

Trirdyn Does More Than Manufacturer Claims, Writer Says

Volume And Selectivity Lauded In Milwaukee Newspaper After Set Is Given "Stiff Tryout."

The following article regarding the Crosley Trirdyn radio receiving set appeared in this week's issue of the Radio Section of the Milwaukee News:

"When the Trirdyn was recently put on the market by The Crosley Radio Corporation and it was announced that this three-tube set would do the work of five tubes, we let it be known that we were from Missouri and decided to give this circuit a stiff tryout.

"The test has been made, and we are satisfied that this receiver not only does what the manufacturer says it will do but a great deal more while, if the selling price is comparatively low, this is not an indication that the set is not good.

"The receiver is simple to operate, uses but little B battery, and will bring in distant stations with all the volume needed to operate a loud speaker. It has three tubes but the reflex principle gives it the power of a five-tube set.

"One of the tests showing the selectivity of this receiver was to tune out WCBD, Zion City, and tune in WBZ, Springfield, which operates 337 meters. The set tunes so sharply that either one could be tuned out at will.

"Although the test was made with UV-201A tubes this receiver will also operate with UV-199 tubes enabling the use of dry cell A batteries. Its compact size makes it an ideal receiver.

"The tests were made on receivers furnished by the Bader Radio Co. and the Julius Andrae & Sons Co., distributors of Crosley products."

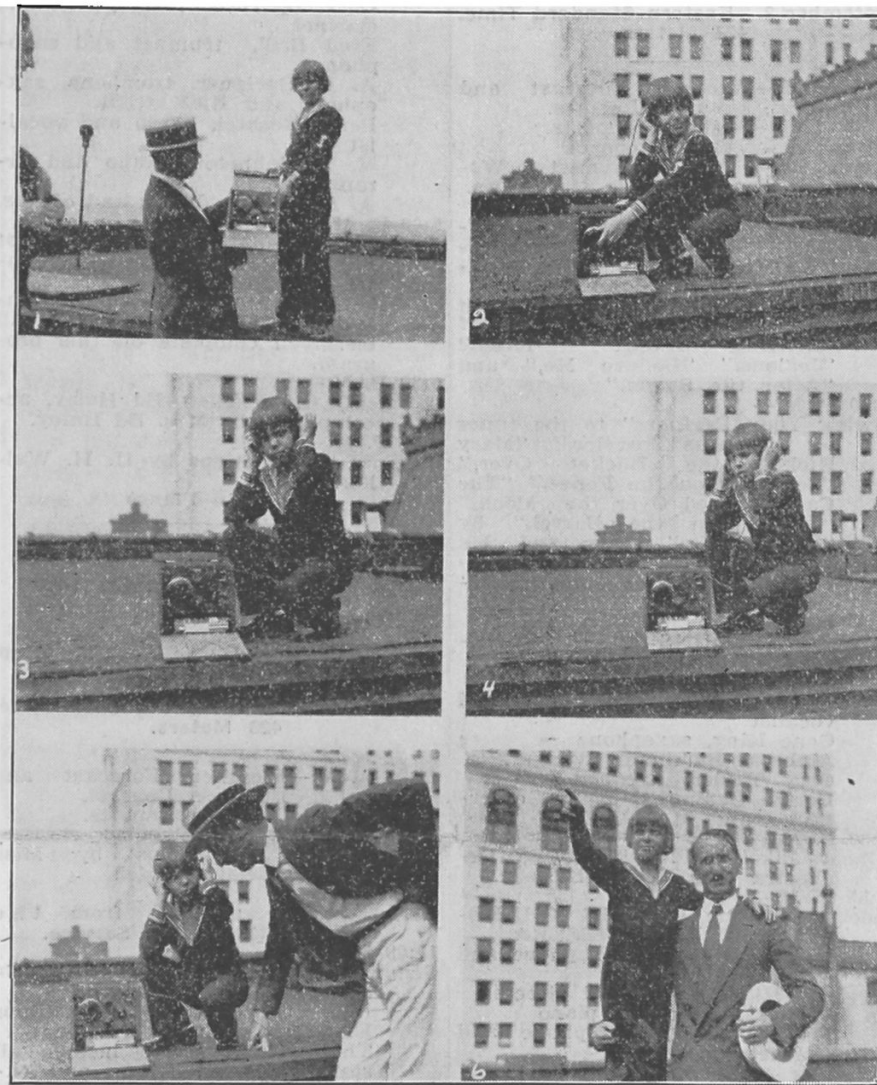
'TIS SAD! 'TIS SAD!

Bruce Cox, genial member of the sales staff of The Crosley Radio Corporation, insists he is not henpecked, but—

It so happened the other night that Mr. and Mrs. Cox attended a 500 party at which Mr. Cox won the first prize. Of course we asked what he won and he replied as follows:

"My wife selected half a dozen ladies' handkerchiefs."

JACKIE COOGAN BECOMES A RADIO FAN



1. Jackie Coogan receives his Crosley portable radio set. 2. Tuning to his favorite station. 3. Waiting for the announcer's voice. 4. He hears "Crosley Radio WLW, Cincinnati." 5. Jack Coogan, Sr., asks his son where the music is coming from. 6. Little Jackie points to the air. This little six-part picture was taken in Cincinnati when Jackie Coogan stopped on his way to Europe in a campaign for funds for the Near East Relief. Jackie will take the radio set with him on his tour of Europe.

Juvenile Picture Star Is Delighted With Radio Receiver

Crosley Portable Set Presented to Jackie Coogan When He Visits Cincinnati In Connection With Relief Work.

Jackie Coogan is a real boy despite the fact that he is a great movie star. Being a real boy, he had to have a radio set. While on a tour of the United States, preparatory to going to Europe with a ship load of supplies for the Near East Relief, he stopped off in Cincinnati, the home of The Crosley Radio Corporation. A great crowd met the little star but the attention of the movie fans was not new to this little chap whom Charlie Chaplin discovered. He had just been presented with a Crosley one-tube regenerative portable receiver.

Forgetting the crowd about him, the boy wanted to know if he could take the radio set with him on his trip to Europe. Assured that it was his for "keeps" and not a movie property, Jackie wanted to stop and learn all about the inside of the set and how to work it. Instructions were given to him and he soon was busy tuning in broadcasting station WLW, which, at that particular time, was sending a message of greeting to the nine-year-old movie star.

He was pleased with the radio and his father, Jack Coogan, had to take the receiver away from the boy when it was time for the tour of Cincinnati, where little talks were made in behalf of the Near East Relief and the Lorain, Ohio, Fund. Mayor Carrel officially welcomed the boy to the city. After Jackie got back from his tour of the city, he placed the receiver in his hotel room and attaching the ground wire to the radiator and the aerial to the window screen, he proceeded to listen to the broadcast concert. When he left for his private car, the Crosley portable receiver was carried proudly off on its way to Europe with the tired, but happy boy, whose acting has made millions happy when he has appeared in shadow form on the silver sheets throughout the country.

Eilvese, Germany, has a trans-oceanic transmitting station with an umbrella aerial 825 feet high and 3000 feet in diameter.

HIGH LIGHTS OF WLW CONCERTS

A resume of the week's programs to be broadcast by station WLW follows:

Sunday, August 31st, W L W

Mr. Erwin Bellstedt's final program as director of the Western and Southern Orchestra for the summer. Mr. William Kopp, who has been directing the fifty piece orchestra at the Zoo will return to the orchestra and concerts given each Sunday evening under the auspices of the Welfare Association of the Western and Southern Life Insurance Company.

Monday, September 1st, W L W

As a unique feature in the closing program for the summer season of Monday evening broadcasts from the Cincinnati Zoological Gardens,

WLW will begin at 7:30 Central Daylight Saving Time, with a concert from the Lion's House. Mr. C. G. Miller, manager of the Zoo, promises that these vocalists from Africa will not fail when the microphone opens up—so get ready to shiver!

Tuesday, September 2nd, W L W

Late program, with startling contrasts in the dance music—that of 1924 and the measures of half a century ago. Bernie Cummins' Gennett Recording Orchestra at Goodwin's Palm Garden, and Jake Rutz's Pumpkin Vine Orchestra at the WLW studio.

Wednesday, September 3rd, W L W

The Virginia Entertainers play

(Continued on Page 6)

Crosley WLW Programs For Week of Aug. 31st

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
August 31st, Eastern Standard Time.
423 Meters.

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

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

9:00 P. M.—
Concert by the Western and Southern Orchestra, directed by Mr. Erwin Bellstedt; (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company).

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 1, Eastern Standard Time.
423 Meters.

11:00 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. Theatrical Review.

7:30 P. M.—
Special Feature: "Roaring Entertainment" from the LIONS' CLUB HOUSE, from Cincinnati Zoological Garden.

8:00 P. M.—
THE ZOO FROLIC, a gala review of song, dance and comedy; All Star Casts, featuring Alberti Pantomimes.

Gunnar Bohman, Swedish Troubadour
Cartier and Zanou, Dance Interpretations
Daisy Connel Chinn, Coloratura Soprano
Daddy Grobecker's Swiss Yodelers
Steele and Winslow, "In Poetic Motion"
Lorna Doone Jackson, Contralto
Leo De Hierapolis, Baritone of Hinshaw Opera Company
Jose Mojica, Tenor of Chicago Grand Opera Company
Albertina Rasch, and The Albertina Rasch Dancers.

Intermission at the Zoo.
Dance Concert by ALVIN ROEHR'S MUSIC MAKERS

Alvin Roehr, violin, director and MANAGER
Fred Goosman, trumpet
N. B. Van, saxophone
"Pete" Miller, banjo
William Braun, trombone
Art Mees, piano
"Nat" Barnhart, entertaining drummer

CONTINUATION OF THE ZOO FROLIC.
(Baldwin Piano)

Austria is forming a company for radio telephone service and broadcasting.

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 2, Eastern Standard Time.
423 Meters.

11:00 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. Times-Star News.

10:00 P. M.—
BERNIE CUMMINS and his GENNETT RECORDING ORCHESTRA. (By direct line from Goodwin's Palm Garden.)
Playing all the latest hits such as: "Jimmie Gee," "Louise," "Drifting Along," "Tired," "Jealous," "Believe Me," and "After the Storm."

10:30 P. M.—
"Swing Your Partners" to the tunes of: "Arkansas Traveler," "Mary Kicked the Bucket Over," "Soapsuds on the Fence," "The Cat Jumped Over the Moon," "Leapin' in the Barrel," by "Uncle Jake" Rutz and his Pumpkin Vine Orchestra. Champion Caller of Noa County, Norton Stutson.

11:00 P. M.—
BERNIE CUMMINS with his RECORDING ORCHESTRA.
Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER.

11:30 P. M.—
"Uncle Jake's" Pumpkin Vine Orchestra with Norton Stutson.

11:55 P. M.—
Special program by THE CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
Walter MacDonald, piano
William Koch, saxophone and clarinet
Rex Adkins, trumpet
William Davidson, trumpet and horn
Frank Bamberger, trombone
Leon Warren, banjo
Ray Fetzer, tuba
Bud Ebel, drums
(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 3, Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Program for the "Shut Ins," given by The Duning Benevolent and Musical Service, cooperating with The Lillian Aldrich Thayer Settlement School of Music.

8:00 P. M.—
THE VIRGINIA ENTERTAINERS, presenting popular music symphonically.

Jack Bauer, violin, trumpet, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
O. V. Speybrook, saxophone and clarinet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone, saxophone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnston, piano and arranger
A. F. Joseph, drums and effects.

9:00 P. M.—
Special Cincinnati Conservatory of Music, Radio Scholarship Contest.
The numbers on which the contestants will be examined will be given complete on this program.

9:30 P. M.—
A "Real" Old Fiddler—Ed Haley, accompanied by Mrs. Ed Haley.

9:45 P. M.—
Original Compositions by H. H. Walker.
(Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 4, Eastern Standard Time.
423 Meters.

11:00 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.

10:00 P. M.—
Three minute message from the United States Civil Service.

10:03 P. M.—
Concert program by the MILNOR INSTRUMENTAL TRIO.
(The courtesy of the Milnor Electric Company, Cincinnati).
This program will include all standard solos, trios, and excerpts from popular musical comedies, also beginning a series of National Airs, featuring on this program "La Brabanconne," the national air of Belgium.

Popular program and entertainment "Par Excellence" by the DOHERTY MELODY BOYS.
Frank Pendergrast, piano
Ridge Bludau, trumpet
Leo Bludau, saxophone
"Dude" Wainer, drums
J. L. Doherty, banjo and MANAGER.

MILNOR ELECTRIC INSTRUMENTAL TRIO.
(Baldwin Piano)

WORLD RADIO CONFAB

The League of Nations is planning another world conference on radio. To make this effective, however, the United States and other nations not members of the league may have to be called in.

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 5, Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Piano Recital by pupils of the (Stoffregen Studio, (Baldwin Piano)

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 6, Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Market Reports.

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report, financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, 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, financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; 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 quotations with market conditions. Closing quotations of the Chicago Grain Market.
Westheimer and Company closing quotations New York Stock Exchange.
Bureau of Markets, United States Department of Agriculture, 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 announced 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 9:00 P. M.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
 Colerain and Sassafras Streets, Cincinnati, Ohio.
 Telephone, Park 3200
 Subscription Price, \$1.00 a Year
 Robert F. Stayman
 Editor
 Alvin R. Plough
 Associate Editor

INTERNATIONAL RADIO WEEK

Powel Crosley, Jr., president of The Crosley Radio Corporation and executive chairman of the committee that is arranging International Radio Week, has issued the following statement in regard to that event:

"International Radio Week, to be held November 23 to 30, will serve a twofold purpose. First, it will mark the rapid progress made by the industry during the last year, and second, it will be the means of uniting the radio interests of the world in a great international exposition. Reports received at this time indicate that virtually every country interested in radio will aid in the forthcoming event, with a view of showing the keen interest being taken in the science and to prove the world-wide power of wireless communication.

"It will be a period when the nations of the Eastern and Western hemispheres which now enjoy the benefits of radio will indicate in unmistakable terms by the observance that the industry has not only been one of great commercial interests, but also that it has been an invaluable influence in bringing the nations of the world in closer relationship, as well as affording people in all walks of life, of every class, creed and color, a medium to entertain, edify and instruct.

"As executive chairman, the writer cannot urge too strongly that every co-operation be given the International Radio Week committee for the success of the forthcoming event. By strengthening the foundations now laid its perpetuity will be assured for the benefit of mankind, who regard radio as one of the greatest achievements in the world's history."

MAKING OTHERS HAPPY

If there is anything in life that brings greater happiness than all other things, it must be the consciousness of having made some one else happy. This reflection comes to us after having read the letter which we quote at the end of this article. The letter is from Lillian Aldrich Thayer, who has given the greater part of her time up to an ideal. She has been developing a Settlement School for musically in-

WE STARTED SUMPIN'!

"Crosley Radio Weekly,
 "Cincinnati, Ohio.
 "Gentlemen:
 "In your edition of August 4, 1924, you publish an unusual experience of Mr. R. V. Perry, 605 Delhi Avenue, Cincinnati, Ohio, under the heading, 'Soloist In One Station Accompanied By Orchestra In Another.' I see no reason why anybody should doubt Mr. Perry's word.

"Here is an experience a gentleman, whose word is reliable, had with his radio set last winter. He was listening to the Atlanta Journal radio station broadcasting the song, 'Carry Me Back To Old Virginia.' He decided to tune out that station and tune in another. The last words he heard from Atlanta were 'Carry me back.' In a few minutes he tuned in a station at Washington, D. C. He was amazed to hear a voice singing, 'To old Virginia.'

In other words, both stations were broadcasting the song, 'Carry me back to Old Virginia', but Washington, D. C. was behind in the song enough to permit the above to happen.

"Very truly yours,
 "W. H. KELLER,
 "Norton, Va."

clined youth among those living in the environment that does not permit the privilege of paying large sums for a musical education.

When we heard of her work, it occurred to us at WLW that many of our listeners would gladly assist in a plan to send these students to the wonderful Summer Operas at the Zoo. We therefore mentioned her work and our desire during the course of a radio program last Spring. In response, the radio public contributed to this fund to the amount of over two hundred dollars.

This amount was turned into tickets for the Zoo Opera, and these were sent to Miss Thayer, who, in turn distributed them among her students. Imagine, therefore, radio fans, what these operas, which you heard each Monday evening during the Summer, must have meant to these ambitious young people! And especially those of you who contributed should feel a genuine thrill of happiness because of the pleasure created for others.

Before the season was over we received the following letter from Miss Thayer:

"Mr. Fred Smith,
 "Crosley Radio Studio.
 "Dear Mr. Smith:
 "On behalf of the Settlement School, I wish to express our hearty and most sincere appreciation of the opera tickets. It means rare educational advantages, as well as the pleasure, and all of my students are most grateful to you personally.
 "Lillian A. Thayer."

HOME OF CROSLY DISTRIBUTOR



The picture above is that of the building occupied by the Central Electric Company, 316 South Wells Street, Chicago, Ills., newly appointed distributors for The Crosley Radio Corporation. This company carries a very complete stock of the entire Crosley line and is in excellent position to make shipment the same day orders are received. Parts and accessories also are distributed by this progressive organization, which is said to be the oldest electrical supply jobbing house in the country, having been founded in 1887.

NOTED MOVIE ACTOR PROUD OWNER OF CROSLY SET.

Ben Lyon, noted movie star, is the proud owner of a Crosley Model 51 radio receiver. Recently he informed us that it is easy for him to keep in touch with events in New York while he is working in Hollywood. He does this by means of radio, tuning in any of the New York stations whenever he desires. Ben also told us that he had turned down numerous offers of other radio manufacturers who desired to present radio sets to him on condition that he would pose for them—the pictures to be used in advertisements. He told these manufacturers he was well pleased with the set he had purchased from E. N. Rothschild, of New York City, and that he had no desire to make a change.

YOU SAID IT!

Young Mary Horner
 Stood on the corner,
 Watching machines go by,
 One stopped in a minute,
 And Mary got in it,
 And thought, "What a chicken am I."

NO JUSTICE.

A friend of ours got trimmed recently in a lawsuit. The other fellow's lawyer was much smarter than his. Although he had been beaten and had lost quite a bit of money, he had not lost his sense of humor.

"This case of mine," he said, "makes me think of an old colored mammy whose husband had just successfully sued for divorce. Coming down the courthouse steps she was talking to herself: 'Dar ain't no justice in dis heah wo'ld. Dat useless ol' husband of mine, he gets his divorce, he got de house, got de money, got mah free chil'en and dey ain't none of 'em hisn'."

BRISK BUSINESS FOLLOWED

"Any rags? Any old iron?" asked the junkman as he knocked at the door.

The knock was answered by the man of the house himself. "No; go away!" he snapped irritably. "There's nothing for you. My wife's away."

The junkman hesitated a moment and then inquired, "Any empty bottles?"

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 most 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.

Lighter Programs More Desirable On Summer Evenings

Tremendous Amount Of Work
Being Done By Broadcast-
ing Officials to Please
Those Who Listen In.

The success of summertime radio this year was made possible not only by the many improvements and refinements in receiving apparatus but by the remarkable technique and organization developed by the leading broadcasting stations in the United States, according to a statement issued by Chairman E. B. Mallory, of the Radio Apparatus Section of the associated manufacturers of electrical supplies.

"The problem of summertime broadcasting begins with the selection of a seasonal program," it is declared. "Serious lectures and debates must be eschewed in the warm months, when lighter programs are desirable. The problem of selection is complicated by the fact that most public men, as well as many musicians, singers and lecturers generally forsake the city during the summertime for vacation resorts. The splendid programs broadcast in the air by the leading stations this summer, therefore, are a tribute to their organization.

"The more powerful broadcasting stations employ a program staff which is constantly engaged in booking artists, lecturers and other entertainers for the radio audience. Leading hotels are canvassed daily for interesting social and public events which might be sent through the air; interesting personalities described in the press are sought out and asked to speak to the radio audience; theatrical offices and booking agents are visited so that scenes and acts from the most popular plays may be made available as radio entertainment.

"Talented singers and musicians introduced by radio have subsequently attained professional engagements in the theater or on the concert stage, and there is no dearth of entertainers who seek the opportunities of the air. Consequently a new activity has been developed in the modern broadcasting station, viz: the professional musical director whose duty it is to test and grade the capabilities of singers and musicians who would broadcast to the radio audience. So high are the standards maintained by some of the leading broadcasting stations that some theatrical and concert agencies are assigning special men to 'listen in' on all radio programs for promising amateur material.

"Recent advances made in the art of broadcasting are best reflected by the following description of what actually takes place when an orchestral concert is sent out on the

A TRUE FRIEND

By Estley Norbert (Rothschild)
If you're ever feeling lonesome,
And you don't know what to do;
If you ever feel forgotten,
And you're ever feeling blue;
If you're ever feeling grievous,
And there's sorrow in your heart,
Just remember, there is
someone
Who has loved you from
the start.
When you're feeling broken-
hearted,
And your troubles have no end;
Just remember dear old
Mother,
She's your Best and Only
friend.

air by radio: In the first place, whenever possible, the orchestra is grouped with reference to the best possible radio transmission. The string instruments are arranged well forward, the wood winds and brasses next and the percussion instruments farthest away.

"Once the stage is 'set' and the microphone connected by wire to the 'line amplifier' the radio rehearsal begins to which the public is never able to listen in. A field operator and an assistant, stationed at the line amplifier box, some distance from the stage, listens carefully to the music and makes notes as to necessary adjustments of current and the most advantageous placing of the microphone. It is their duty to judge which musical passages must be modulated by decreasing the electrical current in order to secure the best tonal results by radio, and which passages must be amplified in order to be heard at all by the radio audience.

"From the line amplifier a wire runs direct to the control room of the broadcasting station, where sits the control operator, the invisible band master of the radio performance. His is the duty of checking up the work of the field operator and advising him by telephone of the further adjustments necessary for the best possible results. From the control room the line runs to the transmitter room where an operator again 'listens in' on the performance, before the power from the wire line is raised from low level to high power level and put through the aerials to the radio audience.

"Thus, every effort is made by the modern broadcasting station to place the concert with reference to the audience. In the hall or in the theater the listener must take his chances, in accordance with the seat he occupies. In radio, however, every listener has the 'best seat' in the house."

IN AFRICA AT LAST

Africa finally can boast of its own broadcasting station. A temporary set has been put up at Johannesburg.

Scholarship To Be Awarded to Winner Of Memory Contest

Opportunity To Study At Con-
servatory of Music Offered
Those Who Take Part In
Contest at Station WLW.

The dates for the final tests to select the winner of the music memory contest being staged by the Cincinnati Conservatory of Music successful in the preliminary trials must be sure to listen in. The prize offered is a One Hundred Dollar scholarship in the Conservatory in any department selected.

On September Third at 9:00 p. m., central daylight saving time, there will be broadcast the fifteen compositions on which the candidates will be examined one week later, September Tenth, at the same hour.

The list is as follows:

- Haiden Roslein—Schubert
V-64396
G-10072
- Minuet from Symphony in E flat—Mozart
G-10054
V-6303
- Zapateado—Sarasate
G-C2
C-79456
- Spanish Serenade—Chaminade
C-A3449
G-C4
B-13023
- To a Wild Rose—MacDowell
C-80817
G-C4
B-2351
- Valse Caprice—Wieniawsky
G-C3
V-6227
- Anvil chorus—Il Trovatore—Verdi
G-4783
V-17563
- Turkish March from "Ruins of Athens"—Beethoven
V-64939
B-15057
- From the Canebrake—Gardner
G-C3
C-A3820
- Swing Low Sweet Chariot
V-16453
B-2543
- Oh, Thou that Tellest Good Tidings—Handel
V-6169
- Tannhauser "Hymn to the Evening Star"—Wagner
V-614
V-6365
V-6352
B-5139
- The Two Grenadiers—Schumann
V-6057
V-6177
V-6247
V-74556
- All Through the Night—Old Welsh
G-10083
V-563
V-6318
C-A3704
B-2219
- Orientele—Cui
G-10077
V-599

B-10029
C-78138

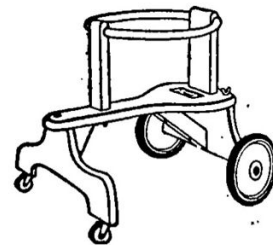
The candidates should use every means to familiarize themselves with these compositions between now and the date of the contest, whether by studying the music at their instruments, on the talking machine or the pianola. All numbers have been recorded for talking machine, the following code being used in the above list to indicate the maker of the record (V-Victor, C-Columbia, G-Gennett (Star Piano Co.), B-Brunswick).

At the final contest short excerpts from ten of the fifteen compositions on the list will be played and the contestants will write down on the blanks to be provided the name of the composition, the name of the composer, his or her nationality and dates. The information on the nationality and dates of the composers is easily obtainable in any encyclopedia or musical dictionary to be found in the public libraries.

All answer blanks must be sent to the Conservatory immediately after the final test on September 10th and no answers received after September 15th can be given consideration. If there is a tie for the prize, the award will be divided or a second test prepared for those who have made the same high score. All answers or queries should be addressed

Radio Scholarship Contest,
Cincinnati Conservatory of Music,
Highland ave. Oak st. & Burnet ave.,
Cincinnati, Ohio.

The Go-bi-bi



The GO-BI-BI is one of the greatest sources of amusement for children from six to eighteen months of age that can be purchased. It is a toy, yet it is more than a toy, for it will not only amuse, entertain, exercise, and develop the youngster, but better still, it will relieve the mother of a large amount of the care of the child for hours at a time. It keeps the baby happily entertained, free from harm, off the floor and out of the way of drafts, permitting the mother to attend to her other duties.

The GO-BI-BI is finished in white enamel with red rubber tires and steel wheels. If your dealer cannot supply you, it will be shipped to you postage prepaid for \$3.50.

The Crosley Mfg. Co.

Dept. 3,

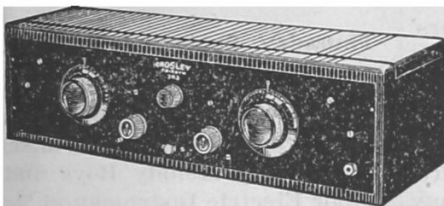
Cincinnati, O.

CROSLEY

BETTER---COST LESS

RADIO RECEIVING SETS

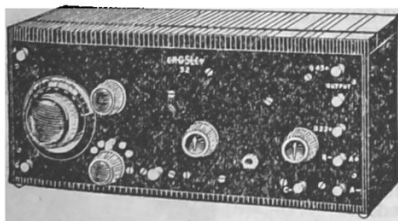
CROSLEY TRIRDYN 3R3



This three-tube Trirdyn 3R3 Receiver gives the efficiency and volume of a five-tube receiver. It consists of one stage of non-reradiating, non-oscillating radio frequency amplification. Armstrong regenerative feed-back detector, licensed under U. S. Patent 1,113,149, reflexes back on the first tube for first stage of audio frequency, and a third tube provides a second stage of audio frequency amplification. This set has only two major tuning controls. These two dials can be calibrated so that stations can be logged and returned to at will. It can be used on outdoor or on short indoor antenna, and is, we believe, the most efficient and sharpest tuning receiver on the market at any price for bringing in long distance stations. It is encased in a beautifully finished, solid mahogany cabinet.

PRICE \$65.00

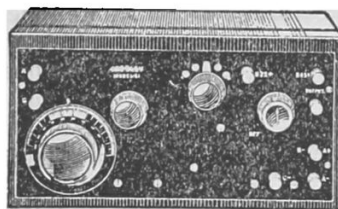
CROSLEY 52



The Crosley 52 is a new three-tube Armstrong Regenerative Receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use. This receiver is unusually efficient, will provide loud-speaker volume on distant stations under practically all conditions, and is in every way an ideal receiver for the home. The parts are mounted on a beautifully grained panel of highest grade insulating material, and are in a hardwood, mahogany finished cabinet.

PRICE \$30.00

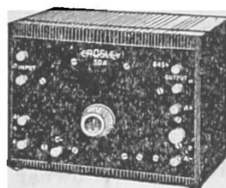
CROSLEY 51



The Crosley 51 needs no introduction. Within twenty-four days from the time that it was announced it became the biggest selling radio receiving set in the world, and it holds that position today. Over 20,000 were sold within two months. It uses two standard storage battery or dry cell tubes, and is licensed under Armstrong U. S. Patent 1,113,149. This receiver will bring in local stations on the loud speaker at all times, and under average conditions will also bring in distant stations on the loud speaker. The Crosley 51 is unusually selective—it incorporates standard sockets so that all makes of tubes may be used.

PRICE \$18.50

CROSLEY 50-A



The Crosley 50-A is a Two-Stage Audio Frequency Amplifier to match the new Model 50 receiver. This unit is equipped with a filament switch for shutting off the current from the "A" and "B" batteries. When used in connection with the Crosley 50, it gives the equivalent of a three-tube regenerative receiver.

PRICE \$18.00

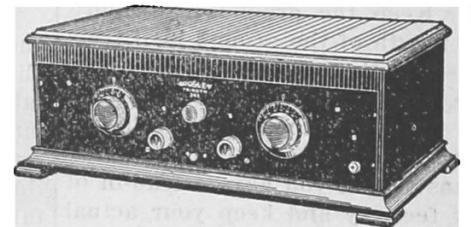
CROSLEY 51-A



The Crosley 51-A is a One-Stage Audio Frequency Amplifier to match the Crosley 51 receiver. When used in connection with the Crosley 51, it gives the equivalent of a three-tube regenerative set. A Crosley multistat and standard socket permit the use of any make of amplifier tube.

PRICE \$14.00

CROSLEY TRIRDYN SPECIAL



The Crosley Trirdyn Special is exactly the same as the Trirdyn 3R3, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have declared that the Trirdyn Special is the most beautiful radio receiving set ever manufactured, and radio experts have acclaimed it to be the most efficient. The Special Trirdyn and a loud speaker placed on a library table, will be a welcome addition to the home from an artistic standpoint.

PRICE \$75.00

CROSLEY 50



The Crosley 50 is a new One-Tube Armstrong Regenerative Receiver, licensed under U. S. Patent No. 1,113,149. We believe this to be the most efficient one-tube receiver ever put on the market. It will bring in, under average conditions, on headphones, broadcasting stations at a distance of one thousand miles or more. The various parts of the new Model 50 are mounted on a beautifully grained panel of highest grade insulating material, nickel-plated trimmings, mounted in mahogany finished hardwood cabinet having hinged lid. This receiver has standard socket, and is equipped with the Crosley Multistat, which enables the use of any standard storage battery or dry cell vacuum tube.

PRICE \$14.50

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Nine Points To Be Watched When You Install Your Radio

All Are Essential If Receiver Is to Give Perfect Satisfaction
—Watch the Batteries Carefully

When you install your radio receiver there are certain little points that if carefully observed will lead to the perfect operation of the set. Strange as it may seem, it is the little things which "make or break" the good operation of the receiver itself when once installed. The following incidental observations given consideration will surprise you when you try them out:

1. Keep the ground lead short. The length of the ground lead from the set to the actual ground (water-pipe, steampipe or register) should not be more than one-tenth the length of the antenna lead-in. This means that if you have a lead-in of fifty feet try and keep your actual ground wire down around five feet. A long ground lead gives broad tuning and allows the set to be disturbed by interference.

2. Do not run the antenna lead and the ground lead parallel. There is a decided tendency of the installer to save work by using braided cable to combine the antenna and ground lead. Run the ground wire and the antenna lead-in in different directions, not close together as many are wont to do. Where the antenna and ground lead are placed parallel for any length a condition exists which is the same as placing a condenser across the antenna and ground of the set, making it extremely hard for the set to reach the lower wave lengths.

3. Do not place the receiver in front of a window where the damp air has direct access to it. The dampness, besides warping the wood and cracking the veneer, also has the effect of making the receiver act queerly during rainy weather. Radio receivers are extremely sensitive to slight changes in internal capacity, and a little dampness will often spoil the action of the set over a considerable length of time.

4. Do not place the loud speaker directly over the set. Doing so causes a feed-back of energy in the audio frequency leads and will make the voice or music muffled and unnatural. It will also cause the set to howl or make queer noises. Place the speaker at a distance of two or three feet away from the set and note the difference.

5. Never install a receiver without making sure that the battery is fully charged. If a half-run-down battery is supplied it is a sure thing that the sets will develop clicks and knocks. A storage battery has the bad habit of running down when

Blind Entertainers



The picture above is that of Mr. and Mrs. Ed Haley, of Ashland, Ky., blind fiddlers, who soon will entertain WLW listeners with a most interesting concert. They have the reputation of being the best old-time music makers of the mountains of West Virginia and Kentucky, making a living for themselves and their three children by playing at dances and county fairs. Mr. Haley is shown playing a fiddle connected with which there is a very interesting story of the old mountain-feud days. His father was involved in the famous Brumfield-McCoy feud and was captured by the Brumfields. He was told that he was to be shot to death in five minutes, during which time he calmly played his fiddle, the same one his son plays for radio listeners and which he was holding when the above picture was taken. The feudist and a friend were shot to death when the five minutes expired and both their bodies were buried in a wooden box. The fiddle, however, was kept by the Brumfields for some years and later returned to the son of the murdered man.

not used, so one that is fully charged today will not be in that condition three or four weeks from today.

6. When a set using dry cell tubes is installed place a felt mat under the receiver. This will take up the shocks and make the set quiet. Otherwise, a person walking across the floor will jar it, causing the tubes to give out microphonic hums and making the customer think that his set is faulty. A braided felt mat, fashioned somewhat after a rag carpet, is available and serves the purpose wonderfully, at the same time dressing the set up a bit.

7. Where an outside antenna is used, make sure that the wire from the lead-in to the set is brought in through an insulated bushing, or some means is used to keep the wire away from the wood of the

house. Do not let the wire touch or come near any part of the house which might ground it.

8. Use a good solid ground clamp which makes perfect contact with the ground. The best ground clamp is one which is made out of a flat strip of heavy copper, with a nut and screw arrangement to tighten it around any size pipe. Scrape all the aluminum paint or dirt away from the pipe, and sandpaper both the inside of the clamp and the pipe. Then screw the clamp on as tight as it is possible and you will be assured of a good contact. A cold water pipe forms a much better ground than a register or radiator system, as it has a direct contact with the best possible ground.

9. Use heavy wire for both the ground lead, and the lead-in. The light annunciator or bell wire does not come up to the underwriters' specifications, which state that a wire of not less in cross diameter than the combined diameters of the wires used in the antenna system shall be used for a ground wire. It would be a good idea if a copy

of these specifications were fully read before installing receivers.

High Lights Of WLW Concert

(Continued from Page 1)

from eight to nine. These boys marvelous harmonizers, feature special selections with saxophone sextettes. From nine to ten Cincinnati Conservatory of Music will complete the contest of scholarship at that institution. is carried out after the manner of schools, playing a number of known airs, and asking for names of composers, title of selections, etc. This is the fourth final test in the series.

Thursday, September 4th, W

Melody and Fun give sorrow long run, every Thursday night WLW when the program mixes the Doherty Melody Boys and Milnor Electric Instrumental Tr



IN YOUR HOME or Wherever You Roam a CROSLY Radio Set

Genuine Armstrong Regenerative one-tube portable radio receiver. Primarily a home set, but it has a portable feature which permits owner to carry it wherever he may go. Stations 1,000 miles away, perhaps more, can be heard with headphones. Same set, installed in portable cabinet, and known as Crosley 50, price \$14.50.

Crosley portable radio receivers are designed to permit use of large dry cell "A" and "B" batteries, which give far more efficient service and last longer than the batteries for which most portable sets are designed. Crosley dealers will install the batteries and make all necessary connections so you can carry the set home ready to attach the aerial and ground wires. Crosley radio sets range in price from \$14.50 to \$75.00, including the Tridyn, a \$65.00 three tube set with five tube efficiency. Regenerative sets manufactured under Armstrong U. S. patent No. 1,113,149.



The Crosley 51-P is a two-tube Armstrong Regenerative portable radio receiver. Consists of regenerative detector and one stage of audio frequency amplification. Local stations, and those nearby, will be heard on a loud speaker at all times, and stations up to 1,000 miles away, or more, will be heard on loud speaker under favorable atmospheric conditions. Same set, installed in non-portable cabinet, and known as Crosley 51, price \$18.50.

FOR SALE BY GOOD DEALERS EVERYWHERE

THE CROSLY RADIO CORPORATION

Dept. POWEL CROSLY, Jr., PRESIDENT Cincinnati, Oh

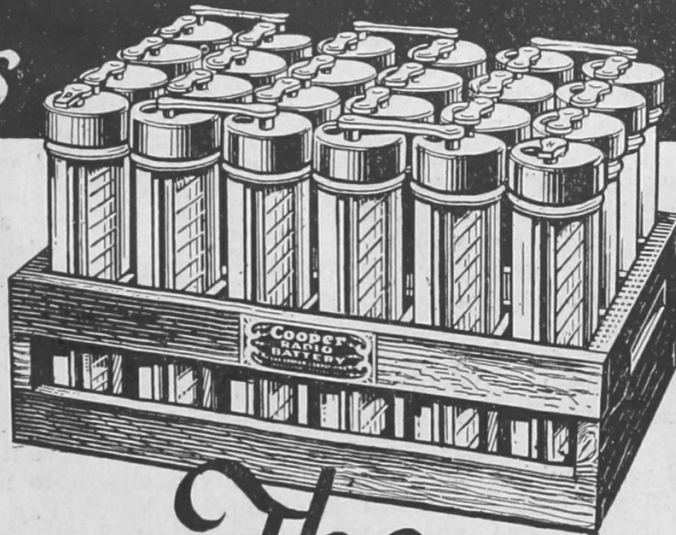
Above is a reproduction of an advertisement that will be furnished Crosley dealers and jobbers. Mats will be furnished free. Stereotypes each. Dealer's name can easily be inserted in place of the Crosley Corporation at the bottom.

The "B" Battery that is Better

Lasts for years

Sells for Less

24 Volt
\$7.95



48 Volt
\$13.95

The **Cooper** RADIO "B" BATTERY (Rechargeable Type)

DEALERS AND JOBBERS!

5000 m a h "B" Battery Selling at \$7.95.

Cooper rechargeable Radio "B" Battery established a new conception of "B" Battery performance and economy. In quality and performance it ranks second to none—in price, lower than any rechargeable "B" Battery of equal quality and capacity on the market today.

With occasional recharging it will serve years, outlasting many sets of dry "B" Batteries.

It is a battery that has been designed and constructed to render the type of service that you please even the most discriminating of your customers. Ample capacity, long sustained, steady voltage, economical service—all this Cooper offers—at a price that is low enough to be in range of everyone's purse.

Cooper has been priced for rapid turnover, quality, low selling price, the responsibility of the manufacturer and advertising will create a demand for it. You should prepare to take care of this demand by writing us for full particulars today. Attach the coupon to your check and mail it to us.

Everyone is demanding better results from their radio. They want clearer reception, steadier and stronger signals, new stations—relief from those harsh, frying noises now blamed on to static.

The remedy is better plate voltage—a Cooper rechargeable "B" Battery.

Here is a battery that has a capacity of over 5,000 m a h hours. Tests have proven it to be the best in Radio "B" Batteries.

It is compact in size, yet with full capacity.—Built with glass cells, condition of battery always visible.—Plates are especially designed to permit a noiseless flow of current.—A special rubber rest has been designed to fit in the bottom of each cell.—This rest not only forms a cushion support for the plates but is so designed that it allows the separators which fit between the plates to extend below them, thus eliminating any possibility of short circuiting across the bottom.—Each cell is tightly sealed, preventing leakage of acid.—Connectors are extra heavy, burned on, insuring tight connections.

All through it is "built for its job." It stands second to none in quality, capacity, service and low price.

The 24 volt sells for \$7.95—the 48 volt for \$13.95—priced lower than any other rechargeable "B" Battery of equal capacity on the market today.

The Cooper Rechargeable "B" Battery is a necessary part of your equipment if you want the best from your radio outfit. See your nearest radio dealer today—if he cannot supply you see or write us.

THE COOPER CORPORATION

General Offices
Cincinnati, Ohio.

Factories
Cincinnati, Ohio.

BRANCH HOUSES
THE I. J. COOPER RUBBER CO.

CINCINNATI
COLUMBUS
DAYTON

NASHVILLE

INDIANAPOLIS
KNOXVILLE
MEMPHIS

Cooper Corporation,
Cincinnati, Ohio.
Send me full particulars regarding your "B" Battery proposition.
Name
Address

Boon of Summertime Radio Is Reflected In Letters to Broadcasting Stations; Called "Indispensable Public Service"

The campaign that has been conducted in an effort to make the summer of 1924 a radio summer by the improvement of equipment, service and programs, has brought a flood of letters to broadcasting stations throughout the country reflecting the increased hold which radio has taken upon the public and the better quality of reception this season as compared with the warm months of 1923.

One of the interesting developments disclosed in these communications is the vogue of "Radio Parties." In thousands of the smaller communities the announcement of an exceptional broadcasting program is seized upon as the occasion for a gathering of neighbors and friends for an evening of music or for an informal dance.

Due to the notable improvements in receiving apparatus as well as the greater power and range of many broadcasting stations in the United States, the usual summertime atmospheric disturbances have interfered but little with the enjoyment of radio reception.

Letters from public officials, educators and clergymen emphasize the fact that, in addition to these entertainment features, radio has become an indispensable public service. The broadcasting of the Democratic and Republican National Conventions came in many quarters as a revelation of the power and destiny of radio in the home.

A veteran clergyman writes to a radio station:

"It is almost unbelievable how good the reception from an assemblage of that sort sustains the illusion of actually 'being there'. You are able to visualize every incident as you read it in the next morning's papers. The broadcasting of the National Conventions ought to be highly educative for young Americans as an object lesson in active citizenship. I know more about the modus operandi of a political convention now than I have been able to learn otherwise in sixty years."

What radio means to many thousands of our population, shut out from participation in many normal activities by physical handicaps, is

shown by the following letter from a blind girl, who, despite her disabilities is superintendent of an association for the blind in her home city:

"It is my opinion," she writes, "that every blind person should own a radio. Radio opens to the blind a world of exceeding joy and gladness and fills lonely hours with delicious happiness."

The enthusiasm for summertime radio is not confined to the young. A Civil War veteran writes as follows:

"I am 82 years old but radio has made me 28 years young. I still remember my first sled, my first jack-knife, my first watch, but these thrills were tame compared to the ownership of a radio set. I can realize how your artists must enjoy the knowledge that they are entertaining untold thousands. God bless 'em."

From the far-off Antipodes the Mayor of Nelson, New Zealand, writes:

"We have been fortunate throughout the summer in hearing clearly not only the words of your announcer but also dance and concert music of excellent quality."

The radio fans of the Hawaiian Islands likewise testify to the success of summertime reception, in a letter from Waiuku to a western station:

"In the earlier part of the evening reception is somewhat more difficult, but toward the middle of your program the signal strength from your station is almost loud enough to break our ear phones."

A lonely lookout for the United States Forestry Service, camping on top of an elevation of over 5,000 feet in the mountains of northern Washington, so cut off from civilization that only occasional opportunity comes to mail a letter, writes that—Life has taken on for him a new aspect this summer, since radio has pierced his mountain fastness.

Hundreds of other letters in appreciation of various features of the radio programs broadcast from

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

the many stations of the country are from writers who declare that they never heard a church service until it was brought to them by radio; that they never heard an opera until it was carried to them through the ether, or that radio had made bright a life of loneliness here and there.

ONLY CIRCUMSTANTIAL

Following a dinner of savants, a certain professor of psychology thought he would test a colored cloak-attendant as to his memory. Although he pretended to have mislaid his check, the boy without hesitation handed him the right hat.

"How did you know this one is mine?" asked the learned man.

"Ah don't know dat, suh."

"Then why do you give it to me?"

"Cause you give it to me when you come in, suh."—Fay Eagan's Lightning Line.

Bo—Ah just heard dat dey done found Napoleon's bones.

Rah—Faww de lan's sake! Ah did not know he wuz a gamblin' man.—Punch Bowl.

THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively

CROSLY

RADIO APPARATUS
On Hand For Prompt Shipment
2409 Harris Ave.
Norwood Station Cincinnati, O.

IMMEDIATE DELIVERY ON
NEW MODEL CROSLY RE-
CEIVING SETS

Full Crosley Discounts to Dealers
Only.

WAKEM & McLAUGHLIN, Inc.,
225 East Illinois St.
Radio Distributors Chicago, Ill.

We broadcast daily at
11:00 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.



The
Superspeaker

**USE YOUR PET
ONE-TUBE SET**

to test this revolutionary reproducing instrument. The wider your experience, the greater will be your amazement and delight. On many such sets the Superspeaker is the only equipment that will yield satisfactory results.

On multi-tube sets, Superspeaker results are just as strikingly superior. Exclusive micrometer air-gap adjustment insures range without extra batteries. Big, substantial non-metallic horn—finished in glossy ebony. More good dealers wanted.

**JEWETT RADIO &
PHONOGRAPH COMPANY**
5680 Twelfth Street
DETROIT MICHIGAN

DEALERS
Place Your Orders With
**THE JOHNSON ELECTRIC
SUPPLY CO.**
232 E. 5th St. 331 Main St.
CINCINNATI
Distributors for
The Crosley Radio Corporation
Genuine Radiotron Tubes
General Radio Company
Magnavox, Brandes, Eveready,
Burgess

PUBLISHED BY THE CROSLY RADIO CORPORATION, MANUFACTURERS OF RADIO APPARATUS, CINCINNATI, OHIO.

VOL. III, NO. XXXVI.

PRICE \$1.00 PER YEAR.

SEPTEMBER 8, 1924

Santa Claus Visits Boys and Girls At Crosley Festival

Big Airplane Brings Jovial Patron Saint of Childhood to Cincinnati In August for Summer Party.

Whir-rir-r-r—

Thousands of happy up-turned faces of little children.

Whir-rir-r-r—

Thousands of eyes follow an airplane. Little children shout with joy. "It's Santa Claus. I see him. There he is. Look! Oh, Mary, John, Tom!"

Little throats strained with the gleeful shouts of the excited children as they watch the airplane come over Burnet Woods in Cincinnati. Santa Claus is holding a Midsummer Festival under the auspices of The Crosley Radio Corporation and the Community Service. It's mid-summer and Santa Claus has remembered the little kiddies. That jolly fellow never forgets, even though he is busy in his workshop away up "there."

Whir-rir-r-r—

The airplane has gone and the children are turning to the large platform where thirty-five musicians compose the band donated by the Musicians' Protective Association. Gay tunes are played and the children shout with glee.

"Ah! Oh! Look-ee, here comes Santa himself. Let's meet him," shout the children as they see Santa Claus himself, come strolling across the grass towards the platform. It is August 23 and he is perspiring. This is the first time Santa Claus has visited the children except at Christmas when it is cold and snow is in the air.

"Well, well," said Santa, as he looks over the heads of the little ones "I am glad to see so many here. It shows that I am not forgotten, even though you came from pools of cool water and shady nooks to be in the party which my good friends arranged for you. There's music, folk and fancy dancing; beautiful songs; lots of ice cream and cakes and just everything to make you happy but I must go away again. You will all want your toys and dolls when I visit with you again in December and I must leave you now and fly back in my airplane. Good bye, and good wishes to all of you and thanks

(Continued on Page 7)

Whoop Things Up At WLW



Above is a picture of the Doherty Melody Boys, who entertain radio listeners every Thursday evening by playing at Station WLW. Reading from left to right, they are Leo Bludau, Frank Pendergast, Ridge Bludau, Fred Smith, (announcer at WLW), J. L. Doherty, Roy Goodlander, and "Dudie" Rainer. They are shown grouped about the microphone just before launching an evening of fun and music.

On one of the recent Thursday evening programs at WLW, the famous Senator Schultz gave out the dimensions of the equally well known Mellon. Doherty, of the Doherty Melody Boys. Radio listeners were invited to guess the weight of this happy, heavy-bodied and light-hearted entertainer, with a Crosley Trirdyn Receiving set as the prize. Hundreds of letters and postcards flooded the WLW mail during the next few days, but the prize winner was the one that follows:

"Cincinnati, Ohio,
July 25th, 1924.

"The Crosley Radio Corporation,
Broadcasting Department.

"Dear Sirs:

"I am sending this letter in re-

sponse to the announcement over radio last night, about Mellon Doherty's weight.

"In accordance to his waist band, hat, and height I should think just as Senator Schultz did, he has a very small understanding. If that was a scale last night that broke, I think the city had better watch theirs. If he uses them, I pity the scales and Mr. Doherty's pocket-book.

"I should judge from what I heard last night, that Mr. Doherty weighs in this contest about two hundred and thirty-one and one-half pounds.

"Your Everlasting Radio Fan,
"Jeanette Brown,
"1163 Harrison Ave.,
"Cincinnati, Ohio."

Story Of Life Of Powel Crosley, Jr.

(The following interesting story on the life of Powel Crosley, Jr., president of The Crosley Radio Corporation, recently appeared in the Radio Section of the New York Telegram-Mail. It was headed "Close-up of Your Broadcast Favorites" and was one of a series of similar articles regarding leaders in the radio field.)

Every so often an unknown mortal hitches his little wagon to a star and manages to hold on until fame and fortune are his. One of these is Powel Crosley, Jr. A little over two years ago he began to

build radio sets on a very small scale indeed; today he numbers station WLW among his numerous possessions and is known wherever its voice penetrates.

Powel Crosley, Jr., is a difficult subject to portray in printer's ink and cold type. He is a man of a thousand moods, a man whom you could justly accuse of snap judgment one moment and of mature deliberation the next. He is

(Continued on Page 4)

Sorrow Becomes Happiness Through Radio Broadcasting

All Classes Brought Into Common and Helpful Sympathies Through Improved Radio.

The annual dinner of the Cincinnati Electric Club was held at Chester Park, where the exhibition of radio and electrical devices attracted thousands to the amusement resort. Several prominent speakers told the assembled diners of the wonders of radio and electricity and those who tuned in to the Crosley WLW Station, heard the speeches. One of the speakers was Fred Smith, Studio Director of WLW, who said:

"With regard to the older and long established businesses, arts and professions, we all know pretty well what ideals prevail. But in this newest of businesses and professions, that of manufacturing radio apparatus and managing broadcasting stations, the world pauses and wonders, no doubt, what we think of it, and what we, the radio people, see ahead of us.

"Radio has a great chance for doing good; good in the sense of making the world brighter; for it does, first of all, send out joyful entertainment; second, it discovers unhappiness and turns it into pleasure; and third, it has the divine faculty of bringing men closer and closer together into more harmonious understanding.

"Of its first virtue, that of supplying entertainment, there is no reason to boast or proclaim that radio broadcasting has reached perfection. Please be assured that those who are in the very center of creating programs are the people who are most dissatisfied of the present, yet hopeful of the future for more valuable work. We all know that great radio improvements will come in the broadcasting—the question of power, modulation, quality and entertainment. In the rapid evolution of the last three years, surely all of us have appreciated such charming and delightful features as the symphonies from New York, the dramas from Schenectady, and the operas from Chicago and Cincinnati.

"The second chance for doing good which comes to radio is not being overlooked. We refer to the joy it brings to shut-ins, the pleasure it gives to those who live in

(Continued on Page 7)

Crosley WLW Programs For Week of Sept. 7th

SUNDAY

RADIO PROGRAM W L W

The Crosley Radio Corporation
Cincinnati, Ohio
September 7. Eastern Standard Time.
423 Meters.

9:30 A. M.—
School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
11:00 A. M.—
Services of the Church of the Covenant, Dr. Frank Stevenson, Minister.
7:45 P. M.—
Services of the First Presbyterian Church of Walnut Hills, Dr. Fredrick McMillin, Minister.
8:45 P. M.—
Concert by the Western and Southern Orchestra, directed by William Kopp. (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Co.)
(Baldwin Piano)

MONDAY

RADIO PROGRAM W L W

The Crosley Radio Corporation
Cincinnati, Ohio
September 8. Eastern Standard Time.
423 Meters.

11:00 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. Theatrical Review.
8:00 P. M.—
Popular Dance Program by ALVIN ROEHR'S MUSIC MAKERS
Alvin Roehr, violin, director and MANAGER
Fred Gooseman, trumpet
N. B. Van, saxophone
"Pete" Miller, banjo
William Braun, trombone
Art Mees, piano
"Nat" Barnhart, entertaining drummer
8:45 to 10:00 P. M.—
CONCERT PROGRAM, through the courtesy of THE COOPER CORPORATION, featuring the COOPER CORPORATION ORCHESTRA and MALE QUARTET.
(Baldwin Piano)

TUESDAY

RADIO PROGRAM W L W

The Crosley Radio Corporation
Cincinnati, Ohio
September 9. Eastern Standard Time.
423 Meters.

11:00 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. Times-Star News.
10:00 P. M.—
BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA. (By direct line from

Goodwin's Palm Gardens). Playing all the latest hits such as: "Louise," "Drifting Along," "Jimminy Gee," "June Night," "Jealous," and "Believe Me."
10:30 P. M.—
"A Barnyard Symphony" with "Uncle Jake" Rutz and the Pumpkin Vine Orchestra. Calls by Norton Stutson.
11:00 P. M.—
BERNIE CUMMINS' RECORDING ORCHESTRA.
Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER
11:30 P. M.—
OTHER FEATURES TO BE ANNOUNCED.
11:55 P. M.—
Special program by the CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
Walter McDonald, piano
William Koch, saxophone and clarinet
Rex Adkins, trumpet
William Davidson, trumpet and French horn
Frank Bamberger, trombone
Leon Warren, banjo
Ray Fetzer, bass and tuba
Bud Ebel, drums
(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM W L W

The Crosley Radio Corporation
Cincinnati, Ohio
Sept. 10th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Program for "Shut Ins" given by the Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music.
8:00 P. M.—
THE VIRGINIA ENTERTAINERS, presenting popular music symphonically.
Jack Bauer, violin, trumpet, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
O. V. Speybrook, saxophone and clarinet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone, saxophone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnston, piano and arranger
A. F. Joseph, drums and effects
9:00 P. M.—
"The Great Divide," arranged in Radio form by Mr. and Mrs. Henry Florsheim.
Cast:
Mr. Henry Florsheim
Mrs. Henry Florsheim
Miss Carmen Kahn
Mr. Gordell Gross
Mr. Bert Gross

Songs by Miss Marian Manship, soprano; accompaniments by Mme. Thuiss.
Finale program of Radio Scholarship Contest, by Cincinnati Conservatory of Music.
(Baldwin Piano)

THURSDAY

RADIO PROGRAM W L W

The Crosley Radio Corporation
Cincinnati, Ohio
Sept. 11th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Recital by Miss Adelaide Apfel.
10:00 P. M.—
Three minutes with the United States Civil Service.
10:03 P. M.—
Popular program and entertainment by the DOHERTY MELODY BOYS
Frank Pendergrast, piano
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Roy Goodlander, trombone
"Dudie" Wainer, drums
J. L. Doherty, banjo, entertainer and MANAGER
Senator Schultz in feature dialogue, "After the Storm."
J. E. Klein and Marion Klein.
10:30 P. M.—
Concert program by the MILNOR INSTRUMENTAL TRIO.
(The courtesy of the Milnor Electric Company, Cincinnati.)
This program will include standard solos, trios and excerpts from popular musical comedies, and also features the national air of Canada "The Maple Leaf Forever."
11:00 P. M.—
Song: "When Evening Shadows Fall"—Poem by James Whitcomb Riley, Music by Edward Strubel, local composer; sung by Male Quartet:
Ray Ruttle, first tenor
Lincoln Newhall, second tenor
Al Kreuzman, first bass
Fred Muething, second bass
This song won first prize in the National Contest for American Folk Songs, held in Chicago June 11th to 13th, 1924.
Continuation of program by MILNOR INSTRUMENTAL TRIO.
Doherty Melody Boys.
(Baldwin Piano)

FRIDAY

RADIO PROGRAM W L W

The Crosley Radio Corporation
Cincinnati, Ohio
Sept. 12th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Piano recital by pupils of the Stoffregen Studios.
(Baldwin Piano)

SATURDAY

RADIO PROGRAM W L W

The Crosley Radio Corporation
Cincinnati, Ohio
Sept. 13th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, 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; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; 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 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 Agriculture, 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 announced 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 9:00 P. M.

The Burma railways have taken up wireless as a means of improving their communications, which in a country of wild jungle and rivers, is a difficult matter with cables and telegraph lines. Experiments have been carried out between Rangoon and Insein which have been very successful, and Rangoon, Henzada, Moulmein and Mandalay are to be linked up shortly.

CONDENSED TIME TABLE OF W L W BROADCASTING STATION OF THE CROSLY RADIO CORPORATION

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
Colerain and Sassafras Streets, Cincinnati, Ohio.
Telephone, Park 3200
Subscription Price, \$1.00 a Year
Robert F. Stayman
Editor
Alvin R. Plough
Associate Editor

LOOKING FORWARD TO CHRISTMAS

There was an old song we used to sing in the Little Red School House, that ended with the following lines.

"Now the little busy bee is the type for you and me:

For the winter he provides in sunny May!"

We now find that the radio impresario must have taken heed, for his work in the summer time keeps him busy with plans for the long winter months when radio reigneth supreme. As far back as last December WLW thought of the following Christmas, and now the plan for Santa's next series of appearances include for each evening special features that must be worked out far in advance.

Just so many other events are being outlined. The concerts featured each Sunday evening will include the appearance of some of America's greatest soloists. Besides these, the Welfare Association of the Western and Southern Life Insurance Company, under whose auspices these programs are given, has arranged for consecutive appearances of the very best soloists in Cincinnati.

Through Mr. Ted Snyder, of Waterson, Berlin and Snyder, of New York City, arrangements have been completed for monthly appearances of such well-known popular singers as Malie and Little, Fred Hughes, Addy Britt, Bernard and Robinson, and Wright and Besinger. This plan will cover from September to May, and these men, staying for a week at a time with WLW, will add enjoyable variety to the excellent programs of orchestras already booked for regular appearances at the Crosley Station.

The moral to all this is obvious: Radio programs this winter will be much more enjoyable than ever before. Fortunate indeed will be those families who provide themselves with receiving sets equal to the concerts! Add to such attractions as those mentioned above the exciting broadcasts of Presidential Campaign Year, and then ask the question: What is home without a radio?

THE COMING RADIO CONFERENCE

That radio is not a fad and is receiving the attention of great scientists and business men, is found in the call just issued by Secretary Hoover for a conference in Washington. This great get-together meeting, to be held in September, will be conducted under the auspices of the Department of Commerce and will shape "positive and certain legislation to prescribe the exact rules of the radio game now being played by millions of Americans."

Mr. Hoover said further in his radio address:

"In the last three years radio has attained such eminence that today it stands in point of importance in the development of American life second only to the printing press, and the greatest single achievement since the invention of type. Today there are 5,000,000 radio receiving sets in use in the United States, which bring 20,000,000 people within speaking range of a voice.

"To date this meteoric industry lacks steering gear for proper directional guidance. The Department of Commerce is named the federal agent to supply in part this need. Therefore, I shall urge to the forthcoming conference, as our first problem, the control of interference. Fortunately, in this instance, regulation is welcomed. Mere refinement of instruments will in time obviate some difficulty, but there is further necessity for strict rules, and, because you cannot bound the air, radio is purely interstate in character, awaiting federal regulation.

"Other pressing problems are: The guarding against monopoly of wavelengths; the improvement of programs to build up a constructive service of national worth in the great fields of social, civic, educational and industrial life; determination of equitable compensation to radiocasting agencies to make them self-supporting; settle questions of priority of material, to be radiocast according to timing zones for maximum efficiency.

"I am unalterably opposed to the curbing of free service to radio receivers of whatever make or description. I am against federal regulation that would limit free speech. Education must play its great part in refining and dignifying our programs but no one would set himself as a professional program writer after reading the correspondence that comes daily to the Department of Commerce, humorous complaints in serious vein. But my duty is to 'keep the air lanes clear,' that radio, the handmaid of the printers' art shall go forward in orderly development unsullied by a too-narrow vision and monopolistic tendencies."

Radio Religion Is Need of the Day Minister Declares

Interesting Sermon On Benefits to Be Derived from Listening In When Church Services Are Broadcast.

"Radio religion," which listens in on the whole world, was proclaimed to be the need of the day by Dr. Clarence T. Craig, pastor of Clifton Methodist Church, Cincinnati, in a sermon recently in which he put religion in the terms of radio. "Radio religion," he said, "tunes in on China and Africa; it is sensitive to the waves of need from India and Korea. Some try desperately to tune out these distant voices for fear they will spoil the local program over W. E. U. S., but genuine radio religion wants to listen in on World."

A part of the sermon follows: "Every age must interpret its religion through its own vocabulary. In this age of radio it is peculiarly fitting that we should have radio religion. It is not a new faith, but a new set of comparisons for the old verities which we dare not leave encased in thread-bare verbiage.

"Radio religion is certain of the reality of the unseen. There is peril to religion in the fact that so much of our experience deals with that which can be weighed and counted. Images represent the crude attempts of primitive faiths to give reality to the unseen. I cannot understand how the unseen voice is present through radio, but I know it is real. We will not scan the heavens for God's broadcasting station. He speaks through neither ancient Hebrew nor the words of American slang, but through the finest aspirations of our soul. In the quietness of His sanctuary the unseen would be unto the highest reality.

"Radio religion is distinctively the religion of the common man. No invention has spread so rapidly and so widely as has this great demo-

cratizer. The religion that occupies too many of our churches, however, deals in elusive discussions of subtleties far away from the thought world of the common man. It may be good food for some people, but it isn't that for which the average man feels a need. Radio religion is not religion a la jazz; we dare not strip reverence from the sanctities of the soul; but it deals with God, with forgiveness, with character, and with life. It demands neither the profound learning of a scholar, nor the pocketbook of a man of wealth to share in its gifts. It asks only for the receptive aerial of a contrite heart.

"Static is the great foe of radio, particularly in summer. Static is the great foe of radio religion, particularly in summer. We stand still and our unutilized faith rusts and corrodes in the summer humidity. We acquire a layer of fat around the heart that cools our sympathetic response. In radio, static is noise without a meaning. Radio religion also suffers from the static of noise without a meaning. When we intellectually stand still repeating worn-out shibboleths it is not surprising that the crowd moves on to find that which they can understand. The most destructive kind of static is that kind of religion which would repose safely in an ark and which would be the cheapest form of combined life and fire insurance, for Jesus paid it all. He believed that the lame must walk, must even carry their beds, for radio religion presents a course to be run, a challenge to be accepted, a life to be lived.

"Radio religion knows no geographical boundaries. A true radio fan reports how many of the big league cities of the radio league he has heard from the night before. Radio religion tunes in on China and Africa; it is sensitive to the waves of need from India and Korea. Some try desperately to tune out these distant voices for fear they will spoil the local program. They might interfere with hearing cousin Kate sing "The Last Rose of Summer," over WEUS and company. Genuine radio religion wants to listen in on WORLD. Some day internationalism may be cultivated
(Continued on Page 6)

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 most 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.

Story Of Life Of Powel Crosley, Jr.

(Continued from Page 1)

audacious and he is meek; tenacious and yet not stubborn. He is a man of opposites.

Unless you are a genius at character analysis you do not sense these things when you listen to Powel Crosley, Jr., over the radio. But the minute you meet him at the business end of the microphone you do. His personality will impress itself upon you. The chances are that he will settle some business matter in a flash in your presence and before you know it you have him catalogued as a man of snap judgment.

"I've been accused of that often," said Powel Crosley, Jr., with a wry smile after we had got up courage enough to tell him our reaction to his method. "But it really isn't snap judgment. Please don't think that it is. On the contrary, you may find that it is rather slow judgment, although it appears fast because it is the result of many years of experience. Surely you wouldn't expect an executive to ponder over questions with which he is supposed to be familiar? What would you think of a musician who stopped to practice when you asked him to play a simple little piece?"

If you are any good at all at reading between the lines, that answer should tell you the entire story of Powel Crosley, Jr. He bases everything on unassailable logic. His answers leave you with a feeling of finality. You have to cast about for a loop hole with which to start the conversation; the ace all seem to be in his hand.

Yet, all in all, Powel Crosley, Jr., is of the type of genus homo known as a real good scout. He has a smile and a way about him that will win even those who come with a chip on their shoulder. He treats his employes well; the expression "working for Crosley" is not tolerated in his factory in Cincinnati. When you work in the Crosley plant you are working with Crosley and distinctly not "for" him. That little point is on page 1 of the shop book of etiquette, and he who forgets it is gently reminded.

Speaking of the Crosley plant brings this story to the real heart of Powel Crosley, Jr. That plant is his fulfilled dream, his most cherished possession. It also typifies the great foresight which made him a wealthy man in the short

space of two years. The immensity of the factory helps you to understand and excuse what little self-satisfaction is apparent about Crosley.

A publicity man has dubbed Powel Crosley, Jr., the "Henry Ford of radio." Of course you can take that little statement with the customary grain of sail, but there is something about it that appeals to one's sense of the romantic. Powel Crosley, Jr., may not be the Henry Ford of radio—it takes a real pile of radio receivers to get your mind on the same track with Ford cars—but he is undoubtedly a factor in the radio world of no mean importance. The story of his meteoric rise is an epic.

"The real impulse behind it all," says Crosley when you ask him the story, "was a vision I had once when I was down with a very bad fever. That was the foot on the accelerator pedal, if you must have a smile. I was just breaking into the radio manufacturing business and things weren't going so well. It was an awfully hard pull and the work probably had as much to do with my being laid up as anything. Then one night, while I felt as though I was going to burn up, came the vision.

"I saw what failure to make the grade would mean not only to my family but to myself. I saw poverty and recoiled from it. Possibly the fever had a lot to do with the blackness of the outlook, but now I am glad it did because it spurred me on. Then, with the determination which only a sick man who is piqued at being sick can muster, I swore to myself that both I and the business were going over the top. My wife tells me that I clenched my fists so hard during this little bit of dramatics that the blood almost came."

Crosley became the careless lad again as he recounted the scene on his sick bed. The way he told it had so many earmarks of the melodramatic that we, in absolute disregard of all the don't's in the etiquette book, betrayed just the faintest glimmer of a smile. Crosley smiled, too, and that made it unanimous.

"I don't blame you for smiling; it does sound very much like the wicked villain type of drama. But you mustn't forget the conditions existing in radio at that time.

Two years ago, you know, almost three in fact, when we started out here, radio was just beginning to take hold of the popular fancy. The radio manufacturers supplied the demand without any great effort, I can assure you. They made the sets up one by one. Nobody had ever thought of copying the Ford idea in so far as radio sets were concerned.

"Our problem was to inject the 'big production bug' into the radio manufacturing business, and it took a powerful lot of injecting to do it. We wanted to cut the price of the sets down to as low a figure as was consistent with a fair profit and with fair competition. The big idea was to make very little profit on each set, but to build so many sets that the total profit of the plant would be something worth looking forward to on dividend day. See for yourself whether we did it or not."

Half a glance about the Crosley plant will tell you that they did. When you cast your weary eyes up and down the aisles of the Crosley factory you instinctively ask yourself the same question that the vis-

itor to the Ford plant in Detroit asks. "What in the world do they do with them all?" you want to know. But that, as the Irishman said in the famous joke, is another story.

Station WLW is Powel Crosley, Jr.'s, pet stamping ground. The reason is easy to see. Crosley has that type of personality that likes to get out to the public square and tell the town about it. By means of station WLW he can step into the studio room and tell the world about it—or at least that part of the world in reach of the Crosley ether waves.

Don't infer from the foregoing that Crosley is an out and out braggart. Nothing could be more erroneous. He is simply that typical product of the middle West, which can't exist without the companionship of the whole community. He is what Westerners like to tell Easterners all Westerners are. He is open, natural, frankly hospitable, and he has a sense of humor. Let him tell you about the humor part of it.

"I was whizzing along an Illinois

(Continued on Page 8)



IN YOUR HOME or Wherever You Roam a CROSLY Radio Set

Genuine Armstrong Regenerative one-tube portable radio receiver. Primarily a home set, but it has the portable feature which permits its owner to carry it wherever he may go. Stations 1,000 miles away, and perhaps more, can be heard with headphones. Same set, installed in non-portable cabinet, and known as Crosley 50, price \$14.50.

Crosley portable radio receivers are designed to permit use of large dry cell "A" and "B" batteries, which give far more efficient service and last longer than the batteries for which most portable sets are designed. Crosley dealers will install the batteries and make all necessary connections so you can carry the set home ready to attach the aerial and ground wires. Crosley radio sets range in price from \$14.50 to \$75.00, including the Tridyn, a \$65.00 three tube set with five tube efficiency. Regenerative sets manufactured under Armstrong U. S. patent No. 1,113,149.

The Crosley 51-P is a two-tube Armstrong Regenerative portable radio receiver. Consists of regenerative detector and one stage of audio frequency amplification. Local stations, and those nearby, will be heard on a loud speaker at all times, and stations up to 1,000 miles away, or more, will be heard on loud speaker under favorable atmospheric conditions. Same set, installed in non-portable cabinet, and known as Crosley 51, price \$18.50.

FOR SALE BY GOOD DEALERS EVERYWHERE

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., PRESIDENT

Dept.

Cincinnati, Ohio.

Above is a reproduction of an advertisement that will be furnished to Crosley dealers and jobbers. Mats will be furnished free. Stereotypes 50¢ each. Dealer's name can easily be inserted in place of the Crosley Corporation at the bottom.

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

IMMEDIATE DELIVERY ON
NEW MODEL CROSLY RE-
CEIVING SETS

Full Crosley Discounts to Dealers
Only.

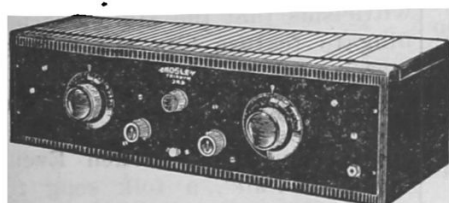
WAKEM & McLAUGHLIN, Inc.,
225 East Illinois St.
Radio Distributors Chicago, Ill.

CROSLEY

BETTER--COST LESS

RADIO RECEIVING SETS

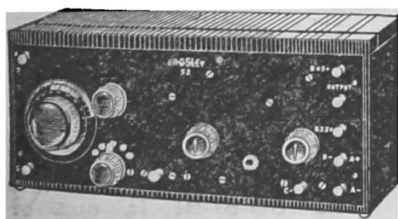
CROSLEY TRIRDYN 3R3



This three-tube Trirdyn 3R3 Receiver gives the efficiency and volume of a five-tube receiver. It consists of one stage of non-reradiating, non-oscillating radio frequency amplification. Armstrong regenerative feed-back detector, licensed under U. S. Patent 1,113,149, reflexes back on the first tube for first stage of audio frequency, and a third tube provides a second stage of audio frequency amplification. This set has only two major tuning controls. These two dials can be calibrated so that stations can be logged and returned to at will. It can be used on outdoor or on short indoor antenna, and is, we believe, the most efficient and sharpest tuning receiver on the market at any price for bringing in long distance stations. It is encased in a beautifully finished, solid mahogany cabinet.

PRICE \$65.00

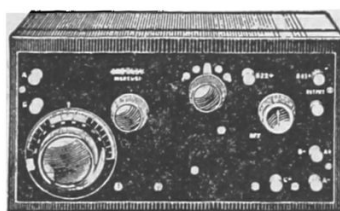
CROSLEY 52



The Crosley 52 is a new three-tube Armstrong Regenerative Receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use. This receiver is unusually efficient, will provide loud-speaker volume on distant stations under practically all conditions, and is in every way an ideal receiver for the home. The parts are mounted on a beautifully grained panel of highest grade insulating material, and are in a hardwood, mahogany finished cabinet.

PRICE \$30.00

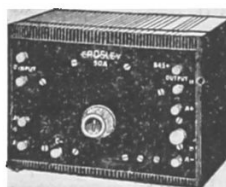
CROSLEY 51



The Crosley 51 needs no introduction. Within twenty-four days from the time that it was announced it became the biggest selling radio receiving set in the world, and it holds that position today. Over 20,000 were sold within two months. It uses two standard storage battery or dry cell tubes, and is licensed under Armstrong U. S. Patent 1,113,149. This receiver will bring in local stations on the loud speaker at all times, and under average conditions will also bring in distant stations on the loud speaker. The Crosley 51 is unusually selective—it incorporates standard sockets so that all makes of tubes may be used.

PRICE \$18.50

CROSLEY 50-A



The Crosley 50-A is a Two-Stage Audio Frequency Amplifier to match the new Model 50 receiver. This unit is equipped with a filament switch for shutting off the current from the "A" and "B" batteries. When used in connection with the Crosley 50, it gives the equivalent of a three-tube regenerative receiver.

PRICE \$18.00

CROSLEY 51-A



The Crosley 51-A is a One-Stage Audio Frequency Amplifier to match the Crosley 51 receiver. When used in connection with the Crosley 51, it gives the equivalent of a three-tube regenerative set. A Crosley multistat and standard socket permit the use of any make of amplifier tube.

PRICE \$14.00

CROSLEY TRIRDYN SPECIAL



The Crosley Trirdyn Special is exactly the same as the Trirdyn 3R3, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have declared that the Trirdyn Special is the most beautiful radio receiving set ever manufactured, and radio experts have acclaimed it to be the most efficient. The Special Trirdyn and a loud speaker placed on a library table, will be a welcome addition to the home from an artistic standpoint.

PRICE \$75.00

CROSLEY 50



The Crosley 50 is a new One-Tube Armstrong Regenerative Receiver, licensed under U. S. Patent No. 1,113,149. We believe this to be the most efficient one-tube receiver ever put on the market. It will bring in, under average conditions, on headphones, broadcasting stations at a distance of one thousand miles or more. The various parts of the new Model 50 are mounted on a beautifully grained panel of highest grade insulating material, nickel-plated trimmings, mounted in mahogany finished hardwood cabinet having hinged lid. This receiver has standard socket, and is equipped with the Crosley Multistat, which enables the use of any standard storage battery or dry cell vacuum tube.

PRICE \$14.50

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Radio Religion Is Need of the Day Minister Declares

(Continued from Page 3)

when our instruments can receive from the Eiffel Tower in Paris. Radio religion awaits no refinement of mechanism; it seeks only a keener sensitiveness of soul that will put character above race, want above mere propinquity, and replace the township mind with a world vision.

"Radio religion, however, has its perils; it may become long distance and standardized. We tend to think about people as bunches, and likewise to think in bunches about people. Radio disseminates common opinions rather than personal convictions. Radio religion dare not become crowd conscious to the extent that it weakens the conscience in the crowd. No one would expect to do much good dropping eye medicine out of a second story window.

"A standardized remedy that can be applied to all men in bunches loses the therapeutic quality of a healing Gospel. That which is broadcast to every one in general is sent to no one in particular. But vital religion is personal fellowship between individuals.

"Doubtless those who look upon the Bible as a volume of subtle mysteries to be cleared up only by history see a veiled prophecy of radio in the words of Jesus: 'What ye have spoken in the ear in the inner chambers shall be proclaimed upon the housetops.' Oddly these words are interpreted by Matthew as a threat but by Luke as a promise. But what if our innermost thoughts were sent out over the air? What if an invention of the twentieth century should make intelligible to all the foul imaginings of evil minds, and likewise the beautiful thoughts of quiet souls who go unnoticed in this world where people often seem to be heard for their much speaking? Surely that would be a threat, as well as a promise. Often we don't say what is in our mind because we know that it has no business being there. But the Searcher of the hearts of men needs await no new invention. Our lives are open before His presence, and there is nothing secret that is not revealed unto His all-seeing eye. Radio religion asks for a mind that dares to face the world unveiled. Such needs the cleansing every day of God's Holy Spirit."

THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively

CROSLY

RADIO APPARATUS
On Hand For Prompt Shipment
2409 Harris Ave.
Norwood Station Cincinnati, O.

Should Prison Walls Be Bar To Radio?

A storage battery dealer in a midwest town recently had a letter from a convict, asking whether he could purchase a second-hand battery to attach to a receiver that he had built up in his cell, paid for out of his meager earnings of \$1.50 a month, saved over a term of four years' imprisonment.

He told in his letter of his shut-in life, and how his little radio had brought him again in touch with the outside world. He told how it cheered him, and built hope in his heart; he told of the comfort, encouragement and education he gets from it.

It was a human letter. It reached the heart of the dealer and he was disposed to comply with the prisoner's request with a brand new battery, instead of a second-hand one.

He considered it wise to get the consent of the warden before making the gift. He wrote the warden for permission.

The warden replied, asking that the gift be withheld and the request denied, because, as he stated it, "radio within prison walls has not

yet been put through the experimental stage."

The warden stated that the set in question had been built without permission of prison authorities and that all radio sets in the institution might be ordered out any day. He doubted the wisdom of giving any convict the privilege of having an ethereal door opened to the world he had lost.

There is, in the eastern states, a spreading movement to supply radio sets to prisoners. One of the great broadcasting stations devotes a regular weekly time to spreading the word, and a group of theatrical men manages and expends the fund.

Are they right, or was the warden right?

If you were a prisoner, would you want a radio? If your enemy was a prisoner, would you deny him one? If you were trying to make men of derelicts would you deny them radio for discipline or grant it for humanity?

We don't know. It's just something for you to think about as you enjoy the freedom that is yours.—(Editorial in Los Angeles Evening Express).

High Lights Of WLW Concerts

Sunday, September 7th

After three months away from WLW, Mr. William Kopp, who has been directing the summer orchestra at the Zoo, comes back to wield the baton over the Western and Southern Orchestra. Mr. Kopp, who is also assistant conductor of the famous Cincinnati symphony orchestra, has won a great reputation, both local, and throughout the country, as a most excellent leader of string bands. All radio listeners will enjoy his concerts from the Crosley station during the coming Fall and Winter, because of their variety and beauty of execution.

Monday, September 8th

Following the twelve weeks of Monday night entertainment from the open air theater of the Cincinnati Zoo, WLW will radiocast entirely from the studio on that even-

ing. The popular ALVIN ROHER'S MUSIC MAKERS, have just contracted for a steady job at Billie Hill's Lookout Place over in Kentucky, but Billie wants to keep them on the air, so they will play at WLW from 8:00 to 8:45. The Music Makers will be followed by a new form of entertainment at WLW that is sure to win popular approval: It consists of a small orchestra of strings, reeds and piano,

We broadcast daily at 11:00 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.

DEALERS
Place Your Orders With
THE JOHNSON ELECTRIC SUPPLY CO.
232 E. 5th St. 331 Main St.
CINCINNATI
Distributors for
The Crosley Radio Corporation
Genuine Radiotron Tubes
General Radio Company
Magnavox, Brandes, Eveready, Burgess

supplemented by a male quartet. The musicians composing these ensembles have been carefully chosen, and their musical selections will be drawn from the music most suited to radio. They are coming under the auspices of the Cooper Corporation, and will be announced under that name.

Wednesday, September 10th

Following the famous Virginia Entertainers, the second part of the WLW program will be given over to "The Great Divide" which has been made into a 45 minute radio by Mrs. Henry Flarsheim.

Thursday, September 11th

Senator Schultz, assisted by his daughter, Marion Klein, will star in the first of a series of political episodes to be radiocast from WLW. The Senator has become so popular because of his droll witticisms that the station is planning to feature him about once a month in political sketches in which he assumes the leading role.

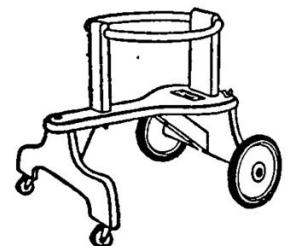
On the same evening a male quartet will sing "When Evening Shadows Fall", a folk song from Riley's poem, and music by Edward Strubel, a local composer. This song won first prize in the National Contest for American Folk Songs, held in Chicago June 11th to 13th, 1924.

Smart: "How would you classify a telephone operator?... Is hers a business or a profession?"

Weed: "I'll bite, which is it?"

Smart: "Neither. It's a calling."—Science & Invention.

The Go-bi-bi



The GO-BI-BI is one of the greatest sources of amusement for children from six to eighteen months of age that can be purchased. It is a toy, yet it is more than a toy, for it will not only amuse, entertain, exercise, and develop the youngster, but better still, it will relieve the mother of a large amount of the care of the child for hours at a time. It keeps the baby happily entertained, free from harm, off the floor and out of the way of drafts, permitting the mother to attend to her other duties.

The GO-BI-BI is finished in white enamel with red rubber tires and steel wheels. If your dealer cannot supply you, it will be shipped to you postage prepaid for \$3.50.

The Crosley Mfg. Co.

Dept. 3,

Cincinnati, O.

Sorrow Becomes Happiness Through Radio Broadcasting

(Continued from Page 1)

isolated districts, and its power to reach all classes and bring them into common and helpful sympathies. You all know of the generosity of many who have worked to place radio sets in the hospitals, and especially that great-hearted Roxie of the Capitol Theater of New York City.

"And third, the secret of this power of radio to quicken men's generosity lies in the fact of its bringing all men into one enthusiasm, into one common plane of appreciation, into one big fraternity. And the principal medium of interchange of impressions over radio is that first of universal languages: music. Music is the audible expression of our most delicate and intangible feelings and for that reason is universal.

"But before long, before another year, in fact, our radio stations will be so powerful that our messages will be audible in foreign lands, even as they are in neighboring cities today. It will then become necessary for a common understanding in the question of languages. Anticipating this, many radio stations, including our own WLW, will give lessons this Fall in IDO, International Language, preparing the way for an unprejudiced medium of interchange of thought.

"Herein lies radio's most potent medium for bringing a better understanding among all races of mankind living at present in a world which exists on planes far below its possible levels of understanding. We look forward to the day when international congresses speaking a universal language will radio broadcast their conference to every city, village, and home of the entire world.

"You cannot imagine how generously people respond to our radio appeals. We ourselves are startled by these responses. Last winter at Christmas time our Santa Claus enterprise brought in thousands of presents for the poor children and hundreds of dollars for new toys, while our big party at Music Hall gave a glorious Christmas to over two thousand children. And our mid-summer festival to the children—thanks to the generosity of our many friends, made thousands happy.

"Oh, you are apt to say, this is only a pseudo generosity, brought about because of the publicity given to those who take part. But do not believe this. We have been convinced again and again that radio broadcasting awakens in men and women a finer generosity than they had ever known. We are convinced that our Sunday evening programs

are primarily for shut-ins. We know that Santa Claus was sincere in his efforts to bring happiness. We know that the people who have given us best advice, who have been our warmest friends, have obtained least publicity for their efforts, and have not desired publicity for themselves.

"There is a higher selfishness, a nobler vanity, if you will, than the desire for applause from others: and that is the approbation of one's own conscience."

Santa Claus Visits Boys and Girls At Crosley Festival

(Continued from Page 1)

to everyone who helped me make you happy."

Santa Claus started away when one little lame boy shouted: "Will you be back at the Crosley Radio Station before Christmas in December?"

"You bet I will, little boy. Just listen on your radio set three weeks before our big party and you will hear me read the names of the letters the little children send me," shouted Santa as he disappeared into the woods and left in his airplane for away up "there."

There was a lot of work connected with the Crosley-Santa Claus Midsummer Festival and appreciation is due the untiring efforts of Will Reeves of the Community Service, Fred Smith of WLW, French-Brothers Bauer, Kroger Baking Company, Baldwin Piano Company and others. The artists who gave of their services, including the thirty-five piece band donated by the Musicians' Protective Association, were Mary Ann Kaufman Brown and Tommie Prewitt Williams, Mme. Feodorova and her dancers; and other helpers. The Boy and Girl Scouts and the Cincinnati Policemen came forth with their valuable assistance. Lieutenant Vermilya of Grissard Flying Field helped Santa get to the festival in his airplane.

Happy children, happy workers and joy for all. The Midsummer Festival given by Santa Claus is past but it will live in the memory of everyone there.

RADIO WEDDING ANNIVERSARY CELEBRATED AT CROSLY WLW

Remember the radio wedding of last August 30, when Mr. and Mrs. William F. Mains were made "one" as the entire world listened to the ceremonies broadcast through the Crosley WLW station? Well, several types of wedding marches were played by the trio from the studio on the evening previous to the anniversary, as a fitting celebration of the year of happy bliss of the pair whose marriage attracted thousands to Music Hall during the Fall Festival.

When you buy a Cooper, you buy a permanent battery. One, that with average care, will last for years. Its life and energy does not begin to wane the moment it has been completed, operating efficiently but a few months, but continues for years.

Occasional recharging, the cost of which is negligible, keeps the Cooper alive, operating and yielding the maximum in efficient and noiseless current.

The Cooper "B" Radio Battery is really the best "B" Battery investment of today. Best because it is the best in quality, service and efficiency—best because it will serve for years, outlasting many sets of ordinary batteries, and lastly best because its initial cost is lower than any rechargeable "B" Battery of equal capacity.

See it at your nearest radio dealer's, or Cooper Service Station—or fill out the coupon and mail to us.

DEALERS AND JOBBERS

From investment as well as from efficiency standpoint, the Cooper Rechargeable "B" Battery cannot be equalled. Its highly efficient service, extending over a period of years instead of months and its low initial cost make it the best rechargeable "B" Radio Battery buy today.

A fast-selling, quality product that allows you rapid turnover and a fair margin of profit.

Get our proposition today by filling in and returning the coupon.

THE COOPER CORPORATION

General Offices
Cincinnati, Ohio.

Factories
Cincinnati, Ohio.

BRANCH HOUSES

THE I. J. COOPER RUBBER CO.

CINCINNATI
COLUMBUS

DAYTON
INDIANAPOLIS
NASHVILLE

KNOXVILLE
MEMPHIS

The Cooper Corporation,
Cincinnati, Ohio.

Please send me information about the Cooper Rechargeable "B" Radio Battery.

Name

Address

If you are a radio dealer or jobber, please indicate

Story Of Life Of Powel Crosley, Jr.

(Continued from Page 4)

country road when a motorcycle cop suddenly pulled alongside and asked me where was the fire. I don't know what I had been thinking of, but I certainly wasn't thinking of the speedometer. Judging by the speed, I must have been thinking of electrons," Crosley added, as a smiling afterthought.

"Anyway, to make a long story short, the arguments with the cop got us nowhere except into the office of the local justice of the peace. While we were solemnly discussing the evils of speeding I managed to get him interested in radio. He started asking me questions about sets. I kept on playing up to him. When I left I had an order for one of my radio receiving sets and I didn't have to pay a fine."

There is one point about Powel Crosley, Jr., which appealed to us immensely, and we've been trying ever since to make the powers that be come around to our way of thinking. When Crosley feels that the confinement of the office is wearing on him he packs his things and hikes off to the great open spaces. Canada, the West, the North—anywhere, just so long as it is away from Cincinnati. This ability to forget business completely and take a vacation, no matter how weighty the business problems involved, is undoubtedly a big factor in his success.

Like any one who has risen to wealth and comparative prominence within the short space of a few years, Powel Crosley, Jr., has his enemies and his belittlers. Much can be said on both sides. The belittling is without question the result of several bits of propaganda that have found their way out of Cincinnati into the newspaper offices of the country. It had that "high as Mount Everest" flavor about it, which simply didn't "take" with hardboiled editors, and so they naturally ridiculed it.

On the other hand, the business enemies of Powel Crosley, Jr., may tell you a number of things having to do with the low price and competition-killing aspects of his products. But no one has ever accused Powel Crosley, Jr., of giving other than a very fair deal to every one.

LOCATION OF YOUR LIGHTNING ARRESTOR

The location of the lightning arrester is always a problem to the average man. A question always arises whether the lightning arrester should be located inside of the house or outside. Another point is whether the lightning arrester should be in the form of the standard and approved lightning arrester

NEW HOME OF CROSELY RADIO



Above is a picture of the headquarters of The Crosley Radio Corporation—a new and large factory and office building recently taken over in order to obtain additional space for the manufacture and sale of Crosley "Better—Cost Less" radio apparatus. It is known as Plant No. 1, being one of three now being used in the production of radio receivers. The other two are those in which parts and cabinets are made.

The new building is a four story structure but because it is built on the side of a hill the picture makes it appear to be but two stories. The entire top floor is devoted to office space, the new WLW studio and to the engineering department. Assembling of receiving sets will be done on the second and third floors, while the first will contain the shipping and receiving departments, stock rooms, etc.

When one pauses to consider for a minute the tremendous amount

of space needed in the production of any line of merchandise one can realize that the company being housed therein is doing an enormous business. Plans are being made to produce at least 5,000 radio sets per day in the Crosley factories, and it is expected the demand will be so enormous before many days pass that even with such a large production it will be impossible to fill the demands.

To those who have been associated with Powel Crosley, Jr., ever since he started in the radio business a few short years ago it is interesting to compare the office and factory space now occupied with that in which the first sets were produced and sold. All the room occupied in those days would not fill one corner of any of the three plants now in use. And the best part of it is that everyone knows the present buildings will not be near large enough one year from now.

or in the form of a lightning switch.

A lightning arrester is recommended for a radio installation in an apartment house and it is advisable to mount the arrester indoors, so that it may be grounded to the radiator. If the arrester is mounted outside of the window the ground would have to be brought inside the house, so therefore it can be mounted inside of the house and will always be dry. Select a lightning arrester that has been approved by the fire underwriters. Incidentally, if you carry fire insurance on your furniture or your house it is recommended that you install a lightning arrester and have the installation inspected and approved. The installation of the lightning arrester protects your insurance. When the installation has been approved, forward the approval to your insurance agent.

The lightning switch is used mostly for radio installation in pri-

vate houses. Mount the switch outside of the house and run the ground lead to a pipe sunk in the ground for about five feet. The switch should be able to carry 600 amperes. The rating of the switch is usually marked on the switch blade. Have this installation also inspected if insurance is placed on your house. It costs nothing to have the fire underwriters inspect the protection of your radio set and it guarantees your fire insurance policy.

"You don't mean to say he spanked the child in a public place?"

"No. He spanked in the usual place, but right out there before everybody."—Selected.

Ticket Agent: "Your train is 1:50."

Cohen: "Vell, make it vun forty-eight, und I take it."



The
Superspeaker

**THE ONLY
SATISFACTORY
REPRODUCER**

is one you can adjust, and the best adjustment we know is the simple, cam-operated feature which enables The Super-Speaker to reach out and really sweep the ether—No extra batteries or coils.

Big, substantial, non-metallic horn, without echo or destructive resonance—A fine, ebony-glossed musical instrument every Radio Merchant can be proud to sell. Big production makes it possible to supply several more good dealers, so write quickly.

**JEWETT RADIO &
PHONOGRAPH COMPANY**
5680 Twelfth Street
DETROIT MICHIGAN

GREATEST RADIO SEASON IN HISTORY ON IN FULL SWING; MILLIONS ARE SCRAMBLING FOR FOOTHOLD ON BANDWAGON

Prisoners of Ill Health are Reaping Benefits of Radio

Fan, Bedfast For Eight Years, Tells of Pleasures He Derives and Refers to Radio As A "Blessing".

When you read the letter which follows, your eyes should rest for a moment on that tragic word: **prisoner**. In that moment your imagination will call before you many scenes of prison life—perhaps some favorite book or poem:—"Prisoners of Hope", "The Prisoner of Zenda" or "The Prisoner of Chillon." But in any case, you will be able to visualize most clearly this man who has been "bedfast (in one sense a prisoner) for almost eight years."

Radio is discovering these prisoners of ill health and bringing to them great happiness. But may we not hope for the day when, through this discovery, men and women will take it upon themselves to visit in person the sick and the lonely as they used to do, and still do in those communities where the sorrows of one family demand the sympathy of all?

The letter follows:

"611 East 18th St.,
"Covington, Ky.
"August 17th, 1924.

"Mr. Fred Smith.

"Dear Mr. Smith:

"I take pleasure in responding to the appeal which last Sunday evening was broadcast and send my name to be added to the list of 'shut-ins' to whom the Welfare Department of the Western & Southern Life Insurance promises to write and send messages of cheer from time to time.

"When I heard the invitation over the radio, it brought a glow to my heart and the following lines came to my mind right away:

"You said just the thing I wished you would say,

And you made me believe that you meant it,

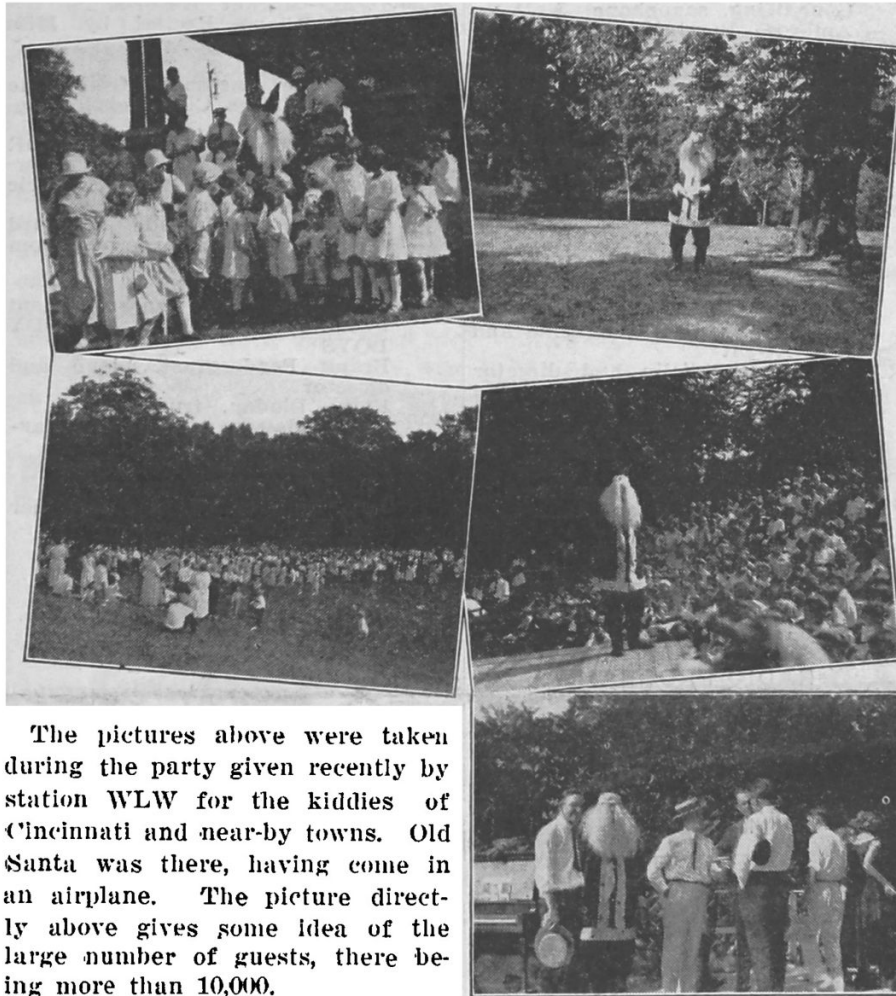
I held up my head in the old gallant way,

And resolved you should never repent it.

There are times when encouragement means such a lot

(Continued on Page 3)

SANTA CLAUS AT WLW PARTY



The pictures above were taken during the party given recently by station WLW for the kiddies of Cincinnati and near-by towns. Old Santa was there, having come in an airplane. The picture directly above gives some idea of the large number of guests, there being more than 10,000.

Vast Improvement In Reception Noted By Radio Listeners

Every Large Broadcasting Station Has Something "Up Its Sleeve" for Entertainment of Army of Fans.

The 1924-25 radio season is on in full swing. Vast improvements in receiving conditions, the return of hundreds of thousands of people from their summer vacations and the advent of cooler evenings have resulted in the firing of the opening guns of what is certain to be the greatest year in the history of radio. Wherever one goes, one hears radio fans talking about how much better receiving conditions are now than they were a month ago, or even two weeks ago. Stations that were heard faintly, if at all, then, are coming in now like a "ton of bricks." Reports of coast to coast reception are beginning to wander around from one group of listeners to another. And quite commonplace are those stories of having tuned in, on a loud speaker, broadcasting stations 1,500 or more miles away.

Probably the best part of it all is that from now on every night will be better. We all know that during the heat of the summer, when Old Man Static was on the warpath, interest in radio reception waned to a certain extent. But now the Summer is about over, Fall is upon us and Winter is not far off. In other words we are approaching rapidly that period of the year so dear to all of us who take delight in listening to the wonderful concerts, speeches, etc., that come to us by radio.

In all probability the very last "poor season" has passed, never to be duplicated. Present indications are that before next Summer comes around broadcasting stations will be using so much power that the waves will tear right through the static. Distant stations will come in during the hot weather about as well as they do when it is cold and clear. Then King Radio will reign supreme 365 days in the year.

But right now all of us are more directly interested in the really

(Continued on Page 6)

RADIO AND WORLD PEACE

Under the caption "Radio Broadcasting and World Peace," the following editorial appeared in a recent issue of the radio section of the Pittsburgh Post:

One of the points stressed in the acceptance speech of President Coolidge was the fact that our Nation desires peace with all the world and peace in all the world, and we believe that every right thinking individual will be in hearty accord with this thought.

Perhaps most of us have not thought seriously of radio and radio broadcasting as an instrument and an influence in bringing about world peace. We have enjoyed the entertainment of our favorite station; we have received instructive information through talks and other features given; we have attended church by radio; but most of these things we have taken for granted, and have given them little thought except to send an occasional post

card of appreciation to the station. Many of us have not even done that.

The fact is, most of us do not do much thinking. It is so easy to let others do it for us.

If every person in the United States would spend an hour of constructive thinking on the subject of world peace, such a condition would almost certainly be assured. But the great mass of people won't think and many of them seem to have almost entirely lost the ability to do so.

Radio broadcasting has been in existence nearly four years, but in that brief period it has become a veritable giant, reaching out to almost every portion of the world.

One station has been heard in Argentina and Arctic lands; in Hawaii and India, and developments have been such that it would not be difficult to arrange for one voice

(Continued on Page 8)

Crosley WLW Programs For Week of Sept. 14th

SUNDAY RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 14. Eastern Standard Time.
423 Meters.

9:30 A. M.—
School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
11:00 A. M.—
Services of the Church of the Covenant, Dr. Frank Stevenson, Minister.
7:45 P. M.—
Services of the First Presbyterian Church of Walnut Hills, Dr. Frederick McMillan, Minister.
8:45 P. M.—
Concert by the Western and Southern Orchestra, directed by William Kopp. (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company).
(The Baldwin Piano)

MONDAY RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 15. Eastern Standard Time.
423 Meters.

11:00 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. Theatrical Review.
8:00 P. M.—
Popular Dance Program by ALVIN ROEHR'S MUSIC MAKERS.
Alvin Roehr, violin and director
Fred Gooseman, trumpet
M. B. Van, saxophone
Pete Miller, banjo
Art Mees, piano
Nat Barnhart, entertaining drummer
8:45 to 10:00 P. M.—
Concert program, through the courtesy of the COOPER CORPORATION, featuring the COOPER CORPORATION ORCHESTRA and MALE QUARTET.
(The Baldwin Piano)

TUESDAY RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 16. Eastern Standard Time.
423 Meters.

11:00 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. Times-Star News.
10:00 P. M.—
BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA. (By direct line from Goodwins Palm Garden).
Playing all the latest hits such

as: "Believe Me," "Shine," "Driftin' Along," "Jealous," and "June Night."

10:25 P. M.—
WALTER ESBERGER AND HIS BAND. This is the band that plays the popular outdoor concerts every summer in Eden Park and Burnet Woods.

11:00 P. M.—
BERNIE CUMMINS' GENNETT RECORDING ORCHESTRA.
Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER

11:20 P. M.—
Entertainment by the Tunzi three.
Messrs. Tunzi, Connelly and Shay.

11:35 P. M.—
Selections by the MASTROPAOLO TRIO.

11:55 P. M.—
Special (late) program by the CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
William Koch, saxophone and clarinet
Rex Adkins, trumpet
William Davidson, trumpet and French Horn
Frank Bamberger, trombone
Ray Fetzer, bass and tuba
Leon Warren, banjo
Walter McDonald, piano
Bud Ebel, drums.
(The Baldwin Piano)

WEDNESDAY RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

September 17. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Program for the "Shut Ins" given by the Duning Benevolent and Musical Service, co-operating with The Lillian Aldrich Thayer Settlement School of Music.

8:00 P. M.—
THE VIRGINIA ENTERTAINERS, presenting popular music symphonically.
Jack Bauer, violin, trumpet, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone, saxophone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnstone, piano and arranger
A. F. Joseph, drums and effects

9:00 P. M.—
THE FIRST IN A SERIES OF BAND CONCERTS BY THE 10TH INFANTRY BAND, under the direction of Warrant Officer Ernest G. Fisher.
(The Baldwin Piano)

THURSDAY RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 18. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Recital by Miss Adelaide Apfel.

10:00 P. M.—
Three minute message from the United States Civil Service.

10:30 P. M.—
Concert program by THE MILNOR INSTRUMENTAL TRIO (Courtesy of the Milnor Electric Company, Cincinnati.)
This program will include standard solos, trios and excerpts from popular musical comedies.

10:30 P. M.—
Popular program and entertainment by the DOHERTY MELODY BOYS
Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Roy Goodlander, trombone
"Dudie" Wainer, drums
J. L. Doherty, banjo, entertainer and MANAGER

11:00 P. M.—
MILNOR INSTRUMENTAL TRIO (Continuation of program)

11:30 P. M.—
Doherty Melody Boys.
(The Baldwin Piano)

FRIDAY RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 19. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Piano Recital by pupils of Leo Stoffregen. Violin Solos by Fred Schroder.
(The Baldwin Piano)

SATURDAY RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 20. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.

Shippers are asking restoration of the 450-meter wavelength for marine radio communication.

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, 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; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; 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 quotations with market conditions. Closing quotations of the Chicago Grain Market.
Westheimer and Company, closing quotations of New York Stock Exchange.
Bureau of Markets, United States Department of Agriculture, 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 announced 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 9:00 P. M.

OWNER USES CROSLY 51-P FOR PLEASURE AND BUSINESS

A dealer of the Radio Equipment Corporation of Fargo, N. D., Mr. F. F. Cormach, reports a novel use for the Model 51-P.

The manager of the Farmers Elevator Company at Grandin, N. D., Mr. A. V. Darling, has put up an aerial at his home and also one at the elevator. He now carries his 51 Portable to the elevator each morning and connects it to the aerial. During the day he receives market reports from Fargo, Winnipeg and Omaha. In the evening he disconnects the outfit, carries it home, and there uses it to entertain the family.

This very clearly shows the very practical nature of the portable type receiver, such as the Crosley 51-P.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
 Colerain and Sassafras Streets, Cincinnati, Ohio.
 Telephone, Park 3200
 Subscription Price, \$1.00 a Year
 Robert F. Stayman
 Editor
 Alvin R. Plough
 Associate Editor

MAKING KIDDIES HAPPY

Fred Smith, studio director at station WLW always is thinking of ways to make the kiddies happy, trying to arrange features that appeal to his younger listeners. Even at this time of the year he is preparing for the Christmas season and is seeking brief stories to tell to the boys and girls who listen regularly. But his idea is brought out clearly in the following appeal to the readers of the Radio Weekly:

"Robert Stayman,
 Editor of the Crosley Radio Weekly.

"My dear Bob:
 "Although you are sitting only a few desks from me I am writing you a letter because I want you to put something in your Weekly—and I feel sure you will when I tell you that it's because I want you to help me.

"You see I want to collect a number of the prettiest stories imaginable for next Christmas. Now in order that your readers may understand fully just the kind of story I'd like, I'm sending one with this letter.

"Of course a lot of people will guess right away why I want these stories, and what we expect to do with them at WLW, but you know as well as I do, Bob, that it's absolutely impossible to fool everybody! So if any children who so foolishly no longer believe in Santa Claus write back at you with some wise observations with regard to my purpose, don't you let that bother you.

"I feel pretty sure that a great many grown up brothers and sisters, as well as fathers and mothers, will be mighty glad to help me in this quest for pretty stories that make little boys and girls THINK.

"Many thanks, Bob.
 "Yours, as ever,
 "FRED SMITH."

The story referred to follows:

"Say, did you ever see the bird they call the Woodpecker—with its red bonnet and black wings? I'll tell you why it has to work so hard for a living, pecking holes in trees.

"Once upon a time there was an old woman who lived all alone, although she had plenty of money. One day, while she was baking cakes, a magician, dressed as a

very poor man, came to the door and asked for something to eat.

"Well," said the old woman, pulling her black cape closer around her and pushing her little red cap tight down over her head, 'I'm baking cakes, so I'll give you one.'

"But when she took up the first cake it looked so nice and large that she decided it was too big for the poor man. So she baked another, just a little smaller. But it also looked too large, so she baked another.

"And so she kept on, making them smaller and smaller until finally she got one no bigger than the head of a pin. And this one she gave to the poor man.

"Now when she did this, the poor man, who was really the magician you know, was so angry with the old woman that he transformed her, clothes and all, into a bird, so that her little red cap, black cape and everything kept their original color—and she was turned into a woodpecker. From that time on she has had to work very hard for her living, and all because she was so stingy."

Prisoners of Ill Health are Reaping Benefits of Radio

(Continued from Page 1)

And a word is enough to convey it;
 There are others who could have, as easy as not,
 But, just the same, they didn't say it.

"Please extend my sincere appreciation to the Western & Southern Life Insurance Orchestra for its splendid programs on Sunday evenings. I have been bedfast (in one sense a prisoner) for almost eight years, hence I leave you to judge the blessing radio is to me daily.

"Yours sincerely,
 "FRANK W. KECK."

ESPERANTO PROGRAM

Esperanto, the "international language," is being used for broadcasting programs out of some stations. Recently a lecture and songs were delivered in Esperanto and broadcast from Moscow and heard as far as 5,000 miles off.

United States has 12 trans-oceanic radio stations, 790 other land stations and 16,590 amateur transmitting stations.

THE EDW. J. GOETZ CO.
 Wholesale Distributors Exclusively
CROSLY
 RADIO APPARATUS
 On Hand For Prompt Shipment
 2409 Harris Ave.
 Norwood Station Cincinnati, O.

Millions to Listen To Radio Accounts Of the World Series

Exceptional Qualifications And Specialized Technique Required for Reporting of Baseball Games.

Plans already are being laid for broadcasting of the world's baseball series. Preliminary reports have indicated that the audience of fans that will "attend" the contests by radio will be greater by many millions this year than ever before, and broadcasters are determined to make a corresponding advance in the quality of their service.

Inquiries made by the Radio Apparatus Section of the A. M. S. E. (Associated Manufacturers of Electrical Supplies) show that only "star reporters of the air" will be chosen to describe the banner sporting events of the year. Exceptional qualifications and a highly specialized technique, experience has shown, are required for the reporting of baseball games, and capable studio announcers have frequently found themselves at a loss when confronted with the problems of the diamond.

"Few people realize the extent to which practice has developed the technique of describing a world's series baseball game to the radio audience," says one air reporter of national reputation. "The announcer must report the moves in the game the instant they occur, whereas the newspaper man writes his description after the play is completed.

"The crowd in the stands is constantly competing with the radio reporter for the microphone, which means that if, in his anxiety to give a full description of everything that goes on, his report is not completed simultaneously with the completion of the play, the spectators will break in with cheers or booing. The radio audience, ignorant as yet as to whether a hit has been made or a man put out, will be confused by the clamor from the field. The effect is like applause in the wrong

place at a theater or during a speech.

"The first rule of radio broadcasting, therefore, is 'be terse and simple.' Describe the game as the audience would see it."

Discussing this same point, another popular air reporter says that the announcer, in his efforts to keep ahead of the crowd, develops a sort of sixth sense. He judges from the characteristic movements of the umpire whether a given pitch will be called a ball or a strike and is able to put it into words. Sometimes he makes a mistake, and then he must correct himself with some jesting remark, usually at the expense of the umpire.

"The method of the air reporter is to tell every move in the game in brief, staccato phrases," continued the announcer. "The expert newspaper writer endeavors in his description to paint a picture of a play; the radio man by giving the moves in consecutive order leaves the picture to the imagination of his audience. For example, the description of a double play by radio might be broadcast as follows:

"Pitcher winding up,
 "Batter crouches at plate.
 "Pitcher throws ball.
 "Bang! He hits it.
 "Fast grounder between short and third.
 "Groh's got it; Williams out at third.
 "Throws to first; batter out.
 "Double play retires the side.

"But these are the mere mechanics of radio reporting. There is art as well as skill in it. The crowd at the field supplies the dramatic background for the spoken description of the plays. There are times when the yells from the spectators will add the vital 'punch' to the words of the announcer; at other times they may be meaningless or confusing. When to give the crowd the microphone and when to keep it out are things which every good reporter knows instinctively.

"Most important, however, is the ability of the announcer to imagine himself one of the radio listeners and to describe the game as the far-off baseball fan would see it were he at the field."

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 most 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.

GREAT VALUE OF LIGHTNING PROTECTION DEVICES IS EXPLAINED

By L. S. Brach.

It is quite significant that the National Board of Fire Underwriters, being composed of some of the country's most eminent engineers, should determine that the radio antenna must be protected by an approved lightning protective device and prescribes certain specific requirements for its installation.

Three years of reception from broadcasting stations have produced evidences showing the practicability of the use of lightning protective apparatus and proving that it provides a very high degree of protection to aeri-als.

There have been a great many instances where lightning induction and direct hits have been made on aeri-als, and reports in some cases show that the lightning arrester has been completely destroyed and in other cases they have given practical evidence of the passing of current. Only in two or three isolated cases has any damage resulted to the radio set and in no case that we know of has any injury come to the users of radio sets or to other property in proximity. This is a splendid record in the sale and distribution of over 750,000 lightning arresters.

A lightning arrester is primarily a safety valve in the antenna circuit. It performs no function in the reception of signals. It only operates when any current enters into the antenna of volume which may be considered injurious to insulation or dangerous to equipment. It then becomes a conductor of low resistance and offers a better path for this dangerous current to escape into the earth; thereby relieving the other parts of the circuit.

Among the lightning arresters that are offered for radio protection, the one that ranks foremost involves the vacuum principle.

An opinion as to the value of this arrester is expressed in the following article which was written by Don C. Wallace, winner of the 1923 Hoover Radio Cup, and printed in the Minneapolis Sunday Tribune, August 10th, 1924:

"The vacuum tube arrester has so many outstanding points of satisfaction that one should be installed on every antenna. The Board of Fire Underwriters in their 'Rules for Radio Receiving Stations' provide that each lead in wire shall be provided with an approved protective device properly located (inside or outside the building) as near as practicable to the point where the wire enters the building.

"Just within the window or just without the window is the place where most radio fans choose to mount their arrester, usually mounting right on the window sill. The underwriters have approved many

different types, as almost any kind of device will be entirely satisfactory as far as the actual protection from lightning is concerned. The underwriters are not quite so interested in the actual comparison of the different types of arresters in regard to their more or less satisfactory performance with the average receiving sets.

"It often happens that lightning arresters of one make or another become shorted in the process of discharging some of the high static charges which occur during the summer. The gaps in these types of arresters are so close together and have so much area that it is comparatively easy for the pieces of carbon or metal to come in permanent contact, even if the actual contact is not visible upon examination.

"Temporary contacts such as this are very annoying, as sometimes the set will work and sometimes the set will not work. It is merely a matter of putting in the right kind of arrester to remedy this situation and, with the vacuum tube arrester, one can rest assured that he has the best of lightning protection both for his house and for his radio set.

"A vacuum tube arrester, for example, may have its gaps quite far apart, and even with this comparatively wide spacing the gap will discharge quite readily due to the lowering of the breakdown point by the absence of air. If, for example, the gap is one-eighth of an inch between the two connections and this gap were placed in air, it would take over three thousand volts to jump the gap. If a charge of this amount were allowed to collect on the antenna before discharging, the receiving set might be damaged before the discharge occurred. The discharge would tend to pass off in the receiving set and the receiving set should be protected.

"With the partial vacuum used in the arrester, the breakdown point of this same gap is immediately lowered to about five hundred volts. All charges upon the antenna of five hundred volts or more are passed to earth by way of the arrester. In some arresters, a small peep hole, a small opening, through which the gaps may be noted, is provided. When a local thunder shower is passing over, flashes may be noted.

"A grounded antenna is rarely if ever struck by lightning. The antenna actually discharges the atmosphere in the immediate vicinity, the charges are not allowed to collect and the lightning does not find an easy path by which to discharge. Last year, the proportion of homes equipped with antennae, which were struck by lightning, as compared with those not equipped with antennae, was so small that it can almost be said that the house

with an antenna is fully protected against lightning. The antenna is a perfect lightning rod, only much superior to the customary lightning rod insofar as more territory and more space is covered.

"The underwriters go on to say that the use of an antenna grounding switch is desirable, but this does not obviate the necessity for the approved lightning arrester required. The antenna grounding switch shall, in its closed position, form a shunt around the arrester.

"Apparently a switch is all right in reality, but where the human element is so strongly brought into play, as in the throwing of a switch, it is no wonder an arrester is required, and not the switch, rather than vice versa. It is so easy to forget the throwing of a switch, especially where more than one person may use the set. Even if the switch were thrown, and a lightning storm did arise, the tendency

would be to go and look at the switch, and the mind would not be entirely free as it is in the case of the arrester. You can't forget to throw the arrester; it is connected at all times.

"The ground wire may be bare or insulated and shall be of copper or approved copper clad steel. If of copper the ground wire shall not be smaller than No. 14 and if of approved copper clad steel it shall not be smaller than No. 17 gage. The ground wire shall be run in as straight a line as possible to a good permanent ground. Preference shall be given to water piping, and apparently it is satisfactory to ground within the house if the water pipe is reached easier and quicker by running the ground wire in this direction. Other permissible grounds are grounded steel frames of buildings or other grounded metallic objects and artificial

(Continued on Page 6)



50-P

\$18

IN YOUR HOME
or
Wherever You Roam
a
CROSLLEY
Radio Set

Genuine Armstrong Regenerative one-tube portable radio receiver. Primarily a home set, but it has the portable feature which permits its owner to carry it wherever he may go. Stations 1,000 miles away, and perhaps more, can be heard with headphones. Same set, installed in non-portable cabinet, and known as Crosley 50, price \$14.50.

Crosley portable radio receivers are designed to permit use of large dry cell "A" and "B" batteries, which give far more efficient service and last longer than the batteries for which most portable sets are designed. Crosley dealers will install the batteries and make all necessary connections so you can carry the set home ready to attach the aerial and ground wires. Crosley radio sets range in price from \$14.50 to \$75.00, including the Tridyn, a \$65.00 three tube set with five tube efficiency. Regenerative sets manufactured under Armstrong U. S. patent No. 1,113,149.



51-P

\$25

The Crosley 51-P is a two-tube Armstrong Regenerative portable radio receiver. Consists of regenerative detector and one stage of audio frequency amplification. Local stations, and those nearby, will be heard on a loud speaker at all times, and stations up to 1,000 miles away, or more, will be heard on loud speaker under favorable atmospheric conditions. Same set, installed in non-portable cabinet, and known as Crosley 51, price \$18.50.

FOR SALE BY GOOD DEALERS EVERYWHERE

THE CROSLLEY RADIO CORPORATION

POWEL CROSLLEY, Jr., PRESIDENT

Dept.
Cincinnati, Ohio.

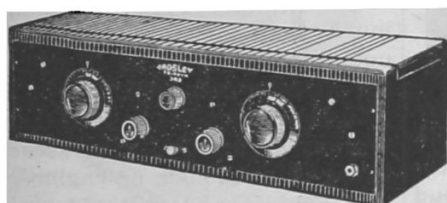
Above is a reproduction of an advertisement that will be furnished to Crosley dealers and jobbers. Mats will be furnished free. Stereotypes 50¢ each. Dealer's name can easily be inserted in place of the Crosley Corporation at the bottom.

CROSLY

BETTER--COST LESS

RADIO RECEIVING SETS

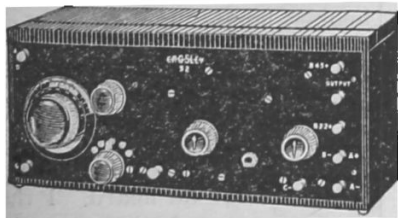
CROSLY TRIRDYN 3R3



This three-tube Trirdyn 3R3 Receiver gives the efficiency and volume of a five-tube receiver. It consists of one stage of non-reradiating, non-oscillating radio frequency amplification, Armstrong regenerative feed-back detector, licensed under U. S. Patent 1,113,149, reflexes back on the first tube for first stage of audio frequency, and a third tube provides a second stage of audio frequency amplification. This set has only two major tuning controls. These two dials can be calibrated so that stations can be logged and returned to at will. It can be used on outdoor or on short indoor antenna, and is, we believe, the most efficient and sharpest tuning receiver on the market at any price for bringing in long distance stations. It is encased in a beautifully finished, solid mahogany cabinet.

PRICE \$65.00

CROSLY 52



The Crosley 52 is a new three-tube Armstrong Regenerative Receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use. This receiver is unusually efficient, will provide loud-speaker volume on distant stations under practically all conditions, and is in every way an ideal receiver for the home. The parts are mounted on a beautifully grained panel of highest grade insulating material, and are in a hardwood, mahogany finished cabinet.

PRICE \$30.00

CROSLY 51



The Crosley 51 needs no introduction. Within twenty-four days from the time that it was announced it became the biggest selling radio receiving set in the world, and it holds that position today. Over 20,000 were sold within two months. It uses two standard storage battery or dry cell tubes, and is licensed under Armstrong U. S. Patent 1,113,149. This receiver will bring in local stations on the loud speaker at all times, and under average conditions will also bring in distant stations on the loud speaker. The Crosley 51 is unusually selective—it incorporates standard sockets so that all makes of tubes may be used.

PRICE \$18.50

CROSLY 50-A



The Crosley 50-A is a Two-Stage Audio Frequency Amplifier to match the new Model 50 receiver. This unit is equipped with a filament switch for shutting off the current from the "A" and "B" batteries. When used in connection with the Crosley 50, it gives the equivalent of a three-tube regenerative receiver.

PRICE \$18.00

CROSLY 51-A



The Crosley 51-A is a One-Stage Audio Frequency Amplifier to match the Crosley 51 receiver. When used in connection with the Crosley 51, it gives the equivalent of a three-tube regenerative set. A Crosley multistat and standard socket permit the use of any make of amplifier tube.

PRICE \$14.00

CROSLY TRIRDYN SPECIAL



The Crosley Trirdyn Special is exactly the same as the Trirdyn 3R3, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have declared that the Trirdyn Special is the most beautiful radio receiving set ever manufactured, and radio experts have acclaimed it to be the most efficient. The Special Trirdyn and a loud speaker placed on a library table, will be a welcome addition to the home from an artistic standpoint.

PRICE \$75.00

CROSLY 50



The Crosley 50 is a new One-Tube Armstrong Regenerative Receiver, licensed under U. S. Patent No. 1,113,149. We believe this to be the most efficient one-tube receiver ever put on the market. It will bring in, under average conditions, on headphones, broadcasting stations at a distance of one thousand miles or more. The various parts of the new Model 50 are mounted on a beautifully grained panel of highest grade insulating material, nickel-plated trimmings, mounted in mahogany finished hardwood cabinet having hinged lid. This receiver has standard socket, and is equipped with the Crosley Multistat, which enables the use of any standard storage battery or dry cell vacuum tube.

PRICE \$14.50

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Greatest Season In History of Radio Is On In Full Swing

(Continued from Page 1)

good things that are in store for us during the next few months. We know the future will take care of itself, being safely handled so far as we are concerned by efficient radio engineers. It is the present and the near future in which we are most interested, and it is during this period that we will enjoy the real benefits of radio.

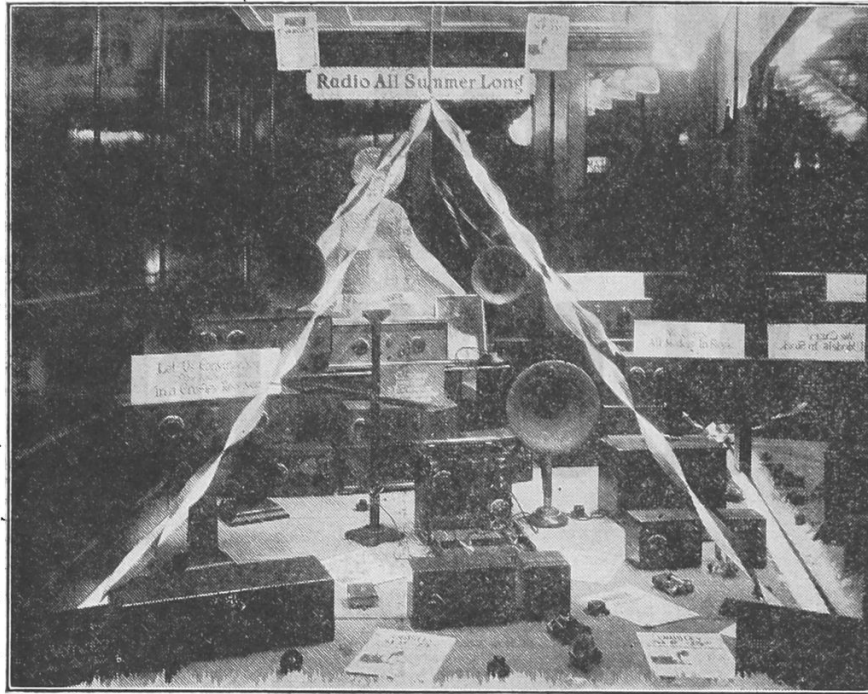
Every large broadcasting station in the United States has "something up its sleeve." New features are being planned everywhere for radio listeners. Entertainments that we looked upon last winter as wonderful will be commonplace this year. Of course we could let the millions of radio listeners in on these secrets, but that would take all the joy out of anticipated pleasure. We have pledged to keep quiet about these surprises, permitting the studio directors themselves to spring them at the psychological moments.

Of course we all know that we are to be permitted to hear our President and the Democratic candidate for the presidency deliver their campaign speeches. One or more stations probably will broadcast practically every important campaign address—messages that are of vital interest and importance to every loyal citizen. We know we will be able to sit back in our easy chair and hear the blaring of the trumpets and the shouting of the crowds that always are part of a campaign address. We know we can sit back comfortably and listen to every word of the leaders of the great political parties, thereby keeping in close touch with the governmental affairs of our country. Men, women and children all are eager to hear the voice of their President, and they will be permitted to do this many times during the next few months providing they are owners of radio receiving sets.

And then there are the Baseball World Series, accounts of which are certain to be broadcast. What red-blooded American can deny interest in these greatest of all athletic events? Certainly there is none who will admit he is not interested in listening to the play by play description of the games between the champions of the greatest baseball leagues of the world. These descriptions will be so interesting that we who are unable to attend the games in person will be able to share the enjoyment of our more lucky neighbors and still escape the discomforts of the crowds, the dust, the heat, etc. We can tune in every afternoon during these games and have a "whale of a good time"—providing, of course, we own a radio set.

But these features are but two

ATTRACTIVE CROSELY WINDOW



The picture above is that of a window display of the Rumsey Electric Company, 1007 Arch street, Philadelphia, Pa., in which Crosley radio receiving sets and parts are shown. The only material in the window except that made by The Crosley Radio Corporation are the loud speakers and the loop aerial. This display attracted a tremendous amount of attention and brought many customers into the Rumsey store.

of the many that are in store for us. They really might be called minority features, because they will be surpassed in interest by the others that are being arranged. Wonderful music, interesting plays, addresses on timely subjects and other entertainments are being so arranged that it will be possible for owners of radio sets to find amusement every night, actually surpassing that derived from going to the theater.

Radio parties are going to be tremendously popular this winter. Even Mah Jong will be "side-tracked" to a great extent in order to give radio parties the "right of way." Just think of the pleasure your guests will derive from dancing to music coming from some world-famous orchestra playing in some city hundreds of miles away. Young people will not be satisfied with their "local talent," but will demand music from out of town. Of course that will not affect the business of the local orchestras, because what is local here is far-away to someone else. But we must admit that it is powerfully entertaining to be able to dance to music coming through the air from some great hotel or music hall.

Yes, you can bet your life a wonderful winter is in store for all of us who own radio sets. But let us not be selfish. Let's tell our neighbors what we are to be able to enjoy, so they also may get on the "band wagon." Let's each and every one of us make it our business to spread the "gospel of good cheer", getting at least two of our friends so deeply interested in radio that they will walk proudly up to the recruiting station and enlist in the greatest army the world has ever known. The bigger the army the bigger the industry and the better the service. Therefore you will benefit by obtaining recruits.

Cream For The Crowd Is Bought by Man Who Doubted 51's Ability

How a Crosley Model 51, a two tube Armstrong regenerative set costing but \$18.50, compared most favorably with an expensive six tube receiver and won for its owner "ice cream for the crowd," is explained in the following letter received from T. D. Walker, 466 Lexington avenue, New York City, N. Y.;

"There is a lot that has been said and written relative to portable sets but I have what I call a portable-radio-shack consisting of an ordinary traveling bag (18 inches long) in which I am able to hide the following:

"Crosley Model 51.

"2 pair of phones.

"2 OT-1, 3 volt tubes.

"45 V battery.

"3 dry cells in series.

"Indoor coil spring antenna.

"Necessary wire for ground and lead in.

"This gives me an outfit that can be set up any place in a few minutes and I have yet to meet with defeat.

"About 17 miles outside of New York City, a friend, owning a 6 tube set, heard me relating the success that I had had with the Crosley 51 and invited me to visit him and try out the set—he doubting its ability. With my trusty portable-radio-shack in hand I advanced on the foe Sunday evening, August 17th. Upon showing them the 51 they asked if I could get WHN,

Lightning Protection Devices Is Explained

(Continued from Page 4)

grounds such as driven pipes or plates.

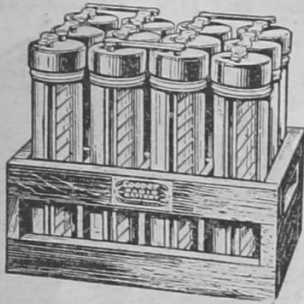
"Of course it is not absolutely necessary that a vacuum tube arrester be used. There are many other types on the market which afford just as satisfactory protection against lightning. Usually these other types are cheaper, yet in any case the cost is so slight as to be very small in comparison to the value of the set. Many of these types, however, in addition to the fact that they may accidentally short themselves, may be of such capacity as to change the tuning of the receiving set. Some of them even change the tuning so much that the receiving set does not work as well as it will with the arrester removed."

In conclusion we believe that Mr. Wallace's article expresses the views of a number of engineers on this subject and will aid amateur installers of radio sets in the proper choice and installation of equipment of this character.

New York, on it. I said yes, and a few more. While the man of the house admitted it was a neat set he said he would buy ice cream for the crowd assembled if I could get anything outside of New York stations on it.

"I accepted his offer, asking permission to use his antenna, ground, loud speaker and about 90 volts of his 'B' battery as my 45 V was a little below full voltage. This was granted. With a radio-prayer on my lips to the 51 not to fail me in this test, I put 45 volts on the first tube and 90 on the second, hooked on the loud speaker and began to turn the dial. WJZ, WJY, WEAJ, WQAO, New York City stations rolled in fine and clear on a loud speaker, likewise WGY, Schenectady came in. He could hardly believe what he heard. I then put on two pair of phones and asked him to take one. WIP, Philadelphia, WBZ, Springfield, KDKA, Pittsburgh, came in as loud as it was comfortable to hear on the phones. Then I caught the carrier wave of a station and played carefully with the dial. CHYC, Montreal, was the sign, loud and clear.

"Quickly disconnecting one pair of phones I put the loud speaker on, and all present in the room heard CHYC sign. This test consumed but 30 minutes. The man who doubted the 51 was astonished. He admitted defeat and I was proud of the achievement of my little 51. Result: another human being was converted to the Crosley output, for a man present said, 'You can keep your 6 tube set which requires a freight car to take around. I am going to get a Crosley'."



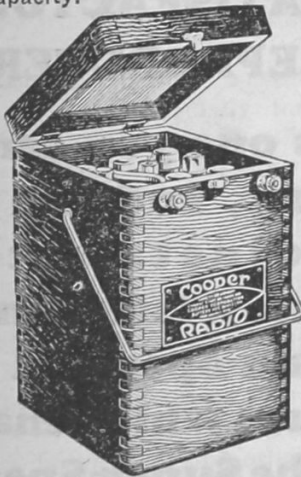
COOPER RECHARGEABLE "B" BATTERY

The Cooper Rechargeable "B" Battery is built to yield correct plate voltage. Compact in size—yet with ample capacity. Special plates insure noiseless, constant and greater voltage. Treated separators insure perfect insulation. Glass jars enable you to see the condition of the battery at all times. Made in 5000 m. a. h. capacity—in two types—24 and 48 volt.



COOPER "A" BATTERY TYPE R M R

The Cooper Rub-Mika "A" Battery represents an advanced idea in battery making. Its highly efficient assembly is built into a case made of Rub-Mika—strong, sturdy, leak-proof. A Rub-Mika lid seals the top, preventing the spilling of acid. Its featured cushion bottom prevents scratching and marring of fine furniture. Especially designed for the discriminating radio enthusiast. Made in 100 ampere hour capacity.



COOPER "A" BATTERY TYPE R H P

The inner construction of the Cooper R H P is of the same high quality as the Cooper R M R. The only difference being that the R H P is enclosed in a mahogany wood case instead of the Rub-Mika. Made in 80-100-150 ampere capacity.

Cooper

Rechargeable RADIO BATTERIES

are built for radio work

The old thought that any old battery is good enough for radio is fast disappearing. Experience, the great teacher, rules that for satisfactory radio work there is nothing so important as the right kind of batteries.

Cooper Radio Batteries are made especially for radio service and meet the most exacting requirements of radio broadcast reception. Steady, sustained and noiseless voltage, slow, even discharge, ample capacity—with occasional recharging they last for years.

There are no radio batteries made better than Cooper's—and they sell at a reasonable price.

For sale at radio dealers and Cooper Service Stations. If they cannot supply you see or write us direct.

DEALERS AND JOBBERS

We are free to state that there are no better radio batteries made than Cooper's. High grade in every detail—built for the job. They are sold at a price that means turnover and profit.

We stand behind each battery sold and behind each dealer selling them. Our proposition is liberal and carries with it close sales co-operation and advertising. If you are looking for a profitable and pleasant radio battery proposition do not fail to fill out and mail the coupon today.

THE COOPER CORPORATION

General Offices
Cincinnati, Ohio.

Factories
Cincinnati, Ohio.

BRANCH HOUSES
THE I. J. COOPER RUBBER CO.

CINCINNATI
COLUMBUS
DAYTON

MEMPHIS

INDIANAPOLIS
KNOXVILLE
NASHVILLE

The Cooper Corporation,
Cincinnati, Ohio.
Please send me information about
Cooper Rechargeable Radio Batteries.

Name

Address

.....
If you are a radio dealer or jobber, please
indicate.

C R-9-15

Business of Nation Is Making Big Gains From Tips by Radio

Data Broadcast By Various
Stations to Add Half Billion
This Year to Foreign
Commerce.

Radio will contribute an increase of half a billion dollars to American foreign business this year, according to estimates of the Department of Commerce.

The highest approval was given of the broadcasting of business statistics. More than 5,000 inquiries daily concerning foreign business opportunities reach the Department of Commerce, the majority of them as the result of the trade information service broadcast by wireless, it was declared.

A survey disclosed that the average individual business resulting from hints picked up from the radio service amounts to \$467 annually, running the aggregate sales to a huge sum, exceeding America's annual favorable balance of trade.

Dr. Julius Klein, director of foreign and domestic commerce, declared that the radio had been and is of inestimable value in the promotion of business.

"In many cases business men 'listening in' to the radio economic news have heard of sales openings in countries as remote as Australia," Dr. Klein said.

"In one particular case an office boy in a big middle western bank tuned in at night on a crystal set and made notes of what he heard concerning a prospective South American government loan. Next morning he informed his employer of what he had heard.

"The bank president communicated with the St. Louis office of the department of commerce by long-distance telephone. The information obtained made it possible for the bank to participate in the loan to its financial advantage."

Every development of modern science is being employed to keep American business men informed of trade opportunities throughout the world, according to department officials. This is regarded as essential that business men may successfully meet the ever-increasing foreign competition.

Sales as a result of the radio in-

formation service are covering a wide range of commodities, including practically everything manufactured in this country from locomotives to neckties. The department declared that radio is the quickest and most effective manner of reaching the average business man.

Radio And World Peace

(Continued from Page 1)

to cover the entire world by radio.

But of what avail to cover the world with one voice if that voice cannot speak a language known to all, or convey a message all could understand?

The next great development which will grow out of radio broadcasting will be the perfection and adoption of a universal language and when that is accomplished the world will have made one of the greatest strides in the direction of world peace that has ever been accomplished.

Perhaps we do not realize the importance of a universal language in considering the peace of the world, but it is evident to any who will give it the slightest thought.

Practically all the difficulties of the world come through misunderstandings. Of course there are human traits and peculiarities which always enter into a dispute, and it is folly to say that a universal language would prevent these, but in general all will agree that if all the various parts of the world were better acquainted with each other a great portion of the contributing causes of world misunderstandings would disappear.

The need for a world language has been apparent for many years, and many suggestions in this direction have been made.

It remained for radio broadcasting, however, to make the need for a universal language apparent. So many good things are now available to almost any one who has the means of receiving them that in many countries efforts are being made to find a way to universal understanding.

This is particularly true in Europe, where radio broadcasting is rapidly

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becoming established. But what confusion will result if some common ground for understanding is not established?

Think if you will, what would result if the stations you listen to on a winter evening were all operating with different languages?

Though the situation in Europe has not yet reached such a state of confusion, it is entirely within possibility that it may do so.

But the urgency of the situation is accentuated by the desire of Europe to hear the broadcasting from America.

The development of the special wave broadcasting which can be transmitted long distances and repeated from local stations makes international broadcasting an accepted fact.

If a universal language can be established for the purpose of broadcasting, the world will be linked together in a bond of fellowship which will be one of the most potent influences in maintaining the peace of the world.

What shall this universal language be? Shall it be one of the several proposed artificial languages, or shall it be one of the living languages of the day? And if so, which one?

There seems to be an open field for the discussion of this problem. Why not exercise your thinking powers and help to solve it?

IMMEDIATE DELIVERY ON
NEW MODEL CROSLY RE-
CEIVING SETS

Full Crosley Discounts to Dealers
Only.

WAKEM & McLAUGHLIN, Inc.,
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Call Money Rates
Foreign Exchange, Grain
and Live Stock
Quotations.

Bond Department
THE

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NATIONAL BANK
of Cincinnati.



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SATISFACTORY
REPRODUCER**

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just, and the best
adjustment we
know is the simple,
cam-operated fea-
ture which enables
The Super-Speaker
to reach out and
really sweep the
ether — No extra
batteries or coils.

Big, substantial, non-
metallic horn, without
echo or destructive reso-
nance—A fine, ebony-
glossed musical instru-
ment every Radio Mer-
chant can be proud to sell.
Big production makes it
possible to supply several
more good dealers, so
write quickly.

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CINCINNATI

Distributors for
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Genuine Radiotron Tubes
General Radio Company
Magnavox, Brandes, Eveready,
Burgess

PUBLISHED BY THE CROSLY RADIO CORPORATION, MANUFACTURERS OF RADIO APPARATUS, CINCINNATI, OHIO.

VOL. III, NO. XXXVIII.

PRICE \$1.00 PER YEAR.

SEPTEMBER 22, 1924

Station 1000 Miles Away Regarded As Local By Westerner

Californian Describes Wonderful Results He Obtained from Trirdyn — Other Owners Laud Efficiency of Set.

Letters from satisfied owners of Crosley Trirdyn radio receiving sets literally are piling in. Every time the mail-man calls he brings messages from all parts of the country. It seems as though the writer of each tries to 'out-do' the others in lauding the efficiency of this three tube set. Read a few of them:

Sharon Eichelberger, Box 101, Concord, Cal., says:

"The set I am going to tell you about is a Crosley Trirdyn, three tube reflex. It incorporates radio frequency, regeneration, non-reradiating, and is reflex. It certainly does its 'stuff.' It is perfectly satisfactory to me, and does more than you say it will do, in summer weather.

"People say that in warm weather reception is poor, especially long distance reception. I live 22 miles away from KGQ, and I can tune it out and get KFKX as loud as any station in Los Angeles, although Hastings is four times the distance of Los Angeles. Calgary, Canada, 1,000 miles away, is one of our 'local' stations. My record for distance is: KQV, 2,250 miles; KDKA, relayed, 2,250 miles; WSB, 2,110 miles; KIWV, 1,850 miles; CYB, 1,875 miles, besides various others, ranging from 360 miles to 1,700 miles. I have received stations in eleven states; five in Canada and one in Mexico. I have had the set one month. My dial markings run from 150 meters to 526 meters; and watts from 5 to 1,000.

"Anyone desiring information about this set, write to the above address, enclose a stamped self-addressed envelope and your questions will be answered."

William H. Kramer, of Jamaica, L. I., New York, writes as follows:

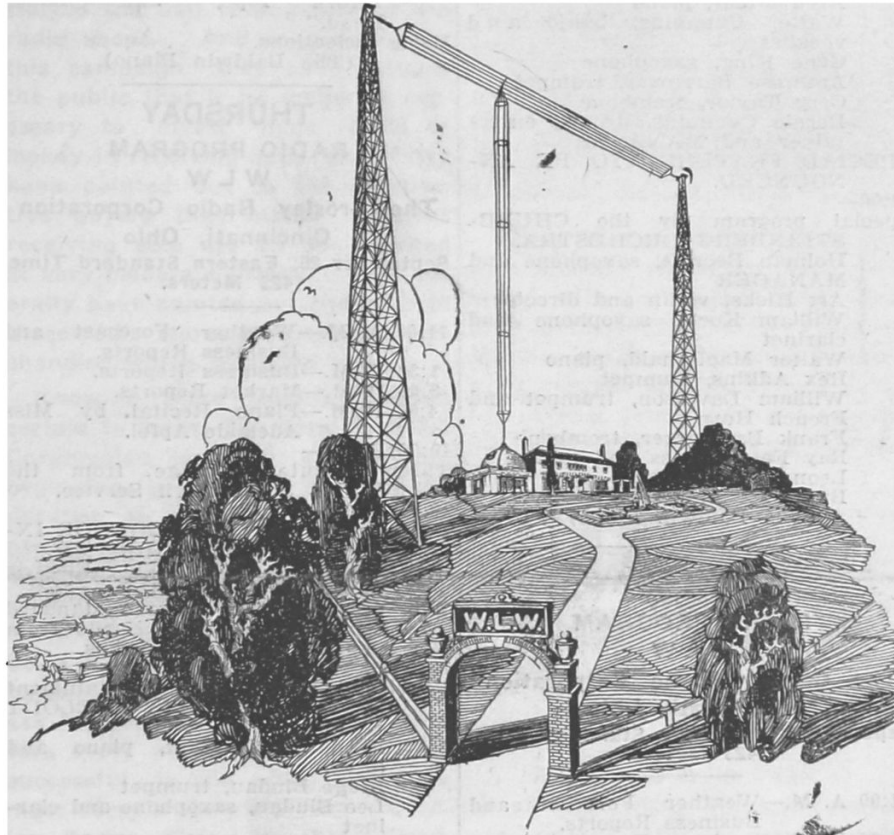
"The following named stations I have heard on my Crosley Trirdyn, 3R, using a loud speaker, during the months of June, July and August. There was great volume and wonderful clearness, no other stations interfering:

"WNYC, New York City; WEAJ, New York City; WJZ, New York City; WJY, New York City; WEBJ,

(Continued on Page 7)

New Super Power Station Soon To Be In Operation; Beautiful Studios Planned

Five-kilowatt Transmitter to be latest radio achievement and may send Yuletide greetings around the world. Station to be miles from studio.



The picture above is that of the new radio broadcasting station being constructed by The Crosley Radio Corporation. This is located on the highest hill near Cincinnati, miles from the studio. The picture gives an idea of the enormous towers, the engineering station and the home of the resident engineer.

When the new five-kilowatt transmitting station of The Crosley Radio Corporation, Cincinnati, Ohio, is placed in operation, about Christmas time, it may send Yuletide greetings around the world from its WLW studios. This new super-power station will be the latest radio achievement of The Western Electric Company, containing all of the improvements known to the radio engineers.

Radio's progress is marvelously rapid. Where it will stop no one knows, but Powel Crosley, Jr., as a leader in the radio industry, may be depended upon to give the broadcasting listeners the best in equipment and programs that can be obtained. Beginning with the five-watt transmitting equipment of only a few years ago, power gradually has increased until it is now necessary to remove the transmitting station outside of the city limits in order that no interference

will occur when WLW is "on the air."

After a careful survey of the topography of the counties surrounding the WLW studio, a point outside of Cincinnati was selected by the radio engineers for the erection of two 200-foot antenna towers, and the broadcasting station. The design of this station will be unique and contain not only the powerful broadcasting equipment but in an adjoining building will be housed the resident operators. From the top of the towers, located on a knoll at the highest point for miles around, a marvelous view of the surrounding country and three states may be had.

Heavy wires will lead from the antenna through the dome of the station, the roof of which has been designed after a famous observatory. The tall towers piercing into the sky will be an inspiring sight

(Continued on Page 3)

Crosley Represents Manufacturers On Hoover Committee

Delegates To Discuss Vital Radio Problems In Washington During Latter Part of September.

Powel Crosley, Jr., President of The Crosley Radio Corporation, will represent the Radio Manufacturers' Association at the Hoover conference to be held in Washington the latter part of September. Many new things in the development of broadcasting, other than the policies followed at the present time, are promised at this conference.

While visiting Judge Davis, the executive in charge of radio matters for Secretary Herbert C. Hoover, last spring, Mr. Crosley was personally invited to be present at the coming conference in recognition of his activities in the development of the art of broadcasting.

Mr. Crosley occupies a unique position in the radio world, being a member of the Board of Directors of the organization he will represent in Washington as well as a director and member of the following organizations:

The National Association of Broadcasters,

National Radio Chamber of Commerce,

The Radio Trade Association.

He is also a member of the Broadcasting Committee of the Associated Manufacturers of Electrical Supplies, which is the largest organization in the electrical industry, comprising the leading manufacturers of radio apparatus as well as all kinds of electrical equipment. Mr. Crosley manufactures more radio receiving sets than any one in the world, and his organization operates WLW, one of the leading broadcasting stations in the country.

Washington.—The third national radio conference for the better voluntary regulation of radio is to be conducted in Washington September 30, it was announced recently by Secretary of Commerce Herbert C. Hoover.

The growth of radio, and particularly the multiplication of broadcasting stations, has made necessary a consideration of many subjects and perhaps a revision of present methods. The matters which will be discussed and con-

(Continued on Page 8)

Crosley WLW Programs For Week of Sept. 21st

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 21. Eastern Standard Time.
423 Meters.

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

11:00 A. M.—
Services of the Church of the Covenant; Dr. Frank Stevenson, Minister.

7:45 P. M.—
Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick McMillan, Minister.

8:45 P. M.—
Concert by the Western and Southern Orchestra, William Kopp, director. (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Co.)
(The Baldwin Piano)

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 22. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:06 P. M.—Babson Reports. Theatrical Review.

8:00 P. M.—
Popular Dance Program by ALVIN ROEHR'S MUSIC MAKERS. Alvin Roehr, violin and director Fred Gooseman, trumpet M. B. Van, saxophone Pete Miller, banjo Art Mees, piano Nat Barnhart, entertaining drummer

8:45 P. M. to 10:00 P. M.—
Concert program, through the courtesy of the COOPER CORPORATION, featuring the COOPER CORPORATION and MALE QUARTET.

PROGRAM

1. Overture: "Poet and Peasant"
2. ValseLevitzi
3. RomanceGolterman
4. Male QuartetSelected
5. WaltzJ. Strauss
- Finale: Medley "Patriotic Airs"
-Special Arrangement
(The Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 23. Eastern Standard Time.
423 Meters.

11:00 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. Times-Star News.

10:00 P. M.—
BERNIE CUMMINS and his GENNETT RECORDING ORCHESTRA.

(By direct line from Goodwins Palm Garden).
Playing all the latest hits such as: "Believe Me," "Drifting Along," "June Night," "Jealous," and many others.

10:25 P. M.—
Violin Solos with Celeste accompaniment.

11:00 P. M.—
BERNIE CUMMINS and his Recording Orchestra.

Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER

SPECIAL FEATURES TO BE ANNOUNCED.

12:00—
Special program by the CHUBB-STEINBERG ORCHESTRA. Holman Becraft, saxophone and MANAGER

Art Hicks, violin and director
William Koch, saxophone and clarinet
Walter MacDonald, piano
Rex Adkins, trumpet
William Davidson, trumpet and French Horn
Frank Bamberger, trombone
Ray Fetzer, bass and tuba
Leon Warren, banjo
Bud Ebel, drums and effects.
(The Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 24. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Program for the "Shut Ins" given by the Duning Benevolent and Musical Service, co-operating with the Lillian Aldrich Thayer Settlement School of Music.

8:00 P. M.—
THE VIRGINIA ENTERTAINERS, presenting popular music symphonically.

Jack Bauer, violin, trumpet, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
Fred Brill, trumpet and saxophone

A. H. Speigner, trombone and MANAGER
Perry Bechtel, banjo and vocalist

V. A. Johnstone, piano and arranger
A. F. Joseph, drums and effects.

9:00 P. M.—
Special program by the WARNER AND SWOPE COON DOG ORCHESTRA, furnished through

the courtesy of the Kincaid-McKinley Company Department Store, Radio Department, Georgetown, Ohio.

Members:
Charles Warner, violin
K. Dunham, violin
Charles Watson, violin
Bob Woster, cello
Wm. Swope, banjo
Bob Carrington, banjo
John Cox, guitar
Lou Harris, guitar
The program of the Coon Dog Orchestra will include numbers such as: "Stonewall Jackson," "Big Fat Gal," "Bob Walker," "Turkey in the Straw," "Maggie," "Little Brown Jug," "Irish Wash Women," "Devil's Dream," "Garfield March," "Horn Pipe," and "Kings Head."

Voice Selections.
(The Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 25. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Piano Recital by Miss Adelaide Apfel.

10:00 P. M.—
Three minute message from the United States Civil Service.

10:03 P. M.—
Concert program by the MILNOR INSTRUMENTAL TRIO. (Courtesy of the Milnor Electric Company, Cincinnati.)

This program will embrace standard solos, trios and excerpts from popular musical comedies.

10:30 P. M.—
Popular program and entertainment by the DOHERTY MELODY BOYS.

Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Roy Goodlander, trombone
Dudey Rainer, drums
J. L. Doherty, banjo, entertainer and MANAGER

11:00 P. M.—
MILNOR INSTRUMENTAL TRIO
(Continuation of program).

11:30 P. M.—
Doherty Melody Boys.
(The Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 26. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Market Reports.

3:00 P. M.—Stock Quotations.

4:00 P. M.—Piano Recital by pupils of Leo Stoffregen. Other Features.
(The Baldwin Piano)

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 27. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Market Reports.

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, 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; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; 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 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 Agriculture, 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 announced 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 9:00 P. M.

French West Africa has now been put into wireless communication with France by the opening of the wireless station at Bammaro on the Niger. This is one of the four French colonial stations. Saigon has been in operation for some months. The one at Stanley Pool on the Congo and the other at Antananarivo in Madagascar have yet to be built.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
 Colerain and Sassafras Streets, Cincinnati, Ohio.
 Telephone, Park 3200
 Subscription Price, \$1.00 a Year
 Robert F. Stayman
 Editor
 Alvin R. Plough
 Associate Editor

RADIO EVERYWHERE

From every city, village and hamlet comes the call for radio. Never before has the demand been so heavy at this time of the year. Millionaires and laborers are rubbing elbows in the radio shops, asking for the "very latest" in receiving sets. Aerials are springing up everywhere. On palaces, cottages, factories and office buildings one sees men erecting antenna masts. In every place in which receiving sets and accessories are sold the crowds compare with those that throng department stores during the week before Christmas. And still we are at the very beginning.

Dealers who anticipated the early demand or who accepted the advice of those who realized it was imminent are saying "I told you so" to their less wise competitors. They literally are reaping an early harvest and at the same time are building a strong foundation for a profitable business. The days when radio was a seasonable trade have passed, never to return. Reception in Summer hereafter will be better than in the Winters that have gone. Dealers realize this and so, instead of relying on radio to "carry them through the winter," are preparing to feature it every month in the year. Therein lies the secret of the methods being adopted by the wide-awake ones to build now the foundation for their profitable business.

It is absolutely impossible even to conceive such a thing as a saturation point. Millions and millions of men, women and children are just beginning to become interested in radio. Hundreds of thousands of others are preparing to purchase more modern equipment or to replace their home-made receivers with the more efficient factory-made sets. Even expert statisticians admit inability to predict the number of receivers that will be sold during the next few months. And when such persons as these refuse to consider risking their reputation on business predictions it is a certainty that something tremendous is not far off.

There is nothing unnatural about the tremendous call for radio. Anything that is a necessity as well

as a luxury is certain to meet the approval of everyone and be demanded everywhere. Entertainment, happiness, education and vital information are brought into the home from hundreds of cities in all sections of the country. Special features now being prepared by studio directors are being looked forward to eagerly by owners and prospective owners of receiving sets.

Newspapers have done a world of good along the lines of educating the public to the benefits of radio and thereby have assisted greatly in creating the unprecedented demand. They have convinced the people they cannot afford to be without receiving sets and have started the ball rolling toward the radio shops. And in carrying on this campaign they have taught the public that it no longer is necessary to invest huge sums of money in receiving apparatus. They have pointed out to the prospective buyers that highly efficient receiving sets are to be obtained at very moderate prices. They literally have pointed out the path to those radio stores that handle merchandise which is priced right.

Knowing these conditions were certain to arise, The Crosley Radio Corporation prepared, at the very beginning, to produce efficient apparatus to be sold at moderate prices, and now is a leader in the field, manufacturing many more receiving sets than any other company in the world. The buying public is aware of this, as a result of nation-wide advertising, and will ask for Crosley apparatus. Therefore every dealer who hopes to be successful in the radio business must carry a complete line of Crosley, Better—Cost Less, Radio Products.

HOW ABOUT BARGAIN SALE OF WAVE LENGTHS?

B. H. Smith, Boston representative of The Crosley Radio Corporation, sends in the following:

"In looking over a bulletin issued by Stern & Company, 308 Asylum street, Hartford, Conn., I noticed this message to employes:

"To avoid confusion, the stock clerk asks that we advise you we do not stock and cannot furnish these articles:

- "Oscillating Crystals.
- "Regenerative Galena.
- "Ohms in packages or bulk.
- "Six dement tubes.
- "Kilocycles in any dimensions.
- "Umbrella antennae.
- "Ground saturators.
- "Amplification Constants."

And Mr. Smith adds that the above reminds him of the lady who approached him at a recent radio show and wanted to know how far she could hear if she hooked up a 22½ volt B battery to an antenna in ground.

Juvenile Entertainer



Little Marian Klein, whose picture appears above, is frequently heard, with her famous daddy, Senator Schultz, by WLW listeners. Marian has been studying dramatic expression and aesthetic dancing for several years, and gives promise of a brilliant professional career.

New Super Power Station Soon To Be In Operation

(Continued from Page 1)

above the white, massive station and house. Massive stone walls will surround the buildings but the large gate will always be open to visitors. Landscape gardeners already are busy with their plans for beautifying the grounds and gravel walks and shade trees will vie with gorgeous flowers to please the eye of visitors.

Operation of this new Crosley WLW station will be automatic. Within five seconds after a button has been pressed in the broadcast-

ing studio, located in the administration building in Cincinnati, the voice or music of the artist will be loosed into the ether and perhaps heard in Cape Town, South Africa, as was a similar station equipped for experimental purposes. Remote control will be used, making it possible to have the microphones in either the studio, theaters or other places miles away from the point where the station is located. Special wires will be used to carry the voice or music from where the artists and studio director are located to the transmitting station. By means of line-amplifiers, the voice and music are kept of the same quality that would be found if the broadcasting was done in the same room with the artists.

A research into the accoustical qualities of the different broadcasting studios resulted in the planning of the new WLW solo and ensemble parlors along the best lines. At the recommendation of Dr. D. C. Miller, heavy monk's cloth will be used to drape the walls, while the ceilings will have a special membrane treatment. Noiseless ventilators will keep the temperature of the studios at the proper degree, regardless of the atmospheric conditions. The polished hardwood floors will be covered with heavy rugs to eliminate unnecessary noises. Plate glass will permit a view of the artists in both studios from the auditorium where the guests will find comfortable seating arrangements prepared for them. A triangular-shaped amplifying control room is located between the solo and ensemble parlors, where the studio director and his assistants will work. Several innovations will be found for the convenience of the artists which will make the waits between program numbers but five seconds.

Stranger entering postoffice: "Any mail for Mike Howe?"

The postmaster was busy and made no reply.

"Any mail for Mike Howe?" repeated the stranger.

"No, of course not. Who do you suppose would send mail to your cow?"—The Jewelers' Circular.

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 most 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.

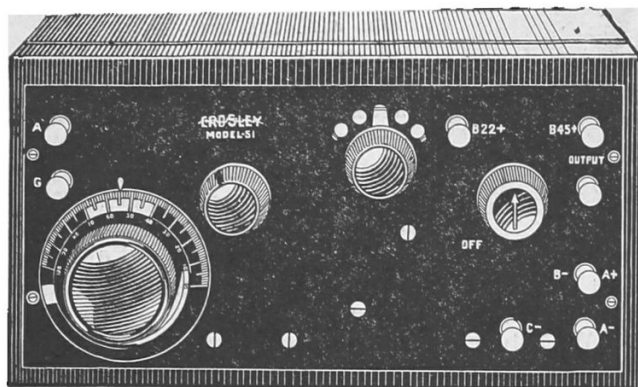
DEALERS-BE PREPARED

1924-25 RADIO SEASON IS ON IN FULL SWING
EVERYONE IS DEMANDING

CROSLEY RADIO RECEIVERS

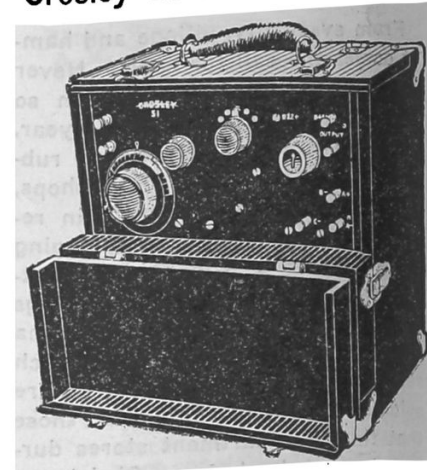
BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 \$18.50



NEVER BEFORE has the demand for radio receivers been so great at this time of the year. And we are at the very beginning. National advertising is creating a tremendous demand for Crosley products. Consumers everywhere are asking for them. Dealers **MUST** carry a complete line in stock. The popular receivers illustrated on this page are genuine Armstrong regenerative sets, manufactured under U. S. Patent No. 1,113,149. They are long distance receivers, giving perfect satisfaction and are **PRICED RIGHT.**

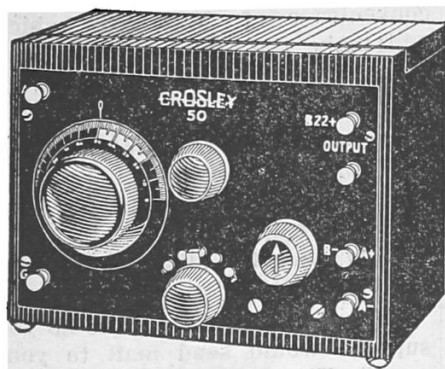
Crosley 51-P \$25.00



THIS is the nationally-famous Crosley 51, the biggest selling two tube radio receiver ever manufactured. It consists of an Armstrong detector and one stage of audio frequency amplification. Distant stations are heard with perfect clearness. Operates loud speaker on local stations at all times and far-away ones when atmospheric conditions are fair. We know the demand for this set will be tremendous and are preparing to produce thousands of them weekly. One stage audio frequency amplifier in cabinet to match the Crosley 51, \$14.00 extra.

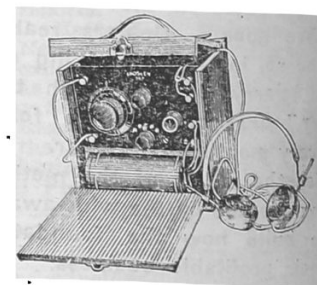
THE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand it is a popular home receiver, which easily may be carried from one room to another. It meets the requirements of thousands of prospective radio fans.

Crosley 50 \$14.50



WIDE-AWAKE dealers are aware of the popularity of one tube radio receivers. A great many people prefer these to the sets using two, three or more tubes. They would rather use head-phones than loud speakers. These people are demanding Crosley one tube receivers because of their known efficiency. They know they can hear far-away broadcasting stations with them. They know they are easy to install, simple to operate and are priced properly. It is certain that the call for Crosley one tube sets will be enormous during the coming winter. Anticipate your requirements and stock up immediately. Remember these are genuine Armstrong Regenerative receivers being offered at prices never before believed possible.

Crosley 50-P .. \$18.00



THE Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier, price \$18.00, has been designed for this purpose. A remarkable little radio receiver that has made a tremendous hit since it was announced a short time ago.

“TAKE your entertainment with you.” That is the slogan that made the Crosley 51-P and the 50-P famous. And these words carry a world of meaning. The Crosley 50-P really permits its owner to take his entertainment with him anywhere. It is a one tube set, the same as the Crosley 50, but it is installed in a neat cabinet, with a strong carrying handle. This is an ideal home set and still has the portable feature. Stations many miles away may be heard clearly. Operation is simple and results very satisfactory. Be sure you have these in stock both Winter and Summer.

Prices Quoted Here Do Not Include Accessories

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

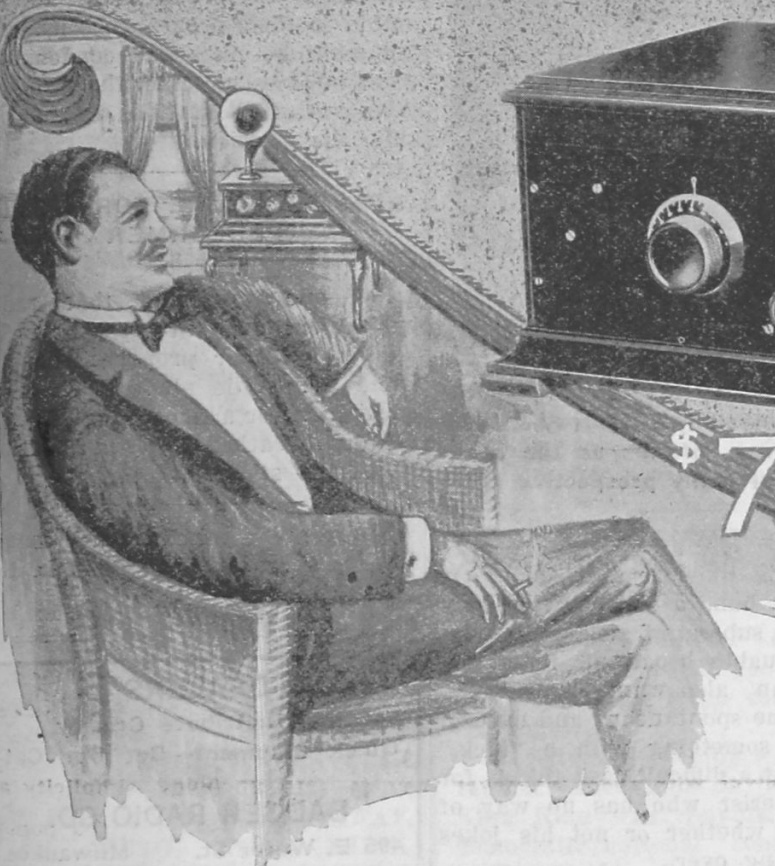
CROSLEY

Better-Cost Less
Radio Products

\$ 65⁰⁰



CROSLEY TRIRDYN 3R3



\$ 75⁰⁰

CROSLEY TRIRDYN 3R3 SPECIAL

The TRIRDYNS are equipped with two rheostats, one controlling the detector, which can be set accurately on reception of the first station. The other rheostat controls both amplification tubes, and can also be set for volume and clarity at the same time that the detector rheostat is adjusted, after which no further change need be made in the rheostat adjustments, excepting for change in A battery voltage.

The slide tickler regenerative control can also be set and is used only occasionally during the operating period for adjustment of volume, so that the control of this set is actually "boiled down" to two dials.

A selector coil is provided on the receiver to be used sometimes during local interference in connection with some types of antenna, in order to provide greater selectivity.

This is, we believe, the ideal receiver. West Coast broadcasting is, of course, copied regularly in Cincinnati on this instrument. It can be used satisfactorily with a very small indoor antenna, which provides loud speaker volume even on long distance stations. Excellent results have been obtained without any antenna, using only a ground wire connected to the antenna binding post.

The TRIRDYN, or 3R3, get its name from the combination of radio frequency, regeneration and reflex and also the fact that the set uses only three tubes.

The TRIRDYN SPECIAL is the same as the TRIRDYN only it is installed in a larger cabinet in which there is ample room for dry cell "A" and "B" batteries. This is a beautiful piece of furniture and a welcome addition to any home.

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

A VERY REAL ASSET

It is not alone the ease with which Crosley Radio Receivers are sold that make them a valuable line for you to handle. There is the additional advantage of knowing that every person who buys a Crosley will be a repeat customer.

The universal satisfaction that Crosley instruments give each in its own class, adds prestige to the reputation of your store and makes customers talk about the wonderful values obtained there.

That our claims for Crosley Receivers are not extravagant is proven by the fact that, during the last twelve months, more Crosley instruments were made and sold than any other kind of sets in the world.

The Crosley Franchise is a very real asset. Are you taking advantage of the opportunity that it offers you?

Write for complete catalog which shows the new as well as the widely known Crosley Radio Receivers.

Good Jobbers
Everywhere
Handle Crosley's



THE 1924-25 Radio Season is well at hand with every indication of its being several times as big as last year. People are coming home from their vacations—cooler nights are bringing a tremendous demand for radio sets. Be sure you are prepared.

The TRIRDYN receivers have come through the summer period of comparatively poor reception with flying colors. The combination of one stage of tuned audio frequency, with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five tubes. We believe that no other set on the market combines these features so well incorporated in the TRIRDYNS. Notwithstanding the summer months, the demand for the TRIRDYNS has continued to grow from week to week.

These receiving sets are non-radiating (or non-reradiating, as it is sometimes called) so that they cause no interference in a neighborhood in which they may be used. They are controlled by means of only two dials, which can be perfectly and accurately calibrated, and being only two such dials, enables ease in picking up new stations without calibration.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Concerts From WLW Are An "Institution" In Kentuckian's Home

Broadcast Reception Far Better Than Any Phonographic Reproduction, Newport Man Says, Lauding Programs.

The Thursday evening programs at WLW have won a permanent audience, as indicated in the characteristic letter which follows. Doherty and his boys, with the musical contrast given by the Milnor Electric Instrumental Trio, and the hilarious visits of Senator Schultz, bring a variety that pleases everybody:

"Dear Mr. Smith:

"As usual, the program by the Doherty Melody Boys and the Milnor Trio was excellent. Had several guests last night, and as an unknowing compliment to the quality of your program, they stayed until your 'Good-night,' whereas they had intended leaving a great deal earlier in the evening. Your Thursday evening programs are an institution in our home as we have not missed any for quite sometime.

"Immediately after remarking to a friend of mine upon the manner in which Doherty 'popularized' that old favorite, 'Let me call you Sweetheart,' that is, over the radio, we had the pleasure of again hearing this selection, with 'Melon'—himself—doing the singing. It was good, and although some people might still insist that they prefer a phonograph to radio reception of music, I have yet to hear a phonographic reproduction with the tonal fidelity and lack of extraneous noises which marked the reception of your broadcasting last night.

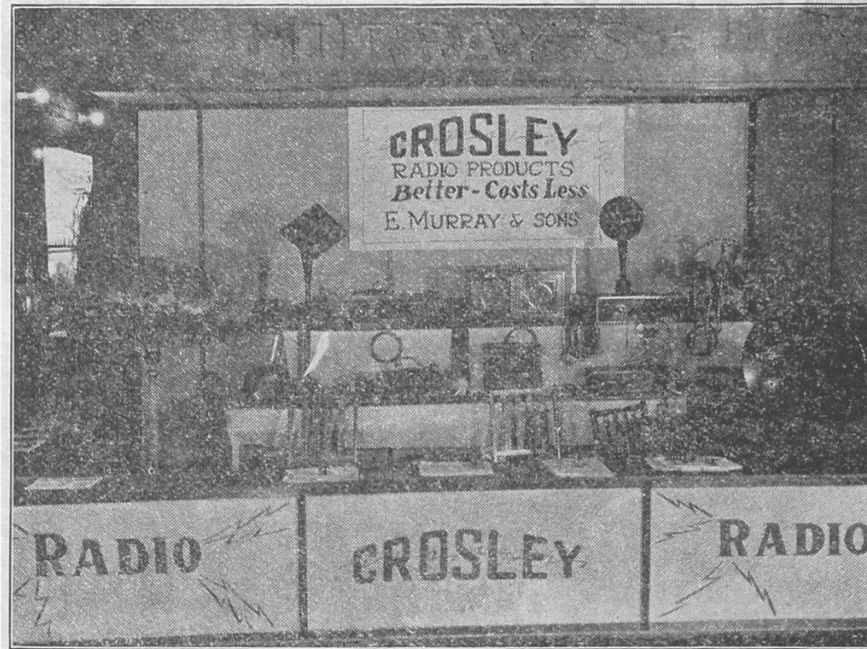
"I want to congratulate all of the performers at your station for the quality of their parts of the programs and to thank them also on behalf of our immediate family and also a few neighbors who benefit by our loudspeaker!

"Don't let Doherty forget 'Let me call you Sweetheart' next Thursday night. We are planning to invade your studio on that evening.

"Yours for The Best Program,
"BEN SCHROEDER,
"534 Second Street,
"Newport, Kentucky."

Ceylon has been getting very busy on the subject of radiocasting and the committee which has been sitting to investigate the question advocates that it should be controlled by the Post Office. The programs will take the usual form of musical items and news with commercial information supplied by the Chamber of Commerce.

Crosley Booth At County Fair



Above is a picture of a "Crosley Booth" at the Richland (Ill.) County Fair. This interesting exhibit was prepared by E. Murray & Sons, Crosley distributors at Olney, Ill. Mr. Murray informs us the booth was crowded every day and that the names of many prospective radio fans were obtained as a result of the display.

HOW CAN I PLEASE MY AUDIENCE, ARTISTS ASK?

How can I please my audience? What radio artist has not asked himself this question and to no avail?

As yet no means has been devised to determine just what the radio world considers the ideal broadcast program.

All who have appeared before the microphone have a vivid recollection of their first attempt—the feeling of absolute helplessness, and in most cases the "stage fright" that usually marks the first radio appearance.

Those who have pioneered broadcasting could furnish a list of things the average fan does not want.

Newspapers which operate broadcasting stations are peculiarly fitted to judge this condition. They constantly have their "finger on the public pulse"—they know what the fans like or do not like.

The listener-in does not care for long talks on tiresome subjects except in cases where the speaker is one of especial prominence. Prop-

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

aganda is likewise tabooed. On the other hand a short snappy talk on a live subject of general interest is a valuable broadcast feature.

The fan also wants humor—humor of the spontaneous and natural variety, something with a "kick." And what a difficult task this is for the humorist who has no way of knowing whether or not his jokes are getting over.

Music, of course, is paramount. In serving millions with the nation's best music radio has brought delight to thousands of firesides which otherwise would be isolated from civilization.

The radio fan is in control of the

We broadcast daily at
11:00 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.

situation up to a certain point. If he doesn't like one program, he tunes it out and tunes another station in. But this is only haphazard control. He might do better.

If every listener-in, having made his contribution to radio in his investment in his set, would make the same demands of radio that he does in other purchases, he would soon get what he wants from all stations. If he would, either as an individual or as an organization, report to the broadcasters his reaction to their programs, commending what he likes and condemning what he does not like, the program directors of all stations would consider his position.

NOM DE PLUME FOR RADIO PERFORMER

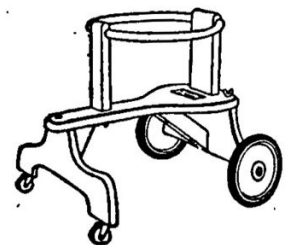
Someone suggested that radio performers who did not wish to be known by their proper name, assume a nom de plume. The first suggestion for a female pianist was, "Madam Feather." Then the Crosley studio staff fainted.

There are more than 3000 manufacturers of radio supplies in the United States.

— DEALERS —

We Distribute Crosley...
Quick Shipment—Get Our Catalog
BADGER RADIO CO.
495 E. Water St. Milwaukee.

The Go-bi-bi



LET BABY GO BYE-BYE WITH A "GO-BI-BI."

Strengthen his tiny muscles and teach him to walk in a safe, natural way. Can't tip over or fall off. The ideal utility toy for 6 to 15 months old youngsters. Get baby a GO-BI-BI today.

If your toy shop or infants' wear department cannot supply you, send \$3.50 for a GO-BI-BI postpaid.

A descriptive booklet, "Building Strength Into the Youngster," sent on request.

THE CROSLY MFG. CO.

Dept. 3

Cincinnati, O.

Station 1000 Miles Away Regarded As Local By Westerner

(Continued from Page 1)

New York City; WFBH, New York City; WHN, New York City; WOR, Newark, N. J.; WBF, Newark, N. J.; WAAM, Newark, N. J.; WNAC, Boston, Mass.; WOO, Philadelphia, Pa.; WFI, Philadelphia, Pa.; WDAR, Philadelphia, Pa.; WGY, Schenectady, N. Y.; WJAX, Cleveland, Ohio; WSAI, Cincinnati, Ohio; WKAD, East Providence, R. I.; KYW, Chicago, Ill.; WEBH, Chicago, Ill.; WLW, Cincinnati, Ohio; WMAF, St. Dartmouth, Mass.; WDAP, Chicago, Ill.; WWJ, Detroit, Mich.; WCX, Detroit, Mich.; KDKA, E. Pittsburgh, Pa.; WTAM, Cleveland, Ohio; WBBR, Toledo, Ohio; CNRO, Canada; WIP, Philadelphia, Pa.; WBZ, Springfield, Mass., and WIOB, Zion City, Ill.

And Ted Wiederspan, of Lincoln, Nebraska, says:

"Having purchased a Crosley Trirdyn receiver from Moores Radio Shop of the city, I wish to inform you of the success I have had with it. I purchased it on June 12th.

"Following are the stations I have heard: KFNF, WTAS, WHO, WOA, WAAW, WHAA, WFAA, WOC, WLS, KFKX, KFEL, WCAJ, WDAF, WHB, WQJ, KFKB, KGO, KFI, KHLJ, KYW, WJAX, WFAV, WJAB, WLAG, WSAI, KDKA, WHAS, WLW, WTAM, WOI, WGN, WWJ, WEBH, KFIX, and one in Minneapolis, I think the call letters are WCAS.

"Not so bad for two months in the middle of the summer with old man static working hard. Every Tuesday and Saturday I listen to KGO at Oakland."

Earl Burke of Canastota, N. Y., writes:

"The W. H. Cronk & Co., of Canastota, New York, placed in my home, June 20th, a Crosley Trirdyn, 3R3, and, having now used this set for over two months, I wish to express my appreciation for the excellent service obtained from this machine, and especially because we have just gone thru the warm weather period.

"We have heard stations from Boston to Omaha, and Montreal to Atlanta, including over fifty-five stations from about thirty cities. We have heard everything from 'Alabama votes twenty-four for Underwood,' to 'how to bake a cake'."

"Hello, Mose, how long you all in jail fo'?"

"Three weeks."

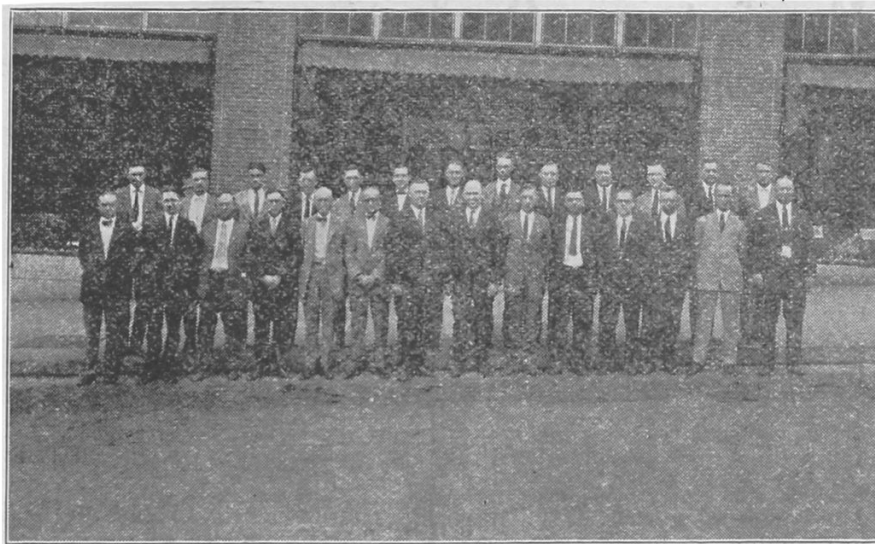
"What did you do?"

"Jes' killed mah wife."

"And you all got only three weeks?"

"Dat's all. Den dey's goin' to hang me."

Ready For Crosley Campaign



The picture above was taken during the First Annual Sales Conference conducted by the Storz Western Auto Supply Company, Omaha, Nebraska. This company is a distributor of Crosley Radio Apparatus. Methods of selling this line of radio equipment were thoroughly discussed at the conference, which was held August 15 and 16. Each of the salesmen is "thoroughly sold" on the Crosley line and started out after the meeting with a determination to sell thousands and thousands of dollars worth during the next few weeks.

DEMO CONVENTION 'YARNS' STILL COMING.

Humorous political convention yarns are still coming in the mail. One letter contained the following:

On Saturday evening when the red-hot discussion on the Ku Klux Klan was convulsing the democratic national convention in New York and police reserves waited on duty in case of a riot call, a group of interested people stood listening to the loud speaker echo the turbulent scenes in Madison Square Garden.

One old boy was deeply interested and rather excited.

After listening a while he had to go down the street to buy some groceries, but hurried back and paused again in front of the loud speaker.

He had gone away listening to the democratic convention; he returned at the moment when the announcer was telling of the great Ohio cyclone and its death list. But he did not know that.

"There are 350 dead and several thousand wounded," announced the loud speaker sonorously.

"There it is; I knew they'd get at it," cried the bystander.

He thought the big fight had come off in the democratic convention.

RADIO SET MUST APPEAL TO EYE AS WELL AS EAR.

Remember the pictures we used to see of the first receiving sets, especially those rigged up for distance work? The equipment usually straggled over tables, shelves, floor and, sometimes, ceiling. Wires

and batteries lay about in a maze of disorder and the radio corner was the pet grievance of the housewife, unless she banished it to the attic or garage.

Those days are gone. Sets are marvels of neatness and trimness now. In the past few months there has been a decided trend toward the aesthetic in set building and mounting.

The same process accompanied the development of the phonograph. Those with long enough memories can recall when the phonograph was a collection of wheels and cylinders, mounted atop a post and equipped with rubber ear pieces that were thrust into the ear openings like a bathing stopper. Then came the big old-fashioned floral horn and later the contained cabinets that are now almost universal.

Radio, however, has traveled in months about as far as the phonograph went in a couple of decades. That's because, of course, radio has appealed to countless amateurs, while phonographs were developed by relatively a few professional builders. When hundreds of keen minds are constantly seeking betterments, they come faster than if only a few are hunting them. So there has been not alone a remarkable development on the technical side of radio but a corresponding advance in removing its crudities of construction and embellishing its appearance.

IMMEDIATE DELIVERY ON NEW MODEL CROSLEY RECEIVING SETS

Full Crosley Discounts to Dealers Only.
WAKEM & McLAUGHLIN, Inc.,
225 East Illinois St.
Radio Distributors Chicago, Ill.

MISSOURIAN HEARS MEXICO CITY DESPITE INTERFERENCE

" Liberal, Mo.

"August 25, 1924.

"The Crosley Radio Corporation,
"Cincinnati, Ohio.

"Gentlemen:

"I have read much about your Trirdyn radio receiver, and, having one of my own, wish to write you a letter of praise regarding this set. The first set I ever owned was a Crosley XJ. I had wonderful results with this, but two or three months ago I traded it and bought a Trirdyn which is the best set in the country.

"I shall now give you some idea of how this set performs. One evening during the latter part of May, when Kansas City was off the air, I picked up Mexico City, Mexico. Static was so bad none of the other sets around town would work. But I got through to Mexico City, which is at least twenty-two hundred miles from here, in good shape. On nights when lightning is bad I can tune in on the inside antenna and get music in fine shape. One night I was tuned in this way on two tubes and my neighbor across the street heard the music fine.

"I consider Hastings, Dallas, Fort Worth, Cincinnati, Pittsburgh, Pa., Omaha, Nebr., Des Moines, Iowa, and Chicago all as local stations. I can easily tune in Hastings, Nebr., on 341 meters, and then only four meters difference can tune in WLS Chicago on 345 meters with no interference.

"During the Democratic convention I could pick it up from almost every station broadcasting it. Every word of this is true and if you find it desirable to print in the Crosley Radio Weekly to let the public know of this wonderful set you have my permission to do so. I swear that every statement made above is correct and have witnesses to the same.

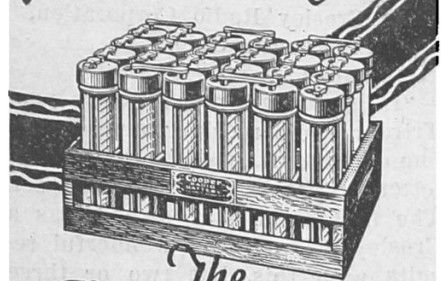
"Yours very truly,
"TAYLOR R. PALMER."

Naval broadcasting station at Washington sends out an average of 20,000 words daily.

'THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively
CROSLEY
RADIO APPARATUS
On Hand For Prompt Shipment
2409 Harris Ave.
Norwood Station Cincinnati, O.

DEALERS
Place Your Orders With
THE JOHNSON ELECTRIC SUPPLY CO.
232 E. 5th St. 331 Main St.
CINCINNATI
Distributors for
The Crosley Radio Corporation
Genuine Radiotron Tubes
General Radio Company
Magnavox, Brandes, Eveready, Burgess

You'll notice the difference immediately



The Cooper

Rechargeable RADIO BATTERY

Will improve your reception

Sweet and clear as a bell—it's hard to express—but you'll notice the difference immediately. Those harsh, sandy noises are gone.

The secret is in the plates. Cooper plates are more porous. Their porosity allows the gasses which naturally form in the battery during discharge chance to escape instead of trapping them until they become so strong that they force themselves out, causing fluctuation in the current—and noise.

Noiseless voltage is but one of the many features about the Cooper. Another is its low price, \$7.95 for the 24 volt—\$13.95 for the 48 volt. See it at your nearest radio dealer or Cooper Battery Service Station. If there is none near you, mail the coupon to us.

DEALERS AND JOBBERS

Special plates are but one of the refinements in the Cooper. All through it is featured—it ranks second to none in quality—capacity—service—low price.

Its quality, capacity and low selling price has created a demand for it. You can help supply this demand by writing us today for our proposition.

THE COOPER CORPORATION

General Offices Cincinnati, O. Factories Cincinnati, O.

BRANCH HOUSES

The I. J. Cooper Rubber Co. Cincinnati Indianapolis Columbus Knoxville Dayton Memphis Nashville

The Cooper Corporation, Cincinnati, Ohio.

Please send me information about the Cooper Rechargeable "B" Radio Battery.

Name

Address

If you are a radio dealer or jobber, please indicate.

Crosley Represents Manufacturers On Hoover Committee

(Continued from Page 1)

sidered at the conference are: Revision of the present frequency wave length allocations, to reduce interference.

Use of high frequencies or short waves.

Classification of broadcasting stations; possible discontinuance of Class C stations.

Interconnection of broadcasting stations.

Limitation of power; division of time; zoning of broadcasting stations.

Means for distinguishing the identity of amateur calls from foreign countries.

Interference by electrical devices other than radio transmitting stations.

Relations between Government and commercial services.

To facilitate the work of the conference the various groups in the radio field will be asked to name representatives who will constitute the formal Advisory Committee of the conference. As as present planned the groups to be represented will be as follows: Listeners, marine service, broadcasting (one from each inspection district), engineering, transoceanic communication, wire interconnections, manufacturers, amateurs, point-to-point communication, Government departments.

The committee so constituted will conduct public hearings. All persons or organizations having any suggestions to make or views to express upon any features of radio activity are urged to attend.

The matters suggested for consideration are not within the regulatory control of the Secretary. As to such matters any conclusions reached by the conference can become effective only by voluntary adoption by the interests affected. As to the feature falling within the powers of the Secretary the recommendations of the conference will be advisory to the department.

Two radio conferences already have been conducted in Washington, one in February, 1922, and the other in March, 1923. Secretary Hoover said that the result of these meetings had been a lessening of friction and misunderstanding through the voluntary co-operation of the radio industry, the public and the Department of Commerce. Reduction of interference and the improvement of radio service were said to have been the outstanding accomplishments of the previous conferences.

Fifty-one Great Lakes ships are replacing their crystal receivers with tube sets.

RADIO LULLABY

One California reader contributes the following "Radio Lullaby" for publication:

When the days are dark and dreary And the nights are long and cold

I wouldn't trade my Radio For a wagon load of gold.

* * *

When the days are full of sunshine And the nights are cool and fair,

My heart jumps up when I tune in, There's music in the air.

* * *

When the heart is full of torment And the thoughts are sad and blue,

You'll find that any Radio Will change your point of view.

* * *

So follow my instructions And no matter where you go, You'll always find real happiness If you take your Radio.

GREAT RADIO YEAR PREDICTED BY FEDERAL SUPERVISOR

Predictions for an exceptionally good radio year are made by Chief Radio Supervisor W. D. Terrell, of the Department of Commerce, who has just returned to Washington after a tour of inspection of all the nine radio districts in the country.

Today there is very little radio interference from amateurs, he reports, during the silent evening periods. He also believes that there is a general growing interest in broadcasting, both among the broadcasting owners and the listeners-in, due probably to the fact that the industry and art is getting on a stable basis.

The importance of radio to the farmers of the nation cannot be overestimated. Besides the practical value of weather, market and stock reports, it is pointed out that farmers and suburban residents take great delight in the excellent evening entertainments broadcast daily by some odd 500 stations.

AREN'T THEY ALL ALIKE, BOYS?

The Judge: "This lady says you tried to speak to her at the station."

Salesman: "It was a mistake. I was looking for my friend's sister, whom I had never seen before, but who's been described to me as a handsome blonde with classic features, fine complexion, perfect figure, beautifully dressed—"

The Witness: "I don't care to prosecute the gentleman. Any one might have made the same mistake."—P. K., Chicago.



The Superspeaker

USE YOUR PET ONE-TUBE SET

to test this revolutionary reproducing instrument. The wider your experience, the greater will be your amazement and delight. On many such sets the Superspeaker is the only equipment that will yield satisfactory results.

On multi-tube sets, Superspeaker results are just as strikingly superior. Exclusive micrometer air-gap adjustment insures range without extra batteries. Big, substantial non-metallic horn—finished in glossy ebony. More good dealers wanted.

JEWETT RADIO & PHONOGRAPH COMPANY 5680 Twelfth Street DETROIT MICHIGAN

AND WLW PROGRAMS

PUBLISHED BY THE CROSLY RADIO CORPORATION, MANUFACTURERS OF RADIO APPARATUS, CINCINNATI, OHIO.

VOL. III, NO. XXXIX.

PRICE \$1.00 PER YEAR.

SEPTEMBER 29, 1924

Complete Line Of Radio Receiving Sets Is On Display In Crosley Booths At Great Exposition In New York City

Labrador Hospitals To be Equipped With Crosley Radio Sets

**New Joy To Be Brought To
Sufferers In Far Northern
Country — Dreariness of
Outpost Life Relieved.**

After the experience of many months of dependence on dog sleds and small vessels to keep him in contact with the outside world, Wilfred T. Grenfell, the "Labrador Doctor," whose work in behalf of natives and fishermen has received worldwide recognition, will now have the opportunity of trying out the value of radio in the many hospitals scattered through Labrador and Newfoundland.

Thinking first of the patients and volunteer workers among whom he has been spending a life of sacrifice, Dr. Grenfell is hopeful that all of the missions under the jurisdiction of the International Grenfell Association will be equipped with the latest marvel of science that will bring to these dreary outposts of civilization the finest music and educational facilities.

Seven complete receiving sets of the finest grade, including two Crosley Trirdyn sets, are to be installed by the Grenfell missions this fall by C. A. Service, assistant secretary of the American Radio Relay League, who was assigned the work by the Grenfell Association.

The assistance of the American Radio Relay League was requested for the purpose of selecting the equipment and allowing its assistant secretary the necessary leave of absence in which to undertake the installing of the sets. He will also investigate the power facilities of the missions in order to determine whether it will be possible to install amateur telegraph transmitters for intercommunication.

The need for a special radio service of this kind was made evident when in the middle of winter fire destroyed one of the hospitals, and the facilities were such that it was found impossible to get any word to the outside world for two months. The survivors were compelled to depend on the dog teams

(Continued on Page 6)

Radio Invades Valleys of Rockies Where Crosley Sets Work Perfectly; Interesting Trip Described By Fan

In the valleys of the Rocky Mountains, where hills rise thousands of feet on every side and where the nearest broadcasting station is more than a thousand miles away, Crosley radio receivers are practically the only ones that give satisfactory results, according to C. L. Titus, of Denver, Colorado, who, in a letter to the Editor of the Crosley Weekly, says:

"I have just returned from a drive over the Rocky Mountains, across four Passes, the Utah Desert and return through northern Utah, Wyoming and Colorado.

"I wish to tell you that where people live down in the valleys, with mountains rising for thousands of feet on all sides of them, and located over a thousand miles from the nearest Broadcasting Station, the Crosley is practically the only radio set that will give satisfactory results.

"I stopped at the East Portal of

the Moffat Tunnel, where the main railroads leading west from Denver will pass under a mountain for six miles when the Tunnel is completed, and found there a Crosley set entertaining quite a crowd of workmen. From there I went over Berthoud Pass at an altitude of 11,026 feet where I also found a Crosley performing very satisfactorily.

"From North Park I went across into South Park and on to the Pikes Peak Ocean to Ocean Highway at the head of the Grand Canyon. The principal towns through South Park were Glenwood Springs, Palisades, Grand Junction and Fruita, Colorado. Again in this valley I found the Crosley sets predominating and their operation far superior to that of other makes. I also found the most delicious pears and peaches selling for fifty cents per bushel.

(Continued on Page 7)

Listeners Donate More Than \$50.00 To Blind Couple Who Played At WLW; Old Classics Please Many Radio Fans

On Wednesday evening, September 3rd, a fiddler from the caste of our American pioneers, accompanied by his wife, both sightless, played from Crosley WLW the tunes that were best loved in the days of the Circuit Riders, the Husking Bees and the Log Rollings.

Appreciation for these old classics has not died out, however, and our American public still loves the horn-pipes, reels, waltzes and hoe-downs that Ed Haley and his wife poured forth. While they were still playing, a radio enthusiast, A. Sussman, of Norwood, phoned the studio and suggested that a collection be taken for this talented blind couple.

Forthwith the announcement was made, and the result was that we were able to turn over to the Halleys a few days later, a gift of the radio public of more than fifty dollars.

A few of the letters from the contributors follow:

"Referring to our conversation of last evening regarding a contribution for Mr. and Mrs. Haley, who so ably entertained us.

"I wish to enclose herewith two (\$2.00) dollars to start the ball rolling. It would indeed be interesting to me to know approximately the amount collected under my suggestion and at some future date if you will advise me approximately the amount, I certainly will appreciate it.

"With regards, I remain,

"Yours truly,

"A. SUSSMAN,
"4224 Bell Street,
"Norwood, Ohio."

"Mr. and Mrs. Haley:

"My mother, who is in her 86th year and bedfast 8½ years, enjoyed your concert broadcast from Crosley WLW very much. At

(Continued on Page 8)

New Trirdyn Newport Is An Artistic And Efficient Radio Set

**Other Receivers On Exhibition
Range In Price from \$14.50
to \$100.00—Everyone In-
vited to Visit Our Booth.**

Visit the Crosley Booths at the New York Radio Show!

Come prepared to inspect the "very latest" in radio. Come and inspect one of the most complete line of radio receivers ever offered. Come and inspect one, two and three tube Armstrong regenerative sets and the famous Crosley Trirdyn models. Come and inspect the very newest type of radio receivers—the Crosley Trirdyn Newport Type No. 1123.

A set to meet every possible requirement is on display and you are invited to "take a peep" at each of these, study the way they are constructed, ask questions about them and give us an opportunity to prove to you that they are 100 per cent efficient and are priced right. The latch string will be out at all hours and we want every person who has an opportunity to visit New York to feel that he is welcome at the Crosley Booths.

The new Trirdyn Newport is as beautiful a piece of furniture as has ever been offered to the Radio fans. The set itself is the same as is used in the Crosley Trirdyn. This needs no introduction. It has come through the Summer season with colors flying, having succeeded when more expensive sets failed. But the cabinet of the Newport type is different. It is more artistic, more pleasing to the eye perhaps, being a departure from the regular style of cabinet used in radio receivers. Its treatment is of the Sheraton period of design and the solid American Walnut used in its construction permits of a fine finish in natural tones of the wood.

Unlike other types of Crosley receivers, the Newport utilizes an angle of about thirty degrees for the panel. Slanting the panel has been found especially pleasing to women who desire something dif-

(Continued on Page 7)

Crosley WLW Programs For Week of Sept. 28th

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 28. Eastern Standard Time.
423 Meters.

9:30 A. M.—
School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
11:00 A. M.—
Services of the Church of the Covenantant; Dr. Frank Stevenson, Minister.
7:45 P. M.—
Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick McMillin, Minister.
8:45 P. M.—
Concert by the Western and Southern Orchestra. William Kopp, director. (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company.)
(The Baldwin Piano)

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 29. Eastern Standard Time.
423 Meters.

11:00 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.—
Popular program by ALVIN ROEHR'S MUSIC MAKERS, followed by the Crosley Theatrical Review. Alvin Roehr, violin and director Fred Gooseman, trumpet M. B. Van, saxophone and clarinet
Pete Miller, banjo
Art Mees, piano
Nat Barnhart, entertaining drummer
8:45 P. M.—
Cello Solos by Oscar Kirsche.
9:00 P. M.—
Concert program, through the courtesy of the COOPER CORPORATION, featuring the COOPER CORPORATION ORCHESTRA, and MALE QUARTET.
PROGRAM
1. Overture: "La Dame Blanche"
2. Characteristics:
(a) "Song of the Boatman"
.....Boieldieu
(b) "Cossack Lullaby"
.....Jiraneck
3. Male Quartet Selections.
4. Melodies from "The Lonely Girl"
.....Victor
5. Waltz (Concert arrangement)
.....Walteufel
6. Male Quartet Selections.
Finale: March—"General Pershing"
.....Klohr
(The Baldwin Piano)

Sounds of thunderstorms, rain, wind and other natural phenomena are to be imitated and broadcast from a Parisian studio.

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
September 30. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Educational Campaign on the amendment to the City Charter, E. Dudley Hancock, speaker.
10:00 P. M.—
BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA, featuring all the latest hits. (By direct line from Goodwin's Palm Garden).
10:10 P. M.—
THE OHIO RUBBER MALE QUARTET. (Courtesy of the Radio Division, Ohio Rubber and Textile Co.)
Quartet:
Howard Hafford, first tenor
Erwin Meyer, second tenor
Edwin Weidinger, baritone
John Dodd, bass
Howard Evans, accompanist
10:20 P. M.—
Bernie Cummins and his Orchestra.
10:35 P. M.—
Ensembles and Solos from the OHIO RUBBER MALE QUARTET.
11:00 P. M.—
Selections by Instrumental Trio.
11:10 P. M.—
Bernie Cummins and his Recording Orchestra.
Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER
11:35 P. M.—
"Old World Symphonies" by Uncle Jake Rutz and his Pumpkin Vine Orchestra.
11:55 P. M.—
Special Midnight Program by the CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
Walter MacDonald, piano
Rex Adkins, trumpet
William Davidson, trumpet and French Horn
Frank Bamberger, trombone
Ray Fetzer, bass and tuba
Leon Warren, banjo
Bud Ebel, drums
(The Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
October 1st. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Program for the "Shut Ins" given by the Duning

Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music.

8:00 P. M.—
THE VIRGINIA ENTERTAINERS, presenting popular music symphonically.
Jack Bauer, violin, trumpet, and director
Dick Rye, saxophone, clarinet and trumpet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnstone, piano and arranger
A. F. Joseph, drums and effects
9:00 P. M.—
Band Concert and Entertainment by the FORMICA BAND, under the direction of Walter Esberger. (Band comprised of musicians that played in the famous Summer Band heard each Sunday afternoon last Summer at Eden Park and Burnet Woods).
This program through the courtesy of the Formica Insulation Company. Soloist: Marian Manship, soprano.
(The Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
October 2nd. Eastern Standard Time.
423 Meters.

11:00 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.
10:00 P. M.—
Three Minutes with the United States Civil Service.
10:03 P. M.—
Concert program by the MILNOR INSTRUMENTAL TRIO, through the courtesy of the Milnor Electric Co., Cincinnati).
This program will embrace solos, trios and excerpts from popular musical comedies.
10:30 P. M.—
Popular program by the DOHERTY MELODY BOYS.
Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Roy Goodlander, trombone
Dudey Rainer, drums
J. L. Doherty, banjo, entertainer and MANAGER
11:00 P. M.—
MILNOR INSTRUMENTAL TRIO.
(Continuation of program).
11:30 P. M.—
Doherty Melody Boys.
(The Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
October 3rd. Eastern Standard Time.

423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Piano Recital by pupils of Leo Stoffregen. Other Features.
(The Baldwin Piano)

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
October 4th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, 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; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; 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 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 Agriculture, 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 announced 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 9:00 P. M.
There are about 290 radio stations in Russia.

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
Colerain and Sassafras Streets, Cincinnati, Ohio.
Telephone, Park 3200
Subscription Price, \$1.00 a Year
Robert F. Stayman
Editor
Alvin R. Plough
Associate Editor

JOBBER'S OPINION OF CROSLY PRODUCTS

In a letter to 4500 radio dealers, Frank W. Greusel, president of the G. Q. Electric Company, Milwaukee, Wis., Crosley distributors, says:

"Powel Crosley made a hit with us when he sent us this message—

"We are building, and will continue to build, the Ford class of radio equipment—the pocket book class of merchandise. The tremendous savings made possible through our policy of quantity production are turned over to the purchasers of our apparatus in the form of ridiculously low prices. We take personal interest in the successful operation of every radio receiving set we manufacture."

"Knowing Crosley as we do we knew we could bank on his statement. And after we had set up a few Crosley sets for comparative purposes with other makes we saw that we had what we'd been looking for ever since Radio took a strangle hold on the public interest.

"The Crosley Radio Corporation did not become the largest manufacturer of Radio in America accidentally. No more than Henry Ford was able to build up his remarkable business thru accident. Both concerns knew that the great mass of people will readily respond to the appeal of dependable merchandise at a working-man's price.

"Like the small boy who hesitates on the bank of the swimmin' hole before plunging in, we've considered the Radio field carefully before breaking in. There were too many years of hard-earned reputation back of our concern to jeopardize it until we were sure of our offerings to our customers and prospects. NOW WE'RE SURE!

"Besides CROSLY RECEIVING SETS, we are authorized distributors of a full line of accessories—all backed by the usual G-Q GUARANTEE of Good Quality.

"You can order from us in confidence—and NOW, before the season sets in strong is the time for you to get going. We've studied the Radio market intensively, our advice is at your command. Don't hesitate to write us."

THE RADIO SHOW

From every state in the Union and from foreign countries, radio men are assembling in New York City for the great Radio Show. Bigger, better, more important, this exhibition is attracting thousands and thousands of manufacturers, jobbers, dealers and fans—all eager to see the "very latest" in radio. And the "very latest" is there to be seen.

"Meet us at the New York Show" has been the slogan of Crosley representatives for the past two months. We have asked everyone we know to visit us there. We have asked everyone to come and see what we have to offer—what an interesting and valuable line of radio receiving sets we are manufacturing. And now we make our final appeal to all of you. We will be disappointed if you fail to call at our booth.

This exhibition is destined to play an important part in the future of radio. It is part of the beginning of the greatest season in the history of the industry. Like the lifting of a theater curtain reveals something we have anticipated a long time, so does the New York radio show reveal the possibilities of that in which we are all so deeply interested.

Naturally every radio fan cannot go to New York. But we know thousands of them can and we but wish it possible that all owners and prospective owners of receiving sets could but peep into the great hall in which are assembled radio sets of every description. To those who are coming, we once more say we welcome you at the Crosley Booth.

RADIO WRITERS' LEAGUE OF AMERICA TO MEET IN GOTHAM

Radio editors, publicity and advertising men have organized the Radio Writers' League of America and will conduct their first annual convention in New York City on September 23rd. The meeting will be held in the Hotel Majestic and will be followed by a tag supper. Every radio editor in the country is invited to attend the supper and to join the League. Important problems regarding the radio industry and plans of making International Radio Week a success will be discussed.

— DEALERS —
We Distribute Crosley.
Quick Shipment—Get Our Catalog
BADGER RADIO
495 E. WATER ST. CO. MILWAUKEE

RADIO, THE FARMER'S FRIEND

It Brings Both Pleasure and Profit to Its Users

—BY CLIFFORD FARMER—

The farmer who does not have a radio set is missing the greatest blessing that has even come to rural life. With an ordinary receiving set, within the reach of any farmer, news of the day, market reports, sporting events, church services, musical concerts, etc., may be brought right into the home by any member of the family, no matter where the farm is located. There is no longer such a thing as an isolated farmer. Radio gives him a front seat in the best churches, at the theater and at the ball game—at the same time, keeping him informed as to market changes just as they take place and to news items of importance.

Radio broadcasting is in its infancy. The broadcasting of President Coolidge's speech to congress was a great stride forward—while seated in my own farm home, I heard every word of it along with the cheering members of congress. In a very short time every event of national importance may be "listened-in" on by farmers everywhere. Universities are beginning to broadcast regular courses of study. Radio is destined to become the greatest educational institution the world has ever known. The farmer who is holding back, wondering whether it is a success or not, or waiting for a better, cheaper set to be made is missing half of his life.

Two years with a receiving set has convinced me that a farmer cannot afford to be without one. Instead of tiring of it, it has become a necessity the same as the telephone. It would be impossible to tell of all the good things our radio receiver has brought us.

Two years ago I had never "listened-in" over a radio set. One day a friend of mine invited me to come hear the radio, an invitation I gladly accepted. Naturally, I took my wife along. It was a cold night, clear as a whistle—an ideal night for a good reception. As

we entered the house, the first thing that caught my eye was the horn of the loud speaker. I could not become interested in the conversation—I was so anxious to have the thing started. At last, after it seemed he would never take the hint, our host suggested to his youngest daughter that she might "see what she could pick up."

With eager, beating pulse, I watched her throw some switches, saw a light appear in a long box and then wondered what she was doing as she turned some knobs. All at once a big voice boomed up (I almost jumped out of my chair) and in clear, brisk tones said: "WOC, Davenport, Iowa, in the state where the tall corn grows." I glanced around to see what effect it was having on my friend, our host. He was unconcernedly poking the fire! I wondered if this was a common occurrence. Then an orchestra struck up a lively tune and I listened in wonder—wondering if it were possible that this was coming hundreds of miles through space.

For three hours we listened. Chicago, New York, Dallas, Fort Worth, Denver, Atlanta, Louisville and a dozen other stations joined in to give us the most wonderful evening of entertainment we had ever heard. When I glanced at my watch and saw that it was eleven o'clock, I could hardly believe it, so quickly had time slipped by. Reluctantly, we bade the neighbors good night. As we drove home, my wife cuddled over against me and said: "Wasn't that wonderful! Let's us get a radio outfit too."

We got one all right, just as soon as I could make a trip to town and select a set that suited. The dealer I bought it from promised to bring it out and install it that day so we could use it in the evening. I drove the fifteen miles back to the farm and waited impatiently for the dealer to arrive. About five o'clock

(Continued on Page 6)

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 most 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.

DEALERS-BE PREPARED

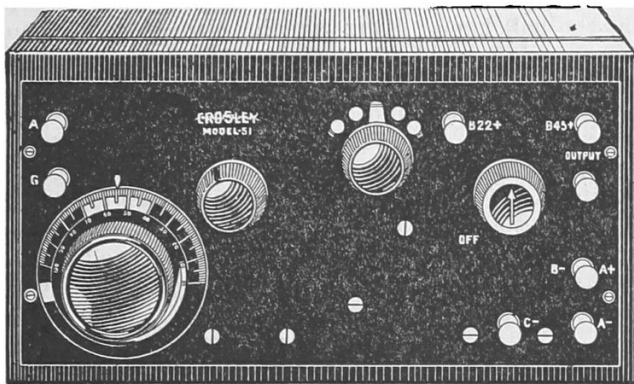
1924-25 RADIO SEASON IS ON IN FULL SWING
EVERYONE IS DEMANDING

CROSLEY RADIO RECEIVERS

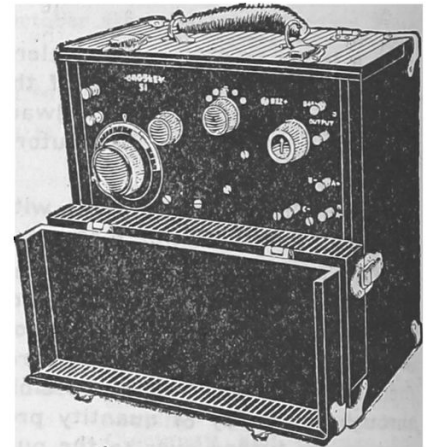
BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 \$18.50

Crosley 51-P \$25.00



NEVER BEFORE has the demand for radio receivers been so great at this time of the year. And we are at the very beginning. National advertising is creating a tremendous demand for Crosley products. Consumers everywhere are asking for them. Dealers **MUST** carry a complete line in stock. The popular receivers illustrated on this page are genuine Armstrong regenerative sets, manufactured under U. S. Patent No. 1,113,149. They are long distance receivers, giving perfect satisfaction and are **PRICED RIGHT.**



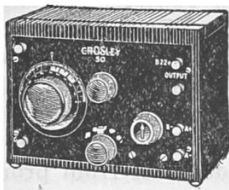
THIS is the nationally-famous Crosley 51, the biggest selling two tube radio receiver ever manufactured. It consists of an Armstrong detector and one stage of audio frequency amplification. Distant stations are heard with perfect clearness. Operates loud speaker on local stations at all times and far-away ones when atmospheric conditions are fair. We know the demand for this set will be tremendous and are preparing to produce thousands of them weekly. One stage audio frequency amplifier in cabinet to match the Crosley 51, \$14.00 extra.

THE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand it is a popular home receiver, which easily may be carried from one room to another. It meets the requirements of thousands of prospective radio fans.

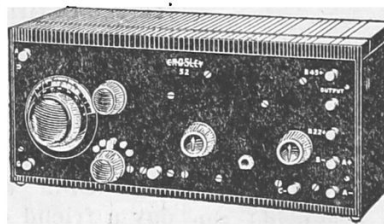
Crosley 50 \$14.50

Crosley 52 \$30.00

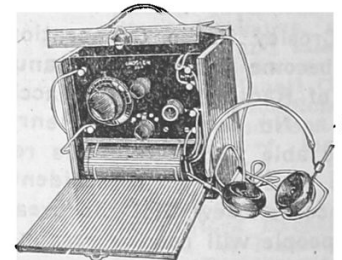
Crosley 50-P \$18.00



The Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier, price \$18.00, has been designed for this purpose. A remarkable little radio receiver that has made a tremendous hit since it was announced a short time ago.



The Crosley 52 is a new three tube Armstrong Regenerative receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use. This receiver is unusually efficient, will provide loud-speaker volume on distant stations under practically all conditions, and is in every way an ideal receiver for the home. The parts are mounted on a beautifully grained panel of highest grade insulating material, and are in a hardwood, mahogany finished cabinet.



"Take your entertainment with you." That is the slogan that made the Crosley 51-P and the 50-P famous. And these words carry a world of meaning. The Crosley 50-P really permits its owner to take his entertainment with him anywhere. It is a one tube set, the same as the Crosley 50, but it is installed in a neat cabinet, with a strong carrying handle. This is an ideal home set and still has the portable feature. Stations many miles away may be heard clearly. Operation is simple and results very satisfactory. Be sure you have these in stock both Winter and Summer.

Prices Quoted Here Do Not Include Accessories

THE CROSLEY RADIO CORPORATION

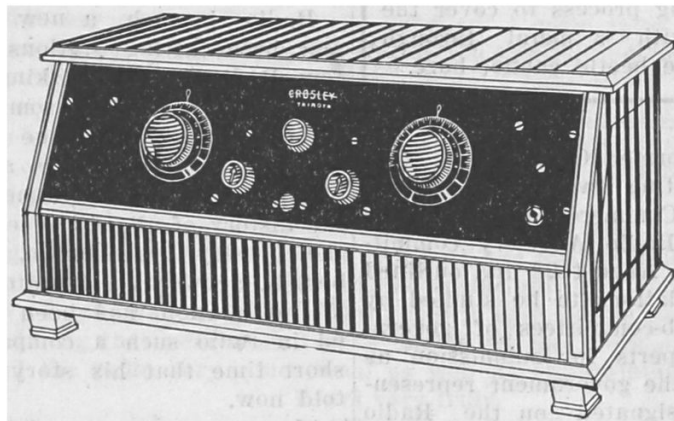
POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

CROSLY *Trirdyn Newport* **\$100**
TYPE 1123

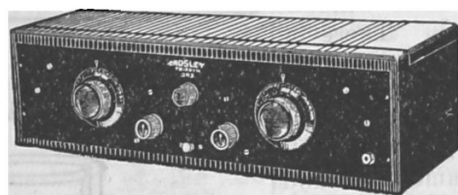
The combination of one stage of tuned radio frequency with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five tubes. We believe that no other set on the market combines these three features, so well incorporated in the Trirdyn Models, such as the Newport Type No. 1123. This set will bring in all the powerful stations in the United States when atmospheric conditions are fair and will produce sufficient volume to operate a loud speaker. It is non-reradiating and so will cause no interference in the neighborhood in which it is operated. There are but two dials, which may be accurately and perfectly calibrated. Thus the Trirdyn Newport is just the set that thousands of people have been awaiting.



It is one of the most artistic pieces of workmanship ever offered to radio listeners, appealing to the women, who rapidly are becoming important factors in the selection of radio receivers. The cabinet is of solid walnut, beautifully finished and artistically designed. There is ample room inside for an efficient power plant of both "A" and "B" dry cell batteries. By utilizing this space all these batteries may be hidden from view.

Still another feature is the slanting panel. This makes the task of the operator less tiresome. Tests have shown it is more comfortable to operate a receiving set that has a slanting panel, especially when the operator desires to work at his receiver for hours at a time. A set with a slanting panel can be tuned by a person standing, a thing more difficult with a perpendicular panel. Trirdyn Models Manufactured under Armstrong U. S. Patent No. 1,113,149.

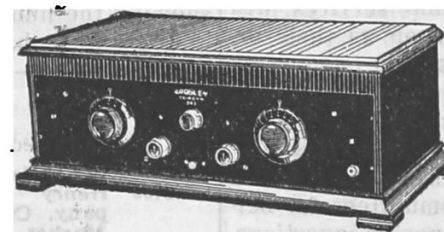
CROSLY
TRIRDYN REGULAR
TYPE 1121



Price \$65.00

This three tube Trirdyn Regular Type 1121 receiver gives the efficiency and volume of a five tube receiver. It consists of one stage of non-reradiating, non-oscillating radio frequency amplification. Armstrong regenerative feed-back detector, licensed under U. S. Patent 1,113,149, reflexes back on the first tube for first stage of audio frequency, and a third tube provides a second stage of audio frequency amplification. This set has only two major tuning controls. These two dials can be calibrated so that stations can be logged and returned to at will. It can be used on outdoor or on short indoor antenna, and is, we believe, the most efficient and sharpest tuning receiver on the market at any price for bringing in long distance stations. It is encased in a beautifully finished, solid mahogany cabinet.

CROSLY
TRIRDYN SPECIAL
TYPE 1122



Price \$75.00

The Crosley Trirdyn Special Type No. 1122 is exactly the same as the Trirdyn Regular, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have declared that the Trirdyn Special is one of the most beautiful radio receiving sets ever manufactured, and radio experts have acclaimed it to be the most efficient. The Special Trirdyn and a loud speaker placed on a library table, will be a welcome addition to the home from an artistic standpoint.

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Interconnection Of Radio Stations Is Urged By Hoover

(Continued from Page 1)

the necessary expense involved. Today several high-powered broadcasting stations, including WLW, are spanning the country, with listeners in many cities, but this does not meet the rigid requirements set up by Mr. Hoover, who has long been held the friend of the radio public. He wants an efficient station in every town so as to insure the owners of crystal sets at least a "silent part" in the country-wide activities. Every local station must be efficient, and capable of being linked into a national net for the dissemination of important communications and the diffusion of official pronouncements, before this exponent of radio communication is satisfied.

A glance at Hoover's proclamation for the Third National Radio Conference will show, from the very subjects to be discussed, that his aims for this country's communication system are indeed high. Among the subjects to be studied and analyzed by representatives of all the phases of the radio art are: classification of stations and wave lengths, interconnection, elimination of smaller and inefficient stations, reduction of interference, and relations between the government and commercial stations.

About thirty official representatives from the several interests including the industry, operators, amateurs, broadcasters, listeners, government and marine services will be announced as soon as their organizations present the names to the secretary.

This body will constitute the active committee. In all probability the committee will be organized into several sub-committees for better handling of specific questions. Mr. Hoover aims to have the committee representative of every active part of the radio art and industry; from engineers to the lay listeners, all will have a voice. The public manifesting interest will also be admitted to the general session, it is stated.

The most astounding thing is that the suggestions of the past two conferences and the resultant regulations of the department, were practically all accepted voluntarily by the radio world at large. In the absence of adequate legislation on radio and the growing congestion of the ether, there was nothing for the Commerce Head, under whose direction the regulation of matters radio falls, to do but place his problems before another representative conference, asking for further recommendations, which are likely to operate more efficiently, perhaps, than inflexible laws and regulations laid down by an unsympathetic and

REAL RADIO BUGS

The "boll weevil of radio" is claiming the attention of Bureau of Standard engineers.

It is called the "short circuit beetle," because it cuts its way into electric lines and causes a short circuit. Radio broadcasters in warm climates have had trouble with the same bug.

The result is the Bureau of Standards is experimenting with a spraying process to cover the wires with a metal through which the beetle cannot bore.

poorly informed Congress.

Co-operating with the Department of Commerce the Inter-Department Radio Advisory committee met on August 28 and outlined recommendations to be studied by special sub-committees of governmental experts for submission as advice to the government representatives designated on the Radio Conference committee.

Their recommendations formed three main groups, covering a revision of wave length allocation, broadcasting and reduction of interference. Under broadcasting the necessity of revising the class requirements and the elimination of Class C stations was noted. The encouragement of high-grade programs is sought through interconnection of stations by wire and radio.

The advisory committee is having prepared a list of government and commercial stations, including broadcasters, arranged in the order of their frequencies or wave lengths, with a condensed table showing the number of assignments in each wave band.

DAILY PROGRAM

(Continued from Page 2)

3:00 **Henry W. Brown & Company, Cincinnati Cash Grain Market 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 Agriculture, 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 announced 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 9:00 P. M.

DEALERS

Place Your Orders With
THE JOHNSON ELECTRIC SUPPLY CO.

232 E. 5th St. 331 Main St.
CINCINNATI

Distributors for
The Crosley Radio Corporation
Genuine Radiotron Tubes
General Radio Company
Magnavox, Brandes, Eveready,
Burgess

Toy Wireless Outfit Led WLW Operator Into Radio Field

Five Dollar Transmitter Of Six Years Ago Compared With Powerful Plant Used Now By WLW.

Radio is such a new industry and broadcasting stations only a few, Radio fans are asking for information as to what some of the principal workers in the business were doing a few years ago. It would take a large volume to give the history of all of the leaders in the Crosley organization, but Albert G. Schwerling, operator at the WLW station, has been interested in radio such a comparatively short time that his story will be told now.

"I guess you are right," said Schwerling in the operating room, "radio is a young man's game. I'm just twenty years old and yet I have been interested in radio for the past six years. That would make me fourteen, wouldn't it? Well, another boy and I had five dollars to spend between us. We both liked to read and had been following detective stories in which the hero used a wireless outfit to trap the criminals. It was after reading one of those thrilling romances that we decided to be radio detectives ourselves.

"We had the five dollars and off we went in search of some place to spend it. A toy store window attracted our attention. There in the very front was the thing we wanted—a wireless set and it cost five dollars. With a rush for the door, we both managed to reach the counter at the same time and within a few minutes we were outside of the store busily engaged in

unwrapping the package and looking at the marvelous wireless instruments. Rushing home, we quickly placed the wireless toy transmitter in one room and the receiver in another and for days at a time, we could be found busily engaged in playing detectives.

"As I look back on the toy set now, I think of how much fun we got out of that old buzzer set and how marvelous and big the broadcasting set is in the Crosley station. This set is no toy, with its multiplicity of electrical controls. Some difference from the old set I had a few years ago."

A first-class commercial operator's license is hanging on the wall and belongs to Albert G. Schwerling.

A WART ON THE TEACHER

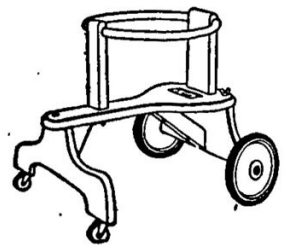
A school teacher was instructing her class in Geography.

"John," said the teacher, pointing to a large map of the world on the blackboard, to a little tot in the front seat, "when you stand in South America facing the East you have the continent of North America on your right hand. What have you on your left hand?"

"A wart," replied Johnny. "But, honest, I can't help it Miss."

THE EDW. J. GOETZ CO
Wholesale Distributors Exclusively
CROSLY
RADIO APPARATUS
On Hand For Prompt Shipment
2409 Harris Ave.
Norwood Station Cincinnati, O.

The Go-bi-bi



LET BABY GO BYE-BYE WITH A "GO-BI-BI."

Strengthen his tiny muscles and teach him to walk in a safe, natural way. Can't tip over or fall off. The ideal utility toy for 6 to 15 months old youngsters. Get baby a GO-BI-BI today.

If your toy shop or infants' wear department cannot supply you, send \$3.50 for a GO-BI-BI postpaid.

A descriptive booklet, "Building Strength Into the Youngster," sent on request.

THE CROSLY MFG. CO

Dept. 3

Cincinnati, O.

— DEALERS —

We Distribute Crosley.
Quick Shipment—Get Our Catalog

BADGER RADIO
495 E. WATER ST. CO. MILWAUKEE

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

"Clear As a Bell," WLW Listeners Say, Anent Defense Talks

(Continued from Page 1)

complishment that will be remembered by the public for years to come and was a fitting demonstration to commemorate our first 'Defense Day.'

"Thanking you for the many pleasant evenings furnished by WLW, I am,

"Yours very truly,

"A. E. B. STEPHENS,

"House of Representatives, U. S.,

"Committee on Naval Affairs,

"Washington, D. C."

Others follow:

"Dayton, Ohio.

"September 15, 1924.

"WLW,

"The Crosley Radio Corporation,

"Cincinnati, Ohio.

"Gentlemen:

"May I express to you my great appreciation for the program rendered on Defense Day?

"Your affiliation with the broadcasting stations who relayed the program of the War Department was greatly appreciated by all radio citizens of Dayton. The writer is personally charged by the Chief of the Air Service to build up an Industrial War Plans Section of the Air Service for what is known as the Dayton District, which comprises some four states, and it is most gratifying to know that we have the co-operation of such stations as yours, in the event of a major emergency.

"Very sincerely yours,

"GILBERT R. EICHELBERGER."

"Miamisburg, Ohio.

"Sept. 13, 1924.

"Gentlemen:

"Your radiocasting of the Defense Day program last night was simply marvelous. The reception was I should say perfect. I have reached the point where I never try to get anything else when WLW is on the air.

"You are to be commended for your enterprise and for your untiring efforts to please the real fans.

"THANKS.

"Very respectfully,

"J. M. PURNELL."

"Gentlemen:

"Last evening while listening through WLW to the Defense Test Day Program which was broadcast from the War Department, we were very fortunate that we tuned into a military program which seems almost beyond the human imagination.

"We very distinctly heard the telephone operator at Washington call the different telephone offices, at the different Area Headquarters from New York City to San Francisco, Cal., and in turn heard each of these operators place on

RADIO KEEPS HUBBY HOME

The following letter was received recently by the pastor of the First Presbyterian Church, Cincinnati, whose services are broadcast every Sunday by Radio Station WLW, operated by The Crosley Radio Corporation:

"Little Rock, Ark.,

"September 15, 1924.

"Pastor, First Presbyterian Church,
"Cincinnati, Ohio.

"Dear Sir:

"We heard your sermon over the radio last night and certainly enjoyed it very much. Both my husband and I quite agree with you as to the merits of the radio and we wouldn't be without one. Your sermon came in very loud and clear. While I have never been able to get my husband to go to church, and we live right next door to one, he is glad to listen to even two sermons in one evening over the radio; one early in the evening, Eastern time, and another later, Central time.

"I would advise any woman to get a radio if she has trouble keeping her husband home. I have never had any trouble keeping mine at home but will admit that I have trouble getting him away now.

"We have had our radio almost a year and I have heard more music during that year than I have during all the years of my life. We find the radio very educational as well as entertaining.

"Yours very truly,

"Mrs. P. R. Spierling,

"320½ Louisiana St.

the telephone the Commander of that area. General Pershing was then placed on the line and he talked personally with General Bullard, at New York; General Hale, at Chicago; General Duncan, at Omaha, and General Morgan, at San Francisco.

"Yours very truly,

"MR. & MRS. L. D. WHITTAKER,

"66 Oakland Park Ave.,

"Columbus, Ohio."

"Gentlemen:

"I wish to thank you for the opportunity of listening in through your station to the wonderful program presented last night by the War Department at Washington. It was a great inspiration to hear the addresses of Secretary Weeks, General Pershing and the other distinguished officers, and thus to learn at first-hand the real intention and meaning of this National Defense Day.

"Yours very truly,

"A. B. MATTOX,

"1202 Curtis St.,

"Middletown, Ohio."

"1206 Halpin Ave.

"Cincinnati, O.

"Sept. 13, 1924.

"The Crosley Radio Corporation,
"Cincinnati, Ohio.

"Gentlemen:

"The age of miracles indeed has not passed!

"A Coast-to-Coast Defense Day (Night) Council between General Pershing in Washington and his Corps Commanders in New York, Chicago, Omaha, and San Francisco, such as we overheard from the air last night right in our own home, and available to every other home from coast to coast, was the most wonderful performance in electrical communication that we

ever heard or dreamed of. It was a night not to be forgotten.

"Very truly yours,

"MR. & MRS. H. P. HIGGINS."

"Sept. 13, 1924.

"Cincinnati, Ohio.

"Dear Sirs:

"The broadcasting of the National Defense Day Program was exceedingly interesting. Another feature should be added to the already bedecked hat of WLW, not only for the clarity of the Washington speeches—but for the remarkability of hearing General Pershing speak to his various aides throughout the country over the long distance phones.

"Very truly yours,

"E. HARTMAN."

"Dear Sirs:

"I have been listening in on radio broadcasting for about one year. Your station, WLW, has always given me the most satisfactory results; being more clear and distinct than other stations. Last Friday night's broadcasting of the Defense Day program from Washington, D. C., was wonderful! I could hear every word as distinctly as if each party was speaking in my room. The long distance conversation with San Francisco was astonishingly clear, and not a word escaped my hearing.

"Yours very truly,

"J. V. EHRHART,

"211 East Fourth St.,

"Cincinnati, Ohio."

"Gentlemen:

"Please accept my congratulations for the manner in which you handled the broadcasting on Friday night, September 12th. Early in the evening I made several attempts to get the speech from

Amateur Operators To Visit Plants Of Crosley Corporation

"Key Pounders" Of Ohio In Convention In Cincinnati— Closer Understanding With Broadcast Listeners Desired.

Dot . dash — dot . dash — dot .
— . — (attention).

You have heard it pounding through the air.

Perhaps you, as a radio fan, do not realize what this means.

Jack Binns, radio operator aboard the S. S. Republic, sent forth his S. O. S. in code when he needed aid. Operators on other ships heard it as it whizzed through the air at 186,000 miles per second.

Today, the marvel of that historical message is little thought of.

Your radio receiver may be tuned to receive broadcasting stations with wave lengths of from 200 to 600 meters. In comes the dot dash dot dash of some station sending messages in code. Perhaps you have been a little peeved at the disturbance of what is thought by you to be your own concert. The reason you have heard the code may be your fault. Your receiver may not be constructed to tune-out the code. Again, it may be a neighbor sending in code, impatient to await the hours allotted to him.

But one thing is important. Radio broadcasting would not be as far advanced as it is today if there had been no experiments in placing a telephone transmitter in the ground circuit of an operator's code set. Voice went into the air instead of the code.

Thousands of operators are now listed in the official Call Books, recognized and licensed by the United States Government. Even the operators who handle the broadcasting stations must be expert in receiving and transmitting code.

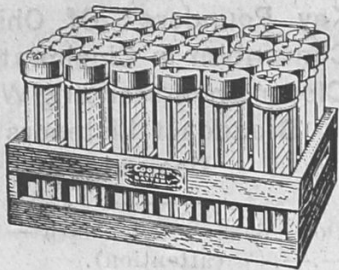
In order that a closer relationship might be had and that there might be a more perfect understanding of the work of the amateur operators, the Union Central Radio Association secured the Ohio State Radio Convention of the A. R. R. L. for Cincinnati. The three day convention is to be held in the Hotel Gibson, where interesting talks, and exhibits will be made by The Crosley Radio Corporation. The delegates will visit the Crosley plants.

Washington, but it was not until after tuning into station WLW that I was successful in securing the entire program in a clear manner.

"Yours very truly,
"R. L. DARLINGTON,
"1512 — 13th St.,
"Altoona, Penna."

Cooper

Rechargeable
RADIO BATTERIES



Play Ball

A World Series game is on—results coming in clear and fine—thanks to Cooper Rechargeable Radio Batteries.

World Series games and other big events being broadcast, call for dependable radio equipment—especially dependable radio batteries—batteries that are always ready to deliver.

Cooper "A" and "B" Batteries are known for their reliability—built to maintain their voltage over long periods—easily recharged and can constantly be kept at full rated capacity—ready for any emergency.

Ask your dealer to show you Cooper's and tell you all about them—or ask us by filling in and returning the coupon.

THE COOPER CORPORATION

General Offices: Cincinnati, O. Factories: Cincinnati, O.

BRANCH HOUSES:

The I. J. Cooper Rubber Co.
Cincinnati Indianapolis
Columbus Knoxville
Dayton Nashville Memphis

DEALERS AND JOBBERS

The many national events being broadcast more than emphasize the need of correct and dependable power for radio tubes. Cooper Rechargeable Radio Batteries offer this and can be sold to the most discriminating of your trade with every assurance of rendering complete satisfaction.

They are profitable to handle and are backed by a nationally known organization, by advertising and close sales co-operation.

Fill out and mail the coupon for our proposition.

The Cooper Corporation, Cincinnati, Ohio.
Cooper Rechargeable Radio Batteries.
Please send me information about

Name

Address

If you are a radio dealer or jobber, please indicate.
C R 10-6

Uncle Sam Alone Has the Power To Regulate Wireless

States and Municipalities Cannot Control Traffic—Government's Views Explained By Hoover.

The controlling of the different phases of radio is strictly a function of the Federal Government. Some cities have come to realize this fact recently. They have passed ordinances intended to correct some of the obvious shortcomings of radio and after all of their efforts had been expended along this line they have found their time wasted. It is regarded as unconstitutional for municipalities to regulate radio traffic.

The opinion of the Government regarding radio was stated in very plain terms by Herbert Hoover, Secretary of Commerce, at the radio conference in 1923 when he said "the Government owns the ether." Just at present the Government has very little means by which it can control radio through the lack of legislation, the only foundation being the international agreement of 1912. In the last two sessions of Congress radio legislation has been lost in the rush of the closing days of the sessions.

Last year, when the radio season was in full swing, one state was at the point of creating the office of "state radio inspector," and a number of cities were giving serious consideration to the matter of prescribing how and when the ether should be used.

Their only authority for so doing was the so-called "police power," which state charters confer on them for the abatement of nuisances that endanger the health, morals and prosperity of a community.

That this special authority should be interpreted as covering the subject of radio communication was regarded by the legally informed as being little short of humorous, and practically all cities where such agitation had cropped out hastily ruled out proposed ordinances of this nature.

Probably no city in the country except Atchison, Kans., actually passed an ordinance of the kind, and this one was worded so indirectly that it was not regarded finally as encroaching in the literal sense upon the recognized and undisputed Federal powers, it applying more particularly to the indefinite "electrical disturbance."

**IMMEDIATE DELIVERY ON
NEW MODEL CROSLY RE-
CEIVING SETS**

Full Crosley Discounts to Dealers Only.

WAKEM & McLAUGHLIN, Inc.,
225 East Illinois St.
Radio Distributors Chicago, Ill.

SEVEN AGES OF MAN

"Editor, Crosley Radio Weekly,
"Dear Sir:

"As a reader of your weekly and proud owner of Crosley Trirdyn, I offer the following for publication:

Seven Ages of Man—Up to Date

1. Sneers at radio talk.
2. Takes a chance and buys a crystal set—"for the kid."
3. Warms up and buys a one tube set.
4. Adds two stage amplifier.
5. Wants to hear California and buys six tube set. Doesn't hear it.
6. Angry, he gets nine tube set. Lemon.
7. Wises up, buys a CROSLY, and lives happily ever after. Selah.

"GERHARD W. DUEMLING,
"The Third Trombone Player,
"Milwaukee, Wis."

WLW Will Broadcast Full Description Of Great Horse Race

(Continued from Page 1)

be made by Messrs. Winn, Young and O'Sullivan, respectively. They are officials of the Kentucky Jockey Club and authorities on horses. Tune-in and hear the talks and the great race.

Aunt: "And were you a very good little girl at church this morning, Sallie?"

Sallie: "Oh, yes, aunty. A man offered me a big plate full of money, and I said, 'No, thank you'."—American Legion Weekly.

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

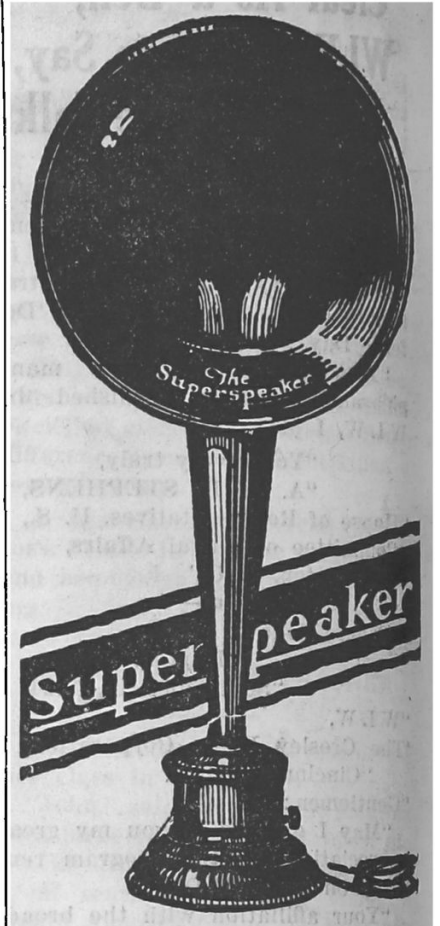
Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.



"LIKE ADDING ANOTHER TUBE

of Audio-Frequency!" That's the way enthusiastic "Bugs" sum up The Superspeaker—that revolutionary reproducing instrument that is sweeping the market in Chicago, Detroit, Cleveland and wherever else it has been introduced. Just try it!

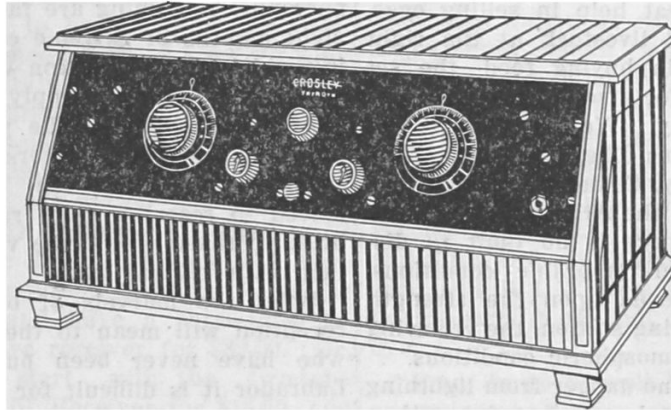
Superspeaker

No extra batteries or coils—Rigid, non-vibrating horn—cam-operated, micrometer adjustment to bring in extra-distant stations—Big, substantial and handsomely finished in glossy ebony—The quickest seller in Radio—Dealers, write!

**JEWETT RADIO &
PHONOGRAPH COMPANY**
5686 Twelfth Street
DETROIT MICHIGAN

CROSLEY *Trirdyn Newport* **\$100**
TYPE 1123

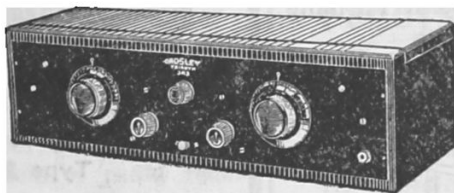
The combination of one stage of tuned radio frequency with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five tubes. We believe that no other set on the market combines these three features, so well incorporated in the Trirdyn Models, such as the Newport Type No. 1123. This set will bring in all the powerful stations in the United States when atmospheric conditions are fair and will produce sufficient volume to operate a loud speaker. It is non-reradiating and so will cause no interference in the neighborhood in which it is operated. There are but two dials, which may be accurately and perfectly calibrated. Thus the Trirdyn Newport is just the set that thousands of people have been awaiting.



It is one of the most artistic pieces of workmanship ever offered to radio listeners, appealing to the women, who rapidly are becoming important factors in the selection of radio receivers. The cabinet is of solid walnut, beautifully finished and artistically designed. There is ample room inside for an efficient power plant of both "A" and "B" dry cell batteries. By utilizing this space all these batteries may be hidden from view.

Still another feature is the slanting panel. This makes the task of the operator less tiresome. Tests have shown it is more comfortable to operate a receiving set that has a slanting panel, especially when the operator desires to work at his receiver for hours at a time. A set with a slanting panel can be tuned by a person standing, a thing more difficult with a perpendicular panel. Trirdyn Models Manufactured under Armstrong U. S. Patent No. 1,113,149.

CROSLEY
TRIRDYN REGULAR
TYPE 1121



Price \$65.00

This three tube Trirdyn Regular Type 1121 receiver gives the efficiency and volume of a five tube receiver. It consists of one stage of non-reradiating, non-oscillating radio frequency amplification. Armstrong regenerative feed-back detector, licensed under U. S. Patent 1,113,149, reflexes back on the first tube for first stage of audio frequency, and a third tube provides a second stage of audio frequency amplification. This set has only two major tuning controls. These two dials can be calibrated so that stations can be logged and returned to at will. It can be used on outdoor or on short indoor antenna, and is, we believe, the most efficient and sharpest tuning receiver on the market at any price for bringing in long distance stations. It is encased in a beautifully finished, solid mahogany cabinet.

CROSLEY
TRIRDYN SPECIAL
TYPE 1122



Price \$75.00

The Crosley Trirdyn Special Type No. 1122 is exactly the same as the Trirdyn Regular, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have declared that the Trirdyn Special is one of the most beautiful radio receiving sets ever manufactured, and radio experts have acclaimed it to be the most efficient. The Special Trirdyn and a loud speaker placed on a library table, will be a welcome addition to the home from an artistic standpoint.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Radio The Farmer's Friend

(Continued from Page 3)

I could stand it no longer and called him over the telephone. "Just ready to start," he told me. Two hours more went by and when I was getting ready to call again, he arrived. It was dark and I was as mad as a disturbed hornet.

"Thought you said you'd put this thing up so we could use it tonight!" I said in no sweet tones.

"Don't worry. We'll have it going in an hour," he promised.

I had supposed it would take six or eight hours, at least, to put up the antenna and install the set. In a very few minutes the boy he had brought with him had climbed thirty feet up in a big cottonwood tree near the house and tied a wire, scampered up on top of the house and tied the other end of the wire and the aerial was up. A ground connection was made to the water pipes. Meanwhile, the dealer had been unpacking a big box in the living room. In less than thirty minutes he announced it was all ready.

In a few minutes he explained what each knob and dial was for, packed up his tools and was gone. Then business started. I clamped on the ear phones and, following directions as best I remembered them, turned on the juice, slipped the plug in place and listened. Then I turned the tuner dial just a very little and a woman, screaming at the top of her voice, nearly burst my ear-drums.

"I've got 'em!" I said, and quickly plugged in the loud speaker.

My wife was laughing at me.

"What's the matter?"

"You yelled loud enough to be heard a mile," she said, and I realized that, with the headset over my ears, I might have spoken somewhat above a whisper. Well, we stayed up until everybody in the Middle West signed off and then listened to the stations on the Pacific coast until they all quit for the night.

Since then, scarcely a day or night has passed without the set being in operation. It has given us more entertainment, more information and more fun than anything we ever owned. The only fault to find with it is that it has made "stay-at-home" of us. But I am sure the car has enjoyed the rest—I know the gasoline bill has decreased.

"What have you heard over your set?" someone asked the other day. It would take too long to tell—it would be impossible to tell all. But some of the things that have given us the most enjoyment have been: church services, both from big churches and sermons from broadcasting stations—have "listened-in" on choirs of 1,500; Coolidge's speech to congress; speeches by Woodrow Wilson, David Lloyd

George, William Jennings Bryan, General Pershing and countless others; the World Series (baseball), every game of which we received play by play just as it took place; the Republican National Convention at Cleveland and the Democratic Convention held in New York City; music of every kind from grand opera to "fiddlin'"; plays and theater programs; weather forecasts that have often been the direct cause of our saving young stock and fruit; market reports that have been a great help in selling eggs, cream, and livestock at the right time and in buying feed—the set has paid for itself over and over in this way. We have heard distant stations like Havana, Cuba, Mexico City, Canadian stations and stations on the Atlantic and Pacific coasts. There is no limit to distance under favorable conditions. It all depends upon the strength of the sending station, the receiving set, and atmospheric conditions.

There is no danger from lightning—in fact, a house is safer with a well-installed radio set than without one. The aerial serves as a lightning rod and will carry the lightning to the ground in case the house is struck. Because distant lightning can be heard so clearly over radio, has caused many to fear to have a set in the house. Start your car under the antenna and listen in. You'll think a storm is coming.

I would always advise the farmer to get a loud speaker. Some do not like them, but present types amplify clearly and satisfactorily. Loud speakers may now be bought that do not use extra current and therefore are no more expensive to operate than head phones. The whole family will want to listen, neighbors will be dropping in and, with the loud speaker, a program or market report may be heard while other work is being done. Even lawn parties may be given and music furnished by the use of the loud speaker.

During these times on the farm, even a suggestion of more expense is met with hostility by the average farmer. But, can we afford to crawl into our shells and grow? Better keep up with the times and know what the rest of the world is doing—that will come a lot nearer getting us where we belong. The radio

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

Labrador Hospitals To be Equipped With Crosley Radio Sets

(Continued from Page 1)

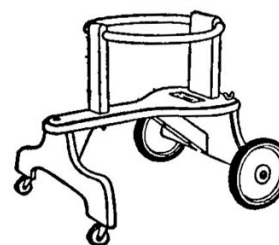
to reach their ultimate destination, and the task forms one of the interesting annals of the Grenfell Association.

In winter all but the largest of the hospitals are closed and the personnel remaining are faced with eight months of extreme cold, during which communication with other missions or base supply is practically impossible by the primitive means to which the doctors and the other workers in the field are forced to resort. Only radio can bring to these people the vital contact with civilization.

What the marvels of broadcast reception will mean to the natives who have never been outside of Labrador it is difficult for any one to conjecture, but Dr. Grenfell was quick to see the educational possibilities for them and a means of relieving the monotony of the winter months for those unaccustomed to the life and environment.

will do a lot toward taking that long, sour look off the present-day farmer's face, it will keep the youngsters at home of nights, it will give the whole family entertainment and amusement, and pay for itself in a few months if use is made of the market and weather reports. No farmer—unless on the verge of bankruptcy—can afford to do without radio. It's the farmer's friend.—From Successful Farming.

The Go-bi-bi



LET BABY GO BYE-BYE WITH A "GO-BI-BI."

Strengthen his tiny muscles and teach him to walk in a safe, natural way. Can't tip over or fall off. The ideal utility toy for 6 to 15 months old youngsters. Get baby a GO-BI-BI today.

If your toy shop or infants' wear department cannot supply you, send \$3.50 for a GO-BI-BI postpaid.

A descriptive booklet, "Building Strength Into the Youngster," sent on request.

THE CROSLY MFG. CO

Dept. 3

Cincinnati, O.

THE BIG 4 IN RADIO PROTECTION

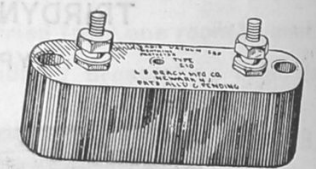
Dominating their field, Brach Vacuum Radio Arresters are adding to the reputation built up through years of service to railroad, telegraph and fire alarm systems by other Brach Arresters.



They make radio safe and protect insurance policies as well.

Why take chances? Brach Arresters are endorsed by the National Board of Fire Underwriters.

Brach Vacuum Arrester For Outdoor Use Type 223

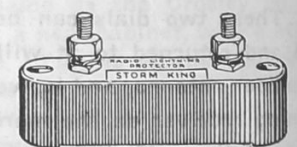


Brach Vacuum Arrester For Indoor Use Type 210



Storm Guard Arrester

Non-Air-Gap.



Storm King Arrester Non-Air-Gap

All Brach Products Are Guaranteed.

Sold by Leading Jobbers and Dealers Everywhere.

L. S. BRACH MFG. CO. NEWARK, N. J.

Complete Line Of Crosley Sets Is On Display In New York

(Continued from Page 1)

ferent in style from the average pattern of radio set. Another important feature in this change of panel position is the ease of operation should the owner desire to stand while tuning-in some distant broadcast concert.

Harmony of furniture placement is found with the addition of this receiver to any room. Its subdued color tones make it possible to use the Newport in the finest rooms in the home without attracting too much attention to the source of the incoming radio entertainment. Its size is ideal for any table, being but 23 inches wide, 11 inches high and 12 inches deep.

An important feature of this model is the ample room provided for the large sized "A" and "B" batteries of the dry cell type while holes in the bottom of the cabinet permit leads going to a storage wet cell battery, if desired. Aerial and ground connections are also provided for in the bottom of the cabinet. It lists for but \$100 which places it in the popular-priced class of radio receivers made popular by the Crosley organization.

Cabinet making is an ancient art. King Tut's tomb disclosed valuable examples of craftsmanship. Despite the fact that modern machinery has replaced the old artificers handiwork to some extent the final finish to a cabinet is done by hand in the wood-working plant of The Crosley Radio Corporation. This hand-finishing accounts, to a certain extent, for the popularity of the varied models of radio receivers produced.

Long before Powel Crosley, Jr., thought of going into the radio manufacturing business, he was making handsome cabinets for phonographs. Foreseeing the possibilities in the radio industry, he announced to some executives in the office that he was "going into the radio business." That was a few years ago and the number of cabinets containing Crosley receivers made since that startling announcement runs into thousands each week.

Although the new Crosley Trirdyn Newport type receiver is utilizing American walnut in its construction, mahogany is used in all of the other designs of cabinets. More genuine mahogany is used in this Cincinnati radio plant than in any other radio concern in the world. It arrives in car-load lots and comes by ship to the United States from South America, Africa and other places. With the completion of the new five-kilowatt transmitting station WLW, it will

be possible to broadcast music from Cincinnati to the very woods in other lands which supplied the mahogany for the radio cabinets installed in the offices and homes on the lumber plantations. Genuine solid mahogany is used in the trimmings in the new broadcasting studio.

In contrast to the ancient method of cabinet making which oftentimes required years in completion of one particular piece of work, the same excellent construction and finish is to be found in the cabinets turned out of the Crosley wood-working plant every week.

In addition to the Newport, many other Crosley sets are on display at the show. An analysis of the line will show that a person may start with the one-tube Crosley 50 Receiver for \$14.50, add the two-stage amplifier, Crosley 50-A, for \$18.00, and have a three-tube regenerative receiver for \$32.50. Or, he can start with the two-tube Crosley 51 Receiver for \$18.50, add the one-stage amplifier, Crosley 51-A, for \$14.00, and have a three-tube regenerative receiver for \$32.50. Or, he can start with a three-tube regenerative receiver for \$30.00 by buying the Crosley 52. To "TAKE YOUR ENTERTAINMENT WITH YOU" costs but \$25.00 for the portable set, Crosley 51-P. For a non-radiating, extra-selective receiver—the last word in selectivity—the Trirdyn 3R3 for \$65.00, or the Trirdyn Special for \$75.00.

Radio Has Invaded Valleys of Rockies; Trip Is Described

(Continued from Page 1)

"At Soldier Summit, Utah, I found that the druggist there has sold several Crosleys and all are giving splendid service. He has a Model 51, the \$18.50 set, on which they have heard Gainesville, Georgia; Havana, Mexico City, Los Angeles, Oakland, and several other distant points with regularity through the summer.

"The next point of interest was probably Price Canyon, Utah. Here we found a six tube, \$300 set, setting on the floor, discarded, while a Crosley was in operation. I asked the reason and was told that the Crosley was the original purchase but they thought by investing more money they could get better results. They invested the money and got a beautiful piece of mechanism but when they wanted to get results they used the Crosley.

"On my return trip through Wyoming I came over the Lincoln Highway. Wyoming is known as having more land and less people, more rivers and less water than

any other state in the Union. I was stranded at one place, having boiled all the water out of the radiator, pulling through a freshly graded road. It was fifty miles back to water and forty miles ahead. I set the 51 Portable in the middle of the road and tuned in Oakland, California. The first car that came by stopped to listen to the concert and gave me some water. They lived on a ranch some eighty miles to the north of us and did not have a Radio. They said they were surprised that a set could catch anything out there so many miles from anywhere and would like to buy it. I let them have the set and came back to Denver without one.

"At Rock Springs and Laramie, Wyoming, I found that they were receiving Detroit, Pittsburgh, Chicago and WLW very satisfactorily this early in the fall on the Trirdyn.

"Fred Smith is well liked as an announcer and I am sure that he would be surprised at the handsome fellow his invisible audience has pictured him to be. I talked with a young lady at Ogden, Utah, who said that she thought he was about six feet tall and that he could make Valentino take a back seat if he should ever go into the movies, but that with his voice he should at least be on the stage.

"Very respectfully yours,
"C. L. TITUS."

(And we would like to tell that Ogden girl that Fred really is the handsome fellow she believes him to be. But, alas, he is married.)

While referring to Mr. Smith, it might be interesting to our readers to look over a letter he received several days ago from W. R. Keagy, of Cincinnati, who has just return-

ed from a fishing trip in Canada. His letter follows:

"My dear Fred:

"I think you will be interested to learn of our radio experience in connection with a recent fishing trip. About the middle of August, Dr. W. J. Graf and the writer started on a fishing expedition in Canada, and we visited the home of Mr. William Martel, in Killarney, Ontario. Killarney is a little fishing village about 200 miles northwest of Toronto, peopled principally by French Canadians, with a small scattering of Ojibway Indians. The village is rather detached from civilization, lighted with oil lamps and having no telephone or telegraph, and rather infrequent mail service. As traveling is done principally by water, communication is practically shut off during the winter months because of the ice conditions. Being somewhat off the beaten path, the whole surrounding district abounds in game and fish of all kinds.

"The point of interest to you is that we found, in the home of Mr. Martel, a Crosley-51 receiving set, with a loud speaker attachment, which was giving a rather remarkable performance. We had no difficulty in getting very clear results from the loud speaker from KDKA, Schenectady, Edgewater Beach, Hastings, but particularly and most frequently, the Cincinnati stations. Being so far removed from home, it was rather uncanny to hear your old familiar 'Crosley R-radio WLW', with only a slightly lessened volume than we get it at home. Your little set performed very nobly, and I am sure it will prove a real source of pleasure and entertainment to its owners during the winter months."

We broadcast daily at
11:00 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.

THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively

CROSLY

RADIO APPARATUS
On Hand For Prompt Shipment
2409 Harris Ave.
Norwood Station Cincinnati, O.

DEALERS

Place Your Orders With
**THE JOHNSON ELECTRIC
SUPPLY CO.**

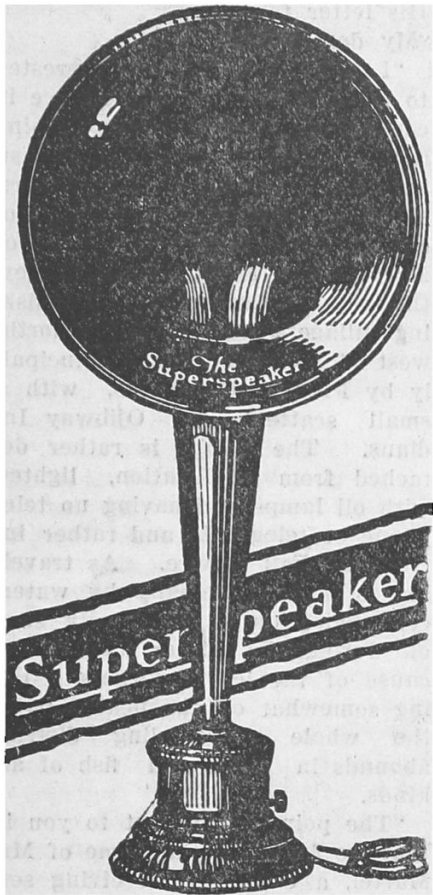
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CINCINNATI

Distributors for
The Crosley Radio Corporation
Genuine Radiotron Tubes
General Radio Company
Magnavox, Brandes, Eveready,
Burgess

IMMEDIATE DELIVERY ON
NEW MODEL CROSLY RE-
CEIVING SETS

Full Crosley Discounts to Dealers
Only.

WAKEM & McLAUGHLIN, Inc.,
225 East Illinois St.
Radio Distributors Chicago, Ill.



"LIKE ADDING ANOTHER TUBE of Audio-Frequency!" That's the way enthusiastic "Bugs" sum up The Superspeaker—that revolutionary reproducing instrument that is sweeping the market in Chicago, Detroit, Cleveland and wherever else it has been introduced. Just try it!

Superspeaker

No extra batteries or coils—Rigid, non-vibrating horn—cam-operated, micrometer adjustment to bring in extra-distant stations—Big, substantial and handsomely finished in glossy ebony—The quickest seller in Radio—Dealers, write!

JEWETT RADIO & PHONOGRAPH COMPANY
5680 Twelfth Street
DETROIT MICHIGAN

Listeners Donate More than \$50.00 To Blind Players

(Continued from Page 1)

her request I am enclosing \$1.00 to show her appreciation.

"Respectfully,
"MISS E. WIERNER,
"Cincinnati, Ohio."

"Dear Sir:

"We are enclosing herewith two \$1.00 bills for Mr. and Mrs. Ed. Haley, of Ashland, Ky., whose concert we enjoyed very much last night. It does seem a shame that this class of music is gradually disappearing in America through the death of a lot of the 'old-timers.' Apparently the younger generation is more fond of jazz and imported grand opera than of typical American music.

"Very truly yours,
"L. R. BALLINGER,
"Cincinnati, Ohio."

"Enclosed find my check for one dollar payable to the order of Ed Haley and Mrs. Ed Haley. This is in appreciation of their radio entertainment from WLW on Wednesday evening and in compliance with your request. Mrs. Shawhan and my daughter, Myra Robin, and I spent the evening with you and we certainly enjoyed it. It took me back to the time when I was a boy on the farm and would attend the County Fair and listen to the old blind fiddler.

"Very truly yours,
"ROBERT J. SHAWHAN,
"Lebanon, Ohio."

"It is now exactly twenty-five minutes of eleven P. M. and we are listening to you play 'My Old Kentucky Home' from the Crosley Radio Corporation of Cincinnati, Ohio.

"All evening we have been listening to you and father tells me your songs and melodies take him back forty years or more. This has been one of the most enjoyable concerts we ever heard from station WLW. Certainly there has been many a home cheered by your music this evening; so please accept this little offering as a token of our appreciation with sincere hopes of many other happy returns.

"Yours very truly,
"C. A. WILLIAMS and
"father, E. E. WILLIAMS,
"OXFORD, OHIO."

"My dear Fred:

"Thanks for the 'Haley Concert', very very good. Enjoyed every minute of it. Extend my appreciation.

"Very truly yours,
"EDDIE BALL,
"Cincinnati, Ohio."

"My dear Mr. Smith:

"Beg to advise that the program broadcast from station WLW Wednesday evening, September 3, 1924, was one that deserves mention. The classical selections

RADIO DANCE NOW!

Raymond Bott, of Youngstown, Ohio, after delivering an address at the recent convention of the American Association of Masters of Dancing in Chicago, introduced a new dance, "the Radio."

It's named that because the dancers follow an imaginary zig-zag line down the floor, like the lines of electricity depicted by artists.

The movement suggests the old grapevine step which was used before the war. Another reason why it is called "the Radio" is because it can be done nicely on about six square feet of floor space—so it is practical and pleasing in a small house to radio music.

rendered by the Conservatory of Music as well as the songs sung by Mr. Stalo Picchi were magnificent.

"Your appeal to the radio fans for a contribution for Mr. Ed. Haley and wife, whose selections on the fiddle were a reminiscence of days of yore, certainly met with our approval.

"We herewith enclose a check for \$2.00 which kindly transfer to the Mr. Haley Fund, whose entertainment was well worth this small donation.

"Yours respectfully,
"HENRY RENPERTE,
"FRED K. R. OTTE,
"Cincinnati, Ohio."

"Gentlemen:

"The program presented this evening by WLW was certainly fine. The surprise announced by Mr. Fred Smith in presenting Mr. and Mrs. Ed. Haley was especially enjoyed by myself and family. As a means of expressing in a small way our appreciation of the efforts of these people I am enclosing herewith \$1.00.

"Very truly yours,
"J. M. BENGING,
"Hamilton, O."

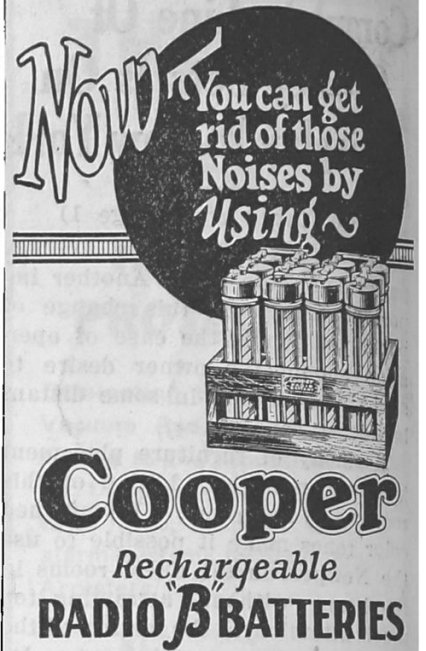
"Sirs:

"I want to express my appreciation of the program broadcast last evening by Mr. Ed. Haley. The reception was clear and loud and I don't believe that I have ever enjoyed any concert as much as this. I am enclosing a small acknowledgment of my applause to Mr. Haley and his wife. I also am enclosing a stamped and addressed envelope and I wonder if you would let me know what results were obtained from this Radio Collection.

"Sincerely,
"J. M. BAER,
"Chillicothe, Ills."

Reception of amateur radio signals set across the continent by day is reported by Ernest Hobbs of Schenectady, N. Y.

All government hospitals will be equipped with radio receiving sets.



Your radio set may be thoroughly efficient, yet if you are using dry cells for plate current you cannot escape the harsh, frying, sizzling noises caused by electrical leakage or low voltage in your old batteries.

Cooper wet "B"s operate noiselessly—bring in broadcast reception, smooth and clear.

Distant stations come in with greater clarity and volume because the voltage is greater and more uniform—and can constantly be kept at full rated capacity.

Change to Cooper's today. It'll pay you—in economical service as well as improved results.

See your dealer. If he cannot furnish you write us.

24 volt \$7.95 48 volt—\$13.95

The Cooper Rechargeable "B" really improves the efficiency of the radio outfit—a quality product "built for its job." It is made by a manufacturer who guarantees service and satisfaction.

Priced low enough to be in line of everyone's purse—and to permit rapid turnover.

We have a profitable proposition. Investigate by filling in and returning the coupon today.

THE COOPER CORPORATION

General Offices Cincinnati, O. Factories Indianapolis, Ind. Knoxville, Tenn. Nashville, Tenn.

BRANCH HOUSES

The I. J. Cooper Rubber Co.
Cincinnati Indianapolis
Columbus Knoxville
Dayton Memphis Nashville

The Cooper Corporation, Cincinnati, Ohio.

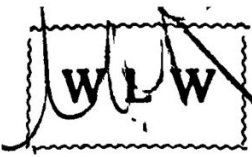
Please send me information about the Cooper Rechargeable "B" Radio Battery.

Name

Address

If you are a radio dealer or jobber, please indicate.

CR. 9-29



CROSLEY RADIO WEEKLY

AND WLW PROGRAMS



PUBLISHED BY THE CROSLEY RADIO CORPORATION, MANUFACTURERS OF RADIO APPARATUS, CINCINNATI, OHIO.

VOL. III, NO. XL.

PRICE \$1.00 PER YEAR.

OCTOBER 6, 1924

WLW Will Broadcast Full Description Of Great Horse Race

Radio Listeners To Get "First Past the Post" Information Regarding Event In Which Epinard Will Be Featured.

Arrangements have just been made with Colonel Matt Winn, of the Kentucky Jockey Club, at Latonia, for broadcasting the famous International race. A microphone will be installed at the track and a special line to the Crosley WLW station will carry the description of the crowds, the beautiful grounds, events leading up to and including the actual running of the race itself, from the time the horses leave the barrier until the winner goes under the wire. This will be on the afternoon of Saturday, October 11. Fred Smith, studio director of WLW, and K. R. Moses and A. R. Plough, authorities on racing, will give the graphic description of the event.

Epinard, the French horse, is entered in the third of the series of races arranged for him with the best American contenders for the title of the champion of the world in horse racing. Pierre Wertheimer, owner of the horse, is expected to give a short talk preceding the race.

In the first race recently held in Belmont Park, New York, Epinard was defeated, a scant half-length, but there was no disgrace in his defeat. It was his first race in this country run on a dirt track instead of the turf on which he has always run in France. All European tracks differ in this respect, using the turf instead of dirt. Epinard was pitted against the best the East had to offer and his showing in the first race was considered remarkable by keen students of the racing game.

The next appearance of Epinard will be at the Aqueduct track on Long Island, New York, on Saturday, September 28th, following which he will be immediately shipped to Latonia, where he will be carefully pointed for the greatest of the three International races which will be worth \$50,000 to the winner. At Latonia, he will meet the best horses the United States has to offer.

On the three Wednesday evenings preceding the great race, interesting and instructive talks will

(Continued on Page 8)

Crosley Acquires Large Interest In Canadian De Forest Radio Corporation; Greater Distribution To Be Result

The Crosley Radio Corporation has acquired a large interest in The De Forest Radio Corporation, Ltd., of Canada. This transaction is one of the most important ever consummated in the radio world and means a greater distribution for Crosley products.

The De Forest Radio Corporation, Ltd., virtually controls all of the De Forest patents in Canada, including not only radio receiver patents but those relating to transmitters, the new photophone, and many other important inventions of Dr. Lee De Forest. Complete factory, assembly plant, administrative office, and sales division are maintained in Toronto.

De Forest-Crosley receiving equipment will be of the same general type as is merchandised in the United States, constructed with standard Crosley parts. These radio sets are now being produced in the Canadian factory.

Acquisition of a considerable interest in the Canadian De Forest Corporation, Ltd., is but a step in the fulfillment of the plan to have "A radio in every American home" which includes Canada, Mexico, Central and South America.

During the past three years the Crosley organization has been closely engaged in developing a complete line of popular-priced radio receiving equipment for the

United States market. It is generally conceded that this organization holds a unique position on large quantity production.

Since the first entrance into the radio manufacturing industry, one of the fundamental policies has been to serve the great demand for popular-priced equipment. This policy has been strictly adhered to in the design and construction of each type of receiver making up the Crosley line and Powel Crosley, Jr., has been referred to as "The Henry Ford of Radio" for the pursuance of this policy.

In addition to the interest in the Canadian plant, three others are operated in Cincinnati: Plant No. 1 houses the general offices, WLW broadcasting studio, engineering laboratory and assembly division. This latter is one of the most efficient in any line of manufacturing, permitting a complete radio receiver to be made, from its beginning to placing in a carton ready for shipment, without leaving the same table. Plant No. 2 is devoted to the manufacture of parts, and Plant No. 3 is given over entirely to the manufacture of the solid mahogany and walnut cabinets used in the Crosley receivers. More mahogany is used in this plant for radio cabinet construction than in any other plant in the country.

Interconnection Of Radio Stations Is Needed To Keep People Posted On Affairs Of Nation, Hoover Declares

Washington.—Secretary Hoover believes it is important, so that all may keep posted on national affairs, that the whole country be connected by radio and wires. The connecting of broadcasters into chains is apt to be the most important question raised at the coming radio conference.

Discussing the radio sessions over which he will preside, Secretary Hoover said that the big question was the interconnection of broadcasting stations in every city with better organization. Through the co-operation of the broadcasters with the American Telephone and Telegraph Co., he said the eastern half of the nation, was well served when events of

importance were broadcast, but added that some parts of the country were not yet reached and that therefore the citizens might be said not to participate in national affairs.

"It is important to have the whole country connected for events of general import," he declared. "Real public service," he explained, "lies within the power of local broadcasters in all states."

At present the situation falls considerably short of Secretary Hoover's ideal, due, as he pointed out, to lack of complete co-operation between the transmitting stations and the companies controlling the telephone and telegraph wires, and

(Continued on Page 6)

"Clear As A Bell," WLW Listeners Say, Anent Defense Talks

Surprise Sprung On Radio Fans When They Hear Pershing Talking With Army Generals — Congressman Thanks WLW.

The evening of September 12th brought forth one of the greatest surprises that has ever startled the American radio public.

Previous to this date national publicity had been given to the fact that on Defense Day some twenty of the principal broadcasting stations of the United States, from the Atlantic to the Pacific, including Station WLW, would be tied together by the Bell Telephone System with all wires connected to the capital of our country, Washington. From there General Pershing and Secretary Weeks were programmed to give talks on Defense Day.

Not even the broadcasting stations were notified of the marvelous surprise that took place. For all of a sudden during the exercises in Washington, General Pershing began to talk by long distance telephone with his subordinates in New York City, and then with other Generals in Chicago, Omaha and San Francisco. To the astonishment of everyone listening in the conversation of these notables came in with perfect distinctness.

Many indeed were the enthusiastic letters received by the Crosley station in which the writers commented on this wonderful event. One of these was received from Congressman Stephens, of Ohio, who wrote as follows:

"North Bend, Ohio.
"Sept. 16, 1924.

"Crosley Radio Corporation,
"Cincinnati, Ohio.

"Gentlemen:
"It is a pleasure for me to take this opportunity to express my appreciation for the marvelous entertainment furnished through your station Sept. 12th, Defense Day.

"Myself and seven others listened in on addresses of Secretary Weeks and General Pershing, which came through with wonderful clarity.

"What to me seemed the greatest event and one of vast importance was the conversations of General Pershing with Generals Hale, Duncan, Morton and others in their respective districts. This was an ac-

(Continued on Page 7)

Crosley WLW Programs For Week of Oct. 5th

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

October 5th. Central Standard Time.
423 Meters.

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

11:00 A. M.—
Services of the Church of the Covenant; Dr. Frank Stevenson, Minister.

7:45 P. M.—
Services of the First Presbyterian Church of Walnut Hills, Dr. Frederick McMillin, Minister.

8:45 P. M.—
Concert by the Western and Southern Orchestra, William Kopp, Director. (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company.)

Overture: "Tantalusqualen"Suppe
Excerpts from Goldmark's "Rustic Wedding Symphony."
Hungarian FantasiaTobani
Barcarolle WaltzWaldteufel
Characteristic:
"Rustle of Spring"Sinding
Ballet Music and Chorus from "William Tell"Rossini
(The Baldwin Piano)

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

October 6th. Central Standard Time.
423 Meters.

11:00 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. Lesson in "Ilo" the International Language, by Fred Smith.

8:00 P. M.—
Popular program by ALVIN ROEHR'S MUSIC MAKERS, followed by the Crosley Theatrical Review. Alvin Roehr, violin, director and MANAGER
Fred Gooseman, trumpet
M. B. Van, saxophone
Pete Miller, banjo
Art Mees, piano
Nat Barnhart, entertaining drummer.

8:45 P. M.—
Songs by Norma Richter, with accompaniments by Eugene Eckerle.

8:55 P. M.—
Concert program, through the courtesy of Cooper Corporation, featuring the COOPER CORPORATION ORCHESTRA AND MALE QUARTET.
PROGRAM

- Overture: "Martha."
- Characteristics:
 - Russian Romance"....Friml
 - "Japanese Reverie"....Bartlet
- Male Quartet:
 - "When You and I Were Young, Maggie"
 - "Jealous"

(c) "Santa Lucia"
4. Selections from "Fiddlers' Three"
.....Kern

5. Requests:
(a) "Meditation"Gounod
(b) "Berceuse"Iljinska
Finale: March—
"His Excellency"Fillmore

9:45 P. M.—
Making of GENNETT RECORD in the down-town store of the STARR PIANO COMPANY, by the famous BERNIE CUMMINS' ORCHESTRA.
(The Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

October 7th. Central Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in "Ilo" the International Language, by Fred Smith. Topics of Interest to Women. Educational Campaign on the Amendment to the City Charter; John D. Ellis, speaker.

10:00 P. M.—
BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA, featuring all the latest hits. (By direct line from Goodwin's Palm Garden).

10:10 P. M.—
THE OHIO RUBBER MALE QUARTET. (Courtesy of the Radio Division of the Ohio Rubber and Textile Company.)

Quartet:
Howard Hafford, first tenor
Erwin Meyer, second tenor
Edwin Weidinger, baritone
John Dodd, bass
Howard Evans, accompanist.

10:20 P. M.—
Bernie Cummins and his recording orchestra.
10:35 P. M.—
Ensembles and solos from the OHIO RUBBER QUARTET.

11:00 P. M.—
Selections by Instrumental trio of violin, flute and celeste.

11:10 P. M.—
BERNIE CUMMINS and his GENNETT RECORDING ORCHESTRA.

Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER.

11:35 P. M.—
Songs by Walter Ebersole, accompaniments by Miss Nash.

11:55 P. M.—
Special Midnight Program by the CHUBB-STEINBERG ORCHESTRA.

Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
Walter MacDonald, piano
Rex Adkins, trumpet
William Davidson, trumpet and French Horn
Frnak Bamberger, trombone
Ray Fetzer, bass and tuba

Leon Warren, banjo
Bud Ebel, drums.
(The Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

October 8th. Central Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.
4:00 P. M.—Lesson in "Ilo" the International language by Fred Smith.
Program for the "Shut Ins" by the Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music.

8:00 P. M.—
THE VIRGINIA ENTERTAINERS, presenting popular music symphonically.

Jack Bauer, violin, saxophone, trumpet and director
Dick Rye, saxophone, clarinet and trumpet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone, saxophone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnstone, piano and arranger
A. F. Joseph, drums and effects.

9:00 P. M.—
Band Concert and Entertainment by the FORMICA BAND, under the direction of Walter Esberger. (Band comprised of musicians that played in the famous Summer Band heard each Sunday afternoon last Summer at Eden Park and Burnet Woods.)
This program through the courtesy of the Formica Insulation Co.

Soloist: MR. RICHARD PAVEY, tenor.
(The Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

October 9th. Central Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.
4:00 P. M.—French Lesson by Mme. Teimpidis. Piano recital by Adelaide Apfel.

10:00 P. M.—
Three minute message from the United States Civil Service.

10:03 P. M.—
Popular program and entertainment by the DOHERTY MELODY BOYS.
Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Roy Goodlander, trombone
Dudey Rlaner, drums

J. L. Doherty, banjo, entertainer and MANAGER.

10:30 P. M.—
Concert program by the MILNOR INSTRUMENTAL TRIO. (Courtesy of the Milnor Electric Co.) This program will embrace standard solos, trios and excerpts from the popular musical comedies.

HON. SENATOR SCHULTZ in comic Radario: "LIGHTS OUT."

11:00 P. M.—
Continuation of program until Midnight by MILNOR INSTRUMENTAL TRIO and DOHERTY MELODY BOYS.
(The Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

October 10th. Central Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—French Lesson by Madame Teimpidis. Piano Recital by pupils of Leo Stoffregen.
Other Features.
(The Baldwin Piano)

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

October 11th. Central Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, Cincinnati and Chicago hog market reports.
Westhelmer and Company, opening quotations of New York Stock Exchange.
Weather Forecast repeated.

P. M.
1:30 Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; Cincinnati cattle market report.
Westhelmer and Company, closing quotations Cincinnati Stock Exchange, giving the

(Continued on Page 6)

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus

Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone, Park 3200

Subscription Price, \$1.00 a Year

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Editor

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RADIO SET FOR EVERY AMERICAN HOME

During the past three years The Crosley Radio Corporation has been closely engaged in developing a complete line of popular-priced radio sets for the United States market. It is generally conceded that we hold a unique position, without a competitor, in this particular field. Since our entrance into the radio manufacturing industry, one of our fundamental policies has been to serve the great demand for popular-priced radio sets. This policy we have strictly adhered to in the design and construction of each type receiver making up the Crosley line.

From the beginning it has been, and still is, our ambition to put "A CROSLY SET IN EVERY AMERICAN HOME." This ambition can and will be accomplished with the popular-priced Crosley line, where every form of musical, dramatic and educational entertainment can be obtained with a Crosley radio set costing only a few dollars.

Our plans for putting a Crosley radio set in every home in the United States (including a wide variety of popular-priced sets, ample production, forceful advertising, good distribution) have been practically completed. A large number of powerful broadcasting stations, including the new five thousand watt WLW broadcasting set being built for us by the Western Electric Company, and which will be heard from coast to coast, will be helpful.

Our plans for putting a Crosley radio set in every home in Mexico, Central America, South America and Canada are progressing satisfactorily, particularly in Canada where we have acquired a considerable interest in the De Forest Radio Corporation, Ltd.

The De Forest Radio Corp., Ltd., virtually controls all of the De Forest patents in Canada, including not only patents on radio receiving sets but those relating to transmitters, the new photophone, and many other inventions of Dr. Lee De Forest. The De Forest Radio Corp., Ltd., has a well equipped factory in Toronto and is well organized for the manufacture and distribution of De Forest-Crosley radio sets, which are of the same general design as

the Crosley sets manufactured and sold in the United States. The De Forest-Crosley radio sets that were exhibited at the great Canadian National Fair recently held at Toronto were very favorably received by the Canadian public.

We are telling you this in order that you may know what we are doing to put "A CROSLY RADIO SET IN EVERY AMERICAN HOME."

TEN THOUSAND DOLLARS DAILY

Out on the Pacific Coast there is a branch store of a large music house, the headquarters of which is located in Cincinnati, and in that Pacific Coast branch more than \$10,000 worth of radio receiving sets and accessories are being sold daily. Just pause for a moment and consider what that means. In one store in which radio has been more or less of a side-line, the volume of business is exceeding \$60,000 per week.

In other branch houses of the same organization, the radio business is on the boom, but the daily sales do not equal those in the western store. Everywhere, however, the demand for radio equipment is growing rapidly and even the most pessimistic are agreeing that the volume of business transacted during the next few months will exceed many times that ever transacted in a similar period.

The music house is preparing to feature radio receiving sets on a par with pianos, phonographs, etc. In other words, instead of looking upon radio as a winter side-line, they are getting ready to boost it twelve months in the year, realizing that the call for receiving sets rapidly is exceeding the demand for musical instruments.

Naturally radio sets are regarded to a certain extent as musical instruments, but they are more than that. They bring into the homes many things in addition to music. While music has been the foundation upon which broadcasting stations have been operated, many other features have been injected until now every possible kind of entertainment can be derived from a receiving set. In addition to this entertainment, there are educational features that appeal to everyone.

Taking all this in consideration, there is no reason in the world why the Pacific Coast store should not do even more than \$10,000 a day business. Nor is there any reason why other stores in which radio receiving sets are sold should not do the same.

"Don't all those papers make you tired?" asked the kindly disposed man of the little newsboy who was struggling along under a huge load of evening papers.

"Naw," replied the newsboy with supreme contempt, "I can't read." —Ladies' Home Journal.

Engraving Crosley Panels



The picture above shows Powell Crosley, Jr., watching one of his employes engraving a panel to be used in a radio receiver. This is one of the important tasks in the construction of a receiving set—one that requires perfect workmanship. Crosley panels are noted for their beautiful engravings, and special care is taken in this work. A regular battery of machines is kept busy throughout the day turning out the many panels needed.

"You're workin' very hard today, Jake, me son," said a friend. "How many hods o' mortar, in the name of heaven, have ye carried up that ladder since startin' time?" "Hush, me lad," said Jake, with a wink. "I'm foolin' the boss. I've carried the same hodful up an' down all day, and he thinks I'm workin'."—Selected.

Judge: "So you weren't doing anything when arrested?" Rastus: "No, sah. I was jes' walkin' down de street singing when dis Irish cop hits me on de jaw and den pinches me."

Judge: "What song were you singing?"

Rastus: "Ireland must be heaven, for mah mudder came from dere."

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 most 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

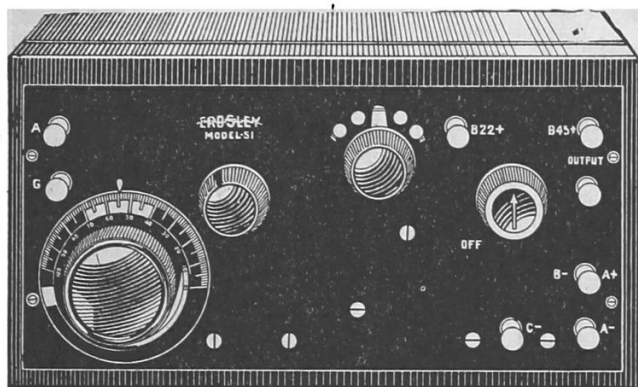
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

DEALERS-BE PREPARED

1924-25 RADIO SEASON IS ON IN FULL SWING
EVERYONE IS DEMANDING

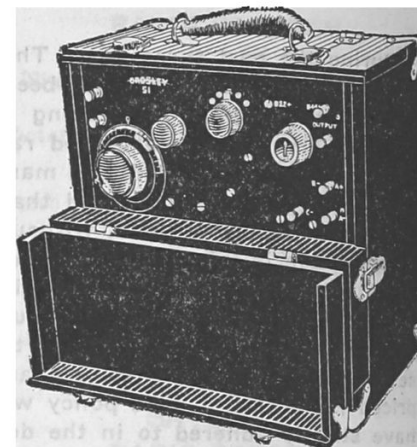
CROSLEY RADIO RECEIVERS BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 \$18.50



EVER BEFORE has the demand for radio receivers been so great at this time of the year. And we are at the very beginning. National advertising is creating a tremendous demand for Crosley products. Consumers everywhere are asking for them. Dealers MUST carry a complete line in stock. The popular receivers illustrated on this page are genuine Armstrong regenerative sets, manufactured under U. S. Patent No. 1,113,149. They are long distance receivers, giving perfect satisfaction and are PRICED RIGHT.

Crosley 51-P \$25.00



THIS is the nationally-famous Crosley 51, the biggest selling two tube radio receiver ever manufactured. It consists of an Armstrong detector and one stage of audio frequency amplification. Distant stations are heard with perfect clearness. Operates loud speaker on local stations at all times and far-away ones when atmospheric conditions are fair. We know the demand for this set will be tremendous and are preparing to produce thousands of them weekly. One stage audio frequency amplifier in cabinet to match the Crosley 51, \$14.00 extra.

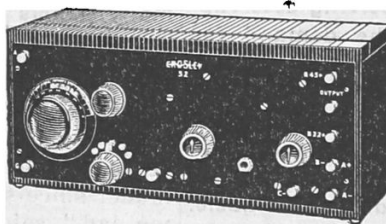
THE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand it is a popular home receiver, which easily may be carried from one room to another. It meets the requirements of thousands of prospective radio fans.

Crosley 50 \$14.50



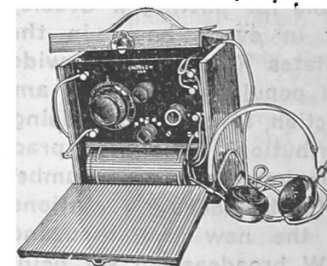
The Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier, price \$18.00, has been designed for this purpose. A remarkable little radio receiver that has made a tremendous hit since it was announced a short time ago.

Crosley 52 \$30.00



The Crosley 52 is a new three tube Armstrong Regenerative receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use. This receiver is unusually efficient, will provide loud-speaker volume on distant stations under practically all conditions, and is in every way an ideal receiver for the home. The parts are mounted on a beautifully grained panel of highest grade insulating material, and are in a hardwood, mahogany finished cabinet.

Crosley 50-P \$18.00



"Take your entertainment with you." That is the slogan that made the Crosley 51-P and the 50-P famous. And these words carry a world of meaning. The Crosley 50-P really permits its owner to take his entertainment with him anywhere. It is a one tube set, the same as the Crosley 50, but it is installed in a neat cabinet, with a strong carrying handle. This is an ideal home set and still has the portable feature. Stations many miles away may be heard clearly. Operation is simple and results very satisfactory. Be sure you have these in stock both Winter and Summer.

Prices Quoted Here Do Not Include Accessories

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

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CINCINNATI, OHIO