

# W CROSLY RADIO WEEKLY WLW

## AND WLW PROGRAMS

PUBLISHED BY CROSLY MANUFACTURING COMPANY, MANUFACTURERS OF RADIO APPARATUS CINCINNATI, OHIO.

No. 1. PRICE \$1.00 A YEAR JANUARY 7,

### Key Radio Set Relieves Monotony Of Life On Vessel

**W** Of Schooner, Often  
away 60 Days At A Time,  
Gets Real Pleasure Out  
of Receiver.

The schooner Maurice R. Thurlow, Boston, Mass., is equipped with a Crosley Model XJ radio receiver, which provides entertainment and information for members of the crew when they are in mid-ocean. The set was sold to Captain E. L. Wasson by the Radio Electric Company, of Wilmington, North Carolina. Mr. C. F. Jones, of the latter company, has informed the Crosley Manufacturing Company that the receiver is relieving the monotony of the lives of men who operate a vessel.

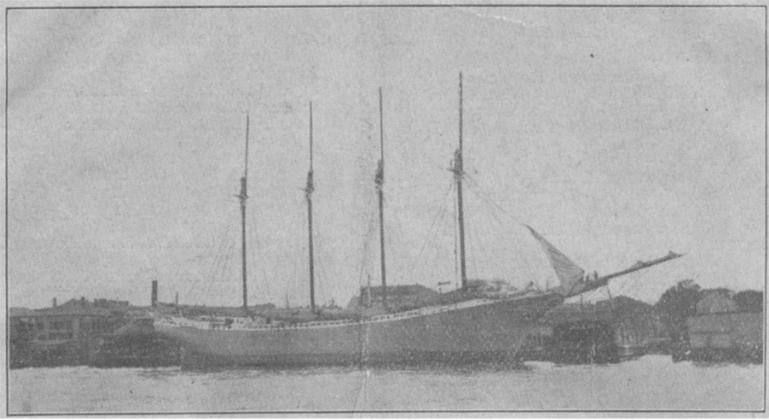
Captain Wasson is using a Baby Audiophone loud speaker with dry cell tubes, with an antenna 120 feet long, running from the foremast to the top of the mainmast. The schooner had never operated with a receiving set before the Model XJ was installed, and what a vacuum tube set means to his own admiral.

Now, however, in addition to being the master of the schooner, he is a happy man. The Model XJ, as a result of which the schooner passes many a happy hour, is plying one port to another. Maurice R. Thurlow is a happy man, and the members of the crew are hard to endure.

The radio receiver has changed things all the men who are in actual duty gather in the captain's office and listen to the lectures, etc., that are broadcast by shore and island stations. News is especially valuable to these men, who listen eagerly for every bit of information coming through the air. Then there are the valuable time signals that operate of radio receivers are able to pick up, so necessary in determining positions. In fact there is no ship sailing the seas that cannot be without such a receiver set as the Model XJ, which requires no licensed or experienced operator.

Captain Wasson is more than satisfied with his Crosley set, and every schooner should be equipped with apparatus similar

### Ship Equipped With Crosley Set



The above picture is that of the schooner Maurice R. Thurlow, which is equipped with a Crosley Model X J radio receiver.

### Many Children Are Made Happy By WLW At Christmas Party

**Santa Claus Welcomed  
Kiddies, Who Receive Candy  
and Fruit—Entire Pro-  
gram Broadcast.**

More than 1,500 children and thousands of owners of radio receiving sets enjoyed the WLW Christmas party in Music Hall on the evening of December 22nd. The great hall was crowded with little boys and girls, who laughed heartily at the sketches arranged for their benefit and cheered loudly when old Santa Claus appeared on stage with a pack well filled with candy and oranges.

Fred Smith, studio director at WLW, arranged the entertainment, which, judging from the clapping of the little hands, pleased the kiddies tremendously. Each and every one of the more than 1,500 children in the hall was happy, to say the least, but their joy was nothing when compared with that of Powell Crosley, Jr., president of the Crosley Manufacturing Company and owner of Station WLW, as he realized what he had been able to give to the little ones whose Christmas was usually more or less a tragedy. Efforts were made to have every needy child in the city attend the party, and while the children of wealthy families were excluded, their attendance was encouraged.

The show started at seven o'clock, but long before six kiddies started coming in, and in a short time after the doors were opened the hall was crowded. Special policemen and firemen were stationed in the hall to protect the children.

had been and the cast for the ups after clapping by it.

Now we believe that with our increased production we will be able to catch up readily, and that after the first of January we will be able to make shipments quite promptly. We cannot know, however, how much goods will be required from us, so our advice

### A Message To The Trade

From  
**POWEL CROSLY, JR.,**  
President of the Crosley Manufacturing Company  
and  
The Precision Equipment Company

The following New Year's message has been sent to the radio trade by Powell Crosley, Jr., president of the Crosley Manufacturing Company and The Precision Equipment Company:

"We had every assurance last summer that there would be a big demand this winter for Crosley apparatus. We prepared accordingly for an increase of at least 100 per cent. We expected the heavy demand would commence about the first of September, but it started in July, and since then, every nerve and fibre of our entire organization has been bent toward the increase of production.

"Right now our average production is around 800 sets per day, at least double what we expected would be required in making our plans last summer, and it is several times as many receiving sets as any other radio manufacturer is producing.

"Within a few days another plant with a capacity of 600 radio sets a day will be in operation, giving us facilities for producing about 1,500 sets every day. I question whether it will be possible, or necessary, for us to go beyond that number during the balance of the season.

"We have been behind somewhat on deliveries. For this we are very sorry, but may we say to our distributors and the dealers handling Crosley apparatus everywhere, that

you must not put all of the blame on us. We have been able to take care of such of our customers who have anticipated their requirements in advance, but it has not been possible for us to make immediate shipment on orders as quickly as they are received.

"Christmas, in some people's mind, marks the 'peak' of the radio business, but this is not true. Our sales curve for two years shows March to be the 'peak' month, and with the steady improvement in radio sets, we believe that April will be the 'peak' month this year. In March, last year, we practically doubled our December sales. We tell you this so that you will know how to plan to anticipate your requirements.

"Try to specify at least thirty days in advance. Make up your specifications now. Have your requirements up to and including March if possible, or at least through February. Give us weekly shipping specifications now. Orders are filled in rotation according to the date on which the order is received.

"Now we believe that with our increased production we will be able to catch up readily, and that after the first of January we will be able to make shipments quite promptly. We cannot know, however, how much goods will be required from us, so our advice

# Crosley WLW Programs For Week of Jan.

## SUNDAY

### RADIO PROGRAM WLW

Crosley Manufacturing Company,  
Cincinnati, Ohio.  
January 6th. Central Standard Time,  
309 meters.

10:30 A. M.—  
Sunday School Services conducted by  
the Editorial Staff of Sunday  
School Publications of the Meth-  
odist Book Concern.  
11:00 A. M.—  
Services of the Church of the Cov-  
enant, Dr. Frank Stevenson,  
Minister.  
1:30 P. M.—  
Services of the Church of the Cov-  
enant, Dr. Frank Stevenson,  
Minister.

## MONDAY

### RADIO PROGRAM WLW

Crosley Manufacturing Co.  
Cincinnati.  
January 7th. Central Standard Time,  
309 meters.

10:30 A. M.—Weather Forecast and  
Market Reports.  
11:00 A. M.—  
The 10th Infantry Band, directed by  
Ernest Fischer.  
1:30 P. M.—  
The 10th Infantry Band, directed by  
Ernest Fischer.  
3:00 P. M.—  
The 10th Infantry Band, directed by  
Ernest Fischer.  
4:00 P. M.—  
The 10th Infantry Band, directed by  
Ernest Fischer.

Violin Duets: Eugene Perazzo and  
Thomas Byrne  
a. A Perfect Day... Jacobs-Bond  
b. Salut d'Amour... Elgar  
Soprano Solos: Franklin Bens  
a. Honey Chile... Lohr  
b. Mammy Chile... Grey  
Flute Solo: (Selected) Vincent Felt-  
man  
Violin Solo: Eugene Perazzo  
The Mocking Bird... Hawthorne  
quartettes: Woodland Echoes  
Wyman  
a. A Japanese Sunset... Deppen  
b. Herd Girl's Dream... Labitsky  
Flute, Vincent Feltman; Violin,  
Eugene Perazzo; Cello, Thomas  
Byrne; Piano, David Brinkmoeller.  
Soprano Solo: Frank Bens  
a. Ave Marie... Bach-Gounod  
b. Piano Solo: Eugene Perazzo  
(S. Trovatore)  
1:30 P. M.—  
Verdi  
"Lak A Rose"  
3:00 P. M.—  
Nevin  
Brinkmoeller  
Sinton, by  
Professor,  
cal Hy-  
versity,  
alth."  
11:00 P. M.—  
The 10th Infantry Band, directed by  
Ernest Fischer

## TUESDAY

### RADIO PROGRAM WLW

The Crosley Manufacturing Co.  
Cincinnati.  
January 8th. Central Standard Time,  
309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Stock Quotations.  
3:00 P. M.—Business Reports.  
4:00 P. M.—Current Topics for Wom-  
en.  
10:00 P. M.—  
Indra Consistory Choir  
A. A. S. R. Covington, Ky.  
J. Lincoln Newhall, Conductor;  
Carl Hugo Grimm, Pianist.  
Soprano:  
Mrs. C. S. Bennett, Mrs. R. H.  
Shealer, Mrs. Florence Teal  
Watts, Mrs. Helen Cowell Pluke,  
Mrs. Louis Poock.  
Alto:  
Miss Louise Koetter, Miss Gus-  
sit Litzendorf, Mrs. Eleanor  
Bain Irvine, Miss Maud Fleisch-  
man.  
Tenor:  
Fenton Pugh, Homer Bernhardt,  
Ferdinand Hasenzahl, Fred Berli-  
ng, A. W. Roetken, O. H. Roet-  
ken, A. W. Riggs.  
Bass:  
W. J. Purser, Earl Buckner, W. H.  
Rushaw, A. J. Schnicker, A.  
S. Schlapp.

PROGRAM  
a. The Heavens Are Telling (from  
Creation)... Haydn  
b. Unfold Ye Portals (from Redeem-  
tion)... Gounod  
c. Gloria in Excelsis (12th Mass)  
...Handel  
11:00 P. M.—  
Special popular program to be an-  
nounced.  
(Baldwin Piano.)

## WEDNESDAY

### RADIO PROGRAM WLW

The Crosley Manufacturing Co.  
Cincinnati.  
January 9th. Central Standard Time,  
309 meters.

10:30 A. M.—Weather Forecast and  
Market Reports.  
1:30 P. M.—Stock Quotations.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Program for shut-ins, by  
the Wurlitzer Concert Company.  
Macdowell and American Com-  
posers. Mr. William Afspring,  
reader; assisted by Mrs. William  
Duning, pianist, Mrs. O. B.  
Kaiser, Mrs. C. A. Rehbun.  
8:00 P. M.—  
The 10th Infantry Band, directed by  
Ernest Fischer

1. Opening Song by Beatrice Wil-  
liams Chipman  
"Romanza from Ca-  
stles and Bells and Less Than the  
Dust by Fuden."  
2. The 10th Infantry Band  
a. March—"Old Comrades"  
b. Overture—"Bohemian Girl"  
c. Selections—"Martha", Flo-  
row  
3. Schima Kaufman, violinist, with  
accompaniment by Thomie  
Prewitt Williams  
a. Major Sonata... Brahms  
(three Movements.)  
4. Selected songs by Beatrix Wil-  
liams Chipman  
Deep River (Burleigh)  
At Night Fall (Metcalfe)  
5. Songs by Edwin Weidinger, Clara  
Yorston Woodside, accompanist.  
a. It is Enough from "Elijah"  
b. Jean... Burleigh  
6. Waltzes "Beauties Charm"  
...Tobais  
7. Cornet Solo—"The Holy City"  
...Adams  
8. Songs by Edwin Weidinger  
a. For You Alone... D'Hardelot  
b. In a Garden... Hawley  
9. Violin solos by Schima Kaufman  
a. Menuetto... Milandre  
b. Gypsy Airs... Sarasate  
10. The 10th Infantry Band  
a. Selections "Songs of the Old  
Folks"... Lake  
b. Finale "Bombasto"... Farrar  
(Baldwin Piano.)

## THURSDAY

### RADIO PROGRAM WLW

The Crosley Manufacturing Co.  
Cincinnati.  
January 10th. Central Standard Time,  
309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Market Reports.  
3:00 P. M.—Stock Quotations.  
4:00 P. M.—Half Hour Lecture-  
cital.  
10:30 A. M.—Weather Forecast  
and Business Reports.  
1:30 P. M.—Market Reports.  
3:00 P. M.—Stock Quotations.  
4:00 P. M.—Half Hour Lecture-  
cital.  
PROGRAM  
a. The Heavens Are Telling (from  
Creation)... Haydn  
b. Unfold Ye Portals (from Redeem-  
tion)... Gounod  
c. Gloria in Excelsis (12th Mass)  
...Handel  
11:00 P. M.—  
Special popular program to be an-  
nounced.  
(Baldwin Piano.)

7. Songs by Miss Fred  
"Romanza from Ca-  
stles and Bells and Less Than the  
Dust by Fuden."  
11:00 P. M.—  
Popular Program by the fam-  
ous Huber Dance Or-  
chestra playing "Pekin," "Suns  
Aline," "Marcheta," an  
popular numbers release  
National Association of  
casters.  
(Baldwin Piano.)

## FRIDAY

### RADIO PROGRAM WLW

Crosley Manufacturing Compa-  
ny  
Cincinnati, Ohio.  
January 11th. Central Standard T  
309 meters.

## SATURDAY

### RADIO PROGRAM WLW

Crosley Manufacturing Compa-  
ny  
Cincinnati.  
January 12th. Central Standard T  
309 meters.

10:30 A. M.—Weather Forecast  
and Business Reports.  
1:30 P. M.—Market Reports.  
3:00 P. M.—Stock Quotations.  
4:00 P. M.—Half Hour Lecture-  
cital.  
PROGRAM  
a. The Heavens Are Telling (from  
Creation)... Haydn  
b. Unfold Ye Portals (from Redeem-  
tion)... Gounod  
c. Gloria in Excelsis (12th Mass)  
...Handel  
11:00 P. M.—  
Special popular program to be an-  
nounced.  
(Baldwin Piano.)

## WLW BROADCASTING STATION OF THE CROSLY MANUFACTURING COMPANY

ES, 309 METERS CENTRAL STANDARD TIME CINCINNATI, OHIO					
TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10:30 A. M.	10:30 A. M.	10:30 A. M.	10:30 A. M.	10:30 A. M.	10:30 A. M.
1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.
3:00 P. M.	3:00 P. M.	3:00 P. M.	3:00 P. M.	3:00 P. M.	
4:00 P. M.	4:00 P. M.	4:00 P. M.	4:00 P. M.		
10 P. M. to 12 P. M.	8 P. M. to 10 P. M.	10 P. M. to 12 P. M.			

# Crosley Radio Weekly

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

## LONG DISTANCE WORK

In this column last week we commented upon the prediction of Mr. Powel Crosley, Jr., to the effect that before many years the people of the world would become one great family as a result of radio and that owners of receiving sets would be able to hear powerful broadcasting stations in every nation no matter how far away.

This week we reproduce a letter proving that an owner of a receiving set that cost but \$50 has been in direct and constant communication with members of an exploring expedition in the Arctic Circle. Here we see Mr. Crosley's prophesy practically fulfilled almost immediately after it was made, because we know the only thing preventing even greater receiving achievements is the scarcity of broadcasting stations in many localities.

In other words, if there were stations, even such as is used by these explorers, in every corner of the world, it would be possible, we believe, for owners of receiving sets to keep in direct communication with them. The set, owner of which has been in communication with the North Pole, is an Ace Type 3 C. It brought in that far away station clearly and loudly, and we have every reason to believe that even a ship were another 1,000 miles away the signals would come in as clearly. Give radio a few more years, and listening to concerts broadcast in the farthest corners of the world will be an every day occurrence.

## RADIO IS DOING IT

On a street car the other day, I overheard a conversation between an elderly man and a young woman. The latter evidently was employed at the counter in a large department store. They were talking about Christmas giving, and the lady stated that never before in her business career had she seen so much giving. Everyone was buying, and orders for charitable institutions were heavier than ever before, she said.

And the elderly gentleman remarked: "That is so because of radio. People are being brought closer together. We hear of the needs of the world. In other years we, of course, read the papers, and learned

through them that many people were in need of the necessities of life, and gave accordingly at Christmas time. This year, however, instead of giving these newspaper appeals but scant attention, we have been impressed deeply by the personal appeals that come directly to us from the radio stations. The spoken word is far more powerful than the press. I really believe radio is responsible for so much giving this Christmas."

## Many Children Are Made Happy By WLW At Christmas Party

(Continued from Page 1)

The curtain was raised. Then, when the curtain was going up on a dark stage, George Mulhauser sang "Holy Night." The Christmas tree was lighted slowly and Ida Blackschleger, dressed as a Salvation Army girl, sang "Come All Ye Faithful," as people, dressed in street garb, passed her Salvation Army kettle and dropped coins into it. Then Hazel Levy, seated near the Christmas tree, with a child holding a doll, sang "'Twas the Night of Our Dear Saviour's Birth." Following this little act, George Stock, magician, entertained the kiddies for 15 minutes with his wonderful tricks. A ballet by students of the Schuster-Martin School of Dramatic Art was next and it was followed by a solo by Waldene Johnson, violinist, the Hoffman Trio, Mr. Davis, trombonist, and Salvador Ercolino, with his accordion. The clowns were next and they certainly did make the youngsters laugh with their funny sayings and tricks. As the clowns left the stage Boy Scouts appeared and went through a series of stunts that amused the children.

Then came the grand entrance of Santa himself. He was preceded by 25 scouts, and as many followed him, acting as an escort. He came from the foyer and down the center aisle. The orchestra was playing, and everyone who had taken part in the performance was on the stage to greet him. This good old man then talked to the children, his message being broadcast at the same time. He told them how to form into line and march across the stage to receive, from his own hands, the candy and fruit he had brought to them. That ended the show, but it took almost an hour for the kiddies to march past him and receive their little gifts.

All in all it was a great show, the boys and girls had a wonderful time, the grown-ups had a better time and the radio listeners enjoyed themselves tremendously.

## A Message To The Trade

From  
**POWEL CROSLY, JR.,**  
President of the Crosley Mfg. Co.  
and  
**The Precision Equipment Co.**

(Continued from Page 1)

to anticipate your requirements. "We expect now that the radio business will not 'slump' nearly so much next year. May and June were rather slow last year; July taxed our capacity. The year before the season did not open until the first of September, so you can see that the dull season is growing shorter and shorter each year with the improvement of radio receiving apparatus, and the increased power of broadcasting stations.

"Please understand that we do not wish to encourage any overbuying of our products. We do not want you to have one more set than you can readily dispose of. It is hard for you and hard for us to plan on just how much of our apparatus the various territories will absorb, but we ask you to work with us, as we are trying to work with you.

"We are already planning for next year. We expect, within a few days, to acquire another very large plant enabling us to produce 5,000 sets a day. The advertising and merchandising plans to create a ready sale for this quantity of Crosley apparatus are being developed right along with our plans for increased production.

"Without doubt the CROSLY franchise is the most valuable thing in radio, and will continue to become more valuable. It is almost needless to say that we appreciate the cooperation and loyalty of our distributors, and we want them to know how we are endeavoring to merit their continued support."

## DAILY PROGRAM

(Continued From Page 2)

States Department of Agriculture, Chicago and New York Butter and Egg Market reports. SPECIAL HALF HOUR MUSICAL CONCERTS at 4:00 each afternoon, except Saturday and Sunday, as announced by radio. Special Concert each Saturday afternoon at 2:00, announced by radio. Sunday—Sunday School services at 9:30 and regular Morning Services of the Church of the Covenant, beginning at eleven o'clock.

## SURPRISED AT RESULTS OBTAINED WITH ACE TYPE V

"Gentlemen: "Cleveland, Ohio  
"Though I ordered my Type V Ace outfit direct it was delivered yesterday by the Haas Electric Co. of the city.

"Last night I tried it out and can say I was surprised at the results. I have a 60-foot single-wire aerial and use a steam radiator for my ground, and I admit it is not a very promising start for any set, as we live in a two-story apartment, on the second floor, and my single wire just clears the roof.

"However, last night I listened in exceptionally well on the following stations: WKAP, WGY, WWSB, WJAZ, WLAV, KYW, KDKA, KFKX, WHK, WCN, WVEAF, WJAX, WWJ, WCAP.

"Very truly yours,

"Donald W. Baird,  
"10820 Fairchild Ave., Suite No. 6,  
"Cleveland, O."

## BELIEVED HIM GUILTY

A country school board was visiting a school and the principal was putting his pupils through their paces.

"Who signed Magna Charta, Robert?" he asked, turning to one boy.

"Please, sir, 'wasn't me," whimpered the youngster.

The teacher, in disgust, told him to take his seat; but an old tobacco-chewing countryman on the board was not satisfied, so, after a w directed aim at the cuspidor, said: "Call that boy back; I do like his manner. I believe he can do it."

## 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 56

326 Walnut Street

## SUBSCRIBE NOW!

Detailed information regarding the development of receiving and broadcasting, interesting news and feature stories and advance programs of W L W 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, Crosley Manufacturing Company, Cincinnati, Ohio.

## Owner of Ace 3 B Hears Station In Arctic Regularly

North Dakotan Keeps In Communication With Explorers In Far North—Record Claimed By Operator.

On page 5 there is a reproduction of a letter received by The Precision Equipment Company, of which Powel Crosley, Jr., is president, which contains a world of information for any person who is contemplating the purchase of a radio receiving set.

This letter, from the Radio Equipment Corporation, of Fargo, North Dakota, tells of the really remarkable long distance results achieved by the manager of one of the company's stores in operating an Ace Type 3 B regenerative set. This is a three tube receiver, with two stages of audio frequency amplification, manufactured under Armstrong Patent No. 1,113,149.

The letter from the Radio Equipment Corporation would not be so unusual had it told of one instance of hearing WNP, which is the station operated by the Arctic explorers on the Pearyohn, but it says that the station is worked every day. An investigation is being made and that the Minot area is the one in the United States that works WNP consistently. One five watt tube, rating something over four amps, used in keeping in communication with the explorers.

How can anyone imagine a set, costing but \$50, that will produce such results as these? Naturally neither The Precision Company nor Radio Equipment Corporation has every owner of an Ace Type 3 will be able to "work" WNP consistently, but both companies will say that all 3 B sets are alike, as far as hook-up parts are concerned, and that if one set will produce such results it is possible for all of them to do likewise.

The Ace Type 3 B is a wonderful receiver. Every owner is bringing in one far-away broadcasting station after another. The set is easy to tune, signals come in clear and loud, the price is low and the cost of upkeep amounts to practically nothing. A home without a radio set is a home without music—and what is a home without music?

"If your father owed me one hundred dollars, and he promised to pay me five dollars a month, how many months would he take to pay it?"

"A hundred years, teacher."

"Jakey, you don't know your ones."

"Teacher, I know my lessons all right, but you don't know my ones."

## Why Newspapers Broadcast

By Wm. S. Hedges, Chicago Daily News

If you were to scan the list of broadcasting stations you would find that fifty newspapers in various parts of America are operating their own broadcasting stations. In addition to this number there are 100 newspapers which have some sort of affiliation with broadcasting stations.

But why should newspapers become broadcasters? That is a question that undoubtedly reiterates itself in the minds of every one of the newspapers engaged in the operation of their own stations. It is natural for manufacturers of radio equipment to broadcast. They are sustaining the reason for the purchase of their product. For the same reason retailers find broadcasting worth while, even though these two classes of broadcasters are paying the freight for the manufacturer who won't participate in the expense of entertaining the public.

Schools and colleges broadcast because they wish to extend their influence, to increase their enrollment through the advertisement of their name and their wares, or they may operate stations as mere demonstrations of their physics departments.

But why should newspapers broadcast? There are several practical reasons. I will mention them first. But there is also an idealistic reason. Among the practical reasons is the creation of good-will, an intangible, yet nevertheless invaluable, asset for quasi-public institutions, such as newspapers. Dollars may not directly follow from the pleasures experienced by listeners to programs broadcast by newspapers, but the feeling of friendliness is there and the friendship of the masses makes strength for the newspaper.

It has been said that a newspaper has a harder time advertising itself than any other institution. The others can run their advertising in the newspaper in order that they may reach their clientele and attract new patrons through its own medium. It can advertise in other newspapers in the same city, but that is too often a confession of its own weakness. So we find the newspapers advertising in billboards, placed in conspicuous places. The power of billboard advertising is a debatable matter. With the advent of radio, the newspapers have a new medium of advertising, though, of course, it is indirect. Through radio the name of the newspaper engaged in broadcasting is poured into the ears of the thousands of listeners, and without offense. Through radio the various departments of the newspaper become known.

Some of these reasons for a newspaper entering into broadcasting may not seem as cold-bloodedly

commercial as the word practical suggests, but newspapers do not gain their strength from being cold-blooded in contacts with the public. There must be the willingness to serve as the inspiring motive behind the ceaseless labor of presenting the facts as they are found.

When a newspaper goes onto the air the spoken word of the radio station is as representative of the newspaper as its pages and columns. For that reason the same policies should prevail in broadcasting as pertain in the editorial content of the paper.

This leads me to the idealistic reason for newspapers becoming broadcasters. Radio offers a new opportunity to serve. The modern newspaper not only presents the news of the day, but it strives to instruct and entertain. That is the reason why we find book pages, women's pages with their recipes, household hints and other things so greatly appreciated by the gentler sex. That is the reason why we have juvenile departments and comic strips.

Each of these can find their counterpart in the broadcast program. Talks for boy scouts, bed-time stories for the children, dance music for the young people, classical music for the tutored, talks on civic advancement for those interested in the body politic, educational talks for young and old—all these find their places on the well-balanced program of a newspaper broadcasting station. Music, of course, predominates and well it might, because it speaks a language universal to all mankind.

In our hands is a great power with the music we send out as well as with the other broadcasts. I would feel that we were doing our job badly if in closing our programs each night we could not hold the hope that we had left our radio audience, now totalling over 7,000,000, a little bit better than when they started listening in. If we can touch them with good music, stir them, set them thinking perhaps we have done something at least. If through our broadcasts we have left them better informed, a happier people, we have done much.

With this ideal as an actuating impulse a newspaper operating its broadcasting station may be casting bread upon waters in the shape of the initial expense and maintenance charges, but the return of the bread in the form of good-will and increased circulation is almost a certainty.

I am not recommending that all newspapers get into broadcasting. But those which can afford an outlay of \$40,000 to \$50,000 a year in extra advertising could properly spend that advertising appropriation through a broadcasting station.

## Great Evolution In Radio Programs Is Forecast By Smith

Studio Director At WLW Says More Entertainment and Less Announcing Is Desired.

By Fred Smith,  
Studio Director at WLW

My ideal radio announcer would be not only invisible but inaudible as well. He would simply fade out of the air after the manner of the announcer on the phonograph records. I have mentioned this to many radio fans and they are unanimous in declaring that I am crazy. They say that the majority of radio listeners hesitate on one wave length just long enough to get the call letters, and then they're on the wing again.

Very well. It is always a human characteristic to shout the impossibility of dispensing with an existing system of affairs when nothing tangible appears to take its place. But I am of the opinion that radio programs have a big evolution ahead of them, and that they will not remain in their present fragmentary sandwiching for a great length of time. The very fact that operas and plays are successfully broadcast shows conclusively it is not a positive requisite the well being of the program the announcer waltz up to microphone every four minutes with a mouthful of stereotyped phrases.

Now what's the solution? In first place, a lot of work. So much work, in fact, that no one can keep up with the present whirlwind of radio broadcasting has time for. A radio program should be worked out a long time in advance, should be rehearsed. It should be so radio programmishly arranged that the call letters of the station or some signal of similar significance, should fall in at proper intervals without destroying the continuity of the performance. The entire printed program should be in the hands of the radio listener a week before it is actually given. Any one with experience should know his station by the position of his dials, and he would pick the programs he wanted most to hear.

The name of any station relies upon curiosity of distance to attract unto itself a large audience. The radio audience today is much more discriminating than it was a year ago. The rate of its critical attitude of demand for good entertainment to long distance reception is pretty apt to increase constantly. And of all forms of public entertainment that has existed, radio is most at the

(Continued on Page 6)

E.C. REINEKE, Pres.  
L.W. HAMM, V. Pres.

RADIO AND  
ELECTRICAL SUPPLIES



**RADIO  
EQUIPMENT  
CORPORATION**

117 BROADWAY  
FARGO - NORTH DAKOTA

V.R. LUCAS, Sec'y.  
K.M. HANCE, Treas.

BRANCH AT  
MINOT, N. D.

December 14, 1923.

Precision Equipment Co.  
Cincinnati, Ohio.

The manager of our Minot store is establishing quite a record for himself and also for the 3B.

Every night since last Sunday he has worked WNP taking a number of messages and NANA press every night. So far as we have been able to find out this is the only station in the United States which is consistently working this ship nightly.

A letter from Mr. Weeks (Leonard H Weeks) today says that he blew his fifty watter and not having another on hand has continued to work WNP with one 5-watt tube radiating something over 4 amps.

If WLW cannot reach the Bowdoin we will be glad to relay your messages via our 5-watter.

The 3B has been used in all of this work.

Yours very truly,

RADIO EQUIPMENT CORPORATION



Sales Manager

LWH-2

The  
Set  
Referred  
to  
in  
this  
Letter  
is  
the  
ACE  
TYPE  
3 B  
a  
Three  
Tube  
Regener-  
ative  
Receiver

under  
Armstrong  
U. S.  
Patent  
Number  
1,113,146

Price  
\$50.00

**THE  
PRECISION  
EQUIPMENT  
COMPANY,**

Powel Crosley, Jr.  
President,

Blue Rock  
and  
B. & O. R. R.  
Cincinnati, O.

"Radio Service by Radio Experts"

14 YEARS EXPERIENCE IN COMMERCIAL AND EXPERIMENTAL RADIO  
WE OPERATE WDAY—244 METERS



# New Laws On Radio Urged By President In Congress Message

## Legislation Regulating Interference is Needed, Coolidge Says—White to Offer Bill.

Radio, which, for the first time, carried to the Continent at large and perhaps to Europe and Central America, the President's message, also carried his recommendations for remedial legislation on radio. Echoing Secretary Hoover's request that the laws affecting radio administration enacted in 1912 be revised, the President personally told Congress that new legislation regulating radio interference is needed. At present, Secretary Hoover is operating under a sort of "Gentlemen's Agreement" between commercial, governmental, private and amateur interests, reached last spring during the Second National Radio Conference.

Secretary Hoover stated recently that Representative White, who introduced the bill which bore his name last session, would introduce a simplified radio bill this session. The old bill, it is understood, has been reduced to first terms so as to permit of proper interpretation with the development of the art and to give the Secretary of Commerce and his advisory committee liberal and more or less elastic authority over the control of national radio problems. A recent conference between representatives of the government departments was successful in eliminating such points of disagreement as existed heretofore, and the resultant bill soon will be introduced in the House.

### HEARS SCOTLAND ON XJ

"Dear Sirs:  
"Kirksville, Mo.,  
"It might interest you to know that, on the evening of November 27th last, using a Crosley Model XJ receiving set, I heard the station 58C at Glasgow, Scotland, from our home here. In order to be sure that no mistake was made I verified this reception through Radio Broadcast Magazine.

"Sincerely yours,  
"W. J. Bray,  
"Prof. of Chemistry,  
"State Teachers' College."

According to Secretary Hoover, the radio interference situation today is far better than it was at the time the original White Bill passed the House last year, due chiefly to the elimination of interference through the voluntary co-operation of the several interests. There is now little interference between the existing broadcasting stations, which are decreasing in numbers.

### TRAVELING MAN CARRIES ACE TYPE V RADIO SET

"Enroute, "12, 11, '23.  
"The Precision Equipment Co.,  
"Cincinnati, Ohio.  
"Gentlemen:  
"Wish to say that I am traveling around over quite a territory for the Georgia Cotton Growers Co-op Assoc., and I carry with me an Ace Type V, and use a WD12 Tube. I carry one piece of wire about 30 feet long and another about 25 feet long. Use the long one as an aerial, just laying it around my room in the different hotels, and the short piece as a ground wire to a near water pipe and hear all over the country, viz: WIOS, Jefferson City, Mo.; KDKA, Pittsburgh; WIOAW, Omaha, Nebr.; WELAS, Louisville, Ky.; PWX, Havana, Cuba; WILW, Cincinnati, Ohio; WSB, Atlanta, Ga.; WSY, Birmingham, Ala.; Kansas City, Mo.; St. Louis, Mo.; Dallas, Texas, Fort Worth, Texas; Lion City, Ill.; Gen. Electric Co., Schenectady, N. Y.; Washington, D. C.; Gimball Bro., Pa.; Union Trust Co., Cleveland; Drake Hotel, Chicago; New York City; U. S. Playing Card Co., Cincinnati, Ohio, and others.

"Use three head sets on outfit and hotel guests listen in with me on all these stations. (Several of my friends in Eastman, Ga., my home town, have sets like it, and they heard as far as San Francisco, California, as well as local stations. The Ace V is a dandy. If the others are better with more tubes they certainly must be the Limit.

"Several of my friends say they would rather have it than any other make they ever saw. One says he would not take \$200 for it if he couldn't get another one like it.

"Yours truly, "C. W. Lancaster,  
"Eastman, Georgia."

# Great Evolution In Radio Programs Is Forecast By Smith

(Continued from Page 4)

of public opinion. The stations that venture upon a path which the public does not approve will be called back into line. Those who lag behind will be invited to get out of the way. Eventually, in all probability, the announcer will be invited to get out of the way. And the ideal announcer will be he that slips gracefully out of the way.

The above article was published in various newspapers during the past several weeks. Many letters regarding it have been received by Mr. Smith, most of the writers disagreeing with his views on radio announcers being heard less. One of the most interesting of these follows:

"New Lebanon, Columbia Co., N. Y.  
"December 18, 1923.

"Mr. Fred Smith,  
"Director of Crosley Radio Station,  
"WELW,  
"Cincinnati, O.

"Dear Sir:  
"My attention has been called to an article under your name appearing in the Sunday Knickerbocker Press of Albany, N. Y., headed: 'RADIO ANNOUNCER HELD UNNECESSARY.'

"May I ask you to put yourself in the place of the great and growing army of radio fans all over the country, many of whom are just learning to tune in. The principal thing that these fans cock their ears to catch is the call letters of the station which they have just picked up. Half the pleasure of listening to a program is gone when one doesn't know what part of the U. S. the entertainment is coming from. Just why this should be so I am not attempting to explain, but it is so.

"You say: 'anyone with experience would know from the position of his dials,' etc. Well, good heavens, man, does one buy experience at the radio store along with his radio instrument? How does one get experience? By listening to the announcer, telling where he is.

"And you mark my words, if there is anything under the light of the sun that will make a fan swearing, fighting mad it is to have an announcer fail to give his call letters!

"Your idea of the listener having a printed program a week in advance is all right for the high brow, but please remember that there are several million of us who aren't high brows at all, but just plain, ordinary citizens with varied tastes. We like to tune in on a dozen different stations in an evening, and if we don't care for a selection being given at

we just switch to another until we find something that appeals to our interests us. And when we tune in on a new station we don't want to get our temper upset by an announcer who is too darned lazy to give his call letters! There are so many stations with wave lengths nearly alike that the position of the dials is not a sure indication of the identity of the station. Also it is evident that we can't have programs of all the stations we may want to hear.

"Of course in the broadcasting of a play it is not practical to give the call letters except between the acts, but so far as the fans who tune in, in the middle of an act are concerned, that omission is a necessary evil, not an advantage. He has to wait for the end of the act to hear the announcer give the call letters and the name of the play.

"We want the announcers retained. Only we want them educated to the point where they will give their call letters slowly and distinctly, and between every item on the program. We don't want to wait through three or four numbers before being sure we have the station we want or not.

"You say: 'radio is at the mercy of public opinion.' Well, if you want public opinion to come down on you like a cyclone thru Kansas, just drop your announcer out of your programs.

"Yours very truly,  
"Howard M. C.

Old Lady: "That parrot I yesterday uses most violence."

Dealer: "Lady, I don't deny he does swear a bit, but you be thankful that he doesn't gamble."

—Melbourne Australasia

## FORMICA

The fine finish, perfect insulating efficiency, and good working qualities of Formica made it a country-wide favorite among amateurs who make their own radio sets.

It is used by the leading manufacturers, including the Crosley Manufacturing Company.

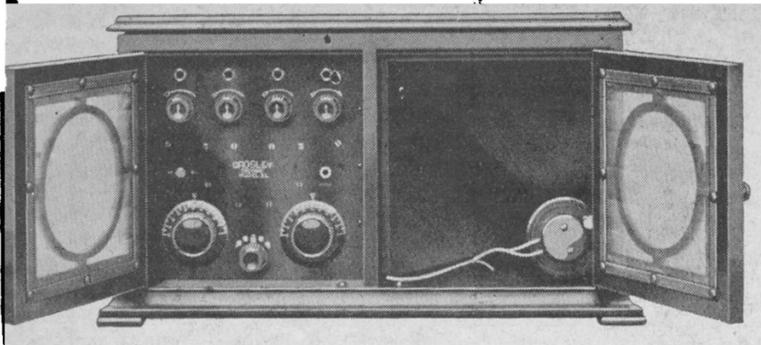
The Formica Insulation Co

Springfield

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

- Financial News
- Market Reports
- Government Bond
- Quotations
- Call Money Rates
- Foreign Exchange, Grain and Live Stock
- Quotations.
- Bond Department

THE FIFTH-THIRD NATIONAL BANK of Cincinnati.



# ANNOUNCING THE BEAUTIFUL MODEL XL

**BETTER---COSTS LESS**

**ONLY \$140.00 FOR THIS IDEAL HOME SET**

This is the new Crosley Model XL, a beautiful piece of furniture and a wonderfully efficient long-distance radio receiver. In the solid mahogany, natural rubbed piano finished cabinet, there is ample room for dry cell "A" batteries and the "B" batteries. There also is a built-in loud speaker.

The Model XL is a four tube receiver, consisting of one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification, the same combination that is used in the now famous Crosley Model XJ. We do not hesitate to state that this is the only efficient radio frequency amplification circuit ever produced, and unhesitatingly challenge comparison with any other receiving set on the market at any price.

Remarkable selectivity and simplicity of operation are other features. The set will tune through local stations and bring in distant stations and at the same time tune out all interference. Like all other Crosley sets, it is absolutely free from body capacity effects.

Crosley variable condensers, with new molded plates, are used in the Model XL. These are not only attractive in appearance but are fully efficient. The internal resistance is low, no stray fields

are built up and maximum signal strength is obtained with absolute freedom from body capacity effects.

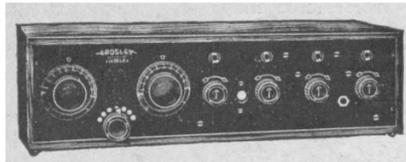
Crosley Multistats, the universal filament control rheostats for all makes of tubes, also are used. These unique units are wound with two values of resistance wire, one to take care of six volt and 1.5 volt tubes with vernier grading of resistance, and the other with high resistance wire to take care of the new low filament current tubes, thus making it possible to use any type of standard receiving tubes in the receiver without making rheostat changes.

New molded sockets, made of a tough material having all the qualities necessary for successful vacuum tube sockets also are used. The filament switch and phone jack are other details included in the set that combine to increase its efficiency. Then there are the Crosley audio frequency transformers, which are made of the very best material with the greatest of care. We claim these parts are the best on the market—barring none.

An attractive stand can be supplied at an additional cost of \$25.00, thus making a complete floor unit. The stand is shipped knocked down, and can readily be assembled without the use of tools. This is truly the ideal radio receiver for the most exclusive home.

the Model XL, without tubes, batteries, phones or stand, but including loud speaker . . . . . \$140.00

## CROSLEY MODEL XJ



Any radio receiver that combines efficiency and beauty fulfills the desire of the man, woman or child who is planning to purchase a set. The Crosley Model XJ does this. Thousands of persons who own these receivers, including the many who have operated other kinds, claim the Model XJ is the very best on the market, not even considering the price. Every large broadcasting station in the United States, and not a few in other countries, are being heard by owners of the Model XJ, a four tube set consisting of one stage of Crosley tuned radio frequency amplification, detector and two stages of audio frequency amplification. Many refinements which increase the quality of the receiver have been making it the ideal set for the person who desires to derive real pleasure from radio. Long and disagreeable evenings now are with us, but owners of the Crosley Model XJ care nothing about them, because they derive pleasure at home that never was there before. A home without a radio is no home, and there is no better method of bringing music into the home than by operation of a Model XJ radio receiver. The quality is superb but the cost is ridiculously low. Parts used in the Model XJ are as good as those in the XL. These are described above.

Model XJ, without tubes, batteries or phones . . . . . \$65.00

## CROSLEY MODEL VI



Adoption of recently designed and highly efficient parts as standard equipment in the new Crosley Model VI makes this set vastly superior to the former model, which is known to thousands and thousands of radio enthusiasts as "the best two-tube set ever manufactured." The Model VI consists of one stage of tuned radio frequency amplification, detector, a combination that will bring in far-away broadcasting stations clearly and loudly.

The one stage of tuned radio frequency amplification not only cleans up the signal before it reaches the detector, enabling the detector to work more efficiently, but it also eliminates interference to a marked degree. Every day we receive letters from satisfied owners of the Model VI. For instance, H. L. Williams, writing from Springville, N. Y., tells us he is hearing station WKAQ, at San Juan, Porto Rico, a distance of more than 2,000 miles. While we do not claim this set will bring in all stations within so great a radius, we do claim that under fairly favorable conditions it will bring in all powerful stations in the United States—proper, and in foreign countries and provinces. Parts used in the Model VI are the same as those in the Models XJ and XL. When the owner desires to operate a loud speaker, we recommend addition of the Crosley Model VI amplifier, which costs but \$20.00.

Price of Model VI, without tubes, batteries or phones . . . . . \$30.00

FOR SALE BY ALL LIVE DEALERS

# CROSLEY MANUFACTURING COMPANY

POWEL CROSLEY, JR., President

# Controlling Radio Traffic Similar To Handling Vehicles

## Majority Of Complaints Now Being Received Involve Ship Stations — Solution of Problem Sought.

Controlling radio traffic is something like handling vehicle traffic in a busy city where regulations are laid out and are observed by all.

Amateur radio operators and the commercial broadcasters, it appears, have "laid out" each other as far as interference is concerned, but both are now complaining of the ship interference. Needless to say, the ships must be permitted to communicate with the shore stations and one another, and while some of them may not have gotten over the idea that the "air" belongs to them, as it did virtually for years, they now claim with some justice that there are not enough channels for their necessary communication.

Ship operators report, and supervisors agree, that the wave lengths assigned to vessels are not all they should be. The 300 meter wave is not efficient; the 600 meter wave, used for calling and for distress signals, is always in use, and the 16 meter wave can't possibly serve the vessels operating. So far

### CROSSES ATLANTIC WITH 3B

"Cumberland Mills, Me.,  
"Nov. 30, 1923.

"Dear Sir:

"On our Ace Type 3-B set, we heard Glasgow, Scotland, a few nights ago. We have heard nearly every state in the United States. Besides we have had Cuba several times. We would gladly recommend the Ace 3-B set to anyone.

"Mr. and Mrs. Cecil E. Bradbury,  
"46 Cumberland street,  
"Cumberland Mills, Maine."

As is known, it is understood that many foreign ships are not yet equipped to use 706 meters, which throws them on the 450 or 600 meter waves. Consequently the ships have to resort to the 450 meter wave assigned them, which is right in the middle of the broadcasting wave band. They are practically forced to use this wave length for their position reports transmitted between 7 and 11 p. m. daily.

In an effort to alleviate the interference, the Department of Commerce has asked Supervisors to take up the question with owners and operators. They are asked to transmit their position reports before seven and after 11 p. m., which, it is believed, would relieve about 25 per cent of the existing interference off the coasts in the neighborhood of broadcasting stations.

Commenting on the interference situation recently, an official of the Department of Commerce said that the control of radio traffic was very similar to heavy automobile traffic in the streets; regulations have to be laid down and enforced in the air as well as on the public roads.

Automobiles have no special privileges as to right of way or speed. In other words, there is no class distinction shown. Regulations provide a speed, the right side of the road, stops at crossings, etc., for trucks, private, public and com-

mercial cars. So the Department is trying to regulate the radio traffic in the air in the same way, and broadcasters, amateurs, commercial shore and ship stations must comply with traffic regulations, keeping in the channels, assigned them. Through co-operation alone can the great air traffic be managed successfully.

Listeners-in who complain of interference waste their time and the time of the Department and its field force by complaining of interference in general; they must be specific, if aid is to be rendered, it was explained. Unless the call letters, or name of the offender, the time of interference and the nature of the matter sent is given to the Department, it is necessary to send a special investigator to the locality, where he has to listen-in for several days to find out who is causing the trouble. This entails a great amount of time and expense; and the field force is small and inadequate to the demands.

Owners of receiving sets who think they hear interference in the silent amateur period, must ascertain if it is an amateur or a ship, for example, and if they cannot read code, they should find an amateur neighbor who can, asking him to listen in and record what is being transmitted. His report can then be forwarded to the District Supervisor or the Department. Such complaints would aid the Department materially. Literally hundreds of valueless complaints are received in comparison to one reliable and accurate report of interference. Sometimes receiving sets are supersensitive, it was pointed out, and the interference may not actually be in the air.

### LEVIATHAN'S LIFE BOATS ARE EQUIPPED WITH RADIO

Two of the Leviathan's life boats, both ten knot motor boats, have radio transmitting and receiving sets and calls of their own. Life boat No. 67 is "WSNA" in radio talk, and No. 68 is "WSNB". The Leviathan's own call is "WSN",

### 2,200 MILES ON TYPE V

"Belfast, Me.

"The Precision Equipment Co.

"Cincinnati.

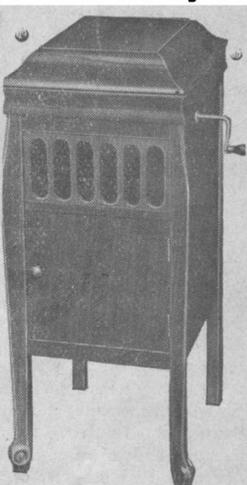
"Gentlemen:

"Had I written you tonight instead of last night, I might have included WKAQ (San Juan, Porto Rico), in the list of stations which I have heard with my Ace type V. WKAQ is 2,000 miles from here. How is that for a one-tube set?"

"Everett S. Hatch."

her two tenders carrying an additional letter. This is a new departure in American shipping planned as an additional sea safety precaution. If the Leviathan's radio apparatus should get out of order, or she should be sunk, her motor boats could communicate with relief ships, within about miles, guiding them to the scene. Each of these radio-equipped boats carries a spark set, and a gas engine generator; they communicate on wave lengths of 400 and 600 meters.

# \$1 DOWN a year to



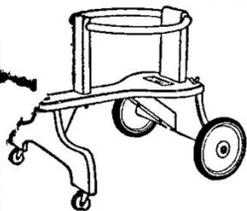
For This Beautiful Cabinet Phonograph Balance \$4.00 On Easy Monthly Payments

Look at the picture of this mahogany finished MARION phonograph, the phonograph you've been waiting for. Double spring Wonderful tone qualities. for records. Two double records. The MARION was designed for \$75. Large production plant enables us to make a wonderful introductory offer at a time only.

We will send the MARION responsible person on approval with the privilege of trying it out five days for \$1.00. decide to keep it at the end that time pay us \$4.00 per month twelve (12) months and the MARION is your property. Total price, \$48.00. c. o. b. Cincinnati. Send one dollar with your name and shipping address to

## MARION PHONOGRAPH

# The Go-bi-bi



men:

want to say that the GO-BI-BI is the greatest thing I have ever seen for a child. My boy runs forward as well as backward. It tamps all over the house in and no matter how tight a place it is in with it, he always man-squirm out and away he goes. His legs are strong and as can be. The other day he nick, one of the best baby walkers in Columbus, saw Ted on the GO-BI-BI and was much interested. His mother does not think he will ever crawl, but some day will step right out and walk. B. Stapleford, Manager Columbus Office, The National Stockman and Farmer."

The price of the GO-BI-BI is \$3.50 post paid. You may have it on five days trial, if desired.

## CROSLY MFG. COMPANY



Charges Radio and Motor Batteries Over Night for a Nickel

The simplest, most efficient and reliable battery charger on the market. Six ampere size for any A. C. or D. C. current. \$18.50 complete with ammeter. Charges 1, 2, 3, 4, or 6 cells of standard battery, or 1 to 4 sets of 24 volt "B" storage battery.

Unqualifiedly Guaranteed At All Good Dealers

Free.—Send today for free list of broadcasting stations and new bulletin describing Gold Seal Homcharger.

### The Automatic Electrical Devices Co.

151 West Third St. Cincinnati, Ohio.

## Genuine Radiotron Tubes

- WD-11 ..... \$6.50
- WD-12 ..... 6.50
- UV-199 ..... 6.50
- UV-200 ..... 5.00
- UV-201-A ..... 6.50
- UV-202 ..... 8.00

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

## THE JOHNSON ELECTRIC SUPPLY CO.

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



PUBLISHED BY CROSLEY MANUFACTURING COMPANY, MANUFACTURERS OF RADIO APPARATUS CINCINNATI, OHIO.

Vol. III, NO. II.

PRICE \$1.00 A YEAR

JANUARY 14, 1924

## CARGER MANUFACTURING PLANT PURCHASED BY POWEL CROSLEY, JR., TO PERMIT BIG INCREASE IN PRODUCTION OF RADIO APPARATUS

### Engineer Explains Big Task Faced By Radio Manufacturer

Charles E. Kilgour, Of Crosley Company, Addresses Radio Group of Junior Chamber of Commerce.

Charles E. Kilgour, Chief Engineer of the Crosley Manufacturing Company, recently addressed the radio group of the College of Experience of the Junior Chamber of Commerce on "Commercial Development and Possibilities of Radio." In part, Mr. Kilgour said: "The manufacture of radio apparatus brings up the same general problems that are faced in any industry, and the word industry is very applicable to radio manufacturing just now, for the demand for parts and sets is so heavy that factories are working at full capacity and in some cases are far behind on deliveries.

"Before apparatus can be made, of course, must be designed. The big problem of what hook up to use must be met. In many industries the fundamentals of design are largely standardized, but in radio set may contain a crystal detector only or from one to four at five, six, seven or even eight vacuum tubes, with all possible combinations of condensers, inductances, couplers, variometers, and transformers, not to mention rheostats, potentiometers, jacks, etc.

"What is more, there are many arrangements that will give good results, each one having its peculiarities. The research department must be constantly on the alert to discover new combinations to be tested by other firms. The many hookups published and discussed even before they were adopted by any manufacturer. After a certain type of receiver is decided upon it must be put into commercial form and again tested under many different conditions. An apparently important change in arrangement may make a decided difference in the operation of the set. Most firms make a large proportion of the units used in assembly

(Continued on Page 8)

### New Chapter Is Added To History Of Business Career of Mr. Crosley



POWEL CROSLEY, JR.

Announcement of the purchase of a new and much larger building for

the Crosley Manufacturing Company adds another interesting chapter to the history of the business career of Mr. Powel Crosley, Jr., president of the company. Slightly more than eight years ago Mr. Crosley conceived the idea that a mail order business would be profitable to him and he organized the American Automobile Accessories Company, a corporation of which the Crosley Manufacturing Company is now a branch. Within a few years his automobile accessory business amounted to more than \$1,000,000 annually. However, during the winter months the automobile mail order business was somewhat dull, and, in order to stimulate his trade, Mr. Crosley entered the phonograph field, at first simply buying and selling his instruments. Later he purchased a woodworking plant and made his own phonographs.

Then, as his mail order business

(Continued on Page 8)

### Crosley Radio Products Chosen As Exhibits At Science Meeting

In seeking the best type of radio equipment for display at the 55th annual convention of the American Association for the Advancement of Science, in session recently in Cincinnati, the committee on exhibits selected the Crosley line of apparatus and it was one of the feature attractions in the hall at the University of Cincinnati.

This high honor for the Crosley apparatus was most gratifying to Powel Crosley, Jr., whose factory is now making approximately a thousand radio sets a day and whose entrance into the radio industry a few years ago came about by reason of his nine-year-old son wanting a radio set.

The many scientists who visited the factory and the WLW broadcasting station during the convention were high in their praise of the thorough way in which the radio sets were assembled. The skilled workers and the method of

production also appealed to them, for there was disclosed a system of production that has gained for the president of the company, Mr. Crosley, the title of "The Henry Ford of Radio." The efficiency of the radio receivers and the simplicity of their operation appealed to the visitors, who said the reason for the great popularity of radio with everybody was the ease with which the receiving sets could be installed and operated without the requirement of a technical knowledge of radio.

Howard Richards, secretary of the Metric Association, and Professor Eugene F. McPike, spoke from the WLW radio broadcasting station upon subjects of importance to the advancement of science. The talk of Prof. McPike dealt with the International language and how it will be brought about much quicker with the radio broadcasting stations and the millions of receiving sets as able accessories.

### Demand For At Least 5000 Sets Every Day Is Faced By Company

More Than 100,000 Feet Of Floor Space Provided—New WLW Studio to Be One of Finest In the Country.

In order to be able to meet the demand for at least 5,000 Crosley radio receiving sets daily, Powel Crosley, Jr., president of the Crosley Manufacturing Company, has been compelled to seek much larger quarters for his company and has purchased the factory now occupied by the Thomas J. Corcoran Lamp Company, at the corner of Colerain avenue and Sassafras street, Camp Washington, Cincinnati. The new building has 100,000 feet of floor space as compared with 30,000 in the present quarters.

When the Crosley Company moved into its present building a year ago last May, it was believed there was plenty of room, but a tremendously increased demand for Crosley radio products soon demonstrated far more extensive quarters were necessary. In the present building there was sufficient room for the production of 1,000 receiving sets a day, but the demand far exceeded that, and it is increasing all the time.

The real estate transaction that results in the Corcoran building being turned over to Mr. Crosley involves more than \$150,000, and settles for all time the talk about the radio industry possibly being a passing fad. Mr. Crosley studied the business conditions carefully before closing the deal, and, after a careful inspection of the demand as it is arising in every state in the country, he decided that even though radio has been popular for several years it still is in its infancy. His decision to broaden the scope of his efforts was based upon this.

Despite the fact that there already are millions of receiving sets in operation today, the real field has hardly been scratched, and Mr. Crosley firmly believes that before many years pass a radio set will

(Continued on Page 6)

# Crosley WLW Programs For Week of Jan. 13th

## SUNDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati, Ohio.

January 13th. Central Standard  
Time. 309 meters.

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

11:00 A. M.—  
Services of the Church of the Coven-  
ant, Rev. Frank Stevenson,  
Minister.

8:00 P. M.—  
Church of the Covenant.

## MONDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 14th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Market Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Stock Exchange.

4:00 P. M.—Babson Reports.

8:00 P. M.—  
The program will be opened by the  
famous Justin Huber Orchestra fol-  
lowed by a Demonstration of Tele-  
phone Switch Board Connections.

N. E. Westlake, Commercial Su-  
perintendent of the Cincinnati and  
Suburban Bell Telephone Company,  
assisted by eight Regular Operators  
with Miss Marie Miller, lecturer.

Musical program by Philip Dreifus,  
violinist; Mrs. S. Meis, accom-  
panist, and Majory Garrigus,  
pianist.

1. Violin solos by Philip Dreifus

a. Souvenir . . . . .Drdla  
b. Guitarre . . . . .Moszkowski

2. Piano solo by Majory Garrigus.

3. Violin solos by Philip Dreifus, ac-  
companiment by Mrs. S. Meis

a. Meditation . . . . .Massenet  
b. Gypsy Serenade . . . . .

. . . . .Valdez-Kreisler  
c. From the Canebrake . . . . .

. . . . .Gardner

The program will be concluded by  
Justin Huber's Orchestra play-  
ing "Pekin," "Somebody Else,"  
"Down Virginia Way," "Sun-  
shine of Mine," and other popu-  
lar numbers released by the  
National Association of Broad-  
casters.

(Baldwin Piano)

## TUESDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 15th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Forum for Women.

10:00 P. M.—  
The Clarence Lipp Dance Orchestra  
playing:

a. A Voice with a Smile  
b. I've Got the Fox Trot  
c. He May be Your Man on  
Friday and other popular  
numbers.

2. Violin solos by Mitchel Dane.

3. Songs by Viola Luring, with piano  
accompaniment by Cora Meyer.

4. Special features to be announced.

5. The Clarence Lipp Dance Or-  
chestra

a. Mean Blues  
b. Step On It, and other popu-  
lar numbers released by the  
National Association of Broad-  
casters, of 1265 Broadway,  
New York City.

(Baldwin Piano)

## WEDNESDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 16th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Special Program for  
Shut-Ins by Wurlitzer Concert  
Co. Mr. Wm. Afsprung, assist-  
ed by Mrs. Wm. Duning at  
Piano, Mrs. O. B. Kaiser and  
Rebhun.

Program by Grove's Orchestra  
Carl C. Grove, Director.

March, "Men of Ohio" . . . . .  
. . . . .Henry Fillmore  
Orchestra

Overture, "King Lear" . . . . .Edw. Hozel  
Orchestra

Arrangement . . . . .Ocarina Trio  
Mr. Guido Bondi, Herman Bon-  
di, Caroline Wiley

March "Pepper-Up" . . . . .Harry Lincoln  
Orchestra

Solo, "I'm Drifting Back to Dream-  
land"  
Dorothy Klein  
Pianist, Martha Wright

March, "Kentucky Cardinal" . . . . .  
. . . . .Geo. D. Barnard  
Orchestra

Violin Solo, "Melody of Love" . . . . .  
. . . . .H. Engelman  
Bertha Kershner  
Pianist, Helen Kershner

Waltz, "Cupid's Call" . . . . .  
. . . . .George Holmes  
Orchestra

Solo, "Daddy" . . . . .Ray Henderson  
Dorothy Klein  
Pianist, Martha Wright

Overture, "Mignonette" . . . . .J. Bauman  
Orchestra

Own Arrangement . . . . .Ocarina Trio  
Mr. Guido Bondi, Herman Bon-  
di, Caroline Wiley

Waltz, "Moonlight on the Nile" . . . . .  
. . . . .K. L. King  
Orchestra

Piano Solo, "Nocturne" . . . . .  
. . . . .Deloris Goldy-Doehler  
March, "American Spirit" . . . . .  
. . . . .Walter Esberger  
Orchestra

Xylophone Solo, "American Patrol"  
and "Blacksmith Rag"—played  
by Mr. Louis

Overture, "Spirit of the Age" . . . . .  
. . . . .Al Hayes  
Orchestra

Vocal Solo . . . . .Clive Dominique

March, "Pride of Arizona" . . . . .  
. . . . .K. L. King

## THURSDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 17th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Piano selections by Adel-  
aide Apfel.

10:00 P. M.—  
"Ile," a radario in one act, by Eugene  
O'Neil, given by the Crosley  
Radarians, directed by Helen  
Schuster-Martin. In the Cast:

Ben, the Cabin Boy . . . . .  
. . . . .Maynard Babbs  
Steward . . . . .Joseph Schreck

Capt. Keeny . . . . .Willard Crane

Slocum, 2nd Mate . . . . .Joseph Flick

Mrs. Keeny . . . . .Alice Harris

Joe . . . . .Ralph Haburton

Descriptionist . . . . .A. R. Plough

Sea Programme of Music from the  
Cincinnati Conservatory of Mus-  
ic.

The Sea . . . . .MacDowell

Miss Margaret Powell  
Soprano Solo

Sea Pieces . . . . .MacDowell

Miss Hildred Gabriel  
Piano Solo

An Old Song Resung . . . . .Griffes

Am Meer . . . . .Schubert

Mr. Everett Marshall  
Baritone Solo

Sea Gypsies . . . . .Cluogh-Leiter

Mr. Howard Fuldner  
Baritone Solo

Carey's Band and Orchestra.

1. March

2. Cornet & Trombone Duet

3. March

4. Maggie

5. I'll Take You Home Again

6. Whose Heart Are You Breaking  
Tonight?  
(Baldwin Piano.)

## FRIDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati, Ohio.

January 18th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Market Reports.

3:00 P. M.—Business Reports.

4:00 P. M.—Lecture Recital by Mil-  
dred Templeton Wil-  
liams of the Cincinnati  
Conservatory of Music.  
(Baldwin Piano)

## SATURDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati.

January 19th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Stock Exchange and  
Business Reports.

## DAILY PROGRAM

10:30 Weather Forecast.

A. M. Fifth-Third National Bank  
Bond Department Report;

financial letter, call money rates,  
on Cincinnati and New York,  
Liberty Bond opening quota-  
tions, Foreign Exchange open-  
ing, Chicago opening grain qua-  
tions, Cincinnati and Chicago

hog market reports.

Westheimer and Company,  
opening quotations of New  
York Stock Exchange.

Weather Forecast repeated.

P. M.

1:30 Fifth-Third National Bank  
Bond Department Report; finan-  
cial letter, call money rates, on  
Cincinnati and New York, Lib-  
erty Bond, Foreign Exchange and  
Chicago grain noon quotations.

Also closing Chicago cash grain  
quotations. Complete Indianap-  
(Continued from Page 2)

olis and Chicago live stock re-  
port; Cincinnati cattle market  
report.

Westheimer and Company, clos-  
ing quotations Cincinnati Stock  
Exchange, giving the bid, offer  
and sale.

3:00 Henry W. Brown & Company,  
Cincinnati Cash Grain Market  
closing quotations with market  
conditions. Closing quotations  
of the Chicago Grain Market.

Westheimer and Company, clos-  
ing quotations of New York  
Stock Exchange.

Bureau of Markets, United  
States Department of Agri-  
culture, Chicago and New York  
Butter and Egg Market reports.

SPECIAL HALF HOUR MUSICAL  
CONCERTS at 4:00 each afternoon,  
except Saturday and Sunday, as an-  
nounced by radio.

Special Concert each Saturday morn-  
ing at 2:00, announced by radio.

Sunday—Sunday School services at  
9:30 and regular Morning Services  
of the Church of the Covenant, be-  
ginning at eleven o'clock.

Never let soldering flux get on  
the terminals of a telephone jack.

As soon as this material gets hot,  
it will run in through the fibre in-  
sulation and will make serious  
leakage at this point. Most solder-  
ing flux is more or less of a con-  
ductor of high frequency electricity.

If you build a transformer from  
data that is reliable, and it heats  
up, or draws too much on no load,  
check up first on your core mate-  
rial; soft iron, commonly called  
stove-pipe iron, must be worked at  
much lower flux density than sil-  
icon steel.

Possibly some of the static does  
come from Mexico, as the report  
was some time ago, but noisy fila-  
ment and plate batteries probably  
are where at least 61.21 per cent  
of it originates.

## CONDENSED TIME TABLE OF WLW BROADCASTING STATION OF THE CROSLY MANUFACTURING COMPANY

970 KILOCYCLES, 309 METERS CENTRAL STANDARD TIME CINCINNATI, OHIO

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

# Crosley Radio Weekly

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

## RADIO AND CHRISTMAS

Three weeks before Christmas a little three-year-old girl said to her daddy: "Please write to Santa Claus and tell him that I want . . . ." And after the letter was written, the perplexing question came to daddy: "Where shall I send it?" Ah! The sudden answer came! For this man was a radio enthusiast. Next day he phoned to the studio director of WLW, explaining the idea which had by this time developed greatly in his imagination, and the answer came to him "Let's go!"

Now this man had all the natural characteristics of the fabulous old Saint: big, jovial, good-natured, humorous, and best of all, a thunderous yet mellow voice. HE volunteered to be Santa Claus, but with one condition: His name was not to be disclosed. And so, with an announcement on Monday evening, Santa came to WLW on Wednesday at seven. Then followed the avalanche of communications: letters, special deliveries and telegrams, tumbling into Santa's basket by the thousand.

We ourselves, busy with our work in a rushing office, are no longer children, but for the first time in our lives we are given to understand the genuine spirit of that old Saint. No, as we look back upon it, our childhood memories indicate rather definitely that Santa was one who came to GIVE once a year at a certain time. But this great hearted Santa Claus who came nightly to WLW was different: he came telling the children that their greatest joy would be in giving to children more needy than themselves, rather than merely receiving from him because they had been good boys and girls.

Our Santa asked for old toys—and they came flowing into the offices of the Crosley Manufacturing Company by the hundreds. Others, who said they had no old toys to give away, sent in money, so that the cash received was in itself an item of over two hundred dollars. All the toys were distributed through such agencies as the Boy Scouts and the Salvation Army, while the money was put to special purposes. For example: Just a few days before Christmas the Cincinnati Woman's Club was giving a big party to poor children at the Armory. Suddenly, on the morning of the day of the party, they dis-

covered that they were about five hundred toys short. The secretary phoned WLW to know if we had sufficient old toys to meet the requirement. Our toys had just been collected by the Boy Scouts, but there was another solution: We offered to buy the five hundred toys from our Santa Claus fund. This offer was accepted and executed in a twinkling.

When our dear Santa, still absolute in his impersonal attitude, saw how successful our venture was becoming, he suggested a final party for the poor children of Cincinnati at Christmas time. But how, and where should this be given? He suggested a parade. But Mr. Crosley, just as absolute about keeping away from publicity in such an altruistic affair said NO to the parade. What then? The sudden solution: Mr. Crosley said to Santa and the studio director: "We'll spend a thousand dollars—rent Music Hall and give a real party."

The spirit of Santa had entered into our entire establishment. Everyone became eager to help. A party at Music Hall to be arranged in a week, with all the other work kept going, besides the distribution of the toys, the extra Christmas programs, and the general rush of orders in the office coming all at once! But the spirit of the thing was in the air—and the party at Music Hall with over 1,500 children coming out in spite of the atrocious weather, was a stupendous success.

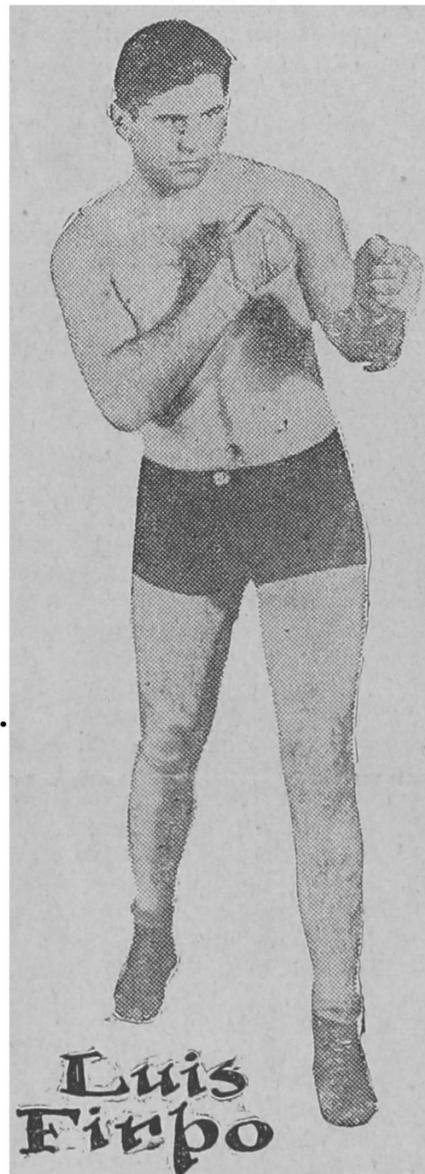
Santa made his farewell speech, reminding the children that not alone at Christmas should they be happy and generous, but that every day of the year should be a Christmas day, made beautiful by the desire to make others happy. The man whose little girl started everything, has gone back to a normal, regular life. Only a few really know who he is. To these he says that his greatest satisfaction lies in having brought some happiness into this old world without disclosing his personality or receiving some direct compensation.

## ORCHESTRA DE LUXE PLEASURES MANY RADIO LISTENERS

One of the most successful orchestral concerts ever played from Crosley Radio WLW, was given on the night of Tuesday, December the eleventh by the Orchestra de Luxe, under the management of Clinton Moonman. During the evening telephone calls and telegrams poured in with wild impetuosity congratulating the boys upon their initial performance over radio. This orchestra has just completed an engagement of 1,460 nights at Goodwin's and is now playing at the Mansion in Walnut Hills. Even with such a history of success behind them, the boys said after the radio show that they were mighty nervous playing to the world by ether!

# Crosley Model XJ Is Purchased By Firpo To Hear Fight News

## South American Battler Buys Receiver After All Other Makes Fail to Produce Results.



—Courtesy Cincinnati Enquirer.

During Luis Firpo's recent sojourn in the United States, to which he came in an effort to take from Jack Dempsey the heavy-weight championship of the world, he became an ardent radio fan,

and, after the battle that ended so disastrously for him, he departed for his home in Buenos Aires with a determination to purchase a receiving set with which he could hear the powerful broadcasting stations in the United States.

He studied the various makes of sets carefully, and tried out all models that were on sale in his South American city. Firpo went home with his pockets filled with money, even though he did fail to win the championship, and he was willing to invest a large amount for a suitable receiver.

He tried out the expensive ones first, but they failed to bring in the North American stations. Then he went to his dealer and asked for a Crosley set—an instrument that he had heard so much about when in the States. He said he had known the Crosley set as the "Ford of Radio," but had not tried it out because he believed the more expensive ones were more efficient.

But one trial of the Crosley Model XJ convinced him that the receiver was more capable of bringing in far-away stations than were the expensive ones. In fact certain stations in the United States came in so clearly on the Model XJ that he purchased it immediately, the sale having been made through the C. B. Cooper Company, of New York. Now Firpo is eagerly awaiting the broadcasting of round-by-round details of the fight between Dempsey and —?.

## ECONOMY FIRST

A Scotchman woke up one morning to find in the night his wife had passed away. He leaped from his bed and ran horror-stricken into the hall.

"Mary," he called down-stairs to the general servant in the kitchen, "come to the foot of the stairs, quick."

"Yes, yes," she cried, "what is it? What is it?"

"Boil only one egg for breakfast this morning!" he said.—Bison.

Always connect fuses in your transmitting tube filament circuits; if anything happens it is cheaper to blow a fuse than a tube.

## SUBSCRIBE NOW!

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

Name . . . . .

Street and Number . . . . .

City and State . . . . .

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

## Advantages Of New Radio Language Are Explained By Roos

### Radio Listeners Urged To Learn Rudiments of Latest Method of Communication.

In the first talk on the subject of "Rail", (Radio Auxiliary International Language) delivered by Oscar Roos, well known radio engineer, an appeal was made to amateurs to learn the rudiments of this new and universal method of communication with a view of accelerating the exchange of messages between this country and foreign amateurs.

In his speech Mr. Roos said in part:

"It will not be many months before hundreds of DX fans in America will desire to know how their code is being understood in European stations. The French fan may only use French outbound and so he is confined to a score of abbreviations in continental code which have become fairly well known to fans everywhere. The fact that there is no language restriction in other European countries does not help matters, however, when real opinions and hookups are to be discussed. The language barrier excludes that friendly spirit of democratic give and take which forms the conversational basis of amateur exchanges to-day.

"However, if you fans only realize the fact in time you can start now to evade this obstacle by using a neutral simple language which was formed from all modern European languages in 1907, and has been perfected by constant trial and use up to 1914. This is called the I. L. (International Language) or 'Ilo,' and 1,000 times more thought has gone into it than into any other scheme of which there are only two left out of dozens proposed since 1629. They were merely visions, but the two left, Esperanto and the I. L., are hard facts. The former was dropped by the L. of N. and the other is the language which the Delegation for the Adoption of an Auxiliary International Language recommended in 1907. This has grown into the system called 'Ilo' or 'Ido' by some.

"The groundwork of this scheme is so simple that it is found in all modern languages. It started with about 3,000 common root ideas, such as 'bon' for good, 'hom' for man, &c. These same roots have been used by all schemes except Esperanto, which has only 2,800 official roots after thirty-five years of work, and yet in the I. L., called 'Ilo,' they have been tested and built up until we now have 11,000 roots and half a million possible clear combinations.

"Those who have trouble with

grammar will find that there are no exceptions in Ilo, and only one general grammatical rule. Ten weeks are sufficient to produce gratifying results, and a very clear correspondence on hookups, &c., can be undertaken at the end of about twenty-six lessons.

"I will merely say now that it is like Italian and Spanish. Singular nouns end in 'o,' kat-o equals cat; plural nouns in 'i,' kat-i equals cats. Adjectives end in 'a,' bona kato equals good cat; adverbs in 'e,' ecesive bona equals excessively good. The 'c' in Ilo is pronounced like 'ts,' thus science is spelled ciencia and pronounced 'tsientso.'

"We next come to the verb, which is very simple for DX workers.

"I have equals mehavis.

"I had equals me havis.

"I will have equals me havos.

"To have equals havar. (Accent on the final syllable.)

"In all other cases except the last the accent is on the next to the last syllable.

"Ilo is a tool, a mechanism, like a set of laws; it is not an unregulated growth. Therefore it has a system of rigid but absolutely logical rules for word building. This feature is undeveloped in any other scheme, comparatively speaking, and enables the skilled user of I. L. to express his thoughts as accurately as a lawyer tries to do in the natural languages at the cost of much extra verbiage.

"I will now pronounce slowly three sets of comparative sentences in English, Esperanto and Ilo:

"Does she know everything?—English.

"Chu shi scias chion?—Esperanto.

"Kad el savas omno?—Ilo.

"'Kad' means 'question' or 'does.' 'Does she always blush for everything?—English.

"Chu shi chaim rughighas pri chio?—Esperanto.

"Kad el sempre redeskas pri omno?—Ilo.

"Because she does not know whether her hat is here or in her room, look for it everywhere.

"Char shi ne scias chu shia chapelo estas tie-chi auh che shia chambro serchu ghin chie.—Esperanto.

"Pro ke el ne savas kad lua chapelo esas hike od en lua chambro, serchez ol omnube.—Ilo.

"Did you catch some of the meaning? Which sounds most natural, Esperanto or Ilo?"

Any girl can be gay in a classy coupe,

In a taxi they all can be jolly, But the girl worth while is the one that can smile

When you're taking her home on the trolley.

To get the average range of a radio set, take the distance the owner claims, extract the cube root, and divide your answer by the fifth root of unity.

## Squier Is To Devote More Of His Time To Scientific Research

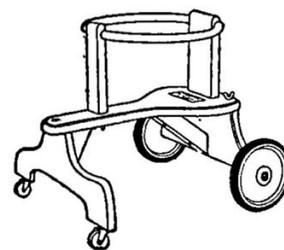
### Chief Signal Officer Of Army Lauded By Secretary of War In Announcing Retirement.

After more than forty years of active service, General George O. Squier, Chief Signal Officer of the United States Army, retired on December 31 from active service, at his own request, that he may devote more time to scientific and technical research.

In this connection the following announcement has been made by Secretary of War Weeks: "General Squier is retiring at his own request and is not resigning. He is greatly interested in technical questions, so doubtless finds his present duties irksome, and wishes to devote his time and energies to the work in which he has demonstrated such brilliant ability." Colonel Charles McK. Saltzman, senior colonel of the signal corps, has succeeded General Squier.

Not only radio fans, but thousands of readers generally have come to know of General Squier and his work in radio communication. Probably the two achievements for which he is remembered more than others, are that of the invention of "line radio," also called "wired wireless," and the invention of the new radio alphabet, by which messages may be sent many times more rapidly than by the usual code signals.

## The Go-bi-bi



Old Santa Claus, on his Christmas Eve trip, had his sleigh heaped high with GO-BI-BI's. Many, many thousands of kiddies were joyful on Christmas morning because they found Santa had brought them a GO-BI-BI. Every baby who has a GO-BI-BI can Go Bye Bye whenever he pleases no matter how deep the snow nor how busy the mother, and he learns to walk in a safe and natural way. If your nearest dealer in baby things does not carry the GO-BI-BI write us.

**CROSLY MFG. COMPANY**

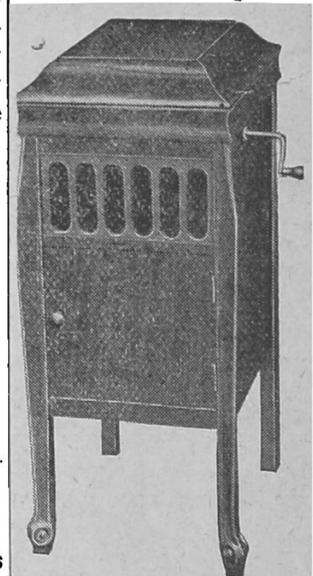
1626 Vandalia Ave. Cincinnati, O.

Wired wireless, or line radio as General Squier prefers to call it, is a system of sending radio impulses along wires, these impulses traveling to the receiver at the other end, even if high-power electric currents are coursing along these wires at the same time. In fact, a great many radio frequencies may be sent along wires at the same time, thus making it possible to send to the receiver programs of music, speeches, sports, news, etc.

This is done by sending each of these programs on a separate frequency. There are several such systems in actual operation today, and it is predicted by some experts this system will be the broadcasting system of the future. In contradistinction to the line radio, the usual method of broadcasting, where radio waves travel from an antenna through space to the receiving antenna, is called "space broadcasting," because the radio impulses (radio waves) do not travel along wires but through space.

Don't think that if you use twice as many tubes you should get twice the number of amperes in your antenna ammeter; remember that the power output varies as the SQUARE of the antenna current.

**\$1 DOWN**  
a year to pay



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

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

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

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

Send one dollar with your name and shipping address to

**MARION PHONOGRAPH CO.**

Department "A"

1652 Vandalia St. Cincinnati, O.

# Radio Enjoyment at prices amazingly low

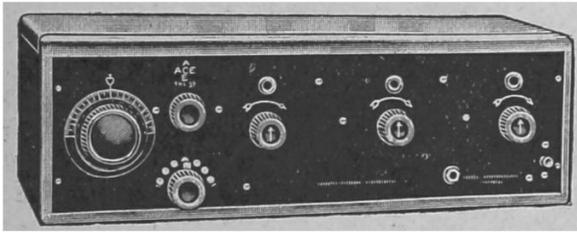
Manufactured Under  
Armstrong  
U S Patents  
No 1,113,149

**TYPE 3 B**  
**\$50.00**

**A  
ACE  
E**

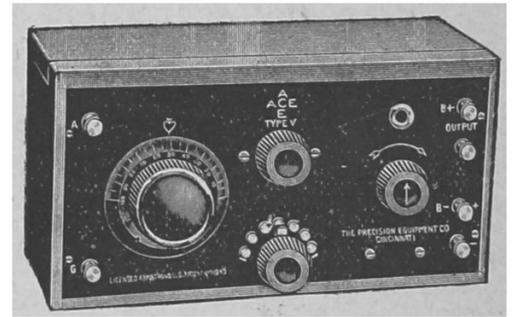
**RADIO  
RECEIVING  
SETS**

**TYPE V**  
**\$20.00**



The Ace Type 3-B fills a want for a high-grade three-tube regenerative receiver at moderate cost. Its dull black panel, engraved with white letters, highly polished black knobs and dials and nickel trimmings, form a pleasing contrast to the beautiful piano finished, solid mahogany cabinet, making it a "thing of beauty" for the most magnificent home. The simplicity of the design and small number of parts spell EFFICIENCY as well as beauty. This receiving set will operate with either dry cell or storage battery tubes. It is equipped with the Crosley Multistats, designed to control properly the filaments of any type of tubes. The 3-B is equipped with Crosley Model "D" condensers, having molded plates. It also has a phone jack so that tuning may be done with head phones on detector and one stage of radio frequency amplification. When the phone plug is removed, signals are automatically transferred to three tubes and the loud speaker, providing the latter unit has been added to the set. This receiver is in every way suitable for operation of a loud speaker of any standard make, and will furnish signals of sufficient volume to be heard all over the house under reasonably good conditions from far away stations.

Price, without tubes, batteries or phones .....\$50.00



The Ace Type V is well known as a long range Armstrong regenerative receiver. Stations from coast to coast are heard by owners of this set under ordinary conditions. Wonderful efficiency, simplicity of operation, and low cost are the chief factors in the growing success of the set. They are the features that have made it the most popular one-tube regenerative set on the market. The Crosley Multistat, the universal filament rheostat that permits use of any make of tube, is used in the Ace Type V. A Crosley book-type condenser, which has made such a name for itself in the radio world, is also used.

Price without batteries, tubes or phone .....\$20.00

Owners of the Ace Type V who desire to operate a loud speaker may do so by adding an Ace Two-Stage Audio-Frequency Amplifier to their receiving set. The amplifier matches the Ace Type V perfectly. This Two Stage Amplifier is equipped with the famous CROSLLEY Sheltran Transformers, socket and Multistats, with filament switch—a unique feature—permitting snapping of the tubes on and off without touching the rheostats, changing the tuning or disconnecting the batteries. The first stage amplifies the signals from the Ace Type V ten times. The second stage of amplification increases the volume another ten times. Thus the volume of the Ace Type V is increased one hundred times, giving ample volume for operation of loud speaker, filling the whole house with music from distant broadcasting stations when desired.

Price of amplifier without batteries, tubes or phones ...\$20.00

## The Precision Equipment Company

Powel Crosley Jr., President

Blue Rock and B. & O. Railroad

CINCINNATI, OHIO

## Republican National Convention Speeches Are To Be Broadcast

Radio Listeners To Hear G. O. P. Leaders Nominate Various Aspirants to the Presidency.

Fans, get ready to listen on the proceedings of the next Republican National Convention, to be held in the largest auditorium in the United States!

The convention, according to schedule, will not convene until next June, but the advance notice ought to give every fan plenty of time to get ready to tune in on an event which will be historic not only in national life, but also as a matter of radio history.

This great auditorium is located in Cleveland, and has a capacity of more than 14,000 persons. Lincoln G. Dickey, manager of the hall, is making plans to install in this vast interior, a system of microphones that will carry to the Nation, through a chain of broadcasting stations, not only the speeches of the convention, but the voices of the assembled thousands of delegates and spectators, and last, but not least, the music of the great organ, the thunder of which can fill even this great interior.

Every detail, from the opening ceremonies to the final announcement of the selection of the Republican candidates for the presidency and the vice presidency, will be broadcast. Further announcements will be made as soon as plans are advanced sufficiently.

Main street as well as Wall Street, will know every move the delegates make, according to Mr. Dickey, who says he believes the Cleveland convention will mark the beginning to a new era through radio of closer touch with politics, because listening-in certainly will give citizens in all parts of the country a clearer and more vivid conception of the mechanics of great events. Telephone connection with Station WJAX, of the Union Trust Company, has been established with the Cleveland auditorium for some time, but Mr. Dickey says he plans a direct broadcasting service. He now is working out details of a powerful broadcasting system.

### DAMAGED, BUT REPARABLE

Joe Hass tells about a tin roof of a Kansas store that was torn off and rolled into a compact bundle by a cyclone. Having a sense of humor, the owner wrapped a few strands of baling wire around the ruin and shipped it to Henry Ford. In due time came a communication saying:

"It will cost you \$48.50 to have your car repaired. For heaven's sake, tell us what hit you!"—The Crescent.

## Plans For Second Radio Meeting Are Rejected By Cabinet Member; Regulatory Bill Being Drawn Up

There will be no general radio conference in Washington in the near future, Secretary Hoover has announced. The Commerce Department is rapidly completing the details of a tentative regulatory radio bill, based on the old White Bill, he explained. He believes that this can best be done by government officials without further conference. Practically all the suggestions offered by representatives in the several lines of radio work presented at last year's conference will be incorporated, the Secretary indicated, pointing out that conditions have not changed materially since last year, except that the number of transmitting stations has increased.

When it is attempted to draw up legislative recommendations or bills with a large body of diversified interests, it usually takes several months. Early action on the new radio bill is necessary and it is hoped that a tentative bill can be delivered soon to Representative White, of Maine, for introduction, the Secretary stated.

A few days ago, a delegation of radio interests representing the press, clubs, engineers, broadcasters and amateurs called upon President Coolidge and the Secretary of Commerce, urging that a general conference be called in an effort to reduce interference from ships effecting commercial, amateur and general broadcasting. The Secretary explained that interference was decreasing due to the voluntary adoption of regulations laid down last year and that the Department was striving to remedy present difficulties through revising the White Bill, which was passed by the House last session. Any recommendations which the committee desired to make in writing, the Secretary said, would be considered by the Department officials now working out the revision to the existing radio laws established in 1912.

Officials of the Government point out that many difficult questions arise when regulatory legislation is attempted. Such questions as

monopolistic control, it is believed should be handled by courts under existing laws, and not incorporated in radio legislation. The prohibition of operation by aliens, if injected into radio legislation, would tend to handicap American radio development commercially in foreign countries, and could be regulated without being covered in a radio bill. The question of whether or not radio is a public utility is not essentially necessary in a law which should be regulatory, it is believed.

Some definite standards of operation and equipment, especially in the commercial fields must be included, however, it is asserted, so that Secretaries of Commerce will have some basis for their decisions, as to whether an existing station may continue operation in the event a new company desires to enter the field or whether it must cease operating to permit the opening of another station. The amount of traffic might or might not demand more than one station, and efficiency would be questioned. Many phases of development indicate that broad latitude must be granted to the Commerce Department, but standards of requirements and service in public interest should be made clear for the future expansion, it is believed.

Recently new interference problems have arisen, over which the Department has no control under existing laws. Complaints received report interference from regenerative or re-radiating sets, violet ray machines, electrical precipitating plants, bell-ringing magnetoes on telephone lines, and leaking insulation on power transmission lines. Government regulations, should, it is believed, give the Department power to prevent such interference.

After the presentation of the tentative bill in the House, and its assignment to the Merchant Marine and Fisheries Committee, it is understood that public hearings will be held at which time all interests may appear to present their suggestions and recommendations.

## Demand For At Least 5000 Sets Every Day Is Faced By Company

(Continued from Page 1)  
be in practically every home in the United States.

The new Crosley building will house, in addition to the general offices, manufacturing and assembling departments, the radio broadcasting station WLW, which will

have all the latest improvements of this particular field, making the station one of the finest in the world. The new broadcasting studio will be beautifully and artistically finished, and the station will be one that every radio listener will be eager to tune in.

Don't try to operate vacuum tubes as amplifiers on potentials over 100 volts without proper grid bias batteries. Great distortion and probably burned out inter-tube transformers will result if you do.

## Great Broadcasting Station Is Planned By Gotham Officials

Largest Radio Plant In East to Be Erected In Central Park—Listeners to Benefit.

New York.—California, New Mexico, Florida and all spots in between soon will be able to know what New York school children are taught, what music grownups are enjoying, what the great speakers and artists who come to the metropolis have to say. In the spring there will be installed in Central Park the largest radio broadcasting station in the East, to be run by the municipality for the benefit of its citizens.

The idea of municipal broadcasting was promulgated originally in New York City two years ago. Now the sum of \$50,000 has been appropriated for establishment of the station.

"That will mean," continued Commissioner Whalen, "that next summer 300,000 persons can hear the band concerts in the park itself, instead of the few thousands around the band stand.

"It will mean, too, that a million radio fans in this city and throughout the country can tune in and hear the biggest bands and artists in the world.

"We will have the unlimited services of the bands connected with the Police, Fire and Street Cleaning Departments, as well as other bands and orchestras. And singers and soloists of all varieties will be glad to perform for us."

But the music isn't all by any means. Educators, lecturers and notable foreigners who have something interesting to say will speak to the metropolis' thousands of school children. Each of the public schools is equipped with a receiving set. When the speaker is ready the children will assemble in their auditoriums for the talk.

"Killing many birds with one stone," remarked the Commissioner. "Teachers, too, will receive instruction and educational talks by the same method."

"Yes," said the dentist, "to insure painless extraction, you'll have to take gas, and that's fifty cents extra."

"Oh," said Ike, "I guess the old way'll be best; never mind the gas."

"You're a brave man," said the dentist.

"Oh," said Ike, "it ain't me that's got the bad tooth; it's my wife."

—Selected.

The word "kilocycle" is taking the place of a "wave length" as a radio term used to designate the operating conditions of a station.

# The COURT JESTER of TODAY

*"No wit to flatter left of all his store,  
No fool to laugh at, which he valued more."  
—Pope*

SINCE the earliest days, laughter and gaiety have been the most sought after things in life. In ancient times state rulers unbent, courtly knights forgot seriousness; beautiful ladies became more alluring as the clever quips and merry pranks of the court jester brought a sparkle to their eyes and drove dull care away. But they were limited to the clownish antics and slap stick comedy of the jester.

Moderns have unlimited sources of amusement. Every broadcasting station has its Jester; its humorous stories, amusing songs and clever comedies. Each night the air is filled with merriment.

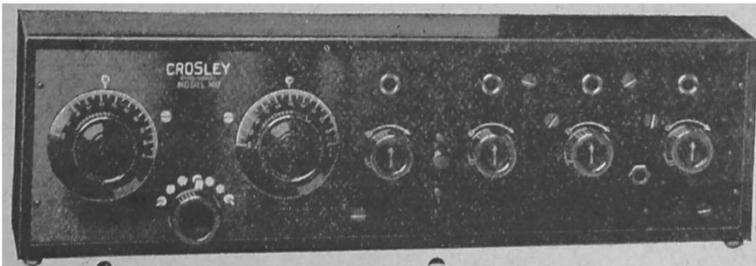
With a Crosley Model X-J radio receiver, amusement may be brought clearly and distinctly to your fireside. Sitting comfortably in an easy chair you forget dull care. The magic wand of the radio sends worry scurrying.

The very moderate prices of all Crosley instruments bring radio within the reach of all. No matter which Crosley Model you may select you can be assured of the maximum results at the lowest cost. Let a Crosley Radio Receiver bring fun, laughter and good humor into your home.



**CROSLEY**  
Better - Cost Less  
Radio Products

See the Crosley Line at Good Dealers Everywhere  
Write for Free Catalog. This fully describes the Crosley line of Radio receivers which range in price from the Model VI, a 2 tube set at \$30, to the graceful Console Model X-L at \$140. It also shows the complete line of Crosley parts.



**CROSLEY MODEL X-J—PRICE \$65**

For tuning out local interference and bringing in distant stations this receiver is unexcelled. It is a 4 tube set combining one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification.

For bringing in distant stations no set can excel it.

Cost of necessary accessories \$40.00 and up.

**CROSLEY MANUFACTURING COMPANY**  
Powel Crosley, Jr., President

200 Alfred Street

Cincinnati, Ohio

**CROSLEY** \$**65**  
Model X-J

**CROSLEY MANUFACTURING COMPANY**  
Maintains and Operates Broadcasting Station WLW

**MAIL THIS COUPON TODAY**

Crosley Manufacturing Co.,  
200 Alfred St., Cincinnati, O.

Gentlemen: Please mail me free of charge  
your complete catalog of Crosley  
instruments and parts.

Name . . . . .

Address . . . . .

# Engineer Explains Big Task Faced By Radio Manufacturer

(Continued from Page 1)

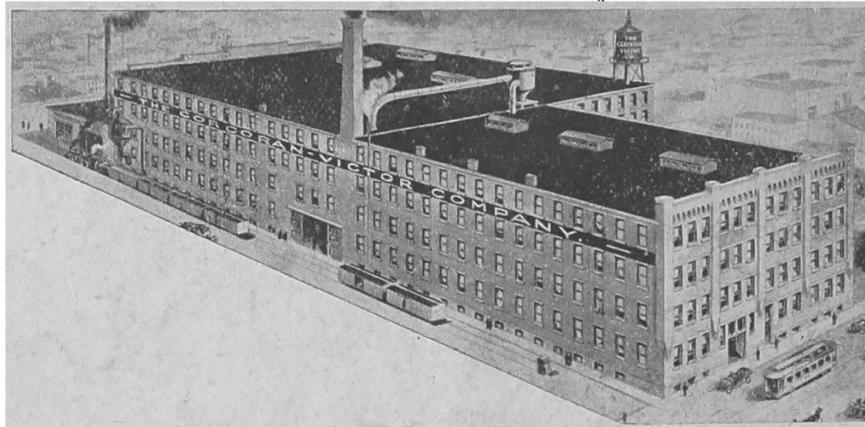
bling the complete apparatus. These must be carefully worked out mechanically and electrically. Radio has developed a new branch of electrical science, the science of high frequencies. The ordinary frequencies of power work such as 60 cycles per second or even those of the telephone ranging upward to 5,000 per second can be handled without consideration of factors that become vital at high frequencies of radio. At the 200 meter wave length the frequency is 1½ million cycles per second. Even the transformers used in the amplifier section of the set have been developed to a nicety of refinement, thought unnecessary in the telephone where it is sufficient that a voice be transmitted clearly enough to be intelligible. In radio an effort must be made to transmit and receive without distortion all the instruments of a symphony orchestra, with their range of pitch and varieties of overtones.

"The amount of energy that the receiving antenna absorbs from a distant station is so small that it must be amplified many times before it will be sufficient to operate a loud speaker. The vacuum tube is the only type of relay now known that will magnify an alternating current of audible frequency without changing the nature of the current; that is, without distorting it. Not only will it alone handle currents of a few thousand cycles per second (audible frequencies) but it will also handle those of a million cycles per second (radio frequencies). So it may be used to amplify the incoming radio wave before it has been changed to a low or audible frequency. All the units of a radio set are accordingly designed to function properly with the types of vacuum tubes available on the market.

"The peculiar problems of radio in the factory proper can best be noted by tracing the material from the raw stock to the shipping room. Due to the great variety of material used in a complete set, much of the raw stock, as far as the radio is concerned, consists of small finished parts such as screws, nuts, special screw machine parts, die castings, molded parts of various insulating materials, insulating panel stock, tubes, and sheets of wire of copper and various alloys with different types of insulation or none at all. Such units as coils for transformers are often purchased from concerns making a specialty of this work.

"All this raw stock must be tested and inspected, not only as to physical dimensions but for its electrical qualities, the nature of the test

## OUR NEW HOME.



Above is a picture of the new home of the Crosley Manufacturing Company and Broadcasting Station W.L.W.

depending upon the use to which the material is to be put. From the raw stock room the material goes to the unit assembly department where the units such as coils, couplers, condensers, rheostats, sockets, and so forth, are assembled. Some simple units can be made economically by a single operator but others, such as variable condensers and audio frequency transformers, which require many operations for assembling the numerous parts, are best handled by teams, each individual performing a comparatively simple task and passing the work on to the next in line. Practically all the operations on this sort of work require dexterity rather than strength and girls and women can be used to very good advantage.

"Many ingenious devices must be designed to test the units properly and yet rapidly. These range from a simple test for open and closed circuits to complicated apparatus for giving a transformer a half dozen different tests in as many seconds. After the carefully tested parts are assembled on panels, the completed unit is tested thoroughly and then sent to that department in which it is mounted in cabinets and packed in cartons. Then it is sent to the finished stock room where it remains until requisitioned by the shipping department."

Don't forget that telephone receivers are gradually weakened if they are jarred, due to the fact that jarring weakens the permanent magnets.

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**

## Chapter Is Added To History Of Business Career Of Mr. Crosley

(Continued from Page 1)

grew he found it necessary to purchase a large printing plant to handle the tremendous amount of printed matter he mailed to the trade. Thus Mr. Crosley was operating an automobile accessory, phonograph and printing business to great financial advantage. A short time later he started the manufacture of a toy, or rather a utility, for children from six months to two years old. This is known as the GO-BI-BI, and hundreds of thousands are in use now throughout the United States.

But three years ago, when the demand for radio receiving sets became noticeable, Mr. Crosley decided to enter this new field, carrying on at the same time the other huge task he had undertaken. The radio business was operated, as every one knows, under the name of the Crosley Manufacturing Company. A crystal set was the first one made; then came the vacuum tube outfits. Extensive advertising soon resulted in the organization taking a leading place in the radio

field, but until May, 1922, the business was conducted in the plant of the American Accessories Company. One corner of the factory had been set aside for the manufacture of radio equipment.

In May, 1922, however, the business had grown so extensively that larger quarters were required, and the plant at the corner of Colerain and Alfred streets was acquired. The radio broadcasting station the company had operated at the automobile plant, was replaced by a larger and much more powerful station when the company moved into the new quarters, and within a short time even this new broadcasting station was replaced by a still more powerful Western Electric plant, which has been heard in every state in the country and in many foreign cities. When the company was moved to the Alfred street factory, certain persons wondered how so much space could be utilized, but as the business grew every corner became crowded and when the demand for receiving sets became so tremendous Mr. Crosley realized that even larger quarters were needed. The output increased from about 100 sets a day to nearly 1,000, and this was not near enough to supply the demand. In the new building the organization will be able to increase the output many fold.

Shortly after moving into the building that has now become too small, Mr. Crosley startled the radio world by announcing that he had purchased the controlling interest in The Precision Equipment Company, one of the original seventeen licensees under the Armstrong patent No. 1,113,149. The two radio companies were operated in separate buildings, but were managed by Mr. Crosley, who was president of both. It was in this manner that he was able to produce both regenerative and non-regenerative receiving sets.

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

Financial News  
Market Reports  
Government Bond  
Quotations  
Call Money Rates  
Foreign Exchange, Grain  
and Live Stock  
Quotations.

Bond Department

THE  
**FIFTH-THIRD**  
NATIONAL BANK  
of Cincinnati.

### Genuine Radiotron Tubes

WD-11	.....	\$6.50
WD-12	.....	6.50
UV-199	.....	6.50
UV-200	.....	5.00
UV-201-A	.....	6.50
UV-202	.....	8.00

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

Crosley Manufacturing Company,  
The Precision Equipment Company.

**THE  
JOHNSON ELECTRIC  
SUPPLY CO.**

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

## Another Interesting Listeners' Contest Is Planned By WLW

Quotations Will Be Broadcast and Prizes Awarded to Those Who Send In Names of Authors.

Many of our radio listeners have been asking WLW the question:

"What sort of contest are you expecting to run this winter?"

Early in December the great rush of letters on our Santa Claus feature filled every spare moment, leaving absolutely no time for thought or execution of any other project of this nature. But now a new year is before us, and we have made a definite decision upon a contest to run through the entire month of February.

A contest running over an entire month has been made possible by the use of the nightly signing off quotations now becoming so popular from Crosley Radio WLW, where this custom originated. In the proposed contest, the problem will be to copy the quotation given at the signing off period, and then find the authors' names. All quotations will be brief and from well known writers. The hours of signing off follow: Monday and Wednesday nights, between 9:45 and 10:00; Tuesday and Thursday nights, between 11:45 and 12.

The more definite conditions, with complete data concerning the prizes to be offered, will be published in next week's issue of the Crosley Radio Weekly. In the meanwhile, every radio enthusiast in North America should feel assured that it will be worth his while to participate in this great contest. A plan is being worked out whereby everyone who makes a fifty per cent effort will receive a prize.

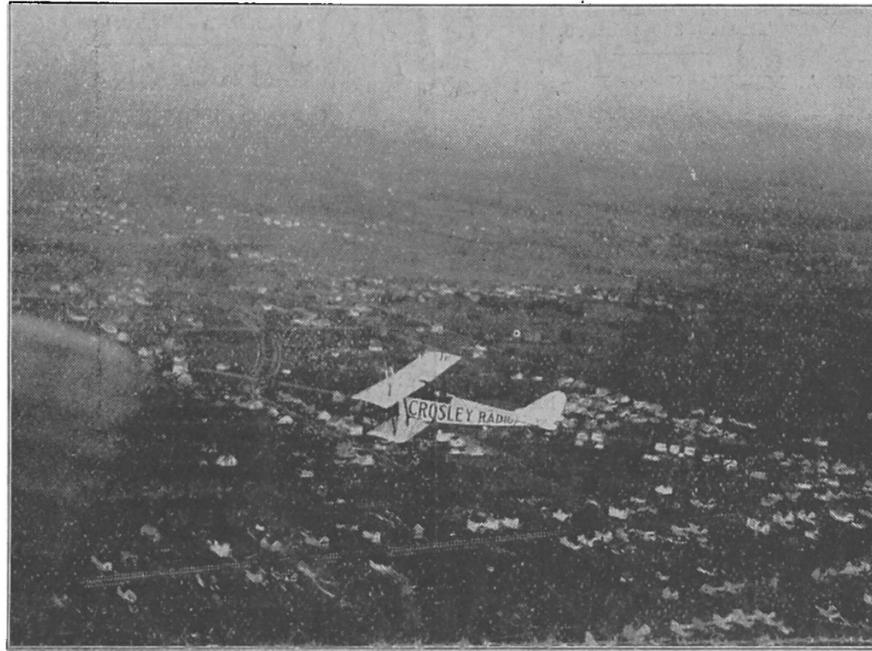
Those who have already written to the Crosley Manufacturing Company, Cincinnati, for details, will receive future copies of the Weekly containing full particulars of the big February Contest.

### NOW BE KEERFUL!

Wireless is being used to detect radio law violators. The U. S. Bureau of Navigation in the third and eighth districts of the radio service has equipped automobiles with wireless. An inspector and an assistant regularly tour their territories in the motor, equipped with a complete receiving set which is used for picking up unauthorized stations.

## Music From Radio-Equipped Plane Is Heard Thousands Of Feet Below

### Giving Concerts From Sky



The Twentieth Anniversary of the first airplane flight of the Wright brothers was celebrated by the sailing of the Crosley airplane, equipped with a Crosley radio receiving set and a powerful amplifier. The concert broadcast by WLW was tuned-in by aviator Jack Davis while thousands lined the streets below listening to the radioed concert.

## Radio Workers Contributing Share To The Wealth Of Musical Culture; Destructive Criticism Brings Reply

A musical friend has called our attention to an editorial paragraph in the New York Musical Courier of November 29th, 1923, which spoke in fantastic jest of music's most marvelous vehicle—radio. The paragraph included such sentences as: "What bright lad was it who remarked that the radio is a marvelous thing, the only trouble being that there never is anything on it worth listening to?" We cannot help expressing a surprise which must surely be felt by every serious person who read this irritating article in a journal which is representative of American musical culture.

The big point with regard to the attitude assumed by this critic of radio is that he has done no good. He belongs to a group of human beings who derive some strange pleasure from pursuing a policy of destruction. They laugh with no one—they laugh at everything. They gloat upon the destruction of

any and all creations. They are the natural born enemies of all progress.

We feel that we are voicing the sentiment of every radio enthusiast in saying that we are all working as hard as we humanly can to make our profession and our industry worth while. We feel that we are voicing the sentiment of every studio director when we say that only because of the constant enthusiasm of our artist friends have we been capable, all working together, of making radio the most popular joy-bringer in the world today. A few cynics will stand aside and jeer at us: "Come off!" but the great majority of happy, earnest folk will join the procession and shout: "Come on!"

The statement that there is "never anything worth listening to on the radio" is amusing because it is so absurd. We do not have to go farther than our own city of Cincinnati

(Continued on Page 2)

## Crosley Receiver Is Used Successfully In Epochal Flight

Music Broadcast By WLW Is Received In Plane and Amplified So People On the Ground Can Hear It.

By Alvin R. Plough.

The twentieth anniversary of the first airplane flight was fittingly celebrated by an epochal cruise over Cincinnati and Dayton in an airplane equipped with a Crosley radio receiver and a high-powered amplifier, by means of which music broadcast by WLW was heard on the ground, thousands of feet below. The plane was piloted by Jack Davis, who also operated the radio receiving set.

This experiment, conceived by Powel Crosley, Jr., President of the Crosley Manufacturing Company, was carried out most successfully and shows to what extent the airplane and radio may be used in all kinds of work. The combination of these two great forces of science makes a sort of modern Paul Revere out of the aviator, but, instead of spreading warnings, the radio set, with its amplifier, sent forth music to the crowds of interested listeners on the highways below.

This idea may be used in the future to supply music to marching throngs throughout the city, for, with a fleet of airplanes, equipped with radio receiving sets and amplifiers, it will be possible to fly over the heads of the marchers and send forth a flood of martial music that will keep the paraders stepping. Then, too, the Crosley radio-equipped airplanes could be used to spread information and directions to people who might be marooned in floods, isolated from the outside world by some calamity and for other missions of mercy. Time alone will tell of the uses to which such a piece of modern apparatus will be utilized.

The simplicity of the construction of the airplane controls and the tuning of the radio receiver made it possible for the aviator to perform this modern miracle of the air. The airplane is the JN 4 type

(Continued on Page 3)

# Crosley WLW Programs For Week of Jan. 20th

## SUNDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati, Ohio.

January 20th. Central Standard  
Time. 309 meters.

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

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

8:00 P. M.—  
Reading Road Unitarian Church.

## MONDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 21st. Central Standard  
Time. 309 meters.

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

Special Service from the Unitarian  
Church, Reading Road and Lin-  
ton Street. Address by Dr.  
William Sullivan. Subject:  
"What is the Christian Church  
and Who Are the Christians?"

9:00 P. M.—  
Crosley Theatrical Review, followed  
by the RETURN OF ROGER  
HILL and his Orchestra. In  
the cast:  
Clyde Tuxworth, saxophone  
Charles Holden, saxophone,  
Eddie Hunt, violin  
Ralph Ross, trombone  
Al Grunkemeyer, banjo  
Maurice Magill, bass  
Bernie Hegener, drums  
Roger Hill, piano and director.  
Playing: "Faded Love Letters,"  
"Holding Hands," "Sunflower  
Maid," "Marcheta," "Sunshine  
of Mine," "The Land of Sweet  
Sixteen," and other numbers  
released by the National Asso-  
ciation of Broadcasters of 1265  
Broadway.

Other Special features to be an-  
nounced.  
(Baldwin Piano.)

## TUESDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 22nd. Central Standard  
Time. 309 meters.

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

10:00 P. M.—  
Special remote-control program, pick-  
ed up from the Cincinnati 4th.  
street store of the Starr Piano  
Company, featuring Gennett Record

Artists, with a representative pro-  
gram of the best of all types of mu-  
sic: Robert Perutz, artist violin-  
ist; Harvey Brownfield, accordion-  
pianist; Charlie Schemmel, Arthur  
Biddle, Howard Biddle, singers;  
Lela Lemar, pianist, and the Gen-  
nett Recording Dance Orchestra.

## WEDNESDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 23rd. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Market Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Stock Exchange.  
4:00 P. M.—Prelude: Mrs. William  
Dunning. Chopin, the  
Composer, Mr. William  
Afsprung. Selections:  
Mrs. Rev. R. Filbrandt.

8:00 P. M.—  
Mid-Winter Concert Program and  
Entertainment by the  
SHRINE BAND,  
directed by Henry Fillmore.  
Featuring Eddie Ball, Howard  
Hafford and Billie Waterworth.  
Henry Fillmore says he has a  
surprise program that will sur-  
pass anything the Shrine Band  
has yet done at WLW—and  
won't that be some program!  
(Baldwin Piano.)

## THURSDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 24th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Stock Exchange.  
4:00 P. M.—Piano solos by Adelaide  
Apfel. Representing the League  
of Women Voters: Mrs. J. A.  
Ridgeley. Subject: "Why the  
League of Women Voters Sup-  
ports the National Child Labor  
Amendment."

10:30 P. M.—  
Scenes from Oscar Wilde's "Lady  
Windemere's Fan," directed by  
Helen Schuster-Martin. Music  
from the Cincinnati Conserva-  
tory of Music.  
In the cast:

Mrs. Erlynne...Norma Gerdsen  
Lady Windemere...Evelyn Lilly  
Lord Windemere...Willard Crain  
Lord Darlington...Joseph Flick  
Lord Augustus...Joseph Schreck  
Cecil Graham...Maynard Babbs  
Mr. Dumby...Robert Sprague

Musical selections:  
1. Violin solos by Freda Slauter  
a. Serenade Espagnole .....  
.....Chaminade-Kreisler  
b. From the Canebrake .....  
.....Gardner  
2. Songs by Lillian Dent.  
a. Il est doux, il est bon .....  
.....Massenet  
b. Trees .....Rasbach  
3. Piano solos by Marjory Garrigus  
a. Cadiz .....Albeniz  
b. Spinning Song.....Mendelsohn

c. The Banjo Picker....Powell  
4. Songs by Lillian Dent  
a. Spirit Flower .....  
.....Campbell-Tipton  
b. Hard Trials .....Burleigh  
5. Violin solos by Freda Slauter  
a. Farewell to Cucullain .....  
.....Kreisler  
b. Ghost Dance .....Levy

11:00 P. M.—  
Entertainment by the JUSTIN HU-  
BER DANCE ORCHESTRA,  
playing "Sunshine of Mine,"  
"Marcheta," "Georgia Mammy,"  
and other numbers released by  
the National Association of  
Broadcasters, 1265 Broadway,  
New York City.  
(Baldwin Piano.)

## FRIDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati, Ohio.

January 25th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Market Reports.  
3:00 P. M.—Business Reports.  
4:00 P. M.—Lecture Recital.  
(Baldwin Piano)

## SATURDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati.

January 26th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Stock Exchange and  
Business Reports.

## DAILY PROGRAM

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

P. M.  
1:30 Fifth-Third National Bank  
Bond Department Report; finan-  
cial letter, call money rates, on  
Cincinnati and New York, Lib-  
erty Bond, Foreign Exchange and  
Chicago grain noon quotations.  
Also closing Chicago cash grain  
quotations. Complete Indianap-  
(Continued from Page 2)

olis and Chicago live stock re-  
port; Cincinnati cattle market  
report.  
Westheimer and Company, clos-  
ing quotations Cincinnati Stock  
Exchange, giving the bid, offer  
and sale.  
3:00 Henry W. Brown & Company,  
Cincinnati Cash Grain Market  
closing quotations with market  
conditions. Closing quotations

of the Chicago Grain Market.  
Westheimer and Company, clos-  
ing quotations of New York  
Stock Exchange.  
Bureau of Markets, United  
States Department of Agri-  
culture, Chicago and New York  
Butter and Egg Market reports.

SPECIAL HALF HOUR MUSICAL  
CONCERTS at 4:00 each afternoon,  
except Saturday and Sunday, as an-  
nounced by radio.  
Special Concert each Saturday after-  
noon at 2:00, announced by radio.  
Sunday—Sunday School services at  
9:30 and regular Morning Services  
of the Church of the Covenant, be-  
ginning at eleven o'clock.

## Radio Contributing Share To Wealth Of Musical Culture

(Continued from Page 1)

nati and examine the programs of  
WLW to see at once how very far  
from true is all this. We recall  
our broadcasts of Symphony Or-  
chestra Concerts, of Grand Opera,  
of famous dance orchestras, of so-  
loists of national repute, of church  
services and many startling fea-  
tures and news events, and assure  
ourselves that even the mocking  
satire of a musical journal can do  
little harm against such a great  
wall of fact.

Our fellow workers in radio all  
over the country are contributing  
their share to the wealth of musi-  
cal culture, so that America will  
quickly become the most apprecia-  
tive of people with regard to art  
that finds so happy an expression  
over the radio.

### READ THIS, FRITZ!

London.—Great Britain possesses  
a contrivance similar to the method  
the Germans were reported last  
fall to have discovered for putting  
the magnetos of airplane motors  
out of action by radio, according to  
The Daily Mail. Experiments with  
this device, says the newspaper,  
led to the discovery that by pro-  
viding for the insulation of mag-  
netos the effect of the contrivance  
could be counteracted. When the  
British planes are fitted, with in-  
sulation, The Daily Mail adds, they  
will be able to fly with their en-  
gines proof against such radio im-  
pulses as the Germans have de-  
vised.

## CONDENSED TIME TABLE OF WLW BROADCASTING STATION OF THE CROSLY MANUFACTURING COMPANY.

970 KILOCYCLES, 309 METERS CENTRAL STANDARD TIME CINCINNATI, OHIO

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

# Crosley Radio Weekly

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

## THE MODERN PAUL REVERE

Scores and scores of years ago Paul Revere, in his famous midnight ride through many villages and towns, spread the news of the coming of the British—news the importance of which never has been surpassed.

Now a radio equipped airplane flies from city to city, picking up and amplifying music so it may be heard on the ground thousands of feet below. News can replace the music at any time, and so the aviator who operates the radio receiving set as well as the airplane, may well be called the modern Paul Revere.

Trial flights in a plane, equipped with a radio set made by the Crosley Manufacturing Company, have demonstrated the practicability of this manner of spreading important news, and before long such radio-equipped airplanes may be flying over many cities and villages picking up news broadcast by radio stations and amplifying the signals to such an extent that every person on the ground can hear them.

Benefits to be derived from such are innumerable. Saving of life and property, naturally most important of all, are but two of the countless accomplishments to be expected. Truly the experiments undertaken by the Crosley Manufacturing Company are certain to result in a tremendous amount of good being done for mankind.

## LUXURY AND NECESSITY

Radio is both a luxury and a necessity—a luxury for the person who enjoys listening to the wonderful concerts being broadcast by the great stations throughout the United States and a necessity for the person who must have vital information at the earliest possible moment.

There is no man, woman or child in the world who can deny enjoying sitting back in an easy chair in his own home and listening to good music. Naturally the tastes of all are different, but the requirements as regards the style of music preferred can be met by the owner of a receiving set by the simple turning of a dial. He who likes classical music may have it; he who likes popular music may have it; he who likes operas may have them; in fact broadcasting stations

are sending out such varieties of music that the most fastidious person may find whatever he likes after but a few minutes tuning.

Receiving apparatus is a necessity to the farmer or to the person living in rural communities. Even with the wonderful rural mail delivery system, there are hundreds of thousands of persons who are unable to get the daily newspapers, and because of this heretofore have lost money consistently. But now radio brings to these people the information they need, long before the newspapers arrive; in fact the news is received by them a great deal sooner than by the city man who has no radio set. Naturally this news is that pertaining to grain and livestock quotations and the weather, and all large broadcasting stations are doing everything possible to send out this information at the very earliest moment.

Thus is radio a luxury and a necessity.

## PRIZES AWARDED TO CROSLY AND PRECISION SALESMEN

Royal A. Stemm, Chicago representative of the Crosley Manufacturing Company and The Precision Equipment Company, of Cincinnati, recently offered \$25.00 as his share of prize money to be awarded to salesmen of the National E and A Supply Company, of Peoria, Illinois, who sold the largest number of Crosley and Precision radio apparatus.

Results of the contest are revealed in the following letter to Mr. Stemm from the Peoria Company:

Mr. R. A. Stemm,  
 "1311 Steger Bldg.,  
 "28 E. Jackson Blvd.,  
 "Chicago, Ill.  
 "Dear Mr. Stemm:

"We received yours of the 21st, together with a check for \$25.00 prize money for the boys who sold the most Crosley and Precision radio material. Below we are giving you a result of the contest. The checks are going out to our boys today.

"L. G. Duncan won first prize, \$20.00. His sales amounted to \$1,226.02.

"J. M. Young won second prize, \$15.00. His sales amounted to \$1,100.45.

"J. W. Prather won third prize, \$10.00. His sales amounted to \$1,097.60.

"George Starr won fourth prize, \$5.00. His sales amounted to \$843.44.

"We certainly appreciated your cooperating with us in giving the boys this prize. It was appreciated by the boys and they went after the business with all the energy they had.

"Sincerely yours,

"National E & A Supply Co.  
 "Theo. Bass."

# Crosley Receiver Is Used Successfully In Epochal Flight

(Continued from Page 1)

and the radio receiving set is the regular Crosley Model XJ, with its tuned radio frequency amplification circuit, utilizing the famous book-type variable condensers and the Multistats. In this successful experiment, 6-volt tubes were used and the amplifying device, which sent received music to the crowds below from the plane, contained the Crosley Sheltran transformers. The aerial was strung around the wings of the plane and the receiving set was grounded to the engine. The large amplifying horn was placed in the bottom of the fuselage, pointing downward. A muffler, placed in the exhaust system of the engine, permitted the amplified radio concert to be heard clearly by those listening, thousands of feet below.

There were many interesting comments received by those who witnessed the first successful attempt to receive a broadcast concert and amplify it so that it could be heard on the ground, while the airplane was flying over their heads. One little negro boy became all excited and started to pray, shouting out to those around him, "Lordy, Lordy, de world sure am comin' to de end now." Others, not quite so frantic, were enthusiastic in their praise of the work that is being done in the radio and aviation world by the pioneers.

George Lewis, formerly connected with the United States Navy, was deeply impressed and said, "Very little is known of the wonderful advances made in the development of radio as pertaining to aircraft. Consider the great service that will no doubt be played by radio in the naval Arctic expedition of the great airship Shenandoah which will be navigated by radio and all of the communications to the world will be carried out by this new scientific force. This experiment with the Crosley air-

plane and radio receiving set is indeed marvelous."

Powel Crosley, Jr., whose idea it was to attempt such an experiment, said:

"In working out the idea of the radio-equipped airplane, I had in mind the future possibilities of such a plane. It will be utilized in the near future as a means of directing large groups of people, such as on battle fields; in the motion picture work; community singing and gatherings and will be utilized to spread the news of the coming presidential convention in Cleveland, for the airplane will travel over the country towns and give the news as it comes out of the hall."

Jack Davis, the aviator who made the initial flight, said, upon landing:

"I never felt easier in a ship than I did when flying with the radio set. It was just as easy to operate the Crosley set while flying as it was before I took off. It was a thrilling sight to fly over the crowds and see their upturned faces as they heard the music which came from the horn. I feel mighty happy in being able to participate in the first airplane flight in connection with the radio and had a greater thrill when I heard the music in the air, than I did when I made my first flight many years ago."

When an aviator can get a thrill out of something connected with his art, it must be SOME stunt and that is just what the new Crosley radio-equipped airplane proved to be to thousands who heard the music as it came from the amplifier in the sailing craft.

## ONE ON HIM

Isaac—"You should pull the curtains down ven you kiss your wife. I saw you last night."

Abie—"The choke's on you; I wasn't home last night."

—Exchange.

In honorable dealing we must consider what we intended, not what we said.

We are more quicksighted to the faults of others than to our own.

## SUBSCRIBE NOW!

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

Name . . . . .

Street and Number . . . . .

City and State . . . . .

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

## Popular Music Is Listeners' Favorite, "Soundings" Indicate

Classical Programs Second, According to Data Sent to Department of Commerce —Fans Said to Number 25,000,000.

"Soundings" in Radio Land recently made by three Chicago broadcasting stations reveal the fact that half of the fans want popular music and a little over a quarter desire more classical composition, a report from the Supervisor of the Ninth Radio District advises the Department of Commerce. Very few fans seem to care for speeches or addresses of any sort, and male quartets appear to be less popular than any other form of musical offerings, according to an analysis of 122,974 replies out of 263,410 received.

While less than half the votes have been classified, the results are thought to show the general desires of those who listen in, while, it is pointed out, every State in the Union, as well as Canada, Alaska, Central America, Bermuda, and Hawaii, was represented by communications received within ten days' time.

Popular music stood first on the list with a vote of 29 per cent of the replies analyzed. Classical music was second with 24.7 per cent; jazz third, with 18.4 per cent, and old-time songs fourth, polling 5.7 per cent of the votes. Other forms of entertainment received the following percentage of the votes: Dance music, 2.9; band music, 2.7; sacred music and vocal music, 2.1; grand opera, 1.7; and Hawaiian music, 1. Orchestral music, mixed quartets, saxophones, symphony, religious, organ, Mexican, male solos, dramatic, quartette, instrumental and male quartettes followed in popularity with fractions of one per cent of the total vote analyzed. Reclassifying into three general groups; gives popular selections 50.3 per cent and classical music 27.3 per cent, the balance being miscellaneous. Analyzers of the returns believe that the heavy popular, dance and jazz music vote is due to the fact that the greater number of the voters were young people, and because nearly two-thirds of the letters were from men.

As a basis of estimating total listeners in this vote is said to indicate that there are today over 25,000,000 fans instead of only 2,000,000 as was believed two years ago. The new estimate is derived as follows: not more than one person in fifty, who hears a broadcast program writes to the station, regardless of the inducements, conservative advertising men say. This indicates a total audience in the

ten days of 13,170,500 for all three stations. WJAZ alone received 170,699 replies which indicates on the one-to-fifty basis, an audience of 8,534,950. The returns in one day to this station numbered 20,152 pieces of mail, representing an audience of over a million during one night.

If only three stations have a radio audience of over thirteen million fans, an ultra conservative estimate for the country would be 25 million radio fans, but some statisticians think that this is fifty per cent low, believing that there are 50 millions who listen to broadcast programs.

### THE "AD" IN RADIO

A. S. King.

Who put the "Ad" in Radio?— Well, if you really want to know Just "tune in" to my wave and learn.

About the growth of a concern From little up to great renown Here in the heart of Cincytown.

Two years ago a local man Conceived and launched a mighty plan

To place the joys of Radio In every home, at price so low, That every schoolboy in the land Could own this "Better—Costs Less" brand.

The plan worked mightily, and say! He builds hundreds of sets each day,

And sends them out to every state Where fans of fandom congregate. Thus Powel Crosley, don't you know,

Has put the "Ad" in Radio.

### RADIO ON MOVING TRAIN IS TESTED BY GERMANS

Germany recently had a demonstration of wireless telephonic communication between a moving train and ordinary receiving and transmitting stations, according to U. S. Consul Richardson, at Berlin. Messages were exchanged between the President and officials of the government in Berlin and other officials on a train, moving at 30 miles an hour, half way between Berlin and Hamburg. The "Huth" system, which is a combination of wireless and wire transmission, was used. The sending apparatus was installed in a compartment on the train and the antenna rigged over the tops of two cars. The line telegraph wires along the track are said to have picked up the messages and transmitted them to Berlin, where the line was connected with a receiving set.

### LET ME THINK

Customer—"This skunk coat is very fine. Will it stand the rain?"

Salesman—"Madam, did you ever see a skunk carry an umbrella?"

—Yale Record.

## Boy Scouts May Use Radio In Place Of Semaphore Signals

Demonstration Proves Value of Receiving and Transmitting Sets In Work Being Done By Boys.

Will the Boy Scouts of the United States use portable radio sets in place of semaphore signals?

Without some means of signaling, troops of Boy Scouts are as helpless in the field as an army detachment on special service. In order to determine the value of portable receiving and transmitting radio apparatus in connection with scout work, Hiram Percy Maxim, president of the American Radio Relay League, and New York scout officers conducted a successful experiment recently showing how radio might be used by the scouts in searching for lost persons.

As the test was to be made similar to a real emergency, a dummy man was made and hidden in a patch of woods outside the city. The scoutmasters announced to their troops that a demented man had left his home in a neighboring city; and attended to the details of organizing a searching party. The scouts assembled at a given point and set up their portable radio apparatus. Their movements were directed entirely from 1AW, which is Mr. Maxim's amateur radio station.

K. B. Warner, secretary of the league, operating 1AW, announced by radio that the missing man had been seen last near a deserted house about a mile from the place

## FORMICA

The fine finish of the Formica panel, and its unfailing effectiveness as an insulator has contributed to the excellent reputation of Crosley and Precision receivers. It is the leading radio insulation.

### The Formica Insulation Co.

Spring Grove Avenue,

Cincinnati, Ohio.

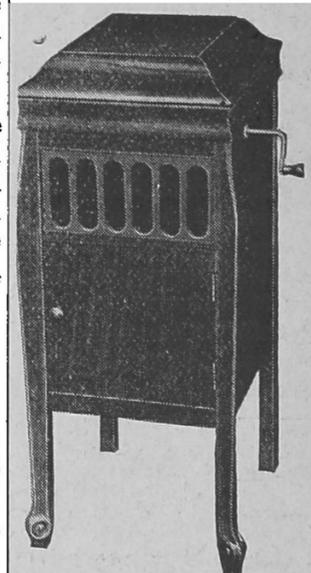
where the scouts were situated. He instructed them to dismantle the radio equipment and proceed to the house, where they were to search the premises thoroughly and report what they had found. This was done speedily and in a short time Warner received a terse message saying that matches and other evidences of recent occupancy had been discovered.

The scouts were then directed to search the woods to the north, where the figure of the dummy was found leaning against a tree.

### RADIO WINS FREEDOM FOR PENITENTIARY PRISONER

Radio won freedom for Max Sasanoff, Russian tenor and painter, whose five-year sentence to the Atlanta Federal Penitentiary ended with a pardon recently. National interest and sympathy first enlisted through the singer's artistry on one of the programs of WISB's prison concerts, and later heightened by his remarkable painting of Jesus Christ on the wall of the prison chapel, led to an investigation which proved that Sasanoff had been the unsuspecting tool in a counterfeiting plot. He has opened a studio in Atlanta, and his first commission is a portrait of Gov. Clifford, which will hang in the Georgia State Capitol building.

**\$1 DOWN**  
a year to pay



For This Beautiful Cabinet Phonograph. Balance \$48 On Easy Monthly Payments

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

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

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

Send one dollar with your name and shipping address to

**MARION PHONOGRAPH CO.**

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

# Radio Enjoyment at prices amazingly low

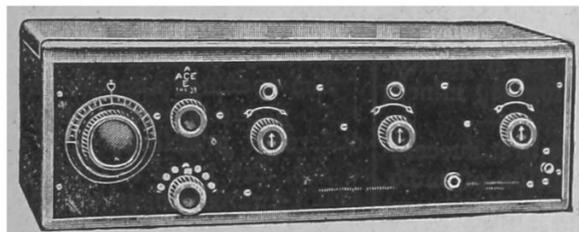
Manufactured Under  
Armstrong  
U S Patents  
No 1,113,149

## ACE

RADIO  
RECEIVING  
SETS

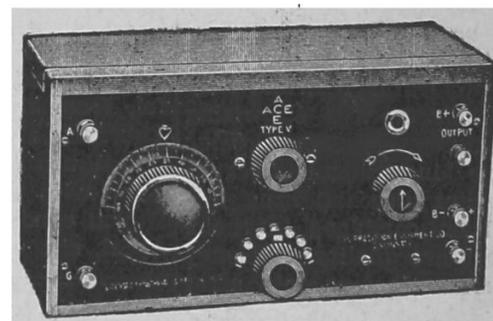
TYPE 3 B  
\$50.00

TYPE V  
\$20.00



The Ace Type 3-B fills a want for a high-grade three-tube regenerative receiver at moderate cost. Its dull black panel, engraved with white letters, highly polished black knobs and dials and nickel trimmings, form a pleasing contrast to the beautiful piano finished, solid mahogany cabinet, making it a "thing of beauty" for the most magnificent home. The simplicity of the design and small number of parts spell EFFICIENCY as well as beauty. This receiving set will operate with either dry cell or storage battery tubes. It is equipped with the Crosley Multistats, designed to control properly the filaments of any type of tubes. The 3-B is equipped with Crosley Model "D" condensers, having molded plates. It also has a phone jack so that tuning may be done with head phones on detector and one stage of radio frequency amplification. When the phone plug is removed, signals are automatically transferred to three tubes and the loud speaker, providing the latter unit has been added to the set. This receiver is in every way suitable for operation of a loud speaker of any standard make, and will furnish signals of sufficient volume to be heard all over the house under reasonably good conditions from far away stations.

Price, without tubes, batteries or phones .....\$50.00



The Ace Type V is well known as a long range Armstrong regenerative receiver. Stations from coast to coast are heard by owners of this set under ordinary conditions. Wonderful efficiency, simplicity of operation, and low cost are the chief factors in the growing success of the set. They are the features that have made it the most popular one-tube regenerative set on the market. The Crosley Multistat, the universal filament rheostat that permits use of any make of tube, is used in the Ace Type V. A Crosley book-type condenser, which has made such a name for itself in the radio world, is also used.

Price without batteries, tubes or phone .....\$20.00

Owners of the Ace Type V who desire to operate a loud speaker may do so by adding an Ace Two-Stage Audio-Frequency Amplifier to their receiving set. The amplifier matches the Ace Type V perfectly. This Two Stage Amplifier is equipped with the famous CROSLY Sheltran Transformers, socket and Multistats, with filament switch—a unique feature—permitting snapping of the tubes on and off without touching the rheostats, changing the tuning or disconnecting the batteries. The first stage amplifies the signals from the Ace Type V ten times. The second stage of amplification increases the volume another ten times. Thus the volume of the Ace Type V is increased one hundred times, giving ample volume for operation of loud speaker, filling the whole house with music from distant broadcasting stations when desired.

Price of amplifier without batteries, tubes or phones ...\$20.00

# The Precision Equipment Company

Powel Crosley Jr., President

Blue Rock and B. & O. Railroad

CINCINNATI, OHIO

## Crosley Dealers Are Profiting Through Rapid Turn-overs

Sales Engineer Advises All Who Handle This Line to Prepare for Tremendous Demands.

By James L. Woods, Jr.,  
Sales Engineer, Crosley Manufacturing Company.

The quicker the turn over, the larger the monetary gain; and so in choosing a radio stock, one should choose the products the public demands.

You will now ask, in all probability:

"What is the proper line to stock?"

The answer is "Crosley."

Distributors and dealers who carry Crosley apparatus will find they will move their stock a surprising number of times a year. Crosley products are in demand because three important merchandising factors have been combined in them. These factors are quality, efficiency and low price. It was only after great study and research work on the part of Powel Crosley, Jr., President of the Crosley Manufacturing Company, that it was possible for such articles to be marketed.

Henry Ford proved that 95% of the masses could not afford to buy a high price automobile, and, in designing his first car, he kept this in mind, producing one that all could afford. As a result, the Ford agency is one of the most profitable in the automobile industry.

Mr. Crosley proved that about the same percentage of people could not afford a high price radio set, and so he designed one that would be efficient as the most expensive and still sell at a price within the reach of the masses. Mr. Crosley made it possible for everyone to enjoy radio broadcasting, just as Henry Ford made it possible for everyone to enjoy motoring.

The Crosley Manufacturing Company is building more radio sets than any other concern in the United States, and still, in order to meet the demands, Mr. Crosley has just purchased another large factory, costing in the neighborhood of \$150,000.00, and is planning for a production of 5,000 sets per day. Even this enormous figure seems to many to be too conservative.

Crosley apparatus is, without a doubt, the most popular in the field to-day. This is proven by the large production figures. The demand is steadily increasing and so, in ordering your stock for the remainder of the season, see that it consists of Crosley apparatus.

Indications are that the radio business of 1923 will not be a "drop in the bucket" as compared with

## Another WLW Artist Radio Penetrates 90 Feet of Water, Mud And Steel in Gotham



You have heard the piano selections played by Miss Adelaide Apfel, from the WLW Studio, every Thursday afternoon at four o'clock. Sometimes she augments her program with the work of her pupils. If you send your requests to Miss Apfel, she will play them for you.

that in 1924. With this forecast in mind, it would pay all distributors to anticipate and specify their demands for the coming months in the form of a standing weekly order.

### RADIO BROADCASTING TO BE STARTED BY IRISH

Early in 1924 it is expected that radio broadcasting will start in the Irish Free State. A £30,000 broadcasting company and the Radio Association of Ireland, have recently been organized in Dublin. The Government prohibition against the importation and use of foreign built wireless apparatus will probably be removed.

Arrangements between the Irish postal authorities and the broadcasters were said to be nearing completion a month ago, awaiting the approval of the Dail. The broadcasting company composed of four co-operating groups, however, will handle sales independently. Part of the expense of establishing a broadcasting station will be met out of sales privileges, license fees and import taxes. Popular interest, first established last summer through the broadcasting of charitable fetes in Dublin, has been stimulated by the organization of the association devoted to developing the study of radio for amateurs and fans. Branches are being formed in several cities.

British radio manufacturers are said to be showing considerable interest in the radio development in the Free State, where German exporters are also active. American exporters can soon enter the field, it is believed, but should offer the cheaper grades of goods at first.

### Receiving Set, Operated In Tunnel Under Hudson River, Brings In Pittsburg Broadcasting.

Huddled in a dripping tunnel, 90 feet below the surface of the Hudson River, in New York City, and 1,600 feet from an exit, a group of men recently "tuned in" on radio concerts, broadcast from Pittsburg and a half dozen nearer stations.

The radio programs were heard distinctly, both by earphone and loud speaker. The fact that the radio waves carried into the tunnel, penetrating 30 feet of water, 60 feet of earth and several inches of steel, demonstrated, said those in charge of the experiment, that the radio could be used as a line of communication by entombed miners or deep sea divers.

The test—called the first successful underground reception of radio, although several unsuccessful amateur experiments have been reported from Pennsylvania coal mines—was conducted with standard stock apparatus.

The Pittsburg music came clearly and with normal intensity over the headphones, but less distinctly from the loud speaker. The New York concerts, however, came so loudly over the amplifier that they were heard 200 feet away at the steel "lock," which maintains high pressure inside the tube.

Strangely enough, the first number picked up was a lecture on "Safety First." The second was a soprano solo, with violin, which came so distinctly over the loud speaker that editors several miles distant heard it over telephones connected with the tunnel head.

Technicians present differed as to how the radio registered within the tunnel. A number believed the waves of energy penetrated the steel walls, after having permeated the overlying 90 feet of water.

Others believed the energy waves, rapidly circling the thirty foot diameter cast-steel jacket which forms the tunnel, made of it a gigantic "multi-wire coil," setting up a high frequency current, which induced a similar current inside the tunnel and which in turn induced a reaction in the radio receiving apparatus identical with the reaction experienced in direct contact with the energy wave.

### FINE WORDS DIDN'T WORK

Terence: "Tis a fine kid ye have here. A magnificent head and noble features. Could you lend me a couple of dollars?"

Pat: "I could not. 'Tis me wife's child by her first husband."

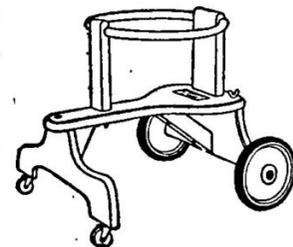
### "HELP WANTED" ADVERTISEMENTS BROADCAST BY UNCLE SAM

The Government is advertising by radio! But, although direct radio advertising is banned, there are few who will object, since the results achieved seem to indicate that the public is benefitted. Every Wednesday night, Mr. Morgan, of the Civil Service Commission, broadcasts from Arlington, openings in government positions and announces examinations to be held for every kind of a job from that of an unskilled laborer to those requiring highly trained scientists, statisticians and executives. Some replies indicate direct results, but as not all applicants state how they learned of the openings, an exact check is impossible.

The recent call for apprentices for the Washington Navy Yard, however, brought several phone calls and mail inquiries from fathers and mothers interested in securing first class training for mechanically inclined sons.

The openings announced over the radio phone cover as many as 1,000 different positions, Mr. Morgan states, and he is anxious for those seeking government work to listen in Wednesday evenings at 7:25 and learn what is available. Some of the listeners-in, he says, proved to be only friends who called up the following day to talk with him, having recognized his voice.

## The Go-bi-bi



### A HIGHLY IMPROVED BABY WALKER

"Has them all beat by a mile," dealers tell us every day. The GO-BI-BI is being sold by John Shillito & Co., H. & S. Pogue Co., Hanke Bros., The McAlpin Co., Alms & Doepke, Wm. C. Windhorst Co., The Bolles-Brendamour Co., Brancamp Toy Co., Arnold's Fairy Land, Shaffer Rubber Co., and thirty other department stores, hardware, furniture, drug and sporting goods houses.

Send for a trial lot now and get the benefit of our advertising in the Ladies' Home Journal, Good House Keeping, Woman's Home Companion, Babyhood, and many other magazines read in the home. If you want patrons who will do free advertising for you, offer them the GO-BI-BI—for mothers pass this thing along to other mothers, who will come to you for the GO-BI-BI.

## CROSLY MFG. COMPANY

1627 Vandalla Ave. Cincinnati, O.

# The COURT JESTER of TODAY

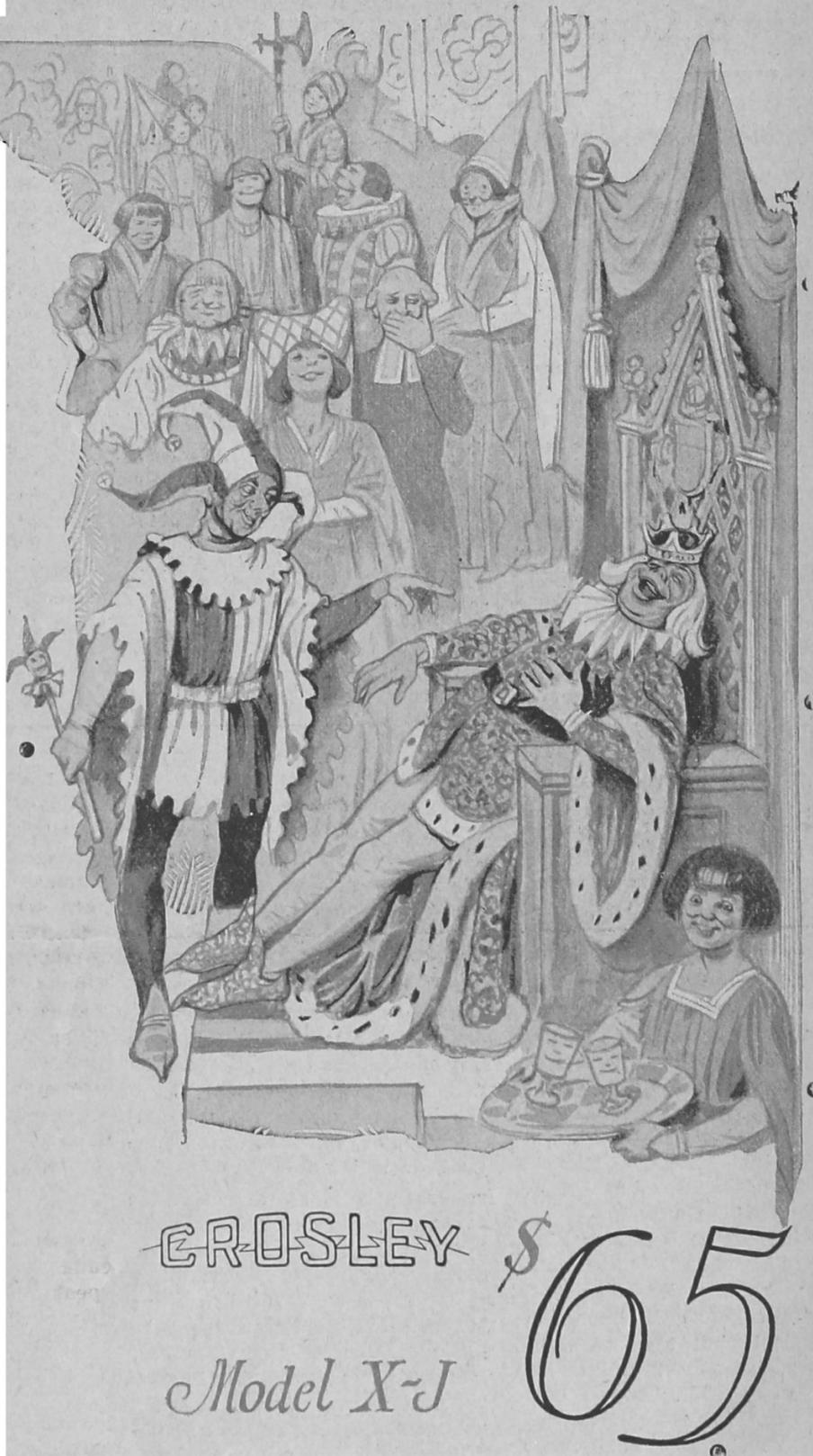
*"No wit to flatter left of all his store,  
No fool to laugh at, which he valued more."  
—Pope*

SINCE the earliest days, laughter and gaiety have been the most sought after things in life. In ancient times state rulers unbent, courtly knights forgot seriousness; beautiful ladies became more alluring as the clever quips and merry pranks of the court jester brought a sparkle to their eyes and drove dull care away. But they were limited to the clownish antics and slap stick comedy of the jester.

Moderns have unlimited sources of amusement. Every broadcasting station has its Jester; its humorous stories, amusing songs and clever comedies. Each night the air is filled with merriment.

With a Crosley Model X-J radio receiver, amusement may be brought clearly and distinctly to your fireside. Sitting comfortably in an easy chair you forget dull care. The magic wand of the radio sends worry scurrying.

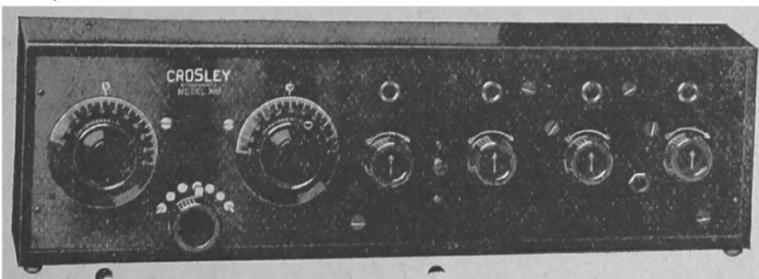
The very moderate prices of all Crosley instruments bring radio within the reach of all. No matter which Crosley Model you may select you can be assured of the maximum results at the lowest cost. Let a Crosley Radio Receiver bring fun, laughter and good humor into your home.



**CROSLY**  
Better - Cost Less  
Radio Products

See the Crosley Line at Good Dealers Everywhere  
Write for Free Catalog. This fully describes the Crosley line of Radio receivers which range in price from the Model VI, a 2 tube set at \$30, to the graceful Console Model X-L at \$140. It also shows the complete line of Crosley parts.

CROSLY \$65  
Model X-J



CROSLY MODEL X-J—PRICE \$65

For tuning out local interference and bringing in distant stations this receiver is unexcelled. It is a 4 tube set combining one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification.

For bringing in distant stations no set can excel it.

Cost of necessary accessories \$40.00 and up.

**CROSLY MANUFACTURING COMPANY**  
Powel Crosley, Jr., President

**CROSLY MANUFACTURING COMPANY**  
Maintains and Operates Broadcasting Station WLW

MAIL THIS COUPON TODAY

Crosley Manufacturing Co.,  
200 Alfred St., Cincinnati, O.

Gentlemen: Please mail me free of charge  
your complete catalog of Crosley  
instruments and parts.

Name . . . . .

Address . . . . .

# Radio Supervisor Optimistic After Tour of Country

## Good Year Predicted By Official, Who Points Out Heavy Demand for Sets Among the Farmers.

A good year is in prospect, according to Chief Radio Supervisor W. D. Terrell, of the Department of Commerce, who has just returned to his office in Washington after a tour of all nine radio districts of the country.

Today very little radio interference is reported from amateurs during the silent evening periods. Radio sales are now much better than was anticipated by forecasters of this business a few months ago. Dealers with whom he talked during his trip find it difficult to keep enough stock to meet the sales and demands. Every one connected with the industry with whom he came into contact is "tickled to death" with the prospects of continued good business, it is understood.

Reports from radio sales agents state that in many districts farmers are coming to town from near and far to buy themselves receiving sets. In some sections of the country reports state that practically all farmers living at considerable distance from news and market centers already have or are buying radio sets. Besides the practical value of weather, market and stock reports, it is pointed out that the farmers and suburban residents take great delight in the excellent evening entertainments broadcast daily by over 500 stations.

The growing general interest in broadcasting is reported healthy, both among the broadcasting station owners and the listeners-in, due to the fact that the industry and art is getting on a stable basis. In general, Mr. Terrell believes that people have gotten to the point where they feel they cannot get along without radio.

### AIR PRESSURE SAID TO AFFECT RADIO RECEPTION

To what extent do weather conditions affect radio transmitting and receiving?

This is a query that is being given attention by both scientists and fans to a greater extent than ever before, especially in determining to what extent weather or atmospheric conditions are related to fading of signals, or to good reception.

Fading is the term describing the peculiar fading in and out of signals from distant stations. The reception may be full and loud for a time and then for no apparent reason the signals will fade low and may even disappear, only to

WAVELENGTH TABLE—KILOCYCLES					
For the convenience of the broadcast listener, there is given below a list of all broadcast wavelengths together with the corresponding figures in kilocycles. This later designation is coming into more general use in station announcements:					
W. L.	Kil	W. L.	Kil	W. L.	Kil
222.....	1350	278.....	1080	370.....	810
224.....	1340	280.....	1070	375.....	800
226.....	1330	283.....	1060	380.....	790
227.....	1320	286.....	1050	385.....	780
229.....	1310	288.....	1040	390.....	770
231.....	1300	291.....	1030	395.....	760
233.....	1290	294.....	1020	400.....	750
234.....	1280	297.....	1010	405.....	740
236.....	1270	300.....	1000	411.....	730
238.....	1260	303.....	990	417.....	720
240.....	1250	306.....	980	423.....	710
242.....	1240	309.....	970	429.....	700
244.....	1230	312.....	960	435.....	690
246.....	1220	316.....	950	441.....	680
248.....	1210	319.....	940	448.....	670
250.....	1200	323.....	930	455.....	660
252.....	1190	326.....	920	462.....	650
254.....	1180	330.....	910	469.....	640
256.....	1170	333.....	900	476.....	630
258.....	1160	337.....	890	484.....	620
261.....	1150	341.....	880	492.....	610
263.....	1140	345.....	870	500.....	600
266.....	1130	349.....	860	509.....	590
268.....	1120	353.....	850	517.....	580
270.....	1110	357.....	840	527.....	570
273.....	1100	361.....	830	536.....	560
275.....	1090	366.....	820	546.....	550

(From New York Evening Mail)

return in full volume.

Certain theories have been put forth to explain this, one of them being that strata of "charged" clouds pass between the transmitting and receiving sets.

John Baptista, East Boston, an experienced radio fan, believes barometric pressure (the pressure of the air upon the earth's surface) is directly connected with this phenomenon. He has kept an extensive record, comparing the location of the isobars on weather maps with the locations of stations which come in well, or which fade.

Isobars are lines drawn on a weather map which indicate every spot along them have the same air pressure. Baptista's figures indicate, he says, that when there is little variation in air pressure between a transmitting and receiving set, reception invariably is good.

He cites a recent case in which he was unable to get any but nearby stations, when suddenly a Sudbury, Ontario, station came in clear and strong. Yet this was a comparatively low-power station, and other high-power distant stations could

not be brought in at all. An examination of the map showed a fairly equal air pressure between Boston and Sudbury, Baptista says.

Since that time, he says, he has not been able to tune in the Sudbury Station, and in checking up the weather maps, has found that the isobars had not again lain in a line between Boston and Sudbury. It is said the records kept by other amateurs confirm these findings, although they had not attempted to check up reception by the isobar theory.

### WRONG STREET

Edith—"Dicky, dear, your office is in State Street, isn't it?"

Dicky—"Yes, why?"

Edith—"That's what I told Papa. He said he'd been looking you up in Bradstreet."—Bits.

### Genuine Radiotron Tubes

WD-11 . . . . .	\$6.50
WD-12 . . . . .	6.50
UV-199 . . . . .	6.50
UV-200 . . . . .	5.00
UV-201-A . . . . .	6.50
UV-202 . . . . .	8.00

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

Crosley Manufacturing Company, The Precision Equipment Company.

### THE JOHNSON ELECTRIC SUPPLY CO.

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

# Bad Contacts Are Causes Of Trouble To Many Listeners

## Connection Between Tube Prongs and Springs Must Be Perfect—Defect Easy to Remedy.

Many fans have searched in vain for trouble in their receiving sets and failing to find it, have torn the set apart and built one from some other hookup. And the trouble has been all the time that one of the tube prongs has not been in perfect contact with the springs of the tube socket.

This is a small item, but one of the most vital elements of the receiving sets. In the case of contact of the filament prongs, it is easy to trace poor contact because the filament will not light unless the contact is good, and if it is poor the filament will flicker in such manner as to give some guide to actual conditions.

But in the case of the contacts made by grid and plate prongs, the tracing of trouble back to this course is not so easy. But making sure that all contacts are good is a simple matter, if the fan will only take this precaution before wiring his set.

Take the tube sockets to be used in the particular hookup being built and insert the tube to be used in the socket for which it is intended. Unless the socket has a closed base, it will be an easy matter to ascertain, by looking through the bottom of the socket, just how the tube springs are making contact with the socket springs.

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

Financial News  
Market Reports  
Government Bond

Quotations  
Call Money Rates

Foreign Exchange, Grain  
and Live Stock

Quotations.

Bond Department

THE FIFTH-THIRD NATIONAL BANK

of Cincinnati.

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

## AND WLW PROGRAMS

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

VOL. III, NO. IV.

PRICE \$1.00 A YEAR

JANUARY 28, 1924

## Prizes Worth \$400 Offered In Great Slogan Contest To Go To Winner Of Radio Contest

## Merger of Radio Interests Is Announced by Mr. Crosley

### Crosley Model XL To Go To Winner Of Radio Contest

Eighty-five Other Prizes To Be Awarded In Campaign to Be Conducted By WLW.

During the past several weeks hundreds of letters have been received by Fred Smith, studio director at WLW, asking about the contests that every radio listener has been looking forward to since such were popularized by WLW last winter.

Efforts have been made to work out a contest that will be of great interest to everyone, and it has been decided to conduct a great slogan campaign. It was reported last week that some kind of an authors' contest would be conducted, but there was considerable opposition to this and so the slogan plan was decided upon. The slogan "Better—Costs Less" has been used by the Crosley organization for some time, but it is believed there is a better one buried in some radio listener's mind. In order to get this for possible use in merchandising Crosley apparatus, Powel Crosley, Jr., President of The Crosley Radio Corporation, has offered more than \$400 worth of prizes to be distributed among those who send in the best slogans.

These prizes follow:

For the best slogan—one Crosley Model XL radio receiving set valued at \$140.00

Second—one Crosley Model XJ radio set costing \$65.00.

Third—one Crosley Model 3-B radio set costing \$50.00.

Fourth—one Crosley Model VI radio set costing \$30.00.

Fifth—one Crosley Model V radio set costing \$20.00.

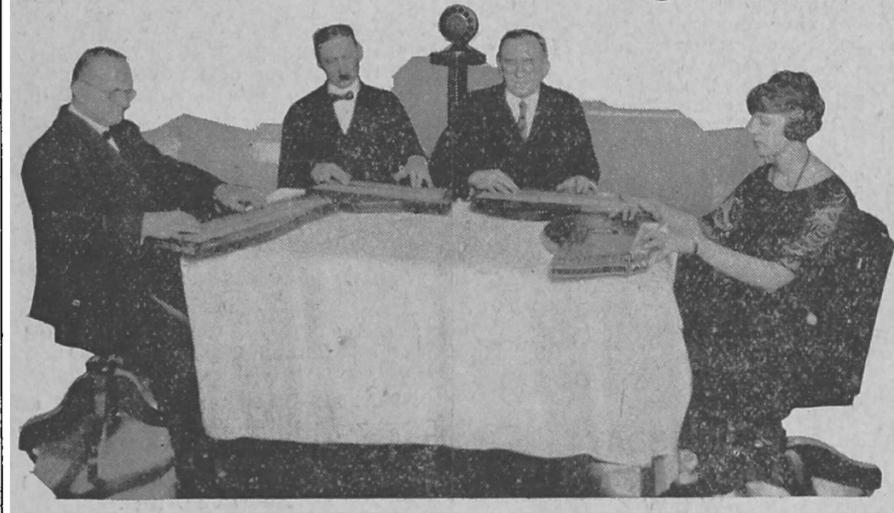
Sixth to Sixteenth—ten prizes, each one Crosley Shelrtan transformer costing \$4.00 each.

Seventeenth to Twenty-sixth—ten prizes, each one Crosley book type variable condenser costing \$2.25 each.

Twenty-seventh to Thirty-sixth—ten prizes, each one Crosley Multistat costing 85 cents each.

Thirty-seventh to Eighty-sixth—  
(Continued on Page 6.)

### CINCINNATI ZITHER QUARTET



Chas. Hohe, L. Wegert, A. Roerich, and Ruth Hohe make up this unique zither quartet which will be heard from WLW Jan. 31.

### Creator Of "Andy Gump" Is Speaker In Studio Of Radio Station WLW; Origin Of Character Explained

Sid Smith, cartoonist and creator of "Andy Gump and his family," recently spoke from the WLW radio broadcasting station of The Crosley Radio Corporation to unnumbered listeners. His cartoons of the man who wears no man's collar, "Andy Gump," appear before 40,000,000 readers every day.

Mr. Smith was the principal entertainer at the weekly Forum of the Cincinnati Chamber of Commerce and came to the radio studio with Moses Strauss, managing editor of The Times-Star, who introduced him to the listening audience.

While the cartoonist was waiting for his place on the program, he made a sketch of Andy speaking into the microphone, calling out to his beloved wife, "Oh Min! I'm at WLW." This is reproduced on Page 3.

The creator of "The Gumps" visited the manufacturing department and was greatly interested in the methods employed in the making of radio sets. He was astounded when told of the thousands of radio sets which are being made every week, and believes that radio will be a great force in bringing happiness to the world. He was shown through the plant by Mr. Powel Crosley, Jr.

In his radio talk, Sid Smith told

his listeners how his first drawing was made when he was but eleven years old and how his teacher told him to take the picture of herself to his father and tell him that he should start his son in a course of art training. Smith said he thought the teacher meant some kind of punishment at the time but events since then have shown that the teacher could tell what her pupils should take up as a vocation. Here, indeed, was an instance when an avocation became a vocation. He told of being born in Bloomington, Illinois, and how he used that town as the place where his cartoon character, Andy, started his famous mirror-hairbrush factory. Andy's creator said he much preferred to draw than to speak over radio and left the speeches to the actors and movie stars.

#### NO WONDER.

She was a very stout, jolly looking woman and she was standing at the corset counter, holding in her hand an article she was returning. Evidently her attention had been drawn to the legend printed on the label, for she was overheard to murmur:

"'Made expressly for John Wamnamaker.' Well, there; no wonder it didn't fit me!"

### Firms United Under Name of The Crosley Radio Corporation

Output Of New Organization Will Exceed Many Times That of Any In the Radio Field.

Announcement of the merging of the Crosley radio interests has revealed one of the newest developments of this remarkable industry. Moreover it has resulted in Cincinnati becoming one of the radio centers of the world as the combined companies, which hereafter will be known as The Crosley Radio Corporation, will be, it is said, the largest radio manufacturing organization in the world so far as the actual production of receiving sets is concerned.

For some time past Powel Crosley, Jr., has been President of both the Crosley Manufacturing Company and The Precision Equipment Company, the latter being one of the original licensees under the famous Armstrong regenerative patents. Production figures of these companies, when operated as separated units, are said to have shown that each manufactured more radio receiving sets than any other company in the world, and so those interested in the trade are out-spoken in their assertion that the output of the combined organizations will exceed, many times, that of any other radio manufacturer.

It has been stated that the Crosley Manufacturing Company has been producing more than 1,000 sets daily, but the demand has been so great that Mr. Crosley has made preparations for The Crosley Radio Corporation to turn out more than 5,000 every day, by the purchase of a much larger factory.

In February, 1920, Mr. Crosley, then engaged in the manufacturing business in Cincinnati, became interested in radio. Production of radio apparatus was started shortly afterward under the name of the Crosley Manufacturing Company, and about January 1, 1923, Mr. Crosley and his associates acquired

(Continued on Page 3)

# Crosley WLW Programs For Week of Jan. 27th

## SUNDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 27th. Central Standard  
Time. 309 meters.

9:30 A. M.—  
Sunday 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 Cov-  
enant, Dr. Frank Stevenson,  
Minister.

7:45 P. M.—  
Services of the Church of the Cov-  
enant, Dr. Frank Stevenson,  
Minister.

## MONDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 28th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Babson Reports.

8:00 P. M.—

Special concert from  
THE COLLEGE OF MUSIC.

9:00 P. M.—  
Crosley Theatrical Review, followed  
by ROGER HILL and his  
Orchestra.

Clyde Tuxworth, saxophone  
Charles Holden, saxophone  
Eddie Hunt, violin

Ralph Ross, trombone  
Al Grunkemeyer, banjo  
Maurice Magill, base  
Bernie Hegener, drums

Roger Hill, piano and director.  
Playing: "Faded Love Letters,"  
"Holding Hands," "Sunflower  
Maid," "Marcheta," "Sunshine  
of Mine," "The Land of Sweet  
Sixteen," and other numbers re-  
leased by the National Associa-  
tion of Broadcasters of 1265  
Broadway.

Songs by Rose Shank, of Dayton, O.  
(Claudia Lindeman, accompan-  
ist.)

Violin with piano, popular numbers:  
Russell Cook and C. W. Curran.  
(Baldwin Piano.)

## TUESDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 29th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Market Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Topics of interest to  
Women.

10:00 P. M.—  
Popular program arranged by Murray  
Horton with the  
MURRAY HORTON DANCE  
ORCHESTRA.

and the Barnes Masonic Club  
Quartette

Ernest Wilson, tenor

John J. Esaias, second tenor

Harry Hake, baritone

George Keefer, base,

John H. Lamy, trombone and  
xylophone, with accompani-  
ments by Mrs. John H. Lamy.

1. Selections by the Murray Horton  
Dance Orchestra

"Sunshine of Mine," "Only a  
Baby," and other numbers.

2. The Barnes Masonic Club Quar-  
tette. "When the Gold Turns  
to Grey."

3. Xylophone solo by John H. Lamy.  
accompaniment by Mrs. Lamy.  
"Poet and Peasant."

4. Selections by the Murray Horton  
Dance Orchestra.

5. Xylophone solos by John H. Lamy.  
a. "William Tell"  
b. "Anvil Chorus"

6. The Barnes Masonic Club Quar-  
tette.

a. Beautiful Isle of Somewhere  
b. Perfect Day

7. Trombone solo by John H. Lamy.  
"Fascination Polka."

8. The Murray Horton Dance Or-  
chestra.

"Marcheta," "Sobbin Blues,"  
"The Land of Sweet Sixteen,"  
and other numbers released by  
the National Association of  
Broadcasters, 1265 Broadway,  
New York City.

(Baldwin Piano.)

## WEDNESDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 30th. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—

Special Program for Shut-Ins by  
Wurlitzer Concert Company.  
Mr. Wm. Afsprung, assisted by  
Mrs. Wm. Duning at Piano,  
Mrs. O. B. Kaiser and Rebhun.

8:00 P. M.—  
Entertainment of the National Lum-  
ber Exporters Association to be  
given at the Business Men's  
Club. Given by artists from the  
Cincinnati Conservatory of Mu-  
sic.

Mary Elizabeth Green, Soprano  
Everett Marshall, Baritone  
Heiman Weinstein, Violinist  
Thomie Prewitt Williams,  
Pianist.

Program.

Love Like the Dawn .....Cadman  
Gossiping .....Dodge  
Robin Sing Me a Song .....Spross  
Miss Green

Gipsy Dance .....Nachez  
Tambourin Chinois .....Kreisler  
Mr. Weinstein

The Trumpeter .....Whelpley  
Mother of Mine .....Tours  
The Blind Ploughman .....Ronald  
Mr. Marshall

April, My April .....Milligan  
Entreaty .....Fox  
The Answer .....Terry  
Miss Green

Hebrew Melody .....Auer  
Moment Musical .....Schubert  
Russian Dance .....Rachmaninoff  
Mr. Weinstein

Cavalier's Song .....Avery  
Duna .....McGill

The Road to Mandalay .....Speaks  
Mr. Marshall

Thomie Prewitt Williams at  
the piano.

8:50 P. M.—  
E. M. Meyer, a popular treatise on a  
Scientific Subject:  
"Some interesting facts about  
Milk."

9:00 P. M.—  
The Ohio String Quartet:  
Schima Kaufman, first violin  
Henry Borjes, second violin  
Herman Gohlich, viola  
Arthur Bowne, cello

The posthumous quartet by Franz  
Schubert: "Death and the Maiden,"  
with the story of this marvelous  
work told between numbers, and  
poems read by ESTELLE WHIT-  
NEY (Teacher of Dramatic Expres-  
sion at the Schuster-Martin  
Dramatic School).

(Baldwin Piano.)

## THURSDAY

### RADIO PROGRAM W L W

The Crosley Manufacturing Co.  
Cincinnati.

January 31st. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Piano selections by  
Adelaide Apfel.

10:00 P. M.—  
The Cincinnati Conservatory Trio:  
H. Borjes, violinist  
Arthur Bowen, cellist  
Thomie Prewitt Williams, pian-  
ist.

Mendelssohn Trio:  
Allegro  
Andante  
Scherzo  
Finale.

10:30 P. M.—  
The Cincinnati Zither Quartet  
Ruth Hohe, Charles Hohe, A.  
Roerich and L. Wegert.

Selections: "The Woodlawn  
Inn," and two trios with violin  
obligato: "Only You," and "Di-  
vided Sorrows."

11:00 P. M.—  
Lelia Lemar's Ladies' Dance Orches-  
tra, playing: "Only a Baby,"  
"Pepkin," "Dear Old Georgia  
Mama," "Bobbled Haired Bim-  
bos," and other numbers re-  
leased by the National Associa-  
tion of Broadcasters, 1265  
Broadway, New York City, New  
York.

(Baldwin Piano.)

## FRIDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati, Ohio.

February 1st. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Market Reports.

3:00 P. M.—Stock Quotations.

4:00 P. M.—Half hour Lecture Re-  
cital.

## SATURDAY

### RADIO PROGRAM W L W

Crosley Manufacturing Company,  
Cincinnati.

February 2nd. Central Standard  
Time. 309 meters.

10:30 A. M.—Weather Forecast and  
Business Reports.

1:30 P. M.—Business Reports.  
(Baldwin Piano.)

## DAILY PROGRAM

10:30 Weather Forecast.

A. M. Fifth-Third National Bank  
Bond Department Report;

financial letter, call money rates,  
on Cincinnati and New York,  
Liberty Bond opening quotat-  
ions, Foreign Exchange open-  
ing, Chicago opening grain quotat-  
ions, Cincinnati and Chicago  
hog market reports.

Westheimer and Company,  
opening quotations of New  
York Stock Exchange.

Weather Forecast repeated.

P. M.  
1:30 Fifth-Third National Bank  
Bond Department Report; finan-  
cial letter, call money rates, on  
Cincinnati and New York, Lib-  
erty Bond, Foreign Exchange and  
Chicago grain noon quotations.  
Also closing Chicago cash grain  
quotations. Complete Indianap-  
(Continued from Page 2)

olis and Chicago live stock re-  
port; Cincinnati cattle market  
report.

Westheimer and Company, clos-  
ing quotations Cincinnati Stock  
Exchange, giving the bid, offer  
and sale.

3:00 Henry W. Brown & Company,  
Cincinnati Cash Grain Market  
closing quotations with market  
conditions. Closing quotations  
of the Chicago Grain Market.

Westheimer and Company, clos-  
ing quotations of New York  
Stock Exchange.

Bureau of Markets, United  
States Department of Agri-  
culture, Chicago and New York  
Butter and Egg Market reports.

SPECIAL HALF HOUR MUSICAL  
CONCERTS at 4:00 each afternoon,  
except Saturday and Sunday, as an-  
nounced by radio.

Special Concert each Saturday after-  
noon at 2:00, announced by radio.

Sunday—Sunday School services at  
9:30 and regular Morning Services  
of the Church of the Covenant, be-  
ginning at eleven o'clock.

## SURE PROOF

Stranger: "How can I get to St.  
Luke's Hospital?"

Citizen: "By being careless."  
—Trollicar Topics.

We have not been born for our-  
selves alone, but to assist one an-  
other.

Listen more, say less, and more  
will listen when you start to talk.

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

970 KILOCYCLES, 309 METERS CENTRAL STANDARD TIME CINCINNATI, OHIO

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

# Crosley Radio Weekly

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

## THE CROSLY RADIO CORPORATION

By far the most important announcement made recently to those who are engaged in the radio business and to those who are interested in the operation of radio apparatus, was that of the merging of the Crosley interests. Powel Crosley, Jr., has been President of both the Crosley Manufacturing Company and The Precision Equipment Company and he will be President of the combined organizations, which hereafter will be known as The Crosley Radio Corporation, the output of which will greatly exceed that of any radio manufacturing concern in the world.

A few years ago, when Mr. Crosley decided to enter the radio business, competition was keen and he was compelled to fight organizations that were firmly established. He started with a production of one set a day when his competitors were turning out hundreds. But as result of his determination to manufacture efficient apparatus at prices everyone could afford to pay he has risen to the very peak of the industry and is looked upon as one of the leaders in the radio field.

Mr. Crosley is proud of what he has accomplished. Not proud because he is "at the top," but rather because he knows now he will be able to fulfill his cherished desires to make radio accessible to the needy as well as to the wealthy. He realized before entering the radio business that receiving apparatus would bring unlimited happiness to the masses, providing such could be produced at reasonable prices.

Operation of the Crosley Manufacturing Company and The Precision Equipment Company as separate units and under separate roofs has been expensive and the merging of the organizations will result in a saving that eventually will be divided among the people who purchase his products. Mr. Crosley believes the merger will result in the production of even more efficient apparatus, that sales resistance will be slashed and that greater assistance will be given to the distributors and dealers who handle his line. In fact the results of the merger are so far-reaching that it is impossible even to attempt to dwell upon them individually.

We know, however, that the step is a progressive one, and progress is what we all desire.

## New Radio Apparatus Is To Be Installed On Big Air Cruiser

Transmitting Set With Radius of 1,000 Miles to Be Part of Equipment of Naval Explorers.

With the materialization of plans for the Polar Trip of the Naval Air Cruiser Shenandoah, or the ZR-1, it has been decided that her original 300-mile radio equipment is inadequate and a brand new transmitting unit, good for a thousand miles, has been developed by Naval radio engineers.

If, late in July or August, fans pick up the call "NERK" they may shout with glee, for it will be the Shenandoah communicating with one of the far-northern radio shore or ship stations, or perhaps one of the Navy's three portable stations to be established near the Arctic Circle.

Radio equipment plans for the Shenandoah include two transmitting sets, two receiving outfits and a radio compass. The high-powered set which replaces the six fifty-watt tubes, includes two 2-KW tubes, with an input of four KW, and an output of two KW. With this transmitting set it is believed several northern radio stations such as exist in Iceland, Greenland, Spitzbergen, and Russia, or our own Alaskan stations can be reached. With the powerful receiving sets Annapolis, Cordova, Lafayette, Nauen and other high-powered stations can be copied, or used as points to establish the position of the great airship by means of the radio compass.

Besides the high-powered transmitting set, an auxiliary medium-range telegraph and telephone set is to be installed aboard the aerial cruiser. The telephone feature will be utilized for communicating with ground stations when landings are being made for the immediate transmission of orders to the ground crew or operators at the mooring masts.

All the radio equipment weighs 1,023 pounds, which in itself is believed by engineers to be a great accomplishment, giving a transmitting radius of approximately a mile per pound.

### NEW BROADCASTING STATION

Completion of a large broadcasting station at Johannesburg, South Africa, will be accomplished during January, 1924, according to Consul G. K. Donald. An increasing demand for radio sets is expected to follow.

## Look Who's Here!



This picture of our old friend was drawn by Sidney Smith after he spoke recently from radio station W L W.

changed to The Crosley Radio Corporation. An arrangement has been made whereby the business of the Crosley Manufacturing Company, in its entirety, has been taken over by The Crosley Radio Corporation. Thus many economies will be effected in production, administration, management, advertising, and in many other ways. The same policies will be effective as heretofore, with the same personnel in charge.

The Crosley Radio Corporation now occupies three large plants in the city of Cincinnati, including its own woodworking cabinet plant. A fourth plant larger than the present three combined has just been purchased for additional expansion.

Spaghetti tubing placed over bare wire used in wiring a set will improve the appearance and remove the danger of short circuits.

Avoid unnecessary apparatus in the receiving set. Simplicity is a feature of many of the most efficient installations.

"Let me see," said the minister, who was filling out the marriage certificate, and had forgotten the date, "this is the fifth, is it not?"

"No, sir," said the bride, with some indignation. "This is only my third."

An Irishman had fallen off a public dock in Scotland. The Scottish watchman, making his rounds, shouted: "An Irishman has fallen off the dock. Twelve o'clock and all is well."

Having a genius for making and holding friends is worth from ten to fifty thousand dollars a year in cold cash, and worth more to a warm heart.

Those who injure some to benefit others are acting as wrongfully as if they were turning other persons' property to their own use.

We must maintain a true and unswerving adherence to promises and covenants.

A dry cell, exposed to heat, loses its electrical energy.

## Merging of Radio Interests Announced By Powel Crosley, Jr.

(Continued from Page 1)

the capital stock of The Precision Equipment Company.

The growth of the two institutions in the radio field was phenomenal. The public, recognizing unusual value, demanded the products of these two companies. Both institutions have been operated entirely independently of each other, but for various reasons, a merger has been effected in the following manner:

The name of The Precision Equipment Company has been

### SUBSCRIBE NOW!

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

Name .....

Street and Number.....

City and State.....

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

## Steps Being Taken To Cut Out Ship To Shore Interference

**C. B. Cooper, New York Representative of Crosley Company, Tells of Efforts to Assist Listeners.**

New York.—“Ninety-nine per cent of the interference from ship stations experienced by radio listeners along the coasts could be eliminated,” said C. B. Cooper, New York representative of The Crosley Radio Corporation, and chairman of the broadcasting committee of the Radio Trade Association in an interview.

“The matter of certain wave lengths used for ship-to-shore communication is regulated by international agreement, but it is expected that a greater portion of the ship-to-shore interference could be eliminated, and steps are being taken to that end now,” he said. “With the exception of the three-hundred-meter wave length, there should be no code communication on the broadcasting wave lengths from American ships during the evening hours, practically every shore station having agreed to stay off these waves at the Hoover conference last Spring.

“The greatest cause of interference is in transmitting stations that are not properly operated—stations that have not been inspected for a long period of time, or that have developed faults since the last inspection.

“There are over 16,000 licensed amateurs, 2,700 commercial ships, thousands of foreign ships entering and leaving our ports, seven or eight hundred land stations of various kinds, and only twenty-nine Radio inspectors to supervise the wave lengths used.

“The Bureau of Navigation, Department of Commerce, cannot employ more inspectors because they have never been given an adequate appropriation. Congress is being asked to give the Department of Commerce an increased appropriation for the fiscal year ending June 30, 1925, so that an increased inspection staff can be maintained.”

Mr. Cooper concluded his remarks by an appeal to every broadcast listener to write his Congressman, urging that the Department of Commerce be given an increased appropriation for this police service.

### POPE TO SPEAK BY RADIO

A press dispatch from Rome, Italy, to the Chicago “Tribune,” states that a powerful wireless transmitter will be established in the Vatican, through which the living voice of the Pope may be heard in the remotest corners of the earth.

## Popular Among Listeners



The above picture is that of Justin Huber, leader of a famous orchestra bearing his name. This aggregation of entertainment producers amuses the thousands of W/LW listeners every once in a while and provided music at the Santa Claus party given by Powel Crosley, Jr., president of The Crosley Radio Corporation, for the benefit of the needy children of Cincinnati several days before Christmas.

### RADIO BOOSTED BY PUBLIC LEDGER IN EDITORIAL

Following is an editorial published in the Philadelphia, Pa., Public Ledger:

“Radio is almost as universal as reading; it is the one agency comparable to the daily newspaper in the universality of its appeal. In speaking of the radio, one talks in terms of months, not years. Yet it has outrun every other form of instruction or entertainment in the race for popular favor.

“As short a time as a year ago, though vastly improved over its first feeble and uncertain beginnings, it was in its infancy compared to its present lusty grown-up estate. Then the crystal set was the sum of the amateur’s ambition, and the listener-in who heard Chicago was envied by all his friends. Now multiple-tube sets are the rule and advanced amateurs consider the world their field.

“What marvels have tumbled in upon each other’s heels in the last few months! The radio entertains lonely Polar explorers, ice-locked in

the frozen Arctic night. Radio has carried the voice of President Coolidge across the ocean. Radio, an interesting topic of conversation a few months ago, is an indispensable part of every phase of life and human activity today.”

### ONE MINUTE RADIO CONTEST PROVES THRILLING

When the Brown Brothers-Julian Eltinge “Black and White Revue of 1924” gave their midnight concert at W/LW, Edward P. Cooper, 810 Madison avenue, Covington, Kentucky, offered three prizes for the first three telephone calls coming from Northern Kentucky, telling how the listeners were enjoying the program. Hundreds of telephone messages were received but the first three, who won, were:

1. Crosley Model V—Mrs. Baker, 535 Maple avenue, Newport.
2. Crystal Receiver—Harry Roche, General Delivery, Newport.
3. 3 Brown Brothers’ Records—William Brehm, 636 Main street, Covington.

## Radio Broadcasting Welcomed By Japan; Small Fee Is Asked

**Mexican Listeners Required to Keep “Mum” When Government Messages Are Heard  
—Uruguay Business to Boom.**

Japan has opened the air to private radio broadcasting, without discrimination against foreign enterprise or materials.

The new regulations provide that a continuous-wave system may be used, an annual fee of 500 yen being required for broadcasting 100 miles on wave lengths of 360 and 385 meters, with one and a half kilowatts. For maximum distance of 20 miles, on wave lengths 215 and 235 meters, with 250 watts, the fee is 300 yen annually.

Broadcast receivers for use on 200, 250, 350 and 400 meters, require a fee equal to two yen or about \$1.00 a year. Applicants for licenses are advised to file a prospectus, specifications, expenditure planned, and estimated returns with the minister of communications. The tariff on radio imports is expected to be about 25 per cent.

In Mexico permits are required for erecting transmitting stations, and listeners-in are required to keep “mum” when Government messages are heard.

Operation of receiving sets in Mexico is still governed by the provisions of the decree of 1916. A permit must be secured from the Department of Communications before the station can be established, a penalty of 500 to 1,000 pesos and from one to 11 months’ imprisonment being provided for violation of this requirement. Provision is also made for the punishment of persons who, hearing a transmitted message of the Government, disclose it.

As soon as the prevailing “hot weather” abates in Uruguay, radio development will start up again, and apparatus will be in demand. A new broadcasting station is planned in Montevideo, supplementing the work of the Buenos Aires Station.

### YANKS LISTENED AND WEPT

Montreal. — “POP! POP!” and countless other similar pops made life miserable for U. S. Radiophans tuned in to Station OKAC on New Year’s Eve, when the celebration of the famous Mount Royal Hotel here was broadcast in true pre-Volstead fashion from this province of liberty. Right under the nose of the microphone bottles of champagne were opened, and as their corks flew and the bubbles fizzed, throat-parched American listeners knew—knew and wept!

## FOR RADIO DEALERS

### COLUMNS FOR OUR DEALERS

Hereafter two columns in each issue of the Crosley Radio Weekly will be devoted to the interests of Crosley radio distributors and dealers, and we sincerely hope every merchant who is handling this popular line will take advantage of the opportunity to permit his fellow-dealers to hear of any merchandising plans that have resulted profitably for him. We want all our dealers and distributors to send in items that are of interest to the trade, such as personal notes and descriptions of campaigns that have resulted in increased sales.

In order to arouse interest in the dealer columns of the Crosley Radio Weekly we are starting out with a little merchandising contest.

This publication will give \$10.00 to the radio dealer or salesman who sends in the best description of the manner in which he sold a Crosley radio set to a person who knew nothing about radio and who desired to learn about and see all makes of receiving sets before making a purchase.

We know there are thousands of such cases, and we know that among these there is one that will be of interest to every dealer who is handling the Crosley line. This will not be an elaborate contest, with half a dozen of the leading merchants of Cincinnati as the judges, but instead it will be a little "family affair" with Powel Crosley, Jr., president of the Crosley Radio Corporation, and the editor of the Radio Weekly deciding whose letter is the most interesting.

All letters must be in the office of the editor on or before January 31, 1924, and must be kept within 300 words.

Let's all get busy, not so much to win the \$10.00 prize, but to share with our fellow-salesmen and dealers our methods of boosting the Crosley radio line.

Following is an interesting merchandising article published in the current issue of Radio Merchandising. Who has a similarly interesting story to tell?

In a Pennsylvania small town paper on December 24 there was a brief item which read something like this: "The residents of the . . . . . Old Folks' Home were gladdened yesterday by a real surprise. This was in the form of a radio receiving set that had been installed as a Christmas present by the Lester Radio Store of 419 Main street, . . . . ."

I was convinced that this dealer had taken to heart the slogan "Make it a Radio Christmas" and

that in the broad sense of the term he had succeeded in real measure. I was a little curious about it, so I went to see him. Immediately I saw him I was convinced that he had been moved to make this contribution to the happiness of the old folks from the kindest of motives—the real Christmas spirit of good cheer.

"That little piece in the local paper," he said, "embarrassed me. I did not want any publicity. But since it appeared I have had several very nice letters from prominent citizens, and several of them have asked me about installing sets in their homes. They were surprised when they learned that old folks who were rather deaf could hear radio perfectly by using headphones. I was in a home last evening, for instance, where there was an old lady nearly ninety and quite deaf. She was very uncertain when she put the headphones on; but, boy, you should have seen the expression on her face when she heard what was coming through. It was a southern dialect song, and she was born in the South. By George, we couldn't get her away from the set!"

And there's a moral in this for every radio retailer. You've been talking jazz and dance music for the youngsters. Turn around now and make a new prospect list of the old folks in your district, then get after the young ones to provide real pleasure for their fathers, mothers, grandfathers and grandmothers by providing them with radio. Every chance you have to demonstrate for the old folks take advantage of it. Remember that when grandma makes up her mind that she wants to have something she usually gets it.

### MEXICO BASKETBALL TEAM SENDS GREETINGS TO HOME FOLKS

When the Mexico City, Mexico, basketball team played the Y. M. C. A. five in Cincinnati, the players sent the results of their contest to the folks at home. This was done in Spanish from the WLW radio station of The Crosley Radio Corporation.

Fred Smith, studio director, who spent many years in Spain, introduced the athletes in Spanish. The message told of the defeat of the visitors. The score was 19 to 11.

Dr. Carl Wiltzbach, Physical Director of the Cincinnati Y. M. C. A., brought the athletes to the studio. Enrique C. Quire told how much radio means to the people in Mexico, and how many of his friends tune in WLW, which is heard every time the station has a program.

(Things are in a bad way when money is used to effect what should be accomplished by valor.

# THESE PARTS MAKE CROSLLEY RADIO SETS EFFICIENT

## CROSLLEY VARIABLE CONDENSER

(Patent Pending)



Various attempts have been made by others to utilize the wonderful tuned radio frequency circuit in Crosley receiving sets with the old style inter-locking plate condensers without success. The Crosley Variable Condenser, with its new molded plates, is not only attractive in appearance, but is wonderfully efficient. The internal resistance loss is low. No stray fields are built up. Maximum signal strength is obtained with absolute freedom of body capacity effects.

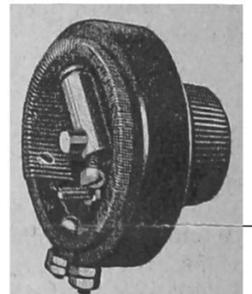
Sold separately for \$2.25.

## CROSLLEY MULTISTAT

(Patent Pending)

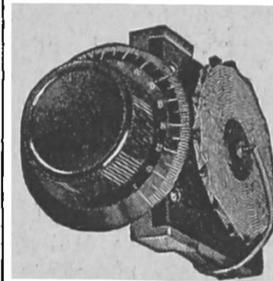
This unique unit is wound with two values of resistance wire, one to take care of six volt and 1.5 volt tubes with a vernier grading of resistance, and the other half wound with high resistance wire to take care of the low filament current tubes, thus making it possible to use any type of standard tubes in this receiver without any change.

Sold separately for 85 cents.



## RADIO FREQUENCY AMPLIFYING TUNER

(Patent Pending)



The Crosley R. F. A. T. consists of an inductance coil and a Crosley book-type variable condenser. It can be tuned to any wave length from 200 to 600 meters, depending for its action on the infinite impedance principle. A newly designed inductance coil and new condensers are used. The latter has moulded plates, which add to the appearance. These units have proven their worth and are in great demand.

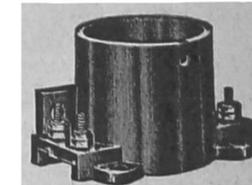
Sold separately for \$4.25.

## CROSLLEY SOCKET

(Patent Pending)

The Crosley Vacuum Tube Socket is made of a new tough material, having all of the dielectric and other qualities necessary for successful vacuum tube sockets. The contacts are of special, strong phosphor bronze, nickel plated, to eliminate to a great degree corrosion at the contacts. The nuts and screws are brass, nickel plated. Designed to prevent short-circuiting of high voltage "B" battery current across the filament contacts, thus eliminating the danger of burning out the filament through careless inserting of the tube. They may be mounted on a base or panel.

Sold separately for 50 cents.



FOR SALE BY GOOD DEALERS EVERYWHERE

# THE CROSLLEY RADIO CORPORATION

POWEL CROSLLEY, Jr., President.

Formerly The Precision Equipment Company and Crosley Manufacturing Company.

200 ALFRED STREET

CINCINNATI, O.

## Radio Is An Aid In Developing Voices Of Unknown Singers

Wealth Of Talent Discovered Since Advent of Broadcasting Stations, Musical Director Says.

Philadelphia. — Radio has done more for the "unrecognized" geniuses of music than any other single factor in the world's history.

This is the firm conviction expressed by Mrs. Helen Pulaski Innes, musical director of the Philadelphia Matinee Musical Club.

"It is astonishing how many talented persons there are in this city," said Mrs. Innes, "and they would remain unknown but for radio. These persons have undreamed-of possibilities, but have no way of getting publicity and gradually become discouraged and give up trying to sing or play or recite.

"But now that there are radio broadcasting stations, these little-known singers have the chance they need to get their talents known. They come to the stations, hundreds of them, with exquisite voices and great ability, but no opportunities for advancement or publicity, and they get their chance. Any number of unknown people have put in an appearance at the stations, very shy, some of them, and have astounded listeners with the quality of their voices.

"That is one of the greatest mis- sions of radio, I believe," Mrs. Innes continued, "the discovering of persons of remarkable and unknown talents who have no means of obtaining publicity."

"Then there is another point in discovering singers. A girl may come into a station with a sweet but very small voice that would never be considered worth-while in concert work or professionally. It has not the volume necessary to fill a small hall, but with an expert operator manipulating the apparatus, these voices can be made quite strong, and not one of the listeners in would suspect the song he was listening to hundreds of miles away could not of itself fill a small room.

"That is a great discovery. The singers who have been in demand in the past are those with voices of great power and sometimes not very great sweetness, but radio revolutionized that. Now, by means of broadcasting, volume and power are added to sweet voices, and an ideal combination is discovered.

"Those two points I have mentioned I consider among the greatest functions of radio, as far as music is concerned. This discovery of otherwise unknown talents, and the adding of power to sweet voices. If radio broadcasting keeps on developing as it has, a whole new force of performers will be dis-

covered and great things may be expected in musical and other circles."—(Philadelphia Evening Public Ledger.)

## Crosley Model XL To Go To Winner Of Radio Contest

(Continued from Page 1)

fifty prizes, each one Crosley porcelain socket costing 40 cents each.

Complete details of the contest have been announced by radio from WLW, and Mr. Smith, in his evening announcing, will keep all listeners informed regarding the progress of the campaign.

Of course it must be understood, however, that Mr. Crosley will have the right to use this slogan, if he cares to do so, without the least objection on the part of the winner of the contest.

More than one slogan may be submitted by any entrant but they must reach the office of The Crosley Radio Corporation, Cincinnati, by the first of February. Announcement of the winners will be made about February 20th or 27th.

The judges will be Douglas M. Allen, Advertising Instructor, University of Cincinnati; Moses Strauss, Managing Editor, The Times-Star; Elmer P. Fries, Managing Editor, The Post; Frank D. Inglis, President, The Advertisers' Club, Cincinnati, and Powel Crosley, Jr.

### DON'T BLAME THE SET

When sounds in your headphones or loud speaker are distorted and "mushy" don't always blame it on the set. The transmitting station may be at fault. If your set brings in three or four stations clear and strong and the fourth or fifth comes in "mushy," it's a pretty safe bet that this latter station is at fault. To attempt to clear up "mushy" broadcasting would be the same as trying to make a sharp, clear copy from a photograph that was "out of focus." It can't be done!

### POSITIVE PHONE CORDS

Headphones, generally speaking, operate the best when the "positive" side of the phones is connected to the positive lead of the "B" battery. Some phone cords are marked with a red stripe to indicate the positive cord of the phones. But if the phones aren't marked, try them connected one way, and then reverse these conditions. The positive side will be indicated by the connection that gives the clearest and loudest signals.

In acts of wickedness there is nothing greater than that of those who, when they deceive, so manage that they seem to be virtuous and upright men.

## Educating Farmers To Practical Value Of Radio Apparatus

Nation-wide Campaign Is Launched By Chamber of Commerce, Aided By Manufacturers and Jobbers.

The National Radio Chamber of Commerce, assisted by the manufacturers and distributors of radio, has begun a campaign for the purpose of educating the farmers in the practical every-day value of radio on the farm.

The importance of this movement to the radio industry may be judged by these facts:

First. The population of the United States is one-third farmer. But, economically, the farmer is more important than is his voting power. He possesses one-half the country's buying power.

Second. Because of his daily need of weather, crop and market reports, and because of his need for recreation and educational means furnished by radio, the farmer is, potentially, the Nation's biggest user of radio.

Third. The National Radio Chamber of Commerce has first-hand information in the form of letters and telegrams from hundreds of farmers' organizations in New York, New Jersey, Pennsylvania, Ohio, and other states, and from the national organizations, which indicates that the leaders among the farmers are keenly interested in radio as a practical utility.

Fourth. The National Radio Chamber of Commerce has been assured by these leaders of their co-operation in such a program.

Fifth. The manufacturers and distributors of radio equipment are entering into the plan and are sending out demonstration parties with receivers and loud speakers, the chamber securing for them also the privilege of exhibiting their lines and taking orders.

Sixth. The demonstrations have so far been chiefly confined to "county picnics." Those in New York State occurring in August

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

have an estimated attendance of more than 100,000, more than half of which will be covered by demonstration. Following these picnics, the county fairs furnish the next opportunity to reach the farmers in large numbers.

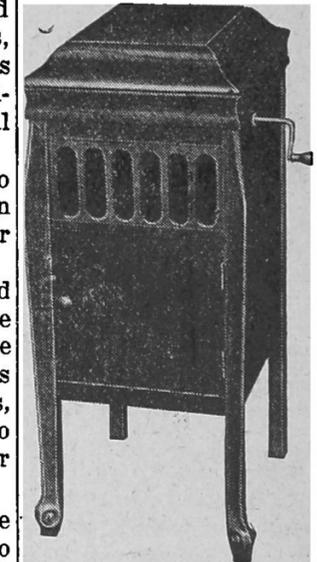
The National Radio Chamber of Commerce calls upon all manufacturers and distributors of radio equipment, regardless of affiliation, and all manufacturers' and distributors' organizations to assist in this movement, co-operatively if possible, independently if they must.

### SCOTLAND YARD RADIO

Among the equipment of Scotland Yard, the famous police headquarters of London, is a radio-equipped motor patrol. This station can keep in touch with headquarters when the car is traveling forty miles an hour. The range of the central police broadcasting station is about thirty miles. The car has proved of such value that four more like it are soon to be put in commission. The aerials are mounted on collapsible frames on top the roofs of the cars, these being lowered when the car passes under low bridges or the overhanging branches of trees, etc.

There is no duty more obligatory than the repayment of a kindness.

**\$1 DOWN**  
a year to pay



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

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

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

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

Send one dollar with your name and shipping address to

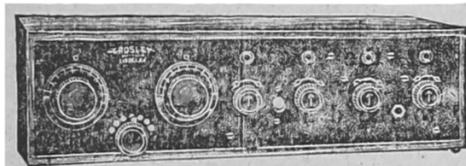
**MARION PHONOGRAPH CO.**

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

# Radio Enjoyment at prices amazingly low

**CROSLEY**

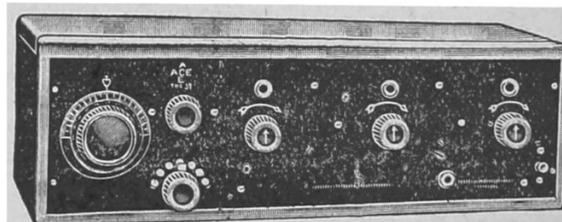
MODEL XJ .....\$65.00



Any radio receiver that combines efficiency and beauty fulfills the desire of the man, woman or child who is planning to purchase a set. The Crosley Model XJ does this. Thousands of persons who own these receivers, including the many who have operated other kinds, claim the Model XJ is the very best on the market, not even considering the price. Every large broadcasting station in the United States, and not a few in other countries, are being heard by owners of the Model XJ, a four tube set consisting of one stage of Crosley tuned radio frequency amplification, detector and two stages of audio frequency amplification. Many new refinements which increase the quality of the receiver have been added, making it the ideal set for the person who desires to derive real pleasure from radio. Price of Model XJ, without tubes, batteries or phones .....\$65.00

**CROSLEY**

TYPE 3B .....\$50.00



The Crosley Type 3B, formerly called the Ace Type 3B, fills the want for a high grade three tube regenerative radio receiver at a moderate cost. Its dull black panel, engraved with white letters, highly polished black dials and knobs, and nickel trimmings form a pleasing contrast to the beautiful piano finished, solid mahogany cabinet, making it a "thing of beauty" for the most magnificent home. The 3B is equipped with new Crosley condensers, with their moulded plates; Crosley Multistats, those universal filament control rheostats for all makes of tubes, phone jack, filament switch, etc. It will operate with either dry cell or storage battery tubes. The two stages of audio frequency amplification, added to the regenerative receiver, permit the use of a loud speaker. Manufactured under Armstrong U. S. Patent No. 1,113,149.

Price of Type 3B, without tubes, batteries or phones .....\$50.00

**CROSLEY**

MODEL VI .....\$30.00

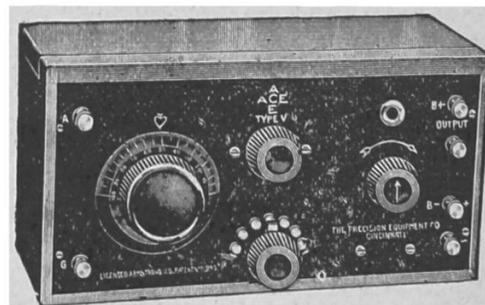


Adoption of recently designed and highly efficient parts as standard equipment in the Crosley Model VI makes this set vastly superior to the former model, which is known to thousands and thousands of radio enthusiasts as "the best two-tube set ever manufactured." The new Model VI consists of one stage of tuned radio frequency amplification and detector, a combination that will bring in far-away broadcasting stations clearly and loudly. The one stage of tuned frequency amplification not only amplifies the signal before it reaches the detector, enabling the detector to work more efficiently, but it also eliminates interference to a marked degree. When the owner desires to operate a loud speaker, we recommend addition to the Crosley two-stage amplifier, which costs but \$20.00.

Price of Model VI, without tubes, batteries or phones .....\$30.00

**CROSLEY**

TYPE V .....\$20.00



The Crosley Type V, formerly the Ace Type V, is well known as a long range Armstrong regenerative receiver. Stations from coast to coast are heard by owners of this set under ordinary conditions. Wonderful efficiency, simplicity of operation, and low cost are the chief factors in the growing success of the set. They are the features that have made it the most popular one-tube regenerative set on the market. The Crosley Multistat, the universal filament rheostat that permits use of any make of tube, is used in the Ace Type V. A Crosley book-type condenser, which has made such a name for itself in the radio world, is also used. Manufactured under Armstrong U. S. Patent No. 1,113,149.

Price without batteries, tubes or phone .....\$20.00

**FOR SALE BY GOOD DEALERS EVERYWHERE**

**THE CROSLEY RADIO CORPORATION**

**POWEL CROSLEY, JR., President**

**Formerly The Precision Equipment Company and Crosley Manufacturing Company**

**200 ALFRED STREET**

**CINCINNATI, O.**

# National Radio Week Is Boon To Business; Benefits Are Cited

**Increased Sales Result From  
Great Number of People  
Becoming Interested  
In Apparatus.**

"National Radio Week launched a boom in radio," is the way one manufacturer expressed the effect of the international radio event which took place in the United States, Canada and Great Britain from November 25 to December 1. "The business effects of the week are still felt and will continue to be felt well into 1924," he added.

Publicity stories on National Radio Week appeared in hundreds of newspapers throughout the country, while it was a rare newspaper which did not carry the full page advertising spread at least once.

Coming as it did just before the Christmas buying season, the big radio publicity event, which was managed by an executive committee of which Powell Crosley, Jr., president of the Crosley Radio Corporation, was chairman, called radio to the attention of many people to whom radio was merely a word. The special programmes, made possible by the co-operation of broadcasting stations, the trans-Atlantic tests with their tremendous appeal to the imagination, and the numerous prominent speakers all over the country taking part in the celebration—all these phases of Radio Week activity enabled radio to take the center of the stage for seven days. Thus many people became interested in radio, and increased sales were the result.

The reports reaching the office of the Radio Trade Association, which sponsored National Radio Week, all confirm the early predictions of the success of the movement. Charles G. Taylor, of Newport, Vermont, a director of the Radio Trade Association, reports:

"In the section we cover, National Radio Week was put across in fine shape. As a director of the Radio Trade Association I took particular interest in National Radio Week from the beginning and took up the question of putting it across not only with a number of traveling men handling radio, but also with a number of radio jobbers throughout New England. In almost every instance they were interested and I am sure they did much to make a success of the week.

"Locally National Radio Week was given a great deal of publicity and the dealers in this city tried to put it across as big as possible. I took the matter up with the local newspapers and furnished articles previous to, and also during the week. Some of the articles were nearly a column in length and were given prominence on the front page. . . . I know personally that there were a number of sales of radio sets resulting directly or considerably helped by National Radio Week.

"Not only were a number of sets installed during the Week but the event also assisted considerably in business which has come to us since then. I feel sure that dealers in this section are well satisfied that National Radio Week was a great help and that it should be a permanent institution.

"You may be interested to know that in our own establishment we have already sold more radio equipment than we expected to handle during the entire season. We give National Radio Week its share of the credit."

Chas. O. Johnson, of Indianapolis, who acted as chairman of the National Radio Week Committee in the Indianapolis territory, was enthusiastic about the results of the big publicity drive.

"National Radio Week has been a very good thing for radio in general. Radio business at the present time is very good and I think that most of our dealers are enjoying a nice business. In my estimation I think that the radio business is

going to improve month by month, and I do not look for much of a slump next summer."

"National Radio Week was in every way a success," reports Calman J. Zamoiski, of Jos. M. Zamoiski Co., of Baltimore, chairman in his district, "and I would be more than glad to act in whatever capacity I can during your next year's campaign."

M. W. Kunkel, chairman of the Pittsburgh National Radio Week Committee, was also jubilant about National Radio Week and its effect on the radio trade.

Mr. Kunkel spoke on Radio Week from a prominent Pittsburgh station, receiving a nice volume of mail as a result.

All who have remarked on the wonderful success of the Week give due credit to the newspapers of the country and to the dealers, jobbers and manufacturers who took extra space during the event, for the part they played in putting it across.

"National Radio Week was particularly successful in the territory surrounding Philadelphia," reports W. L. Sayre. "The direct results to those engaged in the radio business was very gratifying not only in direct sales obtained, but in the number of potential prospects secured from the heretofore uninitiated, by the very good propaganda disseminated through the co-operation of the various branches of this vast and remarkable new industry.

"Undoubtedly the greatest good derived from the publicity given by National Radio Week is the bringing to untold thousands, who have been not only unfamiliar with what radio really is, but actually skeptical as to the benefits of radio broadcasting as it exists today.

"Those of us who earn our bread and butter from this interesting business still in its infancy, with the hopes of some day obtaining a little of the cake as well, are en-

thusiastically behind the idea of a permanent National Radio Week. The confidence of the public, the real buyer in the final analysis, can only be obtained through good publicity and, what is of paramount importance, only retained by square dealing."—(From The Radio Dealer).

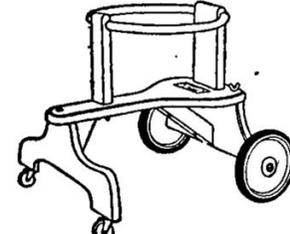
## RADIO IS INDISPENSABLE, EXPRESS GAZETTE JOURNAL SAYS

The Express Gazette Journal publishes the following editorial in its current issue:

"Beyond a doubt, radio has reached a point where it is virtually indispensable. There is many a family that would sooner lose the phonograph than the radio receiving set. What, indeed, would we do without it? Within the past year or so, the broadcast programs have improved and been enlarged in scope. Think of sitting comfortably in your own home and listening in on events transpiring in the big cities, that may be of world-wide importance! Any expressman who has not taken an interest in radio is missing one of the wonders of the age. It really gives him something for nothing, after he has made his initial expenditure. There is nothing like it. Join the host of radio fans!"

No one can be just who fears death, pain, exile or poverty.

# The Go-bi-bi



## A HIGHLY IMPROVED BABY WALKER

"Has them all beat by a mile," dealers tell us every day. The GO-BI-BI is being sold by John Shillito & Co., H. & S. Pogue Co., Hanke Bros., The McAlpin Co., Aims & Doepke, Wm. C. Windhorst Co., The Bolles-Brendamour Co., Brancamp Toy Co., Arnold's Fairy Land, Shaffer Rubber Co., and thirty other department stores, hardware, furniture, drug and sporting goods houses. Send for a trial lot now and get the benefit of our advertising in the Ladies' Home Journal, Good House Keeping, Woman's Home Companion, Babyhood, and many other magazines read in the home. If you want patrons who will do free advertising for you, offer them the GO-BI-BI—for mothers pass this thing along to other mothers, who will come to you for the GO-BI-BI.

**CROSLY MFG. COMPANY**  
1627 Vandalia Ave. Cincinnati, O.

## NEW PRICES GENUINE RADIOTRON TUBES

UV 199	} Each <b>\$5.00</b>
UV 200	
UV 201A	
WD 11	
WD 12	

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

**THE CROSLY RADIO CORPORATION**  
**THE JOHNSON ELECTRIC SUPPLY CO.**

232 East Fifth St.  
Dept. A

331 Main St.  
CINCINNATI, O.

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

Financial News  
Market Reports  
Government Bond  
Quotations  
Call Money Rates  
Foreign Exchange, Grain  
and Live Stock  
Quotations.  
Bond Department

**THE FIFTH-THIRD NATIONAL BANK**  
of Cincinnati.