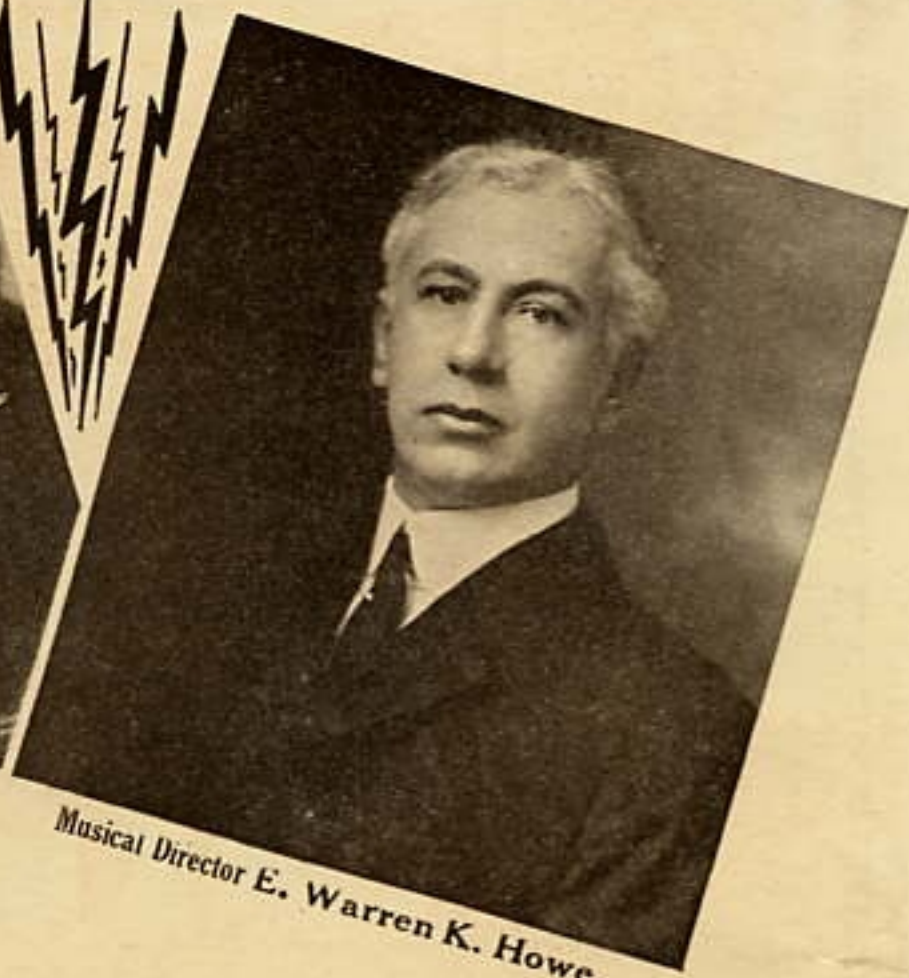
radio. Life today is scaled to the swiftness of these. Such is the metamorphosis in the brief space of less than a century.

Radio without doubt, classes as one of the most marvelous discoveries ministering to mankind. The telephone and the telegraph are wonderful, even though they require the earth to be wound in wire. But to dispense altogether with wires, with all means of conduction, and to invent a mechanism so powerful and yet so delicate that it transmits through space with speed equal to light, the gentlest strains of the violin, or the crashing chords of a grand opera orchestra ensemble, so as to be heard by means of a sensitive receiving instrument over 3,000 miles distant even sooner than the audience in the rear of the same grand opera house hears the same music, profoundly mystifies a world to which the telephone and telegraph are commonplace, and which otherwise stolidly accepts the myriads of other inventions as matters of course.

Just as the telegraph and telephone for adequate service require stations and exchanges, so radio in order to convey to the listening public diversified entertainment, needs a



The men who built it



Musical Director E. Warren K. Howe

medium in the shape of an organized agency called a "broadcasting station." This is a radio clearing house. It functions much as the theatre. It undertakes to furnish radio entertainment of a definite sort — music, song, and speech in attractive variety, so as to make radio reception a source of education and pleasure.

No expense has been spared by the builders of the Zenith-Edgewater Beach Hotel Broadcasting Station to make it not only the most powerful, but also the finest and most elaborate broadcasting station in the world. This distinction is deserving, because of the completeness and modernity of the radio equipment; the actual as well as latent power for transmitting; the location and architecture of the station and studio; and, of course, the character of the entertainment.

The Crystal Studio is deserving of special mention. It displays not only rare ingenuity in its operating facilities, but in exquisite appointments. It was designed so that the public might witness and enjoy the broadcasting as it is actually being done in plain view. The studio is glass encased and sound-proof. Although the audience is separated from it by a triple-plate glass wall, it is enabled to hear the program by means of the Zenith console radio receiving set outside the studio. On the east the studio faces the beach and promenade; on the north, the north terrace of the hotel; on



the west, the Colonial dining-room; and on the south, the Marine dining-room. Drapes are of red velvet, with the indirect lighting system and its wealth of color combinations hidden behind the billowed ceiling. The artists are not conscious of singing into microphones, for these are cleverly concealed from view.

The acoustic properties of the studio, designed by R. H. Townsend, of the Brunswick Experimental Laboratory, show the results of much thought and care.

The studio alternates with the orchestra in supplying the program. The station operator not only functions as announcer, but also by means of signal lights directly supervises the orchestra playing in the Marine dining-room and the artists performing in the Crystal Studio through his direct control of the modulation. In addition he has control of the transmitter located five hundred feet to the north by means of an inter-communicating system.

The quality of the program is insured by E. Warren K. Howe, our musical director, who is widely known in musical circles and who personally supervises the rendition of our programs after careful selection of only the highest class of talent. Everything possible will be done to maintain for the Zenith-Edgewater Beach Hotel Broadcasting Station, the topmost place it now enjoys.

WJAZ is "on the air" from 10:00 P.M. to 2:00 A.M. Tuesday, Wednesday, Thursday, Friday and Saturday; 5:00 P.M. to 8:00 P.M. Sunday. Chicago daylight saving time.

Visitors are welcome.