

AND WLW PROGRAMS

PUBLISHED BY THE CROSLLEY RADIO CORPORATION, FORMERLY THE PRECISION EQUIPMENT COMPANY AND CROSLLEY MANUFACTURING COMPANY, Manufacturers of Radio Apparatus, Cincinnati, Ohio.

VOL. III, NO. IX.

PRICE \$1.00 A YEAR

MARCH 3, 1924

"What Will Crosley Do Next?" Is Being Asked By Many

"Always At Least Two Jumps Ahead of the Rest of the Bunch," Radio Editor Says.

The following letter from Otto Frankfort, of the Sehl Advertising Agency, Chicago, is very interesting:

"Chicago, Ill., Feb. 13, 1924.

"Mr. R. F. Stayman,
"The Crosley Radio Corporation,
"Cincinnati, Ohio.

"Dear Mr. Stayman:

"You will, I am sure, be very interested to know of the reaction we have found to have resulted from the Crosley advertisement we placed in the newspapers of the country last week. I am referring to the large display advertisement carrying the announcement of the reduction in the prices of Crosley radio sets, and also the announcement of the new Crosley Model 51, the two-tube Armstrong regenerative set retailing at \$18.50.

"The reaction of this advertisement, as here given to you, was noted during our investigations here in Chicago since the advertisement in question appeared in the Saturday Chicago Evening American, the Saturday Chicago Daily News and the Sunday Chicago Tribune.

"Mr. R. A. Stemm, the Crosley factory representative in Chicago, reports that on the Monday and Tuesday following the insertion of the advertisement, he had 71 personal and telephone calls from dealers, jobbers and consumers, who were inquiring about the reduction in prices and the new Model 51 set.

"To me the remarkable thing about this great number of telephone and personal inquiries is, first, that in the large advertisement the name, address and telephone number of the Chicago representative were omitted, and second that none of the calls came from regular Crosley dealers or jobbers or present owners of Crosley radio sets.

"I have talked with a great number of Crosley dealers here in Chicago, and with a few jobbers. While I was in the office of one of the jobbers Wednesday he had two telephone calls from dealers ordering the new Model 51 sets. The re-

(Continued on Page 6)

Radio Beauty Contest Winner



—Photo by Young & Carl

Miss Mathilda Brooks won the first radio beauty contest ever conducted.

Americans To Spend \$350,000,000 On Radio In 1924, Babson Says; Importance Of Industry Is Cited

The following statement by Roger W. Babson, economist and business authority, has been furnished through the courtesy of Mr. W. M. Outcalt, his Cincinnati representative:

"It has been my experience that very people realize just how important, from a business standpoint, the radio industry has become. Just because an industry is comparatively new is not a reason for assuming that it is unimportant. The radio industry is new, but it has grown so rapidly in the past two or three years that it compares very favorably with many of the important long-established industries.

"On the basis of figures for the year nineteen twenty-three it is probable that the American people will spend approximately three hundred and fifty million dollars for radio equipment during the present year. A conservative estimate of the business in vacuum tubes alone is about fifty million dollars. At least five times as much, or two hundred and fifty million dollars, will be spent for radio sets and parts. The sales of batteries, both dry cell and storage batteries, will very likely amount to over forty-five million dollars. Miscellaneous equipment such as battery chargers, loud speakers and specialties may

(Continued to Page 3)

Slender Brunettes Are Prettiest Women Radio Listeners Say

Miss Mathilda Brooks Receives Largest Number of Votes In First Radio Beauty Contest In History.

Slender, willowy brunettes, with the dark and seductive eyes of a Russian Princess, are believed by radio listeners to be the most beautiful women.

This statement is based upon returns from the first radio beauty contest ever conducted, a contest that was most unique because votes were cast without the voters having an opportunity of seeing the girl they were choosing.

Highest honors were carried away by Miss Mathilda Brooks, 20 years old, of 310 Magnolia street, Cincinnati, who won by a large majority over three other contestants. The contest was a telegraphic one, meaning that only those votes sent by telegraph were counted, and it was conducted from the studio of radio broadcasting station WLW, of The Crosley Radio Corporation.

Nearly a thousand telegrams were received, two telegraph operators having been kept busy for six hours receiving the votes that were sent from all parts of the country. There were candy and cigar prizes for those who voted for the winner and the girl obtaining the second largest number of votes, but the distribution of these will not be started for several days.

When the contest was started Judge Woeste described the four girls without giving their names but giving them numbers from one to four. At the completion of his description, each of the contestants was permitted to say a few words by radio in order that the listeners might have some idea of her voice. Then the fun started.

Judge Woeste's description of Miss Brooks, the description that met the approval of a majority of the voters, follows:

"Hair, raven black; eyes, of a Russian Princess, dark and seductive; nose, full feminine; mouth, with lips full and cherry red; complexion, brunette, decidedly; figure and size, slender, willowy—a replica of Nazimova; smile, full and sympathetic; accomplishments,

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Crosley WLW Programs For Week of Mar. 2nd

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation,
Cincinnati.
March 2nd. Central Standard Time.
309 meters.

9:30 A. M.—
Sunday School conducted by the
Editorial Staff of Sunday School
Publication of the Methodist
Book Concern.

11:00 A. M.—
Services of the Church of the Cov-
enant, Dr. Frank Stevenson,
Minister.

7:45 P. M.—
Services of the First Presbyterian
Church, Walnut Hills, Cincin-
nati. Rev. F. N. McMillan.

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation,
Cincinnati.
March 3rd. Central Standard Time.
309 meters.

10:30 A. M.—Weather Forecast and
Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports.
8:00 P. M.—

The Operetta "Dreams" written and
directed by Mr. Paul A. Barns,
given by the Opera Group of
Highlands High School.

Synopsis: The Dreamer who is
weary of banal amusements, turns
to books. The "Arabian Nights"
claim his attention, and Bagdad
with its magic and mystery appears
to him. Sharazada promises to re-
veal a secret to him, but is in-
terrupted by the wrath of Sharayar.
Centuries pass and the curse still
remains with Sharazada even
though she is in a strange land. The
Dreamer appears and Sharazada is
released. Once more she begins to
repeat the secret, but this time the
Dreamer awakes.

THE CAST

The Dreamer...LeRoy Edmonds
Sharazada...Katheryn Callison
Sharayar...Wayne Listerman
Duniyazad...Betty Hanlon
The Priestess...Inez Winstel
Spanish Girl...Ellen Heck
The Indian...Paul Nielander
Chorus of Slaves, Robbers, At-
tendants, Maids, etc.
Music by the Highlands High
School Orchestra.

9:00 P. M.—
Entertainment by Woody Meyer's
Cincinnati Orchestra.

Ted Kennedy, Violin
Ernest Meyer, Drums & Man-
ager
Wm. Dinkel, Piano
Earl Vetter, Saxophone
Robt. Seavers, Tenor Saxo-
phone
Rudolph Schneider, Trombone
Lester Seifert, Trumpet
Wm. Rieth, Banjo
Wm. Wilde, Bass Tuba & Violin
playing: "Sunflower Maid,"
"Holding Hands," "Marcheta"
and others released by the Na-
tional Association of Broad-
casters.

Vocal Selections:

The Snow Drop.....Kuhler
Lavender Thoughts.....Kuhler
A Thrush's Love Song.....
.....Travers
Sung by Shirley Kuhler, accompanied
by Mary E. Kuhler.

Reading:

Just Her Way—Miss Kuhler
MUSICAL by the Kappa Kappa Gam-
ma Sorority of the University
of Cincinnati.
(Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation,
Cincinnati.
March 4th. Central Standard Time.
309 meters.

10:30 A. M.—Weather Forecast and
Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Topics of Interest to
Women.

10:00 P. M.—
Special remote-control program, pick-
up from the Cincinnati Fourth
Street Store of the Starr Piano
Company, featuring Gennett
Record Artists with a repre-
sentative program of the best
of all types of music.
Betraast Dance Orchestra assist-
ed by singers.
Harvey Brownfield, Piano-ac-
cordion solos and duets assist-
ed by Charles Cole.
Biddle Brothers...Vocal Duets
Lela LaMar...Piano Selections
Billy Huber...Vocal Selections
Marjorie Garrigus.....
.....Piano Solos
Edith Hunt...Vocal Selections
Charles Schemmel.....
.....Musical Saw Selections
Wm. B. Houchens, Trick Fid-
dler, and Professor Haines of
Dayton, Ohio, will entertain.

8:00 P. M.—
Preceding the program, which be-
gins at ten o'clock, a Moving
Picture will be shown of the
making of Gennett Records,
from raw materials to the fin-
ished products. This picture will
be accompanied by a lecture
explaining every operation in
the process of making records.
(Public Invited)
Starr Piano Company.

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation,
Cincinnati.
March 5th. Central Standard Time.
309 meters.

10:30 A. M.—Weather Forecast and
Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Special Program for
"Shut Ins" by Wurlit-
zer Concert Co.

8:00 P. M.—
Concert given by the pupils of the
Notre Dame Academy of Cin-
cinnati.

1. Concerto in E minor (1st move-
ment).....Mendelssohn
Miss Patricia Conway
2. Piano Solo—Polonaise..MacDowell

Miss Esther Spaeth
3. Vocal Solos:
Four and Twenty Snowflakes
.....Stickles
The Little Brown Owl.....
.....Sanderson

Miss Josephine Kunke
4. Violin Solo—Hejre Kati...Hubay
Miss Thelma Hulsman
5. Piano Solo—Legende..... Liszt
Miss Margaret Conway,
Pianist and Accompanist
Reverend J. H. Lamy offering several
Trombone and Xylophone Solos,
accompanied by Mrs. Lamy.

The "Delhi Male Quartette" in an in-
teresting program embracing
Religious, Secular and Planta-
tion Songs.
Members of the Quartette are:
Victor L. Roberson, first tenor
Homer Teeters, second tenor
Harry L. Richards, first bass
Edward Spaulding, second bass
Mrs. T. C. Mobberty, accompan-
ist.
Special Entertainment by the "Pal-
ace Theatre Orchestra" of
Hamilton, Ohio.
(Concert to be received in Pal-
ace Theatre of aHamilton, thru
courtesy of Radio Company)
(Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation,
Cincinnati.
March 6th. Central Standard Time.
309 meters.

10:30 A. M.—Weather Forecast and
Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Solos by Miss
Adelaide Apfel.
Times-Star News.

10:00 P. M.—
Special Concert by the Sigma Alpha
Iota Sorority of the Conser-
vatory of Music.
Trios.....Selected
Misses Grace Record, Ruth
Crumrine, and Alice Cheney
Radario in one act, presented by
Misses Fay Bond, Roberta Ma-
ple and Helen Zeigler

Negro Spirituals:
Deep River.....Burleigh
Nobody Knows.....Burleigh
Heav'n, Heav'n.....Burleigh
Miss Blanche Neel

Violin Solos:
Songs My Mother Taught Me
.....Dvorak
Scotch Air.....Avon

Piano Selections:
Etude de Concert.....Liszt
Bird Song.....Palmgrew
Banjo Picker.....Rowell
Miss Marjorie Garrigus

Sorority Songs:
She's Ever by Our Side
In the Ranks of SAI
Jolly Band

11:00 P. M.—
Doherty's Melody Boys
Other features announced.
(Baldwin Piano.)

Gym Teacher (to girl)—"Lots of
girls use dumb-bells to get color in
their cheeks."

Bright One—"And lots of girls
use color on their cheeks to get
dumb-bells."

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation,
Cincinnati.
March 7th. Central Standard Time.
309 meters.

10:30 A. M.—Weather Forecast and
Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Half hour Lecture Re-
cital.

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation,
Cincinnati.
March 8th. Central Standard Time.
309 meters.

10:30 A. M.—Weather Forecast and
Business Reports.
1:30 P. M.—Business Reports.
(Baldwin Piano)

DAILY PROGRAM

10:30 Weather Forecast.
A. M. Fifth-Third National Bank
Bond Department Report;
financial letter, call money rates,
on Cincinnati and New York,
Liberty Bond opening quota-
tions, Foreign Exchange open-
ing, Chicago opening grain quota-
tions, Cincinnati and Chicago
hog market reports.
Westheimer and Company,
opening quotations of New
York Stock Exchange.
Weather Forecast repeated.

P. M.
1:30 Fifth-Third National Bank
Bond Department Report; finan-
cial letter, call money rates, on
Cincinnati and New York, Lib-
erty Bond, Foreign Exchange and
Chicago grain noon quotations.
Also closing Chicago cash grain
quotations. Complete Indianap-
olis and Chicago live stock re-
port; Cincinnati cattle market
report.
Westheimer and Company, closing
quotations Cincinnati Stock
Exchange, giving the bid, offer
and sale.

3:00 Henry W. Brown & Company,
Cincinnati Cash Grain Market
closing quotations with market
conditions. Closing quotations
of the Chicago Grain Market.
Westheimer and Company, closing
quotations at New York
Stock Exchange.
Bureau of Markets, United
States Department of Agri-
culture, Chicago and New York
Butter and Egg Market reports.
Special Half Hour Program and News
at 4:00 each afternoon, except
Saturday and Sunday, as an-
nounced by Radio.

Sunday School Services at 9:30 and
Regular Morning Services of
the Church of the Covenant,
beginning at 11:00.
Special Program at 8:00 P. M.

The whole merit of virtue con-
sists in the practice of virtue.

CONDENSED TIME TABLE OF WLW BROADCASTING STATION OF THE CROSLY RADIO CORPORATION

970 KILOCYCLES, 309 METERS CENTRAL STANDARD TIME CINCINNATI, OHIO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9:30 A. M.	10:30 A. M.	10:30 A. M.	10:30 A. M.	10:30 A. M.	10:30 A. M.	10:30 A. M.
11:00 A. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.
	3:00 P. M.	3:00 P. M.	3:00 P. M.	3:00 P. M.	3:00 P. M.	
	4:00 P. M.	4:00 P. M.	4:00 P. M.	4:00 P. M.	4:00 P. M.	
	8 P. M. to 10 P. M.	10 P. M. to 12 P. M.	8 P. M. to 10 P. M.	10 P. M. to 12 P. M.		

Crosley Radio Weekly

Published by The Crosley Radio Corporation, formerly The Precision Equipment Company and Crosley Manufacturing Company, Manufacturers of Radio Apparatus Colerain and Alfred Streets, Cincinnati, Ohio
 Telephone, West 6370
 Subscription Price, \$1.00 a Year
 Robert F. Stayman
 Editor
 Alvin R. Plough
 Associate Editor

Unnecessary Legislation.

A certain news circulating organization, it is reported, is responsible for the inauguration of a campaign in several of the larger Eastern cities against the use of loud speakers in radio stores. In New York City, for instance, an ordinance has been introduced tending to prohibit the use of these.

While no specific mention is made of the broadcasting of news, those who have been watching developments closely see nothing but agitation against the reception, on loud speakers, of special reports pertaining to sporting events. By means of radio, this news is circulated much quicker than it is possible for the news associations to get it before the public, and for that reason the association is said to be fostering the movement with the sole intention of protecting its own interests.

Certainly no dealer desires to incur the ill-will of his neighbors by causing a tremendous amount of unnecessary noise, and the use of a loud speaker never does that. In various cities, we have seen hundreds of loud speakers in operation in radio stores or departments, and in every case we have noted large and interested crowds listening to the reports or music. This was especially so during the World Series baseball games and during important football contests, play-by-play descriptions of which were broadcast by the various stations.

These crowds always were in a good humor, and the reception of the news they desired seemed to bring about a feeling of good-fellowship among those who were listening. Most certainly none was annoyed—except perhaps the news association whose reports now are old before they can be placed before the public.

In connection with the campaign being conducted in New York City, L. A. Nixon, secretary of the Radio Trade Association, has issued the following statement:

"This ordinance, if passed, would prevent cigar stores or others from receiving the results of the world series or other games with loud speaker sets. While it is not thought that the alderman intended to aid any news service, this would be one of the effects of the ordinance.

"The ordinance classifies radio sets as 'mechanical musical devices,' yet no complaint seems to be made as to player pianos or hand organs operated on the streets themselves.

"Radio reception that is an annoyance to neighbors can easily be corrected. No retailer wants to have the ill-will of his neighbors, and will gladly tone down his receiving set. This association has been a leader in the fight against poorly operated loud speakers over the doors of radio retail stores, but the law as proposed would be a blow to the retail trade and would help no one.

"Every evil connected with loud speaker operation can be corrected under existing laws. This ordinance seems to us as another 'unnecessary annoyance,' without any resulting good."

Americans To Spend \$350,000,000 On Radio In 1924

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easily account for fifty million dollars more.

"It is interesting to see how the radio industry compares in dollars and cents with other large industries. Available figures on sporting goods, cameras, etc., show a value of about one hundred and eighty-five million dollars annually. Sales of radio equipment are running nearly twice as large as all kinds of sporting goods.

"The value of radio business is nearly twice as great as that of the carpet and rug business. For every dollar spent on furniture thirty-three cents is spent on radio. For every dollar spent for boots and shoes twenty-five cents is spent for radio. For every dollar spent for musical instruments of all kinds including phonographs, pianos, organs, etc., seventy-five cents is spent for radio. The value of radio business amounts to nearly three-fourths of the jewelry business as a whole, including clocks, watches and novelties.

"I have given you these illustrations in order that I might emphasize the growing importance of radio from a business standpoint. It is not necessary for me to tell you of radio's importance from an educational and social standpoint. I see no reason why the radio industry should not continue to expand. There has been a decided improvement in the character of the broadcast programs, and we may doubtless look forward to still greater improvement in this direction.

"To sum the matter up, radio has passed through the fad stage and has become a utility. It has rightly achieved its proper permanent status among the important industries of the country."

United States Far Ahead Of Foreign Countries In Radio

American Listeners Should Appreciate Excellent Programs, Lack of Taxes, Licenses, Etc.

American radio listeners should appreciate the excellent broadcasting rendered in this country, the lack of taxes, licenses and the red tape which hampers fans abroad, delaying development in general.

There are foreign lands where broadcasting has not yet developed or is prohibited. In some countries there is a monopoly, only one service being available; in others heavy fees are levied. In several places sets are sealed except for the reception for one wave length or a special station, making the Great American game of "Aerial Fishing" or "Radio Golf" impossible.

Over here in the "Land of the Free," one of the chief delights of a fan is his ability to tune in on any of the 538 stations broadcasting. But in Australia for example, receivers are "sealed" by the Government, after being set to pick up only the station to which a fee is paid. Australian broadcasters are permitted to charge whatever they please, and there are not many stations, which eliminates any great variety of program, even though fans could afford several subscriptions.

In Ireland, radio interest is described "as awakening," and the formation of a radio association in Dublin is announced. This organization will attempt to foster the interests of its members and cooperate with Governmental authorities. The association plans to open a broadcasting station, experiment extensively, publish a periodical and aid in reducing restrictions on reception.

Weekly broadcasting of concert programs on a wave length of 400 meters by the station at the Ecole

Modele de Telegraphie in Marseilles has begun in France. This broadcasting will be under the special patronage of the Petit Provençal, a local daily newspaper, acting in conjunction with the National Congress of Wireless Telegraphy.

Although no broadcasting stations have as yet been established in Spain, there is considerable interest of late in radio sets of sufficient range to receive broadcasts from Paris, The Hague, Berlin, and London.

The public broadcasting stations in Chile are innovations, according to advices reaching Washington. One station is owned by the Chile Radio Company, in Santiago, and the other is the property of Antonio C. Besa, at Vina del Mar. As a rule, nothing but phonographic entertainment is transmitted for about 200 receiving sets in Chile. The broadcasting of instrumental concerts, as well as current news, will be undertaken soon.

In the Argentine, radio is more popular, and has developed further. In Buenos Aires, alone, there are estimated to be at least 9,000 amateur receiving sets. Practically all of the well-known types have been introduced there.

Radio in Sweden has been controlled by the King, but the Royal Telegraph Board has prepared a draft of a new law which is more liberal. It is believed that with a decrease in fees for transmitting and receiving stations, greater interest will be aroused in broadcasting. A combination seeking to control broadcasting in Sweden has not yet succeeded in obtaining an exclusive concession, although it has improved licensing and reduced the fees from listeners-in. Three hundred licenses have been granted by the King, and fifty applications are pending before the Telegraph Board, which is authorized to issue receiving licenses at 92 cents each instead of \$10.50, the previous Royal fee. The plan now being considered includes the erection of many small broadcasting stations by the Government instead of a few large stations. To date, there are five broadcasting stations in Sweden, but communication is

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SUBSCRIBE NOW!

Detailed information regarding the development of receiving and broadcasting, interesting news and feature stories and advance programs of WLW are to be found in the Crosley Radio Weekly. This is the must up-to-the-minute paper of its kind in the radio field, and should be in the home of every owner of a radio receiving set. Information contained in every issue is of the greatest value to you. The subscription price is but \$1.00 per year. Subscribe now.

Name

Street and Number

City and State

Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

Radio Inspectors Real "Night Owls;" Work Is Strenuous

Varied Problems Coming Up
Require Combined Wisdom
of Sherlock Holmes and
Guglielmo Marconi.

The lives of Government's radio supervisors and inspectors in the nine districts of the country are strenuous, exhausting and expensive. Most of these officials, who strive to make ships, land stations, amateurs and broadcasters live up to regulations, have, of necessity, become "night owls." They are a cross between detectives and mind readers. The varied problems coming up for solution every day, and the medley of technical questions they are asked by amateurs and fans, require the combined wisdom of Sherlock Holmes and Guglielmo Marconi.

Not alone do they inspect all transmitting stations, and examine commercial and amateur operators; they see to it that stations remain on assigned wave lengths, power and time schedules; they try to locate interference from every source to keep the ether clear for commerce and the listeners in.

This requires late hours, since most interference is reported to occur at night, and they are usually on watch until midnight in most districts. First hand information is of the greatest value to them, enabling them to act immediately and not spend any time running down rumors and incorrect or inadequate interference reports, which they receive by the hundreds.

Present Government appropriations, strange as it may seem, do not provide receiving sets for the Governmental radio policing force. Consequently all of the men have to purchase or build their own sets. Good sets are, of course, necessary, and one supervisor is known to have spent seven hundred dollars in equipment for his main office out of his own pocket, but believed necessary for efficient and effective service in his district. Many other supervisors and inspectors have spent between four and five hundred dollars each in radio equipment.

With the advent of the new appropriation bill, it is hoped that increased funds will be forthcoming, so that the field force of the radio section of the Bureau of Navigation can be provided with sufficient radio apparatus of the latest type to cope with the increase of radio traffic in both code and voice. Incidentally the Bureau needs additional inspectors and more funds for transportation of its operatives, some of whom travel thousands of miles a month, covering their territory.

THE RADIO BLUES

as sung

BY THE KID AT OUR HOUSE

Our house ain't what it used to be
You can't have fun no more
You're not allowed to make a noise
Life's sure an awful bore.

It's "Don't you dare to blow that
horn"

And "stop that awful din"
"Now be quiet as a mouse
"I'm trying to tune in!"

"Good! WLW's on tonight
"Now Jackie run to bed;
"You wouldn't understand this
"It's too dep for your head."

The only thing they let me hear
Is some old dried up bum
Who's crabbing 'bout the income
tax
Or why we can't have rum.

You can't get mother out at night
Not even to a show
And daddy is a home guy too
Since we bought a radio.

Dad's buddy called the other night
And said "Come on, I'll buy"
But dad said "sure I'd love to
But tonight's W.S.A.I."

Gosh! Life ain't what it used to be
I'll ask you, Ain't that so?
Things sure have changed in our
old house
Since we bought a radio.

—Written by Jackie's mother,
1212 Wood St.,
Covington, Ky.

Slender Brunettes Are Prettiest Women Radio Listeners Say

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sings beautifully; personality, 99
and 44-100%."

And now we ask all who read this, especially the bald-headed ones who consider themselves connoisseurs of beauty, to admit that a girl answering such a description is a real beauty and deserves to win a prize.

Miss Brooks' number was TWO, so those who voted for her have an opportunity of winning five pound boxes of candy.

Number Three, Mary Costello, who won second prize, was described by Judge Woeste as having bobbed hair, with bangs and marcelle effect on top and a confusion of curls encircling her head, with a small dimpled chin and with a smile that is "hesitating but captivating."

Number One, Statira Childress, was third. Judge Woeste told of her pretty brown hair, wistful, ha-

zel eyes, diminutive size and sweet and convincing smile.

Number Four, Helen Hamilton, was fourth, her description being along these lines: red hair, mischievous eyes, tall and graceful with a smile that is accompanied by the flash of the eye and toss of the head.

But summing it all up, the result shows that the slender willowly brunette is the most popular type of American beauty.

Miss Brooks, as soon as her victory was assured, was taken to the Pathe Studio where Clarence Runey "movied" her for the Pathe Weekly. The movie will show Powel Crosley, Jr., officially notifying the lucky girl of her election and handing her the many telegrams. She was born in Cincinnati, was graduated from the Woodward High School and is now employed in the advertising department of The Procter and Gamble Company. Miss Brooks is a lyric soprano and a student of the College of Music and has studied dramatic art with Jack Froome. Her ambition is to enter the light opera field and she has had several offers already but wants to wait a few years before accepting any.

"I was the most surprised girl in

RECORD FOR EVERY CARD

The Gennett Record Company is offering a Gennett Record to every person who sends in a postal card on the concert of Crosley Radio WLW, March 4th!

The program is to be given at the down town store of the Starr Piano Company, and will include numbers by Gennett Record Artists. Postcards should be addressed to The Crosley Radio Corporation, Cincinnati, and bear the word "Gennett." No matter what may be your choice of record, no matter where you live in America, a single postcard sent in on that night's program will bring to your own home the record you name.

Prepare your postcard!

the world when Mr. Crosley told me that I had won and I want to thank the radio fans throughout the country for making this possible by their telegraphic votes," she said.

It is awfully hard for some to make their ability keep pace with their reputation.

A BATTERY CHARGER YOU WILL BE PROUD TO OWN

GOLD SEAL
HOMCHARGER



Charges auto, radio or "B" storage batteries
over night for a nickel.

Simple, dependable, almost silent and absolutely safe. Beautifully finished in mahogany and gold—may be used right in the living room.

WHY PAY MORE—OR GET LESS?

Why buy a 2 or 3-ampere rectifier without ammeter requiring from 40 to 50 hours to charge your battery and costing twice as much to operate, when for the same price you can secure the genuine 5-ampere GOLD SEAL HOMCHARGER, which does a better job in one-third the time and at half the cost? Fitted with high-grade ammeter (eliminating guesswork), charging cable and battery clips—no extras to buy. For sale by all good dealers, **\$18.50**

FREE Ask your dealer for a free copy of the HOMCHARGER international list of broadcasting stations. Contains call letters, location, name and wave-length of nearly every broadcasting station in the world.

NOT GENUINE WITHOUT THE GOLD SEAL

—The—

AUTOMATIC ELECTRICAL DEVICES COMPANY
CINCINNATI, OHIO

Largest manufacturers of vibrating rectifiers in the world

FOR RADIO DEALERS

Now for the window display contest!

The Crosley Radio Corporation, through the Crosley Radio Weekly, will give \$10.00 to the dealer who arranges the best Crosley Radio Window Display. Everyone who wishes to participate in this contest must prepare his window immediately and send a picture of it to the editor of the Weekly. It makes no difference whether you are located in the heart of the nation's largest city or at some obscure cross-roads. You who are at the latter place have the same opportunity of winning the prize as has the dealer in the city. All we insist upon is that the window be a strictly Crosley Window, and that it be arranged in such a manner that immediate attention is attracted to it.

When we say the window must be a strictly Crosley Window, we do not mean that accessories must be omitted. Naturally these must be displayed with the sets. But our prize will be awarded to the dealer who has no receiving sets in his window other than those made by The Crosley Radio Corporation.

With the recent announcement of a new two tube regenerative receiver selling at but \$18.50, and reduction in the prices of all other Crosley receivers, dealers have a wonderful opportunity of appealing to their customers, and we are starting this contest at this time for these very reasons.

As the wholesale hardware houses put in radio equipment and issue catalog pages and prices to their salesmen, there arises the same old question of acquainting old-time salesmen with a new line.

When one of the salesmen of a large jobbing house which had just announced a radio stock got the radio sheets and prices he bucked. He didn't know the first thing about the darned stuff. It might just as well have been described in Greek. What was more, he didn't propose to take up his over-taxed time studying it. Even if he did know the stuff he wouldn't have time to explain it.

He didn't pay any attention to the radio pages for several days. Later in the week he happened into a store just as the proprietor and chief clerk were holding a great exchange of radio experiences.

"Say, that reminds me. The house has just put in some radio stuff. You look over these pages while I check up that ammunition stock."

The salesman couldn't get his customers interested in anything else in the catalog, after he had shown them the new radio prices. They fanned and tuned and enthused and jumped at the chance

to buy an order at trade prices. Salesman's eyes began to open.

He tried bringing up the subject of radio and showing his descriptive pages, leaving the buyer, the proprietor or clerks to make up their own orders. There wasn't a spark of salesmanship, but the orders were consistent.

At the end of two weeks he checked up and found he had averaged a set a day and each sale was nice volume. There were also orders for considerable equipment and supplies. He wrote a letter to the sales manager and asked for further data. He made radio his leader for a drive the next week which was even more successful. He has sold, head over heels, condenser, vario-coupler, detector, amplifier and all.

Radio convinced this salesman, even in spite of himself. It will do the same for any retail merchant who gives it even a little chance. —(From Hardware World.)

We wish every radio dealer and distributor would subscribe to Radio Merchandising, a monthly publication devoted to the radio trade. This is published by the Radio Publishing Corporation, 342 Madison avenue, New York. In every issue of this magazine there is a series of advertising suggestions that are exceptionally valuable to the man who is engaged in the sale of radio apparatus. In fact there is a different suggestion for every day in the month. It must be understood that the Crosley Radio Weekly is not interested in Radio Merchandising any more than it is in everything that is working in the interests of radio.

RADIO SERVES AS ALARM CLOCK FOR SAILORS

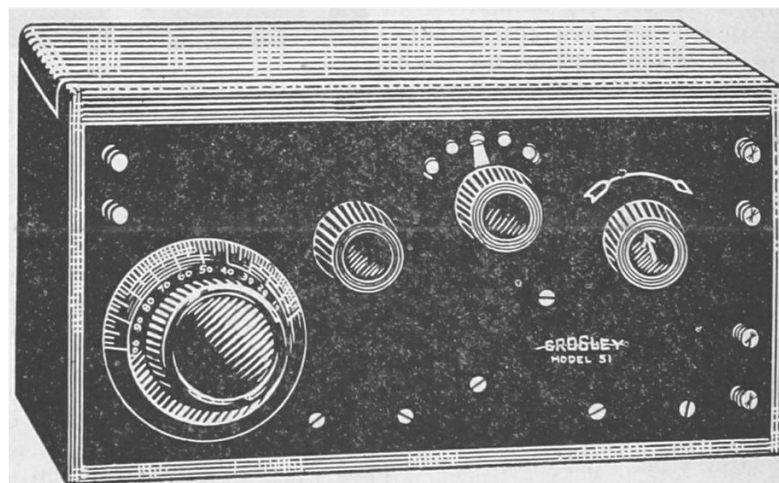
At the Great Lakes Naval Training Station, where radio operators are trained, the new fangled psychological method of increasing speed in code reception, while the partly trained Gobs sleep, is being used with as great success as met the initial sleep instruction tests at Pensacola. One night, after sending at high speed to seventeen sleeping embryo operators equipped with "ear muffs," a petty officer ended his watch with the code message: "Hey Gobs, get up; it's five-fifty-five!" Much to his surprise the snoring ceased. Three of the men awoke, and in a few minutes the other fourteen rolled out, asking what was the matter. The flabbergasted petty officer now admits night code practice may increase receiving speed, but he knows it will get the students up at four bells.

The foundation of justice is good faith.

NEW TWO TUBE

ARMSTRONG REGENERATIVE RECEIVER

ONLY
\$18.50



We now offer a new and wonderful two-tube receiver, consisting of an Armstrong regenerative detector and one stage of audio frequency amplification, giving loud speaker volume on local stations at all times and on distant stations under fair receiving conditions. Otherwise head phones should be used for distant reception. This instrument, known as the Crosley Model 51, sells at the remarkably low price of \$18.50. It has been thoroughly tested in our laboratories and its satisfactory performances have even surprised us.

The Model 51 is similar to the famous Crosley Type V, only it has an additional stage of audio frequency amplification. This increases the volume approximately ten times, making it, as stated, suitable for the operation of a loud speaker under fair receiving conditions.

Parts used in the Crosley Model 51 are the same as those used in other Crosley radio receivers.

Manufactured under Armstrong U. S. Patent No. 1,113,149.

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

Formerly The Precision Equipment Company and
Crosley Manufacturing Company

200 ALFRED STREET

CINCINNATI, O.

"What Will Crosley Do Next?" Is Being Asked By Many

(Continued from Page 1)

action I gather from these dealers and jobbers is most favorable, to say the least, and should redound to The Crosley Radio Corporation's standing in the radio field in no small way.

"I have talked with dozens upon dozens of radio fans; I have talked with many who are not yet radio set owners but who are thinking seriously about radio, and in every instance, without a single exception, most favorable comment has resulted from the inquiries which I have made regarding the announcement referred to in this letter.

"I also have talked with the radio editors of the Chicago papers. Any number of newspaper people from out of town have come to see me in my office about this announcement and to say it is creating a most favorable impression is putting it indeed very mildly.

"In three instances the remark was made to me—and one of these carries utmost weight because it comes from one I believe to be probably the most foremost radio editor in America—that 'Powel Crosley, Jr., is always at least two jumps ahead of the rest of the bunch. I am wondering what Crosley is going to do next.'

"To we who take great pride and to whom serving you gives us much pleasure, knowing the big things that are in the offing, I believe that these comments are indeed most interesting, and that the future—the very near future—will of course bring even greater acceptance and even better reaction, if that be possible, for Powel Crosley, Jr., and The Crosley Radio Corporation.

"I have written you this letter, the first of its sort that has come to you from us since your newspaper advertising was entrusted to our care, in view of the fact that this Crosley announcement has brought such an unusually strong reaction of a most favorable nature for Crosley that I feel it my duty to acquaint you with these facts.

"Yours very sincerely,
"OTTO N. FRANKFORT."

WHAT HE SAID

After having sentenced Rastus to two months in the workhouse, the Judge heard him mutter something very suspicious under his breath.

"Young man, what is that you say?"

"Ah didn't say nothin,' Judge."
"Oh, yes you did. Let's hear you say that again."

"I didn't say nuthin, suh; only God am de Jedge, God am de Jedge."

Another Radio Star United States Far Ahead Of Foreign Countries In Radio



—Photo by Young & Carl.
MISS ANGELA DEVOTO

Miss Angela Devoto, Cincinnati's future star, is the latest addition to the ranks of WLW entertainers. Miss Devoto's first appearance over radio was Monday, February 18, entertaining with violin and song numbers. Miss Devoto, although only nineteen, and just a recent addition to the radio ranks, for several years has delighted Cincinnati and nearby city audiences with her work. She entered the professional ranks a few years ago after studying at the Conservatory of Music and was successful from the beginning. She not only is an accomplished musician, but a dancer of unusual grace and charm, and while radio fans are denied a glimpse of this young entertainer's beauty, her personality carries well over the ether waves. Last winter she was a member of the Dunbar Musical Comedy Company. She is accompanied on the piano by her sister, Miss Leona Devoto, a pianist of marked ability.

If you wish to BUY or SELL
SECURITIES
Or Own some about which you
DESIRE INFORMATION
COMMUNICATE WITH US

Our Statistical Department is at
your service

WESTHEIMER & CO.

Members of—
The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

(Continued from Page 3)

also to be had with stations in Copenhagen, Berlin, London, and Manchester.

In Mexico an increasing number of requests for establishing both transmitting and receiving stations has been received by the Director General of Telegraphs. Broadcasting stations are now subject to a tax of 100 pesos per annum, and receiving sets are taxed 5 pesos a year. There are now only three broadcasting stations, all operating from Mexico City.

The Polish Government also regulates radio stations in that country. A new bill is before the Diet, under which amateur or privately-owned receiving sets may be authorized with government supervision. But little radio manufacturing is done in Poland, the output of the single factory being taken up by the national army, so fans do not have much choice.

The "Radio Stude," the first official Berlin broadcasting station, began operation at Christmas, with an excellent program and a "political" Christmas greeting from Chancellor Dr. Marx, advices from Berlin state. The broadcasts during the holidays carried recitations, vocal, instrumental and dance music far beyond the borders. In Germany, the programs were received with much enthusiasm. Radio will soon become a power in music-loving German circles, it is predicted. Classical music and operatic music predominated. The comparison with American programs is interesting. The Radio Stude transmitted few song hits or dance num-

We broadcast daily at
10:30 a. m. and 1:30 p. m.

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

**THE
FIFTH-THIRD
NATIONAL BANK**

of Cincinnati.

bers, but mostly folk songs and opera excerpts. Nearly every German loves music, and great numbers today who cannot afford the exorbitant prices charged in theaters, may listen in on music by Beethoven, Mendelssohn, Brahms, Strauss, Kreisler and Bach and Mozart.

Chinese natives are prohibited from purchasing and operating radio receiving sets, by a recent order of the Chinese Ministry of Communications. The order states that such sales and operation are against the law and that offenders will be punished severely. Foreigners living in Chinese territory also come under this ban, and steps are being taken to prevent the sale of radio apparatus or its installation by Chinese living in foreign settlements. Foreign residents in the Hongkong Colony use radio by special permit, however.

A TIGHT SHOW?

Stude—What show did you see last night?

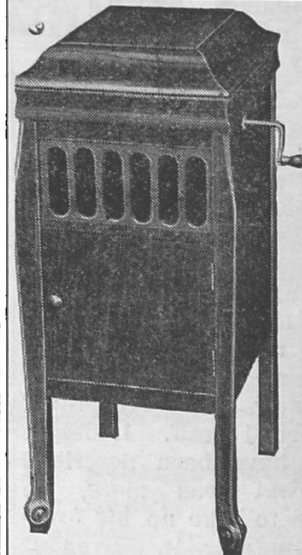
Stewed—Ashbeshtosh.

"No, there's no show by that name in town."

"Yash, there is. I copied the name off the curtain."

—Chicago Phoenix.

\$1 DOWN
a year to pay



For
This
Beautiful
Cabinet
Phono-
graph!
Balance
\$48
On Easy
Monthly
Payments

Look at the picture of this 33-inch mahogany finished MARION Phonograph, the phonograph you have been waiting for. Double spring motor. Wonderful tone qualities. Cabinet for records. Two double records free.

The MARION was designed to sell for \$75. Large production in our own plant enables us to make this wonderful introductory offer for a limited time only.

We will send the MARION to any responsible person on approval for \$1 with the privilege of trying \$1 it out five days for \$1.00. If you decide to keep it at the end of that time pay us \$4.00 per month for twelve (12) months and the MARION is your property. Total price, \$49.00 f. o. b. Cincinnati.

Send one dollar with your name and shipping address to

MARION PHONOGRAPH CO.

1652 Vandalla St. Cincinnati, O.
Department "A"

Reduced Prices Permitted

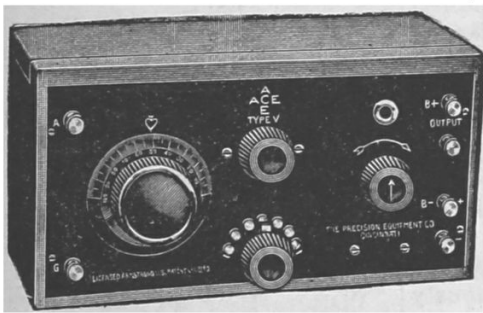
By Greatly Increased Production



TYPE V

Formerly \$20.00

Now \$16.00



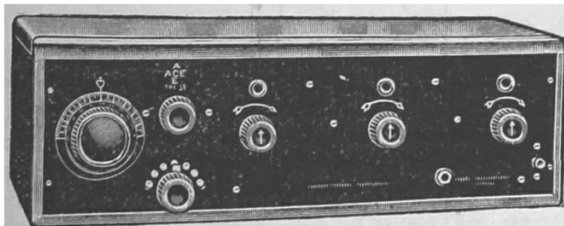
The Crosley Type V, formerly called the Ace Type V, is a one-tube Armstrong regenerative receiver. It is the most popular set of its kind on the market today. Stations from coast to coast are heard by owners of the Type V. Manufactured under Armstrong U. S. Patent No. 1,113,149.



TYPE 3B

Formerly \$50.00

Now \$42.00



The Crosley Type 3 B, formerly called Ace Type 3 B, is a three-tube Armstrong regenerative receiver, consisting of detector and two stages of audio frequency amplification. Wonderful long distance receiver. Operates loud speaker. Manufactured under Armstrong U. S. Patent No. 1,113,149.

EVER since we started making radio apparatus it has been our fixed policy to offer to the public the best possible receivers at the lowest possible cost. That this policy has been appreciated is proven by the fact that a shortage of Crosley radio apparatus has existed at all times, although The Crosley Radio Corporation has been producing more radio receiving sets than any other organization in the world. Heretofore constantly added improvements have forced us to maintain steady prices, but so great has been the response of the public for Crosley instruments that greatly increased production now allows us to lower the price of the entire line and still maintain our constant research for improvements.

These new prices follow:

CROSLY TYPE V, single tube Armstrong regenerative receiver, the same instrument used by Leonard Weeks in Minot, North Dakota, in his established communication with the McMillan expedition at the North Pole, formerly \$20.00 now reduced to \$16.00.

THE CROSLY TWO STAGE AUDIO FREQUENCY AMPLIFIER to match the Crosley Type V, formerly \$20.00 now \$18.00.

THE CROSLY MODEL VI, two tube receiver incorporating radio frequency amplification and detector, formerly \$30.00 now \$24.00.

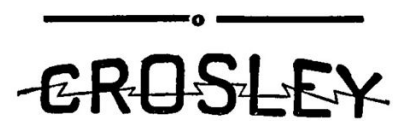
THE CROSLY TYPE 3-B, a three tube Armstrong regenerative receiver, consisting of detector and two stages of audio frequency amplification in a beautiful solid mahogany cabinet, formerly \$50.00, now \$42.00.

THE FAMOUS CROSLY MODEL XJ, a four tube receiver, consisting of one stage of radio frequency amplification, detector and two stages of audio frequency amplification, probably the biggest selling radio receiver in the world, formerly \$65.00, now \$55.00.

THE CROSLY TYPE 3-C, a three tube Armstrong regenerative console model with built-in loud speaker, formerly \$125.00, now \$110.00.

THE CROSLY MODEL XL, a four tube set consisting of one stage of radio frequency amplification, detector and two stages of audio frequency, formerly \$140.00, now \$120.00.

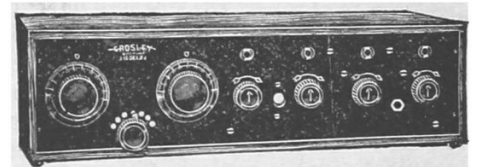
Crosley Regenerative receivers are manufactured under Armstrong U. S. Patent Number 1,113,149.



MODEL XJ

Formerly \$65.00

Now \$55.00



Every large broadcasting station in the United States, and not a few in other countries, are being heard by owners of the Model XJ, a four-tube set consisting of one stage of Crosley tuned radio frequency amplification, detector and two stages of audio frequency amplification. Many new refinements which increase the quality of the receiver have been added, making it the ideal set for the person who desires to derive real pleasure from radio.



MODEL VI

Formerly \$30.00

Now \$24.00



The Crosley Model VI consists of one stage of tuned radio frequency amplification and detector, a combination that brings in far-away stations clearly and loudly. It is a head phone set, but the addition of a Crosley two-stage amplifier will permit operation of a loud speaker.

FOR SALE BY GOOD DEALERS EVERYWHERE

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

Formerly The Precision Equipment Company and Crosley Manufacturing Company

200 ALFRED STREET

CINCINNATI, O.

Practical Value Of Radio To Farmers Rapidly Increasing

Great Amount Of Money And Time Saved By Ruralists Who Operate Receiving Sets.

To a great many of the earlier enthusiasts, radio has meant mostly an intensely interesting study of a peculiar branch of electrical science and a means of securing entertainment in the shape of broadcast music, lectures, sermons, and so on. This has been true to such an extent that probably the great majority of our readers, if they have given it any consideration at all, look upon radio merely as an expensive sort of toy or plaything, useful merely as a means of entertainment, and do not give any serious thought to its practical value to the farmer and his family.

Radio does have a very practical value to the farmer in many phases of the management of his farm, and carrying out his farm operations. The daily market and livestock reports keep him very closely in touch with marketing conditions and enable him to buy and sell much more efficiently than would otherwise be the case. The weather forecasts and storm warnings make it much easier for him to plan his work intelligently in seeding, haying, harvesting, threshing and other farm operations, and also tell him when it is safe to start on auto or other trips; while frost and storm warnings may often prevent loss of fruit or truck crops or of livestock either on the farm or under shipment. While radio on the farm is not so vital as it is for ships and ocean traffic, still it is now of much practical value and will become more so as the broadcasting work is broadened and made more practical and the farmer better understands the simplicity of radio and what can be done with it.

The importance of radio as a means of entertainment and education on the farm must not be overlooked. This may be considered in the light of a pastime for the town or city dweller who can go to a lecture, concert, theater, show, or movie, as his taste dictates; but to dwellers on the isolated farm such visits are hardly possible at most times, and certainly not very frequently during the long winter evenings when he has the most time available. But with a reasonably good radio receiving set, he can tune in and pick out almost any type of lecture or other entertainment he or his family wants, and enjoy the same comfort and leisure around his own fireside.

CHURCH COMING TO PEOPLE BY MEANS OF RADIO

The following editorial recently appeared in the Cincinnati Times-Star under the heading "The Church Goes to the Home:"

Yesterday the people went to the church for spiritual instruction and worship. Today the church is broadening its scope by coming to the people. Science, which has not always been in tune with church doctrines, has made it possible and practicable for the church to tune in with those who stay at home and broadcast its messages to them. Radio telephony has brought the pulpit nearer to the fireside.

At first the church was a bit dubious about this innovation, but the results have been so gratifying that broadcasting of services lately has become a custom in every part of the country. Plans now are being made for an extension of this work. It has been found that not only those who are ill and other shut-ins are pleased to have the services brought to them, but great numbers of persons who never grace a pew are reached and no doubt influenced by the sermons, prayer and music.

The movement applies to the several denominations. Recently it was announced that powerful sending instruments were to be installed in the Vatican at Rome in order that the voice of the Pope could be heard in many lands. In Cincinnati the services at the Church of the Covenant have been transformed to waves in the ether and another church organization is presenting Sunday school lessons by way of the air.

This new method of religious education presents great possibilities. Eventually, perhaps, the Christian churches will unite in a campaign to broadcast religion to all the millions who will listen in.

Genuine Radiotron Tubes

WD-11\$5.00
WD-12 5.00
UV-199 5.00
UV-200 5.00
UV-201-A 5.00
UV-202 8.00

We carry a large stock of tubes at all times and will make prompt shipment of any of the above upon receipt of remittance to cover. We also are distributors of radio apparatus made by

The Crosley Radio Corporation.

THE JOHNSON ELECTRIC SUPPLY CO.

232 East Fifth St., 331 Main St.
Dept. A. CINCINNATI, OHIO.

Radio Affords Joy For Blind Residents Of Clovernook Home

Sightless Gather Around Set Every Evening and Thank Unknown Donor of Receiver.

With all enjoyment of sight cut off, twenty-six residents at the Clovernook Home for the Blind, on Hamilton pike, beyond College Hill, Cincinnati, each night gather in a circle and thank some unknown person before they start to drink in joys of fairyland through another sense.

Then Miss Anna Costello, department head of the Home, turns a switch and adjusts the coils, and calls in the outside world to lay its tribute of entertainment at the feet of these blind.

When the unidentified donor gave a Crosley radio set to Clovernook he or she could not possibly have known the enormous returns in delight and content it would bring to guests of the Home. Some time ago it came—just as mysteriously as the messages, songs and music come now from the air.

Accepting the gift on behalf of the twenty-six girls and women who begged to hear this wonderful invention of which they had heard much but which they had not heard, Miss Florence Trader and Miss Georgia Trader, founders of the Home, and its trustees, installed it.

Now, said Miss Costello, the blind girls derive two kinds of pleasure from the radio.

First, there is the natural en-

FORMICA

The list of radio manufacturers who use and endorse Formica reads a directory of the leading independent manufacturers.

The Crosley Radio Corporation heads the list. It uses Formica panels and parts in Crosley and Precision sets, and also sells Formica.

The Formica Insulation Co.

Spring Grove Avenue,
Cincinnati, Ohio.

joyment of listening to music, operas, radiograms, jokes, songs, lectures and sermons.

Secondly, there is another enjoyment of learning just how these marvels happen.

Blind though they are, the residents at the Clovernook Home have fathomed the principles of the radio through having it in their midst, with only a brief word of instruction now and then. They were curious to know just who was this strange guest who could come to them in a moment with a thousand entertainers and flood them with music and laughter.

Now almost every one of the girls at the Home knows which of the buttons to turn to call on this guest to come, and while away an agreeable hour or two for them.

They are most able, Miss Costello said, to listen in on Cuba, Iowa, New York, Kansas City and St. Louis.

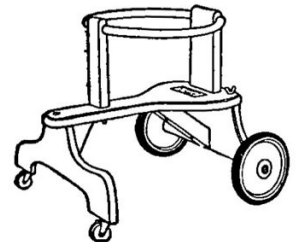
MISPLACED FOOT

Here lies the body of Jim Lake, Tread softly, all who pass; He thought his foot was on the brake, But it was on the gas.

Visitor—How do you do, Willie? I've come to stay at your house for a week, but I'm sure you can't even guess who I am.

Willie—I'll bet one thing. And that's you're no relation of father's.—Selected.

The Go-bi-bi



MOTHER'S BEST FRIEND

"I received the GO-BI-BI two weeks ago and like it very much. My wife says it is a life saver for her. She can do all her work while the baby is riding around. He is only nine months old and gets around very swiftly. I am glad I learned about the GO-BI-BI.

"Philip Velanski,
"Rochester, N. Y."

So Daddy appreciates it too. Everybody loves the baby and wants him happy and healthy.

Every store who sells baby things of any kind or children's vehicles should write us for our dealer proposition. Right now is the time to take advantage of the great publicity given the GO-BI-BI through the holiday sales. Write today.

CROSLY MFG. COMPANY

GO-BI-BI Dept.
1629 Vandalia St., Cincinnati, O.