

## AND WLW PROGRAMS

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

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FEBRUARY 4, 1924.

## Type V "Percolates" When \$600 Set Fails, Eastern Fan Reports

**Crosley \$20 Set Operates Efficiently in "Dead Spot," Much to Surprise of Expensive Set Owners.**

How a twenty dollar Crosley Type V radio receiver operated efficiently in what is regarded as a "dead spot," in which sets costing everywhere from \$100 to \$600 failed to function, is described in a letter received by the editor of the Crosley Radio Weekly from R. R. Orr, of the firm of Ingram & Orr, of Ogdensburg, New York. The letter follows:

"Editor, Crosley Radio Weekly,  
"Dear Sir:

"There has been a great chorus of praise for the Crosley Type V receiving set among radio fans throughout the country. This chorus is justified in the extreme and we wish to add our few notes on an instance in Ogdensburg, where the Crosley Type V has beat 'em all.

"A block situated in the business section of Ogdensburg has been notoriously known as one where ether waves stop and refuse to enter. Several radio dealers have found this out to their sorrow, and in spite of the fact that instruments costing from \$100 to \$600 have been set up in this particular block none of them has been able to pick up broadcast signals. It was simply impossible, these dealers said, to get any machine to operate in the block.

"After all others had failed, a Crosley Type V was installed in the restaurant of William Hood, in the very heart of the so-called "dead spot." The Type V percolated immediately, and has been percolating ever since, much to the astonishment of those radio dealers who lost a lot of sleep because they could not get their high priced machines to operate. The Type V picks the stations out of ether without fear or favor, reaching out through the "dead spot" to Louisville, Ky., into Davenport, Iowa, down to Springfield, Mass., over into Providence, R. I., jumping out to Buffalo and taking a skip across Lake Erie to Detroit. Then it will jump up the lakes to Chicago, literally picking Chicago all to pieces. Ask Bill Hood and he will tell you the Type V is a little dandy.

"I want everyone to know, how-

(Continued on Page 6)

## Almshouse Inmates Forget Sorrows As Radio Catches Music From Air; Set Brings Cheer to 300 Friendless

Life is a great deal brighter for the 300 inmates of the almshouse at Blue Plains, near Washington, D. C. The stories of their ailments and hard luck, calloused from retelling, which have formed a part of their daily social life, are shelved into the background as they group around the little "wonder box" of the age—a Crosley Model 3 B radio receiving set—and listen to the music and voices in the ether.

About 10 o'clock on a recent morning several employees of the electric power plant of the Washington navy yard installed the radio set at the poorhouse, erected the necessary antenna and "tuned in." A look of amazement spread over the faces of the inmates as a voice came faintly from the loud speaker, its audibility increasing with finer adjustments of the dials.

The ether was "scratched" for music, and music came. It was just like Aladdin's magic lamp to these unfortunates. They could-

n't comprehend its power to pick up messages and music from the air, but demonstrated visibly the happiness that radio brought into their lives.

Realizing what happiness radio can bring into the lives of "shut-ins", Frank Dunn, an employe of the navy yard, started a subscription list for funds to purchase a set for the inmates of the poorhouse. In a few days he had sufficient funds to purchase a set of the tube variety and a loud speaker. The inmates now are thanking members of a Sunday School class of the Ninth Street Christian Church, Mr. Dunn and his co-workers and individuals, who made the gift possible.

There will be no more lonely days and nights at the poorhouse. The set has a range of more than 1,500 miles, which will bring the inmates music and entertainment from scores of cities, as well as from the Washington broadcasting stations.

## Message Of Gratitude Broadcast By "Christus" of the Passion Play; Lang Speaks From Station WLW

The voice of Anton Lang, Christus of the Oberammergau Passion play, which for years has echoed only in the little Bavarian mountain village, recently was heard beyond the bounds of America. For the first time Lang was introduced to the mysteries of the radio—at the Crosley broadcasting station—and through the drizzling atmosphere of the night WLW shot out the electric impulses from his voice, and carried them over the continent and possibly over the seas.

Vast number of radio fans in Cincinnati and vicinity heard Lang's brief address, thousands all over the country also listened in—and the voice of the Christus may have been heard, too, in the native land of this humble, simple potter, who is trying to live as the Nazarene lived. "We have no radio instruments in Oberammergau. This modern miracle has not yet reached our mountain community, and I can hardly believe that my voice could be sent by this machinery

over the ocean to my native land," said the gentle-eyed, long-haired, slender man as he stepped into the mystic maze of the broadcasting apparatus, and then faced the plain little receiver into which he was told to speak in ordinary conversational tones.

"My dear friends in America—greetings to you from the delegation of Oberammergauers now in Cincinnati, and so far from our home in Bavaria," said Lang in English. "Tonight we opened our exhibition at your Music Hall in Cincinnati and I feel sure it will be most successful this week. Our reception in your great city has been a most friendly one and I take this opportunity of thanking the people for their cordial greeting to us and their support in helping us to help save the Passion Play, so that the generations to come, may enjoy it and profit by it, as countless thousands have done during the past 300 years it has been produced in Oberammergau.

(Continued on Page 4)

## Valuable Prizes Are At Stake In Great Contest For Slogan

**Listeners Must Not Overlook Opportunity to Win Receiving Sets or Parts — "Game" Closes Feb. 8.**

Do not forget the great slogan contest being conducted by WLW. There are prizes worth \$400 at stake, and no listener can afford to overlook the opportunity of winning one of these. All you must do is to send in a slogan suitable for use in merchandising Crosley radio apparatus. Any number of slogans can be sent in by one person. "Better—Costs Less" has been used for some time, but it is believed a more suitable slogan can be found somewhere, and in order to locate this the following prizes have been offered:

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 Sheltran 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 Multi-stat costing 85 cents each.

Thirty-seventh to Eighty-sixth—fifty prizes, each one Crosley porcelain socket costing 40 cents each.

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. Ingles, President, The Advertisers' Club, Cincinnati, and Powel Crosley, Jr.

The original plan was to close the contest on February 1st, but this date has been changed to February 8th, so there is plenty of time to get into the big radio "game."

On Monday the 14th of January we started a series of contests for our local WLW listeners, with the prizes to be ten Gennett Records.

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# Crosley WLW Programs For Week of Feb. 3rd

## SUNDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 3rd. 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 WLW

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

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

Program by the Walnut Hills Con-  
gregational Church Choir, di-  
rected by Clara Yorston Wood-  
side. Louis Ehrigott, violinist.  
Miss Alice Gardner, soprano  
Mrs. Elanore Bain Irvine, con-  
tralto  
James L. Chapman, tenor  
Smith Stanage, baritone  
Clara Yorston Woodside, ac-  
companist.

1. Anthem by Mixed Quartet:  
"Sleepers Awake" ...Schnecker
2. Hymns by the Quartet:  
a. Holy, Holy, Holy, Lord God  
Almighty.  
b. Lead Kindly Light.  
c. Abide with Me.  
d. Be Still, Be Still.

3. Violin solos by Louis Erghott:  
Kreisler Arrangements of  
a. Love's Sorrow.  
b. Rondino.  
c. Larghetto.  
d. To Spring.

4. Old Songs by the Quartet:  
a. Drink to Me Only with  
Thine Eyes.  
b. Carry Me Back to Ole Vir-  
ginny.  
c. Old Folks at Home.

Other special solos and ensembles.

9:00 P. M.—  
Crosley Theatrical Review, followed  
by ROGER HILL and his Or-  
chestra.  
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,"  
"Molding Hands," "Sunflower  
Maid," "Marcheta," "Sunshine  
of Mine," "The Land of Sweet  
Sixteen," and other numbers  
released by the National Associa-  
tion of Broadcasters of 1265  
Broadway, New York City.

## TUESDAY

### RADIO PROGRAM WLW

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

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

Violin solos:  
Mrs. Max R. Miller, accom-  
panied by Mrs. Clarence Brown-  
ing.  
a. Love's Greeting .....Elgar  
b. Selected number.

Tenor solos by Harold Woodward,  
Miss Allie Winans, accompan-  
ist.  
A Group of Old English Songs.  
Judge W. Meridith Yeatman of the  
Municipal Courts, a talk on  
"Automobile Ethics and Traf-  
fic Regulations."

Violin solos by Mrs. Max R. Miller,  
Mrs. Clarence Browning, accom-  
panist.  
a. Good News .....Tirindelli  
b. Berceuse (Dramatic) .....  
Tirindelli

Tenor solos by Harold Woodward, ac-  
companist, Allie Winans.  
a. Who is Sylvia?.....Schubert  
10:45 P. M.—

Entertainment by George Webb and  
His Hawaiian Entertainers.  
11:00 P. M.—

Dance Program by  
THE MERRY MAKERS  
DANCE ORCHESTRA,  
playing "Dreams," "Pekin,"  
"Georgia Mammy," "Sobbin  
Blues," and other numbers re-  
leased by the National Associa-  
tion of Broadcasters, of 1265  
Broadway, New York City.

Other features to be announced.  
(Baldwin Piano.)

## WEDNESDAY

### RADIO PROGRAM WLW

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

10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Special program for shut  
ins by the Wurlitzer  
Concert Company.

1. Prelude—Mrs. Wm. Dunning.
2. A Message of Cheer.
3. Musical Selection.
4. Robert Schumann, the Composer—  
Mr. Wm. Afsprung.

8:00 P. M.—  
THE FIRST PRESBYTERIAN OR-  
CHESTRA  
Geo. R. Myers, Director.

1. March—Baltimore American ....  
C. P. Burton  
Orchestra
2. Overture—Rhinefels ... Gruenwald  
Orchestra
3. Violin Duet—"La Princesse" ....  
D. H. Driscoll  
First Violin—Miss Georgia  
Smysor  
Second Violin—Miss Loraine

Feldkamp  
Mr. Arthur Graefenhan, accom-  
panist.

4. Sacred Selections—  
When Love Shines In.....  
Wm. J. Kirkpatrick  
(By Request) Orchestra

5. a. Dance of the Pumpkins .....  
M. L. Lake  
b. At Twilight .....M. L. Lake  
Orchestra

6. Trio—Selected—  
Violin—Miss Florence M.  
Jaynes  
Flute—Mr. James Thompson  
Piano—Miss Emma Thompson

7. The Pilgrim .....Oley Speaks  
Orchestra

8. Patrol—The Blue and Grey .....  
C. W. Dalbey  
Orchestra

9. Saxophone Solo—  
a. Corsonian Polka .....  
Jno. M. Klohr  
(Orchestra accompaniment)  
b. Carry Me Back To Old Vir-  
ginia  
(Miss Georgia Smysor, accom-  
panying)

10. Spanish Serenade—  
"Santa Rosalia".....Ed. Hazel  
Orchestra

11. Violin Solo—  
a. Simple Aveu .....Thome  
b. Aloha Oe .....M. L. Lake  
Miss Florence M. Jaynes

12. The Village Blacksmith .....  
Chas Puerner  
Orchestra

13. Vocal Solo—  
a. Where The Birds Sing .....  
Jas. C. Stewart  
b. O Sole Mio.....E. DiCapua  
Miss Coletta Helmig  
Mrs. Graefenhan, accompanying.

14. Waltz—  
Sweet and Low ..C. L. Johnson  
Orchestra

15. Cows In The Cotton!..M. H. Hall  
Orchestra

16. Hamiltonian March....R. B. Hall

## THURSDAY

### RADIO PROGRAM WLW

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

10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Piano solos by Adelaide  
Apfel.

10:00 P. M.—  
The CINCINNATI CONSERVATORY  
OF MUSIC presents a special  
program by Delta Omicron  
Sorority.

String Quartette—Selected  
Cradle Song .....Macfadyen  
Lovelight .....Goatley  
Miss Velone Ackers, Soprano

Scherzo, B Flat Minor.....Chopin  
Miss Grace Woodruff, Piano  
Solo

O That We Two Were Maying .....  
Alice Mary Smith  
Soprano  
Miss Mildred Benham, Soprano

String Quartette—Selected  
Harp Solo—Selected  
Miss Kathline Tichnor

Annie Laurie .....Folk Song  
Miss Mildred Benham, Soprano  
Miss Kathline Tichnor, Harp  
Berceuse from Jodel.....Godard

Trees .....Rasbach  
Unto Thy Heart .....Alltzen  
Miss Virginia Merrin, Mezzo-  
Soprano

String Quartette—Selected  
Members of String Quartette  
Miss Waldene Johnson, Violin  
Miss Elsie Artz, Violin  
Miss Helen Price, Violin  
Miss Florence Beeland, Violin  
Miss Genevieve Frye, Violin  
Miss Lillie May Calvin, Piano.

11:00 P. M.—  
Special Popular Program to be an-  
nounced.

## FRIDAY

### RADIO PROGRAM WLW

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

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

## SATURDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 9th. 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; finan-  
cial letter, call money rates,  
on Cincinnati and New York,  
Liberty Bond opening quota-  
tions, Foreign Exchange open-  
ing, Chicago opening grain quota-  
tions, Cincinnati and Chicago  
hog market reports.  
Westheimer and Company,  
opening quotations of New  
York Stock Exchange.  
Weather Forecast repeated.

P. M.  
1:30 Fifth-Third National Bank  
Bond Department Report; finan-  
cial letter, call money rates, on  
Cincinnati and New York, Lib-  
erty Bond, Foreign Exchange and  
Chicago grain noon quotations.  
Also closing Chicago cash grain  
quotations. Complete Indianapolis  
(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-  
(Continued on Page 8)

## 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

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 Robert F. Stayman  
 Editor  
 Alvin R. Plough  
 Associate Editor

## RADIO CONTESTS

Judging from the number of inquiries received by those who are in charge of Broadcasting Station WLW, there is a great amount of interest in radio contests, hundreds of listeners having appealed to the studio director for information regarding the ones he was planning. And last week thousands and thousands of persons were deeply interested in the announcement of the slogan contest being conducted from WLW, many writing in for more complete details than were announced "over the air" or in the last issue of this publication.

There appears to be something about these "games" that appeals to the listener, causing him to take even greater interest in his receiving apparatus. It seems as though everywhere one goes one hears of the contest being conducted by radio. Proverb and book-lovers' contests being carried on by a number of newspapers throughout the country seem to be taking second place so far as interest is concerned.

But the radio "games" are the subject of conversation everywhere, and the person who is not thinking of a slogan to be sent in as his contribution to the WLW contest is overlooking an opportunity to win one of the many valuable prizes at stake.

## THE PRICE THE LISTENER MUST PAY

The air is free to all. There is no charge of any kind for the concerts enjoyed by every owner of a radio receiving set. The listener pays nothing, and still the time has come when he must offer something to the artists whose singing or playing provides so much entertainment for him. This does not mean that the listener must pay in money; but it does mean that he must write to the artists and express his appreciation. Now we all admit that an evening's amusement is worth five minutes' work, and that is all you need do to pay for what you enjoy so tremendously.

Therefore, as a belated New Year's resolution, let us all resolve to pick out one artist every evening—the one whose work we enjoyed most during the period we listened in—and write to that per-

son thanking him or her for what has been given to us. A letter addressed to the artist in care of the station from which he played or sang will be delivered to the proper person, and it will cause the artist to realize more definitely the work he has done really was appreciated.

It truly is hard for anyone to take part in a radio concert, especially one who is accustomed to being applauded. At the close of the song there is nothing but silence, and during the artist's first radio concert he often is disappointed, believing there is no appreciation. Letters from the listeners, however, will change his attitude, and he will realize that after all there was real, genuine applause for him.

## RADIO

A President speaks to the listening House,

Where Potomac's waters flow;  
 Folks halt on the streets of New York at his voice—

It's the magic of radio.

A schooner lies cradled in Arctic ice,

(Where the polar blizzards blow;  
 MacMillan's reports are in Paris heard,—

It's the reach of the radio.

A trapper's shut fast in the great North Woods

By the swirl of the conquering snow;

A song and a joke from New York, and he smiles—

It's the spell of the radio.

There's a whaler adrift on o'er southern seas,

And they're listening down below;

In Melbourne or Cape Town somebody sings

To that crew by radio.

The sandman is coming, the crib's smoothed out,

But the kiddy just won't go;  
 That story of bedtime he's got to hear first,—

It's the whisper of radio.

In Boston two thousand flash greetings forth;

Come replies in two minutes or so

From London and Paris, from Warsaw, Berlin,

From the ships,—by radio!

Ah, well may we wonder, while twisting the knobs,

What they'd thought of it long ago.

Black magic and witches and fairies they knew,—

(But they knew not radio!  
 —Boston News Bureau Poet  
 (B. F. Griffin.)

Do your best, and you have reason to believe that you will be rewarded. Do less, and you will get less.

# Crosley Antithesis Of Henry Ford, Says Local Radio Fan

## While Autos Keep People from Homes, Crosley Binds Families Together, Edgar J. Williams Writes.

Powel Crosley, Jr., president of The Crosley Radio Corporation, has been referred to thousands of times as the "Ford of Radio" because, like the noted manufacturer, he is producing efficient apparatus that is within the financial reach of everyone and turning it out in tremendous quantities.

But now Edgar Jesse Williams, of the Home for Incurables, Cincinnati, comes along with the assertion that Mr. Crosley is the very "antithesis of that honored automobile manufacturer."

"While the motor vehicle is keeping people from their homes and is having a direful influence on the younger generation, Mr. Crosley and everyone connected with the radio industry, are doing marvelous work in keeping together the homes and firesides of our Nation—to me a much more deserving accomplishment than the automobile industry has a possibility of doing," Mr. Williams declared in a letter to the editor. "Had I my active life to live again I would ask no greater privilege than to devote my efforts to that line of endeavor."

His letter in full follows:

"Perhaps the attached wholly unworthy and inadequate appreciation of my young musician friend who played so beautifully for you—and for us listeners—Mr. Philip Dreifus—may have some small interest for you. No doubt, you know of the service 'Phil' rendered in France at Base Hospital 25, accompanying the Chaplain, the Reverend John Bayne Ascham, in his rounds and sharing many of the unpleasant, yes, heart-breaking, duties that attached. Rightly enough, we give a high meed of honor and fame to those in the trenches, while more

common-place tasks such as Phil and many others performed with no fanfare of trumpets go by unnoticed and are forgotten.

"May I just here offer the suggestion for what it is worth of an evening's program of old songs, made from requests by us old folks? My own nomination would be the song that was a great favorite of my boyhood friend, James Whitcomb Riley's 'Bendamere Stream,' which I heard him sing often, accompanying himself on the guitar. As you doubtless know, 'Jim' was an accomplished musician, self-taught, on the violin.

"Let me add that I, myself, am deriving untold delight and profit from the single-tube radio given me at Christmas, getting many good things from outside as well as all the local broadcasting. And I am fortunate in being able to share this privilege with others who, like myself, while 'shut-in' no longer are 'shut-out'! No doubt, a more powerful outfit, hence more latitude and more benefit, will come later.

"While the soubriquet which I heard the announcer apply to your chief, 'The Ford of Radio,' has a catchy sound and in a sense is applicable, still, in another way, he is the very antithesis of that honored gentleman. While the motor vehicle is keeping people from their homes and has a direful influence on the younger generation, Mr. Crosley, and all connected with the radio promotion, are doing a marvelous work in keeping together the homes and firesides of our Nation—to me a much more deserving accomplishment than the automobile industry has the possibility of doing. Had I my active life to live again I would ask no greater privilege than to devote my efforts to that line of endeavor. Hence I encourage my son who built the set I have, and others, in his enthusiastic interest, purely now in an amateur way. As I knew your Mr. Crosley's father (and a more capable and efficient man I never knew, always kind and courteous, no matter how busy, always ready to give the caller consideration) so I feel a personal interest in your enterprise and share with Mr. Cros-

(Continued on Page 6)

## SUBSCRIBE NOW!

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

Name .....

Street and Number.....

City and State.....

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

## Great Care Must Be Used In Selection Of a Loud Speaker

Simple Form Makes Use Of Head Phones Without Extensive Alterations.

Sooner or later the radio enthusiast wants to lay aside the head phones and replace them with a loud speaker in order that radio-phone service may be used for dancing or for otherwise entertaining a roomful of persons. When that time comes, the prospective purchaser is confronted with one of his most stubborn problems.

The simplest form of loud speaker is one that makes use of existing receivers without extensive alterations of the receiving and amplifying units. For instance, there are horns available which may be fitted to the regular telephone head set. Such horns are provided with soft rubber gaskets and sometimes with clamps so that the regular head set may be held in place while the sound waves from both receivers travel through the horn and are amplified by resonance.

However, where something of a more ambitious nature is wanted it becomes necessary to use a special type of speaker. The simple kind are those which make use of an ordinary phone receiver placed in the base of the horn. Usually the horn is constructed of a special composition material to handle the tone and quality of the reproduction. There are all kinds of such devices on the counter, ranging from horns of pressed paper or wood pulp, built in the general form of the channels of the human ear, to pressed copper reflectors of conventional design.

One of the most popular types of speakers consist of a uniquely designed metal horn mechanically attached to the mechanism of a special telephone receiver in which the standard mica diaphragm is replaced by a strong corrugated metal diaphragm which will stand practically any amount of abuse without damage.

## Word Of Gratitude Broadcast By Lang From Station WLW

(Continued from Page 1)

"I am told that this radio sometimes goes across the great Atlantic ocean. If so, I hope that those I love at home can hear me tonight, but I doubt it, as radio has not reached the great stage of development in Germany that it has in America. But if it is possible, I send my love and blessings to the dear ones at home and to all my many friends in Oberammergau.

"I want to tell them of our wonderful tour in this great country,

and how we are received so cordially by everybody in the great cities we visit. Cincinnati has been especially warm in its welcome, for many of our countrymen, now good Americans, live here.

"From what I have seen it is a beautiful city located on the big Ohio river. There are many beautiful homes and the schools and universities are famous. Wednesday is a day I look forward to, for I have been invited to the famous Rookwood potteries. I am a potter by trade. Years ago, way back in Oberammergau, I heard of the Rookwood potteries, but I never thought I would have the opportunity of visiting them. And now that day is almost here."

Lang followed this with a brief address in German. Lang's wife speaks English well and he learned the language from her and from the many English visitors to his home in Oberammergau. As soon as they finished speaking over WLW, the telephone rang and brought in offers of donations of help for the people of Oberammergau from radio enthusiasts who had listened in. Among the donations made were \$50 from J. J. Kruck, H. Gelie and Clarence Stegner, officials of the Findlay Market Improvement association; \$10 from Mr. Krueck, president of that association; \$5 from E. J. Doll and \$10 from C. W. Kellor. The message was heard in all parts of the country, as was indicated by telegrams that came in Wednesday.

"Congratulations. Heard Anton Lang very plainly. Considered it a great privilege. Thank you," read a typical telegram from Springfield, Mass., nearly a thousand miles away.

It was Lang's forty-ninth birthday anniversary and Mr. Crosley gave him a complete radio set to take back to his home in Oberammergau.

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.

## Solitary Watchers Of Desert Now In Touch With World

Radio Is Boon To Herders, Helping Them Pass Lonely Nights Far from Villages.

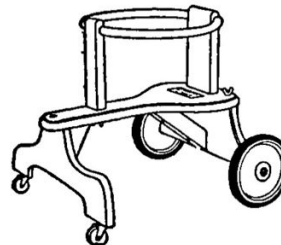
Buffalo, Wyo.—Pedro Lopez, the shepherd, no longer spends his long, lonesome days and nights mumbling to his shepherd dog.

Radio, a friend of man, has proven a godsend to the solitary figures of the desert watching over their flocks. Along with the ambling covered wagon goes an aerial. When the rider and his faithful friends come to a stop beside a water hole for the night, wires go up, and man and beast recline "at ease" for a metropolitan entertainment until a late bedtime hour.

Pedro no longer asks what has been going on for the last six months when he wanders into town for supplies. He talks of earthquakes, fires, murders, crop conditions, the price of wool, political news, late oil strikes, etc., with the same familiarity as the daily news reader—perhaps more so, for he has had more time to digest the multitude of world happenings.

The old order of herdsmen, which for generations saw little change, is rapidly entering a new era—via radio. The camp without its aerial is becoming less and less frequent.

## The Go-bi-bi



MOTHER'S BEST FRIEND

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

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

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

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

**CROSLY MFG. COMPANY**

GO-BI-BI Dept.

1629 Vandalia St., Cincinnati, O.

SI! SI! SENIOR!

How is this for a tribute to the efficiency of the Crosley Model XJ radio receiver?

"Crosley Manufacturing Company,

"Cincinnati, O., U. S. A.

"Muy senorise nuestros:

"Nos es grato significarles que los unicos receptores que reciben en esta Ciudad la estacion KFKX, de Nebrasca, son los Crosley Mod. XJ.

"Celebramos muy mucho su famoso receptor y nos repetimos de ustedes attos. amigos y

SS.SS

"A Vinent Y Ca.

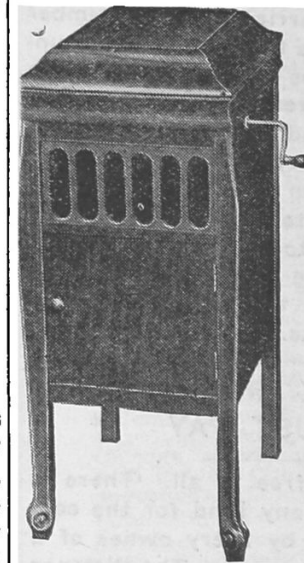
"Santiago de Cuba."

All of which in English means something like this:

"We are pleased to advise you that the Crosley Model XJ sets are the only receivers here that can tune in station KFKX of Nebraska. We applaud very much your famous receiver."

The staring, lonesome figure has assumed a rejuvenated appearance. The monotony which has driven so many insane no longer exists, or at least has been modified. Life on the desert has taken on new interest.

**\$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 \$1 it out five days for \$1.00. If you decide to keep it at the end of that time pay us \$4.00 per month for twelve (12) months and the MARION is your property. Total price, \$49.00 f. o. b. Cincinnati.

Send one dollar with your name and shipping address to

**MARION PHONOGRAPH CO.**

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



## FOR RADIO DEALERS

Let this be a little reminder to all radio dealers handling Crosley apparatus of the contest being conducted by this publication. We are to give \$10.00 to the dealer or salesman who writes the best 300-word article on how he sold a Crosley receiving set to a person who came into the store and asked to see different makes of sets, declaring he wished to try them all and purchase the best. The prize winning article will be published in the Weekly, and it is certain that it will be of interest to every radio salesman and dealer. Let's all get to work now on the article. Be sure and have it in the office of the editor of the Weekly on or before January 31st.

Recently the Boles-Brendamour Company, Cincinnati, added the Crosley radio line to their stock of sporting goods articles. Radio made a hit immediately with their customers, and the radio department is crowded all day.

J. T. Wandstrat, manager of the department, told us the other day of an interesting experience he had had a few hours before with one of his lady customers. She came in to trade some head phones, saying "the ones she had did not work properly with her crystal set. But before she left the store she had purchased a Crosley Model 3B, a three-tube regenerative set, and a loud speaker, together with all the accessories necessary.

Mr. Wandstrat told of a crystal set sale conducted shortly before Christmas in which many sets were disposed of. Since then more than twenty-five of these purchasers have returned to buy tube sets. One of them had this interesting story for Mr. Wandstrat.

"I enjoy listening in all right every evening but Friday is a silent night in Cincinnati and I cannot stand the strain. I must hear every night. Give me a tube set so I will not be compelled to be without radio even for a few hours." He purchased a Crosley Model V.

Now right here is a suggestion for dealers to consider. Why not keep a file of the names of all who buy crystal sets. After several weeks why not send a salesman to these people and talk tube sets to them. We'll gamble a year's subscription to the Crosley Radio Weekly against a good cigar that a majority of them will close deals with your men almost immediately.

Louis Cohn, of Dallas, Texas, whose son and son-in-law operate the Southern Equipment Company, in Dallas, was a visitor at the plant of The Crosley Radio Corporation recently. Mr. Cohn is deeply interested in the radio game and his son's organization is one of the live handlers of the Crosley line.

"This apparatus is going fine in Texas," Mr. Cohn said. "Everyone is demanding Crosley sets. Aviation and radio are becoming more closely allied every day. The Government is experimenting with radio equipment in the airplanes, especially in the mail division, and wonderful results are being obtained. It was during one of these tests in Texas, recently, that Mr. Cohn heard the aviator of one airplane, leaving Houston, speak to another aviator, who was leaving Fort Worth. This reception was heard on a Crosley Model X J receiver, about 4:30 Sunday afternoon, January 6.

The ACE is surely in the hole for good this time. This designation of radio apparatus made by The Precision Equipment Company, has been dropped, since the name of the company was changed to The Crosley Radio Corporation. The products of the former company will be known as Types V, 3B and 3C, but the word Ace will be omitted.

Does the industrial department of your local high school allow the youngsters to build radio outfits? Find out about it, and, if radio is not now included, get after the superintendent of the school, or the industrial teacher, and see if you can't change it.

If your high school is already working with radio, start a competition amongst the students—probably for the record in DX reception on an amateur built set. Visit the class regularly and drop a hint now and then of some new apparatus you have in stock. The youngsters will do the rest.

A dealer in Connecticut made a series of snapshots of all the outside aerials that he could "shoot"—made a great big center display in the windows of the prints and put the question below, "Which is yours?" Some with poorly constructed aerials bought the necessary material to put up new ones.

Most dentists throughout the country have a tickler card system which enables them to send a notice to their clients every six months that it is time to get fixed up again. A dealer who has a battery charging station can adopt this same plan. Most storage batteries need recharging about once a month. Have a card printed reading: "It's just about a month since we charged your radio storage battery. How about having it pepped up again?" This will keep the name of your store constantly before your customer. He'll think of you when he needs other things.

## THESE PARTS MAKE

# CROSLY RADIO SETS EFFICIENT

### CROSLY 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 detained with absolute freedom of body capacity effects.

Sold separately for \$2.25.

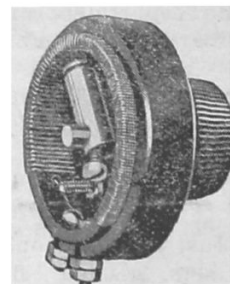


### CROSLY MULTISTAT

(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.

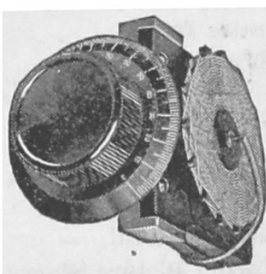


### RADIO FREQUENCY AMPLIFYING TUNER

(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 condenser 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.

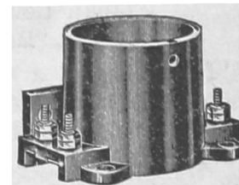


### CROSLY SOCKET

(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 CROSLY RADIO CORPORATION

POWEL CROSLY, Jr., President.

Formerly The Precision Equipment Company and Crosley Manufacturing Company.

200 ALFRED STREET

CINCINNATI, O.



## Type V "Percolates" When \$600 Set Fails, Eastern Fan Reports

(Continued from Page 1)

ever, that when all others failed the Type V stepped in and took home the gold medal. We will have 400 Type V fans here before spring.

"Very truly yours,  
"R. R. Orr."

And this is but one of hundreds of similar letters received by The Crosley Radio Corporation daily. We have picked out a few more received in the same mail that brought Mr. Orr's letter. These follow:

"I note in a recent issue of the Crosley Weekly a statement from some party in Maine having received Porto Rico, a distance of some 2,000 miles. I recently tuned in Troy, New York, on a Crosley Type V, a one tube set, the same as was used by the Maine man. Troy is an air line distance of about 3,300 miles from here. The set was on the test bench in our radio department and received the ordinary test that every set we sell goes through. We do not usually get stations farther east than Chicago without using the larger sets.

"R. R. Hutchinson,  
"Endicott, Washington."

"Just installed one of your Type V sets, getting fine results. I brought in Oakland, Calif., Montreal, Canada, Atlanta, Ga., Pittsburgh and a dozen other stations almost immediately. I believe this is a fine record for a one tube set.

"Roy Godfrey,  
"Long Lake, Minnesota."

And this telegram was received: "Beg to inform you that our Mills Shannonville, Ontario, agent, on Crosley Model XJ, on November 10th, between two and three A. M., listened in on two way conversation between 9XIW and WINP, McDonald and McMillan. This confirmed by C F C A. Just heard of this by mail.

"John Lewis Co.,  
"Belleville, Ont."

"I purchased a Crosley Type V set and am well pleased with same. Heard Oakland, California, Pittsburgh, Alberta, Canada, Louisville, Ky., and half a dozen others the first night. We also have heard WLW frequently.

"Oscar Nelson,  
"Dassel, Minn."

"I am pleased to inform you that the Crosley Type V set I purchased some time ago is proving itself to be worth many times what I paid for it. I have no trouble tuning, and every station comes in with much clearness and volume. I have received a great number of stations, including Havana and Oakland, California. The Model V is the best little set I have ever

## SAXOPHONE BAND AT WLW



Tom Brown's famous saxophone band is shown at radio station WLW. In the center of the above group, Brown and the famous Julian Eltinge are seen. Below these two are shown holding Brown's 90-year-old saxophone, on which he played a solo for the radio listeners.



## Oldest Saxophone In Existence Is Played For Radio Listeners

Tom Brown And His Famous Orchestra, With 90-Year-Old Instrument, Entertain Friends of WLW.

When Oscar Saxe, a Belgian, invented his musical instrument which is now called a Saxophone, he little thought that ninety years afterward music from it would be played in Cincinnati from the WLW broadcasting station and possibly heard, through radio, in the town of its creation.

Some years ago, Doctor Wagner purchased this instrument from the Norwegian Government and had it in his Omaha home for some time. When Tom Brown, creator of the saxophone band, visited that city, the original Saxe instrument, valued at \$50,000, was given to him by the doctor. This saxophone is used in every performance given by Tom Brown in the Julian Eltinge-Tom Brown "Black and White Revue of 1924."

When the Tom Brown aggregation played in Cincinnati at the Grand Opera House, they were visitors to the WLW studio of The Crosley Radio Corporation and, through the courtesy of Henry Fillmore, leader of the local Syrian Temple Shrine Band, gave a midnight concert. This was the first time that Tom Brown and the original Brown Brothers saxophone sextette ever played for a radio audience, and the telegrams and letters which were received were most enthusiastic. One of the most prized telegrams came from Doctor Wagner, who presented the original Saxophone to the leader of the band. He heard Tom Brown play a solo on the instrument.

In addition to the saxophone band, Julian Eltinge, famous impersonator of femininity, sang and spoke to his friends throughout the country and received several messages from them.

When you forget the rights of others, you forfeit your own rights.

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

worked. It furnishes entertainment for the entire family.

"Edward Beam,  
"Bloomdale, Ohio."

"I had the great pleasure of hearing, through a Crosley Model XJ, your quotation from Lowell, "When I was a beggarly boy."

"The Radio is wonderful.

"Profits of Moving Picture Shows will surely be less as the sale of radio outfits increases. The problem of how to keep our boys and girls at home evenings will be, in a measure, solved. Tired men, who have found the need of recreation, but who, when night comes, have been too tired to read and too sleepy to be entertaining, have found the music, the wonderful addresses, lectures and stories so instructive, so entertaining that it is hard to close off and say "Good night" while there is a possibility of hearing something more.

"I have a blank book and am taking notes every night—fine practice. One has plenty to talk about the following day—food for thought which makes one happy no matter what hard work or drudgery must occupy the day time.

"Sincerely,

"Mrs. Lillian S. Norris,  
"Hampton, Virginia."

## Crosley Antithesis Of Henry Ford, Says Local Radio Fan

(Continued from Page 3)

ley and with all of you whose great good fortune it is to be associated the gratification coming from your well-deserved, great success. More power to all of you!

"Sincerely yours,

"Edgar Jesse Williams,  
"c-o Home for Incurables,  
"2140 Pogue Avenue,  
"Cincinnati, Ohio."

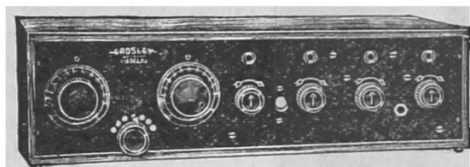
Attached to the letter was the following poem. It was headed "An Appreciation to a Young Musician." There lives a jolly phiddler, for short we'll call him "Phil." And he can't keep from phiddlin', a-phiddlin' what he will. Busy as a bee in daytime, as soon as it comes night He takes down his old phiddle to phill us with delight. Tho' you set up late to hear him, let me tell you it's worth while, For you then forgit the feelin's which durin' day wuz r'iled! When he plays you "Meditation," or the songs his mother sang, Wafted straight direct from heaven, the strains of angels rang! We can fairly see him smilin', tossin' back his wavy locks, As us old friends hear him playin' in our Crosley music-box.  
—Darius X. Grimes.



# Radio Enjoyment at prices amazingly low

**CROSLY**

MODEL XJ .....\$65.00

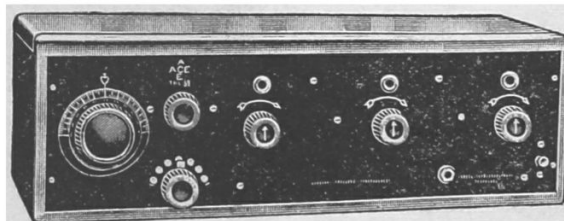


Any radio receiver that combines efficiency and beauty fulfills the desire of the man, woman or child who is planning to purchase a set. The Crosley Model XJ does this. Thousands of persons who own these receivers, including the many who have operated other kinds, claim the Model XJ is the very best 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

**CROSLY**

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

**CROSLY**

MODEL VI .....\$30.00

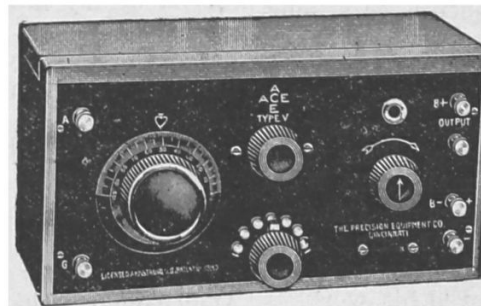


Adoption of recently designed and highly efficient parts as standard equipment in the Crosley Model VI makes this set vastly superior to the former model, which is known to thousands and thousands of radio enthusiasts as "the best two-tube set ever manufactured." The new Model VI consists of one stage 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

**CROSLY**

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 CROSLY RADIO CORPORATION**

**POWEL CROSLY, JR., President**

**Formerly The Precision Equipment Company and Crosley Manufacturing Company**

**200 ALFRED STREET**

**CINCINNATI, O.**

## Radio Listeners Are Added To List Of Andy Gump's Friends

Hundreds Of Letters Received By Noted Cartoonist After Delivering Address at Station WLW.

Andy Gump's popularity seems unlimited. Not only do forty million friends follow his every move in newspapers throughout the country but he has an untold horde of radio friends.

It was during Andy's recent visit to the Times-Star that he was taken to the Crosley radio station by Moses Strauss, and introduced to the radio world. That Andy made an instantaneous hit with the listeners is borne out in the flood of letters he has received containing requests for an autographed copy of his picture telling his wife Min that he was speaking at WLW. Andy was a bit shy at first meeting with the little microphone but his father, Sid Smith, soon put him at ease and then he told how his dad started in to be a cartoonist at eleven years old when he drew a caricature of his teacher in the little old school house in Bloomington, Illinois. The teacher sent Sid home, Andy went on to say, and told his father that his teacher said he should be taught drawing. Well, that's how it started and that's about all Andy had to say over the radio except to offer the picture.

When an artist gives his talents, whether it be a speech or a song, over the radio, he is sure to get some letters from his audience for the letters are his applause. Many applause letters were received for Andy Gump. One of them came from Walter McDonald, 3421 Highland avenue, Birmingham, Alabama, in which he told of hearing Andy at four o'clock in the afternoon and how much he enjoyed his work.

Mrs. Ida Kleintank, 631 West 4th street, Covington, writes:

"I feel sorry for those who have no radio in their homes. They do not know what they are missing. I heard Sidney Smith this afternoon and appreciated him very much and would like to have a cartoon Mr. Strauss so kindly offered to listeners."

Another radio fan, who believes in being quite frank, writes about the talk:

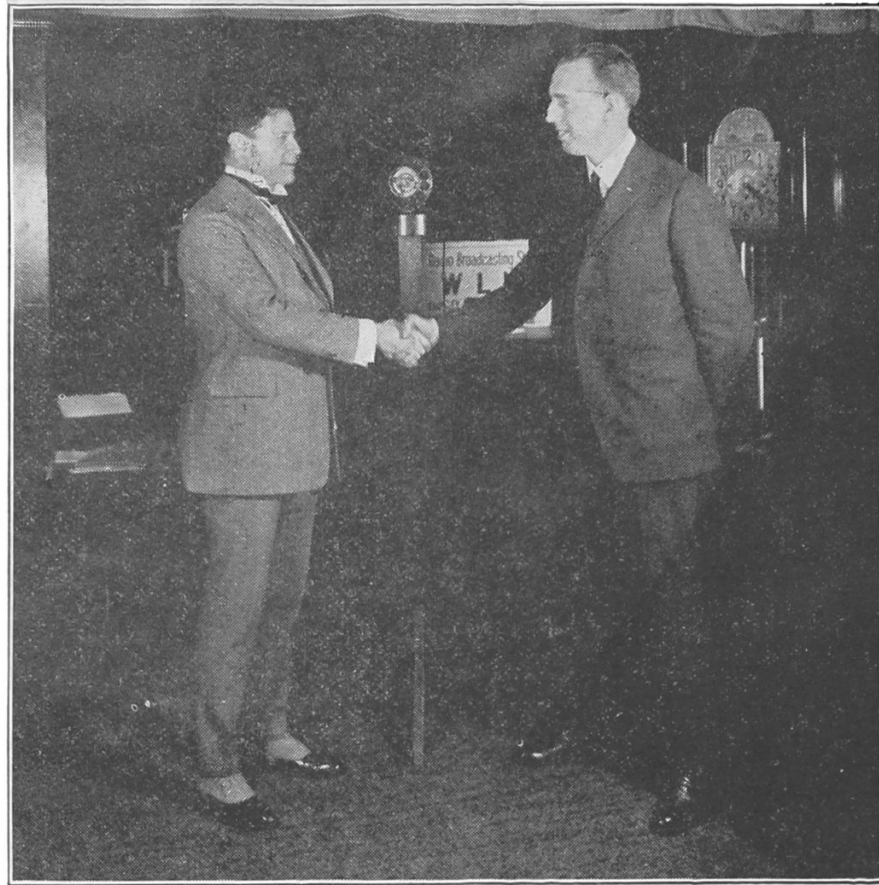
"Just heard Mr. Smith talk and I think he can draw better than talk.

"Mrs. Ike Leopold,  
"Rensselaro, Ind."

Ted Leitzinger, 6 Fifth street, Clearfield, Pa., heard the talk loud and clear.

From Wilmington, Ohio, Miles L. Peelle writes that it was proven that Andy could talk better than

## "HOWDY" SAY WE BOTH!



Powel Crosley, Jr., is shown welcoming Sidney Smith, creator of Andy Gump, to radio station WLW.

Sid Smith, but the speech was clear and enjoyed.

Another letter, or really two letters, show an entirely different side to the radio because a blind man wrote to Mr. Smith. In the first letter:

"Eaton, Ohio.

"The enclosed is a letter written to you by my father, who is blind and operates my radio outfit. He heard the talk by Sid Smith and liked it very much. Yours very truly,

"W. E. Overholser."

The letter from the blind father, written with excellent clearness, says:

"Heard Sidney Smith talk on Andy Gump. Thanks. Modulation fine. Respectfully,

"Stephen Overholser (Blind)."

Then, from out in Carnarvon, Iowa, there comes this letter from E. M. Parsons:

"Feeling very appreciative for having heard from WLW this afternoon the introduction and brief talk of Mr. Sidney Smith, of 'Andy Gump' fame. The reception was very clear."

There are hundreds of such letters from those who heard Sid Smith's talk and all the writers were glad of the opportunity of hearing the description of their idol's creator and the few remarks by the cartoonist.

One of the weakest links in the amateur transmitting set is usually the lead-in insulator. Be sure you have this point well insulated.

## Valuable Prizes Are At Stake In Great Contest For Slogan

(Continued from Page 1)

The plan of these contests is as follows: Anyone listening to our program phones West 6370 giving his name and address. Each name is kept on a separate slip of paper, and just before signing off time, a little before ten, all the papers are put into a hat, and ten names are drawn. These are turned over to the Gennett Record people, who mail a letter the following day to the winners, entitling them to come to the store to select their record.

During the Monday evening program our telephone lines were jammed with calls, so the names of hundreds of contestants were in the hat. No sooner had this series of contests started than the Crosley Company was approached by the E. Kahn Son's Company, beef and pork packers, requesting permission to have a weekly contest from WLW. On Wednesday evening of that week we offered ten American Beauty Hams as prizes, but with telegrams to be the form of vote. Western Union operators were sent to take the messages from the direct lines to our offices, and so many telegrams came in that the Kahn Company decided to award ten extra hams the following Wednesday for the benefit of those who failed to win.

Wisely do those admonish us who forbid us to do anything of which we may be in doubt, whether it is right or wrong.

## FORMICA

Every amateur who buys a Formica panel or tube for use in his home-made radio set knows that he is following the practice of the best radio engineers and most famous set makers. Formica is used and sold by the Crosley Manufacturing Company.

The Formica Insulation Co.

Spring Grove Avenue,  
Cincinnati, Ohio.

## DAILY PROGRAM

(Continued from Page 2)

ing quotations of New York Stock Exchange.  
Bureau of Markets, United States Department of Agriculture, Chicago and New York Butter and Egg Market reports.

**SPECIAL HALF HOUR 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.

Your eyes were placed in your face to see ahead, otherwise these openings would have been assigned to your ankles.

## Genuine Radiotron Tubes

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

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

The Crosley Radio Corporation.

THE  
JOHNSON ELECTRIC  
SUPPLY CO.

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



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

VOL. III, NO. VI.

PRICE \$1.00 A YEAR

FEBRUARY 11, 1924

## Radio Frequency Adds To Efficiency Of Receiving Set

**Benefits Of Such Amplification Are Pointed Out — Easy for Unskilled Amateur to Operate.**

Although radio frequency amplification is no mystery to the average experimenter or amateur, many who have but recently become interested would like to know something about it.

Radio frequency amplification has been developed to a point of efficiency which makes it entirely satisfactory in the hands of the unskilled amateur.

One of the main reasons for the use of radio frequency amplification is that it allows the detector tube to do its work more efficiently. As is well known, a detector tube will fail to respond to a signal whose strength is below that of a certain value. By employing a stage of radio frequency prior to the detector tube, as in Crosley radio apparatus, it is possible that a weak signal will be amplified by the radio frequency stage to such a degree that the detector tube will find itself in a better position to rectify the signals.

Unlike audio frequency amplification, radio frequency is not affected by disturbing tube and battery noises. This is so, because these noises are usually vibrations occurring at a relatively low rate and are effectively transmitted through an amplifier designed for radio-frequency currents. In addition, selectivity is greatly increased. A variation of only 25 meters between sending stations is usually sufficient to bring in one station to the complete exclusion of the others.

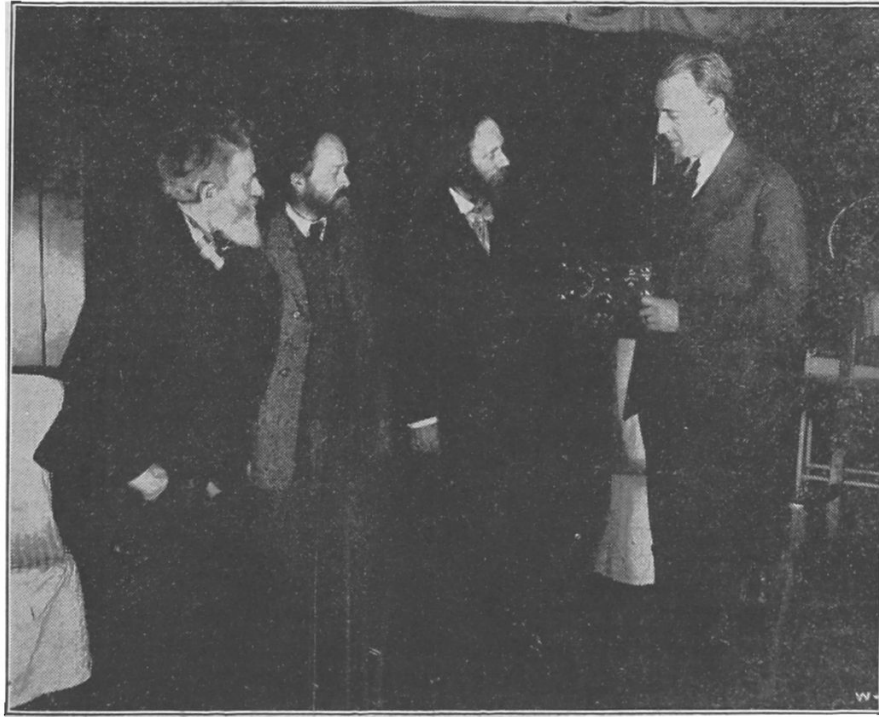
In accounting for the failure of radio frequency amplification to realize its full possibilities as well as to explain the failure of certain makes of transformers to live up to expectations, account must be taken of the fundamental difficulties that have to be overcome.

One of the obstacles has been the high capacity existing between the elements of tubes, a characteristic that presents great difficulties when using vacuum tubes as amplifiers. This is particularly true at the shorter wave lengths.

The realization that the efficiency of radio frequency amplification is directly dependent upon the accu-

(Continued on Page 4)

## WILL TAKE SET TO OBERAMMERGAU First Radio Beauty Contest Planned By Radio Station WLW



Powel Crosley, Jr., is shown presenting a radio set to Anton Lang, Christus of the Passion Play. This complete receiver was presented to Mr. Lang on the forty-ninth anniversary of his birth. It will be taken back to Oberammergau—the first radio set to be taken into that country. Guido Mayer and Andreas Lang, Sr., also shown in the picture, are interested in the gift.

## Beauty To Be Chosen By Listeners, Who Must Vote By Telegraph—Hundred Prizes Offered.

The first Radio Beauty Contest in history will be conducted by The Crosley Radio Corporation at 10 p. m. on St. Valentine's night, February 14, 1924. The contestants are to be Miss Helen Hamilton, pupil of Miss Minnie Tracey; Miss Statira Childress, secretary of Hulbert Taft of the Cincinnati Times-Star; Miss Hilda Brooks, advertising department of the Procter and Gamble Company; and Miss Mary Costello, Millinery Fashion Girl from the Joseph Lazarus Company.

In strange contrast to those beauty contests so familiar to all of us where the girls appear in person before the judges, the young ladies participating in this first radio Beauty Contest will be judged by persons living hundreds and perhaps thousands of miles away! They are to be described from the studio, where they will be, and then each is to say a few words to the vast radio audience. In this way every auditor will receive a very definite mental picture of just what the girls look like.

The exciting feature of the contest will be found in the fact that the voters are to voice their sentiments by telegraph. The telegraph company will have two or more lines direct into the WLW studio and there receive the votes from all over the country. The telegrams are to be prepaid, and every telegram sent should bear the name and address of the sender. Each telegram will entitle its sender to a six months' subscription of the Crosley Radio Weekly, so that every one participating will obtain value received for the cost of his vote. But beside this, and to make the contest ever so much more interesting, there are to be given away ONE HUNDRED PRIZES that are well worth the chance of winning.

The Dolly Varden Candy Company is offering ("When words fail, send Dolly Vardens!") FIFTY five-pound boxes of chocolates especially prepared for the occasion, to be distributed among those who vote on the winner. Michael Ibold, manufacturer of the Sonada Cigar

(Continued on Page 4)

## House In East Is Sold At Profit When Radio Receiver Is Thrown In; Realtor Is Well Pleased With Deal

An eastern realty office has discovered, not exactly a new use for radio, but certainly a novel one as far as their every day business is concerned and one which has proved highly profitable on several occasions.

A ten room house located near East Orange, N. J., was listed with this realty firm to be sold. The price was high, even in these days of inflation, but the house was modern in every respect, with large grounds, gardens and everything else that goes to make a homeseeker eager to purchase. Yet the house remained on the market for many months. Advertisements brought few inquiries and no real prospective buyers. The house was far too large for the average family in an era when the tendency is toward smaller and smaller dwellings. Besides, from the point of price set by the owner, it could not be termed a bargain.

The fifteen-year-old boy of the family persuaded his father to get him a radio set. It was installed late in the summer. The father

soon became as ardent a radio fan as his son and together they improved their set.

The other day, in response to an ad in the "for sale" columns of a newspaper a lukewarm reply was received. A woman looked at the house, but said that her husband would have to pass final judgment. She said that other real estate men had told her that the price was about \$1,200 too high. The salesman of the downtown realty office knew that the price was too high, but naturally he did not tell his prospective customer that.

Her husband and son visited the house together, took one look at the radio outfit, listened in to various New York and New Jersey stations and decided that they wanted that radio set in the worst way. They inquired almost casually as to the price of the house, size of the mortgage, terms of payment and rate of interest, and the father said he would close the deal on the spot if the owner would throw in the radio set. The owner did and

(Continued on Page 8)

# Crosley WLW Programs For Week of Feb. 10th

## SUNDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 10th. Central Standard  
Time. 309 meters.

- 9:30 A. M.—  
Sunday School conducted by the  
Editorial Staff of Sunday School  
Publication of the Methodist  
Book Concern.
- 11:00 A. M.—  
Services of the Church of the Cov-  
enant, Dr. Frank Stevenson,  
Minister.
- 7:45 P. M.—  
Services of the Church of the Cov-  
enant, Dr. Frank Stevenson,  
Minister.

## MONDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 11th. 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.—Babson Reports.
- 8:00 P. M.—  
Concert arranged by Miss Minnie  
Tracey, artist pupils from her vocal  
class, assisted by Celeste Bradley,  
violinist. Rose Bradley and Sam  
Morgenstern, accompanists.
- a. Ho, Mr. Piper .....Curran  
b. God Touched the Rose .....Brown
  - I am the Hampe .....Woodman  
Mary Steele
  - Le Coq d'Or ....Rimsky-Korsakov  
Margaret Mary Fisher
  - a. Where'er You Walk.....Handel  
b. Memory .....Park  
Alfred Yungkind
  - E Minor Mendelssohn Concerto  
Celeste Bradley, violinist; Rose  
Bradley, accompanist.
  - Duet .....Bach  
Mary Margaret Earls and Jean  
Wines
  - a. The Dawn of an Indian Sum-  
mer .....Stephens  
b. Aria, from Aida .....Verdi  
Ida Blackman
- 9:00 P. M.—  
Crosley Theatrical Review, followed  
by the Roger Hill Dance Or-  
chestra.  
Clyde Tuxworth, saxophone  
Charles Holden, saxophone  
Eddie Hunt, violin  
Ralph Ross, trombone  
Al Grunkemeyer, banjo  
Maurice Magill, bass  
Bernie Hegener, drums  
T. Baker, trumpet  
Roger Hill, piano and director,  
playing "Sunflower Maid,"  
"You're Like a Baby," "Come  
Where the Bright Lights Are  
Shining," "Holding Hands,"  
"Waltz Me to Sleep in Your  
Arms," and other numbers re-  
leased by the National Associa-  
tion of Broadcasters, 1265  
Broadway, New York City.  
Special features to be announced.  
(Baldwin Piano.)

## TUESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 12th. 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 for Women.  
Times-Star News.
- 10:00 P. M.—  
Special ODD FELLOW PROGRAM.  
If you are an Odd Fellow you will  
hear it.  
If you are not an Odd Fellow you  
should hear it.  
And if you don't hear it you will be  
a very Odd Fellow indeed!  
(Baldwin Piano.)

## WEDNESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 13th. 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 the Wurlit-  
zer Concert Company.
- Prelude .....Mrs. Wm. Duning
  - A Message of Cheer
  - Mozart, the Composer .....  
.....Mr. Wm. Afsprung
- 8:00 P. M.—  
The 10th Infantry Band of Fort  
Thomas, directed by Warrant  
Officer, Ernest G. Fisher
- Selections by the 10th Infantry  
Band  
a. March—"Under the Double  
Eagle" .....Wagner  
b. Overture—"Poet and Peas-  
ant" .....Suppe  
c. Selections from "Maritana"  
.....Wallace  
d. Waltz—"Beautiful Danube"  
.....Strauss
  - Group of Violin Solos by John F.  
McCarthy, with George Leight-  
on at the piano.  
a. Melody .....Arthur Foote  
b. Souvenir .....Drdla  
c. Canzonetta .....Goddard
  - Songs by Beatrice Williams Chip-  
man  
a. Temple Belle .....Finden  
b. Less Than the Dust...Finden
  - Violin Solos by John F. McCarthy,  
with George Leighton at the  
piano.  
a. Improvisation .....Strauss  
b. Legende (by request) .....  
.....Wieniaski  
c. Danses Tzizanes .....Nachez
  - Songs by Beatrice Williams Chip-  
man  
a. Deep River .....Burleigh  
b. At Night Fall .....Metcalf
  - The Tenth Infantry Band—  
Directed by Ernest G. Fisher  
a. Cornet Solo—"Culver Polka"  
.....Steinhauser  
b. Medley Selections—"King  
Pin" .....Taylor  
c. Tone Picture—"A Rose" ....  
.....Reichardt  
d. Finale March—"Shoulder  
to Shoulder" .....Arthur

## THURSDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 14th. Central Standard  
Time. 309 meters.

- 10:30 A. M.—Weather Forecast and  
Business Reports.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano solos by Adelaide  
Apfel. Times-Star News.
- 10:00 P. M.—  
THE FIRST RADIO BEAUTY CON-  
TEST, votes by telegraph.  
Special prizes to voters from the  
Dolly Varden Candy Company.  
The beautiful girls are:  
Hilda Brooks, from the Proc-  
ter and Gamble Company.  
Mary Castello, Millinery Fashion  
Girl, from the Joseph Lazarus  
Company.  
Helen Hamilton, daughter of  
Judge Hamilton and pupil of  
Miss Minnie Tracey.  
Statira Childress, from the Cin-  
cinnati Times-Star.
- The Cincinnati Conservatory presents  
a special program by the Mu-  
Phi-Epsilon Sorority
- Concerts for two violins .....Bach  
Misses Margaret Loyd, Gertrude  
Walker.
- Piano Solo  
(a) Minuet  
(b) Valse  
Miss Elizabeth Cook  
played by composer.
- Voice  
(a) Nocturne  
(b) A Prince There Was  
(c) Rain in Summer  
Miss Elizabeth Cook  
Miss Margaret Powell
- Cello  
Concerto for cello and piano ..  
.....Saint-Saens  
Misses Evangeline Otto—cellist  
Louise Damron—pianist
- Piano  
Rigoletto (Paraphrase) .....  
.....Verdi-Lizts  
Miss Hean Frances Small
- Voice  
Group of Songs  
Miss Helen Fill
- Violin  
(a) Romance  
(b) Serenade  
Miss Margaret Loyd
- Piano Solo  
By Miss Virginia Gilbert and  
Miss Jemine Vardeman to be  
announced later.
- 11:00 P. M.—  
Popular program by the  
"Marco Melody Boys."
- Midnight Concert by the "De Luxe  
Orchestra" from the Mansion  
Dancing Company of Walnut  
Hills.  
(Popular numbers furnished by the  
National Association of Broad-  
casters, 1265 Broadway, New  
York City.)  
(Baldwin Piano.)
- S. S. Teacher (to boys): Now,  
all who desire to go to heaven when  
they die, stand up.  
Teacher: Why Jimmy! Don't  
you want to go to hevaen?  
Jimmy: Yes, ma'am, but not if  
this bunch is going.

## FRIDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 15th. Central Standard  
Time. 309 meters.

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

## SATURDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation,  
Cincinnati.  
February 16th. 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  
announced 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.

## 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

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 Editor  
 Alvin R. Plough  
 Associate Editor

## SHIPS THAT PASS IN THE NIGHT

A long time ago, when we were children, we read a book called "Ships That Pass in the Night." From that recollection there lingers nothing definite, nothing but hazy outlines and impressions. But it seems that the central idea of the book was that many charming personalities come into our lives for a moment—and then go out, never to return, and leaving with us only the gentle souvenir of that meeting.

How often is this experience repeated in the radio broadcasting studio! Personalities of worth and charm slip into the quiet of the studio, smiling, whispering, gesticulating. They sing, or talk, or perform upon some musical instrument—and then slip out again, while the program continues, shooting out through space at the rate of one hundred and eighty-six thousand miles a second.

Let us mention only one instance: the coming of Anton Lang, the "Christus" of the Oberammergau players. The program has been running for half an hour. The studio is crowded with visitors and performers. Suddenly there is a little flurry at the entrance where the velvet curtains part, and in steps that man of nearly fifty, who for years has played the leading role in the great Passion Play . . . a man tourists from all over the world have often traveled far to behold. He is quiet and delicate in manner, and his clear blue eyes are full of profound spiritual fire. He is the living crystallization of all that is beautiful in the Christian philosophy.

Anton Lang is introduced to the vast radio audience. He speaks excellent English. His voice is beautifully resonant, and just as full of spiritual color as his eyes are of spiritual fire. Tears spring into the eyes of those who listen. That delicate personality makes an ineffaceable impression upon those who see his gentle face and hear his lovely voice. . . . And then his brief talk is ended—and he slips out of the studio, smiling a smile of ethereal beauty.

He is gone. Yet the memory of that "Christus" lingers, and comes to haunt us from time to time, touching our souls and inspiring

in us the most uplifting thoughts. Is it not in this manner that we grow? Is it not with such impressions of fine personalities that we develop? Ah, yes! For these are the experiences that make life worth while . . . these meetings with "Ships That Pass in the Night!"

## THE POWER OF RADIO

An illustration of the power of radio to unite friends who had not heard from each other in years was given recently in an address delivered by August Herrmann, better known as "Garry," president of the Cincinnati Baseball Club. Mr. Herrmann told how his address delivered on "Base Ball Night at the Fall Festival" last August was broadcast by WLW. The following day he received a letter from a Springfield (O.) man who had worked with Garry at the printer's case forty-three years ago. Mr. Herrmann's friend informed him that he was listening in at his home in Springfield when Herrmann spoke, and that even if the speaker had not been introduced he would have known it was Garry, as the latter's voice had not changed a bit in all those intervening years.

And this is but one of perhaps thousands of similar cases. There is no way of telling how many people have heard by radio the voice of friends they have not seen in years. Isn't it worth while pausing a moment and considering this as one of the many remarkable features of radio?

## RADIO IN HOSPITALS

In a telegraphic dispatch from Minneapolis, Mr. Walter K. Foley, chief of the medical service of the U. S. Veterans' Bureau Hospital Number 68, is quoted as declaring that radio is a valuable adjunct to the treatment for tuberculosis and is of great therapeutic value in the treatment of other hospital cases.

He revealed that more than 250 radio sets are being used in the hospital and that whenever a patient enters he is given the option of receiving a radio set as part of the hospital equipment.

Here is additional proof of the assertion that radio has tremendous value in addition to that of providing amusement and entertainment. It is relieving the suffering, not only by causing time to pass more rapidly for them, but by actually assisting them in their fight for recovery. Dr. Foley does not explain just how radio accomplishes what he says it does, but he comes out with the flat assertion that we who are engaged in the radio business are doing our share in returning strength and health to the men who sacrificed theirs for us.

"Pullman Company Flights to Maintain Rates." Aha! More berth control.

## Receiving Set Must Be As Far From Aerial As Possible

Following Of Antenna Rules Certain to Result In Louder and Clearer Reception.

In radio reception some means of collecting or intercepting the radio waves must be provided. There are several ways of doing this, but the most commonly used method is with the aerial or antenna.

The antenna may be of one or more wires, bare or covered, suspended horizontally or vertically, indoor or outdoors. In general the longer the wire (within certain limits) and the higher it is placed, the better the results will be.

It is not generally known by the majority of experimenters that the lower the set is placed with respect to the aerial, the better will be the results obtained. For example, with the aerial forty feet off the earth the best results are obtained with the apparatus on the street floor instead of in the attic. This is very strongly brought out when the experimenter tries it to his own satisfaction.

For broadcast reception a single copper wire about 100 feet long and as high as can conveniently be placed is usually as good or better than three or four wires fifty feet long.

An indoor aerial of the same length, height and distance above the instrument is not quite so good as one outdoors. This is especially true if the building has a metal roof or a large number of pipes or other grounded metal objects.

Any aerial, more especially the outside ones, should have the joints soldered, or in the event that this cannot be done the wires should be scraped bright, twisted securely together and wrapped tightly with tin or lead foil at the joint. Cover the tinfoil with friction tape in such a way as to keep the water from entering the joint. By this method the wires are kept from corrosion, caused by the elements, and if prop-

erly done this is as good as a soldered joint.

The ground connection should be of No. 14 copper wire, preferably covered. Connection should be made to the nearest waterpipe, always bearing in mind that a long path to earth is to be avoided. A wire from the front of the house to a pipe in the rear is not so good as a wire from a set down the side of the house to a pipe near the water meter.—Radio Globe.

## Fewer But Better Radio Stations Are Forecast For Future

Those In Existence January 11 Numbered 534, Showing Decrease of Fifteen in Month.

A recapitulation of radio broadcasters on January 11, shows that there were 534 stations listed by the Department of Commerce, 15 less than on December 1. Only twelve new stations went on the air during the past month, whereas 34 passed out of existence in December. The loss is not regarded as serious to the popular industry, however, although many fans hated to see some of their old friends depart.

The remaining stations are reaching a higher place of efficiency and rendering better programs with necessarily less interference. Some of the matter broadcast by defunct stations will be handled, perhaps more effectively, by other stations. This is true in the cases of some of the churches and newspapers included in the list of deletions.

Of the existing stations, 290 are of Class A, 46 in Class B, and 2 in Class D, experimental, while only 196 of the 360-meter stations remain in Class C. In the past two months, 67 stations ceased broadcasting and 24 opened, showing that the decrease in numbers is gradual but steady. The prophecy that soon there will be fewer but better stations is being fulfilled.

### SUBSCRIBE NOW!

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

Name . . . . .

Street and Number . . . . .

City and State . . . . .

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



## Hooverizing Of Radio Is Urged By Floridan In Interference Note

**"Pathetic Appeal" Received By Secretary From Fan Whose Pleasure Is Ruined By Code Signals.**

Complaints relating to radio interference are received daily by Secretary of Commerce Herbert C. Hoover, who has become a sort of "Foster Father" of the Art, now regulated under the 1912 law by his Bureau of Navigation. A recent and unique communication from a fan located on the Florida peninsula, where ship traffic is heard almost constantly, has caused amusement in high official circles. The letter, which follows, voices a pathetic appeal from an apostle of Hooverism, and demonstrates the need for definite regulatory laws:

"My dear Sir:

"Help!!!!

"When you called upon me to conserve, I conserved. When you asked me to sweeten my food with the milk of human kindness, I got indigestion using Florida cane syrup in my coffee. When you asked me to come across, I stepped on the gas. When you asked for help for Near East, I went the limit. When you asked for help for Russia, I sent over a few safety razors and barber shears.

"I have been for you in your every endeavor. I have Hooverized until I didn't know hover who.

"Now I want RELIEF.

"I have seven hundred dollars invested in a radio set. It functions perfectly but every program is deadened or the fine passages lost by the damnable interference.

"And this not for one night but every night for a year back, and from any time in the day until I quit in disgust.

"Night after night I try until my patience is exhausted, to get a decent reception—and maybe for a minute, sometimes two minutes—a song or music comes in as clear as a bell, and then some deep-throated spark begins to shatter the atmosphere and the amplifier takes it up and another station is lost. Some dampfool is playing with the keys of his transmitter—or telling some buddy or some other rum-runner that he has a date when on shore with some calico.

"There must be some relief. Were there periods of ten minutes even, when one could listen in to lectures, songs or music without interference I would have no complaint. But it is incessant.

"Even when our President spoke his eulogy of Mr. Harding, the code kept jamming the atmosphere and I lost part of the beautiful message. Surely there can be some measure to protect three million

## Radio Frequency Adds To Efficiency Of Receiving Set

(Continued from Page 1)

racy with which the transformer is tuned to the incoming oscillates has aided transformer manufacturers. Correct application of this principle has resulted in transformers that are superior in range as well as in quality of reproduction in tone volume.

**EDITOR'S NOTE**—While radio frequency cannot be questioned as an efficient means of amplifying received energy in a radio set, the manner in which the radio frequency waves are amplified plays a very important part in the overall efficiency of the device. The tuned frequency amplifier represents, at the present time, the most efficient manner in which this transformation of energy can be carried out.

A kindergarten teacher in New Orleans with a pile of books on her arm, was about to get off a street car just as a gentleman whom she thought she recognized as the parent of a pupil in her school got on.

"Good morning," she said with a cheery smile.

Almost instantly she saw, however, by the quizzical expression on his face, that she had made a mistake. And so, quickly correcting it, she exclaimed, "Oh, pardon me! I thought you were the father of one of my children!"

radio fans from this insistent interference on every wave length—fellows using old time sets with a spark as wide as Cumberland Gap that no wave trap can still nor any point on vario-couplers, three condensers and four rheostats tune out.

"Dante's Inferno can be no worse than the noises that come to us here in the peninsula of Florida.

"In relief work, in drives, in everything, you have accomplished the seemingly impossible—for God's sake let us have relief.

"From a Florida Fan."

Mr. Hoover's answer has not been made known, but it is understood that he realizes keenly the need for more authority to regulate radio, both ashore and afloat, even though the voluntary agreement laid down by past radio conferences has modified the radio interference. Legislation defining his duties and setting forth rules and regulations as to amateur, commercial, private and other forms of radio communication is urgently desired by the Secretary, as well as additional appropriations and personnel for better and more frequent inspection of stations causing interference.

## Radio Played Big Part In Saving Of Gigantic Airship

**Wet And Disconnected Transmitter In Working Order One Hour After Craft Tore Loose.**

(Copyright 1924 By C. H. Butman.)

Although the 300-watt radio transmitter on the Shenandoah was disconnected and wet when the airship tore loose from her mooring mast at Lakehurst, Gunner J. T. Robinson, in charge of radio, had his set connected, dried and working within an hour and sent out a reassuring message to the Naval Air Station.

While the Shenandoah was undergoing her mooring tests, her 300-foot aerial was also being tested for capacity, inductance and resistance, according to Gunner Robinson, who was aboard on the wild night trip. The radio apparatus was disconnected and replaced by testing instruments to ascertain the efficiency of the present aerial, in anticipation of installing the newly designed 1,000-mile set now building at the Naval Radio Laboratory at Belview, Md., Mr. Robinson explains.

When the former ZR-1's nose cap gave way, officers and men jumped to controls, engines and ballast releases, but Gunner Robinson, in his radio shack in the control car, sprang to his set. Tearing loose volt meters, ammeters and other testing instruments, he began hooking up his transmitting and receiving sets, so as to establish communication with the home station. But he found his apparatus was wet from the driving rain and he had to dry it all out before he could use his 'phones or key. In less than an hour he had his set working, but it was not an SOS that he sent, as most sea craft would have been forced to do under the circumstances—he ticked off a message that the Shenandoah was under control, which put at rest any fears the Navy may have had and allayed alarm among the families of the officers and men.

Out of the silent darkness came a call for NERK, the Shenandoah's radio call. It was Newark, giving him his first position report, verified later by Lakehurst. The navigators then knew where the gale was driving their ship.

"Communication was then good for the remainder of the trip," says Gunner Robinson. "We kept the base well informed and they gave us weather data," he adds, summing up his brief description of an unprecedented experience fraught with great danger.

It is evident that radio had considerable to do with the remarkable navigation of the aerial cruise-

## STATION IN EVERY STATE

With the licensing of KIFNG, at Coldwater, Miss., on Jan. 18, every state in the Union had one or more broadcasters it was learned at the Bureau of Navigation, Department of Commerce.

This is not the first time, however, that each state has been listed; last year a broadcasting station opened up in Corinth, Mississippi, which completed the roster, but this station later dropped out, leaving one of the 48 states unrepresented.

There were five new Class A stations licensed by the Department to broadcast during the past week.

er, in advising of her safety, and in bringing in reports from her base. The reports from NERK came through especially well, as the air had been cleared for this mobile station, which proved indeed mobile.

The old set, now almost historic, will soon be replaced with long distance and medium range transmitters ultra modern receiving sets, and a radio compass for use in the Arctic explorations. The designers are far from disappointed, however, as the old set functioned well after being hooked up while enroute on the night cruise of the Shenandoah.

## First Radio Beauty Contest Planned By Radio Station WLW

(Continued from Page 1)

("The Cigar Without a Fault") is contributing FIFTY boxes of Sonadas to be distributed among the voters on the girl winning the second largest number of votes.

As for the girls there will be a special theater party at the Grand Opera House, given by Thurston, the Magician. Suitable presents also will be given to them. They are in the full spirit of the contest, and happy to participate in this, THE FIRST RADIO BEAUTY CONTEST IN THE WORLD.

If you wish to BUY or SELL  
SECURITIES

Or Own some about which you

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Our Statistical Department is at  
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**WESTHEIMER & CO.**

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## FOR RADIO DEALERS

### Firpo To Hear Fight Returns; Purchases Crosley Radio Set

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

During Luis Firpo's recent sojourn in the United States, to which he came in an effort to take from Jack Dempsey the heavyweight 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 on 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 Gibbons.

Crosley radio receiving sets were sold in Bemidji by the Radio Shop, A. A. Lee, Proprietor.—Adv.



changing to the larger ones as soon as they are given a chance to compare.

"Mr. Lee recently completed an installation of a Crosley set at the Lake Julia Sanatorium, two power amplifiers, eight smaller loud speakers, and ten head sets operating in three different buildings. We will forward a complete report of the installation within a few days. The money for the set was raised by popular subscription, over \$700 being donated by the people of this county.

"We are fortunate in not having a broadcasting station in the city so conditions are always good for long distance reception. Nearly every Crosley user has had Havana, Los Angeles, San Francisco, all of the eastern stations and Portland, Ore. Of course Minneapolis, Omaha, Kansas City, Dallas, Davenport, St. Louis and Fort Smith can always be depended upon.

"Thanking you on behalf of Mr. Lee for the interest you have taken in his work, we remain.

"Yours very truly,

"Sentinel Publishing Co.

"By H. B. Mitchell.

"Two Crosley sets are being used by members of the Sentinel force."

How many of you dealers are placing sets in homes on trial? Let's hear from some of you. If you are doing this, tell us how the idea is working out. If not tell us why. We will tell others.

Our opinion is that this would be a very good plan for selling Crosley apparatus, especially for the dealer who is appealing to the rural trade. Install a set in a farmer's home, send a man once or twice to teach the farmer to operate it, and we will wager that nine times out of ten the farmer will refuse to permit you to remove the receiver. The dealer can afford to sell the one returned as second hand material.

If you have a repair shop or work room, offer its facilities to your young man customers Saturday afternoons. You'll get a lot of their weekly pocket allowance this way.

If you are in a rural community, radio barn dances staged at the different farm houses will prove good sales boosters. If the farmer doesn't want to buy a set, show the farm hands how they can club together and buy one.

Revise your customer mailing list. If you let this job go along too far you will have forgotten much valuable information that should be on your records. Always remember that the after sales are much more important than the first sale.

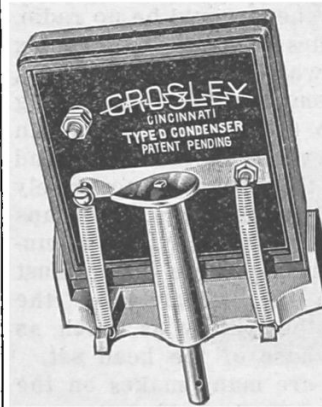
# THESE PARTS MAKE CROSLLEY RADIO SETS EFFICIENT

## 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.

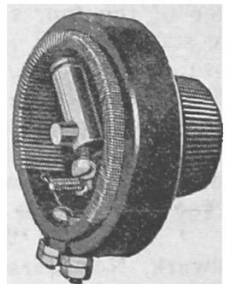


## CROSLLEY MULTISTAT

(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.

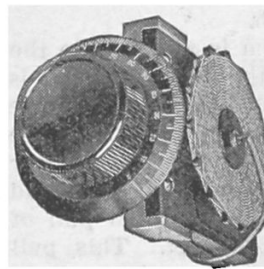


## RADIO FREQUENCY AMPLIFYING TUNER

(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 condenser 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.

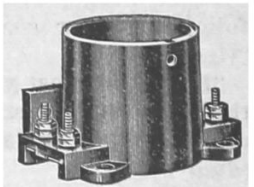


## CROSLLEY SOCKET

(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.



## Long Distance Radio Records Established By Enthusiastic Fans

Station In Rio De Janiero Heard By Ohioan, While North Dakotan Tunes In Mexico City and Havana.

Owners of radio receiving sets constantly are telling one another about the range and efficiency of their respective apparatus, taking great pride in their ability to tune in far-away stations. Many interesting letters of remarkable results achieved are received by us daily, and we are taking the liberty of publishing a few of these, which follow:

"The Crosley Radio Corporation, "Gentlemen:

"The set I have is a wonder. Living about five miles from a powerful broadcasting station, I am able to tune it out and bring in those at a distance of from 1,000 to 1,500 miles regularly, using but three of the four tubes in the set. The stations I get regularly include those in Chicago, Philadelphia, Cuba, Canada, Iowa and Minnesota.

"I am surprised at the ability of the set to bring in low-power stations many miles away.

"Yours for better broadcasting, "MAX MINTZ.

"Newark, New Jersey."

The set Mr. Mintz uses is a Crosley Model X J.

And here is a letter from a fan who has heard the station at Rio De Janiero.

"I think my set is doing fine. Tonight I heard SPE, at Rio De Janiero, very plainly and clearly. Besides this I hear Seattle, Wash., Los Angeles, Calif.; Medford Hills, Mass.; Havana, Cuba, and many others.

"Very truly yours, "G. LALLE.

"Middletown, Ohio."

Mr. Lalle also uses a Crosley Model X J.

From Fargo, North Dakota, the following letter comes:

"Gentlemen:

"It may interest you to know that the following parties are getting extraordinary distance with their radio sets:

"Carls Hoehl, at LaMoure, N. D., has, within the past week, held Mexico City for half an hour and Havana for a longer period.

"F. E. Cormack, at Grandin, N. D., has received Havana.

"Yours very truly,

"Radio Equipment Corporation, "Fargo, N. D."

Mr. Hoehl is using a Crosley Type 3 B and Mr. Cormack a Crosley Model V. Both are regenerative sets, the former using three tubes and the latter but one.

(Continued on Page 8)

## WHAT YOU SHOULD KNOW ABOUT HEADPHONES

The most sensitive of all mechanisms is the head set of phones. It surpasses in delicate adjustment the finest electrical receiving instruments and may be operated on as little as sixteen billionths of one ampere of current—an almost unthinkable measurement. In fact, were it not for this supersensitive instrument there would be no radio.

The phones pick up the complex vibrations which come into our set, varying from the faint whispering melodies to the high pitched violin or the heavy roll of the organ, and transcribe them almost accurately to our listening ears. Perhaps there is on other article manufactured for which the buyer must depend on the integrity of the maker for the quality as much as in the purchase of the head set.

As there are many makes on the market, one needs to learn something of their various parts in order to be able to judge somewhat of their merits. In assembling the head set we find five important elements. The shell usually made of a hollow, moulded, insulated material, is sometimes metal, and has machined threads and a cover which fits perfectly. Just inside the shell the permanent magnets are firmly attached. These are made of flat steel rings, magnetized, and have attached to their poles two pole pieces. Upon these are wound the bobbin coils as high as ten thousand turns of number forty insulated wire. The bobbins are placed in a space of a fraction of a cubic inch.

The diaphragm is attached to the large end of the shell which is ground off parallel to the pole faces. It is a thin circular piece of metal and very flat placed over the contents of the shell and held in position by the powerful pull of the permanent magnet. This pull is so great that there is a slight curving of the center of the diaphragm toward the magnet. By accurate scientific reckoning, the exact distance is determined, that is, that the diaphragm shall be placed very close to the tops of the pole faces but not touching. The nearer the diaphragm is to the pole faces, the more sensitive will be the receiver, but the diaphragm must be far enough away to move freely or clear reception will be impossible.

After the parts which fit into the shell are properly assembled, the cover, which is hollowed in the center with openings through which the sound can pass, is screwed on. As the signal passes plate "D," the combined action of filament and battery "B" draws it through the coils R R at P and causes a variation of the magnetic pull on the diaphragm. As the diaphragm comes into contact with the air it

causes atmospheric disturbances which set up sound waves that are conveyed to the ear.

Telephone receivers are generally rated according to their total resistance, the value of which is expressed in ohms. In the regular line telephone the resistance lies between ten and one hundred ohms usually. In radio it is the practice to raise the resistance one thousand or fifteen hundred in each phone to meet the high resistance of the receiving set. In some low resistance receiving sets lower resistance telephones are used.

There is practically very little gained by knowing the number of ohms in any head set. The ohms measure the direct current resistance only. In fact, it is said that one manufacturer wound his bobbins with German silver wire which offered magnificent resistance but what it did to the radio currents no one knows for they were never heard. Therefore, an important item to remember is that the other elements in the head set must be accurately gauged in order that the rated ohms may mean something to the buyer. That is, if the sensitivity of the set and the clear reproduction over a wide band of frequencies is excellent, then the number of ohms given is in all probability accurately measured.

Radio sets are sometimes scrapped when in reality the trouble lies in the phones, either poor when purchased or made so by improper usage. The permanent magnets may become demagnetized by dropping, clicking together, or in numberless other ways, due to carelessness.

To test out phones to see if they are in good working order we may moisten a piece of paper and place it between a penny and a nickel.

### Genuine Radiotron Tubes

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

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

The Crosley Radio Corporation.

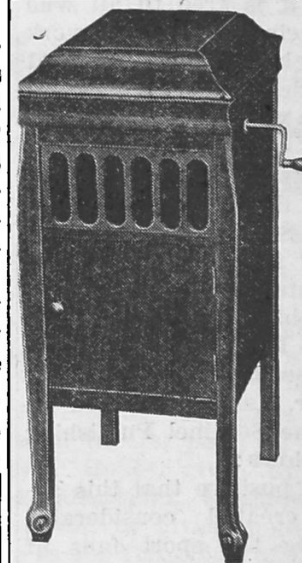
## THE JOHNSON ELECTRIC SUPPLY CO.

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

A click should be heard in the phones when the tips come in contact with the coins. If no sound is heard, they should be returned, or if we are expert enough we may endeavor to locate the difficulty ourselves. Remove the cap very carefully and slide the diaphragm off from the shell sidewise as the pull on the diaphragm by the magnet might bend and make it useless if lifted directly off. The edge of the diaphragm may then be held against one pole face. If the magnets are in good working order they will support the weight of the diaphragm. If they cannot do this they should be sent to the factory and remagnetized. If we remove the receiver cap and diaphragm, we must see that no dust or moisture remains in the case. It is also well to see that the cord attached to the phones is carefully handled, as a twist or bend which causes some slight imperfection will interfere materially with good reception.

If the woman who dresses quite proper,  
Doesn't soon find something to stop her,  
From wearing men's clothes,  
The Lord only knows,  
The kids won't know Mommer from Popper.

**\$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.**  
1652 Vandalia St. Cincinnati, O. Department "A"



# Radio Enjoyment at prices amazingly low

~~CROSLEY~~

MODEL XJ .....\$65.00

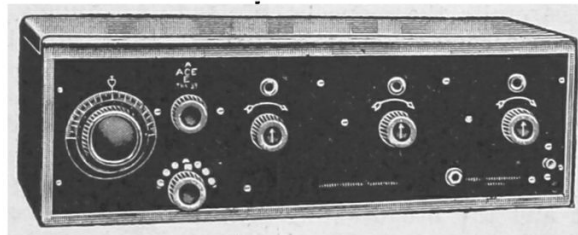


Any radio receiver that combines efficiency and beauty fulfills the desire of the man, woman or child who is planning to purchase a set. The Crosley Model XJ does this. Thousands of persons who own these receivers, including the many who have operated other kinds, claim the Model XJ is the very best 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

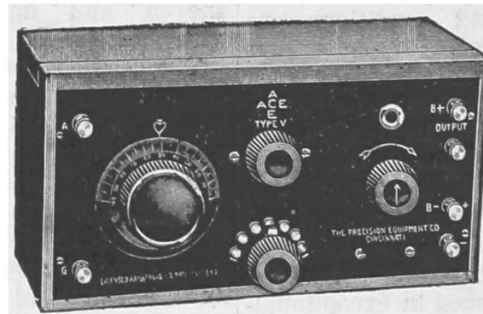


Adoption of recently designed and highly efficient parts as standard equipment in the Crosley Model VI makes this set vastly superior to the former model, which is known to thousands and thousands of radio enthusiasts as "the best two-tube set ever manufactured." The new Model VI consists of one stage 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.**

## Barometric Pressure Is Affecting Radio Reception, 'Tis Said

In a very interesting letter to the editor of the Crosley Radio Weekly, W. E. Duckwall, of Hillsboro, Ohio, discusses the effect of weather on radio reception in the following manner:

"Every radio listener has been annoyed at times by fading and unsteady reception, and, after a very extensive investigation, I have learned that this trouble is due directly to barometric pressure. If we study carefully the maps issued by the government weather bureaus at the same time we are operating our receiving set, we notice that radio behaves differently when there are areas of either low or high pressure between the receiving set and the broadcasting station.

"If the pressure is low, the reception is clear, steady and of long range, but if there is high pressure between the receiving set and the broadcasting station, tuning is hard, reception is uneven and markedly subject to fading. Fading seldom is noticeable when you are within 100 miles of the sending station, but is most pronounced at night. In Ohio we frequently find low barometrical pressure west of us, extending 600 or 800 miles, and high pressure east extending over about the same amount of space. Then the western stations come in steady but those in the east are received with a certain amount of fading. Then again when the high is west and the low is east, receiving conditions are similarly reversed. It sometimes happens that there is a sort of a trough of low pressure extending from the Gulf of Mexico to the Lakes between two highs. Then we have fading from both the eastern and western stations and good reception from both the north and south. When these conditions exist, Havana comes in exceptionally clear.

"We know barometric pressure affects the vision. Those of us who have made more or less regular use of an astronomical telescope, large or small, have noticed that seeing is unsteady on the clear, cold nights when pressure is high. The air appears to boil around the objects being viewed. Focusing is difficult. If the barometer is low and the weather mild, seeing is good and the object viewed remains steady and well defined. Everyone has noticed that the stars twinkle more violently on the cool, crisp nights than they do on mild nights.

"It has been claimed that whatever affects light waves will affect electro-magnetic waves of radio, and so we who have made a study of the situation are of the belief that the same barometric pressure

## Sales Prize Winner



The above picture is that of Mr. and Mrs. L. G. Duncan and their baby. Mr. Duncan recently won first prize in a Crosley Radio sales contest conducted by the National E. and A. Supply Company, of Peoria, Ill., distributors of the Crosley line. Royal A. Stemm, Chicago representative of the Crosley Corporation, added \$25 as his share of the prize money. Mr. Duncan really did not buy the car shown in the picture with the prize money, but he did win enough to keep the car running a long time. The moral is that it pays to sell Crosley radio products.

that affects seeing affects radio hearing.

"The ionized layer theory seems to account well enough for longer range at night than at day and for fading, too, if we assume that it is broken up over the high areas and remains unbroken over the low.

"Whatever the causes, weather has well marked effects upon radio transmission and reception. Extensive areas of low barometric pressure seem to favor steady reception and long range reception, while high pressure areas cause uneven and unsteady reception with pronounced fading."

The subject of fading, as discussed by Mr. Duckwall, is always interesting, despite the fact that more than twenty years of investigation have failed to reveal the exact cause. The federal Bureau of Standards recently completed an exhaustive survey along these lines, but nothing was decided upon definitely. Another inquiry is being planned now, and it is hoped this will go a long way toward solving the perplexing problems involved.

Those who agree with Mr. Duckwall point out the fact that when there are high pressure areas both east and west of them, radio sets on the ships being used by the North Pole explorers are heard more frequently and clearly. They also point out that it is but at times that European stations come in without fading and that frequently the radio waves appear to go in great semi-circles, indicating that they go completely around high pressure areas.

We feel certain this is an interesting subject for all our readers, and we will be pleased to publish any other interesting articles pertaining to it.

## House In East Sold At Profit When Radio Set Is Thrown In

(Continued from Page 1)

everyone was satisfied.

The owner sold his house at a higher figure than he thought possible and was more than compensated for the loss of his radio set; the purchaser was pleased because the set was a good one, already installed and in operation, and the realty man was pleased because he had turned a stubborn piece of property and collected unexpected commissions.

"We are now trading on this radio business," said a member of the firm. "We urge house owners who list their property, if they have a radio set installed, to let us use them as 'bait' to clinch sales of the houses to wavering buyers. It is not the intrinsic value of the radio set which attracts them. It is the fact that they can buy a house with it already installed and in operation without study of the subject. Despite the radio magazines and widespread discussion relatively few people know anything about the subject, but all are eager to own a set. Most people fear to tackle the problem of installing one themselves for they regard it as a species of mystery connected somehow with the black arts. Once they are launched, it is easy, but for the average middle aged American a plunge into unknown radio seems hazardous.

"We get bites on our bait and make sales too. We have only been pushing this sales argument for a short time, but it has been productive of real results."

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.

### SPECIAL NOTICE!

Will the gentleman who recently sent to the editor of the Radio Weekly the pictures of the baby radio fan communicate with me immediately.

The Editor.

## Long Distance Radio Records Established By Enthusiastic Fans

(Continued from Page 6)

E. A. Dettloff, of Bloomer, Wis., has heard London with his set. His letter follows:

"You might be interested to know that I received 2 L O, London, England, on my radio set. This has been confirmed by Radio Broadcast and my name is listed in the February issue of that publication as one who reached across the ocean."

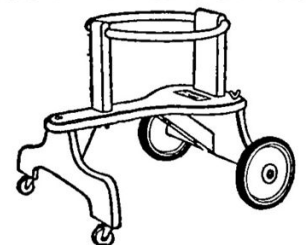
The set Mr. Dettloff uses is a Crosley Model X J.

### A TALE WITH A SNAPPER

Teacher—"Willie, compose a sentence with the phrase 'bitter end' in it."

Willie—"At our house we have a big cat and a bull dog; the cat ran through a hole in the barn and our bull dog bitter end."

## The Go-bi-bi



### MOTHER'S BEST FRIEND

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

"Philip Velanski,

"Rochester, N. Y."

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

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

**CROSLY MFG. COMPANY**

GO-BI-BI Dept.

1629 Vandalia St., Cincinnati, O



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

VOL. III, NO. VII.

PRICE \$1.00 A YEAR

FEBRUARY 18, 1924

## Radio Is Blessing To Lonely Keepers Of Lights On Coast

Interesting Letter Received  
from One Whose Loneliness  
Is Relieved By His  
Radio Receiver.

By Fred Smith, Studio Director  
At WLW.

A thousand years ago when Leaf the Lucky, sailed with his miniature fleet across the merciless and treacherous Western Ocean, no warning signals from pillared light-houses flashed their regulated streams of light from points of imminent peril. The stars and shadows and luck were the only guides for those men of the North. If hidden rocks ripped open their ships of wood, no one could point his finger to the light-house on the chart and say: "There was your course, plainly marked."

But today, thousands of light-houses dot the coasts of every continent and island, every reef and shoal, assisting incalculably in insuring the safety of those who travel or toil upon the sea. Who does not remember, when recollections of long journeys at sea come crowding upon him, after days and nights upon an ocean with never a single landmark, there came a twilight with one strange star—a star close to the horizon, blinking in rhythmic intervals its fearless eye?

And who has not thought of the sea when friends go forth in long journeys to foreign lands—when our soldier boys are transported to distant battle-fields? Who can think of the sea with its numberless perils without a connecting thought of those vigilant beacons, the light-houses, that safeguard our friends and our heroes? And one step farther: who can visualize a light-house without picturing its keeper, his family, and the lonely life they lead, and yet, withal, the symbolic beauty of that life?

All these questions, and many, many more, came flashing into our mind when yesterday's mail brought the following letter:

"Cape Poge Light Station,  
"P. O. Box 312,  
"Edgartown, Mass.,  
"January 24th, 1923.

"WLW, The Crosley Radio Corporation:

"Concerts come through very  
(Continued on Page 8)

## Radio Beauty Contestants



—Courtesy of Young & Carl.

The first beauty contest to be held by radio will be conducted in the Crosley studio, Cincinnati, on St. Valentine's night. Votes will be cast by telegraph from all over the world and the winner will be announced at midnight. Mary Costello, Helen Hamilton, Mathilda Brooks and Statira Childress are the contestants.

## THE AIR IS FULL OF MYSTERY

BY HOWARD THURSTON

The air is full of mystery. Few people realize what a wonderful opportunity is awaiting them in the air. The discovery of the radio has made it easier for the air investigators and great results are predicted for the pioneers in this new field of scientific research.

It is but a seemingly brief step backward to the time when the Simon Lake submarine made its appearance and when the Wright brothers brought out their airplane and Haynes exhibited his automobile. Each of these seeming mysteries was proven practical as the years have passed. Why not, then, grasp the opportunities for utilizing the marvelous invention of the radio to further the experiments with the hidden secrets of the air?

Scientists, astronomers and dreamers are seeking the heavens for new things heretofore thought mythical but the advent of the radio will make it easier for them to solve some of the seemingly im-

possible mysteries. My constant wish is to be able to hear a message from Mars or one of the other planets, because I firmly believe in the theory that they are inhabited and some day will reveal their innermost secrets to us by means of the radio.

Every minute I can spare from my work is given over to the study of the air and I carry a special Crosley receiving set with me and have it placed by my bed each night. I often find it is time for breakfast and have not been asleep at all but listening to the strange sounds that come from the air.

I have been told that static is annoying some of the radio fans but it holds a great meaning to me because I believe static is some form of electrical energy that is being sent from some of the planets. If the radio fans would try, as I am, to interpret the sounds, called static, they might be able to dis-

(Continued on Page 4)

## Listeners Invited To Act As Judges In Beauty Contest

Many Interesting Features  
Connected With First of Its  
Kind Ever Conducted By  
Radio—Hundred Prizes  
Are Offered.

Every radio listener in the United States is invited to be a judge in the first radio beauty contest ever conducted, and those who vote for the girl who carries away highest honors will have an opportunity of winning five-pound boxes of candy while those who vote for the girl receiving the second largest number of votes will have an equal chance of winning boxes of cigars.

This contest is to be conducted from WLW, the radio broadcasting station of The Crosley Radio Corporation, on the evening of February 14th, which we all know has been set aside as a tribute to the memory of that great patron saint of the sweethearts. It may be somewhat misleading when we tell, in a paper dated February 18th, of what is going to happen on February 14th, but every one knows this paper is published several weeks in advance. Therefore we will talk in terms of the future instead of the past.

The four girls whose pictures appear on this page have been selected as contestants. They will be in the studio and will say a few words to you by radio before the voting begins. But to prevent any previous selection of the one you believe is the prettiest, you will not be permitted to vote by name. Each will receive a number the night of the contest, and listeners must vote for No. 1, No. 2, No. 3, or No. 4. All votes must be sent in the form of prepaid telegrams. And when the "polls" are closed, all votes will be divided into four piles, the girl receiving the largest number being adjudged the winner. Then the telegrams from those who voted for the winner will be divided into 50 equal piles and one name will be drawn from each pile. To each of these 50 will be sent a five-pound box of Dolly Varden Chocolates. Then the names of the people who voted for the girl receiving the second largest number of votes will be acted upon in a similar manner, but the prizes will be boxes of Sonada cigars instead of candy.

(Continued on Page 4)

# Crosley WLW Programs For Week of Feb. 17th

## SUNDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.

February 17th. Central Standard  
Time. 309 meters.

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

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

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

## MONDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.

February 18th. 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.—  
College of Music.

Special concert given by Ladies  
String Quartette from the Col-  
lege of Music assisted by Miss  
Catharine H. Pock, Soprano.

9:00 P. M.—  
Crosley Theatrical Review, followed  
by the Roger Hill Dance Or-  
chestra.

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

Ralph Ross, Trombone  
Al. Grunkemeyer, Banjo  
Maurice Magill, Bass  
Bernie Hegener, Drums

T. Baker, Trumpet  
Roger Hill, Piano & Director,  
playing "Sunflower Maid,"  
"You're Like a Baby," "Come  
Where the Bright Lights Are  
Shining," "Holding Hands,"  
"Waltz Me to Sleep in Your  
Arms," and others released by  
the National Association of  
Broadcasters.

Miss Stella Haefner will sing several  
songs accompanied by Miss  
Emma Kaul.

(Baldwin Piano.)

## TUESDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.

February 19th. 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. Times-Star  
News.

10:00 P. M.—  
Concert by the St. Edward's Choir,

directed by Mr. Larry Hess, Di-  
rector, and Organist, assisted by  
Miss Elizabeth Hess, Soprano.

Soprano Solos  
April Morn  
Gay Butterfly

St. Edward's Quartette  
Sleep Kentucky Babe

Trio—Ave Maria .....Owens  
Miss Hess, Soprano,  
Mr. Joseph Emmet, Tenor,  
Mr. Stanley Mohr, Baritone.

Piano Solo—Selected  
Mr. Larry Hess

Soprano—Selected  
Miss Elizabeth Hess

A Little Close Harmony Lullaby  
St. Edward's Quartette

10:45 P. M.—  
A Double Quartette from Gamma  
Gamma Zeta, of Lambda Chi  
Alpha Fraternity Broadcasting  
Fraternity Songs, and Univer-  
sity of Cincinnati Yells.

11:00 P. M.—  
Entertainment by the

WOODY MEYER'S FAMOUS  
CINCINNATI ORCHESTRA,  
featuring Miss Cassie Reed,  
Pittsburg, Pa.

Ted Kennedy, Director and Violinist

Ernst W. Meyer, Manager and  
Drums

Wm. Dinkel, Piano  
Earl Vetter, Saxophone

Robt. Seavers, Saxophone Tenor  
Rudolph Schneider, Trombone

Lester Seifert, Trumpet  
Wm. Rieth, Banjo

Wm. Wilde, Bass Tuba and  
Violin

Miss Cassie Reed, Vocal Solo-  
ist and Pianist

Miss Reed and Mr. Meyer represent-  
ing GEO. P. GROSS, House of  
Quality, 1324-32 Main St., Cin-  
cinnati's leading retail music  
store.

(Baldwin Piano.)

## WEDNESDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.

February 20th. 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 the Wur-  
litzer Concert Company.

a. Prelude—Mrs. Wm. Duning  
b. A Message of Cheer  
c. Bach, the Composer—Wm.  
Afsprung.

8:00 P. M.—  
Special Concert given by the "LYRIC  
MINSTRELS" for the Conven-  
tion of Hardware at the Hotel  
Gibson Roofgarden. Music by  
Walter Esberger's Orchestra.

This company is made up of  
Cincinnati's best minstrel tal-  
ent under the direction of  
H. J. EVANS.

The program will include sev-  
eral fascinating melodies and  
feature songs such as "Rose,  
Wonderful Rose," "Sunlight in  
Your Eyes," and "When I Get  
Back to Old Virginia."

(Strictness of law is sometimes  
extreme injustice.)

## THURSDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.

February 21st. 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.—Times-Star News and  
Piano Solos by Adelaide  
Apfel.

10:00 P. M.—  
Special Washington Program ar-  
ranged by Thomas James Kelly of  
the Cincinnati Conservatory of Mu-  
sic. With members selected from  
his Artist Class, Mr. Kelly will ex-  
plain and illustrate our Early  
American Music, and Music of  
American Indian Tribes. To be in-  
cluded, compositions of the very  
first American composer, Hopkin-  
son, one of the signers of the  
Declaration of Independence and  
friend of George Washington.

11:00 P. M.—  
Popular Concert by  
DOHERTY'S MELODY BOYS,  
and the  
AMERICAN HAWAIIAN OR-  
CHESTRA.

(Baldwin Piano.)

## FRIDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.

February 22nd. 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

The Crosley Radio Corporation,  
Cincinnati.

February 23rd. Central Standard  
Time. 309 meters.

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

1:30 P. M.—Business Reports.

(Baldwin Piano.)

## DAILY PROGRAM

10:30 Weather Forecast.

A. M. Fifth-Third National Bank  
Bond Department Report;  
financial letter, call money rates,  
on Cincinnati and New York,  
Liberty Bond opening quota-  
tions, Foreign Exchange open-  
ing, Chicago opening grain quota-  
tions, Cincinnati and Chicago  
hog market reports.

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

Weather Forecast repeated.

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

Also closing Chicago cash grain  
quotations. Complete Indianap-  
olis and Chicago live stock re-  
port; Cincinnati cattle market  
report.

Westheimer and Company, 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 at New York  
Stock Exchange.

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

Special Half Hour Program and News  
at 4:00 each afternoon, except  
Saturday and Sunday, as an-  
nounced by Radio.

Sunday School Services at 9:30 and  
Regular Morning Services of  
the Church of the Covenant,  
beginning at 11:00.

Special Program at 8:00 P. M.

## NO LOAFING

An Irishman answered an ad for  
a handy man. The prospective em-  
ployer said: "What I want is a  
useful man—one who can cook,  
drive a car, look after a pair of  
horses, clean boots and windows,  
feed the chickens, milk the cow and  
do a little painting and paper-  
hanging."

"Excuse me, sor," said Murphy,  
"what kind of soil have ye here?"

"Soil," snapped the employer.

"What has that got to do with it?"

"Well, I thought if it was clay, I  
might make a few bricks in me  
spare time."

## WELL! THAT'S GOOD!

Two girl friends became engaged  
to be married. Upon meeting each  
other one day, one said to the other:  
"I hear you are engaged to be mar-  
ried?"

The other replied: "Yes, I'm en-  
gaged to a doctor, and when I mar-  
ry I will be well for nothing."

"I am engaged to a minister and  
when I marry him I will be good  
for nothing!"

Fear is an untrustworthy guard-  
ian of constancy, but a kindly  
heart is faithful even to the end of  
the world.

## 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  
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 Robert F. Stayman  
 Editor  
 Alvin R. Plough  
 Associate Editor

## RADIO AND POLITICS

Representatives of the national committee of both the more powerful political parties are extending so-called "feelers" toward operators of radio broadcasting stations with the object in view of utilizing these in the exploitation of their political aims. In a few instances certain broadcasters have received direct requests that candidates be permitted to talk to their constituents by radio, and, on the other hand, certain broadcasters have invited candidates to deliver addresses from their studios.

We all have been informed that the proceedings of both the Democratic and Republican national conventions, the former in New York City and the latter in Cleveland, are to be broadcast, and we believe a tremendous amount of interest will be shown by those who are able to "listen in." Many of us have heard our President, Calvin Coolidge, and our former Presidents, Warren G. Harding and Woodrow Wilson, broadcasting messages to the American people, and we have enjoyed beyond description being permitted to listen. After the convention delegates select their respective aspirants to the presidency, we know the radio listeners will be glad to hear what these candidates desire to say, but HOW MUCH FARTHER SHALL WE GO? We do not believe the average listener cares to hear what the candidate for Congress from the Fifth North Dakota District has to say about taxation or of his promise to appoint John Smith postmaster of Red Dog. We do not believe the average listener cares to listen to a long dissertation on foreign relations by some politician who is seeking a seat in the Texas Legislature.

Leaders of the two parties realize the advantages to be derived from such publicity for their candidates, and doubtless will exert additional efforts as the campaign draws near to force the radio public to pay heed. The listeners are to be the judges—it will be up to them to decide. Letters to the owners of the larger broadcasting stations will govern the action to be taken by the operators, and so it is up to you to act immediately. Let us take it for granted that we will appreciate listening to an occasion-

## THE ANNOUNCER

Nothing adds so much to a station as the announcer. No matter how good a program the station puts on, the man at the microphone who tells you all about what you are going to hear and all about the happenings, both local and international, is the one who can make the program a success or otherwise.

The announcer who has his heart in his work and has proved the greatest success is the one who is able to deliver his personality to his listeners, and enter into the spirit of the entertainment being sent out.

Do not think for a moment that Mr. Announcer has an easy job. A visit to any of our broadcasting stations will demonstrate this to any who may doubt it.

He has to be a man of great resources, even temper and pleasing personality.

It is not always the case that things go according to schedule. An artist may be late or unable to come at the last moment. A tube may be blown. These are only a few of the many things that may happen.

You who listen in seldom know of these troubles; the program seems to go along with the same precision that you are so used to. Yet it is only by the resourcefulness of the announcer that this result is obtained. He may have to "stall" a bit at times, but you will never know it.

We believe we do not have to back down to any country when it comes to the gentlemen who announce from our stations. Some have a national reputation and we have come to feel that we know them even though we never met them.

Mr. Announcer, we take our hats off to you.—(Radio Doings.)

al speech by the candidates for the presidency, but let us consider carefully the effects of being compelled to listen to Candidate Os-kosch's promises to put new pickets in the political fence that surrounds his district.

## RADIO "CONCESSION" IN CHILE

A "concession" to erect and operate a wireless station, and corresponding receiving stations, for a period of thirty years, to Messrs. Errazuris Simpson and Jose De La Tardie, and Siemens Schuchert, Ltd., has been announced by the Chilean Government. A novel feature of the contract, so far as Chile is concerned, is the provision that "any difficulty or claim arising from the concession shall be definitely settled by the Chilean authorities or courts, without the intervention of foreign diplomats or officials."

# Dallas Spinsters, With Electric Foot Warmer, Knock Radio Fans For Row Of Variable Grid Leaks

"The Crosley Radio Corporation, Cincinnati, Ohio.

"Gentlemen:

"The following incident may be interesting to you.

"For some time past, owners of radio sets within a district comprising a number of blocks in east Dallas had been troubled by some sort of interference, but could not locate the source. Recently two engineers connected with the Dallas Power & Light Company took a Crosley Model V, using an umbrella for antenna and a walking stick with a nail for a ground and walked about east Dallas, throwing out their lines for several nights. Finally they came to the decision that the trouble was located in a certain residence and at about the middle of the house. Upon investigation, it was discovered that an electric bed warming pad was being used each night and that there was a short circuit in the line leading from the light socket to the pad. Further tests showed that there was no trouble with the receiving sets in the neighborhood when this pad was not in use, but after it was turned on and began to heat up the interference would start. Upon repairing the pad, the trouble ceased.

"One of our newspapers carried the following account of the incident:

Say it with dots and dashes!  
 Dallas' latest "radio mystery" however, has added several additional characters overlooked by the late Samuel F. B. Morse—mostly astericks, stars and half moons used in newspaper comic strips.

The mystery developed several weeks ago when a series of terrific radio squawks, hums and buzzes knocked several hundred pairs of ear drums for a row of grid leaks.

Old time operators swore fer-

vently and blamed "some darn newcomer." Recently addicted "bugs," on the other hand, were convinced that it was some veteran, peeved because of the crowded ether, trying to get revenge.

The disturbances continued and an appeal was made to the Dallas Radio club. Wireless sleuths, armed with "directional aeri-als" sought to trace the trouble. The Dallas Power & Light Company offered aid and a crew of men joined the hunt.

Several days' search for the supposed radio vandals led the sleuthing party to the home of two spinsters in East Dallas—a modest appearing structure that didn't even boast of an aerial.

Puzzled, but not discouraged, the searchers continued their investigation and then—the mystery was cleared.

"It was nothing but a harmless appearing electric foot warmer." the probers explained at the next meeting of the radio club. "but the wires, in some way, produced an arc whenever the 'juice' was turned on, and it sure gave the air fits."

Only a few minor changes in the foot warmer were needed to quiet it down.

"We might also add that one of the engineers who located the cause of this trouble has heard Hastings, Nebraska, with a Model V, using the umbrella for an antenna.

"Yours very truly,  
 "Radio Equipment Company,  
 "Dallas, Texas."

## TRANSFERRED TO CLASS A

Broadcasting Station WRAY, operated by Antioch College, Yellow Springs, Ohio, has been transferred from Class C to Class A.

Let us remember that justice must be observed even to inferiors.

## SUBSCRIBE NOW!

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

Name . . . . .

Street and Number . . . . .

City and State . . . . .

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



# Air Full Of Mystery Howard Thurston Says In Article On Radio

(Continued from Page 1)

cover that some radio operator on the planets was sending an important message that would enlighten the dwellers of this earth. Communication with and from the planets will be possible and I believe that time is not far distant.

One of the reasons for my belief that the radio will reach some listener in the other worlds is the increase in power of the broadcasting stations. I have spoken to many studio directors since my first talk from the WLW station in Cincinnati, when I played there last year at the Grand Opera House, and they have all assured me that the great power of the stations is now making it possible for the broadcast talks to reach nearly around the world. Why then, is it not possible to reach outward as well as



HOWARD THURSTON

in a direct line? Surely, if the radio waves go forth with such great energy that the broadcast message is heard at distant places, they must go outward towards the planets. That is why I believe the static we hear is but a message from these untouched places.

In my home at Beehurst, White Stone Landing, Long Island, I have a completely equipped laboratory which serves as an experimental place for my radio researches as well as my attempt to solve the mysteries of the spirit world. Would it not be wonderful, if the radio should prove a means of communication with the spirit world as well as with the planets? I am greatly encouraged with the result

(Continued on Page 8)

# Canada Has 36 Radio Stations While 31 Are Operated In Cuba

The limits of "Radio Land" are being extended so rapidly on both land and sea, and so many fans are asking for aid in identifying stations outside our borders, it seems worth while to list the neighboring foreign broadcasting stations.

In Canada, for example, there are now 36 stations broadcasting, many of which are heard in the States. They are all identified by their initial call letter "C," assigned to The Dominion by the International Bureau at Berne. The list follows:

Call	Owner	Location	W. L. Meters
CFAC	Calgary Herald	Calgary, Alberta.	430
CFCA	Star Pub. & Prtg. Co.	Toronto, Ontario.	400
CFCF	Marconi Wireless Teleg. Co., of Canada	Montreal, Quebec.	440
CFCH	Abitibi Power & Paper Co.	Iroquois Falls, Ont.	400
CFCJ	La Cie de Levenement	Quebec, Quebec.	410
CFCK	Radio Supply Co.	Edmonton, Alberta.	410
CFCL	Centennial Methodist Church	Victoria, British Col.	400
CFCN	W. W. Grant Radio (Ltd.)	Calgary, Alberta.	440
CFCO	Semmemhaack-Dickson Ltd.	Bellevue, Quebec.	450
CFCQ	Radio Specialties (Ltd.)	Vancouver, B. C.	450
CFCR	Laurentide Air Service	Sudbury, Ont.	410
CFCW	The Radio Shop	London, Ont.	420
CFDQ	Sparks Co.	Nanaimo, B. C.	430
CFEQ	The Electric Shop (Ltd.)	Saskatoon, Saskatchewan	400
CFER	Queens University	Kingston, Ontario.	450
CFUO	University of Montreal	Montreal, Quebec.	400
CHAC	Radio Engineers	Halifax, Nova Scotia.	400
CHBC	Albertan Publishing Co.	Calgary, Alberta.	410
CHCD	Canadian Wireless & Elec. Co. Quebec, Quebec	Co. Quebec, Quebec	410
CHCE	Western Canada Radio Sup. (Ltd.)	Victoria, B. C.	400
CHCL	Vancouver Merchants Ex.	Vancouver, B. C.	440
CHYC	Northern Electric Co.	Montreal, Quebec.	410
CJCA	Edmonton Journal	Edmonton, Alberta.	450
CJGC	London Free Press Prtg. Co.	London, Ont.	430
CJCD	T. Eaton Co.	Toronto, Ont.	410
CJCE	Sprott-Shaw Radio Co.	Vancouver, B. C.	420
CJCI	Maritime Radio Corp.	St. John, New Brunswick	400
CJCN	Simons Agnew & Co.	Toronto, Ont.	410
CJCX	Percival Wesley Shackleton.	Olds, Alberta.	400
CJSC	Evening Telegram	Toronto, Ont.	430
CKAC	La Presse Pub. Co.	Montreal, Quebec.	430
CKCD	Vancouver Daily Province	Vancouver, B. C.	410
CKCE	Canadian Independ. Tele. Co.	Toronto, Ont.	450
CKCK	Leader Pub. Co.	Regina, Saskatchewan.	420
CKOC	Wentworth Radio Supply Co.	Hamilton, Ont.	410
OKY	Manitoba Telephone System	Winnipeg, Manitoba.	450

Cuba has 31 stations that broadcast, 18 of which are situated in Havana. Except for well-known PWX, these stations all have initial numbers instead of letters, and are in consequence sometimes confused with American amateur stations, which also start with the district numbers. The stations follow:

Call	Owner	Location	W. L. Meters
PWX	Cuban Telephone Co.	Havana	400
2DW	Pedro Zayas	"	300
2AB	Alberto S. de Bustamante	"	240
2OK	Mario Garcia Velez	"	360
2BY	Frederick W. Borton	"	260
2CX	Frederick W. Borton	"	320
2EV	Westinghouse Elec. Co.	"	220
2TW	Roberto E. Ramires	"	230
2HC	Heraldo de Cuba	"	275
2LC	Luis Casas	"	250
2KD	E. Sanchez de Fuentes	"	350
2MN	Fausto Simon	"	270
2MG	Manuel G. Salas	"	280
2JQ	Raul Perez Falcon	"	150
2KP	Alvara Daza	"	200
2HS	Julio Power	"	180
2OL	Oscar Collado	"	290
2WV	Amadeo Saenz	"	210
5EV	Leopoldo V. Figueroa	Colon	360
6KW	Frank H. Jones	Tuinucu	340
6KW	Frank H. Jones	Tuinucu	275
6CX	Antonio T. Figueroa	Cienfuegos	170
6DW	Eduardo Terry	Cienfuegos	225
6BY	Jose Ganduxe	Cienfuegos	300
6AZ	Valentin Ullivarri	Cienfuegos	200
6EV	Josefa Alvarez	Caibarien	225
8AZ	Alfredo Brooks	Stgo. de Cuba	240
8BY	Alberto Ravelo	Stgo. de Cuba	250
8FU	Andres Vinnet	Stgo. de Cuba	225
8DW	Pedro C. Anduz	Stgo. de Cuba	275
8EV	Eduardo Mateos	Stgo. de Cuba	180

# Listeners Invited To Act As Judges In Beauty Contest

(Continued from Page 1)

To everyone who votes, will be given a three months' subscription to the Crosley Radio Weekly. (Due to an error it was announced last week that a six months' subscription would be given.)

Thus will be conducted the first radio beauty contest. But many will ask how they will be able to vote in a beauty contest without seeing the contestants. That's just where the fun will come in. Judge Joseph H. Woeste, the youngest man ever to occupy a judicial bench in Hamilton County, will assist you in voting by itemizing ten points of feminine charm possessed by each of the four girls. He will start the ball rolling by saying something like this:

"Ladies and gentlemen: I have with me Contestant Number 1. Her hair is so-and-so, her eyes are so-and-so," continuing until he has itemized the ten charms. After his description of her voice, the contestant herself will say a few words. Then Judge Woeste will call Contestant Number 2, and follow the same routine with each of the girls. For your assistance we suggest that you prepare a table like the following, and check off the charms that appeal to you most of all. Then vote for the girl who has the most checks accredited to her. The points of charm will be itemized by Judge Woeste in the following order:

	1	2	3	4
1. Hair .....				
2. Eyes .....				
3. Nose .....				
4. Mouth .....				
5. Complexion .....				
6. Figure and Size ..				
7. Smile .....				
8. Accomplishments .				
9. Personality .....				
10. Voice .....				

## WHITE MAY AID PUBLISHERS

New York Publishers are trying to get on the air, it appears, and have appealed for aid from Congressman White of Maine. Following his return from conferences in New York in regard to his pending bill, Mr. White seems disposed to introduce features in the new bill which will enable publishers to erect transmitting and receiving stations with which to handle news by radio. At present, there seems to be a monopoly which handicapped them and practically prevented them from opening radio news stations, the publishers claim.

Prudence is the knowledge of things to be sought and to be avoided.



## FOR RADIO DEALERS

The \$10 prize for the radio dealer who sent in the most interesting account of how he sold a Crosley set is awarded to The Burgess Radio Shop, Johnston City, Ill., the story following:

"As soon as I heard, recently, that President Coolidge's message was to be broadcast by radio, I invited one of the strongest Republicans in Johnson City to my shop to hear the address. This man had not taken the least interest in radio, but I believed that if he could hear the leader of his party, he would become interested and possibly purchase a receiving set. He came in and I tuned in the Washington station, getting the President's message clearly. This guest of mine was deeply interested, and remained at the set until the speech was over. Then he fell a victim to the radio fever, and succumbed the next day, sending to me a request that I deliver a Crosley Model XJ at his home immediately."

And so it goes. Every dealer in the United States has an opportunity of selling a large number of Crosley radio receivers if he but keeps his eyes and ears open. By all means read the article in these columns clipped from the Dry Goods Economist. There is a world of information in it, and there also are plenty of tips on how to sell radio apparatus.

But to get back to the contest, there was another story that is interesting enough to merit publication, it being similar to the many received. This was from Joseph Wandstrat, of the Bolles-Brendamour Company, Cincinnati, and follows:

"Just a few days ago a customer inquired at our radio counter relative to distance and results obtained from the various models of radio sets we carry.

"After explaining the mechanism of the different models and their possibilities, I presented my prospect with a Crosley catalogue, calling special attention to the Model XJ. Before leaving he informed me he had an outfit installed in his home on trial but had considerable trouble tuning in distant stations when using the loud speaker. I then explained fully the fine points connected with Crosley XJ Model—the simplicity of tuning—it's clear tone and plenty of volume over any loud speaker desired.

"My customer departed with the Crosley catalogue and stated he would give the matter further consideration and advise whether or not he would allow me to demonstrate the XJ Model at his residence.

"It was but two days later when I was called on the phone by Mr. \_\_\_\_\_ and given the priv-

ilege to install a Crosley XJ. I visited his home that evening, made all necessary connections and was ready to tune in within a short time. The first station received was Omaha, next New York, then Davenport, Cleveland, St. Louis, Kansas City and Newark, N. J., all over the loud speaker and very clear and within a very short time.

"The entire family of my prospective customer was amazed at the results obtained and was perfectly satisfied and desired to purchase the XJ set forthwith. I presented a receipt for the amount of the outfit and hence the deal was closed, and everybody was HAPPY.

"The following day my competitor was notified to remove his outfit.

"The XJ Model Crosley Outfit certainly made a fine showing and I shall make every effort to continue their sale whenever possible."

In the January issue of Dry Goods Economist, Arthur Sinsheimer writes as follows:

During several of the last little "sessions" I have had with department store radio buyers and dealers, the fact was very forcibly brought home to me that the majority of them do not go after radio trade as completely as they should. In most cases they simply carry a pretty good stock of merchandise in their departments, advertise the fact in a section of the store's daily ad and then wait for the customers to come in and buy what they want—or think they want.

That's good business—but it isn't carrying the business of radio selling far enough. There's no good reason why you should have to sit down and wait for business to come to you when there are so many good prospects on the outside who might be interested if they were approached properly. Some of the following suggestions might be considered "wild ideas" but they'll furnish you with food for thought and that's what I want to stir you up with. Sometimes it's just these new and different notions that bring business from customers who like your "go get it" methods—think over these, anyway.

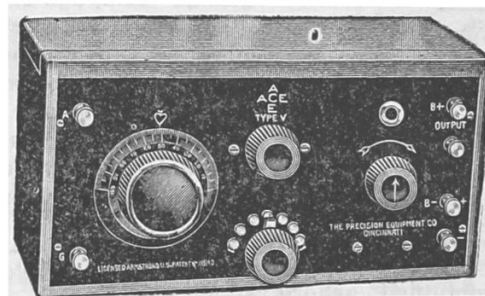
There's the bootblack parlor prospect. Sell him on the idea of increasing his own business through the installation of a radio set to which his customers can listen while getting their proverbial Sunday shine—maybe they'll make it twice a week when "served with music" at the same price. Barber shops also fall in this category.

Schools of all kinds are splendid prospects to go after, especially private schools where municipal red-tape finance does not enter into expenditures. Hospitals, too,

(Continued on Page 6)

Highest in merit  
Lowest in cost

The  
**CROSLY** Type V \$20



Here is an Armstrong regenerative radio receiver for \$20. Few stations in the United States are too far away to be heard by owners of the set, which often has been referred to as the "Little Wonder." Clearness of reception, with sufficient volume for efficient operation of head phones, combine to make the receiver an ideal one.

Signed letters from owners are proof of what we claim this set will accomplish. Naturally we cannot publish the thousands we have received from happy owners of the Type V, but below are two picked from one day's mail. These tell stories of their own:

"Crosley Radio Corporation,  
Cincinnati, Ohio.  
Gentlemen:

"You may be interested to know that on your Type V receiver I have copied fifty-four (54) stations, ranging from local, to Havana, 1,300 miles, Hastings, Nebraska, 1,265 miles and Dallas, Texas, 1,349 miles, as follows:

"WHAR, WSB, WNCAC, WGR, WJAX, WTAM, 9XM, WDAP, WJAZ, WSAI, WLW, WFAA, WOC, WWJ, WCX, KOP, WTAS, PWX, KFKX, WOS, WWAE, WHB, WMAJ, WHAS, WMAK, WMC, WAAK, WQAM, CHYC, CFUC, WOR, WEA, WJY, WJZ, WJX, KDKA, WJAR, WEAN, WOO, WIP, WFI, WIDAR, WIAD, WQAF, WGR, WBZ, KSD, WPAB, WHAZ, WCAP, WRC, WPAH, WCB.

"I made a record of every dial reading together with the tap numbers before I knew what a log was, and the important thing is that I can get the same stations consistently at the same places on the dial.

"I know others who do as well, BUT NO BETTER, with high priced, three and five tube sets.

"Atlantic City seems to be 'a hole in the air' and with the costal ship code is a very difficult place to receive.

"However, with a short, two wire inverted L aerial, very directional southwest, and the Crosley V, the broadcasting programs are wonderful. I remain,

"Yours very truly,  
"H. H. HARROD,  
Chief Clerk.  
"The Ritz Carlton Hotel,  
"Atlantic City, New Jersey."

"Hillsboro, N. D.

Gentlemen:

"Am writing to inform you that I am much pleased with my Crosley Type V Receiver. I receive regularly New York, Havana, Los Angeles and other coast stations. I consider the reception of Havana, PWX, with one tube as a performance which really shows the excellence of the Crosley Type V Receiver. I remain a true booster for Crosley.

"Yours sincerely,  
"RAYMOND C. HENKA."

FOR SALE BY GOOD DEALERS EVERYWHERE:

**THE CROSLY RADIO CORPORATION**

POWEL CROSLY, Jr., President.

Formerly The Precision Equipment Company and Crosley Manufacturing Company.

200 ALFRED STREET

CINCINNATI, O.

## Canary's Obligato Keeps U. S. Sailors In Japanese Jail

Operator, Appealing For Release of Comrades, Unable to Hear Through Warbler's QRM.

One would scarcely think the sweet song of a canary would in any way affect the prolongation of the incarceration of three of Uncle Sam's sailors in a Japanese prison, but so the tale of an ex-Navy operator goes. Three firemen from the Good Ship Orion got themselves in wrong with the Nagasaki authorities, and were detained ashore, although their ship was sailing. Upon the request of his Captain, the Orion operator called the Flag Ship to ask that steps be taken to secure the firemen's release and return to the States.

Sparks got his message off, despite the fact that a canary, he was bringing home, sang in harmony with the ship's radio wave note. As soon as the operator started to listen in for his O. K., the bird redoubled its efforts in a key which interfered so seriously with the reception of the Flag Ship's answer that it made it impossible to get the message. Sparks couldn't leave his key to put the bird out of the shack, so he threw spare parts and tools in its general direction, without effect. Again he called the Flag Ship; again the dicky bird, now exceedingly unpopular with its temporary owner, began its lusty song. As the ship steamed out to sea, the operator gave up in despair; he couldn't get his answer through the canary's QRM. It developed later that Orion's message was not received correctly, and the unlucky firemen were held in the Japanese "brig" several months, all because of the canary's sweet obligato. The bird finished the voyage in a stateroom, but when delivered to its ultimate owner ashore, although unharmed, it refused to sing again.

### AN INFANT IN THE KINGDOM

To a colored convert a Southern clergyman said: "Suppose you were walking along the road and saw a low-hanging branch, and on that branch a nice fat chicken, what would you do?"

"Please don't ask me that question, boss," begged the convert.

"Oh yes. Tell me what you would do?"

"Well, boss, you know I's only an infant in de kingdom."

Jones: Say, waiter, is this an incubator chicken?

Waiter: I don't know, sir. Why?

Jones: Any chicken that has had a mother, could never get as tough as this one.

## MERGER DE COMPAGNIES DE RADIO A CINCINNATI

(Special a la PRESSE)

Cincinnati, Ohio, 14.—La Precision Equipment Company et la Crosley Manufacturing Company viennent de se fusionner en merger, sous la presidence de M. Powel Crosley jr et forment actuellement la plus grande compagnie manufacturiere d'appareils recepteurs en Amerique. La nouvelle fusion va pouvoir porter la production, de 1,000 a 5,000 appareils par jour. La compagnie occupe trois grandes usines a Cincinnati et l'on en annonce l'achat d'une quatrieme, dans la meme ville.

The above article is reproduced from La Presse, a French daily newspaper published in Montreal, Canada. Of course you can read it, because there is a marked similarity between the words used and the ones we would employ in writing the article in English.

### MYSTERIES OF RADIO APPEAL STRONGLY TO CHINESE

The urge to broadcast and listen in has reached Hongkong, China, where a few foreigners interested in radio got together about eight months ago and formed the Hongkong Radio Society, membership in which now numbers over a hundred. Today there are over 500 listeners-in, but it is estimated that this number will be doubled within a year's time.

So far there are only two broadcasting stations in Hongkong, one, a 100-watt American set, operated by the local telephone company which transmits phonograph music for an hour each evening; the other, a ten-watt Canadian made set is operated by the Radio Communication Co. Ltd.

This company is planning to install a 1-KW set for broadcasting at Kowloon to serve South China with piano and vocal music, news bulletins, weather and shipping reports.

The Chinese love anything mysterious, it is said, and consequently, radio telephony has a strong appeal to the natives.

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

## For Our Dealers

(Continued from Page 5)

are ready for radio sets and working up enthusiasm among the directors ought to develop some good business your way.

Doctors' waiting rooms need just such diversion as, a good radio set can offer and you certainly should be able to sell most of them on this idea. Chiropodists can well afford to furnish radio entertainment to their patrons who now have to sit in a chair for half an hour with nothing to do but listen to the "chiro" telling how bad business is.

Churches, Sunday schools, clubs, lodges, women's societies, hotels, ferry-boats, waiting rooms and restaurants all furnish a good prospect list that can be worked to profitable advantage if the selling idea is handled properly. Even factories and business offices can afford a good radio set if only to enliven their employees during lunch and recreation hours. Fire houses and police stations are real prospects, too.

Don't try to sell the restaurant on the same idea as you do the doctor—the radio set is possibly the same but the doctor ought to have it to make waiting patients sort of temporarily forget their ailments, while the restaurant wants to liven up the surroundings and make its good food taste even better when "taken with music."

"Where to find radio customers" you might say is information worth having, but "how to sell them" is what you want to know. Well, if you can't bring the mountain to your radio department, take your radio department to the mountain—at least a part of your radio department in the form of a good

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.

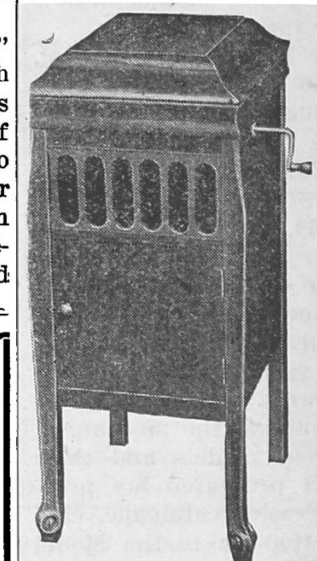
complete set that can be handily carried by a young chap who knows how to operate the set and can talk just enough to make each prospect on whom he calls realize why he should want a radio set. Demonstrate the set by offering an hour's entertainment to churches, clubs, societies, hotels and any other organizations that apply for such a service. Don't charge for it but be sure that every person present at such gatherings knows all about where the set comes from and your facilities for serving them efficiently on all questions concerning radio.

Don't sit and wait for radio business—go get it—and if you want any more suggestions or advice on plans of selling action—here's a practical radio merchandising to help you.

The Manhattan Electric Supply Company, of St. Louis, Mo., has taken on the Crosley line. These progressive distributors are covering their field thoroughly and have announced their intention of running a hot race with the jobber who is disposing of the largest amount of Crosley apparatus.

When a man loafes with the loafers he places his approval on indolence and indifference. He classes himself.

**\$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 \$1 it out five days for \$1.00. If you decide to keep it at the end of that time pay us \$4.00 per month for twelve (12) months and the MARION is your property. Total price, \$49.00 f. o. b. Cincinnati.

Send one dollar with your name and shipping address to

**MARION PHONOGRAPH CO.**

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



# FROM ATLANTIC TO PACIFIC

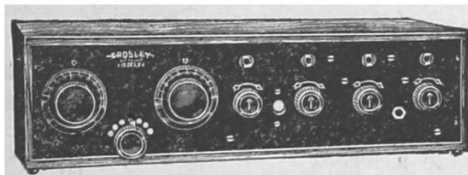
ON A \$65.00 ~~CROSLEY~~ MODEL XJ

## WHY PAY MORE?

"I hear stations from the Atlantic to the Pacific on my Crosley Model XJ. We owners do more with your apparatus than your own experts do." So writes Ray Crosslyne, of Michigan City, Indiana.

~~CROSLEY~~

MODEL XJ .....\$65.00

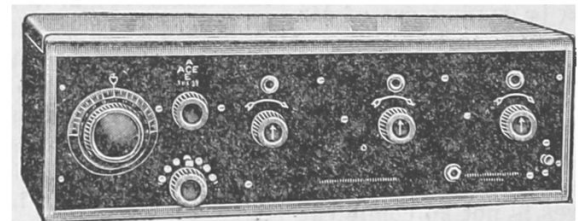


Any radio receiver that combines efficiency and beauty fulfills the desire of the man, woman or child who is planning to purchase a set. The Crosley Model XJ does this. Thousands of persons who own these receivers, including the many who have operated other kinds, claim the Model XJ is the very best 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

**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.

# Government's Steps In Radio Are To Be Depicted At Show

## Remarkable Apparatus Which Transmits Pictures By Wireless Also to Be Exhibited.

Exhibits depicting the steps the government has taken to set the pace in the ever-progressing science of radio will be among the outstanding attractions at Washington's first annual radio show at Convention Hall the week of March 19 to 26. The Bureau of Standards, the Army, Navy and Marine Corps and other federal agencies interested directly or indirectly with the advancement of radio will be represented at the show and will take an important part in the daily programs of entertainment.

Another feature which is expected to attract considerable attention is an exhibit by J. Francis Jenkins, the noted Washington inventor, of his remarkable apparatus which transmits pictures by radio. Mr. Jenkins has declined flattering offers to exhibit at radio shows in other sections of the country the little machine that makes it possible for pictures, movable or stationary, and even great panoramas of transpiring scenes to travel on radio waves. And for the first time the apparatus is coming out of Mr. Jenkins' laboratory to be displayed conspicuously in Convention Hall during the radio show.

The system by which the Washington inventor has harnessed the Hertzian waves for the transmission of pictures is not so complicated as its importance would seem to demand it to be. The remarkable part of the invention is that it may be attached to the ordinary radio receiving set already in use at comparatively a small expense.

The process consists briefly, in "slicing" the photograph to be broadcast into hundreds of perpendicular sections, and in moving the projected image of each section across a so-called photo-electrical cell, made of selenium or other similar mineral whose ability to carry an electric current varies with the intensity of light falling upon it. As each section of the illuminated image is thus drawn at a moderate speed across the cell, the dark portions, half tones and light spots formed along the "slice" by the shadows, lights and color variations of the photographic plate serve to correspondingly decrease, increase or maintain the flow of electric current through the cell.

The sending outfit, at first glance, resembles a stereopticon machine, which in fact, a part of it is. A projection lantern of some sort is needed to project across the face

of the photo-electric cell, the image to be transmitted.

Mr. Jenkins has already given to the world the motion picture machine, and he has been working on the radio picture apparatus for many years. He also has invented a high speed movie camera, capable of photographing a bullet emerging from the mouth of a gun, or birds in flight.

### WLW ENTERTAINS LISTENERS IN WAR ZONE OF MEXICO

Radio has its place in war, but not always for use of the army. In the present strife of Mexico, the radio is playing an important factor in the home of one lonely "Gringo" who has written a letter to the WLW broadcasting station of The Crosley Radio Corporation. His letter will prove of great historical value when the history of radio is written.

"Los Naranjos,  
"Vera Cruz, Mexico.  
"Jan. 8, 1924.

"Radio Broadcasting Station, WLW,  
"Cincinnati, Ohio.  
"Gentlemen:

"It may be of interest to you to know that a lonely 'Gringo' away down here in Mexico is having the pleasure of hearing you quite regularly, and he wishes to express his appreciation to your very fine concerts.

"I am located in a place where the rebels and bandits are about the thickest and it's hard to tell whether or not this letter will ever get to you, but nevertheless they can't keep the music out of the air, and I am sure they won't bother my set because the majority of them cannot believe that it is possible and as it is all Greek to them, it carries no value whatsoever.

"Trusting that I will continue hearing from you, I beg to remain,  
"Yours sincerely,  
"Frank Hawke."

### Genuine Radiotron Tubes

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

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

The Crosley Radio Corporation.

### THE JOHNSON ELECTRIC SUPPLY CO.

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

# Radio Is Blessing To Lonely Keepers Of Lights On Coast

(Continued from Page 1)

clear and loud. At the light-house we always manage to tune in WLW when on the air. Oh, you Ham contests! Who does not like ham? . . . Keep up the entertainment; for the time would be very lonely if it were not for radio.

"A light keeper,

"Henry L. Thomas."

With that brief letter, and that single sentence: "The time would be very lonely if it were not for radio," there came to us the mystic impulse that unlocked all our memories of the sea. We close our eyes and see a treacherous coast at twilight. The breakers beat and break upon the irregular rocks. Darkness descends and the stars come out. And there, there in its place, low against the horizon is that one strange star blinking in rhythmic intervals its fearless eye. And in that massive tower beneath the strange star lives the light-keeper. Is he lonely? Ah no. For he is no longer isolated from society. Though the mystery of night and solitude be all about him, the music of distant cities comes by radio to brighten and beautify and bless his life.

### MODERN COMPLICATIONS

'Twas the month after Christmas and Santa was sore  
At the letters of protest. Each mail brought a score.  
"Dear sir," they informed him,  
"your sleigh made a wreck  
Of my radio aerial. Send me a check."

## FORMICA

Wherever you go Formica is the best known, best liked and most widely used insulation for radio purposes. Whatever the type of circuit Formica panels and tubes are essential. Formica is used and sold by The Crosley Radio Corporation.

### The Formica Insulation Co.

Spring Grove Avenue,  
Cincinnati, Ohio.

### WHO CAN BEAT THESE?

Joseph Pierce, 607 Mercantile Library Building, Cincinnati, a construction engineer, has heard Nova Scotia with his Crosley Type V radio receiver. William Lonnemann, of 634 West 12th street, Covington, Ky., has heard KHJ and KFI, in California, and PWX, in Cuba, on the same kind of set. Are there any listeners operating radio receivers costing \$20 who can beat these records?

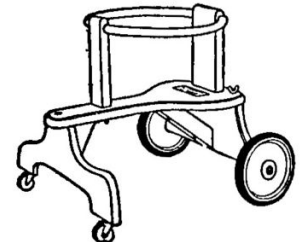
# Air Is Full Of Mystery

(Continued from Page 4)

of the work I have done so far and only wish that I could devote more time to the further study of this marvelous force of radio. My Hindu assistant, Abdul, is of great service to me in my experimental work, because he seems to have an understanding of the occult air and believes, as I do, that the mysteries of the air will be revealed in a short time.

When the television, or ability to see by radio, is an established thing, then it will not be long until the planets are reached. Just think of sitting in your living room and talking to and seeing what is to be revealed by the Marsians, Jupiterians and others which now seem so far away and impossible. It will come with a perfection of radio.

## The Go-bi-bi



### MOTHER'S BEST FRIEND

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

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

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

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

## CROSLY MFG. COMPANY

GO-BI-BI Dept.

1629 Vandalia St., Cincinnati, O.



## AND WLW PROGRAMS

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

VOL. III, NO. VIII.

PRICE \$1.00 A YEAR

FEBRUARY 25, 1924

# New Two-Tube Regenerative Receiver To Sell For \$18.50; Great Reduction In Price Of Crosley Sets Is Announced

## Radio Is Removing Gates Of The Church, Minister Declares

**Invention Leaves Building  
Wide Open So All Can Come  
In, Dr. Frank Stevenson  
Tells Congregation.**

The fact that radio and the church are becoming more closely linked every day is admitted by all, but it has remained for the Rev. Frank H. Stevenson, D. D., minister of the Church of the Covenant, in Cincinnati, Ohio, to come out frankly and openly with the assertion that the two must work hand in hand.

For more than a year services of the Church of the Covenant have been broadcast by radio station WLW, and many times Dr. Stevenson has made reference in his sermons to the benefits being derived by those who are unable to attend services but who can operate radio receiving apparatus.

Commenting upon these benefits in a circular distributed among members of his congregation, Dr. Stevenson said:

"There is nothing remarkable in the friendly attitude of the church toward the radio. It is the business of the church to proclaim to the world what the Bible calls the 'good news' of the Christian religion. To do this every available means has always been used by Christian people, and the church has been enterprising, determined and resourceful in carrying out its great commission. Christianity has promptly seized every aid that commerce or science has provided. The first was the invention of the sailor's compass which enabled ships to sail beyond the sight of land. This meant that missionaries could travel to the ends of the earth, which they immediately did. The second was the invention of the printing press and the publishing of the Bible in every language, dialect and jargon spoken among men. This was a tremendous step forward. In the last two years we have seen a third acquisition and the beginning of a new epoch of Christian history. The radio has been perfected. The church has

(Continued to Page 3)

## "Hams For Hams" Contest Planned; Amateur Operators To Take Part In Race To Be Conducted By WLW

Plans have been completed for another unique contest to be held at the WLW station of The Crosley Radio Corporation, Cincinnati, in which radio "hams" will be permitted to compete for \$75.00 worth of edible hams.

This novel contest for "Hams" was originated by George Lewis, who is the proud owner of Radio Operator's License No. 1 and who was a radio officer on the late President Wilson's ship when it made its memorable trip to Europe. He will have charge of the affair.

Promptly at ten o'clock on the night of February 27, all the "hams" will be asked to tune their receiving equipment to the WLW broadcasting station and stop sending dot and dash code long enough to learn the word that must be incorporated in the message to be sent back to the station in competition for the many prizes. This contest will demonstrate to the radio listeners the rapidity, distance and accuracy with which code messages are transmitted and received. It will follow the regular musical pro-

gram that begins at eight that night.

The rules for the "Ham" contest are as follows:

1. Send ten word messages addressed to "Hams For Hams Contest," WLW Broadcasting Station, Cincinnati. The secret code word must be incorporated in the message.

2. Mail copy of message, with report containing date, time transmitted, and time O. K.'d, call letters and location of relay station en route to Cincinnati.

3. Each relay station to mail copy of the message and report showing time received and time O. K.'d by next relay station as well as call letter, owner and locality of station from which message is received and relayed.

4. The following stations are appointed as receiving stations in Cincinnati district for the contest:

8 EB; 8 BMB; 8 ANB; 9 APS; 9 VZ.

These stations will handle traffic (Continued to Page 3)

## Consumers To Gain Through Tremendous Production Saving

**Radio World Astounded By  
Announcements Regarding  
New Armstrong Receiver  
and Reduction in Prices  
of Standard Sets.**

Announcement of a new two-tube radio receiver, consisting of an Armstrong regenerative detector and one stage of audio frequency amplification, which retail at the remarkably low price of \$18.50, was made during the past week by The Crosley Radio Corporation.

At the same time it was announced that there had been a material reduction in the price of other radio receivers made by that organization.

The first reaction indicated that interest in the two announcements was about equally divided, thousands and thousands of persons having been astounded by the information that a two-tube regenerative receiver was being offered at such a ridiculously low price, and that the standard Crosley sets, which are so well known, were to be sold at prices so far lower than those formerly asked.

The new two-tube set will be known as the Crosley Model 51. It is similar to the Crosley Type V, formerly called the Ace Type V, except that in addition to the Armstrong regenerative detector there is one stage of audio frequency amplification, a combination that will give loud speaker volume on local stations at all times and on distant stations under fair receiving conditions. Otherwise headphones should be used for distant reception. The set has been thoroughly tested in the laboratories of the Crosley Corporation, and its satisfactory performances have been most pleasing.

Parts used in the new receiver are standard Crosley parts, such as the Varind, Multistat, Book-type Variable Condenser, Molded Socket, Sheltran Transformer, etc. Each of these parts has proven its efficiency under the most trying circumstances, and thousands of them

(Continued on Page 6)

## I Am The Voice Of The World

*And I shall move the  
World as it has not been moved since  
The Beginning*

I am the mighty voice of the Universe. Listen and learn of my power. My growth will astound you. But a short time ago I was like the first howl of the new born child, inarticulate and forbidding.

Today I am but in my swaddling clothes.

Yet the world attunes its ear to my music and its mind to my knowledge. For I am Education. I am Information. I am Edification and I travel with a speed that is greater than Sound, greater than Lightning.

I travel with the speed of Light. We travel together. I snatch Sound up, place her upon my back and race so far ahead of her to any

goal that were Sound to follow she would be mistaken for Echo.

I race to all goals at once. I can circle the earth and greet your ears as you hear the sound itself. I know no obstacles. I penetrate all of the elements. The walls and ambuscades of man may not keep me out. I carry news of sunshine and storm to the toiler of the field ahead of the elements that might destroy his yield.

I comfort the shut in, the sick, the stricken, with the music, the story and the news of all the world. I am the visitor, eager, pleasant and smiling, to those the world may shun. I make light the dark hours

(Continued on Page 7)

# Crosley WLW Programs For Week of Feb. 24th

## SUNDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.  
February 24th. Central Standard  
Time. 309 meters.

- 9:30 A. M.—  
School conducted by the Editorial  
Staff of Sunday School Publica-  
tions 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 Radio Corporation,  
Cincinnati.  
February 25, 1924. 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.—Babson Reports. Special  
program by Wurlit-  
zer Concert Company.  
8:00 P. M.—  
Concert  
1. Piano Duet—Military Fantasy ...  
Mrs. Cora Higdon and Mrs. Ray  
Higdon Shafer  
2. Anthems—Heavens Are Declaring  
Westwood Presbyterian Choir  
3. Contralto Solo—Come Ye Blessed  
Miss Mary Waltz  
4. Tenor Solo—Winter Lullaby  
Mr. O. H. Katterjohn  
5. Violin Solos  
(a) Ave Maria ....Bach-Gounod  
(b) Perpetual Motion ....Bohm  
Mrs. Ray Higdon Shafer  
6. Soprano Solo—When You and I  
Were Young Maggie.  
Mrs. Birdie Cramer  
7. Contralto Solo  
Mrs. Florence K. Cohan  
8. Anthem—Song of the Angel  
The Choir  
9. Tenor Solo—Mollie Bon  
Herman Sterdel  
10. Soprano Solo—Come To Me  
Mrs. Bernard Lee Rice  
11. Talk by Rev. Bernard L. Rice  
12. Carry With Me  
The Choir and Soloists  
Mrs. Ray Shafer, Miss Grace  
Potts and Mr. Sterdel  
13. Soprano Solo—"Open the Fates  
of Triumph"  
Mrs. Elizabeth Jamerson Hock  
14. Violin Solos  
(a) Obertass .....Wieniowski  
(b) Mocking Bird  
Mrs. Ray Higdon Shafer  
15. Bass Solo—  
Edward Deitemeier  
16. Soprano Solo—Last Rose of Sum-  
mer  
Miss Grace Potts  
17. Triple Quartet of Men's Voices—

Loves Old Sweet Song  
Messrs. Katterjohn, Sterdel,  
Fox, Schmogrow, Winnes, Sha-  
fer, Kuster, Gang, Williams,  
Deitemeier, Kuster, Miller  
Finale: Hymns—  
Stand Up, Stand Up, for Jesus  
Sweet Hour of Prayer  
Blessed Be the Tie That Binds  
11:00 P. M.—  
Entertainment by the "Woody Meyer's  
Cincinnati Orchestra  
Ted Kennedy, Director and Violinist  
Ernest W. Meyer, Manager and  
Drums  
William Dinkel, Piano  
Earl Vetter, Saxophone  
Robert Seavers, Tenor Saxo-  
phone  
Rudolph Schneider, Trombone  
Lester Siefert, Trumpet  
Wm. Rieth, Banjo  
Wm. Wilde, Bass Tuba and  
Violin  
playing "Dream Daddy," "March-  
eta," "Dreams," "Slow Joe" and  
others released by the National  
Association of Broadcasters.  
Featured songs by Miss Viola Lur-  
ing, accompanied by Miss Cora  
Meyer.  
(Baldwin Piano)

## TUESDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.  
February 26th. 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.—Wurlitzer Concert Co.  
10:00 P. M.—  
Concert Program by  
Richard Pavey, tenor  
Howard Fuldner, baritone  
Ernest C. Dalton, pianist  
10:30 P. M.—  
Special program by Bud Rudd of The  
COLLEGIANS  
(St. Xavier College)  
1. Opening Selection by the Col-  
legians Orchestra of Cincinnati.  
Bud Rudd, Director  
2. Tenor Solos by Mr. Gene Logan  
of St. Xavier Choir  
3. Trio Selection by Messrs. Gene  
Perazzo, Murray Paddock, Nor-  
ville Meek  
4. Violin solo—Mazourka De Concert  
Mr. Gene Perazzo  
5. Vocal Selection by Miss Sherley  
Kooler  
6. Violin Solo—Selected  
7. Finale: Selections by The Col-  
legians; incidental solos on  
Trombone, Trumpet and Oboe—  
Thomas McCormish, Medical  
College.  
(Baldwin Piano)

## WEDNESDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.  
February 27th. 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.  
8:00 P. M.—  
The Rotary Glee Club, directed by  
William Smith Goldenburg, with  
a "Good Evening, Rotarians!"  
by Powel Crosley, Jr.  
8:30 P. M.—  
Piano solo:  
"Valse" .....Wieniowski  
Dorothy Jackson  
Songs by Nellie Ziegler  
8:40 P. M.—  
Reading: "A Newsboy in Church," by  
Master David Weber. (Pupil  
of Estelle Whitney).  
8:45 P. M.—The Ohio Military Band  
directed by A. Davidorf  
a. March—Bravura .....Duble  
b. Duet for Trombones .....  
Fillmore  
Messrs. Sikinger and Rupp  
c. Novelty—"Two Guitars and  
Concertina," by members of  
the band  
d. Serenade  
9:30 P. M.—  
Concluding entertainment by  
THE ROTARY GLEE CLUB.  
12:30 P. M.—  
Special code contest for the Radio  
Amateurs  
"Hams" for the Radio Hams."  
(Baldwin Piano)

## THURSDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.  
February 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.—Special program by  
Wurlitzer Concert Co.  
10:00 P. M.—  
Program from the Home Offices of the  
Western and Southern Life In-  
surance Company.  
1. Opening by the Night Fall in  
Granada, by Western & South-  
ern Glee Club.  
2. Duet—Calm as the Night  
Loretta Dressman, Tom Woll  
3. Violin Solo—Mazurka by Mlynar-  
ski  
W. H. Hunter  
4. Duet—Amoroso  
Misses M. Schnitzler, Dorothy  
Marsh  
5. Address by President W. J. Wil-  
liams  
6. Away to the Woods  
Western & Southern Glee Club  
7. Piano Solo—  
Second Waltz .....Godard  
Played by Mr. Benjamin Dillon  
8. Quartette Feature—  
Love's Old Sweet Song—sung  
by Female Quartette to be fol-  
lowed by Male Quartette and  
Unison  
9. Finale—Medley of Old Songs  
Glee Club  
Mr. B. Dillon, Director  
Miss B. Du Pree, Accompanist  
Special Features to be Announced.  
Doherty's Melody Boys.  
(Baldwin Piano)

To be fair means that you must  
be tactfully frank.

## FRIDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.  
February 29th. 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.—Special Program by the  
Wurlitzer Concert Co.

## SATURDAY

### RADIO PROGRAM W L W

The Crosley Radio Corporation,  
Cincinnati.  
March 1st. Central Standard  
Time. 309 meters.

- 10:30 A. M.—Weather Forecast and  
Business Reports.  
1:30 P. M.—Market Reports.  
4:00 P. M.—Special Program by the  
Wurlitzer Concert Co.

The office boy reflects the ability  
of the manager to manage.

## DAILY PROGRAM

- 10:30 Weather Forecast.  
A. M. Fifth-Third National Bank  
Bond Department Report;  
financial letter, call money rates,  
on Cincinnati and New York,  
Liberty Bond opening quota-  
tions, Foreign Exchange open-  
ing, Chicago opening grain quota-  
tions, Cincinnati and Chicago  
hog market reports.  
Westheimer and Company,  
opening quotations of New  
York Stock Exchange.  
Weather Forecast repeated.  
P. M.  
1:30 Fifth-Third National Bank  
Bond Department Report; finan-  
cial letter, call money rates, on  
Cincinnati and New York, Lib-  
erty Bond, Foreign Exchange and  
Chicago grain noon quotations.  
Also closing Chicago cash grain  
quotations. Complete Indianap-  
olis and Chicago live stock re-  
port; Cincinnati cattle market  
report.  
Westheimer and Company, 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 at New York  
Stock Exchange.  
Bureau of Markets, United  
States Department of Agri-  
culture, Chicago and New York  
Butter and Egg Market reports.  
Special Half Hour Program and News  
at 4:00 each afternoon, except  
Saturday and Sunday, as an-  
nounced by Radio.  
Sunday School Services at 9:30 and  
Regular Morning Services of the  
Church of the Covenant,  
beginning at 11:00.  
Special Program at 8:00 P. M.

## 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  
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Robert F. Stayman  
Editor  
Alvin R. Plough  
Associate Editor

## RADIO LOSES A FRIEND

In the passing of Woodrow Wilson, former president of the United States, radio has lost one of its greatest enthusiasts. During the past year, when this great War President was confined almost continually to his home, radio was his principal recreation. It brought relief to him during his hours of suffering and helped to occupy his mind when idleness so suddenly replaced activity.

Practically every afternoon and evening found Mr. Wilson at his radio receiver, and thousands of artists unknowingly entertained their former chief executive. Once in a long while a broadcasting director knew Mr. Wilson was listening to the concert coming from his station, and then he would exert special efforts to make the program more pleasing, even sending an occasional message to the stricken leader. When Mr. Wilson heard his name mentioned, he would chuckle and in not a few instances would do as other fans do—write to the station director who had spoken to him.

Then came Armistice Day of last year. What would the radio listeners enjoy more than to hear their War President talk to them on such an occasion. Mr. Wilson was asked to broadcast a peace message, and his reply was a most hearty acceptance. Special microphones were installed in his studio, and Mr. Wilson worked for several days on the message that those who loved him would hear. His address was one we will long remember, and it was delivered with the vigor that marked his war messages. And that was the last time the voice of the former president was heard by the public.

Yes, radio has lost one of its most enthusiastic friends in the death of Woodrow Wilson.

## REVISING THE COPYRIGHT LAW

A revision of the copyright laws that were drafted before the radio broadcasting stations came into use, is sought by Representative Walter H. Newton, of Minnesota. He has introduced a bill in Congress that will permit the free use of copyrighted music by the movies,

theaters, hotels and radio stations. This measure is practically the same as that introduced on June 21, 1921, by Representative Lambert and an effort will be made to secure early consideration of the bill by the Committee on Patents. It is likely the bill will come up for action by the House at this session

An attempt is being made by The American Society of Composers, Authors and Publishers, to apply the law that was passed years before the advent of the radio broadcasting station, to cover their playing of the music that is copyrighted by their members. That such a thing is wrong, is shown by the new bill just introduced by Representative Newton, who believes the playing of copyrighted music for movies, theaters, hotels and radio stations, is for the benefit of the public and without remuneration to the players. He holds that such performances help popularize the music and increase its sales to the public and he believes that the radio stations, movies, theaters and hotels, should not be required to make payment to the publishers.

Representative Newton also complains that certain publishers, acting through secret representatives posing as patrons, have induced movies, theaters, hotels and radio stations to play certain copyrighted music and then demand payment of the license fee because of such "unauthorized" rendition.

## Hams Will Be Given To Hams Who Win In WLW Radio Contest

(Continued from Page 1)

from 12:30 a. m. until 6:30 a. m. Thursday.

The prizes will be awarded to those who send the first five messages having the highest transmission factors, such as the air-line distance between WLW, Cincinnati, and the original transmitting station, divided by the time required for transmission. The prizes to be donated for this unusual contest will be from the E. Kahn's Sons, Cincinnati, and are the famous "American Beauty Hams."

To the first prize winner, \$25.00 worth of "American Beauty Hams."

To the second prize winner, \$20.00 worth of "American Beauty Hams."

To the third prize winner, \$15.00 worth of "American Beauty Hams."

To the fourth prize winner, \$10.00 worth of "American Beauty Hams."

To the fifth prize winner, \$5.00 worth of "American Beauty Hams."

This means that the first winner should receive ten hams and if he is so inclined, he could send some to the relay station who aided in the winning of the prize. Announcement of the winners will be made March 5th, at 10 p. m.

## Radio Is Removing Gates Of The Church Minister Declares

(Continued from Page 1)

appropriated it. Now the gospel saturates the very air and an old prophecy is literally fulfilled: 'The earth shall be full of the knowledge of the Lord, as the waters cover the sea.'

"It is difficult to avoid extravagance of speech in describing the extension of religion as it is broadcast to the world by radio. It is instantaneous, it penetrates doors heretofore bolted and barred against any form of faith, it makes a fascinating appeal to the young, and the voice of one man may conceivably reach a million homes. Moreover the church uses the radio on Sunday, the one day in the week when non-church-going men and women seek diversion, any sort of diversion, and when after a late breakfast and the usual wading through the Sunday newspapers, they are inclined to tune in on their radio set and explore the air. If by chance they discover a religious service, by reason of its novelty they will listen for a time, and if it seems worth while they will hear it through to the end.

"Radio is the modern Samson, bearing away the gates of the church and leaving the entrance wide open so that all may come in. It is as if a giant hand had taken the four familiar walls of the church building and planted them, one wall on the peaks of the Rocky Mountains and another out beyond the Bermudas, one wall in Texas and another in Northern Canada. The visible audience remains in the old building, but in the new building there is an invisible audience that may comprise a considerable part of the nation.

"Bad weather does not diminish the size of a radio church, but is apt to increase it, for what could be more pleasant than to sit by the fireside in comfort and hear the rich tones of a magnificent pipe organ, the singing of a fine choir, the good cheer of a gospel sermon?"

The ancient and deep seated prejudice of sects and denominations does not limit the radio church. Why should it? Nine-tenths of the people of civilized lands believe much the same thing in their hearts. They are at least friendly toward the old story of Jesus and His love. And they are quite willing to know more of the resurrection and the life everlasting. Let the radio church be assured of this: In every block in the city, and in many cities, there are worshippers who need to be called closer to God and who want to be. Farmers in every fertile valley over an area of a dozen states are listening, and if the 'foolishness of preaching' will save them, they can be saved. Even those who go down to the sea in ships, and the aviators whose ships plow the sky will hear. Did ever St. Paul in his journeys along the shore of the Mediterranean have such an opportunity? Did John Wesley have such a chance as he crusaded on horseback through England and Wales?

"There are temptations that menace the radio church. One is the tendency of all churches to become dull and placid and easy going—a fatal fault when services are broadcast. In the House of God, a congregation is instinctively reverent, counting it a form of religious discipline to respectfully sit through the flattest music and the most stupid sermon. People will not walk out in the midst of a dreary anthem or a prolonged prayer or ill-prepared preaching. They know how to 'suffer long and be kind' even according to the Bible command. But any radio listener finds it easy to shut off what he does not like whenever he wants to, and be troubled no more at least from one quarter. A serious effort must constantly be made to hold the invisible audience which the visible audience must learn to appreciate. Let a church gain the reputation for an indifferent service, and its day as a radio church is done.

"Another temptation is to strain the voice. As the minister speaks he thinks of someone who has written from Idaho telling of the enjoyment last week's service

(Continued on Page 8)

### SUBSCRIBE NOW!

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

Name . . . . .

Street and Number . . . . .

City and State . . . . .

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

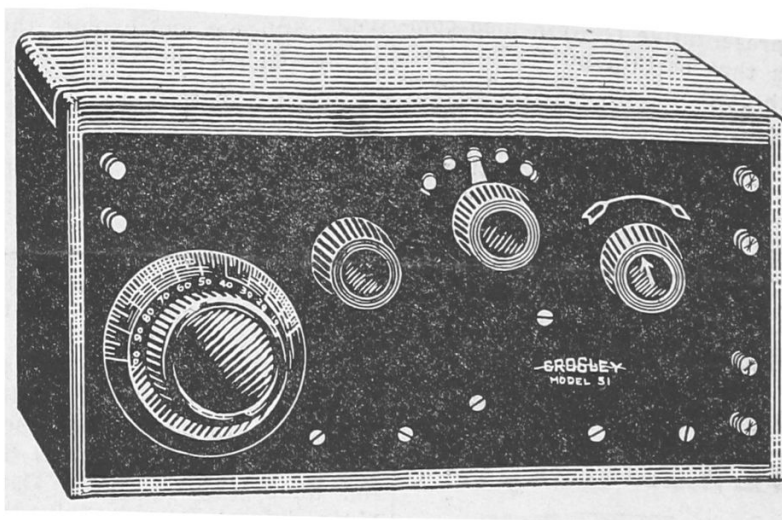
# CROSLEY AGAIN ASTOUNDS THE RADIO WORLD!

**New Two-Tube Armstrong  
Regenerative Receiver**

ONLY

**\$18.50**

Consists Of  
**REGENERATIVE  
DETECTOR**  
and  
one stage of  
**AUDIO FREQUENCY  
AMPLIFICATION**



**MANUFACTURED  
UNDER  
ARMSTRONG  
U. S. PATENT  
NO. 1,113,149**

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

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

Parts used in the Crosley Model 51 are the same as those used in other Crosley radio receivers. For instance there is the Varind, a wonderful new type of variable inductance, consisting of tapped basket weave primary and movable basket weave tickler. Low distributed capacity, with consequent low internal resistance, combined with flat fields still further decreasing high dielectric losses, more nearly produces an ideal condition than does any type heretofore developed. The proportion of the coils has been so

arranged as to bring about gradual variation of mutual inductance without altering the self-inductance of the primary.

The efficiency of the Crosley book type variable condenser is now generally recognized as superior to that of any interlocking plate condenser. One of the secrets of the remarkable efficiency of the Model 51 is this wonderful condenser, which permits simple and yet sharp tuning.

Being duo-wound with low and high resistance wire, the Crosley Multistats permit the use of any type of tubes in this set—an exclusive feature.

The Crosley molded sockets are made of high dielectric material of neat design. They add to the efficiency of the set.

The Crosley Dial, with large knob, controls the condenser, giving a vernier effect.

The Crosley Sheltran is a completely shielded transformer. We have incorporated in the design of the Sheltran all the characteristics so essential and necessary to obtain the maximum amplification from the modern vacuum tubes used in radio work. These knobs, with their high amplification constant, operate most effectively at large fluctuations of the grid potential. The Crosley Sheltran is designed to accomplish these results, and tests have shown that the design is correct to insure maximum efficiency.

We are in production on the Model 51. Place your order now.

## THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

Formerly The Precision Equipment Company and Crosley Manufacturing Company

200 ALFRED STREET

CINCINNATI, O.



# DOWN GO PRICES!

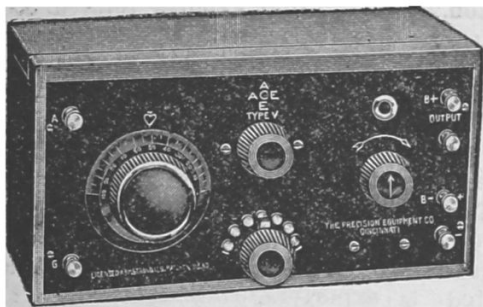
## Reductions Permitted By Greatly Increased Production

**CROSLEY**

TYPE V

Formerly ..... \$20.00

Now ..... \$16.00



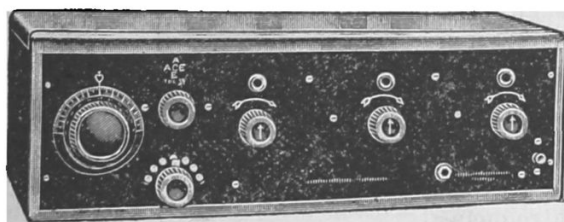
The Crosley Type V, formerly called the Ace Type V, is a one-tube Armstrong regenerative receiver. It is the most popular set of its kind on the market today. Stations from coast to coast are heard by owners of the Type V. Manufactured under Armstrong U. S. Patent No. 1,113,149.

**CROSLEY**

TYPE 3B

Formerly ..... \$50.00

Now ..... \$42.50



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

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

These new prices follow:

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

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

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

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

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

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

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

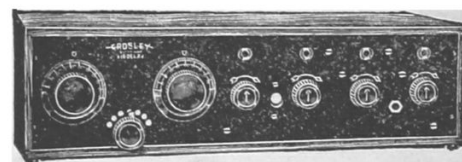
Crosley Regenerative receivers are manufactured under Armstrong U. S. Patent Number 1,113,149.

**CROSLEY**

MODEL XJ

Formerly ..... \$65.00

Now ..... \$55.00



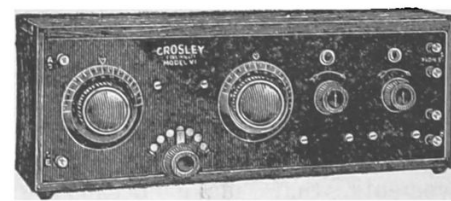
Every large broadcasting station in the United States, and not a few in other countries, are being heard by owners of the Model XJ, a four-tube set consisting of one stage of Crosley tuned radio frequency amplification, detector and two stages of audio frequency amplification. Many new refinements which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

**CROSLEY**

MODEL VI

Formerly ..... \$30.00

Now ..... \$24.00



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

FOR SALE BY GOOD DEALERS EVERYWHERE

# THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

Formerly The Precision Equipment Company and Crosley Manufacturing Company

200 ALFRED STREET

CINCINNATI, O.

## FOR RADIO DEALERS

"What shall we tell the person who claims to be waiting for the perfect radio receiver?"

This question has been asked by many of our dealer customers, who, we are glad to note are beginning to take advantage of the special dealers' columns. The answer is ably answered in an unsigned article appearing in the current issue of *The Electragist*, which follows:

"A great many sales of radio equipment are lost because the prospective customer is skeptical. He hears of great new things being done, and he concludes that he will sit tight. When they get everything worked out to perfection—then, and not before, will he buy.

"Radio will never be perfected. No matter how perfect it may be now, or ten years from now, men are going to keep on experimenting and inventing—changes are going to keep on. So the wise man who waits for radio to be perfected, if he keeps his word, will never own a radio set.

"The first automobile was made about 1893. The early vehicles make us laugh when we see pictures of them. In 1910 we thought the automobile was about as perfect a piece of machinery as it was possible to design and build. But the 1924 automobile is miles ahead of it. It is ahead of the 1923 models, and the 1925 models will be ahead of this year's cars.

"The first telephone was a queer looking object. But people started to use them and improvements are going on all the time. By the time they finish installing all the new automatic dialing apparatus, something else will come along. But we do not go without telephone service to wait till the telephone is perfected.

"Columbus crossed the ocean in three tiny ships which would not be big enough to form any appreciable part of the famous 'Rum Row' fleet. He did not wait for the steam turbine to be invented, nor did he wait for all the great improvements that make ocean travel safe, fast and convenient. If he had, the chances are that the Indians would still be building camp fires in the vicinity of Times Square and Michigan Boulevard.

"People make the best possible use of things as they become available. In King Arthur's day, they used rush lights at night. Later came the whale oil lamp; then, centuries later, came the discovery of oil and the use of the kerosene lamp. Following this, gas became practical. And almost before gas got the chance to become the universal light, Thomas A. Edison came along with his incandescent light which revolutionized home, office and store lighting.

"But even the development of

this light was gradual. The first carbon lamps gave a sort of sickly yellow light and used much current. Then came the first tungsten lamps which had to be handled with kid gloves to keep the filament from breaking; then came developments in filament manufacturing that made it possible to use the lamps under extreme conditions of vibration. Finally came the gas filled bulb—and the end is not yet. We all took these many forms of illumination as they came along. We did not wait for the gas filled incandescent bulb when we had only the kerosene lamp. If we had, we would be using kerosene lamps still.

"Progress is seen in every article that enters into our daily life. To get the greatest use, the greatest enjoyment and the greatest benefit from things, we must buy the best there is, then when better things are invented, we adopt them. The radio set of today will be workable ten years from now. Maybe not so good, maybe not so much distance, maybe not such a fine tone, but usable nevertheless."

"A window that is covered with frost is practically worthless, so far as its advertising value is concerned," John Hanson, of Waterloo, Iowa, Crosley radio distributor, said recently. "This is an almost inevitable condition in cold weather, unless adequate ventilation is provided. If the air next the glass is kept more nearly the same temperature as that outside, the difficulty will be to a great extent overcome. This can be accomplished by boring holes through the bottom of the sash to let the cold air in, and through the top of the sash to let the warm air out. Steam pipes around the glass keep it warm enough to dry off the moisture, but this requires a great deal of steam in cold weather. Rubbing the glass with a cloth saturated with alcohol, will clear the glass temporarily, but the operation has to be repeated frequently. Jardiniers of unslaked lime would solve the problem nicely, because the lime will absorb all the moisture from the air and leave none to form upon the glass. The ungainly appearance of the jars could be relieved by putting artificial plants in them."

### TWENTY-SEVEN NEW RADIO STATIONS IN OPERATION

During January, 27 new broadcasting stations started operation and twenty signed off for the last time, the Department of Commerce states. Broadcasting gained seven stations, and on February 1, stood at 554 stations.

The master should rule the house, not the house the master.

## Two-Tube Receiver To Retail For \$18.50; Prices Are Reduced

(Continued from Page 1)

are giving wonderful service to operators of radio receiving sets. The unit is combined in a small, neat cabinet, beautifully finished, with an artistically engraved formica panel. Binding posts are plainly marked, so the person who knows absolutely nothing about radio will not encounter the least bit of trouble in placing the instrument in operation. Tuning is the very personification of simplicity, a child being able to bring in one far-away station after another.

In making the announcement of the new set and the reduction in prices of the standard models, Powel Crosley, Jr., president of The Crosley Radio Corporation, issued the following statement:

"Modern business recognizes that it is good policy for a manufacturer to give the utmost possible in the way of value for the money. Prices of Crosley radio apparatus have always been low, notwithstanding the high standard of performance, simplicity and quality value. That this policy has been appreciated is proven by the fact that there has been a shortage of Crosley apparatus at all times, even though we have been producing more receiving sets than any other organization in the world.

"Recognizing that it is a good policy to give the public the utmost in value, and notwithstanding the fact that sales are greater than at any time in the history of our business, present cost figures show the price reductions are possible and therefore have been put in effect. Production at the present time is greatly in excess of that anticipated at the time the prices were established. Through tremendous production, great savings in manufacturing costs have been effected. These savings now are passed on to the purchaser of Crosley radio apparatus.

"We also take the greatest amount of pleasure in introducing our new two-tube Armstrong regenerative receiver. This set has been under development some time and offers unusual value at such a popular price. Our efforts have been even more successful than we anticipated, and we now are in production on a receiver that thousands of people have been awaiting."

The price changes announced follow:

Type V, formerly \$20.00, now \$16.00.

Type V Special, formerly \$25.00, now \$21.00.

Type 3-B, formerly \$50.00, now \$42.00.

Type 3-C, formerly \$125.00, now \$110.00.

Model IV, formerly \$20.00, now \$18.00.

Model IV Special, formerly \$25.00, now \$23.00.

Model VI, formerly \$30.00, now \$24.00.

Model VI Special, formerly \$35.00, now \$29.00.

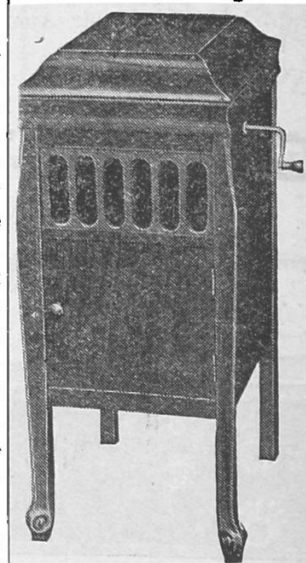
Model XJ, formerly \$65.00, now \$55.00.

Model XL, formerly \$140.00, now \$120.00.

### INCREASE SHOWN IN AMERICAN RADIO EXPORTS

Radio exports for the year 1923, totaled \$3,448,112, compared with \$2,897,799 last year, according to Department of Commerce statistics. While the shipments of radio apparatus form only about 5 per cent of the total value of all electrical exports, which in 1923 passed the \$72,000,000 mark, radio exports increased about 7 per cent out of a total gain of \$9,000,000. December radio exports totaled \$335,308, compared with \$381,827 for November and \$270,061 in October. In November the bulk of American radio apparatus sent out of the country went to Argentina, Quebec, Ontario, Australia, Panama, Mexico, and England. Twenty-four countries purchased apparatus valued at over \$1,000 from American exporters.

## \$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.**  
1652 Vandalla St. Cincinnati, O.  
Department "A"



## Radio to be Carried Under Equator By Brazilian Explorers

**Operator Believes He Can Combat Static and Keep In Communication With Outside World.**

From the Arctic, radio is keeping McMillan in touch with the world; the Shenandoah will carry radio to the Pole itself; now comes Dr. A. Hamilton Rice, who plans a radio-equipped expedition into the Brazilian tropics, under the equator. Perils of the cold northern night and interference of the Aurora will be offset in the unexplored wilds of South America, by savages, animals and insects, and the terrific static found under the equator. John W. Swanson, the radio aide, however, expects to conquer all difficulties and maintain radio communication with the world from deep within the hot primeval jungles.

Although all radio permits must be secured from the Brazilian authorities, the Department of Commerce has given the expedition a temporary mobile call for identifying its base and portable stations. It is "WJS." Curiously, by transposing the first two letters of the call, the initials of the radio expert—J. W. Swanson—are formed.

Carrying several complete sets of radio transmitting and receiving apparatus, this party of American explorers, including ten white men and one woman, will leave New York late in March for the headwaters of the Amazon River. Primarily the exploration is geographical and geodetic, but extensive experiments in radio in the jungles of Brazil will play an important part each day, serving a dual role; bringing in standard time signals for use in longitudinal determinations, as well as current news and entertainment, and sending out brief descriptions of progress and discoveries. Approximately \$12,000 worth of radio equipment apparatus will be carried up the far reaches of the tributaries of the Great Amazon. All radio equipment is of the latest type and much of the apparatus is specially built.

### A SAD END

There was a drummer who was so thin  
He wouldn't go out alone,  
For fear some great big hungry dawg  
Might take him for a bone.  
One day when he was walking out  
And got all out of breath,  
He fell through a hole in the seat  
Of his pants  
And chocked himself to death.

## I Am The Voice Of The World

(Continued from Page 1)

of the blind. I make the deaf to hear.

I am the precursor of Universal Faith of God. For I abolish prejudice of religious cult and caste. I make men to respect their fellow worshippers of any creed that has for its foundation the desire to know and fear God. For I bring Understanding to dissolve the Prejudgment of Ignorance.

I shall unite the peoples of the earth. For I bear tidings of a universal language. My beginning is the language of music. Yet I shall tear down the barriers of nationality for I shall create the Desire for Universal Understanding of the Knowledge I have to convey. I shall enter all homes instantly. I penetrate the air, the earth, the waters.

I teach mothers the care of their children, children the love for the best things in life, men the understanding of the business of men.

My first great deed was the saving of lives on ships lost at sea. But for every one of those I shall save thousands, yea, tens of thousands of lives lost in the sea of the Eternal Struggle to Live.

I have made it easy for men to find the Home a better place than the Saloon.

I take care from mother's shoulders, for I comfort her children with story and music.

I shall carry accountings of the stewardships of your public servants into your homes. I shall carry the voices of your great teachers, your singers, your workers and make each of them a familiar homely visitor.

I shall awaken hope in prisons and in hospitals.

Unseen, unheard, I have the power to destroy fleets, and armies. I start and stop fog sirens. I move machinery.

I carry prescriptions that save lives in remote places. I carry comfort to explorers.

Some day I may bring to you the wisdom of other worlds, knowledge

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

that may revolutionize industry, transportation, and the foundation of life itself.

I shall stir the soul of the world. For I Am Radio.

—(From Boston American.)

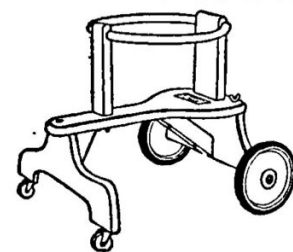
### RADIO IS CONSIDERED AS "LUXURY" IN FRANKFORT

German interests desiring a monopoly, or at least control of radio, assert that it is a "Luxury," and should be subject to taxation, contending that it will only be possible to finance good broadcasting if the control remains with the Government.

Recently, however, the Post Office has granted permission to special companies to construct broadcasting stations, and given private persons licenses to buy receivers.

Those who approve of private operations say such control will discourage initiative, and that it will be impossible to enforce regulations without spying out home-made sets. The system of Government control will, however, be continued temporarily, and those who listen in must use outside antenna and purchase sets by the Government, as well as possess a Post Office license, costing 25 gold marks a year. The first broadcaster licensed in Frankfort was the Sudwestdeutsche Rundate exclusively within a radius of 150 kilometers.

## The Go-bi-bi



### MOTHER'S BEST FRIEND

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

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

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

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

## CROSLY MFG. COMPANY

GO-BI-BI Dept.

1629 Vandalia St., Cincinnati, O.

## We Carry All the Accessories Needed to Operate Your CROSLY RADIO SETS

Send For a copy of our latest Radio Buyer's guide—a complete catalogue of every dependable accessory for improving the results from your Crosley set. Here are a few of the many items it mentions, picked at random:

- Burgess A, B & C Dry Batteries
- Willard Storage Batteries Shipped Anywhere
- All Styles—Genuine ..... **\$5.00**
- RADIOTRON TUBES** ..... **\$5.00**
- A REMARKABLE BATTERY CHARGER**
- Balkite Chemical Charger
- Has no tubes to burn out or parts to adjust—charges while set is in operation—price complete only ..... **\$18.00**
- HEAD SETS** Scientific (3000 ohms) Special .....\$2.95
- Frost (2000 ohms)....\$4.00; (3000 ohms)....\$6.00
- Brandes (2000 ohms)....\$6.00; (3000 ohms)....\$8.00
- LOUD SPEAKERS** R3 or M1 Magnavox .....\$35
- Brandes Table Talker .....\$10

Mail Orders Carefully and Promptly Filled

**MILNOR ELECTRIC CO.**  
129 Government Square  
**CINCINNATI OHIO**

# Radio Is Removing Gates Of The Church Minister Declares

(Continued from Page 3)

brought to a lonely lumber camp. He visualizes the far-off place and begins to shout so that his voice will carry to Idaho. But he must persuade himself that a whisper on the radio will carry further than the detonation of a bomb, or he may become a ranter and destroy his effectiveness completely. Singers need this reminder, too.

"Probably the chief of temptations is the natural desire of every earnest minister to enter the field of controversy. Here is a foe to the radio church that must be held more than an arm's length away. The radio preacher dare not touch upon politics or international statesmanship or current issues that are open to debate. It is grossly unfair to take one side upon a question if the other side is denied a reply. It is offensive to good taste, too, and ministers whose sermons furnish sensations for the newspapers had better not throw their voices into the air. After fifteen months of broadcasting, the writer of this article has learned that controversy does harm and not good. On the other hand everybody is interested in the Bible. It is the book of mankind. It contains the truth men long to hear. It pays to stick to it very closely.

"In a large auditorium seating fifteen hundred people, it is surprising that two little microphones, almost unnoticed, are enough to catch every sound. One microphone is placed ten feet on one side of the choir loft on the rail of the balcony in the rear of the church. The other stands on the pulpit about fifteen inches from the minister's right hand. Three operators work at the church, modulating or increasing the volume of sound and testing the results. A specially protected telephone wire transports the perfected product to station WLV, The Crosley Radio Corporation, two miles away. It is one of the powerful sending stations of the country. Thence it is distributed to the world, and whosoever will may hear.

"The number of people in a radio audience cannot be estimated. We hear from enthusiasts who take time to write or telephone, but most people hesitate to acknowledge the faintest adherence. This is to be expected and is not wondered at. Probably the only way to count the listeners will be afforded when a census is taken of radio sets. Will not the day be here very soon when every home has one? Already nearly all public and semi-public institutions such as hospitals, hotels, boarding houses, social clubs, etc., operate

radios, and usually on Sunday. If there is an invalid in a home, it is safe to assume that a radio is there. Extremes meet in their interest in broadcasting, for the aged enjoy it and boys and girls will not be satisfied until they can tune in on whatever the air may hold for them.

"Some of the letters received are illuminating. The government land holders in Montana have told of the church that has come to their cabins on the prairie, remote from any community that could support a church. Churches in rural districts, all but abandoned, have found it satisfactory to mount a loud seaker on the pulpit and the congregation has sat in the pews, imaging the minister standing before them. One young man, typical of many, wrote that he sat in an attic room of a city tenement in extreme negligee attire, smoking cigarettes, but hearing the everlasting gospel and accepting the radiance of it in his darkened life.

"Many write that they are astonished to learn for the first time what a church really means. The infirm and the disabled naturally have the best time. One lady insists that she be dressed in her Sunday clothes when the hour for worship arrives. In a prominent men's club several men well known in the city took up a collection one Sunday morning when the church offering was announced, and sent it to the church by messenger. They wanted to help. One of the most appreciative groups of radio listeners are city firemen on their long and monotonous stretch of hours in the fire house.

"Three letters were received last week from travelers. One was in Chattanooga, Tennessee, one in a little town in Missouri and the other in Richmond, Virginia. Their home church had followed them. It has become universal!

"Many times we are asked if the radio decreases regular church attendance. It has increased the attendance in the Church of the Covenant in Cincinnati, and so far as we can learn it has stimulated church going everywhere.

"The radio is a successful enterprise, sending forth light and uplift into the world. If it fails in this service, it abdicates its opportunity. If it achieves it, it deserves the devotion of every friend of humanity."

### JAZZ BABY

She gently rocked the baby  
In its cradle, to and fro;  
She sang an old-time lullaby,  
The kind our mothers know.

The baby gazed at her askance,  
Within its eye a tear;  
"Why don't you cut that stuff?" it said,  
"And jazz it, mother dear?"

It is honorable to excel in the desire for knowledge and learning.

### HANDLING THE CASE ELECTRICALLY

When a woman is sulky and will not speak ..... Exciter  
If she gets too excited .Controller  
If she talks too long .Interrupter  
If her way of thinking is not yours ..... Converter  
If she is willing to come half-way ..... Meter  
If she will come all the way ..... Receiver  
If she wanted to go farther ..... Conductor  
If she would go farther ..... Dispatcher  
If she wanted to be an angel ..... Transformer  
If you think she is picking your pockets ... Detector  
If she proves your fears are wrong ..... Compensator  
If she goes up in the air ..... Condenser  
If she wants chocolates . Feeder  
If she sings inharmoniously ..... Timer  
If she is in the country ..... Telegrapher  
If she is a poor cook ..... Discharger  
If her dress unhooks . Connector

## New Radio Bill Soon Ready For Action By Congress Committee

Advisory Board Of 15 Members May Assist Secretary of Commerce In Operation of Law.

The revised White Radio Bill is now understood to have been generally approved by the Department of Commerce, except that the final draft has not been read by radio officials there. A final conference between Congressman White, of Maine, and Solicitor Da-

### Genuine Radiotron Tubes

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

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

The Crosley Radio Corporation.

## THE JOHNSON ELECTRIC SUPPLY CO.

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

vis, of the Commerce Department, is expected in a few days, following which the bill will be introduced in the House and referred to the Merchant Marine and Fisheries Committee.

Public hearings will then be held, for suggestions and complaints from the interests effected. It is also believed a similar bill will be presented in the Senate.

In general, the bill will provide for the continued inspection and licensing of all American ship and shore transmitting stations, including commercial, private, broadcasting and amateur stations, as well as the examination and licensing of all operators by the Department of Commerce.

General regulations of all sending stations and operators, together with license fees, location of stations, the assignment of wave lengths, power and hours, will be placed in the hands of the Secretary of Commerce. Existing licenses, however, will be permitted to run until they expire. An advisory committee of 15 experts, commercial and governmental officials will also be authorized to aid the Commerce Secretary. Assurance is given that receiving stations will not be required to secure licenses nor pay fees.

### BLUE BOOK OF RADIO NOW READY

"Simplicity Of Radio" by Powel Crosley, Jr., is known as "The Blue Book of Radio" and contains information about the principles of radio, written for the layman with illustrations and diagrams that are easily understandable.

"Wot was the last card Oi delt ye, Moike?"

"A spade."

"Oi knew it! Oi saw ye spit on yer hands before ye picked it up."

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.