

AND WLW PROGRAMS

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

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PRICE \$1.00 PER YEAR.

AUGUST 4, 1924

Storage Batteries Replace Generator In WLW Station

Elimination Of Hum Is Noted
In Concerts Radiocast from
Crosley Studio—Power
Plant Described.

Since the installation of Willard Storage Batteries in the WLW station of The Crosley Radio Corporation, many reports have been received from listeners to the broadcast programs extolling the merits of this method of supplying power with "A" and "B" batteries.

No fluctuations, such as those noted when the generator was used, are found in the modulation. The generator hum is entirely eliminated and the noises so annoying in the average broadcast program are things of the past. It is no longer possible to hear the generator hum which preceded the announcement of the first number on the WLW program and the radio fan simply tunes to 423 meters on his dials and, when the program is scheduled, it will be clearly heard.

The installation of the storage batteries is another step in making the Crosley broadcasting station one of the best-equipped in the world. Cost is a small matter when the service is considered and the equipment of this year may be obsolete next year.

The "B" battery is in two sections of 1600 volts each. Each section consists of five tiers of 320 volts each and there are sixteen blocks of 20 volts each in a tier. The batteries rest upon glass insulators which prevent shifting upon their acid-proof, painted stand. Cut-out switches are installed in series line at each 320 volt difference of potential. Fuse blocks are installed at each 800 volt difference of potential. The line running to a 20 watt amplifier is tapped off the block at 2000 volts. Switches have been installed wherever necessary for the safety and operation of the outfit.

These batteries are charged at 1600 volts and capable of discharge at either 2000 or 3200 volts. They are charged by a motor generator, producing approximately 4 kilowatts at 2000 volts.

A space of fifteen feet by eight feet is required to hold the batteries which are enclosed in a safety wall to protect the radio engineers from accidental contact with the high voltage.

Soloist In One Station Accompanied By Orchestra Performing In Another

Let radio editors study the following story carefully, bearing in mind that it is no press agent yarn. It was told to us by R. V. Perry, 605 Delhi Avenue, Cincinnati, whom we happen to know is a very truthful man and who informs us the story is absolutely authentic.

Anyhow the story goes like this, to use Mr. Perry's own words:

"I had the unusual experience the other night of listening to a soloist in one broadcasting station being accompanied by an orchestra in another. The singer's name was Lane, and he was singing in one of the stations I happened to be listening to. Just as he started to sing "Worried" an orchestra at station W L W started playing the same song, the soloist and the orchestra being in perfect harmony.

"My set is a crystal receiver, and it is easy for me to get two local stations simultaneously, but never before have the two stations broadcast the same selection at exactly the same time. And what is more the chances are that such a thing never will happen again."

Station WLW Spent \$1.19 per Minute To Broadcast Democratic Convention; Thousands Spent in Rendering Service

The conventions are over and the delegates to the greatest political gatherings in history once more are in their precincts, awaiting the call to campaign duty before election day in November. The radio broadcasting stations, however, are not awaiting the November elections but are going about their work of supplying information and entertainment to countless millions throughout the world.

This was the first time that the business of nominating presidential candidates was heard outside of the buildings where the Republican and the Democratic delegates gathered and history has recorded a gigantic feat for radio broadcasting. As one of a number of the best broadcasting stations designated to broadcast the political proceedings, The Crosley Radio Corporation's W L W station rendered a service to its listeners which was satisfactory in every way.

The owners of receiving sets know little about the great expense and effort entailed in an undertaking of this kind and it is for their benefit that the following information has been prepared:

The recent Democratic Convention was held in Madison Square Garden, New York City. It cost many thousands of dollars to broadcast the proceedings through the many stations and The Crosley Radio Corporation spent a goodly

portion in its service to the public.

The initial cost of the broadcasting for the first day from Madison Square Garden, was \$450.00 for the direct telephone line and for each day thereafter, \$150.00 was charged. In addition to this, the operation of the Cincinnati W L W station was \$50.00 an hour. The telephone charge was \$2550.00 and the station operation \$5900.00 for the 118 hours which the convention consumed in its entirety. This means that it cost \$71.72 per hour or about \$1.19 per minute, to supply the political information to the W L W listeners.

The Republican Convention in Cleveland, which was broadcast by Crosley W L W, cost \$1420.00 for the first day and \$218.00 per day for the duration of the gathering in addition to the \$50.00 an hour operating expense of the Cincinnati station. This convention, however, was in session but three days.

It is interesting to note that nearly every candidate heard the convention through the medium of radio broadcasting stations. How many millions of listeners "attended" both conventions never will be known but one thing is certain, and that is there will be a greater interest in politics and a larger vote at the coming election in November.

It is the aim of Powel Crosley, Jr., always to give the radio public

Continued on Page 8)

Music Gospel Spread By Broadcasting Of Zoo Garden Operas

American Public Soon Will
Become Familiar With
Famous Airs As Result
of Work Being Done
By WLW.

Radio fans who tune in on Crosley WLW every Monday night are fortunate. To them comes over the ether waves the most beautiful of the world's music in the form of the best loved operas—La Traviata, Lakme, Carmen and many others. An orchestra of fifty picked men from the famous Cincinnati Symphony Orchestra, a chorus of Cincinnati's best vocal students, augmented by a number from the chorus of the Metropolitan Opera, a constellation of first magnitude stars, all under the baton of Ralph Lyford, create an ensemble that is most attractive.

The management of the Cincinnati Zoological Association provides for its guests very much more than an animal show; for the beautiful walks among great trees or flowering shrubs afford a rendezvous of incomparable charm. The big attraction for the Summer is the Opera. Realizing the possibilities for telling the world of this beautiful resort in the very center of the residential part of the Queen City, the management has gladly given to the radio world its headliner once each week.

This is real missionary work in the spreading of the gospel of good music; for soon the great American public will become as familiar with the famous operatic airs, as Europeans are reputed to be. The value of these melodies is that they do not fade from the memory, or become tiresome, but on the contrary, grow in favor and beauty. Radio should always be happy and proud to participate in the dissemination of the world's best music. The more musical America becomes, the more appreciative of good music it will be.

TRUTH, NOT POETRY

Hardware Clerk: If the boss liked to get off on Saturday afternoons as well as I do, I'll bet he wouldn't work.

Fellow Employe: Yes, and if he liked to get off as well as you do he wouldn't be boss.

Crosley WLW Programs For Week of Aug. 3rd

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

August 3rd. Eastern Standard Time.
423 Meters.

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

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

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

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

August 4th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports, Opera talk with musical analysis.

8:00 P. M.—
GRAND OPERA FROM THE CINCINNATI OPERA SEASON AT THE ZOO.
Mr. Ralph Lyford, director.

Intermission of the Opera.
Crosley Theatrical Review followed by popular program by ALVIN ROEHR'S MUSIC MAKERS.
Alvin Roehr, violin, director and MANAGER

Fred Goosman, trumpet
M. B. Van, saxophone
"Pete" Miller, banjo
"Bill" Braun, trombone
"Art" Mees, piano
"Nat" Barnhart, drums and vocalist.

CONTINUATION OF THE OPERA.
(Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

August 5th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Topics of Interest to Women.

10:00 P. M.—
BERNIE CUMMINS GENNETT RECORDING ORCHESTRA
(by direct line from Goodwins' Palm Garden)
Playing all the latest hits such as: "Jealous," "When Dixie Stars Are Playing Peekaboo,"

"Jimminy Gee," "After the Storm," and "Believe Me."

10:30 P. M.—
Concert program arranged by Mme. Chopoorian of Dayton, Ohio. Accompaniments by Charlotte Niedhamer.

11:00 P. M.—
BERNIE CUMMINS and his GENNETT RECORDING ORCHESTRA.

11:30 P. M.—
Special features to be announced by Radio.

11:55 P. M.—
Special dance concert by the CHUBB-STEINBERG ORCHESTRA.

Holman Bercraft, saxophone and MANAGER
Art Hicks, violin and director
Walter MacDonald, piano
William Koch, saxophone and clarinet
Rex Adkins, trumpet
William Davidson, trumpet
Frank Bamberger, trombone
Leon Warren, banjo
Ray Fetzer, tuba
Bud Ebel, drums
(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

August 6th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—"Shut In" program by the Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music.

8:00 P. M.—
Popular music presented symphonically by THE VIRGINIA ENTERTAINERS

Jack Bauer, violin, trumpet, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
O. V. Speybrook, saxophone and clarinet

Fred Brill, trumpet and saxophone
A. H. Speigner, trumpet, saxophone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnstone, piano and arranger
A. F. Joseph, drums and effects.

9:00 P. M.—
Special Radiocast by the National Young People of the Evangelical Church.

9:30 P. M.—
Concert program by the Wurlitzer Instrumental trio.
(Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

August 7th. Eastern Standard Time.
423 Meters.

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

1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Solos by Miss Adelaid Apfel.
Lecture: "Why We Are Interested In Ethers" by Mrs. Winifred Ellerbrock.

10:00 P. M.—
Three Minutes with The United States Civil Service.

Concert program by the MILNOR ELECTRIC INSTRUMENTAL TRIO (Courtesy of the Milnor Electric Company, Cincinnati.) This program will embrace: Standard trios, solos and excerpts from Musical Comedies.

Special features to be announced by Radio.

11:00 P. M.—
Popular program and entertainment by the DOHERTY MELODY BOYS
Frank Pendergast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Bake Holthaus, drums
J. L. Doherty, banjo and MANAGER.
(Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

August 8th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Special Program. T. C. O'Donnell, Editor of Writers' Digest, lecture on "Practical Lessons in Writing."

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

August 9th. Eastern Standard Time.
423 Meters.

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

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, Cincinnati and Chicago hog market reports.
Westheimer and Company, opening quotations of New York Stock Exchange.
Weather Forecast repeated.

P. M.
1:30 Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign

Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; Cincinnati cattle market report.

Westheimer and Company, closing quotations Cincinnati Stock Exchange, giving the bid, offer and sale.

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

Westheimer and Company, closing quotations at New York Stock Exchange.

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

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

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

Special Program at 9:00 P. M.

PIANO COMPANY FURNISHES OPERA MUSIC FOR WLW

Among those who have comprehended the value of general musical appreciation is the Baldwin Piano Company of Cincinnati. This firm goes farther than merely supplying the Crosley studio with a concert grand piano, and the following is an example: In order that the listeners of WLW might have a thorough understanding of the operas radiocast each Monday evening the Baldwin Company furnished the studio with complete piano scores of the operas from which the principal melodies of these master works are played every Monday afternoon at four. Fred Smith, studio director of the Crosley station, tells the story of the opera and Mrs. Smith interprets them pianistically.

B. B. ETIQUETTE

The office boy rushed into the boss's office with his hat on one side of his head and shouted, "Hey, boss! I want to get off to go to the ball game."

"William," said the boss, "that is no way to ask. Sit here at the desk and I will show you how."

He went from the room and returned with his hat in his hand saying, "Please, Mr. Smith, may I go to the ball game this afternoon?"

"Sure," said Billy; "here is 50 cents for a ticket."—The Continent (Chicago).

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
 Colerain and Sassafras Streets, Cincinnati, Ohio.
 Telephone, West 7600
 Subscription Price, \$1.00 a Year
 Robert F. Stayman Editor
 Alvin R. Plough Associate Editor

RADIOCASTING—CHILD OF PUBLIC OPINION

Radio broadcasting stations are discovering their definite obligations. They are discovering that a radio station is a medium for the unbiased expression of the voice of the people. It radiocasts what the Republicans have to say, but also it sends forth the sentiments of the Democrats. It broadcasts the Sunday School of the Methodists, but follows with the church services of the Presbyterians. It is a medium for general expression, not a tool for personal aggrandizement.

Another obligation that has devolved upon the station is to sustain its quality of programs throughout all seasons of the year. During radio's first summers, when low powered stations were the rule rather than the exception, there was a great deal of short sighted talk about closing down until cool weather came again. Even now we read of a certain percentage of stations that close for the summer. But most particularly were we challenged by the notice of one comparatively big station to the effect that its entire staff would have a week's vacation principally to give the radio public a rest!

In the general sense, however, the activities of radiocasting have continued with intense zeal. This is the natural order of things. It is no longer a question of giving either the public or the studio employees a rest or a vacation; for radio has evolved from an amusement to a necessity, from a toy to an obligation. Imagine, if you please, just one class of radio listeners: the shut-ins. Do they get a vacation? Does summer mean balmy breezes, pleasant trips, happy outings, camping parties and a season of merriment for them? Indeed not.

Consider the farmer's wife who takes down the market reports while the husband is busy in the field. Think of the families living in small towns and in the country who may sit in comfort on the front porch listening to an opera from some distant metropolis. Why should radio be denied these folk just because the weather is warm? And these are but a few illustrations of the many definite, firm and natural interests, the bonds of

which demand of radio high quality programs the year around.

Thus does the new communication wonder of radio discover and live up to its obligations. Child of public opinion, it has fascinated its master to a degree of servitude that is at once diverting, useful and finally obligatory. And the wise individual station performs its obligation with high pleasure, doing its level best in season and out, whether there be ten hundred listeners or ten million.

RADIO IN POLITICS

"Say, what did you think of Newt Baker's speech at the convention?" or "That fellow Walsh certainly bangs a wicked gavel, doesn't he?" or "Did you hear that New York crowd booing Bryan?" "Wasn't Cooper nerry to make the conservative Republicans listen to his progressive platform?"

How many times have you heard these questions from your neighbors who were right here in Cincinnati during the political conventions?

It seems as if every other person had hopped a train and had been lucky enough to get tickets to the big show at Madison Square Garden and at Cleveland. Every other person did attend the conventions, almost—by radio.

One of the last things the Democrats did was to pass a resolution thanking the telephone and radio companies for broadcasting the convention, making it possible, as the resolution said, for folk to sit in on Madison Square Garden from the farthest ends of the land.

That little resolution calls attention to the importance of radio in politics. It may be a decisive factor in the campaign this year, culminating in the November election.

Folk are not taking their politics entirely second-hand now. They're sitting in on the big doings, wherever they are happening. They will not have to take a reporter's word for it about what La Follette said and how the crowd cheered at a speech made in Madison, Wis. The country over they can sit in on the affair at Madison and hear exactly what La Follette said, how he said it, what went before, and what after, and exactly how the crowd reacted. The same will be true when Coolidge and Davis speak their pieces for the campaign. Listeners will read the newspaper announcements of what is to be broadcast, tune in and then read the newspaper reports of what happened with that greater interest that "eyewitnesses" of an event always have.

Radio should mean a beneficial revival of political interest on the part of the public.

More power to the little old crystal set and all its big sisters and brothers!—Editorial in The Cincinnati Post.

RADIO NOTES FROM WASHINGTON

After experimenting for several months, the Bureau of Standards has derived an equation by means of simple alternating current theory from which amplification produced by inductive feed back in radio receiving sets may be calculated. This equation shows that regeneration can be considered as producing a reduction in the resistance of the tuned circuit and so increasing the current. The equation derived was completely verified by experiment.

The Bureau of Standards is conducting a series of tests on dry cells for the purpose of obtaining a list of acceptable dry cells for use of Government purchasing officers. Arrangements have been made whereby sample cells will be selected at the plants of the co-operating manufacturers by a Bureau inspector. The sample cells will be tested in accordance with the standard specifications for dry cells and from the results a list of cells will be made out for the use of Government purchasing officers. Cells are now being selected by an inspector in the field and a second lot will be selected in December. It is expected that in this manner a running qualification test on dry cells may be made with benefit to both Government purchasing officers and the manufacturers of dry cells.

Radio is exciting a mild interest in Haiti and there are now from fifteen to twenty sets there, according to a report to the Department of Commerce from Consul Dunlap at Port au Prince. The American population of about 1,000 also have a number of sets, most of them having been carried there from the United States. Although static is bad in Haiti, they can easily pick up California, New York and Pittsburgh, the report said. An importer of radio sets told the American consul that he estimated there was a market for about two hundred sets in Haiti. This importer was planning a weekly radio entertainment to stimulate sales. If a

set could be designed which would reach Europe, the possibilities of sales would be increased in Haiti as the language of culture is French. English is not readily understood by the educated class.

The Polish Post Office Department announces that pending legislation, private radio sending or receiving installations in Poland are still forbidden. Anticipated legislation, while expected to permit private receiving stations, will strictly control their installation by license. Considerable criticism of this restrictive radio policy is expressed. On the other hand the Government is urged not to abandon control of communications especially with Soviet Russia, due to the presence of numerous communist agents within the country. Efforts of British, French and Polish concerns to obtain a monopoly over sales of radio equipment has further delayed relaxation of government control.

The first German Radio Exhibition was opened at Hamburg on May 29, according to a report to the Department of Commerce. The Exhibition takes up some 2000 square meters of floor space in the St. Pauli Gymnasium. There are 187 exhibition stands, over 100 German firms being represented. No apparatus of foreign manufacture is exhibited. The exhibits cover all varieties of receiving sets from the most elaborate and expensive to the simplest and cheapest, and include all kinds of accessories and parts. One receiving set is offered for sale at the equivalent of \$10.00 and the more elaborate systems many of which are manufactured by firms holding special licenses of the Telefunken Wireless Telegraphy Company of Berlin cost from \$50.00 to \$300.00.

One new class B and eleven new class A broadcasting stations were licensed by the Department of Commerce during the past week.

SUBSCRIBE NOW!

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

Name

Street and Number

City and State

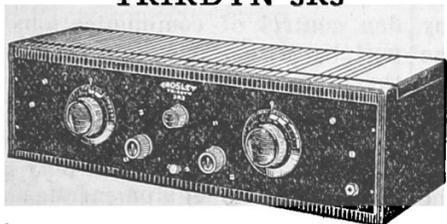
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

CROSLY

BETTER--COST LESS

RADIO RECEIVING SETS

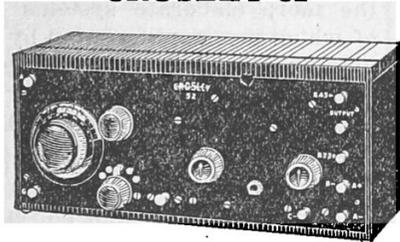
CROSLY TRIRDYN 3R3



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

PRICE \$65.00

CROSLY 52

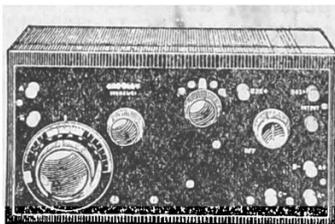


The Crosley 52 is a new three-tube Armstrong Regenerative Receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use.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

PRICE \$30.00

**GUARANTEED
SATISFACTION
AT
REASONABLE
PRICES**

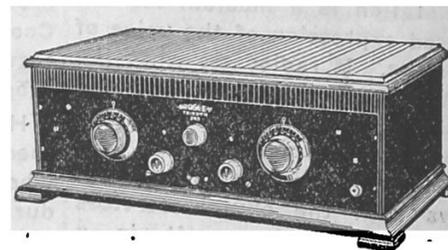
CROSLY 51



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

PRICE \$18.50

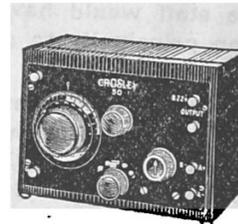
CROSLY TRIRDYN SPECIAL



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

PRICE \$75.00

CROSLY 50



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

PRICE \$14.50

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

CROSLY

BETTER---COST LESS

RADIO RECEIVING SETS

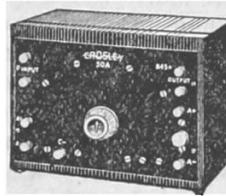
CROSLY 51-P



This is the Crosley 51-P, our two tube portable set. It is the Crosley Model 51 receiver mounted in a leatherette covered carrying case, having nickel-plated trimmings and a leather handle. It has a compartment for a pair of head-phones and a compartment large enough to hold three standard 6-inch No. 6 dry cells and three No. 764 Eveready vertical, Intermediate size, 22½ Volt "B" batteries, or No. 5158 Burgess or No. 1153 French "B" batteries, thus providing for an ample power plant for continuous use over a reasonably long period of time with the popular dry cell vacuum tubes. This receiver can be used as a stationary set in the home or as a portable set to "take your entertainment with you." It is licensed under Armstrong U. S. Patent 1,113,149.

PRICE \$25.00

CROSLY 50-A



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

PRICE \$18.00

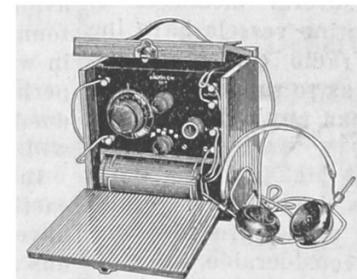
CROSLY 51-A



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

PRICE \$14.00

CROSLY 50-P



Here is a genuine Armstrong Regenerative Portable Radio receiver for but \$18.00. This Crosley 50-P is a one tube, long range set which must not be compared with any non-regenerative one tube receiver for it must be remembered that no one tube circuit is comparable with an Armstrong hook-up for long-distance results and for volume. The set is mounted in a solid quartered oak portable carrying case in which there is room for dry cell batteries. These batteries can be installed by your dealer, so the set will be ready to be carried home and attached to the aerial and ground wires. Operation is very simple. It is the ideal set for the home, and still has the added feature which permits you to "carry your entertainment with you" when you go away.

PRICE \$18.00

Illustrated on these two pages are the new radio receiving sets and amplifiers offered by The Crosley Radio Corporation. There are still others with which you are familiar, such as the Type V, the XJ, the Super XJ, the VI, the Super VI, the 3B, the XL and the 3C. The Crosley V is a one-tube Armstrong Regenerative Receiver, its efficiency, simplicity of operation and low price being features that have made it so tremendously popular. Incorporated in the Crosley 3-B are an Armstrong Regenerative Detector and Two Stages of Audio Frequency Amplification. It is suitable for long distance reception on a loud speaker. The Crosley VI consists of detector and one stage of tuned radio frequency amplification. Far-away stations are heard with pronounced clearness. The Super VI combines Armstrong regenerative and Miner reverse feed-back features. Perfect regeneration, control of tuned radio frequency amplification with minimum reradiation and increased range, volume and selectivity are provided in the Super VI.

The Crosley XJ is a four-tube receiver incorporating one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification. The Super XJ incorporates Armstrong regenerative and Miner reverse feed-back features. The Crosley XL is the same as the Crosley XJ, only it is mounted on a square panel and installed in a console with a built-in loud speaker, in which there is room for batteries when dry cell tubes are used. Crosley Models V, 3-B, Super VI, Super XJ, and 3-C are licensed under Armstrong U. S. Patent No. 1,113,149. The Super VI and Super XJ are also licensed under R. S. Miner Patents Pending.

Prices of these sets follow:

Type V, \$16.00; Model XJ, \$55.00; Super XJ, \$65.00; Type 3B, \$42.00; Model VI, \$24.00; Super VI, \$29.00; Model XL, \$120.00; Model 3C, \$110.00.

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Radio Developments Adding Greatly To Efficiency of Navy

Majority Of Ships Soon To Be Equipped With Powerful Transmitting Apparatus.

Modernization of radio equipment in the Navy, both afloat and ashore, is making for great efficiency in continuous communications, recent reports from the Navy Department announce. By the time of the next general maneuvers the majority of our fighting craft will be equipped with the last word in tube transmitters, as well as more efficient receiving sets, and have their circuits so adjusted as to be able to send and receive several messages at once. Submarine vessels have improved their radio communication systems, both as to range and reliability, more than any other class of craft.

Most of the high-powered shore Naval stations have been re-equipped with new and improved transmitters, and considerable interference has been eliminated. At Heela, H. T., a new current transformer transmission set has been installed, and a similar equipment for Pearl Harbor is now being put in place. These transmitters will eliminate considerable "mush and harmonics," and improve local reception. All other Naval stations will soon receive apparatus of this sort.

A new coupled radio circuit at Annapolis, Md., has been set up and tested, eliminating interfering radiations, but the range has been somewhat reduced. Radio messages for the commander-in-chief of the U. S. Fleet, however, broadcast from Annapolis, has been sent directly, insuring immediate delivery.

At Naval radio central in Washington, the Creed Recording Apparatus for high-speed code reception, coupled with the Taylor differential receiver as a static eliminator, has worked out exceptionally well. Tests made on June 10, on a tape recorder, brought in 95 per cent of the messages at the rate of thirty words a minute from station UFT, Sainte Assise, France, when regular reception was poor from Cayey, Balboa and San Diego, on account of heavy static. Another test showed 100 per cent reception from France at from 40 to 50 words per minute, while ordinary reception was impossible. When present experiments are finished, the Navy looks for reception in Washington from San Diego and other distant points at a rate of 100 to 150 words per minute. The tests showed that the greater the speed, the less interference of static is recorded.

On the Trans-Pacific work the Navy now uses five eastward sched-

Radio Fans No Longer Are Skeptical Regarding Value of Summer Reception; 1924-25 Season On In Full Swing

D. D. Richards, radio editor of the Chicago Evening Post, writes as follows:

The 1924-25 radio season is on. Who is going to be able to get along without listening to the radio set after this session of the Democratic convention? The fans have gotten so used to hearing music and addresses by radio—not to mention "Alabama casts 24 votes for Underwood"—that they will continue to use the sets daily. This will start, or rather has started the season. This summer there has been more listening in on the radio than in any summer since sets were made available to the fans. It has been found that the impulses have come in well, the static, long dreaded and perhaps feared, has been either subdued or become an old friend, and will not drive listeners away again.

Incidentally, those stations broadcasting the New York convention have performed a noble service. It has not been an easy job, either in New York or Chicago, or any place

ules a day in place of two, between Cavite and San Francisco, with increasing efficiency. A report from Hawaii states that recently the entire broadcast from the Arlington 6 KW tube reached the Hilo station during daylight with good signal strength. Washington, on the other hand, has received Cavite direct, but this was called a freak transmission.

A new 100 KW arc set, which was installed at Mare Island, in May, gives San Francisco two 100 KW sets, one for use to Honolulu and the other on the Washington circuit direct.

A circuit from the Dutch station at Malabar in Java, to San Francisco, has been perfected, and a west-bound, relay circuit from San Francisco, via Honolulu, Guam, and Cavite, to Malabar, will be opened soon, a Naval announcement states.

Commenting on the Navy's service across the Pacific to Manila, a press association said that this work was the best job the Navy was doing on the West Coast. Were it not for this service, the association official said, the newspapers in Manila would be practically shut off from press communication with the United States, and have to rely upon foreign news services from the Far East.

else, for that matter, to keep these stations tuned up and in perfect operation during the long hours that the Democrats have been meeting. The service has been little short of wonderful, and many fans have expressed appreciation to the stations. No one in the world thought the convention would drag along for so many days. However, once into it, the radiocasting officials have been good sports, and tho the expense has been heavy and many, many times more than any one thought it would be, they have stayed by their guns and given red-hot, authentic convention news at all hours.

This convention, no matter how it may appear to politicians, has resulted in a real triumph for radio. Summer reception has been all that could be desired, and it has brought fans out of the summer siesta. Never again will the radio cabinet be dusted off and put away in the attic during the summer. It served almost as well as it did during the cold days of winter and the music seems to be even more appreciated during the summer than it was in the winter months. Thousands of new fans for radio have been made this summer. Skeptics thought it would be impossible to get even a squeak out of the sets during the hot days. They laughed at the idea that the convention proceedings could be understood and the entire atmosphere of the convention brought into the parlor. They have ceased to be skeptical now, and they are the most enthusiastic of fans.

No more will the receiving set owner sit at home wishing he had something to do during the summer evenings. He will turn on the set, and even if he cannot get Cuba and Los Angeles, he can, with a reasonably good set, get Pittsburgh and New York on the east and Jefferson City on the west, and he will be satisfied. The Chicago stations are all offering excellent programs, which really makes it unnecessary to get out-of-town stations, if entertainment by radio is the object of owning a set. The DX seeker will have his inning in the winter, but the average entertainment seeker can have his inning all the year around. This summer has proved

that beyond any possible doubt.

Those who haven't been using their radio sets this summer have missed a lot, and those who are waiting until cold weather to build their sets or try new hook-ups are wasting time.

The 1924-1925 radio season is here.

UNIQUE EXPERIMENT RESULTS IN DEMAND FOR CROSLY SETS

J. E. Cuthrell, Crosley dealer in South Norfolk, Va., has sold a large number of Crosley radio receivers since the national political conventions as a result of a unique experiment conducted by one of his customers.

This customer was a railroad man in charge of a junction at South Norfolk. He was operating a Model 51 two tube Armstrong regenerative set, which sells for \$18.50. Connecting his headphones to a private railroad telephone, he made it possible for many railroad men to listen in every evening to the events of the conventions. As far as Roanoke, Va., which is about 200 miles away, the convention proceedings were heard by these railroad men, who, after working hours, would sit, with the telephone receiver clamped on their ear, and "take in" all the interesting events as they took place in Cleveland and New York.

Mr. Cuthrell advertised the fact that it was a Crosley receiver that was being used, and as a result he sold a number of sets to the men who, by means of radio and telephone, had been able to enjoy listening to the conventions.

A MORAL

As the parting instructions were being given, the fresh young salesman picked up his grip and started on his initial trip.

"Good luck to you," said his chief. "Wire us important news."

The following day this message was received: "Reached here safely; good room with bath; feeling fine."

The manager wired back: "So glad; love and kisses. Good-bye."

THE VACATION PROBLEM

"You give your clerks two weeks' vacation every year, don't you, Mr. Tintack?" asked a friend.

"A month," grunted the eminent hardware dealer.

"A month?"

"Yes. The two weeks when I go on my vacation and two weeks when they go on theirs."—Good Hardware.

Sam, a colored "slicker," sold Mose a mule. A few days later Mose told Sam the mule was blind. "What makes yo' think dat mule is blind?" "Why, I turned him loose in a field, and he ran right into a tree!" "Mose, that mule ain't blind. He just don't give a dam."—Judge.

THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively

CROSLY

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

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

Changes Opinion Of Summer Radio On Buying Trirdyn

Distant Stations Now Heard
Clearly, While Other Re-
ceiver Brought In Naught
But Snatches of Music.

"My previous conceptions of radio have been entirely revised since I purchased my Crosley Trirdyn, three tube radio receiver. Heretofore all I was able to hear were snatches of music, a word here and there and plenty of static. Now I hear distant stations with perfect clearness."

This idea is conveyed in a letter sent by Oliver S. Shaw, of Indianapolis, Ind., to The Finke Furniture Company, of Evansville, Ind., from which company he purchased his Trirdyn. Mr. Finke, in turn, sent a copy of his letter to us, believing prospective owners of receiving sets might be interested in reading about what wonderful service Crosley Trirdyn sets are giving.

Mr. Shaw's letter follows:

"July 11, 1924.

"Mr. Harold Finke,
"Evansville, Ind.

"My dear Harold:

"I am enclosing my check for the Crosley Trirdyn radio outfit that you so very kindly assembled for me.

"During the three days that I was home with my brother I spent the bulk of the time with the radio as as the reception of the Democratic Convention was so vivid that it was practically the same as if I was sitting in New York City in Madison Square Garden directly under the speaker's stand. No one there could have been in closer touch with the convention details than I was, sitting in our quiet front room a thousand miles away, thanks to your wonderful Trirdyn.

"My previous conceptions of radio have been entirely revised, as about all I had ever been able to hear were snatches of music and speeches intermingled with terrific static and bad reception. However, this machine, as amateurish as I was in manipulating it, was as near perfect in the reception of the stronger broadcasting stations as one could ask for. I am enclosing a list of stations that I was enabled to calibrate on the dials, and such stations as WWJ, WLH, WOL, WEBH, WHY, and KDKA were really easier to get after the calibration had been determined than it is to place an ordinary telephone call.

"We had church services from Cincinnati, The Church of Covenant, yesterday from the opening prayer to the final closing without a single sound to mar the entire service. The soloist came in through the

HEARS STATION 1000 MILES AWAY WITH SET INSTALL- ED IN AUTOMOBILE

Many radio fans have experimented with the installation of receiving sets in automobiles, certain of them with fair success but most of them without. But it has remained for J. R. Duncan, of Madill, Oklahoma, to solve the problem—his solution being explained in the following letter:

"July 5, 1924.

"The Crosley Radio Corporation,
Cincinnati, Ohio.

"Gentlemen:

"I have just had an experience with the Crosley 51, that I don't believe has been surpassed.

"Recently, I installed this little receiver under the dash on my Star car. For an aerial I use 120 feet of 'pig tail' wire wrapped back and forth between the cross bows that support the top of my car; and for a ground—well, I don't have any! I light the filaments of the tubes from the storage battery on my car, and since one side of the storage battery is connected with the car frame this serves the purpose of a counterpoise.

"All during yesterday I listened to the Democratic Convention, which was being relayed through Kansas City, with this arrangement. This is a distance of about 400 miles airline.

"Last night, during a considerable display of lightning in the north, using this same set and arrangement, I listened to the convention through WLS of Chicago—a distance of about 1000 miles from here. Later I listened to Omaha, Neb., and Ft. Worth, Texas.

"Yours very truly,

"J. R. DUNCAN."

Music Master horn with every note as clear as a bell.

"Considering the fact that in summer time it is not expected that the air is entirely free from static, I think the clearness of this set is really remarkable. I had one violin solo from WEBH on Friday night that no phonograph could equal.

"I certainly thank you for introducing me to the Crosley Trirdyn for it has been a real pleasure to operate it.

"Yours sincerely,
"Oliver S. Shaw."

DEALERS

For Immediate Delivery

CROSLY

Better—Costs Less
APPARATUS

EIGHT BIG WAREHOUSES

WAKEM & McLAUGHLIN, Inc.
CHICAGO.

Post Advertisement Will Carry Crosley Message to Millions

Full Page Advertisement In
Saturday Evening Post to
Bring Many Prospective
Radio Fans Into Stores
of Crosley Dealers.

Crosley dealers and jobbers are advised to take advantage of the full page advertisement appearing in the July 26th issue of the Saturday evening Post and to prepare to meet the demand which will be created by this publicity. This advertisement is in the form of a beautifully designed catalog page on which are illustrated the new models offered by The Crosley Radio Corporation.

These include the Trirdyn, Trirdyn Special, 50, 51, 52, the portable sets and the amplifiers. It is known that millions of people read the Saturday Evening Post, and among these millions there certainly will be hundreds of thousands who will be deeply interested in the merchandise now offered by Crosley.

Reproductions of this advertisement are being mailed to all Crosley dealers and jobbers, for use in window displays. The wise dealers will take advantage of this national advertising by filling their windows with Crosley merchandise, thereby letting their customers know that they are featuring this widely advertised and nationally known line.

This full page advertisement is but a small part of the publicity campaign planned by The Crosley Radio Corporation for the coming fall and winter. A large number of magazines and newspapers will carry the Crosley message into every city and village in the United States and will be read by millions of prospective radio fans who have been awaiting the announcement of receiving sets upon which they can rely for efficiency and which are within their financial reach. Remember that Mr. Crosley's closing message to his jobbers in convention here recently was to the effect that he would continue to build the

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

Ford class of radio—apparatus that was dependable at all times, as good as any on the market, if not better, and still was so priced that everyone could afford to pay for it.

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain
and Live Stock

Quotations.

Bond Department

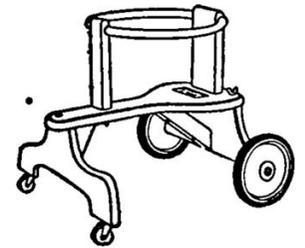
THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

The Go-bi-bi



No longer does Daddy carry the infant about in his arms while mother prepares supper. Little brother and sister do not have to sacrifice their play hours to take care of the baby. And Mother—look at Mother, just as carefree as the children. All because the Tiny Tot in this home is learning to walk by means of the GO-BI-BI and needs little attention from anyone. On the contrary he is keeping the rest of the family entertained.

"My wife and I are 'tickled to pieces' over the GO-BI-BI we have for our ten months' old girl. It is just like a one ring circus to watch her." (Signed) Gordon B. Small, Springfield, Mass.

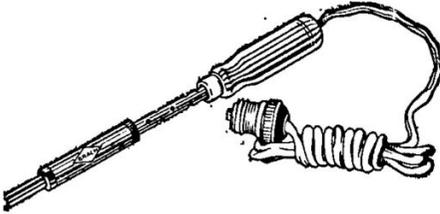
Every dealer in baby things or children's vehicles should stock the GO-BI-BI, and help to make healthy babies and happy homes in the community. Nothing like it for making satisfied customers.

CROSLY MFG. COMPANY

1632 Vandalia St. Cincinnati, O.

BRACH

ELECTRIC SOLDERING IRON



The Brach Soldering Iron measures up to the high standard of the other Brach products. Each iron stamped with a broad guarantee to perform satisfactorily. It is light of weight and comes equipped with either a pencil point for radio soldering or commercial point for heavier work. The Brach iron can be identified because it comes in the orange, red and blue package.

List Price Each \$2.50

SOLDERALL

For Radio Connections

Solderall is a metal solder and flux complete. It is the first complete solder to be dispensed from collapsible tubes, making it very easy of application.



Solderall has proven itself useful in very many ways where old-fashioned soldering used to be employed, and is especially desirable for soldering wire connections. Radio companies are using it for their radio apparatus and amateurs are building up their equipment, for Solderall has the means of joining their electrical connections, soldering their jacks, couplers, condensers and other purposes. The heating of a match will suffice in most cases, but the use of the Solderall torch or electric iron is advised in its application.

Retail Price 25c a Tube

Solderall Torch

No one should be without the new Solderall Torch. This is the final successful result of 11 years' effort in the design and manufacture of a self-acting pocket blow torch.

The new torch is guaranteed to generate a pointed flame up to 4 inches in length. It is absolutely safe, will not explode or leak.

These torches are now found in the kits of mechanics, tool chests, shops, garages and the home. It is made of heavy brass. Size 1 1/2 inches by 5 3/4 inches high.

List Price \$2.00

L. S. Brach Mfg. Co.
Newark, N. J.

Special Care Must Be Given Selection Of Radio Batteries

Valuable Suggestions Offered
By Manufacturers of Electrical Supplies—Simplification Work Under Way.

With the greatly increased use of radio this summer, as evidenced by the sale of apparatus reported from many sources to the Radio Section of the Associated Manufacturers of Electrical Supplies, the need for the proper choice and best care of batteries is attaining growing importance, according to a statement issued by the Section.

"It would be difficult to overestimate the function of batteries in radio receiving apparatus," it is declared. "Batteries in the receiving set are as fuel to the engine, as vital to its operation as coal or oil are to the running of a steamship. Slight as it is, 'maintenance cost' must be considered a necessary factor in the operation of any set. When it is considered that due to carelessness or inexperience some sets are being operated at home at a cost as high as 30 cents an hour, whereas others of equal range and performance cost but a few cents an hour to operate, it becomes evident that batteries must be properly chosen and cared for if the receiver is to be operated economically. Here are the points with regard to the batteries that the amateur should observe:

"1. Use the size battery adequate to the need of your particular set. It is possible to get results from multiple-tube apparatus with the smallest size of 'B' battery, but the experiment will be costly because of the rapid depreciation of fuel supply and the consequent need of frequent renewals. The number and type of tubes, as well as the range sought, should determine the size of the battery required.

"2. Be sure that the 'B' battery is not connected to the 'A' battery terminals, as the filament in the latter is designed to operate on low voltage, whereas the voltage of 'B' battery is many times that of the filament voltage rating.

"3. Use no more tubes than are sufficient for the results desired. It frequently happens that inexperienced operators will have more tubes burning than are necessary, and then de-tune to lessen the volume of sound. For local stations, for instance, the first audio stage is amply sufficient.

"Burn your tubes at the lowest point compatible with good reception. Excess filament current not only drains the batteries unduly, but reduces the life of the tubes. Once the rheostat is fixed at the proper point, it should not be touched again.

"5. Turn off the filament the moment you stop listening. Current is flowing as long as the filament is lit, regardless of whether or not you are receiving.

"The Battery Standards Committee of the Radio Section of the A. M. E. S., under the direction of the committee chairman, C. E. Furness, of the National Carbon Company, is now engaged in standardization or simplification work that is destined to have important consequences in the development of the art. The committee is classifying 'B' batteries with a view to fixing standard sizes and dimensions. This will enable manufacturers of self-contained sets to build standard sized compartments, so that the user of the set may install whatever make of battery he prefers.

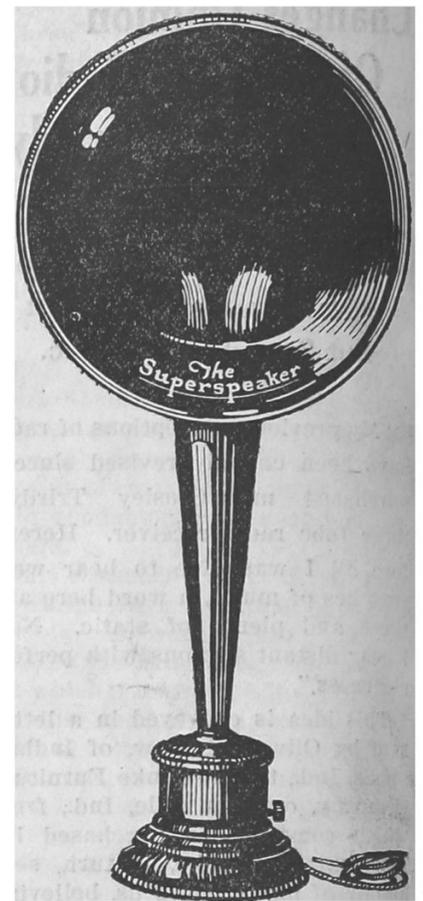
"Vertical batteries are apparently favored for universal use in self-contained sets. The committee, therefore, is fixing standard locations for terminals on batteries of this type. When this is accomplished, the manufacturer can cut his wires to the exact length needed, so that the battery cannot be wired to the wrong polarity.

"Finally, the committee has fixed on a standard type of wire lug that can be attached to any of the different styles of battery-terminals.

Station WLW Spent \$1.19 per Minute During Convention

(Continued from Page 1)

what it wants and to this end the listeners often are asked to express their wishes as to what shall be broadcast. An example of public sentiment disclosed itself on July Fourth when the operator in the WLW station tried to reach the officials of the Erner and Hopkins WBAV broadcasting station in Columbus, Ohio, in order to ascertain whether the regular Friday evening concert was to be given. It was impossible to locate any officials of the Columbus Company because of the holiday. The next move of the Crosley operator was to ask the radio fans in Columbus whether there was to be a program in their city and over four hundred fans sent telephone and telegraph messages to the WLW station and told the Cincinnati broadcaster to continue with the Democratic Convention. A message was also received from The Columbus Dispatch radio editor, in which he said the regular Friday night program had been cancelled in favor of the request for the convention. The station in Columbus and the WLW broadcasting station are both on the 423 meter wave length and divide the time. Friday night is assigned to the former place,



The Superspeaker

EXCLUSIVE MERIT

in this record breaking reproducing instrument is the result of positive, cam-operated, micrometer adjustment which brings in, sweet and clear, stations you have never before heard except through your headset. No rubber spring to harden and wear out.

Big, substantial, non-metallic horn, handsomely finished in ebony gloss—Nothing electrical but the performance—Makes good every recommendation of the dealer who sells it. Radio Merchants, get our highly profitable proposition.

JEWETT RADIO &
PHONOGRAPH COMPANY
5680 Twelfth Street
DETROIT MICHIGAN

Far-Away Stations Are Heard Clearly By Louisiana Fan

Practically The Entire Country
Covered By Trirdyn Owner,
Operating Loud Speaker
—Better Than High-
Priced Sets,
He Says.

What has become of the old-fashioned man who put his radio receiving set away for the summer? Surely he will be disappointed when he reads about the enjoyment being derived by those who scoffed at the propaganda about radio being a winter entertainment only. Just read, for instance, what Mr. H. N. Krenkel, of Carville, La., has to say about summer reception. Mr. Krenkel is connected with the United States Public Health Service in Louisiana. His letter follows:

"July 14, 1924.

"The Crosley Radio Corporation,
"Cincinnati, Ohio.
"Gentlemen:

"I have had such good success with your Trirdyn 3R3 Radio receiving set that I thought you might be interested in hearing of the results. As you possibly know, it has been said that it is very difficult in this part of the United States to get good reception during the summer months on account of the hot weather and the high humidity. I purchased your set from Woodward Wight & Co., in New Orleans, the latter part of May, but up to July 10, I did not log any of the stations received.

"But on the night of July 10, about 7:30 P. M. I decided that I would keep a record for a few days of just what I received, and this is the result:

"WOC, Davenport, Ia.
"WMC, Memphis, Tenn.
"KSD, St. Louis, Mo.
"WFAA, Dallas, Texas.
"WLW, Cincinnati, Ohio.
"WSAI, Cincinnati, Ohio.
"WSB, Atlanta, Ga.
"KDKA, Pittsburgh, Pa.
"WTAS, Elgin, Ill.
"WCAL, Northfield, Minn.
"WHB, Kansas City, Mo.
"PWX, Havana, Cuba.
"WAAB, New Orleans, La.
"CYL, Mexico City, Mexico.
"WOS, Jefferson City, Mo.
"WSY, Birmingham, Ala.
"KFKX, Hastings, Nebr.
"WDAF, Kansas City, Mo.
"WBAP, Forth Worth, Texas.

Continued on Page 8)

Fred Smith Holding Sixth Position In Great International Radio Contest To Determine Most Popular Announcer

Fred Smith, studio director of the Crosley WLW radiocasting station, is sixth in the standing of contestants for the gold cup contest being conducted by Radio Digest, a weekly radio publication, to determine which is the most popular announcer. This contest is international in its scope and the entrants are from the largest and best broadcasting studios.

The winner will not only have the glory of being the most popular studio director and announcer but will receive a handsome gold cup in the design of a microphone.

In the contest conducted by The Enquirer, in Cincinnati, to ascertain the most popular studio director in that city, the honor went to Fred Smith who received a handsome wrist watch which he now uses when preparing to say "Good Night."

"We find that our own Fred Smith, genial announcer of WLW is running up with the leaders," said

Powel Crosley, Jr. "While we do not know whether Fred can be the winner of this contest conducted by the Radio Digest, it is gratifying to us to see him making such a good showing."

Unlike the candidates for the Presidency of the United States and State Executive positions, Fred Smith is not making a radio campaign appeal to the voters, preferring to leave his fate in the hands of his friends. There is no campaign manager for the WLW entrant and so each radio fan may feel entirely free to form as many Smith-WLW Clubs as he chooses.

Smith's position as sixth in the candidates for highest honor, is on the tenth ballot. One ballot is taken each week and will run for 16 weeks. Six more are to be counted but if the voters send in a complete series of sixteen ballots, taking one from each week's Radio Digest, a bonus of 75 votes will be accredited to the account of Fred Smith.

Receipt For Good Will Of The Masses To Be In Form Of Progressive Action That Will Result In Greater Service

Concerned with the welfare of the masses, urged on by their good will and pledged to greater efforts in their behalf, The Crosley Radio Corporation has entered into a sphere of wide influence and usefulness. Responsibilities have been recognized and the duties of the company are being fulfilled in a manner satisfactory to those who have placed their fate therein. But in the distance—beyond responsibilities and duties—there looms something more inspiring—the power to give a receipt, as one might say, for the good will extended to the Crosley organization by the thousands and thousands of radio listeners.

This receipt will be in the form of progressive action that will result in service. What it is possible for radio engineers to give to the public will be placed before you in the form of merchandise and service that literally will compel you to acknowledge our efforts. Developments of the past year probably will fade into oblivion when compared with those of the coming year. Not that we have any "up

our sleeve," not that we are contemplating the announcement of radical changes in our apparatus—no, but it is certain that the coming season will bring improvements in both broadcasting and receiving, and those who follow these closely will see that our organization will be in the lead at all times, always one or more jumps ahead of the other fellow.

Last winter, when the demand for radio receiving sets was greater than it ever had been before, as high as 1,500 Crosley sets were produced daily, as against the receipt of orders for four and five times as many. 'Tis true a large number of people were disappointed at not being able to purchase our products at the time they most desired them, but these people remained loyal and practically all of them waited until it was possible for us to "catch up." But since that time preparations have been made to meet a demand many times greater than that of last winter, a new and much larger factory having been added to the

(Continued on Page 6)

Radarios Revived At Station WLW; Comedy To Be First

Moliere's Famous Play, "Busi-
ness Man Turned Gentle-
man," to Be Broadcast
from Crosley Studio.

The radio plays, or radarios, as they are known at the WLW station of The Crosley Radio Corporation, where they were created a long time ago, are to be revived. The first of the series, which is to be a repetition of Moliere's famous comedy, "Business Man Turned Gentleman," has been booked for Thursday night, August 14th, at 10:30 o'clock. This radario, which was prepared by Fred Smith, studio director, utilizes the modern jazz band instead of the orchestra of the days of Moliere. The central character of the business man Jordan, has been made a type of the new-rich go-getter of the present century.

The radario adaptation of Moliere's lengthy comedy has been prepared to take but twenty minutes playing time, during the action of which the listener follows the plot with the auditory sense and his imagination instead of having the actual stage setting and player-business to follow the eye.

In the revival of this successful radario, a departure has been made in the leading character which will be played by that now-famous radio personage, Senator Schultz, who has been heard through the WLW with his humorous discourses upon many topics. He is a dialectician who has created an enormous following by his unique style of speech. For the benefit of many who have inquired about the real name of this comedian, it is herewith given for the first time: E. J. Klein. In his role of Jordan, the business man without culture suddenly desirous of becoming genteel, Senator Schultz is sure to be equally funny as when giving his droll talks.

The Doherty Melody Boys will provide the incidental jazz music for the occasion and after their part in the radario, will give a program of dance selections.

There was a young lady from Joppa,
Who sometimes would tell a big
whoppa;

But each time she did that
She got warmed with a slat
Upon a soft spot by her Poppa.

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
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 Robert F. Stayman
 Editor
 Alvin R. Plough
 Associate Editor

IT MUST NOT BE DONE

Agitation on the part of certain organizations in behalf of the broadcasting of the trial of two Chicago youths who have confessed committing a horrible crime against society must be stopped immediately because behind it there lurks the danger of undermining the entire structure of progress already erected by those who own and operate radio broadcasting stations.

Radio is for the young and old, and therefore must be kept clean. There is no room in the air for material that will contaminate the minds of the hundreds of thousands of boys and girls who listen in every day and night, and who, by nature, would be inclined to tune in only that station from which was being broadcast a murder trial. Naturally there are many who would refuse to listen to such, and still we know human nature and we know that from the publicity already given to this terrible crime there has resulted a great desire to hear from the attorneys and witnesses direct and detailed descriptions of the murder.

For several years, in fact ever since radio broadcasting became popular, studio directors have endeavored to give to their listeners the very best of entertainment. Never once has there been broadcast anything that could be objected to by the parents of the youthful listeners. And such must not be started now. The broadcasting of news events is a wonderful thing, and is appreciated by the listeners, but there are plenty of such events taking place every day that can be broadcast without reverting to such as murder trials.

RADIOCASTING AND BROADCASTING

Despite the fact that at a recent convention of radio manufacturers, jobbers and dealers it was decided that the word "RADIOCASTING" would replace the word "BROADCASTING," we will continue to use both. We admit use of the word radiocasting is more proper than that of broadcasting, and still it seems as though the latter is more popular and therefore we will regard them as synonyms and use either whenever the occasion arises.

A PROBLEM SOLVED

It is almost a certainty that a number of our readers are pondering over the problem as to what to give to some friend or relative as a birthday remembrance. You have scanned gift catalogs and traveled from one store to another without being able to find something you know will be appreciated. But look no farther. Give a radio receiving set. It matters not whether the person to whom it is to be given is young or old—man or woman—the radio receiver will be appreciated and will be regarded as "the best gift I ever received."

Gifts that provide entertainment or service to more than one person are becoming more and more appropriate every day, and nothing provides more entertainment for a group than does a radio set. You, as radio listeners, realize the tremendous amount of enjoyment you get out of your receiver and therefore it is unnecessary for us to dwell upon that point. You know that if you did not own a set you would be mighty well pleased if someone would give one to you. And therefore why not put the other fellow in your place and make him happy by sending a receiving set to him as a birthday gift?

This is but a suggestion, but it is worthy of consideration by you radio fans and by you radio dealers who read the Weekly. To the latter we might suggest that you advertise radio sets once in a while as gifts, appealing to those people who are seeking suitable presents.

LEVIATHAN ORCHESTRA ENTERTAINS WLW RADIO LISTENERS

The Filipino Orchestra of the Liner Leviathan recently entertained WLW radio listeners with a series of selections. The orchestra was playing at the Hotel Sinton, whence the music was carried by telephone to the WLW studio and broadcast. The fine impression created by this initial visit of the musicians, prompted F. C. Bush, Assistant Passenger Traffic Manager of the United States Lines, to arrange for a special program to be radiocast in January, at which time the combined orchestra will provide the music, while speakers of prominence will tell of the work of this division of the Government.

POOR GROUNDING

A long ground lead, or a poor one, often causes body capacity in the receiver. Connecting the ground to a steam radiator is a poor ground, because the pipes take many turns before they get to the ground and actually act as counterpoise. The best ground is the cold water pipe.

There are 2723 American ships equipped with radio.

Latent Patriotism Being Awakened By Radio Broadcasting

Great Increase In Interest In National Politics Noted As Result of Radiocasting of Conventions.

To some it may seem a far cry from the recent National conventions of the Republican and Democratic parties to a lesson in patriotism, and yet the fact seems very evident, that in broadcasting the proceedings of these conventions, thousands of our citizens were brought closer to the realities of government than ever before.

We know of many men who stayed up late at night who took time from their regular business, in order that they might attend, by means of radio, the Democratic convention in New York. We know men who ordinarily would have got no farther than the headlines in the daily paper reports of the conventions, who sat for hours listening to the details of the convention sessions. There seemed to be a certain fascination in getting this first hand information.

Most of the thousands who heard the conventions broadcast have an added respect for the ability of the chairmen who presided over these conventions, and particularly for the man who guided the New York convention through such long and troubled sessions. Most of the radio listeners have a higher regard for the business of choosing a presidential candidate than they had previous to listening to the actual proceedings of these presidential conventions.

The logical conclusion to be reached from these facts is that the coming presidential election will be followed with great interest by those who listened to the conventions. No doubt radio broadcasting will be employed by both parties during the campaign, and the radio audience will be given opportunities to hear some of the great

orators of our day, as the campaign progresses.

None but the best speakers will be tolerated as radio speakers and their deliverances must be of such a character that they can enter any home without giving offense.

With these two requirements kept in mind by the managers of the various candidates, we believe the result will be a series of home lessons on governmental needs, and high statesmanship.

Citizens of this country must not be allowed to forget the high privilege each enjoys in the right to take part in this and in all elections.

Too many of us are delinquent when election day comes around, and it is lamentable that such a small percentage of our citizens actually exercise the right to vote.

One of the great opportunities of the broadcasting stations is to emphasize this phase of our National welfare, and already they have done much in that direction.

Speakers in the coming campaign will find that there is a difference in addressing a great crowd of assembled people, and in talking to folks sitting comfortably at home listening by radio. They will find that the standard tricks of oratory and the psychology of the mob will have little effect on the radio audience. Only pure facts logically presented will carry weight with radio listeners, and the personal magnetism of the speaker will be only such as can be conveyed through the medium of the voice.

We do not think the interest in politics which is now so evident on the part of the radio audience will die out with the presidential election. Rather we expect it to increase.

Perhaps some far-seeing manager of a broadcasting station will be able to crystallize this general interest in things political to the point of giving some kind of a regular schedule covering kindred subjects, such as the government of a city, or state, with its various ramifications.

It has not yet been proved that entertainment is the highest function of radio broadcasting. In fact the interest in the political conventions seemed to be far greater

(Continued on Page 6)

SUBSCRIBE NOW!

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

Name

Street and Number

City and State

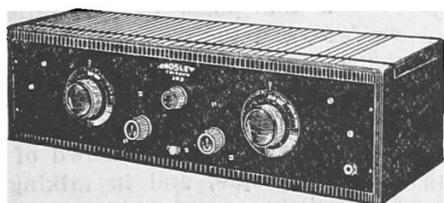
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

CROSLY

BETTER--COST LESS

RADIO RECEIVING SETS

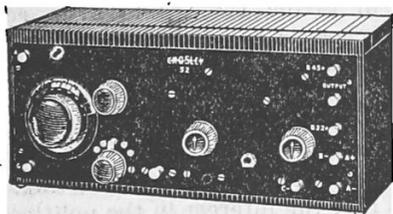
CROSLY TRIRDYN 3R3



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

PRICE \$65.00

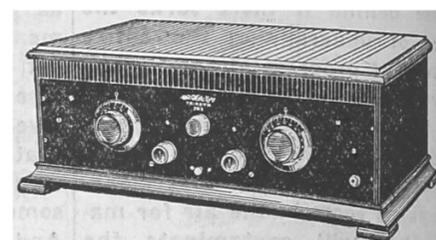
CROSLY 52



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

PRICE \$30.00

CROSLY TRIRDYN SPECIAL

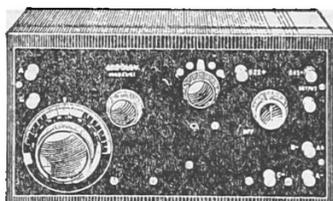


The Crosley Trirdyn Special is exactly the same as the Trirdyn 3R3, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-Inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have declared that the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

PRICE \$75.00

**GUARANTEED
SATISFACTION
AT
REASONABLE
PRICES**

CROSLY 51



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

PRICE \$18.50

CROSLY 50



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

PRICE \$14.50

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

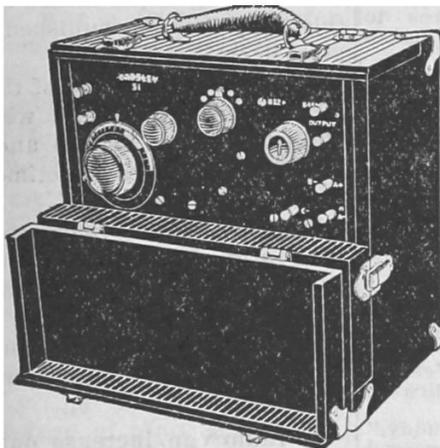
CINCINNATI, OHIO

CROSLY

BETTER--COST LESS

RADIO RECEIVING SETS

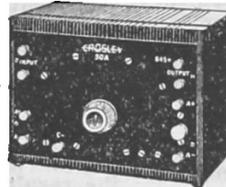
CROSLY 51-P



This is the Crosley 51-P, our two tube portable set. It is the Crosley Model 51 receiver mounted in a leatherette covered carrying case, having nickel-plated trimmings and a leather handle. It has a compartment for a pair of head-phones and a compartment large enough to hold three standard 6-inch No. 6 dry cells and three No. 764 Eveready vertical, intermediate size, 22½ Volt "B" batteries, or No. 5158 Burgess or No. 1153 French "B" batteries, thus providing for an ample power plant for continuous use over a reasonably long period of time with the popular dry cell vacuum tubes. This receiver can be used as a stationary set in the home or as a portable set to "take your entertainment with you." It is licensed under Armstrong U. S. Patent 1,113,149.

PRICE \$25.00

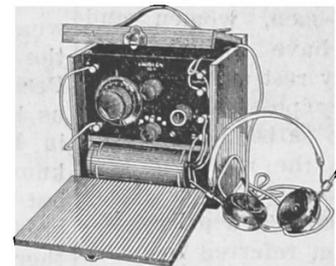
CROSLY 50-A



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

PRICE \$18.00

CROSLY 50-P



Here is a genuine Armstrong Regenerative Portable Radio receiver for but \$18.00. This Crosley 50-P is a one tube, long range set which must not be compared with any non-regenerative one tube receiver for it must be remembered that no one tube circuit is comparable with an Armstrong hook-up for long-distance results and for volume. The set is mounted in a solid quartered oak portable carrying case in which there is room for dry cell batteries. These batteries can be installed by your dealer, so the set will be ready to be carried home and attached to the aerial and ground wires. Operation is very simple. It is the ideal set for the home, and still has the added feature which permits you to "carry your entertainment with you" when you go away.

PRICE \$18.00

CROSLY 51-A



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

PRICE \$14.00

Illustrated on these two pages are the new radio receiving sets and amplifiers offered by The Crosley Radio Corporation. There are still others with which you are familiar, such as the Type V, the XJ, the Super XJ, the VI, the Super VI, the 3B, the XL and the 3C. The Crosley V is a one-tube Armstrong Regenerative Receiver, its efficiency, simplicity of operation and low price being features that have made it so tremendously popular. Incorporated in the Crosley 3-B are an Armstrong Regenerative Detector and Two Stages of Audio Frequency Amplification. It is suitable for long distance reception on a loud speaker. The Crosley VI consists of detector and one stage of tuned radio frequency amplification. Far-away stations are heard with pronounced clearness. The Super VI combines Armstrong regenerative and Miner reverse feed-back features. Perfect regeneration, control of turned radio frequency amplification with minimum reradiation and increased range, volume and selectivity are provided in the Super VI.

The Crosley XJ is a four-tube receiver incorporating one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification. The Super XJ incorporates Armstrong regenerative and Miner reverse feed-back features. The Crosley XL is the same as the Crosley XJ, only it is mounted on a square panel and installed in a console with a built-in loud speaker, in which there is room for batteries when dry cell tubes are used. Crosley Models V, 3-B, Super VI, Super XJ, and 3-C are licensed under Armstrong U. S. Patent No. 1,113,149. The Super VI and Super XJ are also licensed under R. S. Miner Patents Pending.

Prices of these sets follow:

Type V, \$16.00; Model XJ, \$55.00; Super XJ, \$65.00; Type 3B, \$42.00; Model VI, \$24.00; Super VI, \$29.00; Model XL, \$120.00; Model 3C, \$110.00.

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Good Will Receipt Will Be In Form Of Progressive Action

(Continued from Page 1)

several already occupied in the production of Crosley radio receivers. The latest acquisition is a four story building, with more than 150,000 square feet of floor space, which will be used as an assembly plant, the parts being manufactured in a separate building. This will relieve the conditions that existed last winter, but even with these added facilities and greatly increased space, there is considerable doubt as to whether or not it will be possible for us to produce enough Crosley merchandise to meet the demand that is certain to come within the next few months.

Our friends—men, women, and children who have placed their faith in us—may rest assured, however, that every possible effort is being exerted to satisfy their needs and to produce the receiving sets that will surpass their expectations both as to efficiency and prices. Mr. Crosley has been referred to many times as the "Ford of Radio" and takes pride in being able to accomplish in the radio field what Henry Ford has accomplished in the automobile field. His purpose is to insure, not only for the present, but for years to come, that more and more people may benefit in greater prosperity, happiness and leisure through low-cost entertainment.

That Crosley radio receivers have given complete satisfaction in the past is evidenced by the fact that, during the past twelve months, The Crosley Radio Corporation has produced more radio receiving sets than any manufacturer in the world. That the new line of Crosley instruments will give even better service is assured by the exhaustive tests to which each model has been subjected both in our laboratories and in actual use under all weather conditions. Each Crosley model is designed to give the utmost efficiency at the lowest cost. You may start with a small receiver and as you desire add to it to increase its range and volume.

(Continued on Page 8)

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

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The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567

326 Walnut Street

Part Of Sunday Night WLW Concert Is Dedicated To World War Buddies; Letter From Disabled Veteran Is Read

During a recent Sunday evening concert, Fred Smith, WLW studio director, made the following announcement:

"We are dedicating the next few minutes of our Crosley WLW program to all the Buddies of the World War. Mr. Erwin Bellstedt, who is directing the Western and Southern Orchestra, has specially arranged a musical selection for them. Apropos to this idea, we selected from our mail of yesterday, a letter from one of the Buddies—Harry Reynolds—who is an invalid in the National Military Home of Dayton, Ohio, and we desire to read his letter to you.

"Before doing so, however, may we for one moment recall to you the scene of the World War. . . . Perhaps many of you listening to us have visited the battle grounds in Europe; perhaps some of you know Europe from before the War; but all of you must remember the great tragedy that took place over there, and the part our American boys played in it. Let me paint just one picture of that vast stage as it appeared after the War:

"Imagine yourself to be leaving Paris, the capital of France, in an automobile. You have not gone forty miles when you come to an old village called Chateau Thierry. And there you see the first terrible signs of the Great War: many of the houses are half crumbled down—broken under the shell-fire. The road winds out from the picturesque village and leads off toward Soissons. The evidence of War becomes more pronounced: shell holes have torn the fields, the forests are shriveled and black and burnt, the small towns through which you ride are nothing but heaps of bricks and stones. The country is a wilderness of trenches, dug-outs, barbed wire, and shell holes. Everything has undergone a terrible destruction except the white road upon which you travel.

Your imagination flies back to those days of the actual war, and the rain, and the mud, and the long nights and the cold gray days and the awful din of war and the grind of soldier life. You think of those brave boys who fought there. . . .

"And then—then let us come back to America of today, where some of those same boys are lying in our hospitals, just as Harry Reynolds is now. Will you listen to his letter?

"Dayton, O., July 18.

"Mr. Fred Smith,

"Cincinnati, Ohio.

"Dear Sir:

"Permit me to write a line in regard to the WLW programs. For sixteen long months I have been afflicted with tuberculosis. I have

been in bed all of this time without entertainment except that which the K. of C. and the Y. M. C. A. could give. I felt lonesome and blue. No one came to see me except my wife—no one wrote to me—so that I decided to buy a radio. I did—now I can hear excellent programs, especially from WLW.

"I sure appreciated and enjoyed your program last night, July 17th. The banjo players were wonderful. I also enjoy the Western and Southern programs.

"I tune in on Sunday school and church Sunday morning. This is the only church service that I have and I feel as if I were present with the congregation. As a special favor would you kindly request a prayer in my behalf next Sunday? I would like to hear from anyone that cares to write to me, as a letter or card makes me feel good.

"I am a patient at the Tubercular Section, National Military Home—A World War veteran, suffering from the results of being gassed while engaged in a drive on the Marne, July, 1918.

"Yours truly,

"Harry Reynolds,

"Ward 42,

"National Military Home,

"Dayton, Ohio."

"And now we ask you; Will you write to Harry Reynolds—a post card, a short letter—and help cheer him up?"

"Our next selection by the Western and Southern Orchestra is dedicated to him."

And then followed "My Buddy," with trumpet signals interspersed as Harry must have heard them many times "over there" when the boys were ordered over the top.

INTERNATIONAL IDIST CONGRESS IN SESSION IN LUXEMBURG

The Fourth International Idist Congress will take place in Luxemburg from the 8th to 12th of August. The preceding international conventions took place as follows: Vienna, 1921; Dessau, 1922, and Cassel, 1923. Already the representatives of 16 countries have assembled in the historic capital of Luxemburg. All of the conferences and meetings will employ only the International Language, Ido.

In many European countries the interest in Ido is increasing with that celerity which follows genuine enthusiasm. Considering that this enthusiasm is likely to spread throughout every civilized country of the world, it takes no wild flight of imagination to picture an international conference of the League of Nations being radiocast to every city, village and home in the world in a manner similar to that which made the broadcasting of the American Republican and Democratic Conventions so spectacular a success in a language intelligible to all.

The bureau of information for Ido in France is located at l'Ido-Kontoro, 83, rue Rochechouart, Paris, IX.

United States army operates 112 radio stations.

Latent Patriotism Being Awakened By Radio Broadcasting

(Continued from Page 3)

than in any entertainment features which have yet been given. And the remarkable thing about this interest is that it has been displayed in the summer season, when interest in radio has always been at a low ebb.

There must be a lesson here for some one. If it is simply that our latent patriotism is becoming awakened, and our natural love of country manifesting itself in a renewed interest in the affairs of our national government, we should encourage it as much as possible, and if radio broadcasting is the means by which this may be accomplished, let us keep it on the job.

Why not a broadcast of the inauguration next year, and why not a glimpse at our Senate and House of Representatives sometimes, when they are in session?

Perhaps such broadcasts would help to give the radio a better idea of what our law-making bodies are like, in the same way that most of us got a clearer conception of how the National conventions were conducted.

If radio can increase our knowledge of government; if it can raise the standards of our patriotism; if it can help us to be better citizens; then radio broadcasting can be credited with a service of the very highest type.

Perhaps this may eventually result in bringing about the much longed for "federation of the world."
(Radio Broadcasting News.)

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain
and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

For Radio Dealers

The efforts of the radio publications and the daily press to impress on radio dealers that the Summer months should be fruitful in respect of sales have had considerable effect. The forward dealer who reads and has proper visualization no longer counts June, July, August and September among the dull months.

Nevertheless there has NOT been the progress there should have been. At the outset there was pounded into everyone that in summer time radio must be practically a dead issue—too much static for one thing, and in warm weather people simply wouldn't stay indoors to listen to radio programs. Then, again so many went on vacation that radio was a forgotten factor for the time being. The anvil chorus against Summer radio rang loud and long, until even those who should have known better came to believe their own misbeliefs.

There are still too many dealers who go fishing and allow dust to accumulate, figuratively speaking, on their radio sets. Their number is decreasing, but there are enough left to warrant giving space to argument that it is hoped will convert the erring into twelve-month dealers instead of nine-month.

Many people recognize that a radio set is an ESSENTIAL article of their vacation outfit. There are a great many more who would give radio the same recognition if a little missionary work were done by dealers in their respective localities. The merchandising of radio is different than the merchandising of other commodities. It is a comparatively new thing and to a considerable extent must be brought to the attention of the public—meaning more especially during the Summer months. Most everybody takes a kodak along on a vacation trip; the same ones would take along a portable radio receiver were their attention called to it by their LOCAL DEALER. These sets are not expensive, they are not bulky nor heavy, and the cost of operation is nothing. Beyond the initial purchase price there is no expense.

What dealer in any other article appealing to a vacationist can say this of his wares?

During the vacation period the broadcasting stations are putting on unusually good programs. Successful efforts are made to get the best talent available. The vacation party slipping along a highway in their automobile, the mountain vacationist fishing in some quiet stream, the oceanside lover burrowing in the sands of the seashore, the farm porch lover—all may enjoy these by investing a few dollars in a radio set. AND IT IS UP TO THE DEALERS TO GET THESE

CONFIDENCE

It is a great thing, confidence. You must have it if you would be happy.

You must believe in yourself and your proposition if you would go to bed light-hearted and arise properly girded for the fray.

If you worry over the criticisms of the world—if you fear your competitors—if you allow business depression to depress your nervous system—you'll be miserable.

Have confidence in yourself and in the future of your country and your business.

Laugh at setbacks—they're only temporary.

If defeated, smile grimly and come up again. The next time it may be the other fellow who will take the mat.

Believe in your star and it will be a lucky one.

Look the world squarely in the eye. If it's friendly, smile and hold out your hand.

If it tries to trip you or throw you, duck, dodge and biff it in the neck.

But don't be afraid. Be confident.

No General ever won a battle who had a yellow streak.

Yellow streaks and white flags go together.

The prize fighter who wins the belt is the fellow who believes in himself—who doesn't go sick at the first bat in the eye or the first blow in the stomach.

Many a fight has been won when the victor's seconds were about ready to throw up the sponge.

Don't whine.

Don't apologize.

Don't explain.

Don't quit.

Smile, plod, stick, fight, win.

—Western Druggist.

FACTS TO THE ATTENTION OF THEIR PUBLIC.

In order that dealers may be able to talk convincingly to their publics, either by means of the printed word or by word of mouth, it is essential that they themselves get rid of the altogether erroneous belief that radio reception is not satisfactory in the warm weather period. Never mind about the past. It is PRESENT only that counts in radio, and the FACT that radio reception in the present hot period is highly satisfactory CANNOT BE CONTROVERTED. Twenty stations scattered throughout the country radiocast the Democratic National Convention, and the most favorable conditions in cold weather could not have had better results than those enjoyed by the millions of people who listened in. If anything was needed to destroy the static bugaboo the two big political

conventions furnished the weapon. The writer of this has on his desk a loud speaker. From Madison Square Garden came every word of the chairman, the music of the bands—even the sotto voce remarks of the chairman to the tellers. It is as if they were in the writer's office.

Many leading politicians, being politicians and therefore canny, have investigated radio from every angle and have come to the only conclusion possible—that the ether is faithful in Summer as in Winter, and they will make use of radio to broadcast their speeches during the Presidential and Congressional campaigns. As there are between eight and ten million receiving sets in use in the United States these politicians can talk to millions of voters.

In the volume of radio sales **WOMEN ARE BOUND TO BE A BIG FACTOR.** It is undeniable that women are coming more and more to interest themselves in politics, and the live dealer will cultivate the patronage of women. Women don't want to go to smoke-filled halls to hear a political speech, nor

to places that are bound to be hot and uncomfortable even if not smoke-filled. But they would listen to political speeches in their comfortable homes if they had a receiving set, and if radio dealers don't capitalize the possibilities they are a DUMB LOT.

Notice how attractively dealers in other lines appealing to vacationists dress their windows? DO LIKEWISE, you radio dealers. Show originality. Let your windows carry out the vacation idea. **LINK STRONGLY VACATION AND RADIO.** Circularize your territory. Go after Summer business. Keep after Summer business. **ONE PURCHASER MAKES ANOTHER.**

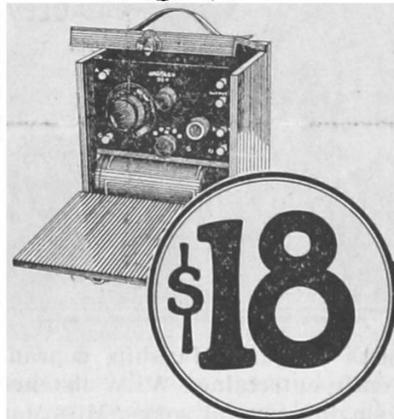
And, for the love of Mike, get out of your system the "Summer slump GERM." There ain't no such animal."—American Radio Journal.

Golfer—"Doctor, do you remember you recommended golf to take my mind off my work?"

Doctor—"Yes."

Golfer—"Well, can you prescribe something now to get it back again?"

50-P



IN YOUR HOME
or
Wherever You Roam
a
CROSLY
Radio Set

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

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

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

FOR SALE BY GOOD DEALERS EVERYWHERE

THE CROSLY RADIO CORPORATION

POWEL CROSLY, Jr., PRESIDENT

Dept.

Cincinnati, Ohio.

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

Good Will Receipt Will Be In Form of Progressive Action

(Continued from Page 6)

Starting with the one-tube Crosley 50 for \$14.50 you can add the two stage Amplifier Crosley 50-A for \$18.00 and have a three tube Armstrong regenerative receiver for \$32.50. Or to the two-tube Crosley 51 for \$18.50, if greater range is wanted, add the one stage Amplifier Crosley 51-A for \$14.00 thus making a three tube set for \$32.50. Or purchase the Crosley 52 a three tube regenerative receiver for only \$30.00.

You can pay much higher prices for radio receivers. But we have yet to find one at any price that will out-perform the Crosley Trirdyn 3R3 at \$65.00 or set in special cabinet at \$75.00, the last word in radio engineering.

For selectivity, ease of tuning and nicety of calibration, this instrument has astounded radio experts wherever it has been tried. The other Crosley models will give comparatively equal performances. No matter which you choose, the clearest possible reception from exceptionally long distance is assured you.

Before you purchase a radio receiver listen in on a Crosley. Compare its performance with any other instrument on the market. We know then that you will choose a Crosley.

A brief description of the new sets, and their prices, may be of interest. These follow:

Crosley 50—A new one tube Armstrong Regenerative Receiver. We believe this to be the most efficient one tube receiver ever put on the market. Price \$14.50.

Crosley 50-A, two tube amplifier may be added at \$18.00.

Crosley 51—Two tube regenerative receiver, the biggest selling radio in the world. Gives loud speaker volume on local and distant stations under average conditions. Price \$18.50.

Crosley 51-A, one tube amplifier may be added at \$14.00.

Crosley 52—A new three tube Armstrong Regenerative Receiver. Provides loud speaker volume on distant stations under practically all conditions. Price \$30.00.

Crosley 51-P—This is our new portable set. It is the Crosley 51 two tube receiver mounted in a leatherette covered carrying case, battery space and all self-contained. Price \$25.00.

Crosley 50-P—This is the Crosley 50 in a portable cabinet. One tube, Armstrong regenerative receiver installed in strong but neat case in which there is ample room for efficient power plant of large size dry cell batteries. Price \$18.00.

Crosley Trirdyn 3R3—This three tube receiver gives the efficiency and volume of five tubes. We believe it is the most efficient receiver on the market at any price for bringing in long distance stations. Price \$65.00.

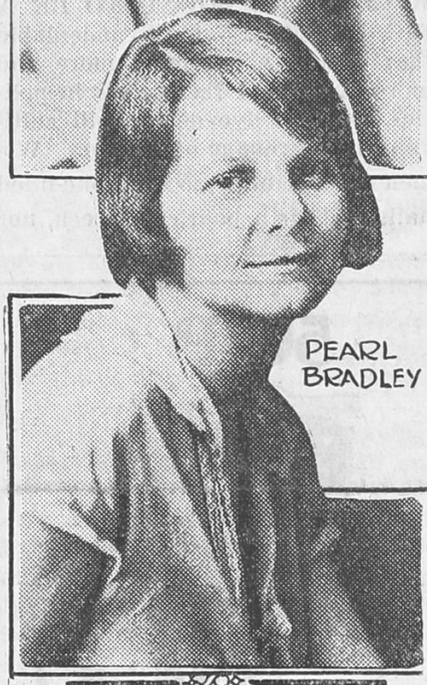
Crosley Trirdyn 3R3 SPECIAL—The same as the Trirdyn 3R3 except cabinet is larger to contain "A" and "B" dry cell batteries and accessories. A beautiful set to match the highest grade furniture. Price \$75.00.

Radio Entertainers



MARIANN MANSHIP

PHOTOS BY MUR-SET STUDIO



PEARL BRADLEY

Miss Mariann Manship, soprano, recently entertained WLW listeners by singing several songs. Miss Manship is the daughter of Mr. and Mrs. Arch W. Manship, 2523 Essex Place, Walnut Hills. Mr. Manship is City Passenger Agent for the Big Four Railroad. Miss Manship is well known in Cincinnati musical circles as the possessor of a beautiful and strong voice, as well as a young woman of unusual personal charm. For some time she was soloist at the Church of the Epiphany, Stanton avenue and Locust street, Walnut Hills. Radio fans will remember her as soloist at WLW last summer. Miss Bradley often accompanies Miss Manship.

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

Far-Away Stations Are Heard Clearly By Louisiana Fan

(Continued from Page 1)

- "WHAS, Louisville, Ky.
- "WLS, Chicago, Ill.
- "WCBD, Zion, Ill.
- "WGY, Schenectady, N. Y.
- "WHK, Cleveland, Ohio.
- "KFGC, Baton Rouge, La.
- "WOAW, Omaha, Nebr.

"The above are the actual stations received on July 10, 11, 12, 13, 1924, and I consider it a good record. Possibly you will be more interested in what is to follow. Others in this section of the country have complained that they are unable to get good clear reception, and although I have some static, the loud speaker was used in each case and the receiver tuned down so that the static was negligible. I might say that each one of the above stations was received through the loud speaker, after using the head phones.

"During the last two weeks the following receivers were tried out under the same conditions, on the same aerial, and immediately afterward the Trirdyn was hooked up and it proved far superior, even to these high-priced sets." (Then Mr. Krenkel named six of the highest-priced sets on the market.)

"I use a 100-foot stranded wire aerial, about 80 feet high; 4 Everready B batteries, and an Everready Radio Storage batter. I have found that the regular Radio Storage battery is far superior to the automobile storage battery, especially in eliminating static.

"This letter is unsolicited and the results are actual results received as stated, and I believe will form an interesting record for your receiver.

"Yours truly,
"H. N. Krenkel,
"Carville, Louisiana."

P. S.—If this set will operate so well in the summer months, it must be a bear in the winter time. "H. N. K."

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

DEALERS
For Immediate Delivery
CROSLY
Better—Costs Less
APPARATUS
EIGHT BIG WAREHOUSES
WAKEM & McLAUGHLIN, Inc
CHICAGO.

"DIANA" MAY BE AERIAL

New York.—At last the famed "Diana" atop the Madison Square Garden tower may become modernized. There's talk of converting her into the "world's most exquisite antenna."

James F. Kerr, manager of the first radio world's fair to be shown next autumn, is originator of the idea. He believes Diana can make herself useful in broadcasting and receiving.

Now three wireless engineers are conducting experiments with the view of converting the Saint-Gaudens masterpiece into a radio aerial.

THIRD RADIO CONFERENCE IS POSTPONED UNTIL SEPTEMBER.

Just before Secretary H. C. Hoover left the city for a two-month vacation, it became known that he would not call the third radio conference before September.

His decision followed a conference with government officials, including Judge Davis, Solicitor of the Commerce Department, and Chief Supervisor of Radio Terrell. It developed that the press of important matters, the campaign, the heat, the details of the radio program, and several other difficulties interfered with holding the proposed radio conference in Washington this summer. The Secretary has practically decided to call the conference late in September, although no official announcement has been made yet.

This postponement is not without its advantages. The radio section of the Bureau of Navigation is being expanded and may have to be moved; the agenda for the radio sessions has not yet been worked out, and reports from the many interests to be invited, giving their views on the subjects to be considered by the conference, are desired.

Besides these reasons, Secretary Hoover himself decided it was too hot in Washington and went on a vacation.

It is also believed that any recommendations made by the conference as to radio legislation would be more favorably received by Congress if presented fresh in the fall, rather than if drawn up now and held for three or four months.

It is understood that, while the conference will be open to the press and public, only representatives of the several branches of the industry, the amateurs, broadcasters, engineers and listeners-in, will be invited officially to participate in the deliberations.

Teacher (after lesson on snow): "As we walk out on a cold winter day and look around, what do we see on every hand?"

Pupil: "Gloves!"—Cornell Widow

Santa Invites All Kiddies To Crosley Summer Festival

Burnet Woods To Be Scene Of Party to Be Given for Thousands of Children—Ice Cream to Be Plentiful.

Santa Claus never forgets the little children. Not even in the summertime. The wading pools and the playgrounds may be filled with laughing, carefree children, but somewhere in the Land of Happiness, there dwells that jolly idol of all childhood, Santa Claus, ever working with his toys to prepare for the Yuletide when he will visit the kiddies and give them new playthings.

With the final coat of red paint applied to a wagon, Santa put on his ear phones and tuned in the WLW station of The Crosley Radio Corporation in Cincinnati, through which he talked to so many children last Christmas. Remember his arrival and departure in the airplane? Surely you remember the big party he gave in Music Hall to thousands of children. In a little while the receivers were taken off and Santa was busy with his big quill pen, writing a letter to tell of the first summer party ever planned by this jovial lover of all children. It was received by special courier and you are invited to come to the big party. Here is the letter from Santa Claus: "The Crosley Radio Corporation, "Station WLW, "Cincinnati, Ohio.

"Dear Folks: "Although I am too busy myself to make the trip down to Cincinnati, I have found time to arrange a nice, big Summer party for all the boys and girls in your vicinity. This will take place in Burnet Woods, on Saturday afternoon, at three o'clock, August 23rd. I wish you would invite not only the kiddies and their friends from Greater Cincinnati, but also as many as can come from other cities near you, such as Covington, Newport, Hamilton, Dayton, Middletown and many other places throughout Ohio, Kentucky and Indiana. Of course, if little Mary Johnson, who wrote to me last winter from Dallas, Texas, wants to come, why, I would certainly enjoy having her at the party.

"Oh, yes, there's going to be ice cream and lemonade! My good
(Continued on Page 7)

CROSLY SET PLEASES McADOO



The above picture shows William Gibbs McAdoo listening in with a Crosley Radio receiving set. The expression on his face shows he is deeply interested in what he is hearing—and he is, too, because the picture was taken during the National Democratic Convention. He was listening to the proceedings of the convention in which he took such a prominent part. The set was installed in Mr. McAdoo's room by Robert R. Toe Laer, Crosley radio dealer at 152 West 42nd street, New York City.

John W. Davis' Speech of Acceptance Will Be Broadcast From Station WLW

When John W. Davis is officially notified of his selection as nominee of the Democratic party for the office of President of the United States, the notification address and the speech of acceptance will be heard by the radio audience through the Crosley WLW station. Arrangements have been made to broadcast these speeches direct from Clarksburg, West Virginia, on Monday evening, August 11, at eight o'clock, Eastern Standard Time.

Telephone lines will carry the candidate's speech from Clarks-

burg to Cincinnati, where it will be broadcast through the WLW station on a wave length of 423 meters.

This notification speech and the acceptance by Mr. Davis will be the second step in the broadcasting of the Democratic party's part in the contest for the office of President of the United States. Many will recall the hours required to select the nominee and the familiar "Alabama—24 votes for—", and will tune-in to hear this, the first acceptance speech to be broadcast in history.

Wins Peach Contest Few Hours After He Purchases Trirdyn

Owner Installs Crosley Radio Set Just In Time to Hear About Georgia Contest—Telegram Results In Winning Prize.

How a Crosley Trirdyn, through its efficiency, paid for itself the first night it was in operation, is described by Mr. W. Fredericks, 309 Beuhring avenue, Charleston, West Virginia. It seems that one of the first broadcasting stations heard by Mr. Fredericks after he installed his Trirdyn was in Georgia where the Georgia Peach Growers Association was conducting a contest.

Members of the Association had offered several large crates of peaches to the person who sent in the first telegrams acknowledging receipt of the broadcast message. Mr. Fredericks heard the offer and sent in his telegram, which was the first received. He won the peaches, the retail value of which was almost equal to that of the Trirdyn.

Mr. Fredericks, in telling about his luck, mentioned the fact that a neighbor of his, also operating a Trirdyn, had won a Peerless Eight Sedan in a similar contest conducted from a Chicago station. However, he failed to mention the name of the winner or to include additional details.

Fredericks is a loyal booster of Crosley apparatus. In his letter telling of the peach contest, he stated:

"In my mind there is no comparison, so far as value in radio receiving apparatus is concerned, between your company and any other. I have tried several of your sets and can say without hesitation that they are the best ever. Your Model 51 certainly is a wizard for power and scope."

INTERCOLLEGIATE CLUB

An intercollegiate radio club is being formed, by which colleges having radio calls will be represented. College games away from home will be reported through it, various matches held, intercollegiate news exchanged and college interests represented at important legislative hearings in Washington.

Crosley WLW Programs For Week of Aug. 17th

SUNDAY

**RADIO PROGRAM
WLW**

The Crosley Radio Corporation
Cincinnati, Ohio
August 17th. Eastern Standard Time.
423 Meters.

9:30 A. M.—
School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
11:00 A. M.—
Services of the Church of the Covenant, Dr. Frank Stevenson, Minister.
9:00 P. M.—
Concert by the Western and Southern Orchestra, directed by Erwin Bellstedt, (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company.)

MONDAY

**RADIO PROGRAM
WLW**

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports. Opera talk with musical analysis.
8:00 P. M.—
THE ZOO FROLIC, a gala review of song, dance and comedy; All Star Casts, featuring Alberti Pantomimes.
Gunnar Bohman, Swedish Troubadour
Cartier and Zanou, Dance Interpretations
Daisy Connel Chinn, Coloratura Soprano
Daddy Grobeckers, Swiss Yodelers
Steele and Winslow, "In Poetic Motion"
Lorna Doone Jackson, Contralto
Leo De Hierapolis, Baritone, Hinshaw Opera Company
Jose Mojica, Tenor, Chicago Grand Opera Company
Albertina Rasch, and the Alberta Rasch Dancers
Intermission at the Zoo.
Crosley Theatrical Review, followed by Dance Concert by ALVIN ROEHR'S MUSIC MAKERS
Alvin Roehr, violin, director and MANAGER
Fred Gooseman, trumpet
N. B. Van, Saxophone
"Pete" Miller, banjo
William Braun, Trombone
"Art" Mees, piano
"Nat" Barnhart, Drums and Entertainer.

CONTINUATION OF THE ZOO FROLIC.
(Baldwin Piano)

What this country needs instead of a good 5-cent cigar is a good silk stocking at 39 cents.—Penn. Register.

TUESDAY

**RADIO PROGRAM
WLW**

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Topics of Interest to Women. Times-Star News.
10:00 P. M.—
BERNIE CUMMINS and his GENNETT RECORDING ORCHESTRA. (By direct line from Goodwin's Palm Garden), Playing all the latest hits such as: "Believe Me," "When Dixie Stars Are Playing Peekaboo," "Jealous," "After the Storm," and "June Night."

Songs: by Marion Manship, accompanied at the piano by her teacher, Mme. Thuis.
10:40 P. M.—
"In The Old Home" with Jake Rutz's Pumpkin Vine Orchestra; Norton Stutson, the official caller.
11:00 P. M.—
BERNIE CUMMINS' GENNETT RECORDING ORCHESTRA.
Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, Saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER.

11:30 P. M.—
Piano Solos by young Russian prodigy, Rosa Levit.
11:45 P. M.—
The Pumpkin Vine Orchestra.
11:55 P. M.—
Special program by the CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
Walter MacDonald, piano
William Koch, saxophone and clarinet
Rex Adkins, trumpet
Bill Davidson, trumpet and French horn
Frank Bamberger, trombone
Leon Warren, banjo
Ray Fetzer, tuba
Bud Ebel, drums.
(Baldwin Piano)

WEDNESDAY

**RADIO PROGRAM
WLW**

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—"Shut In" program by Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music.
8:00 P. M.—
THE VIRGINIA ENTERTAINERS, presenting popular music symphonically.

Jack Bauer, violin, trumpet, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
O. V. Speybrook, saxophone and clarinet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone, saxophone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnston, piano and arranger
A. F. Joseph, drums and effects.
9:00 P. M.—
Special Program to be announced.
(Baldwin Piano)

THURSDAY

**RADIO PROGRAM
WLW**

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Solos by Miss Adelaide Apfel.
10:00 P. M.—
Three minute message from The United States Civil Service.
Concert program by the MILNOR INSTRUMENTAL TRIO (The courtesy of the Milnor Electric Company, Cin'ti.)
This program will include all the standard solos, trios and excerpts from popular musical comedies.
Popular program and unusual entertainment by the DOHERTY MELODY BOYS.
Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
"Dudie" Rainier, drums
J. L. Doherty, banjo and MANAGER.
MILNOR INSTRUMENTAL TRIO.
(Baldwin Piano)

FRIDAY

**RADIO PROGRAM
WLW**

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Special Program. Piano Recital by pupils of Leo Stoffregen.

SATURDAY

**RADIO PROGRAM
WLW**

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

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

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, Cincinnati and Chicago hog market reports.
Westheimer and Company, opening quotations of New York Stock Exchange.
Weather Forecast repeated.
P. M.
1:30 Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; Cincinnati cattle market report.
Westheimer and Company, closing quotations Cincinnati Stock Exchange, giving the bid, offer and sale.
3:00 Henry W. Brown & Company, Cincinnati Cash Grain Market quotations with market conditions. Closing quotations of the Chicago Grain Market.
Westheimer and Company, closing quotations at New York Stock Exchange.
Bureau of Markets, United States Department of Agriculture, Chicago and New York Butter and Egg Market reports.
Special Half Hour Program and News at 4:00 each afternoon, except Saturday and Sunday, as announced by Radio.
Sunday School Services at 9:30 and Regular Morning Services of the Church of the Covenant, beginning at 11:00.
Special Program at 9:00 P. M.

CAUSES OF NOISES

Aerial parallel with outside high tension transmission lines; grid condenser touching cabinet; ground and plate leads parallel; alternating current transformer nearby; electric motors running; street cars; X-ray machines; battery run down; static disturbance in atmosphere.

Householder: "Did you like that cigar I gave? For 500 bands of that brand you get a phonograph."
Ashman: "If I smoke 500 of them cigars, sir, I might be more likely to get a golden harp."—Holmes Store News.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus

Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone, Park 3200

Subscription Price, \$1.00 a Year

Robert F. Stayman

Editor

Alvin R. Plough

Associate Editor

BOOSTING RADIO

In another column of the Weekly there appears a news account of the methods adopted by an Atlanta merchant in making Summer Radio pay, between the lines of which there is a story that should put every radio dealer "on his toes". Imagine a radio dealer in the South starting a sales campaign in the midst of the hottest weather of the year—and putting it over in grand style. Now if such is possible in Atlanta, why is it not possible in every city in the United States?

Like all others interested in radio, this Atlanta merchant heard the idle gossip about the Summer slump; he was told people would not buy receiving sets during the warm weather; he was warned against investing money in advertising radio. But he ignored all this and went ahead with his campaign, which resulted so successfully. He proved there was interest in radio in Summer; that people would purchase receiving apparatus providing it was placed before them in the proper manner.

"Certainly," he told those warning him against trying to make Summer Radio pay, "the people will not purchase material they do not see. You who hide your radio products during the Summer cannot expect to sell anything. The only thing I did was to let the people know I had radio sets. They did the rest."

In Atlanta a merchant conducted a Summer radio sales campaign successfully. Therefore every radio dealer in the United States can do likewise providing he lets his customers know he is in the radio business.

RADIO AND WORLD PEACE

Radio is remaking modern life so rapidly and in so many directions that the extent and character of its ultimate development can not safely be predicted.

While the effects of the new art of communication upon certain aspects of life like public entertainment, education and politics, are becoming fairly evident, its permanent results upon complex modern civilization as a whole cannot be forecast at this stage of its development.

In one direction its possibilities for affecting human society have

not as yet been generally realized, i. e., promoting world peace.

Whatever form of machinery may eventually be developed for maintaining peace, radio undoubtedly will play a prominent part in creating the spirit of international goodwill necessary to make it function successfully.

One objection which is always raised to an international organization to promote peace is that it is an organization of governments, and not of peoples. Professor Jacks of Oxford has emphasized this point in his pleas for a "League of Peoples."

Whatever views one may hold as to a league of nations, there will be general agreement with the proposition that to make any league or association effective, there must be back of it a desire for peace in the hearts of the people in every nation composing the organization. It is in creating this state of mind that radio has one of its greatest opportunities for service to modern society.

Dreams of enthusiasts for worldwide broadcasting from a single station may not be realized, but already radio has spanned oceans and connected continents. Developments in broadcasting and receiving in one country are eagerly watched in another. Canada and the United States listen with interest to each other's broadcasting stations. In England, fans listen to stations in Holland, France, and Denmark; hearing programs in a foreign language inevitably stimulates a desire to learn the language, or to "brush up" on it if one already knows something of the foreign tongue.

A common language which all people understood would, unquestionably help to promote peace, but there seems to be insuperable obstacles in the way of a universal language. The next best thing is the ability to speak and understand the language of other countries. Thereby the people of one nation become better acquainted with the thoughts, hopes, ambitions and daily lives of the people in another. Knowledge of each other and a community interest promote mutual tolerance and co-operation.

The writer ventures the suggestion that some of the leading American broadcasting stations might make a humble but useful beginning toward promoting international solidarity if they would broadcast for a 15 or 20 minute period each day a program in some foreign language for the benefit of people within our borders from other lands.

There is no doubt that in various sections of the United States thousands of persons would be interested in hearing programs broadcast in French, Spanish, Italian and other languages. Such programs would appeal not only to foreign born citizens who speak these languages, but to American-born adults and to thousands of students who

Musical Events At Zoo To Be Radiocast At Close Of Operas

WLW Listeners To Participate In Enjoyment Derived from Entertainments Planned By Association.

By FRED SMITH,

Studio Director at Station WLW.

Although the eight weeks of opera at the Zoo terminated August 16th, the management of the Cincinnati Zoological Association will continue its productions of musical and entertaining events on a high plane at the open air theater where the operas have been given. It is with pleasure that the Crosley station WLW announces that it will participate in the production of these performances in-so-far as the radio audience is concerned. It has been arranged for WLW to continue each Monday evening at the Zoo until the musical season closes.

By this time the radio audience must be quite well aware of the generous attitude on the part of the Zoo Management in permitting a radiocasting station to send forth these high class productions gratis to all who care to listen. True, it may be argued, the famous Cincinnati playground derives some publicity value from the mention it receives through the radio. But at the same time the fact remains that the Zoo holds to the principle of considering itself a public institution, a true and genuine servant of the public.

Such an attitude is worthy of highest commendation. And we sincerely believe that the public, in turn, appreciates the compliment. We do not hesitate in these assertions because we are conscious of the warm sympathy which exists

are studying language. When the homes of the nations are in touch with the trends of thought and progress throughout the world by means of radio, an important step toward world peace will have been taken.

between the radio audience and any organization which earnestly endeavors to give its best in whatever efforts it may put forth. Nevertheless, there exists a human tendency to take for granted the pleasurable affairs of life—as we do the sunshine that warms and the water that refreshes us.

The radio audience cannot overestimate the value of such friendships as that of the Management of the Cincinnati Zoological Garden, nor can it be over appreciative. And so we make a point of this case to remind you and ourselves that it is only through such broad-minded co-operation that radio itself may advance to the high place in our social order it deserves. And we make this unhesitating and grateful tribute because we believe in extolling the virtues of the present rather than exalting the favors of the past or eulogizing the possibilities of the future.

HOPE ETERNAL.

Fred Smith, studio director of the Crosley WLW station, has a wife who believes she can keep his hair from falling out, despite the old proverb, "grass don't grow on a busy street nor does hair grow on a busy brain." When asked if the special treatments were doing him any good, he replied: "No, but they make my wife happy."

"He was one of those fresh young fellows given to the use of slang. At the breakfast table, desiring the milk, he exclaimed, "Chase the cow this way, please."

"Here, Jane," said the landlady, "take the cow down to where the calf is bawling."—The Beacon Light.

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

SUBSCRIBE NOW!

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

Name

Street and Number

City and State

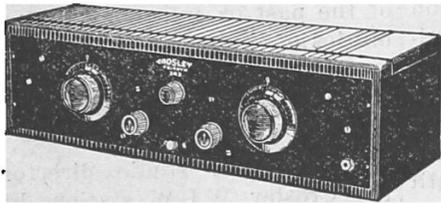
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

CROSLY

BETTER--COST LESS

RADIO RECEIVING SETS

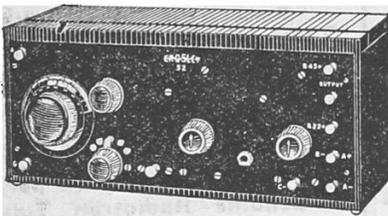
CROSLY TRIRDYN 3R3



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

PRICE \$65.00

CROSLY 52

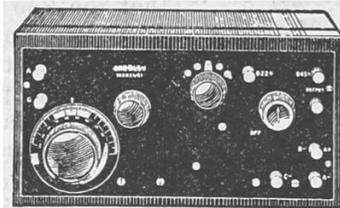


The Crosley 52 is a new three-tube Armstrong Regenerative Receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use.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

PRICE \$30.00

**GUARANTEED
SATISFACTION
AT
REASONABLE
PRICES**

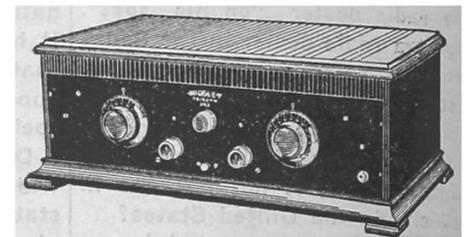
CROSLY 51



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

PRICE \$18.50

CROSLY TRIRDYN SPECIAL



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

PRICE \$75.00

CROSLY 50



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

PRICE \$14.50

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

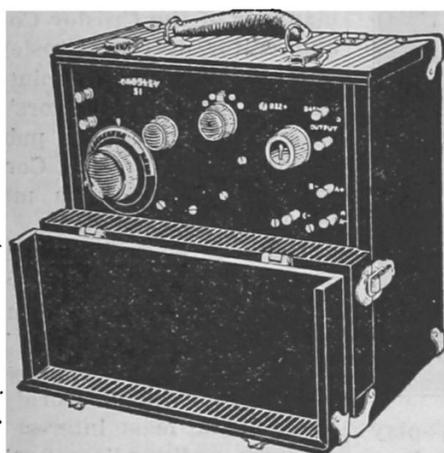
CINCINNATI, OHIO

CROSLEY

BETTER--COST LESS

RADIO RECEIVING SETS

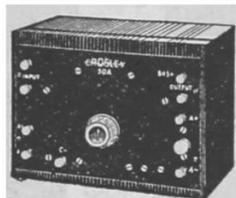
CROSLEY 51-P



This is the Crosley 51-P, our two tube portable set. It is the Crosley Model 51 receiver mounted in a leatherette covered carrying case, having nickel-plated trimmings and a leather handle. It has a compartment for a pair of head-phones and a compartment large enough to hold three standard 6-inch No. 6 dry cells and three No. 764 Eveready vertical, intermediate size, 22½ Volt "B" batteries, or No. 5158 Burgess or No. 1153 French "B" batteries, thus providing for an ample power plant for continuous use over a reasonably long period of time with the popular dry cell vacuum tubes. This receiver can be used as a stationary set in the home or as a portable set to "take your entertainment with you." It is licensed under Armstrong U. S. Patent 1,113,149.

PRICE \$25.00

CROSLEY 50-A



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

PRICE \$18.00

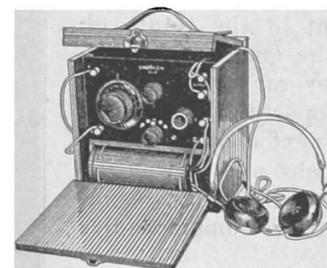
CROSLEY 51-A



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

PRICE \$14.00

CROSLEY 50-P



Here is a genuine Armstrong Regenerative Portable Radio receiver for but \$18.00. This Crosley 50-P is a one tube, long range set which must not be compared with any non-regenerative one tube receiver for it must be remembered that no one tube circuit is comparable with an Armstrong hook-up for long-distance results and for volume. The set is mounted in a solid quartered oak portable carrying case in which there is room for dry cell batteries. These batteries can be installed by your dealer, so the set will be ready to be carried home and attached to the aerial and ground wires. Operation is very simple. It is the ideal set for the home, and still has the added feature which permits you to "carry your entertainment with you" when you go away.

PRICE \$18.00

Illustrated on these two pages are the new radio receiving sets and amplifiers offered by The Crosley Radio Corporation. There are still others with which you are familiar, such as the Type V, the XJ, the Super XJ, the VI, the Super VI, the 3B, the XL and the 3C. The Crosley V is a one-tube Armstrong Regenerative Receiver, its efficiency, simplicity of operation and low price being features that have made it so tremendously popular. Incorporated in the Crosley 3-B are an Armstrong Regenerative Detector and Two Stages of Audio Frequency Amplification. It is suitable for long distance reception on a loud speaker. The Crosley VI consists of detector and one stage of tuned radio frequency amplification. Far-away stations are heard with pronounced clearness. The Super VI combines Armstrong regenerative and Miner reverse feed-back features. Perfect regeneration, control of turned radio frequency amplification with minimum reradiation and increased range, volume and selectivity are provided in the Super VI.

The Crosley XJ is a four-tube receiver incorporating one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification. The Super XJ incorporates Armstrong regenerative and Miner reverse feed-back features. The Crosley XL is the same as the Crosley XJ, only it is mounted on a square panel and installed in a console with a built-in loud speaker, in which there is room for batteries when dry cell tubes are used. Crosley Models V, 3-B, Super VI, Super XJ, and 3-C are licensed under Armstrong U. S. Patent No. 1,113,149. The Super VI and Super XJ are also licensed under R. S. Miner Patents Pending.

Prices of these sets follow:

Type V, \$16.00; Model XJ, \$55.00; Super XJ, \$65.00; Type 3B, \$42.00; Model VI, \$24.00; Super VI, \$29.00; Model XL, \$120.00; Model 3C, \$110.00.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Radio Department Greatly Enlarged By Atlanta Firm

Selling Campaign Profitably
Conducted In Midst Of Sum-
mer—Head of Company
Optimistic.

Atlantans who look on radio selling as a seasonable proposition were given quite a surprise a few weeks ago when the Hickey Electric Company, pioneer radio dealers of the Georgia metropolis, and boosters of the Crosley line, doubled the size of their store right in the face of the usual prophecies of a summer slump in the radio business.

The company's radio business—now 85 per cent of the total volume—outgrew the quarters formerly occupied, several months ago, and when the opportunity to obtain the store room next door presented itself a few weeks ago it was decided to enlarge the quarters at once and go after summer sales aggressively.

E. F. Hickey, head of the company, is a thorough believer in radio as an all-the-year proposition. He believes that it is unnecessary for a radio dealer to carry other lines to tide him over the summer season; that the dealer who sells radio aggressively throughout the summer will be better off in the end than the one who spends the summer months selling other lines and lets his radio rest until fall.

Mr. Hickey is proving his confidence in this belief by following it himself this summer. He has always carried a stock of lamps, appliances and other electrical goods, and it would be an easy matter for him to switch over to these for the summer months, but he is going to pass up the opportunity and concentrate his selling on radio through the summer, just as he does through the winter.

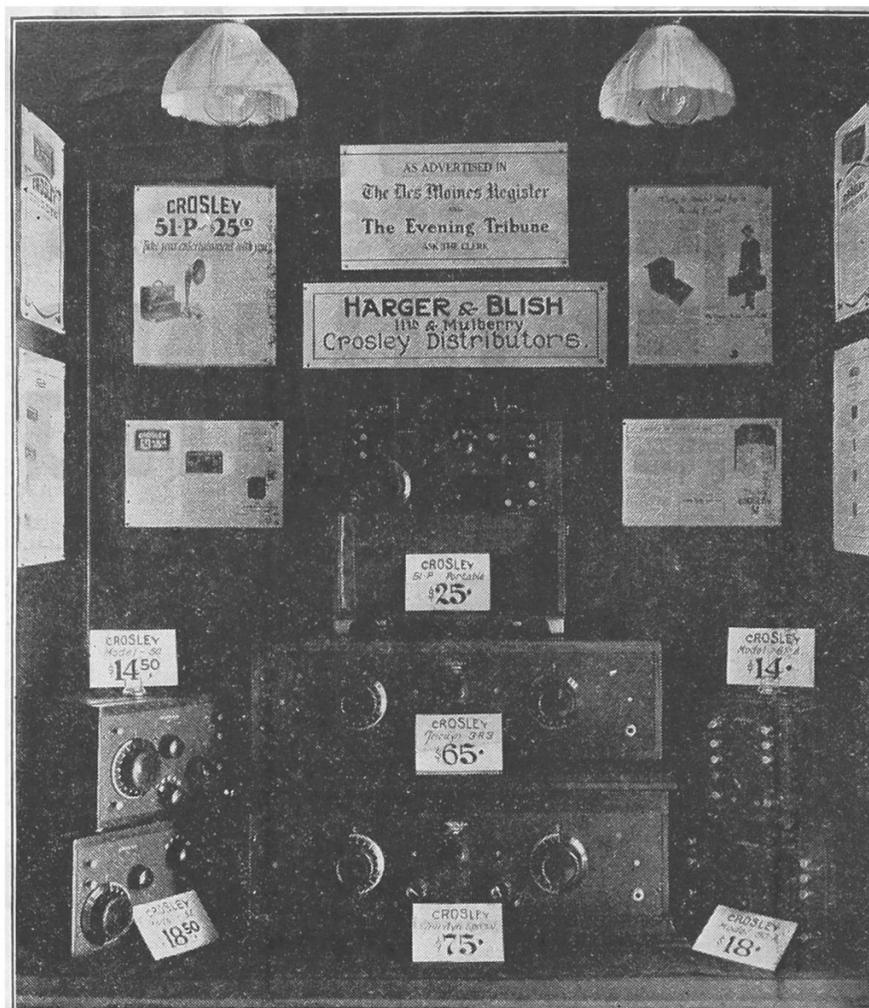
Early in June, Mr. Hickey stated that sales were holding up remarkably well, and that his sales during the spring months had averaged up about as well as those of the winter months.

"Summer is a better time than winter for radio experimenting, for the reason that there is more to cope with," said Mr. Hickey.

"The improved receivers are 'plowing through' the summer static surprisingly well, and it is not much harder to sell a prospect a set now than it will be to sell him this fall or winter, once you have shown him to his satisfaction that reception is reasonably good through the summer. Of course, there will be a lot of misunderstanding to break down, but the dealer who really knows radio can overcome the obstacles.

"On an average of three nights

CROSLEY DISPLAY WINDOW



Above is a reproduction of a picture of a Crosley window display at Des Moines, Iowa. This was in a window of the Des Moines Register, having been placed there by Harger and Blish, Des Moines distributors of Crosley apparatus. Much favorable comment was made on this display which resulted in additional sales for Harger & Blish and demonstrated the manner in which newspapers are willing to cooperate with radio dealers.

out of the week, reception is as good as during the winter. There will, of course, at times be an entire week, or even longer, when you scarcely hear stations at great distances, but on the other hand there will be equal periods when reception will be all that can be desired."

The entrance of the Hickey Electric Company into the radio field was almost simultaneous with the beginning of broadcasting. Previously they had been engaged in general merchandising. A small stock of radio supplies was at first put in, but this has been increased time and again as the demand of this line grew and the opportunities ahead became more apparent.

Early last fall Mr. Hickey estimated radio as sixty per cent of his business.

BARRIERS NO BARRIERS!

Natural barriers in the Yosemite Valley proved to be no barriers at all in the reception of radio messages recently. Kenneth Hughes, radio experimenter, reports he was able to receive messages although in a valley 3,000 to 5,000 feet deep.

Station WJIB, State College, Pa., recently broadcast the rattle of a rattlesnake.

OVERHEARD ON THE GREEN

Powel Crosley, Jr., President of The Crosley Radio Corporation, has two hobbies—Radio and Golf. Last week at the Clovernook Country Club in Cincinnati he overheard the following discussion between a very pompous and conceited golfer and his caddie:

Conceited Golfer: "Boy, what's par on this hole?"

Caddie: "4, Sir."

Conceited Golfer: "4! Nonsense—3 should be par. Now let's see a good drive, an approach shot and then a nice long putt. Yes, 3 that's all it is."

"Our conceited friend tee'd up and fanned the humid air. "That's 1," said his caddie. Again he tee'd up and again missed the elusive pile by inches. His caddie looked at him pityingly and said: "And now for a nice long putt!"

License fees collectable by the government under the new radio bill range from 50 cents to \$300.

An Australian experimenter reports he has heard some 500 American amateur stations.

Committee Of Radio Editors To Assist During Radio Week

Three Crosley Men, Including
President of Firm, On Com-
mittee — Great Interna-
tional Affair Being
Planned.

Powel Crosley, Jr., president of The Crosley Radio Corporation, has been appointed chairman of the executive committee for International Radio Week, an annual event conducted under the auspices of the Radio Trade Association, with headquarters in New York.

Robert F. Stayman, advertising manager of the Crosley Corporation and editor of the Crosley Radio Weekly, has been appointed chairman of the Radio Editors' Committee, and Alvin Plough, publicity director of the Crosley Corporation, has been appointed a member of the Publicity Committee.

These three served in the same capacities last year when Radio Week was a national instead of an international affair. This fall Radio Week will be observed in every nation in the world in which there is the least interest in radio.

Every radio editor in the world will be asked to become a member of the Committee of which Mr. Stayman is chairman. It will be the duties of these committeemen to see that each and every one of their readers is acquainted with the benefits to be derived from radio and to make Radio Week the greatest event of its kind ever conducted by any industry.

Last fall remarkable assistance was rendered by these editors, and there is no doubt in the least but that the assistance given by them played a tremendous part in making radio so popular. This year they will be asked to do even more and it is expected that every newspaper in the country will issue special radio sections during the week. In this manner their publishers will benefit through increased advertising and their subscribers will benefit through being permitted to read about the wonderful entertainment that is in store for owners of receiving sets.

OVERHEATED CHARGER

If the storage battery is charged at home watch it carefully in regard to undue heating. If the battery gets hot disconnect it from the charging unit, as it is then being charged too rapidly. Reduce the charging rate. If the charger has a fixed charging rate, write to the manufacturer and find out how to reduce this rate.

Radio Gives 5000 Additional Words To English Language

Editor Of Dictionary Tells Of Remarkable Changes Caused By Popularity of Radio In Past Few Years.

The English language has been increased by 5000 words by the advent of radio.

The authority for this statement is Dr. Frank H. Vizetelly, editor of the New Standard dictionary since 1891.

"Radio not only has precipitated the exchange of ideas", Dr. Vizetelly said, "but it has enriched our very speech with a vocabulary indispensable to those that would understand the mechanism. Who 10 years ago, ever gave a thought to 'radio receiving apparatus?' Who concerned himself with 'radio-frequency problems?' Who today would neglect to 'tune-in' and get his favorite station? We may have known of 'atoms,' of 'electrons,' of 'protons,' and of 'triodes'; but we now have a knowledge of 'inductance,' of 'crystal detectors,' of 'tuning coils,' of 'variometers,' of 'triode detectors,' and of 'autodynes.' 'Audion' and 'potentiometer' was once Greek to most of us, and the 'amplifiers,' 'radio amplification' and 'radio triodes' were little less than a dead letter.

"Today the radio world has enriched us by contributing not merely the working knowledge of these terms, but definitions of the terms themselves, which every live wire in lexicography has placed on record.

"Thus the modern dictionary has become a code book of radio."

Two hundred of the new words, according to Dr. Vizetelly, have the prefix 'radio' and cover a page of the dictionary.

"The English language has been growing at the rate of 5,000 words a year. Certain years the increase is less. Other years it grows with leaps and bounds as a direct result of some world event, like radio, or the war.

"From the year 1894 to 1912," said the lexicographer, "the rate of growth was 5,000 words a year." From 1912 to 1914 the increase was small. Between 1914 and 1918, it went up in leaps and bounds—naturally as a direct result of the war.

"The war gave rise to approximately 6,000 new words. These were not merely military. They added to the chemical, political and social vocabularies as well.

"It is so difficult to know how long a word is going to last. For instance, I haven't heard the word 'cootie' since the peace treaty was signed—and yet it gave me two days trouble looking for its origin.

WHAT'S A WAVE LENGTH?

The "wave length" on which a station is said to be broadcasting is the distance between the crest of one wave and the crest of the wave next to it. The meter is the unit of measurement used by the scientists the world over. Fans who wish to reduce wave lengths to feet and inches to conform to the measuring system used by the English-speaking communities generally can do so by multiplying the length in meters by 39.37, which will give the wave length in inches. A meter is equal to 39.37 inches.

"We collect all the new words and then have to wait for the public to judge it. Once the public has put its stamp on a word, and its usage—even misuse—we put it into the dictionary.

"The word 'columnist' stays out for the moment, while 'bla', 'charmeuse,' 'lip stick,' 'mah jong', 'sky writing,' and 'sky-ography' go into the dictionary. We embalm a word in the dictionary whether its usage is right or wrong, since the public and not the lexicographer is the judge."

RADIO EXPERIMENT ON TRAIN TRIED IN ENGLAND

A successful radio experiment was recently conducted in England by the Radio Society and the L. & N. E. Railway. A wireless station capable of receiving and transmitting messages on a wave length of 185 meters was installed in a rear coach of the 7:30 express from King's Cross to Newcastle going at the rate of sixty miles an hour. As it sped along messages sent by various amateur experimenters according to instructions were received. Musical selections from broadcast stations were picked up. The primary object of this experiment was to note the effect that tunnels, cuts, bridges, ore-bearing localities, etc., have upon wireless signals. Signals were entirely lost going through tunnels and passing over limestone rock.

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SECURITIES
Or own some about which you
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WESTHEIMER & CO.

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

326 Walnut Street

Santa Invites All Kiddies To Crosley Summer Festival

(Continued from Page 1)

friends, the French Brothers-Bauer Company, has promised to send out as much as ten thousand children can eat and drink. Mr. Will Reeves of the Community Service, has arranged a program that will be filled with wonderful things. The entertainment will be fine and the children will have a great afternoon party. Don't forget to tell the children that I will be back three weeks before Christmas to tell them through the Crosley WLW station, of the wonderful new toys I've invented and that I am happier than ever. Hoping you are too, I am,

"Lovingly,
"SANTA CLAUS."

Fred Smith, studio director at WLW, will read the letter from Santa Claus to the kiddies who tune in every night. The program which

Will Reeves has arranged will not only interest the children but also will appeal to the grown-ups.

SUTCLIFFE COMPANY GIVES FIRST ORDER IN NEW HOME

The (Sutcliffe Company of Louisville, Ky., gave the first order at the Crosley Radio Convention and incidentally the first one ever given under the roof of the new Crosley home. Realizing the enormous demand for Crosley apparatus, they wanted to make sure they would receive their share this season. Forward looking jobbers are sending in their specifications for shipment every two weeks for the next five months.

The head of the firm caught the office boy telling falsehoods.

"I'm surprised at you!" he said. "Do you know what they do with boys who tell lies?"

"Yes, sir," was the reply. "When they get old enough the firm sends them out as traveling salesmen."—Selected.

50-P



owner to carry it wherever he may go. Stations 1,000 miles away, and perhaps more, can be heard with headphones. Same set, installed in non-portable cabinet, and known as Crosley 50, price \$14.50.

**IN YOUR HOME
or
Wherever You Roam
a
CROSLY
Radio Set**

Genuine Armstrong Regenerative one-tube portable radio receiver. Primarily a home set, but it has the portable feature which permits its

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

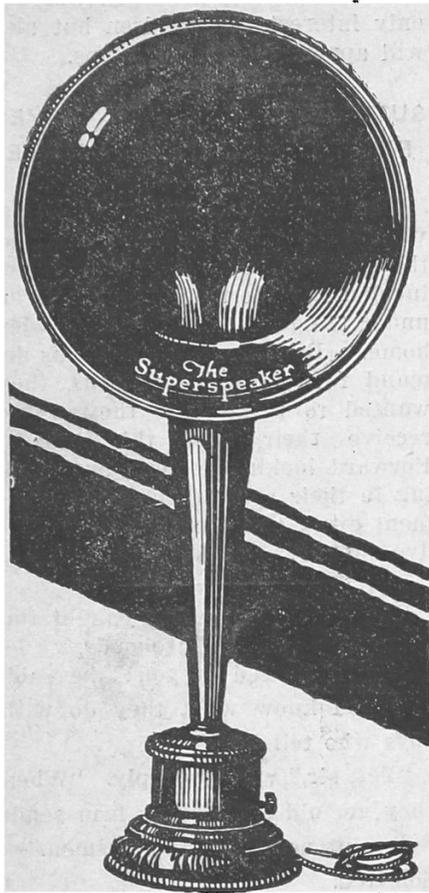
The Crosley 51-P is a two-tube Armstrong Regenerative portable radio receiver. Consists of regenerative detector and one stage of audio frequency amplification. Local stations, and those nearby, will be heard on a loud speaker at all times, and stations up to 1,000 miles away, or more, will be heard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

FOR SALE BY GOOD DEALERS EVERYWHERE

THE CROSLY RADIO CORPORATION

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

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



Superspeaker

EVEN WITH LOW VOLTAGE

from your B-Battery, The Superspeaker will continue to operate because of its remarkable electrical efficiency, and its highly receptive micrometer air-gap adjustment. Where other reproducers fail The Superspeaker brings in distant stations, sweet and clear.

A big, substantial, ebony-gloss finished instrument that sells and stays sold on its unequalled performance—Supreme for work with one tube sets. Nothing electrical but the sensation it gives those who hear it—Leads every market it has ever entered. Good dealers, write!

JEWETT RADIO & PHONOGRAPH COMPANY
5680 Twelfth Street
DETROIT MICHIGAN

Messages of Cheer Sent To Soldier By Radio Listeners

Disabled Veteran Thanks Those Who Responded to Appeal Broadcast During Concert Dedicated to Buddies.

Recently Fred Smith, studio director at station WLW, dedicated one of his Sunday evening concerts to the World War Buddies, especially those who are confined in hospitals as result of wounds suffered when on the battlefields of France. During the evening he read a letter from Harry Reynolds, of the National Military Home, Dayton, Ohio, in which this disabled soldier told of the enjoyment he is getting out of radio and in which he asked Mr. Smith to appeal to the radio listeners to write to him at least once in while. That the listeners granted the wishes of this former soldier is proven in the following letter:

"National Military Home,
"July 25, 1924.

"Dear Mr. Smith:

"I wish to extend my sincere thanks to you for the favors rendered. Also I wish you much success in carrying out your programs. I have tuned in on many stations, but WLW is the best.

"I sure enjoyed the talk the Captain of our Great Ship gave the other night. I felt very bad, but he would have made me laugh if I were half dead. Ha! Ha! Hope he enjoys the biggest cake in the world.

"I have received many cards and letters from various people; also have received boxes, papers, and magazines and believe me I sure feel good. I can spend my time reading and that relieves my mind from my illness.

"I wish you would thank each and every one of the radio fans for their cards, letters, boxes, etc., as they are so many I never would get them answered. Tell them to write at any time they feel like it.

"You said in your letter that your friend wanted to send me a book instead of a letter. I would like

a book about birds; something I can study and forget my trouble.

"Before I close I want to ask you not to forget me at the church services.

"Thanking you again for what you have done for me, I remain,

"Respectfully,

"Harry Reynolds,

"National Military Home,

"Ward 42, Dayton, Ohio."

MUNICIPAL RADIO STATION MAY LINK 65 BOSTON PARKS

Boston is not to be outdone by New York, and if the plans of Mayor Curley and members of the Park Department are carried out, a powerful municipal broadcasting station will soon be on the air.

Complete plans for the new municipal station are in the hands of the park commissioners, although the contract has not yet been signed. The layout calls for a transmitting station to cost from \$25,000 to \$30,000, located near the Parkman Bandstand on Boston Common.

Mayor Curley and the park commissioners are very much interested in the idea, and it was since the Mayor's return from the Democratic national convention and inspection of the new municipal station in the Department of Plants and Structures in New York City that the local project has been seriously considered.

Not only will the city have its own station, but each of the 65 parks and public playgrounds throuout the city will eventually be linked together by the latest design receiving apparatus, equipped with public address systems, and band concerts or any other public entertainment or city function may be picked up by these receiving sets in the playgrounds, where

thousands of people listen in on the programs.

The first step in this project was taken in front of City Hall, when a radio equipped truck was inspected by Mayor Curley. This truck is exactly the same as those used in the vicinity of Madison Square Garden during the convention, to give the crowds who could not jam into the convention hall an opportunity to listen to what was going on at the convention.

FIRST WORLD SHOW

The first annual international radio show is to be opened at Madison Square Garden, New York, on September 22. It is expected to be the most complete exhibition of radio, as known throughout the world, that has ever been presented.

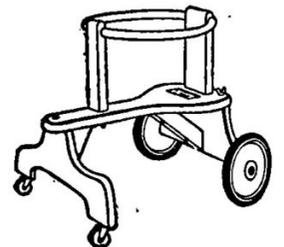
Wife: "Oh, George, it was a great show—mother nearly died of laughter."

Husband: "By jove! You ought to take her again!"—London Humorist.

A radio listener to WOC sent in a basket of peanuts as his "ap- plause."

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

The Go-bi-bi



No longer does Daddy carry the infant about in his arms while mother prepares supper. Little brother and sister do not have to sacrifice their play hours to take care of the baby. And Mother—look at Mother, just as carefree as the children. All because the Tiny Tot in this home is learning to walk by means of the GO-BI-BI and needs little attention from anyone. On the contrary he is keeping the rest of the family entertained.

"My wife and I are 'tickled to pieces' over the GO-BI-BI we have for our ten months' old girl. It is just like a one ring circus to watch her." (Signed) Gordon B. Small, Springfield, Mass.

Every dealer in baby things or children's vehicles should stock the GO-BI-BI, and help to make healthy babies and happy homes in the community. Nothing like it for making satisfied customers.

CROSLY MFG. COMPANY
1632 Vandalla St. Cincinnati, O.

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

DEALERS

For Immediate Delivery

CROSLY

Better—Costs Less

APPARATUS

EIGHT BIG WAREHOUSES

WAKEM & McLAUGHLIN, Inc
CHICAGO.

AND WLW PROGRAMS

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

VOL. III, NO. XXXIV.

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AUGUST 25, 1924

Announcer Appeals For Suggestions But Not Criticisms

Eventual Shape And Character of Radio Depends Upon Forces Exerted Upon It Now, Fred Smith Says.

Thoughtful suggestion instead of nagging criticism was urged recently by Fred Smith, studio director at station WLW, when discussing the future of radio and the part everyone must play in its development.

Expressing his views on the subject, he said:

"A few days ago, while glancing through a journal devoted to the interests of the motion picture industry, I paused with curious interest at an article protesting against the criticisms so often brought against the movies because of anachronisms.

"The author of the article, evidently a producer, pointed out the folly of petty criticism in comparison to the great worth of a picture as a whole. He also emphasized the fact that the accepted dramas of such masters as Shakespeare himself were full of anachronisms. The article concluded with the wail: 'Why pick on the movies?'

"It is a matter of common understanding that we may turn a critical eye upon any form of human effort and find it laden with defects. The unfortunate fact of the matter is that many people derive a sort of somber pride from discovering and proclaiming aloud the short-comings of their fellows. Some of us decry the newspapers, others the churches, and still others, the government. There are citizens of the world who pretend to despise the use of radio, and its method of yielding itself up to popular demand.

"But all of us know that this sort of thing brings nothing better to the human race. We cannot tear down and say: 'Here is the profitable result.' But there is something worth while that we can all do, and that is, help fortify the construction of those institutions which are in the making so that they may develop to permanent things of finest worth. Radio is the molten example. Radio is still in a very plastic state, depending upon its eventual shape and character to be moulded by forces exerted upon it now. So it all comes

(Continued on Page 6)

HIGH LIGHTS OF WLW CONCERTS

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

Sunday, August 24th

The Western and Southern Orchestra of twelve symphony men directed by Erwin Bellstedt. During the summer months Mr. Bellstedt has made up his programs of music of light-classics, particularly in keeping with the weather—for certain it is that people are more settled and studious during the colder months when the nervous exterior world is excluded from the warmth of cozy rooms.

Monday, August 25th

The Frolic at the Zoo is vaudeville of the highest type. Such artists as Lorna Doone Jackson and Jose Mojica are a delight. Only one more Monday at the Zoo and then the summer season of entertainment will be over. Don't miss these two nights!

Tuesday, August 26th

The Bernie Cummins Recording Orchestra, makers of Gennett Records, are picked up each Tuesday evening from Goodwin's Palm Garden. The boys play in the open for the crowded dance floor, which

is surrounded by a charming garden with dainty lights, sanded walks, huge trees, and countless tables. And they draw big crowds! Most excellent dance music.

Wednesday, August 27th

The Virginia Entertainers directed by Jack Bauer play every Wednesday evening at WLW from 8 to 9. This band is conceded to be one of the very best in the country. They are playing an all year engagement at the Blue Mill and come to WLW each Wednesday evening before their regular program.

Thursday, August 28th

To quote from the Cincinnati Enquirer: "The Thursday evening programs at WLW are becoming famous." There is indeed, a happy balance to the performances of this evening. The Doherty Melody Boys, led by Penderghast, pianist, and tickled constantly by Doherty himself, who plays the banjo, sings and entertains with improvised jokes, are always refreshing. In musical contrast, the Milnor Electric Instrumental Trio plays light classics with beautiful intonation.

Many Business and Social Benefits Are Directly Distributed By Radio; Wide Range Covered By Broadcasting

The service of radio to humanity is such that its permanence needs no argument. Many broadcast listeners think only of the entertainment features, and unfortunately many dealers use only the possibilities of radio as an entertainment purveyor to further their sales. Entertainment, however, is, after all, the least important function provided by broadcast, although no one would minimize the tremendous benefits to the invalid, the shut-in, the isolated pioneer or engineer, brought into existence by such broadcast.

Laying aside the benefits of entertainment, however, think of the business and social benefits directly distributed by radio. The farmer can, and does, keep in touch with weather conditions that will affect his district, with the prices of marketable products, with the economic situation of the country, which farmers more and more realize reacts directly on their own well-being and prosperity.

The engineer, isolated on construction or improvement work, likewise guards against disaster from flood, storm, forest fire or other manifestation; he hears of important world happenings, many of which carry their effects into his far places; he learns of advances in his own science, and sometimes is able to apply them to advantage, while without the radio his knowledge would await his return to his home office.

Instruction so phrased and presented that it reaches even the slowest intellect is interspersed throughout the programs of entertainment. No man or woman can hope to master every phase of modern life. So, by listening to those who are masters of a single phase, and who discuss its more important elements, the listener gets a working knowledge of many things that are of interest and benefit, yet would have remained a sealed book were it not for the broadcast, being

(Continued on Page 8)

New Jersey Woman Hears San Francisco On Crosley Trirdyn

Set Pleases Her After She Is Ready to Give Up Hope of Finding One That Will Operate Satisfactorily

When she was just about ready to give up hope of getting a radio receiving set that would operate satisfactorily, Mrs. A. J. Hetzler, of Eatontown, N. J., heard about the Crosley Trirdyn and purchased one from the Long Branch Radio Service, Long Branch, N. J. On the Saturday and Sunday evenings following the installation of the set she heard twenty-three stations clearly and loudly, and she "told the world" she finally had found a receiving set that satisfied her.

She listened to San Francisco for half an hour, Pensacola, Fla., for over an hour, three stations in Canada for some time and the others until she became tired and "moved on." All came in on a loud speaker so every person in the room could hear.

It is after reading such letters as these that we become more and more convinced that the talk about Summer radio being unsatisfactory is all "bunk." Surely no person can desire to hear more in two nights than did Mrs. Hetzler. Even the DX fans would be satisfied in hearing from coast to coast.

And in the same mail that brought the letter from Mrs. Hetzler, there came one from the Radio Equipment Corporation, at Fargo, N. D. This in part follows:

"As one of the many who have faith in the Crosley Super XJ, I would like to put in a boost for this set. On the night of July 25th, between nine and ten o'clock, Central time, the following stations were received on a Super XJ, in Fargo, with sufficient volume from one stage of amplification to be heard throughout the house: WBZ, WGY, CKY, WKY, WJAR, WQJ, WLAG, WTAS, WGN, KFKG, CFCN, WQAW, CJCN, CNRC, WCK, KYW, WEBH, WEB and KGO.

"We believe this is a representative performance of this set and speaks well of the result obtained from any outfit."

THE SHINING EXCEPTION

"Did any of your family ever make a brilliant marriage?"
"Only my wife."—Boston Evening Transcript.

Crosley WLW Programs For Week of Aug. 24th

SUNDAY

RADIO PROGRAM WLW

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

9:30 A. M.—
School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
11:00 A. M.—
Services of the Church of the Covenant, Dr. Frank Stevenson, Minister.
9:00 P. M.—
Concert by the Western and Southern Orchestra, directed by Erwin Bellstedt; (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company).

MONDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports.
8:00 P. M.—
THE ZOO FROLIC, a gala review of dance, song and comedy; All star casts, featuring Alberti Pantomimes.
Gunnar Bohman, Swedish Troubadour
Cartier and Zanou, Dance Interpretations
Daisy Connel Chinn, Coloratura Soprano
Daddy Grobeckers, Swiss Yodelers
Steele and Winslow, "In Poetic Motion"
Lorna Doone Jackson, Contralto
Leo De Hierapolis, Baritone of Hinshaw Opera Co.
Jose Mojica, Tenor of the Chicago Opera Co.
Albertina Rasch, and The Alberta Rasch Dancers.
Intermission at the Zoo.
Crosley Theatrical Review, followed by Dance Concert by ALVIN ROEHR'S MUSIC MAKERS.
Alvin Roehr, violin and director
Fred Gooseman, trumpet
M. B. Van, saxophone
Pete Miller, banjo
William Braun, trombone
Art Mees, piano
Nat Barnhart, entertaining drummer.
Continuation of the ZOO FROLIC.
(Baldwin Piano)

S. P. C. A. TAKE NOTICE

"My son," said the fond mother, "you must not shoot craps, for life is just as precious to the poor little craps as it is to us."—Allith Bulletin.

TUESDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Times-Star News, Topics of Interest to Women.
10:00 P. M.—
BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA. (By direct line from Goodwin's Palm Garden) Playing all the latest hits such as: "Jealous," "San," "Believe Me," "Jimmiey Gee," and "June Night."
10:30 P. M.—
Concert program by the Mastropalo Instrumental Trio
Mastropalo brothers, violin and cello, with Miss Arrico at the piano.
11:00 P. M.—
BERNIE CUMMINS' GENNETT RECORDING ORCHESTRA.
Arch Miller, piano
Walter Cummins, banjo and vocalist
Gene King, saxophone
Ambrose Barringer, trumpet
Orry Taylor, trombone
Bernie Cummins, drums, entertainer and MANAGER.
11:30 P. M.—
Violin solos with Celeste.
11:55 P. M.—
Special program by the CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
Walter MacDonald, piano
William Koch, saxophone and clarinet
Rex Adkins, trumpet
William Davidson, trumpet and French horn
Frank Bamberger, trombone
Leon Warren, banjo
Ray Fetzer, tuba
Bud Ebel, drums.
(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—"Shut In" program by the Duning Benevolent and Musical Service, cooperating with The Lillian Aldrich Thayer Settlement School of Music.
8:00 P. M.—
A program of popular music, presented symphonically by THE VIRGINIA ENTERTAINERS.
Jack Bauer, violin, trumpet, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
O. V. Speybrook, saxophone and

clarinet
Fred Brill, trumpet and saxophone
A. H. Speigner, saxophone and MANAGER
Perry Bechtel, banjo and vocalist
V. A. Johnstone, piano and arranger
A. F. Joseph, drums and effects.

9:00 P. M.—
Whistling Solos and Imitations by Mr. Donald Bain.
9:15 P. M.—
Program of Original Compositions by Mr. H. H. Walker.
Other Features to be announced.
(Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano solos by Miss Adelaide Apfel.
10:00 P. M.—
Three minute message from the United States Civil Service Department.
Concert program by the MILNOR INSTRUMENTAL TRIO. (The courtesy of the Milnor Electric Co., Cincinnati.)
This program will include stand-and trios, solos, and excerpts from the popular musical comedies.
10:35 P. M.—
Popular program and entertainment by THE DOHERTY MELODY BOYS.
Frank Pendergast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
"Dudie" Rayner, drums
J. L. Doherty, banjo and MANAGER.
MILNOR INSTRUMENTAL TRIO.
(Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

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

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

MUSIC AS THEY RIDE

Newport, Eng.—Passenger busses between Newport and Crumlin have been equipped with outfits which receive concert music by radio.

SATURDAY

RADIO PROGRAM WLW

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

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

DAILY PROGRAM

11:00 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening quotations, Foreign Exchange opening, Chicago opening grain quotations, Cincinnati and Chicago hog market reports.
Westheimer and Company, opening quotations of New York Stock Exchange.
Weather Forecast repeated.
P. M.
1:30 Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; Cincinnati cattle market report.
Westheimer and Company, closing quotations Cincinnati Stock Exchange, giving the bid, offer and sale.
3:00 Henry W. Brown & Company, Cincinnati Cash Grain Market quotations with market conditions. Closing quotations of the Chicago Grain Market.
Westheimer and Company, closing quotations at New York Stock Exchange.
Bureau of Markets, United States Department of Agriculture, Chicago and New York Butter and Egg Market reports.
Special Half Hour Program and News at 4:00 each afternoon, except Saturday and Sunday, as announced by Radio.
Sunday School Services at 9:30 and Regular Morning Services of the Church of the Covenant, beginning at 11:00.
Special Program at 9:00 P. M.

ASININE

Johnson was attending a temperance lecture.
"If I lead a donkey up to a pail of water and to a pail of beer, which will he choose to drink?" queried the speaker.
"The water," said Johnson.
"Yes, and why?"
"Because he's an ass," was Johnson's reply.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

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

'FOOLING WITH THE RADIO'

Probably one of the commonest expressions heard in American households today, when the whereabouts of father or his son are sought, is, "Oh, he's fooling with the radio."

It is fortunate for the new art that he is. There is more in the phrase than is realized. Radio owes a larger part of its development to this so-called "fooling" than can ever be estimated. Not only "fooling" by father and other novices, but by experts and engineers.

It is easy to understand how a man who has been busy in a store or office all day is glad to get home at night and "fool with the radio." It makes him forget the cares of the day. But it is not quite so easy to understand why radio experts and research men who have worked at top speed all day on radio problems of one kind or another, start in, as soon as they have had their dinner at night, to "fool with the radio" at home.

"Radio widows" may not all agree, but of course the real answer for their "strange" conduct is that they are impelled by the urge of experimentation. To members of their families who are waiting to go to the movies or to be taken out in the car, they are simply "fooling with the radio," but in reality they are conducting the practical experiments from which so many of the improvements of the past five years have resulted.

They are eternally striving to make the set work better, to make it simpler, to eliminate minor difficulties, to increase its range, and above all to perfect the quality and purity of tone. It is the never-ending quest for perfection which is bringing radio, in common with all other great public utilities, to new stages of efficiency and usefulness.

ADVANTAGES OF RADIO

In separate articles in this issue of the Radio Weekly various advantages to be derived from the operation of radio receiving sets are dwelt upon. In one many reasons are explained why the farmers should be interested in radio and in the other there is an explanation of the manner in which the hostess

ADVICE FOR THE GROUCH

If you really must get a grouch out of your system, go alone down to the swamp and kill a snake. Go out on the plains and break the bleaching bones of some wild animal. Smash a window in some abandoned factory; but, for the love of Mike! let other folks alone.

If you have a grouch, challenge some big man for a fist fight. Perhaps a good beating is what you need. Try a cold plunge. Try going to bed early one night in the week. Try anything that is fair to the other fellow. But let the women, children, servants and innocent people alone until you regain your sanity.

When you feel as cranky as a holy friar fed on hail-stones, eat an angleworm. When you are as mad as a bull covered with hornets, steep a cup of lotus leaves and charm yourself to sleep.

The grouch throws all his associates into desperate inconvenience and for his temper pays a big price.

Few business men can afford to get grouchy when in company with their associates, customers, friends or when home with the family.

When you feel sulky, ill-humored and as surley as a butcher's dog, bite a mule's hind leg.
 —The Silent Partner.

may use a receiving set in the entertainment of her guests.

Volumes and volumes have been written regarding the usefulness of radio on the farms and in rural communities and thousands of instances of a receiving set having saved a farmer money have been cited. From near and far we receive letters from farmers in which they refer to radio as the "greatest thing that ever came into their lives." Pleasure and business are combined by them in the operation of their receiving sets, not one being willing to admit he would go back to the old days when he was practically isolated from the world and knew nothing of what was going on until the weekly newspaper came to his house.

The other article dwells upon the manner in which the hostess may entertain her guests by having them engage in a radio game which will prove popular during the coming winter. Often times it is extremely hard to "fill in" a half hour here and there during an afternoon, but the hostess who owns a radio set easily can eliminate this difficulty by introducing the radio game.

Of course there are thousands of other methods adopted by owners of radio apparatus to "collect dividends" from their sets and we cite the above merely to bring out the fact that whether a person re-

Radio Industry Is Protecting Itself Against Those Conscienceless Dealers Known As "Fly-By-Nighters" Or "Gyps"

Why does every new industry, as it attains prominence, have to battle with the "gyp" dealer? Probably because, in the throes of expansion and rapid growth, the more responsible men of the industry are so busy with their own affairs that they have no time to purge their ranks. Later, as things settle to a more normal basis, they always do this, and the gyps turn to new fields of endeavor. But too often, before that is accomplished, an industry has suffered injury from which it takes years to recover.

The radio industry is beginning to protect itself against those conscienceless fly-by-nighters. Local dealer organizations, manufacturers' associations, trade councils and other forms of organization are gradually closing the field to the dishonest, and at the same time educating the public against their methods.

What does the "gyp" do that is unethical from a business standpoint?

Well, one thing he does is to advertise cut rates on obsolete goods, without explaining to the unskilled buyer that they are obsolete. Often advertisements appear like this: "Model AA Howlever sets, makers' list price \$175, our price, \$32.50." And they'll sell you a set for \$32.50, too; but they don't tell you that, because of the strides in the industry the maker long ago withdrew that set, that he doesn't sell it at any price, and that he now would rather pay a premium for the return of those first few sets than to let them go out.

Another thing the gyp does is to assemble a set that looks like a factory product, and then put it on exhibition as a "genuine super-

sides in a humble farm home or in a city mansion there are untold pleasures in store for the ones who purchase radio receivers.

smokeindodyne" guaranteed to bring in Australia on one tube. This he sells to the innocent buyer for about half of the factory price of a set that looks like the gyp's product. But it has the disadvantage that it is built of inferior parts by a "radio engineer" whose shop is in the basement of the gyp's store, and that it will fry, squeal, howl, and not only annoy the purchaser but drive his neighbors wild by the interference it sets up.

Here's another one. You read, "Amplexatrad set, complete, \$17.50," but when you put the money on the counter they offer you a cabinet. You get no phones, no antennae, no tubes, and you find your investment is but the down payment on a considerable expenditure. Yet the advertisement is technically true. The only thing is that while the dealer knows that a set is a cabinet you didn't know it, nor does the average buyer. And further, the dealer knew that you didn't know it. But of course you didn't know the dealer knew you didn't know—say, wait a minute; this is getting you complicated; but, anyway, you get the general idea.

Dealers who guard their reputations for fair dealing—and there are many such in radio just as in other lines—make it plain when they advertise an outfit as to just what you are going to get if you purchase; dealers who don't care for anything but the immediate money go to extremes the other way. They even word and arrange advertisements to convey the idea that you are getting a lot of accessories, but when the postman stops at the door you find that the package is short many things you expected, and when you turn back and read the advertisement again with more understanding in the light of developments, you learn you have been stung.

(Continued on Page 6)

SUBSCRIBE NOW!

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

Name

Street and Number

City and State

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

Dividends Are Paid Farmers Who Own Radio Receiving Sets

Ohio Man Tells Of Manner In Which He Makes Money Out of Information Received By Radio.

Most radio fans find that their radio sets pay dividends in entertainment and instruction but the farmer who tunes in stations sending out produce market reports is in a preferred position. The farmer, on occasion, may turn radio information into cash and make such information pay him dividends on his set. One such farmer is reported by F. R. Cozzens, of Roxbury, Ohio, in the Southern Ruralist recently:

"John Weldon, a farmer of my vicinity, recently got a tip from the air which yielded him \$19.60. The tip was an unexpected raise in the live stock market, coming at a time when Weldon was preparing to sell a shipment of hogs to a local buyer.

"As a result, he got in touch with the city market and \$19.60 was his profit over the local buyer's quotations, after all shipping expenses were paid.

"This was not a streak of luck, however, for Weldon gets such tips frequently, and they are a part of his plans for making his radio pay its way.

"When I first installed my outfit in 1922, I determined to get something from the air besides music," Weldon told me recently. "I could receive reports from two large city markets, and a number of smaller ones; and to keep tab on these I

bought a ledger.

"At the top on each blank page, I wrote down the city where the market was located and names of the principal dealers therein, with their addresses. This book is kept on the table where the radio is located, and when I have something to market I get in touch with one of these cities, and write down quotations as I receive them. Then I 'tune-in' for another city, and get their prices. Afterward, I go over these reports and compare them.

"It is a simple matter then, to estimate distance, shipping cost, and so forth, and from this, I can select my market.

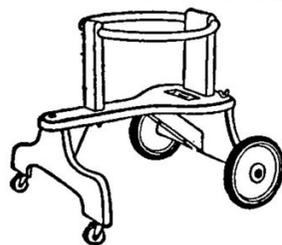
"Dealers in these cities are aware of my method, and I have made arrangements with them by letter to accommodate my shipments at any time. This not only applies to live stock, but to poultry, eggs, and butter. The latter articles are shipped by parcel post the morning after the quotations are received.

"I have a wide range of markets to select from (where formerly I was compelled to depend upon a local buyer's quotations) or those in the newspaper, which were always two days late.

"And the radio offers another advantage: By getting weather reports and crop conditions from different parts of the country, I can guess pretty accurately the trend of the market.

"From the news reports, I learn beforehand about railroad strikes, freight tie-ups, grain pools, and many other conditions which are

The Go-bi-bi



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

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

The Crosley Mfg. Co.

Dept. 3,

Cincinnati, O.

likely to affect the price of products grown upon my farm. I have a ledger filled with information of this sort, and it has become a habit with me to keep it open for new "tips" whenever an evening's program is broadcast.

"It is not difficult to make radio pay dividends when rightly handled, and scarcely a week passes without my outfit yielding me something of value."

Radio too, is the dairyman's friend. Before its advent, it was necessary to depend upon the rural mail carrier to bring the magazines and newspapers to learn the happenings of the world outside of the farm and the neighbors. Now it is only necessary to own a radio set of sufficient power to bring in distant signals from broadcasting stations.

of the dairyman being isolated, even though he may be "icebound." The chance of being entirely cut off from the outside world does not come very often, but when it does, through a storm, the radio is the only means of communication with the farm home. A number of thrill-

ing experiences have been recorded of the value of this modern force in the home.

There are so many uses for radio in the home of the dairyman that it is difficult to tell which is the most important. There are market reports, including butter, eggs and produce quotations; the weather forecast; Sunday School and Church Services; farm talks and current event topics as well as entertainment features and style talks. These features of the radio program are given every week from WLW broadcasting station of The Crosley Radio Corporation on a wave length of 423 meters.

Mr. Albertson has a predilection for talking in his sleep. Several times recently he mentioned the name "Irene," and his wife questioned him about it.

"Oh, that," said he, thinking fast, "is the name of a horse."

Several days later when he came home he asked his wife the news of the day. "Nothing exciting happened," she said, "except your horse called up twice."—The Pathfinder.

50-P



owner to carry it wherever he may go. Stations 1,000 miles away, and perhaps more, can be heard with headphones. Same set, installed in non-portable cabinet, and known as Crosley 50, price \$14.50.

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

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

FOR SALE BY GOOD DEALERS EVERYWHERE

THE CROSLY RADIO CORPORATION

POWEL CROSLY, Jr., PRESIDENT

Dept.

Cincinnati, Ohio.

IN YOUR HOME
or
Wherever You Roam
a
CROSLY
Radio Set

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

51-P



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

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain
and Live Stock

Quotations.

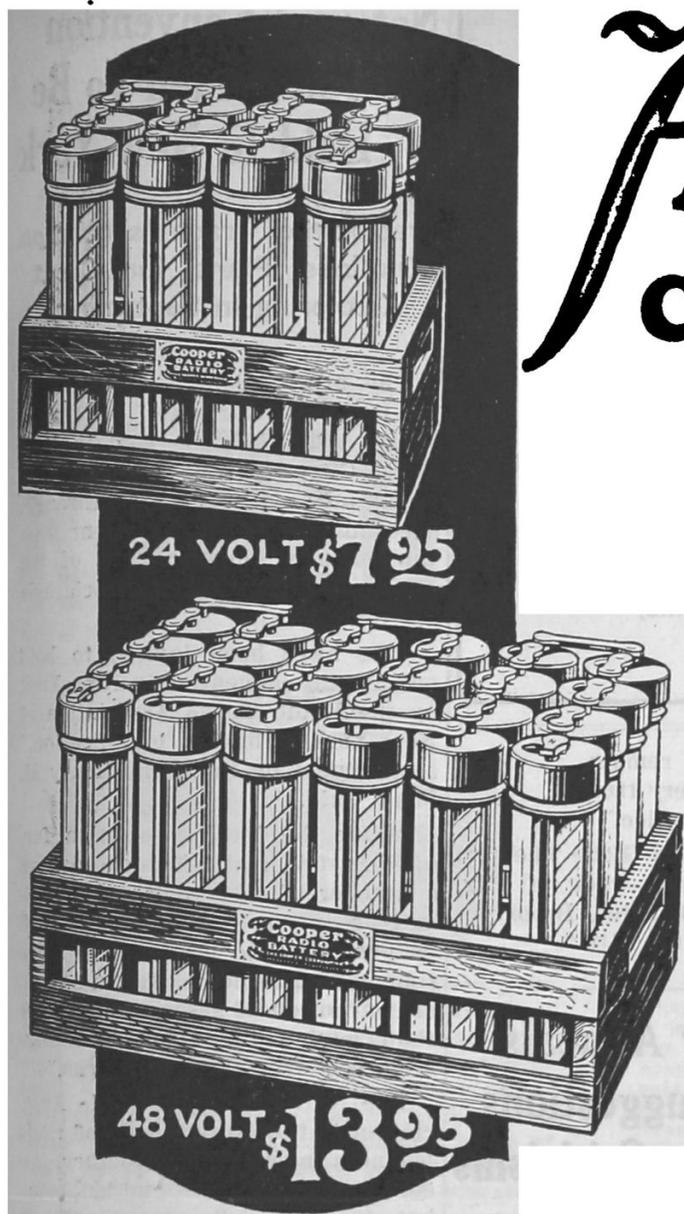
Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.



Announcing ~ Cooper's Latest Achievement

The COOPER "B" RADIO BATTERY (Rechargeable Type)

A NEW CONCEPTION OF "B" BATTERY PERFORMANCE

Noiseless in Operation. Will Last for Years.
Constant and Greater Voltage. Lowest in Price.

Here is Cooper's latest accomplishment, a rechargeable "B" Battery that is really built for its job—to furnish the radio owner:

WITH NOISELESS PLATE VOLTAGE

which means elimination of many of the noises now blamed on the set and to static;

WITH CONSTANT AND GREATER VOLTAGE

which means stronger signals, clearer distant reception, new stations;

WITH BETTER VOLTAGE ADJUSTMENT

which means the best results from your tubes, which are very sensitive to plate voltage;

WITH ECONOMICAL SERVICE

because it lasts for years. The initial cost of the Cooper Radio "B" Battery is lower than that of any battery of equal quality on the market today and with occasional recharging, the cost of which is very negligible, it will last for years—at all times operating at highest efficiency.

Cooper Radio "B" Batteries are built, recommended and guaranteed by a concern of national reputation. Known throughout the battery industry as builders of batteries that make good because they are made good.

Ask for a Cooper Rechargeable "B" Battery at your nearest radio dealer's. If he does not handle it see or write us direct.

DEALERS AND JOBBERS

We do not hesitate to say that we are building "B" Batteries that rank second to none. Batteries that yield the highest type of service, yet sell at a lower price than any "B" Battery of equal quality on the market today.

The quality, low selling price, the responsibility of the manufacturer and the advertising will create a big demand for it. You can take advantage of this demand if you will write for our proposition today. Fill in and return the coupon.

THE COOPER CORPORATION,

Cincinnati, Ohio.

Gentlemen:

Please write me in full about the Cooper "B" Battery proposition.

Name

Address

CR-8-25

THE COOPER CORPORATION

General Offices
Cincinnati, Ohio.

Factories
Cincinnati, Ohio.

BRANCH HOUSES

THE I. J. COOPER RUBBER CO.

CINCINNATI
COLUMBUS
DAYTON

NASHVILLE

INDIANAPOLIS
KNOXVILLE
MEMPHIS

Cincinnati Hostess Entertains Guests With Radio Game

Participants Supposed to Tune In Greatest Number of Broadcasting Stations In Given Time.

By Alvin Richard Plough.

The modern hostess is never at a loss when unexpected guests arrive. She has a radio receiving set, and few guests cannot be entertained with radio. It affords the hostess an opportunity to prepare other forms of amusement but one of the most prominent social leaders in Cincinnati has created quite a furor with her radio parties. Invitations to these are eagerly sought.

The unique use of the radio receiver as an aid to the art of entertainment might prove of interest to owners of loud speaker sets. The Crosley Trirdyn is used in the home where the idea originated, as this receiver gives the volume of a five-tube receiver although only three tubes are used to supply excellent loud speaker volume. The simplicity of operation by the guests was one of the reasons for selecting the Trirdyn although any receiver capable of picking up distant stations may be used.

Tally cards are prepared as follows: draw six lines lengthwise on a card about four inches wide by six inches long. At the top of the first column, place "Station," then, in order, "Call Letter," "Dial 1," "Dial 2," "City," and last, "Time."

A radio map, showing the locations of the stations, distance from a given point, call letters, etc., is provided in addition to glass-head pins to be put in the map as the stations are heard by the tally committee. Each contestant has a different color pin-head.

The rules of the game are quite simple. The radio receiver is tuned in to some station, with the loud speaker turned on, so those in the room may know it is functioning properly. Five minutes are allowed each contestant and a record is kept of the stations and data connected with the stations brought in. The committee of three takes up the card of the one operating the set in order that the next contestant cannot see the dial numbers and thus tune in to the same stations with greater rapidity than the previous contestant.

Prizes are given to the one receiving the greatest number of stations within five minutes, and to the one covering the most mileage. To the one failing to operate outside of the city, a "booby" prize is awarded.

Further applications of this unique idea may be made by anyone possessing a receiving set and

Yes, Order Us a Larger Hat!

Even in far-away Japan the Crosley Radio Weekly is popular. At least one person in that country is on our paid subscription list, his name having been placed there upon receipt of the following letter:

"Editor, Crosley Radio Weekly,

"Cincinnati, U. S. A.

"Gentlemen:

"I have paid in the Central Post Office here \$1.00 equivalent Y2.61 fee, for transmission to you by Money Order, as one year's subscription to your Crosley Radio Weekly. Please continue to send me every number until this subscription expires.

"Trusting the remittance will reach you in due course, I remain,

"Yours very truly,

"S. Fukuhara,

"Shiseido Company,

"No. 1 Izumochi Kyobashiku,

"Tokyo, Japan,"

The money reached us O. K.

the possibilities of the radio distance game is unlimited. Perhaps it will not be long before the whole world is devoting itself to inventing new pastimes with radio as the basis of the games.

Portable Radio Set Greatly Enjoyed By Theatrical Man

Actor Tells of Pleasure He Gets Out of His Receiver When In Hotels and In Dressing Rooms of Theaters.

Men and women engaged in the theatrical business are realizing the value of portable radio receiving sets more and more every day and are carrying them from one city to another in order that they might have something to break the monotony of hotel life. Jack Rice, a Keith player, for instance, obtains the greatest amount of pleasure from his Crosley 51 Portable set and, in a letter to Powel Crosley, Jr., president of The Crosley Radio Corporation, has this to say about the value of a portable set to the theatrical man:

"Powel Crosley, Jr.,

"Cincinnati, Ohio.

"Dear Sir:

"In this age of remarkable achievement, when encouragement means so much, it is gratifying for me to express my appreciation of my Crosley portable set, a Model 51-P. You may be interested to hear that on this two tube set, being operated in New York City, I picked up Chicago, Cleveland, Detroit, Des Moines, Atlanta and many others with an indoor aerial. With a loud speaker the results were wonderful. It is a great comfort to me, both in the hotel and dressing room at the theater. I shall always be a booster for Crosley. With kindest regards for future

success, I beg to remain,

"Yours very truly,

"Jack E. Rice."

"En route, Keiths Globe Theater, Atlantic City, N. J., week of Aug. 3rd; Brunswick Theater, Brooklyn, N. Y., week of Aug. 11th."

Announcer Appeals For Suggestions But Not Criticisms

(Continued from Page 1)

back to the argument we have so often put forth, that the future of radio depends upon the vision of the public today.

"None of us may hope to help radio by nagging criticism, but each of us may do a great deal by thoughtful suggestion. Such is the moral of our tale: 'It is better to put a nail into the structure than pull a pillar from under'."

Radio Industry Is Protecting Itself Against The "Gyps"

(Continued from Page 3)

All these, and a lot of other things, enter into the activities of the gyp; it's much like it used to be in the early days of the automobile. People know automobiles now, and they are learning radio. Pretty soon the gyp will be all through, and turning to another field—perhaps airplanes, perhaps something yet undiscovered—but until he is through, it behooves the amateur when he buys a set or a part to scrutinize the claims and the materials offered him, or better yet, to deal with some of the many dealers whose reputations put them above such tactics.

National Convention Of Radio Men To Be Held In New York

President of Trade Association Outlines Plans for Great Gathering In September.

The first national convention of the radio associations of the United States will likely be held in New York City late in September, if plans now on foot carry through, according to an announcement from the office of the secretary of the National Radio Trade Associations at New York.

"We have been invited to hold our annual convention in New York by the Radio Trade Association of New York, a branch organization," a statement by President Henry M. Shaw said.

"With the local association furnishing the invitation we believe a number of other national organizations in the radio industry will be persuaded to meet at the same time, giving radio in effect a national convention of associations rather than having the annual meetings scattered over the entire year."

The National Radio Trade Association is the largest body of radio business men in the country, according to Mr. Shaw, and has members in every radio center. Affiliated with the national association are a number of local trade bodies which special jobber and manufacturer sections have been created in the national association.

"Special sectional meetings during the annual convention will enable the radio men at the meeting to pick the sessions that appeal most to them, passing by those that are of interest to some group in which they have no interest," Mr. Shaw explained, outlining the plan for the meeting.

"To what do you attribute your great age?" asked the city visitor to Grandpa Eben Huskins.

"I can't say yit," answered Grandpa, cautiously. "They's several patent medicine fellers dickerin' with me."

If you wish to BUY or SELL

SECURITIES

Or own some about which you

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Our Statistical Department Is At

Your Service

WESTHEIMER & CO.

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

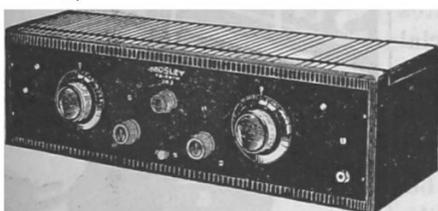
326 Walnut Street

CROSLY

BETTER---COST LESS

RADIO RECEIVING SETS

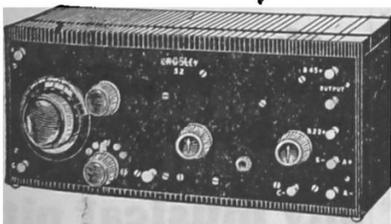
CROSLY TRIRDYN 3R3



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

PRICE \$65.00

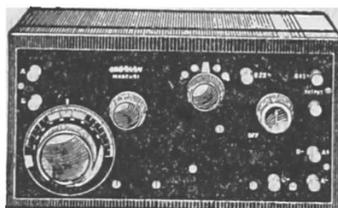
CROSLY 52



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

PRICE \$30.00

CROSLY 51



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

PRICE \$18.50

CROSLY 50-A



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

PRICE \$18.00

CROSLY 51-A



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

PRICE \$14.00

CROSLY TRIRDYN SPECIAL



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

PRICE \$75.00

CROSLY 50



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

PRICE \$14.50

THE CROSLY RADIO CORPORATION

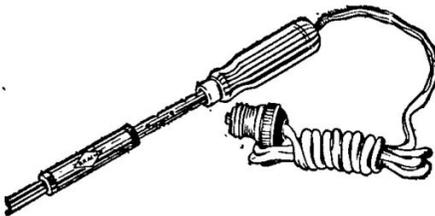
POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

BRACH

ELECTRIC SOLDERING IRON



The Brach Soldering Iron measures up to the high standard of the other Brach products. Each iron stamped with a broad guarantee to perform satisfactorily. It is light of weight and comes equipped with either a pencil point for radio soldering or commercial point for heavier work. The Brach iron can be identified because it comes in the orange, red and blue package.

List Price Each \$2.50

SOLDERALL

For Radio Connections

Solderall is a metal solder and flux complete. It is the first complete solder to be dispensed from collapsible tubes, making it very easy of application.



Solderall has proven itself useful in very many ways where old-fashioned soldering used to be employed, and is especially desirable for soldering wire connections. Radio companies are using it for their radio apparatus and amateurs are building up their equipment, for Solderall has the means of joining their electrical connections, soldering their jacks, couplers, condensers and other purposes. The heating of a match will suffice in most cases, but the use of the Solderall torch or electric iron is advised in its application.

Retail Price 25c a Tube

Solderall Torch

No one should be without the new Solderall Torch. This is the final successful result of 11 years' effort in the design and manufacture of a self-acting pocket blow torch.

The new torch is guaranteed to generate a pointed flame up to 4 inches in length. It is absolutely safe, will not explode or leak.

These torches are now found in the kits of mechanics, tool chests, shops, garages and the home. It is made of heavy brass. Size 1 1/2 inches by 5 3/4 inches high.

List Price \$2.00

L. S. Brach Mfg. Co.
Newark, N. J.

Business and Social Benefits Distributed By Radio Stations

(Continued from Page 1)

cause we'll listen to something that is offered without effort on our part, but we won't go to the books to dig it out.

What do you get from the programs of a single week if you are a constant listener? Well, you get the latest music, you get the world news, you get little talks on how to grow flowers or fruit, you learn something of politics, of local history, of astronomy, of operatic music, of the Scriptures; you can take lessons in French or Spanish, or poultry raising, or health culture, or domestic science; you can listen to men whose names are known to millions, and you can garner knowledge on almost any special subject by merely watching the programs and tuning in at the right hour.

Furthermore, the radio will enter politics this time in earnest. One presidential candidate's tentative budget calls for \$1,000,000 for broadcasting; millions will hear the candidates and their supporters, and thus they will gain first-hand knowledge of men and affairs that would otherwise be closed to them. A candidate can sit down and write a ream of platitudes and sophistries, but when he stands before the microphone and talks to unseen millions he cannot mask his voice and accents and the countless things that enable his listeners to form their own estimate of his worth.

The radio has already taken a leading place in crime prevention and detection.

So, all in all, it seems that the radio has a mission far beyond the offering of entertainment. This takes no account, of course, of the code equipment that makes safe

the seas and the air, nor of the specialized functions of radio in many fields of effort. It refers only to broadcasting and its direct adjuncts. Limiting the discussion to that one field, it seems that broadcasting is too much a part of everyday life to be taken from it, and that the flight of time will see, not its end, but its correlation for effectiveness, the presentation of a high standard of material, the elimination of all unfit material and presentation and, perhaps, some method whereby an adequate return can be made to the broadcaster without the necessity for commercializing his field.

RADIO EDITORS FROM ALL SECTIONS TO MEET IN NEW YORK

New York.—Radio editors from every section of the United States will be in attendance at a special meeting which will be held in conjunction with the National Radio Trade Association Convention to be held in this city during the week of September 22. Steps are being taken by the secretary of the association to invite representatives of the various weekly, monthly, and radio section workers from newspapers to be present.

It will mark the first real get-together of the trade writers and will afford the members of the fraternity an excellent opportunity to work out future editorial programs for the welfare of the industry.

Several of the foremost radio trade writers will address their fellow members at the conference which will be held after which an open forum will take place. The National Radio Trade Association, with executive offices at 1133 Broadway, New York City, in a recent announcement declared that the trade press conference bids fair to be one of the most interesting group meetings held during the convention.

Diogenes passed wearily on. Like all the others this man had the quiet confident face of the man before him.

"So you're the honest man. Well, Well! Shake! And how many miles a gallon do you get on your Ford?"

"Thirty!"
Diogenes passed wearily on. Like all the others this man had failed in the supreme test.—Judge.

THE EDW. J. GOETZ CO.
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Distributors for
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**IT'S
ADJUSTABLE**
but, if it wasn't,
the Superspeaker
would still be the
King of all Reproducers. For the
resonance it reproduces is all music
—there is no vibration of the big, substantial horn at any musical pitch.

Natural reproduction, without extra batteries or coils — A handsome musical instrument, built by musical instrument people and covered by patent applications—Thousands in use—Sweeps every market—A satisfaction to sell it. Radio Merchants, here's your opportunity!

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PHONOGRAPH COMPANY**
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