

# CROSLEY RADIO WEEKLY

## AND WLW PROGRAMS



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

VOL. III, NO. XL.

PRICE \$1.00 PER YEAR.

OCTOBER 6, 1924

### WLW Will Broadcast Full Description Of Great Horse Race

**Radio Listeners To Get "First Past the Post" Information Regarding Event In Which Epinard Will Be Featured.**

Arrangements have just been made with Colonel Matt Winn, of the Kentucky Jockey Club, at Latonia, for broadcasting the famous International race. A microphone will be installed at the track and a special line to the Crosley WLW station will carry the description of the crowds, the beautiful grounds, events leading up to and including the actual running of the race itself, from the time the horses leave the barrier until the winner goes under the wire. This will be on the afternoon of Saturday, October 11. Fred Smith, studio director of WLW, and K. R. Moses and A. R. Plough, authorities on racing, will give the graphic description of the event.

Epinard, the French horse, is entered in the third of the series of races arranged for him with the best American contenders for the title of the champion of the world in horse racing. Pierre Wertheimer, owner of the horse, is expected to give a short talk preceding the race.

In the first race recently held in Belmont Park, New York, Epinard was defeated, a scant half-length, but there was no disgrace in his defeat. It was his first race in this country run on a dirt track instead of the turf on which he has always run in France. All European tracks differ in this respect, using the turf instead of dirt. Epinard was pitted against the best the East had to offer and his showing in the first race was considered remarkable by keen students of the racing game.

The next appearance of Epinard will be at the Aqueduct track on Long Island, New York, on Saturday, September 28th, following which he will be immediately shipped to Latonia, where he will be carefully pointed for the greatest of the three International races which will be worth \$50,000 to the winner. At Latonia, he will meet the best horses the United States has to offer.

On the three Wednesday evenings preceding the great race, interesting and instructive talks will

(Continued on Page 8)

### Crosley Acquires Large Interest In Canadian De Forest Radio Corporation; Greater Distribution To Be Result

The Crosley Radio Corporation has acquired a large interest in The De Forest Radio Corporation, Ltd., of Canada. This transaction is one of the most important ever consummated in the radio world and means a greater distribution for Crosley products.

The De Forest Radio Corporation, Ltd., virtually controls all of the De Forest patents in Canada, including not only radio receiver patents but those relating to transmitters, the new photophone, and many other important inventions of Dr. Lee De Forest. Complete factory, assembly plant, administrative office, and sales division are maintained in Toronto.

De Forest-Crosley receiving equipment will be of the same general type as is merchandised in the United States, constructed with standard Crosley parts. These radio sets are now being produced in the Canadian factory.

Acquisition of a considerable interest in the Canadian De Forest Corporation, Ltd., is but a step in the fulfillment of the plan to have "A radio in every American home" which includes Canada, Mexico, Central and South America.

During the past three years the Crosley organization has been closely engaged in developing a complete line of popular-priced radio receiving equipment for the

United States market. It is generally conceded that this organization holds a unique position on large quantity production.

Since the first entrance into the radio manufacturing industry, one of the fundamental policies has been to serve the great demand for popular-priced equipment. This policy has been strictly adhered to in the design and construction of each type of receiver making up the Crosley line and Powel Crosley, Jr., has been referred to as "The Henry Ford of Radio" for the pursuance of this policy.

In addition to the interest in the Canadian plant, three others are operated in Cincinnati: Plant No. 1 houses the general offices, WLW broadcasting studio, engineering laboratory and assembly division. This latter is one of the most efficient in any line of manufacturing, permitting a complete radio receiver to be made, from its beginning to placing in a carton ready for shipment, without leaving the same table. Plant No. 2 is devoted to the manufacture of parts, and Plant No. 3 is given over entirely to the manufacture of the solid mahogany and walnut cabinets used in the Crosley receivers. More mahogany is used in this plant for radio cabinet construction than in any other plant in the country.

### Interconnection Of Radio Stations Is Needed To Keep People Posted On Affairs Of Nation, Hoover Declares

Washington.—Secretary Hoover believes it is important, so that all may keep posted on national affairs, that the whole country be connected by radio and wires. The connecting of broadcasters into chains is apt to be the most important question raised at the coming radio conference.

Discussing the radio sessions over which he will preside, Secretary Hoover said that the big question was the interconnection of broadcasting stations in every city with better organization. Through the co-operation of the broadcasters with the American Telephone and Telegraph Co., he said the eastern half of the nation, was well served when events of

importance were broadcast, but added that some parts of the country were not yet reached and that therefore the citizens might be said not to participate in national affairs.

"It is important to have the whole country connected for events of general import," he declared. "Real public service," he explained, "lies within the power of local broadcasters in all states."

At present the situation falls considerably short of Secretary Hoover's ideal, due, as he pointed out, to lack of complete co-operation between the transmitting stations and the companies controlling the telephone and telegraph wires, and

(Continued on Page 6)

### "Clear As A Bell," WLW Listeners Say, Anent Defense Talks

**Surprise Sprung On Radio Fans When They Hear Pershing Talking With Army Generals — Congressman Thanks WLW.**

The evening of September 12th brought forth one of the greatest surprises that has ever startled the American radio public.

Previous to this date national publicity had been given to the fact that on Defense Day some twenty of the principal broadcasting stations of the United States, from the Atlantic to the Pacific, including Station WLW, would be tied together by the Bell Telephone System with all wires connected to the capital of our country, Washington. From there General Pershing and Secretary Weeks were programmed to give talks on Defense Day.

Not even the broadcasting stations were notified of the marvelous surprise that took place. For all of a sudden during the exercises in Washington, General Pershing began to talk by long distance telephone with his subordinates in New York City, and then with other Generals in Chicago, Omaha and San Francisco. To the astonishment of everyone listening in the conversation of these notables came in with perfect distinctness.

Many indeed were the enthusiastic letters received by the Crosley station in which the writers commented on this wonderful event. One of these was received from Congressman Stephens, of Ohio, who wrote as follows:

"North Bend, Ohio.

"Sept. 16, 1924.

"Crosley Radio Corporation,

"Cincinnati, Ohio.

"Gentlemen:

"It is a pleasure for me to take this opportunity to express my appreciation for the marvelous entertainment furnished through your station Sept. 12th, Defense Day.

"Myself and seven others listened in on addresses of Secretary Weeks and General Pershing, which came through with wonderful clarity.

"What to me seemed the greatest event and one of vast importance was the conversations of General Pershing with Generals Hale, Duncan, Morton and others in their respective districts. This was an ac-

(Continued on Page 7)

# Crosley WLW Programs For Week of Oct. 5th

## SUNDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio

October 5th. Central Standard Time.  
423 Meters.

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

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

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

8:45 P. M.—  
Concert by the Western and Southern Orchestra, William Kopp, Director. (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company.)

Overture: "Tantalusqualen" ....Suppe  
Excerpts from Goldmark's "Rustic Wedding Symphony."  
Hungarian Fantasia .....Tobani  
Barcarolle Waltz .....Waldteufel  
Characteristic:  
"Rustle of Spring" .....Sinding  
Ballet Music and Chorus from "William Tell" .....Rossini  
(The Baldwin Piano)

## MONDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio

October 6th. Central Standard Time.  
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Babson Reports. Lesson in "Ilo" the International Language, by Fred Smith.

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

8:45 P. M.—  
Songs by Norma Richter, with accompaniments by Eugene Eckerle.

8:55 P. M.—  
Concert program, through the courtesy of Cooper Corporation, featuring the COOPER CORPORATION ORCHESTRA AND MALE QUARTET.  
PROGRAM

- Overture: "Martha."
- Characteristics:
  - Russian Romance"....Friml
  - "Japanese Reverie"....Bartlet
- Male Quartet:
  - "When You and I Were Young, Maggie"
  - "Jealous"

(c) "Santa Lucia"  
4. Selections from "Fiddlers' Three"  
.....Kern

5. Requests:  
(a) "Meditation" .....Gounod  
(b) "Berceuse" .....Iljinska  
Finale: March—  
"His Excellency" .....Fillmore

9:45 P. M.—  
Making of GENNETT RECORD in the down-town store of the STARR PIANO COMPANY, by the famous BERNIE CUMMINS' ORCHESTRA.  
(The Baldwin Piano)

## TUESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio

October 7th. Central Standard Time.  
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in "Ilo" the International Language, by Fred Smith. Topics of Interest to Women. Educational Campaign on the Amendment to the City Charter; John D. Ellis, speaker.

10:00 P. M.—  
BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA, featuring all the latest hits. (By direct line from Goodwin's Palm Garden).

10:10 P. M.—  
THE OHIO RUBBER MALE QUARTET. (Courtesy of the Radio Division of the Ohio Rubber and Textile Company.)

Quartet:  
Howard Hafford, first tenor  
Erwin Meyer, second tenor  
Edwin Weidinger, baritone  
John Dodd, bass  
Howard Evans, accompanist.

10:20 P. M.—  
Bernie Cummins and his recording orchestra.  
10:35 P. M.—  
Ensembles and solos from the OHIO RUBBER QUARTET.

11:00 P. M.—  
Selections by Instrumental trio of violin, flute and celeste.

11:10 P. M.—  
BERNIE CUMMINS and his GENNETT RECORDING ORCHESTRA.

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

11:35 P. M.—  
Songs by Walter Ebersole, accompaniments by Miss Nash.

11:55 P. M.—  
Special Midnight Program by the CHUBB-STEINBERG ORCHESTRA.

Holman Becraft, saxophone and MANAGER  
Art Hicks, violin and director  
Walter MacDonald, piano  
Rex Adkins, trumpet  
William Davidson, trumpet and French Horn  
Frnak Bamberger, trombone  
Ray Fetzer, bass and tuba

Leon Warren, banjo  
Bud Ebel, drums.  
(The Baldwin Piano)

## WEDNESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio

October 8th. Central Standard Time.  
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in "Ilo" the International language by Fred Smith.  
Program for the "Shut Ins" by the Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music.

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

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

9:00 P. M.—  
Band Concert and Entertainment by the FORMICA BAND, under the direction of Walter Esberger. (Band comprised of musicians that played in the famous Summer Band heard each Sunday afternoon last Summer at Eden Park and Burnet Woods.)

This program through the courtesy of the Formica Insulation Co.  
Soloist: MR. RICHARD PAVEY, tenor.  
(The Baldwin Piano)

## THURSDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio

October 9th. Central Standard Time.  
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.

4:00 P. M.—French Lesson by Mme. Teimpidis. Piano recital by Adelaide Apfel.

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

10:03 P. M.—  
Popular program and entertainment by the DOHERTY MELODY BOYS.  
Frank Pendergrast, piano and director  
Ridge Bludau, trumpet  
Leo Bludau, saxophone and clarinet  
Roy Goodlander, trombone  
Dudey Rlaner, drums

J. L. Doherty, banjo, entertainer and MANAGER.

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

HON. SENATOR SCHULTZ in comic Radario: "LIGHTS OUT."

11:00 P. M.—  
Continuation of program until Midnight by MILNOR INSTRUMENTAL TRIO and DOHERTY MELODY BOYS.  
(The Baldwin Piano)

## FRIDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio

October 10th. Central Standard Time.  
423 Meters.

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

3:00 P. M.—Stock Quotations.  
4:00 P. M.—French Lesson by Madame Teimpidis. Piano Recital by pupils of Leo Stoffregen.  
Other Features.  
(The Baldwin Piano)

## SATURDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio

October 11th. Central Standard Time.  
423 Meters.

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

## DAILY PROGRAM

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

P. M.  
1:30 Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain noon quotations. Also closing Chicago cash grain quotations. Complete Indianapolis and Chicago live stock report; Cincinnati cattle market report.  
Westhelmer and Company, closing quotations Cincinnati Stock Exchange, giving the

(Continued on Page 6)

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME TIME

CINCINNATI, OHIO

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

# Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus

Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone, Park 3200

Subscription Price, \$1.00 a Year

Robert F. Stayman

Editor

Alvin R. Plough

Associate Editor

## RADIO SET FOR EVERY AMERICAN HOME

During the past three years The Crosley Radio Corporation has been closely engaged in developing a complete line of popular-priced radio sets for the United States market. It is generally conceded that we hold a unique position, without a competitor, in this particular field. Since our entrance into the radio manufacturing industry, one of our fundamental policies has been to serve the great demand for popular-priced radio sets. This policy we have strictly adhered to in the design and construction of each type receiver making up the Crosley line.

From the beginning it has been, and still is, our ambition to put "A CROSLY SET IN EVERY AMERICAN HOME." This ambition can and will be accomplished with the popular-priced Crosley line, where every form of musical, dramatic and educational entertainment can be obtained with a Crosley radio set costing only a few dollars.

Our plans for putting a Crosley radio set in every home in the United States (including a wide variety of popular-priced sets, ample production, forceful advertising, good distribution) have been practically completed. A large number of powerful broadcasting stations, including the new five thousand watt WLW broadcasting set being built for us by the Western Electric Company, and which will be heard from coast to coast, will be helpful.

Our plans for putting a Crosley radio set in every home in Mexico, Central America, South America and Canada are progressing satisfactorily, particularly in Canada where we have acquired a considerable interest in the De Forest Radio Corporation, Ltd.

The De Forest Radio Corp., Ltd., virtually controls all of the De Forest patents in Canada, including not only patents on radio receiving sets but those relating to transmitters, the new photophone, and many other inventions of Dr. Lee De Forest. The De Forest Radio Corp., Ltd., has a well equipped factory in Toronto and is well organized for the manufacture and distribution of De Forest-Crosley radio sets, which are of the same general design as

the Crosley sets manufactured and sold in the United States. The De Forest-Crosley radio sets that were exhibited at the great Canadian National Fair recently held at Toronto were very favorably received by the Canadian public.

We are telling you this in order that you may know what we are doing to put "A CROSLY RADIO SET IN EVERY AMERICAN HOME."

## TEN THOUSAND DOLLARS DAILY

Out on the Pacific Coast there is a branch store of a large music house, the headquarters of which is located in Cincinnati, and in that Pacific Coast branch more than \$10,000 worth of radio receiving sets and accessories are being sold daily. Just pause for a moment and consider what that means. In one store in which radio has been more or less of a side-line, the volume of business is exceeding \$60,000 per week.

In other branch houses of the same organization, the radio business is on the boom, but the daily sales do not equal those in the western store. Everywhere, however, the demand for radio equipment is growing rapidly and even the most pessimistic are agreeing that the volume of business transacted during the next few months will exceed many times that ever transacted in a similar period.

The music house is preparing to feature radio receiving sets on a par with pianos, phonographs, etc. In other words, instead of looking upon radio as a winter side-line, they are getting ready to boost it twelve months in the year, realizing that the call for receiving sets rapidly is exceeding the demand for musical instruments.

Naturally radio sets are regarded to a certain extent as musical instruments, but they are more than that. They bring into the homes many things in addition to music. While music has been the foundation upon which broadcasting stations have been operated, many other features have been injected until now every possible kind of entertainment can be derived from a receiving set. In addition to this entertainment, there are educational features that appeal to everyone.

Taking all this in consideration, there is no reason in the world why the Pacific Coast store should not do even more than \$10,000 a day business. Nor is there any reason why other stores in which radio receiving sets are sold should not do the same.

"Don't all those papers make you tired?" asked the kindly disposed man of the little newsboy who was struggling along under a huge load of evening papers.

"Naw," replied the newsboy with supreme contempt, "I can't read." —Ladies' Home Journal.

## Engraving Crosley Panels



The picture above shows Powel Crosley, Jr., watching one of his employes engraving a panel to be used in a radio receiver. This is one of the important tasks in the construction of a receiving set—one that requires perfect workmanship. Crosley panels are noted for their beautiful engravings, and special care is taken in this work. A regular battery of machines is kept busy throughout the day turning out the many panels needed.

"You're workin' very hard today, Jake, me son," said a friend. "How many hods o' mortar, in the name of heaven, have ye carried up that ladder since startin' time?" "Hush, me lad," said Jake, with a wink. "I'm foolin' the boss. I've carried the same hodful up an' down all day, and he thinks I'm workin'."—Selected.

Judge: "So you weren't doing anything when arrested?" Rastus: "No, sah. I was jes' walkin' down de street singing when dis Irish cop hits me on de jaw and den pinches me."

Judge: "What song were you singing?"

Rastus: "Ireland must be heaven, for mah mudder came from dere."

### SUBSCRIBE NOW!

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

Name .....

Street and Number .....

City and State .....

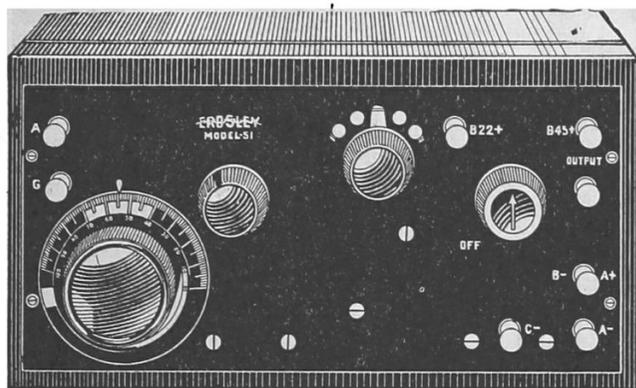
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

# DEALERS-BE PREPARED

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

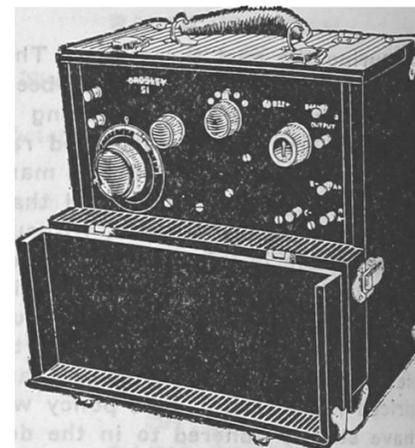
## CROSLEY RADIO RECEIVERS BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 ..... \$18.50



EVER BEFORE has the demand for radio receivers been so great at this time of the year. And we are at the very beginning. National advertising is creating a tremendous demand for Crosley products. Consumers everywhere are asking for them. Dealers MUST carry a complete line in stock. The popular receivers illustrated on this page are genuine Armstrong regenerative sets, manufactured under U. S. Patent No. 1,113,149. They are long distance receivers, giving perfect satisfaction and are PRICED RIGHT.

Crosley 51-P ..... \$25.00



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

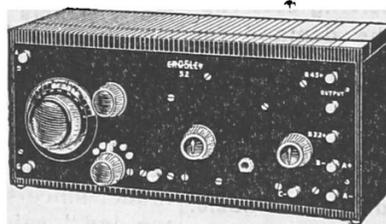
THE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand it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

Crosley 50 ..... \$14.50



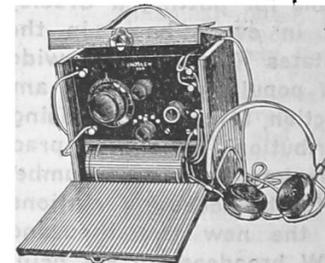
The Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier,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

Crosley 52 ..... \$30.00



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

Crosley 50-P ..... \$18.00



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

Prices Quoted Here Do Not Include Accessories

# THE CROSLEY RADIO CORPORATION

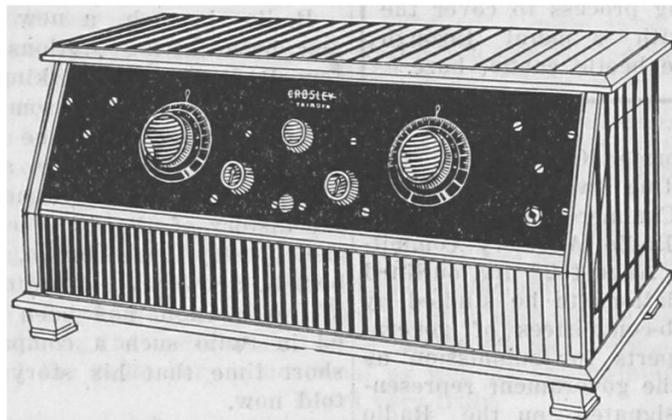
POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

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

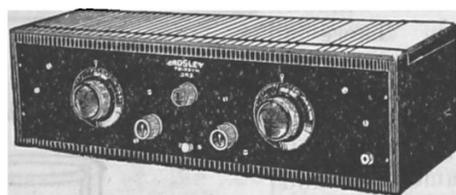
The combination of one stage of tuned radio frequency with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five tubes. We believe that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



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

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

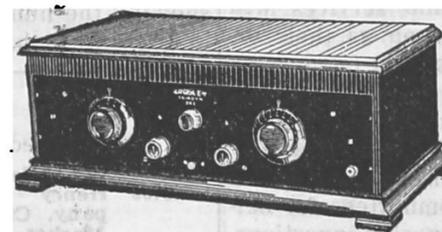
**CROSLY**  
TRIRDYN REGULAR  
TYPE 1121



Price ..... \$65.00

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

**CROSLY**  
TRIRDYN SPECIAL  
TYPE 1122



Price ..... \$75.00

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

**THE CROSLY RADIO CORPORATION**

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

## Interconnection Of Radio Stations Is Urged By Hoover

(Continued from Page 1)

the necessary expense involved. Today several high-powered broadcasting stations, including WLW, are spanning the country, with listeners in many cities, but this does not meet the rigid requirements set up by Mr. Hoover, who has long been held the friend of the radio public. He wants an efficient station in every town so as to insure the owners of crystal sets at least a "silent part" in the country-wide activities. Every local station must be efficient, and capable of being linked into a national net for the dissemination of important communications and the diffusion of official pronouncements, before this exponent of radio communication is satisfied.

A glance at Hoover's proclamation for the Third National Radio Conference will show, from the very subjects to be discussed, that his aims for this country's communication system are indeed high. Among the subjects to be studied and analyzed by representatives of all the phases of the radio art are: classification of stations and wave lengths, interconnection, elimination of smaller and inefficient stations, reduction of interference, and relations between the government and commercial stations.

About thirty official representatives from the several interests including the industry, operators, amateurs, broadcasters, listeners, government and marine services will be announced as soon as their organizations present the names to the secretary.

This body will constitute the active committee. In all probability the committee will be organized into several sub-committees for better handling of specific questions. Mr. Hoover aims to have the committee representative of every active part of the radio art and industry; from engineers to the lay listeners, all will have a voice. The public manifesting interest will also be admitted to the general session, it is stated.

The most astounding thing is that the suggestions of the past two conferences and the resultant regulations of the department, were practically all accepted voluntarily by the radio world at large. In the absence of adequate legislation on radio and the growing congestion of the ether, there was nothing for the Commerce Head, under whose direction the regulation of matters radio falls, to do but place his problems before another representative conference, asking for further recommendations, which are likely to operate more efficiently, perhaps, than inflexible laws and regulations laid down by an unsympathetic and

### REAL RADIO BUGS

The "boll weevil of radio" is claiming the attention of Bureau of Standard engineers.

It is called the "short circuit beetle," because it cuts its way into electric lines and causes a short circuit. Radio broadcasters in warm climates have had trouble with the same bug.

The result is the Bureau of Standards is experimenting with a spraying process to cover the wires with a metal through which the beetle cannot bore.

poorly informed Congress.

Co-operating with the Department of Commerce the Inter-Department Radio Advisory committee met on August 28 and outlined recommendations to be studied by special sub-committees of governmental experts for submission as advice to the government representatives designated on the Radio Conference committee.

Their recommendations formed three main groups, covering a revision of wave length allocation, broadcasting and reduction of interference. Under broadcasting the necessity of revising the class requirements and the elimination of Class C stations was noted. The encouragement of high-grade programs is sought through interconnection of stations by wire and radio.

The advisory committee is having prepared a list of government and commercial stations, including broadcasters, arranged in the order of their frequencies or wave lengths, with a condensed table showing the number of assignments in each wave band.

### DAILY PROGRAM

(Continued from Page 2)

3:00 **Henry W. Brown & Company, Cincinnati Cash Grain Market quotations with market conditions. Closing quotations of the Chicago Grain Market.**  
Westheimer and Company, closing quotations at New York Stock Exchange.  
Bureau of Markets, United States Department of Agriculture, Chicago and New York Butter and Egg Market reports.

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

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

Special Program at 9:00 P. M.

### DEALERS

Place Your Orders With  
**THE JOHNSON ELECTRIC SUPPLY CO.**

232 E. 5th St. 331 Main St.  
**CINCINNATI**  
Distributors for

The Crosley Radio Corporation  
Genuine Radiotron Tubes  
General Radio Company  
Magnavox, Brandes, Eveready,  
Burgess

## Toy Wireless Outfit Led WLW Operator Into Radio Field

Five Dollar Transmitter Of Six Years Ago Compared With Powerful Plant Used Now By WLW.

Radio is such a new industry and broadcasting stations only a few, Radio fans are asking for information as to what some of the principal workers in the business were doing a few years ago. It would take a large volume to give the history of all of the leaders in the Crosley organization, but Albert G. Schwerling, operator at the WLW station, has been interested in radio such a comparatively short time that his story will be told now.

"I guess you are right," said Schwerling in the operating room, "radio is a young man's game. I'm just twenty years old and yet I have been interested in radio for the past six years. That would make me fourteen, wouldn't it? Well, another boy and I had five dollars to spend between us. We both liked to read and had been following detective stories in which the hero used a wireless outfit to trap the criminals. It was after reading one of those thrilling romances that we decided to be radio detectives ourselves.

"We had the five dollars and off we went in search of some place to spend it. A toy store window attracted our attention. There in the very front was the thing we wanted—a wireless set and it cost five dollars. With a rush for the door, we both managed to reach the counter at the same time and within a few minutes we were outside of the store busily engaged in

unwrapping the package and looking at the marvelous wireless instruments. Rushing home, we quickly placed the wireless toy transmitter in one room and the receiver in another and for days at a time, we could be found busily engaged in playing detectives.

"As I look back on the toy set now, I think of how much fun we got out of that old buzzer set and how marvelous and big the broadcasting set is in the Crosley station. This set is no toy, with its multiplicity of electrical controls. Some difference from the old set I had a few years ago."

A first-class commercial operator's license is hanging on the wall and belongs to Albert G. Schwerling.

### A WART ON THE TEACHER

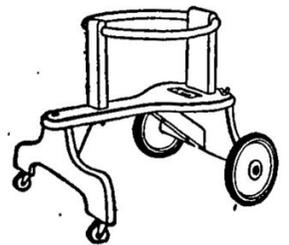
A school teacher was instructing her class in Geography.

"John," said the teacher, pointing to a large-map of the world on the blackboard, to a little tot in the front seat, "when you stand in South America facing the East you have the continent of North America on your right hand. What have you on your left hand?"

"A wart," replied Johnny. "But, honest, I can't help it Miss."

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

## The Go-bi-bi



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

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

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

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

**THE CROSLY MFG. CO**

Dept. 3

Cincinnati, O.

### — DEALERS —

We Distribute Crosley.  
Quick Shipment—Get Our Catalog

**BADGER RADIO**  
495 E. WATER ST. CO. MILWAUKEE

If you wish to BUY or SELL

**SECURITIES**

Or own some about which you

**DESIRE INFORMATION COMMUNICATE WITH US**  
Our Statistical Department is At Your Service

**WESTHEIMER & CO**

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

326 Walnut Street

# "Clear As a Bell," WLW Listeners Say, Anent Defense Talks

(Continued from Page 1)

complishment that will be remembered by the public for years to come and was a fitting demonstration to commemorate our first 'Defense Day.'

"Thanking you for the many pleasant evenings furnished by WLW, I am,

"Yours very truly,

"A. E. B. STEPHENS,

"House of Representatives, U. S.,

"Committee on Naval Affairs,

"Washington, D. C."

Others follow:

"Dayton, Ohio.

"September 15, 1924.

"WLW,

"The Crosley Radio Corporation,

"Cincinnati, Ohio.

"Gentlemen:

"May I express to you my great appreciation for the program rendered on Defense Day?

"Your affiliation with the broadcasting stations who relayed the program of the War Department was greatly appreciated by all radio citizens of Dayton. The writer is personally charged by the Chief of the Air Service to build up an Industrial War Plans Section of the Air Service for what is known as the Dayton District, which comprises some four states, and it is most gratifying to know that we have the co-operation of such stations as yours, in the event of a major emergency.

"Very sincerely yours,

"GILBERT R. EICHELBERGER."

"Miamisburg, Ohio.

"Sept. 13, 1924.

"Gentlemen:

"Your radiocasting of the Defense Day program last night was simply marvelous. The reception was I should say perfect. I have reached the point where I never try to get anything else when WLW is on the air.

"You are to be commended for your enterprise and for your untiring efforts to please the real fans.

"THANKS.

"Very respectfully,

"J. M. PURNELL."

"Gentlemen:

"Last evening while listening through WLW to the Defense Test Day Program which was broadcast from the War Department, we were very fortunate that we tuned into a military program which seems almost beyond the human imagination.

"We very distinctly heard the telephone operator at Washington call the different telephone offices, at the different Area Headquarters from New York City to San Francisco, Cal., and in turn heard each of these operators place on

# RADIO KEEPS HUBBY HOME

The following letter was received recently by the pastor of the First Presbyterian Church, Cincinnati, whose services are broadcast every Sunday by Radio Station WLW, operated by The Crosley Radio Corporation:

"Little Rock, Ark.,

"September 15, 1924.

"Pastor, First Presbyterian Church,

"Cincinnati, Ohio.

"Dear Sir:

"We heard your sermon over the radio last night and certainly enjoyed it very much. Both my husband and I quite agree with you as to the merits of the radio and we wouldn't be without one. Your sermon came in very loud and clear. While I have never been able to get my husband to go to church, and we live right next door to one, he is glad to listen to even two sermons in one evening over the radio; one early in the evening, Eastern time, and another later, Central time.

"I would advise any woman to get a radio if she has trouble keeping her husband home. I have never had any trouble keeping mine at home but will admit that I have trouble getting him away now.

"We have had our radio almost a year and I have heard more music during that year than I have during all the years of my life. We find the radio very educational as well as entertaining.

"Yours very truly,

"Mrs. P. R. Spierling,

"320½ Louisiana St.

the telephone the Commander of that area. General Pershing was then placed on the line and he talked personally with General Bullard, at New York; General Hale, at Chicago; General Duncan, at Omaha, and General Morgan, at San Francisco.

"Yours very truly,

"MR. & MRS. L. D. WHITTAKER,

"66 Oakland Park Ave.,

"Columbus, Ohio."

"Gentlemen:

"I wish to thank you for the opportunity of listening in through your station to the wonderful program presented last night by the War Department at Washington. It was a great inspiration to hear the addresses of Secretary Weeks, General Pershing and the other distinguished officers, and thus to learn at first-hand the real intention and meaning of this National Defense Day.

"Yours very truly,

"A. B. MATTOX,

"1202 Curtis St.,

"Middletown, Ohio."

"1206 Halpin Ave.

"Cincinnati, O.

"Sept. 13, 1924.

"The Crosley Radio Corporation,

"Cincinnati, Ohio.

"Gentlemen:

"The age of miracles indeed has not passed!

"A Coast-to-Coast Defense Day (Night) Council between General Pershing in Washington and his Corps Commanders in New York, Chicago, Omaha, and San Francisco, such as we overheard from the air last night right in our own home, and available to every other home from coast to coast, was the most wonderful performance in electrical communication that we

ever heard or dreamed of. It was a night not to be forgotten.

"Very truly yours,

"MR. & MRS. H. P. HIGGINS."

"Sept. 13, 1924.

"Cincinnati, Ohio.

"Dear Sirs:

"The broadcasting of the National Defense Day Program was exceedingly interesting. Another feature should be added to the already bedecked hat of WLW, not only for the clarity of the Washington speeches—but for the remarkability of hearing General Pershing speak to his various aides throughout the country over the long distance phones.

"Very truly yours,

"E. HARTMAN."

"Dear Sirs:

"I have been listening in on radio broadcasting for about one year. Your station, WLW, has always given me the most satisfactory results; being more clear and distinct than other stations. Last Friday night's broadcasting of the Defense Day program from Washington, D. C., was wonderful! I could hear every word as distinctly as if each party was speaking in my room. The long distance conversation with San Francisco was astonishingly clear, and not a word escaped my hearing.

"Yours very truly,

"J. V. EHRHART,

"211 East Fourth St.,

"Cincinnati, Ohio."

"Gentlemen:

"Please accept my congratulations for the manner in which you handled the broadcasting on Friday night, September 12th. Early in the evening I made several attempts to get the speech from

# Amateur Operators To Visit Plants Of Crosley Corporation

## "Key Pounders" Of Ohio In Convention In Cincinnati— Closer Understanding With Broadcast Listeners Desired.

Dot . dash — dot . dash — dot .  
— . — (attention).

You have heard it pounding through the air.

Perhaps you, as a radio fan, do not realize what this means.

Jack Binns, radio operator aboard the S. S. Republic, sent forth his S. O. S. in code when he needed aid. Operators on other ships heard it as it whizzed through the air at 186,000 miles per second.

Today, the marvel of that historical message is little thought of.

Your radio receiver may be tuned to receive broadcasting stations with wave lengths of from 200 to 600 meters. In comes the dot dash dot dash of some station sending messages in code. Perhaps you have been a little peeved at the disturbance of what is thought by you to be your own concert. The reason you have heard the code may be your fault. Your receiver may not be constructed to tune-out the code. Again, it may be a neighbor sending in code, impatient to await the hours allotted to him.

But one thing is important. Radio broadcasting would not be as far advanced as it is today if there had been no experiments in placing a telephone transmitter in the ground circuit of an operator's code set. Voice went into the air instead of the code.

Thousands of operators are now listed in the official Call Books, recognized and licensed by the United States Government. Even the operators who handle the broadcasting stations must be expert in receiving and transmitting code.

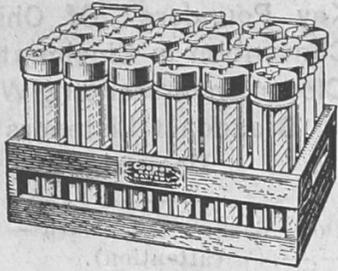
In order that a closer relationship might be had and that there might be a more perfect understanding of the work of the amateur operators, the Union Central Radio Association secured the Ohio State Radio Convention of the A. R. R. L. for Cincinnati. The three day convention is to be held in the Hotel Gibson, where interesting talks, and exhibits will be made by The Crosley Radio Corporation. The delegates will visit the Crosley plants.

Washington, but it was not until after tuning into station WLW that I was successful in securing the entire program in a clear manner.

"Yours very truly,  
"R. L. DARLINGTON,  
"1512 — 13th St.,  
"Altoona, Penna."

# Cooper

Rechargeable  
RADIO BATTERIES



*Play Ball*

A World Series game is on—results coming in clear and fine—thanks to Cooper Rechargeable Radio Batteries.

World Series games and other big events being broadcast, call for dependable radio equipment—especially dependable radio batteries—batteries that are always ready to deliver.

Cooper "A" and "B" Batteries are known for their reliability—built to maintain their voltage over long periods—easily recharged and can constantly be kept at full rated capacity—ready for any emergency.

Ask your dealer to show you Cooper's and tell you all about them—or ask us by filling in and returning the coupon.

## THE COOPER CORPORATION

General Offices: Cincinnati, O.      Factories: Cincinnati, O.

### BRANCH HOUSES:

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

## DEALERS AND JOBBERS

The many national events being broadcast more than emphasize the need of correct and dependable power for radio tubes. Cooper Rechargeable Radio Batteries offer this and can be sold to the most discriminating of your trade with every assurance of rendering complete satisfaction.

They are profitable to handle and are backed by a nationally known organization, by advertising and close sales co-operation.

Fill out and mail the coupon for our proposition.

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

Name .....

Address .....

If you are a radio dealer or jobber, please indicate.  
C R 10-6

## Uncle Sam Alone Has the Power To Regulate Wireless

States and Municipalities Cannot Control Traffic—Government's Views Explained By Hoover.

The controlling of the different phases of radio is strictly a function of the Federal Government. Some cities have come to realize this fact recently. They have passed ordinances intended to correct some of the obvious shortcomings of radio and after all of their efforts had been expended along this line they have found their time wasted. It is regarded as unconstitutional for municipalities to regulate radio traffic.

The opinion of the Government regarding radio was stated in very plain terms by Herbert Hoover, Secretary of Commerce, at the radio conference in 1923 when he said "the Government owns the ether." Just at present the Government has very little means by which it can control radio through the lack of legislation, the only foundation being the international agreement of 1912. In the last two sessions of Congress radio legislation has been lost in the rush of the closing days of the sessions.

Last year, when the radio season was in full swing, one state was at the point of creating the office of "state radio inspector," and a number of cities were giving serious consideration to the matter of prescribing how and when the ether should be used.

Their only authority for so doing was the so-called "police power," which state charters confer on them for the abatement of nuisances that endanger the health, morals and prosperity of a community.

That this special authority should be interpreted as covering the subject of radio communication was regarded by the legally informed as being little short of humorous, and practically all cities where such agitation had cropped out hastily ruled out proposed ordinances of this nature.

Probably no city in the country except Atchison, Kans., actually passed an ordinance of the kind, and this one was worded so indirectly that it was not regarded finally as encroaching in the literal sense upon the recognized and undisputed Federal powers, it applying more particularly to the indefinite "electrical disturbance."

IMMEDIATE DELIVERY ON  
NEW MODEL CROSLY RE-  
CEIVING SETS

Full Crosley Discounts to Dealers Only.

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

## SEVEN AGES OF MAN

"Editor, Crosley Radio Weekly,  
"Dear Sir:  
"As a reader of your weekly and proud owner of Crosley Trirdyn, I offer the following for publication:

Seven Ages of Man—Up to Date

1. Sneers at radio talk.
2. Takes a chance and buys a crystal set—"for the kid."
3. Warms up and buys a one tube set.
4. Adds two stage amplifier.
5. Wants to hear California and buys six tube set. Doesn't hear it.
6. Angry, he gets nine tube set. Lemon.
7. Wises up, buys a CROSLY, and lives happily ever after. Selah.

"GERHARD W. DUEMLING,  
"The Third Trombone Player,  
"Milwaukee, Wis."

## WLW Will Broadcast Full Description Of Great Horse Race

(Continued from Page 1)

be made by Messrs. Winn, Young and O'Sullivan, respectively. They are officials of the Kentucky Jockey Club and authorities on horses. Tune-in and hear the talks and the great race.

Aunt: "And were you a very good little girl at church this morning, Sallie?"

Sallie: "Oh, yes, aunty. A man offered me a big plate full of money, and I said, 'No, thank you'."—American Legion Weekly.

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

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.



## "LIKE ADDING ANOTHER TUBE

of Audio-Frequency!" That's the way enthusiastic "Bugs" sum up The Superspeaker—that revolutionary reproducing instrument that is sweeping the market in Chicago, Detroit, Cleveland and wherever else it has been introduced. Just try it!

## Superspeaker

No extra batteries or coils—Rigid, non-vibrating horn—cam-operated, micrometer adjustment to bring in extra-distant stations—Big, substantial and handsomely finished in glossy ebony—The quickest seller in Radio—Dealers, write!

JEWETT RADIO &  
PHONOGRAPH COMPANY  
5686 Twelfth Street  
DETROIT MICHIGAN

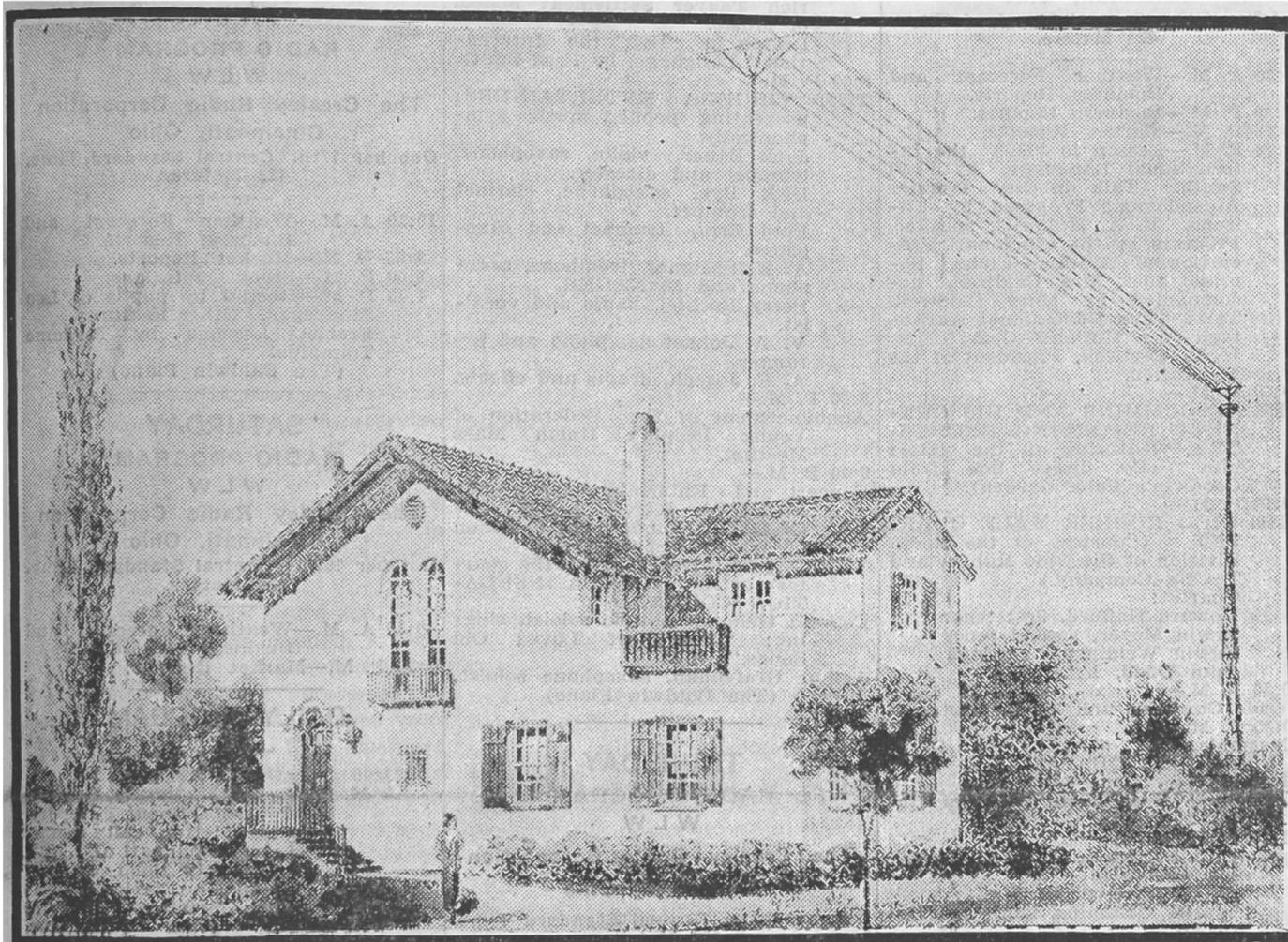
PUBLISHED BY THE CROSLEY RADIO CORPORATION, MANUFACTURERS OF RADIO APPARATUS, CINCINNATI, OHIO.

VOL. III, NO. XLI. —

PRICE \$1.00 PER YEAR.

OCTOBER 13, 1924

## NEW TRANSMITTING STATION FOR WLW



Plans have been completed by Samuel Hannaford & Sons, architects, for a transmitting station, to be erected by The Crosley Radio Corporation. It is to be a two-story stucco structure. On the first floor will be the power and transmitting rooms, while the second floor will be made into living quarters for the resident operator. A kitchenette, dining alcove, combination bedroom and living room, an extra bedroom, dressing room and bath comprises the second-story plan. Two steel towers, 200 feet apart, will support the network of wires that will start speeches, musical selections and the like to the radio world.

### Wonderful Program For Dedication Of New WLW Studios

The dedication program of the new Crosley WLW Studios is scheduled to be broadcast on the evening of Monday, October 13th from 8 o'clock until after midnight. At exactly 8 o'clock the Cooper Corporation's Male Quartette will sing one verse of "America." Then Dr. Frank Stevenson, whose sermons are heard each Sunday morning through WLW, from the Church of the Covenant, will give the invocation, which will, in turn, be followed by another verse of "My Country 'Tis of Thee."

From then on the several hours of concert program will make a rapid revue of the WLW features now so well known to our radio audience. There will be the fam-

(Continued on Page 3)

### Crosley's New Radio Station To Be 25 Miles From Cincinnati Studios

Radio engineers and surveyors have selected Harrison, Ohio, as the ideal place for the new and powerful radio broadcasting station of The Crosley Radio Corporation.

With the five-kilowatt WLW station located about twenty-five miles from the new studios in Cincinnati and away from thickly populated districts there will be no interference for the majority of radio fans. Popular distribution maps were prepared before the final selection was made for the station. Radio fans will find tuning to the new powerful Western Electric equipment at Harrison, extremely sharp as the result of using the very latest apparatus developed for radio broadcasting.

Either telephone or telegraph wires will be used to connect the

station with the studios, which are in the main Crosley building at 3401 Colerain Avenue, twenty-five miles from the point of transmission. Such a high-powered station requires a vast amount of special construction for the electric service and all special lines necessary will be installed by The Harrison Electric and Water Company.

Mr. Charles A. Hinsch, President of the Fifth-Third National Bank, was instrumental in working out the plans with Powel Crosley, Jr., President of the Crosley Radio Corporation, which made it possible to locate the WLW transmitting equipment at Harrison, O.

"I doubt indeed if the people of Cincinnati realize fully the import-

(Continued on Page 7)

### New York Radio Show Tremendous Success; Throngs Turned Away

**"Only Solution of Interference  
Is Greater Broadcasting  
Power," Powel Crosley,  
Jr., says in Interview  
At Show**

Thousands and thousands of people actually were turned away from the gates of Madison Square Garden, New York City, during the Radio World's Fair, there being such tremendous crowds inside the huge hall that firemen and policemen feared additional weight would result in a catastrophe.

At nine o'clock every evening city officials closed the gates, refusing to allow any more people to enter. Inside there was a mass of humanity the likes of which never before were seen at an exhibition of any nature. The show was a success and the displays were wonderful, but above everything there stood out the remarkable feature of the tremendous interest of the people in radio receiving sets and accessories. Veteran show men who have managed exhibitions of various lines for years were amazed at the interest in radio, and all agreed that the crowds were greater than those ever attracted.

The Crosley booths were crowded all the time. Hundreds of thousands of people poured into the space set aside for "Better—Cost Less" radio receivers and inspected carefully and thoroughly the various models on display.

Everyone was interested in what The Crosley Radio Corporation had to show and what it was planning for radio enthusiasts. Numerous questions were asked regarding the future of radio and the plans that were being worked out to relieve conditions brought about by code stations, static and whistling of certain types of receivers. In answering these Powel Crosley, Jr., president of the Cincinnati company, discussed the problems in the following interesting manner, pointing out that increase in the power of broadcasting stations was the sole solution of interference problems.

"Broadcast listeners today face three kinds of interference; that from code stations, static and the so-called 'Birdies' or the whistling and squealing of certain types of

(Continued on Page 8)

# Crosley WLW Programs For Week of Oct. 12th

**SUNDAY**

**RADIO PROGRAM  
WLW**

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 12th. Central Standard Time.  
423 Meters.

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

**MONDAY**

**RADIO PROGRAM  
WLW**

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 13th. Central Standard Time.  
423 Meters.

10:30 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Babson Report. Lesson in "ILO" the International Language, by Fred Smith.  
8:00 P. M. until after midnight:  
DEDICATION PROGRAM AT THE NEW WLW STUDIOS.  
Conce program including:  
The Western and Southern Orchestra, directed by William Kopp.  
Tenth Infantry Band, directed by Ernest Fisher.  
Milnor Electric Trio.  
Cooper Corporation Male Quartet. Soloist from the Studios of Minnie Tracy.  
Representative of the College of Music and the Cincinnati Conservatory of Music.  
Invocation by Dr. Frank Stevenson.  
Talk by Powel Crosley, Jr.  
Congratulations by Senator Schultz.  
Conclusion by the Rev. Frederick McMillin.  
Solos by Adelaide Apfel, Lela LeMar, Robert Alter, Marjory Garrigus Smith, William Stoss, and accompaniment by Rosemary Ellerbrock.  
Dance Music by Alvin Roehr's Music Makers, Bernie Cummins Recording Orchestra, Chubb-Steinberg Orchestra, Virginia Entertainers, Doherty Melody Boys.  
(The Baldwin Piano)

Bureau of Standards is transmitting special signals of standard frequency about twice a month.

**TUESDAY**

**RADIO PROGRAM  
WLW**

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 14th. Central Standard Time.  
423 Meters.

10:30 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith. Talk on City Charter Amendment Proposed by Citizens. B. A. Hulswitt, speaker. Program by the Cincinnati Federation of Mothers Clubs. Soprano Solo: Mrs. Caldwell, accompanied by Mary Caldwell. Talk: "The Educational Advantage of a Mothers' Club;" Mrs. H. E. Caldwell, President of the Federation.  
10:00 P. M.—  
BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA, featuring all the latest hits. (By direct line from Goodwin's Palm Garden).  
10:10 P. M.—  
THE OHIO RUBBER MALE QUARTET. (Courtesy of the Radio Division of the Ohio Rubber and Textile Company.)  
Quartet:  
Howard Hafford, first tenor  
Erwin Meyer, second tenor  
Edwin Weidinger, baritone  
John Dodd, bass.  
10:20 P. M.—  
Bernie Cummins and his Orchestra.  
10:35 P. M.—  
Ensembles and solos by the OHIO RUBBER QUARTET.  
11:00 P. M.—  
Selection by Instrumental Trio of Violin, Flute and Celeste.  
11:10 P. M.—  
Bernie Cummins and his Recording Orchestra:  
Arch Miller, piano  
Walter Cummins, banjo and vocalist  
Gene King, saxophone  
Ambrose Barringer, trumpet  
Orry Taylor, trombone  
Bernie Cummins, drums, entertainer and MANAGER.  
11:35 P. M.—  
"Pasturized Symphonies" by "Uncle Jake" Rutz and his Pumpkin Vine Orchestra.  
11:55 P. M.—  
Special late Program by the CHUBB-STEINBERG ORCHESTRA.  
Holman Becraft, saxophone and MANAGER  
Art Hicks, violin and director  
William Davidson, trumpet and French Horn.  
Frank Bamberger, trombone  
Jack Saatkamp, piano  
Ray Fetzer, bass and tuba  
Leon Warren, banjo  
Bud Ebel, drums.  
(The Baldwin Piano)

**WEDNESDAY**

**RADIO PROGRAM  
WLW**

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 15th. Central Standard Time.  
423 Meters.

10:30 A. M.—Weather Forecast and

Business Reports.

1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Program for the "Shut Ins" given by the Duning Benevolent and Musical Service, co-operating with the Lillian Aldrich Thayer Settlement School of Music.  
Lesson in "ILO" the International Language, by Fred Smith.  
8:00 P. M.—  
THE VIRGINIA ENTERTAINERS; presenting popular music symphonically.  
Jack Bauer, violin, saxophone, trumpet and director.  
Dick Rye, saxophone, clarinet and trumpet.  
Fred Brill, trumpet and saxophone.  
A. H. Speigner, trombone, saxophone and MANAGER.  
Perry Bechtel, banjo and vocalist.  
V. A. Johnstone, piano and arranger.  
A. F. Joseph, drums and effects.  
8:55 P. M.—  
Announcement of the Federation of Young People's Union Mass Meeting.  
9:00 P. M.—  
Concert and Entertainment by the FORMICA BAND AND ORCHESTRA, under the direction of Walter Esberger.  
This program given through the courtesy of the FORMICA INSULATION COMPANY.  
Colletta Helmig, soprano soloist, singing: "The Best Loved Old Songs."  
Arthur Grafenhan, saxophone soloist.  
(The Baldwin Piano)

**THURSDAY**

**RADIO PROGRAM  
WLW**

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 16th. Central Standard Time.  
423 Meters.

10:30 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—French Lesson by Madame Tcimpidis. Piano Recital by Adelaide Apfel.  
10:00 P. M.—  
Three minutes with the United States Civil Service.  
10:03 P. M.—  
Popular program by the DOHERTY MELODY BOYS.  
Frank Pendergrast, piano and director  
Ridge Bludau, trumpet  
Leo Bludau, saxophone and clarinet  
Roy Goodlander, trombone  
J. Wainer, drums  
J. L. Doherty, banjo, entertainer and MANAGER.  
10:30 P. M.—  
Concert program by the MILNOR INSTRUMENTAL TRIO.  
(Courtesy of the Milnor Electric Company, Cincinnati, Ohio.)  
This program will embrace standard solos, trios, and excerpts from popular musical comedies.  
HONORABLE SENATOR SCHULTZ in comic Radario; "Vote for Mayor! Why?"

11:00 P. M.—  
Continuation of program until midnight by MILNOR INSTRUMENTAL TRIO and DOHERTY MELODY BOYS.  
(The Baldwin Piano)

**FRIDAY**

**RADIO PROGRAM  
WLW**

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 17th. Central Standard Time.  
423 Meters.

10:30 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Market Reports.  
3:00 P. M.—Stock Quotations.  
4:00 P. M.—Recital by pupils of Leo Stoffregen. Other Features, French Lessons by Madame Tcimpidis.  
(The Baldwin Piano)

**SATURDAY**

**RADIO PROGRAM  
WLW**

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 18th. Central Standard Time.  
423 Meters.

10:30 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.  
(Continued on Page 7)

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME TIME

CINCINNATI, OHIO

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

# Crosley Radio Weekly

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

## "GOOD APPARATUS PAYS"

"We have found the secret of success in the retail radio business lies in selling only good, reputable merchandise. That is why we have adopted the motto, 'Good Apparatus Pays'."

The above statements were made in the course of a recent interview with Mr. E. D. Porges of the National Radio Company, wholesalers of radio equipment, and located at 6 North Wells street, Chicago, Ills. The National Company distributes Crosley radio receivers.

Two and one-half years ago, when the store was first opened, a regular 100 per cent retail business was carried on. At that time only two other men besides M. Porges were required to handle the business. Since then the business has increased to such an extent that Mr. Porges believes it will require the services of 36 people during the winter months this year.

"The store began business at a bad time," Mr. Porges said. "We opened the doors on May 1, 1922, but as soon as the fall and winter months came around, we began to cash in on the confidence created by the good grade of merchandise we were handling."

"During the first winter we were in business we increased our working force to 11 people. The following winter we had 24 people working and this year we expect to employ 36 people. Our business during the second year of establishment was three times as large as it was during the first year. As it was always my idea to eventually get into the wholesale business we gradually began to branch out into wholesaling until now only about 4 per cent of our business is retail."

"We keep a very close check on our turnover and find that last year we turned our stock 26 times. We believe that a dealer can materially increase his rate of turnover by stocking only well advertised goods, by keeping his parts department entirely separate from the complete radio set department, and by changing his window displays often."

Mr. Porges stated that since there has been a combined effort on the part of wholesalers, manufacturers and retailers to offset the summer slump in radio business there has

been a noticeable improvement in sales during the summer months. He has kept accurate records which show that the sales of his own company showed 10 per cent less of a drop-off this June than was experienced during June of 1923.

## Wonderful Program For Dedication Of New WLW Studios

(Continued from Page 1)

ous Western & Southern Orchestra directed by William Kopp; the Fort Thomas Military Band, popularly known as the 10th Infantry Band, directed by Ernest Fisher; The Milnor Electric Instrumental Trio; and the five regular WLW Dance Orchestras: Alvin Rohrer's Music Makers, Bernie Cummin's Orchestra, Chubb Steinberg Orchestra, Virginia Entertainers and Doherty Melody Boys.

The soloists will be Louise Koetter, Marjory Garrigus Smith, Robert Alter, Lelia LeMar, William Stoess and others. Powel Crosley, Jr., president of The Crosley Radio Corporation, will make the initial talk of the evening; Senator Schultz will be there too, with a word of twisted wisdom, representatives of famous Cincinnati Schools of Music will say a word or two and the entire program will be brought to a close by a prayer from the Rev. Frederick McMillin whose Sunday evening programs through WLW are known to everyone.

The new studios of the Crosley station offer a convenience, elegance and adaptability that will enable the staff to manipulate a program with extraordinary ease and rapidity. The two studios proper are connected by a swinging glass door while a large auditorium runs the length of both of them, and is separated from them by plate glass, over which the inner curtains may be drawn if necessary. In this way the visitors are enabled to perceive the performers without actually interrupting them with conversation and moving about. In other words, these studios so aristocratic in appearance, will maintain a democracy admirable to every radio fan.

The decorations are from Cincinnati's famous art store, Clossons. In the auditorium along the back wall two handsome Italian Chests are surmounted by massively framed mirrors. On the end walls hang tapestries and under these are overstuffed davenports. Both studios are hung in Monks cloth and supplied with davenports and desks and chairs harmonizing with the general scheme of Spanish and Italian furniture. In either studio is a magnificent concert grand Baldwin piano.

## Thousands of Radio Aerials Seen During Journey In Airplane

### "Greatest Thrill" Found In Never-to-Be-Forgotten View of Aerial-Topped Homes Writer Says After Flight.

By Alvin Richard Plough.

Lieutenant Watson brought his airplane safely back to Grissard Flying Field. Several interested spectators made their way to where the ship had stopped. Our safety assured, they began as if in chorus to ask the same question: "What sensations did you have?"

To Hugh Watson, the question meant just another flight over Cincinnati. For me, it evidently brought forth a different reply from what was expected, when I told them my greatest thrill came with the sight below me of the thousands of aerials upon the roofs of the houses.

Perhaps I should have said something about the feeling of the ground leaving us as we soared above the field; the thrill of turning over as the airplane banked on its turn for the landing place. Instead of any of the customary replies, mine referred to the never-to-be-forgotten view of the aerial-topped homes below.

Riding in that airplane made me realize that radio was taking an important place in the home-life of the country. Nearly every house had its aerial wires stretching from corner to corner of the roof or to the garage. Tall buildings, small bungalows, apartment houses and cottages, had aerial wires of some sort. Thousands of miles of wire covered the roofs, ready to do their share in the reception of the broadcast music and voices from stations everywhere.

Voices and music went whizzing through the air and possibly through us, at the rate of 186,000 miles per second while we sailed along at a little over a mile a minute. Each broadcast voice or song on

its own wave band, radiating in all directions from its transmitting point and we going in one straight course in the same air. Each landed—the broadcast music to the homes by means of the aerials and the airplane to its hangar.

On our return to the city, I asked Charles Kilgour, head of the Engineering Department of The Crosley Radio Corporation, what he thought of the rapidity of the development of the airplane.

"The airplane and the radio have had about the same length of time to develop," he said, "yet there are more, yes, many more radio sets than airplanes. This is no doubt due to the space required for the airplanes of the present standard type to take off and to land. A radio set with its roof aerial requires little space and less knowledge to operate."

"It is no longer necessary to be an expert engineer to operate a radio set, due to the simplicity of construction and small number of control dials. An airplane requires technical knowledge to operate and the element of risk is ever present, despite the expert handling of the aviator."

"When the airplane is developed to the point where it will be possible to bring it to earth in a fifty-foot space, it will be more generally used. Helicopter designers are now striving for this."

As we hit a few bumps in the road on our way home, they made me think of the bumps felt in the airplane as we crossed some strong winds. Even that was not as thrilling as the sight of the network of aerial wires on the roofs below the swiftly-moving plane, as we sailed over Cincinnati.

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

**SUBSCRIBE NOW!**

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

Name .....

Street and Number .....

City and State .....

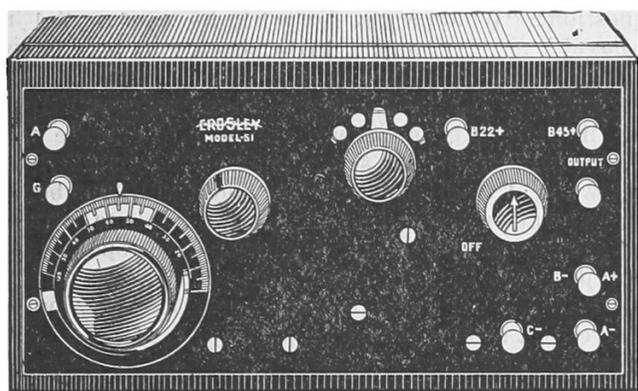
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

# DEALERS-BE PREPARED

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

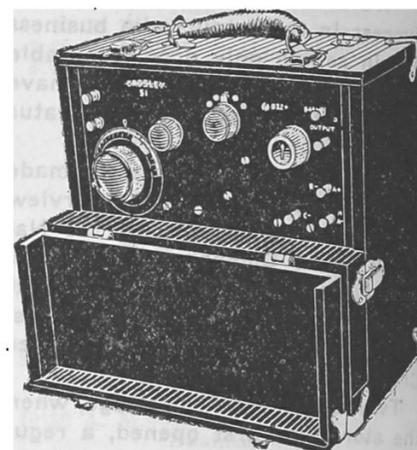
## CROSLEY RADIO RECEIVERS BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 ..... \$18.50



EVER BEFORE has the demand for radio receivers been so great at this time of the year. And we are at the very beginning. National advertising is creating a tremendous demand for Crosley products. Consumers everywhere are asking for them. Dealers MUST carry a complete line in stock. The popular receivers illustrated on this page are genuine Armstrong regenerative sets, manufactured under U. S. Patent No. 1,113,149. They are long distance receivers, giving perfect satisfaction and are PRICED RIGHT.

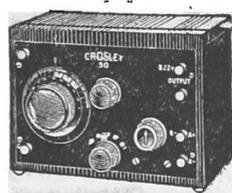
Crosley 51-P ..... \$25.00



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

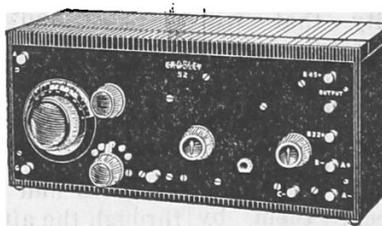
THE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand it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

Crosley 50 ..... \$14.50



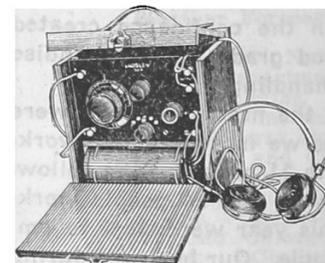
The Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier,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

Crosley 52 ..... \$30.00



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

Crosley 50-P ..... \$18.00



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

Prices Quoted Here Do Not Include Accessories

# THE CROSLEY RADIO CORPORATION

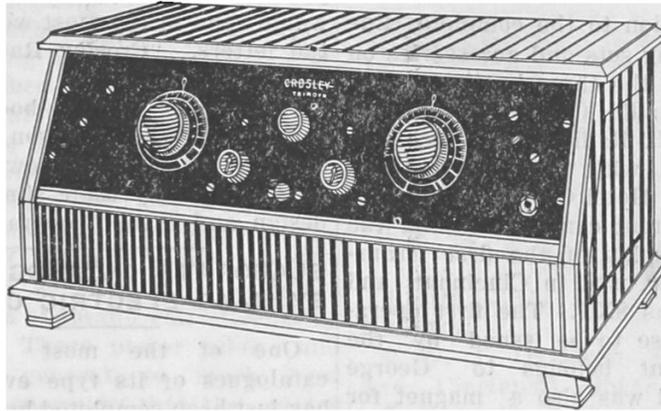
POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

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

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



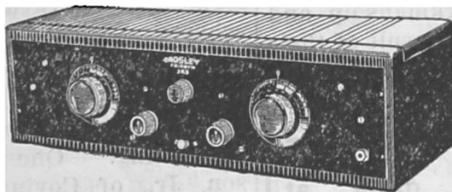
It is one of the most artistic pieces of workmanship ever offered to radio listeners, appealing to the women, who rapidly are becoming important factors in the selection of radio receivers. The cabinet is of solid walnut, beautifully finished and artistically designed. There is ample room inside for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

Still another feature is the slanting panel. This makes the task of the operator less tiresome. Tests have shown it is more comfortable to operate a receiving set that has a slanting panel, especially when the operator desires to work

at his receiver for hours at a time. A set with a slanting panel can be tuned by a person standing, a thing more difficult with a perpendicular panel.

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

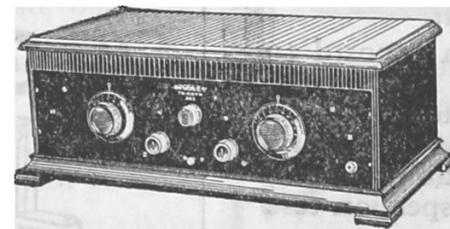
**CROSLEY**  
TRIRDYN REGULAR  
TYPE 1121



Price ..... \$65.00

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

**CROSLEY**  
TRIRDYN SPECIAL  
TYPE 1122



Price ..... \$75.00

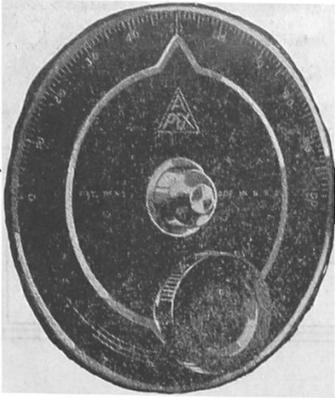
The Crosley Trirdyn Special Type No. 1122 is exactly the same as the Trirdyn Regular, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have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

**THE CROSLEY RADIO CORPORATION**

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO



Your Crosley Radio Receiver will give you added pleasures and service if you will equip it with the **Apex Vernier Dial** Designed by radio engineers with a full appreciation of the desire of home users of Radio Receivers to tune in on elusive stations quickly and easily.

Ratio—10 to 1.

Always runs true—parallel to panel.

Eliminates the troublesome flyleaf vernier type of condenser.

Improves the appearance of any receiver.

Provides, on any condenser, the exact performance of the high grade geared condensers, without the installation trouble or resultant noise of the separate pinion shaft.

Fits any condenser, of any make or type, with 1/4-inch shaft.

Has finish second to none, with the highest grade of etching work, precision machine work, and meets an extremely rigorous inspection test.

Replace your ordinary dials with the **Apex Vernier Dial** and note the improved tuning. Tune in those elusive stations you do not hear at present.

Standard finishes

**Nickel-silver . \$2.50**  
**Satin Fin. Gold 3.50**

**JOBBERs:** Write for the profitable Apex proposition and prices.

**DEALERs:** Write for prices and in teresting dealer helps.

If your dealer does not carry the Apex Vernier Dial send coupon and check or money order.

APEX ELECTRIC MFG. CO., Dept. C.R.W  
1410 W. 59th Street, Chicago

Herewith find \$..... for which send me

..... Apex Vernier Dial..... finish

Name .....

Street .....

City..... State.....

## Radio Relics Shown In Crosley Booth at Amateurs' Exhibition

**First Broadcasting Set, Used Successfully In 1920, Is on Display—Initial License Also Attracts Attention.**

In addition to the complete line of receiving sets and accessories on display at the three booths of The Crosley Radio Corporation at the A. R. R. L. Radio Show, held in connection with the Ohio Convention in the Hotel Gibson, Cincinnati, great interest centered around the unique display of the first transmitting set used in Cincinnati and operated as 8XT. The first operator's license to be issued by the Government belongs to George Lewis and was also a magnet for the amateur operators and radio fans. Thousands of letters received in the recent word contest made an exhibit of interest.

The old 8XT transmitting set is now owned by Powel Crosley, Jr., and came to him with the purchase of the old Precision Equipment Company. This set was the first one used to give a consistent program on a regular schedule. That was in 1920. It was heard in thirty-one states and Canada, a record for that period of development in radio broadcasting. Four 5-watt tubes were used and good modulation was had with it. The Hartley Circuit was employed. It is in excellent condition and was

used in the Crosley laboratory before being placed on exhibition.

To George Lewis, assistant to Mr. Crosley, goes the honor of possessing the first commercial operator's license issued by the Department of Commerce and bears the date of June, 1911. Lieutenant Lewis was then in the radio division of the Navy and connected with the Bureau of Standards.

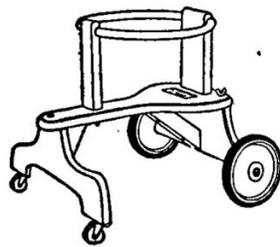
Over three thousand letters from contestants from nearly every state shows the effort given to winning a prize offered for the radio fan who would send in the most words using the letters, "Crosley Radio WLW Cincinnati."

Decorations in the booths were supplied by the Closson Galleries and the new models shown attracted attention by their simplicity of design and ease of operation.

### ELABORATE CATALOG ISSUED BY HAAS ELECTRIC COMPANY

One of the most elaborate catalogues of its type ever issued has just been completed by the Haas Electric Company, of Cleveland, Ohio, radio distributors. The soft leather cover, engraved with gold letters, attracts the eye and causes everyone to believe immediately that quality apparatus only must be listed in such a catalog. First position in this elaborate booklet is given to Crosley Radio Products, every receiving set manufactured by this concern being illustrated and described. In addition to the pictures and descriptions of all merchandise distributed by the Haas Company, there is information valuable to every prospective purchaser. The Haas Company deserves to be complimented upon this piece of artistic workmanship and it is certain that as a result of their publishing it their sales will be increased tremendously.

## The Go-bi-bi



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

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

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

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

**THE CROSLY MFG. CO**

Dept. 3

Cincinnati, O.

## Thousands of Fans Take Part In Word Contest At WLW

**First Prize, A Trirdyn Receiver, Won By Wisconsin Woman, Who Sends In 4,000 Correct Words—Cincinnati Second**

More people used dictionaries during the week of the word contest just closed at the Crosley radio station WLW than at any other time. More than three thousand letters were received from contestants in nearly every state, each striving to be the winner of the first prize.

Radio fans were asked to send as many words as they could find which used the letters forming the station call, "Crosley Radio WLW." Several sent letters to the studio telling of their increase in vocabulary by the addition of words they were unfamiliar with until the contest sent them to the dictionaries for words. Lists of words sent in ran between 400 and 5000 for each letter and the fans who participated ranged from children to aged men and women. Every kind of paper, from wrapping, sugar bags, way-bills, rent receipts, etc., was used for the lists of words. Some of the arrangements of the words were really works of art because of the unique way they were prepared in book form and worked out in color scheme.

Winners are given below but many letters from those who were not fortunate enough to win are interesting. One from Max Wilson, Jr., of Covington, Kentucky:

"While I didn't win a prize, I feel highly honored to have been permitted to partake in such a contest, a contest which showed so much friendly spirit.

"I thank you heartily for giving my words due consideration and for throwing so much spirit into the contest."

(Continued on Page 7)

**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.**

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## New Crosley Station To Be 25 Miles From Cincinnati Studios

(Continued from Page 1)

ance and significance of having this broadcasting station," said Mr. Hinsch. "The ultimate possibilities of radio are little understood. "I am particularly interested in the new station, because of the tremendous advertising it will give to Cincinnati. When the new station is completed, (Crosley Radio WLW Cincinnati) can be heard as far as Cape Town, South Africa, a distance of eight thousand miles. The Crosley Radio Corporation is the largest manufacturers of radio receiving sets in the country, which places Cincinnati in a leading position in this new industry, and this supremacy will be further enhanced by their broadcasting over the most modern and up-to-the-second radio transmitting station in the country."

From the site of the new station on a high knoll, views may be had of Hamilton, Lawrenceburg, Cincinnati, Middletown and other places. The station, with its two 200 foot towers, will be on the highest point in any of the surrounding country. The absence of higher hills or forests is extremely advantageous because there will be no loss of power through absorption.

When a transmitting station is located on an office or factory building there is a tremendous amount of absorption by lighting wires, sprinkler system, smoke stacks and steel frames in the building. In the present location of WLW a change can be noted in the radiation every time the telephone call system is put into operation. In the country where the new station will be located, there will be no change in antenna conditions from season to season.

A pick-up amplifier with the monitor control will be installed in the Cincinnati studio and a similar amplifier will be used at the station itself. These amplifiers, which have just been developed, give more faithful reproduction of voice and music than the justly famous present type of Western Electric amplifier. It has often been noted that such instruments as the drum are transmitted very poorly by practically all broadcasting stations. The very low notes of the pipe organ are also difficult to put on the air properly. The design of the new amplifier makes it possible to hear these instruments as never before and faithful reproduction is assured.

Automatic control will be used at the studio. Within a few seconds after the master control button has been pressed by the studio operator, the transmitting set twenty-five miles away will be in

operation. The transmitter proper will be enclosed in a metal cage so that it will be impossible for the operator to touch any of the high voltage transformers, etc., without first opening a door which automatically turns off the high voltage currents. The generators, however, which are located in an adjoining room, continue to run so that the set may be shut off for an instant to make quick adjustments and put on the air again with a minimum loss of time. Automatic devices are provided which will give warning if the cooling water for the high power tubes ceases to flow or a filament of one of the rectifiers or amplifiers burns out.

The power amplifiers referred to use ten thousand volts potential on their plate which is supplied by means of three powerful rectifying tubes which operate on three-phase ten thousand volt alternating current. These power tubes and rectifiers generate so much heat in their operation that the plates are jacketed and cooled by water.

Work has already started at Harrison. Well drillers are making excavations for the towers and material for the Spanish type resident operator's apartment and housing for the station equipment is being delivered.

### COOLIDGE MOST POPULAR IN RADIO STRAW VOTE

On the night of September 16th Radio Digest, a national radio weekly, took a straw vote for presidential candidate through some twenty leading radio stations, including WLW of The Crosley Radio Corporation. The results are tabulated in the following letter: "WLW, The Crosley Radio Corp., Cincinnati, Ohio.

"Dear Sirs:

"The tabulation of the straw vote in which you recently rendered your hearty co-operation, is herewith submitted as follows:

	Men	Women	Total
Coolidge	1,267	698	1,965
LaFollette	321	230	551
Davis	354	243	597
Foster	0	0	0

1,942 1,171 3,113

### SUMMARY Grand total Straw Vote

Coolidge	21,965	14,788	36,752
LaFollette	7,699	4,339	12,038
Davis	5,403	3,047	8,450
Foster	8	0	8

35,074 22,174 57,248

"Sincerely yours,  
"V. E. Heffer,

### DAILY PROGRAM

(Continued from Page 2)

culture, Chicago and New York Butter and Egg Market reports.

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

## Thousands of Fans Take Part In Word Contest At WLW

(Continued from Page 6)

Those whose lists were selected are:

### WORD CONTEST

#### First Prize—Crosley Trirdyn

Total Correct

Miss Nellie Forest,  
Poynette, Wis. 5,212 4,000

#### Second Prize—Crosley 51:

Maurice A. O'Hare,  
724 Wells Street,  
Cincinnati, O. 4,831 3,500

#### Third Prize—(a) Crosley Head Phones:

1. Mrs. J. L. Hanna, Pickering, Missouri.
2. W. J. Davidson, 516 Klotter Ave., Cincinnati, Ohio.
3. Hartsell Williams, Mulberry St., 721, Lockland, Ohio.
4. Alfred F. Meyer, 328 West Seventh St., Covington, Ky.
5. Louis B. Kern, 1237 Phillips Ave., Dayton, Ohio.
6. Arthur F. Schultz, 2359 Ohio Ave., Cincinnati, Ohio.

#### Third Prize—(b) Tickets for Rubin & Cherry Show:

1. George W. Keith, Jr., 1853 Fairmount Ave., Cincinnati, O.
2. Frank Baur, Jr., 223 West Liberty St., Cincinnati, O.
3. Signe Schmidt, 2269 Washington Ave., Norwood, Ohio.
4. W. E. Blocksom, 3003 Stanton Ave., Cincinnati, O.
5. Rowland Rickwood, 3715 Aylesboro Ave., Cincinnati, Ohio.
6. L. F. Buschele, 2909 Clifton Ave., Cincinnati, Ohio.
7. Norma Jacobs, 132 West St. Clair St., Cincinnati, Ohio.
8. R. W. Stewart, 3235 Beresford Ave., Walnut Hills, Cincinnati, Ohio.

9. G. Noeddol, 306 Jefferson Ave., St. Bernard, Ohio.

10. Edwin J. David, 42 Jergens Ave., Clifton, Cincinnati, Ohio.

#### Honorable Mention:

1. Dr. B. C. Thompson, McAlester, Oklahoma.

2. Orville Gallagher, 913 Seton Ave., Cincinnati, O.

3. R. H. Furner, 531 Maryland Ave., Milwaukee, Wis.

4. Albert Arnold, R. F. D. No. 1, Wakeman, Ohio

5. E. M. McDonald, Lorna, Ill.

6. Mrs. W. L. Marble, 324 Hill Ave., Steubenville, O.

7. Marguerite J. Hickling, 89 McMillan St., Johnstown, Penna.

8. Thomas R. Mitchell, Grays Knob, Ky.

9. Mary Danaher, Fancy Prairie, Ill.

10. Mary Ruth Timbert, 3714 Lovell Ave., Cheviot, O.

# THE BIG 4 IN RADIO PROTECTION

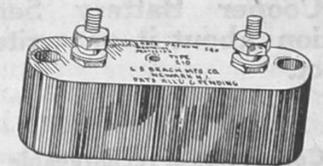
Dominating their field, Brach Vacuum Radio Arresters are adding to the reputation built up through years of service to railroad, telegraph and fire alarm systems by other Brach Arresters.



They make radio safe and protect insurance policies as well.

Why take chances? Brach Arresters are endorsed by the National Board of Fire Underwriters.

Brach Vacuum Arrester For Outdoor Use Type 223

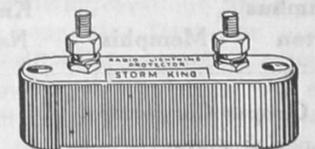


Brach Vacuum Arrester For Indoor Use Type 210



Storm Guard Arrester

Non-Air-Gap.



Storm King Arrester Non-Air-Gap

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Clear, distinct reception  
without constant retuning  
with  
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RADIO "A" BATTERIES

Sustained voltage does the trick - a steady even flow of current that brings in and holds distant stations clear and unwavering.

The special mix in Cooper radio plates is responsible - gives them greater capacity and allows them to yield a higher rate of constant voltage.

Here is a battery that has been especially designed for radio work - to give improved radio results.

Ask your nearest radio dealer or Cooper Battery Service Station about it or write us direct.

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The Cooper line of rechargeable radio batteries stands second to none - a profitable, fast-selling line, backed by a responsible nationally known concern.

The Cooper proposition is liberal and there is still some territory open. For full particulars fill in and mail the coupon.

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Columbus                      Knoxville  
Dayton                      Memphis                      Nashville

The Cooper Corporation  
Cincinnati, Ohio

Please send me information about the Cooper Rechargeable "A" Radio Batteries.

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

## New York Radio Show Tremendous Success; Throngs Turned Away

(Continued from Page 1)

receivers," he said. "There have been various methods suggested and discussed of eliminating these evils and conditions are far better now than they were a year ago. It has been suggested that all code stations be shut down. Of course that is impossible. Many listeners who object to this form of interference do not realize what code stations are doing. Naturally this evil, as it is called, cannot be eliminated and therefore the only solution is to overcome it by the use of greater power in the broadcasting stations.

"Now let us consider the second form of interference—static. Static eliminators of various kinds have been offered, but so long as the signal strength is low and static is comparable in value or of greater power it seems hopeless to attempt to more than lessen the evil. Stations using super power will cut through static and overcome instead of eliminate it.

"And now for the third form of interference—whistling from certain types of radio receivers being operated by our neighbors. It has been suggested that radiating receiving sets be eliminated, but that would be impossible because all radiate to a certain degree. There is no such a thing as a completely non-radiating commercial set.

"Those who attempt to eliminate the various forms of interference through drastic means are overlooking the solution of the problem, which can be covered in two words—MORE POWER. Compare the present day broadcasting conditions with those in the early days of radio code communication. It is said that in sending the letter 'S' across the Atlantic two kilowatts were used. The power was inadequate for consistent intercontinental communication. This was increased to 50 kilowatts. Even then it was too low for consistent intercontinental communication and it was not until 200 kilowatts were used that satisfactory service could be rendered. In the early days of Marconi's famous 'S' transmission, mentioned above, static was the worst form of interference encountered. It was then, it is now, and will be for some time to come. "Static, at certain seasons, is far more serious than the so-called

'Birdies' from radiating receivers. "Radio receiving set development has progressed far in advance of the broadcasting stations. We consider broadcasting stations of today, with few exceptions, as having power of 500 watts, or one-half a kilowatt. There are three or four of the present day super broadcasting stations that are using from 5 to 10 kilowatts. These give from ten to twenty times better results with any receiving set and under any condition than do the 500 watt stations. If it were possible to improve receiving sets 100 per cent it might be compared with an increase of from one-half to one kilowatt in the power of a broadcasting station.

"Listen in early in the evening to a distant station when the signal strength is very small. The slightest static will blot out the signals. Interference from tuning a receiving set designed for the most complete elimination of radiation from a commercial point of view, even if this set is located in the next apartment, will blot out the incoming signals. As darkness falls and transmission conditions improve the signal strength of the far-away station becomes stronger until the relation between the strength of the received signal and static or the much less severe form of interference from the most violent offending near-by receiver of the oscillating type, becomes such that the signal predominates and interference is no longer noticeable.

"Therefore it is obvious that broadcasting stations must increase their power to overcome all forms of interference. Development in broadcasting equipment offers unlimited opportunity for the improvement of receiving conditions. With increased power, receiving conditions will improve in direct ratio. Nothing can or will prevent the use of transmitters with power running into the hundreds of kilowatts. The dawn of tomorrow promises the owner of the most simple type of receiving set the ability to tune in high powered European stations with the same ease with which today he tunes in 500 watt stations at a distance of 100 miles. And with such increase in the power of broadcasting stations the bugaboo of interference from static, code stations and radiating receivers will disappear."



IT'S  
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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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495 E. WATER ST. CO. MILWAUKEE

## Sheraton Treatment Is Found In Cabinet Designed For Newport

### Artistically Designed Receiver With Slanting Panel Is Added to Crosley Line.

A journey through The Crosley Radio Corporation plants discloses the interesting assembly tables where the famous Trirdyn three tube long distance radio receiver is made ready for its cabinet. The newest cabinet to receive one of these famous panels is called the "Newport," a distinctive name given to an artistically designed receiver. The Crosley Trirdyn Newport receiver is a departure from the regular style of cabinet used. Its treatment is of the Sheraton period design and the solid American walnut used in its construction permits a fine finish in natural tones of the wood.

Unlike other types of Crosley receivers, the Newport utilizes an angle of about thirty degrees for the panel. Slanting the panel has been found especially appealing to women who desire something different in style from the average pattern of radio set. Another important feature in this change of panel position is the ease of operation should the owner desire to stand while tuning-in some distant broadcast concert.

Harmony of furniture placement is found with the addition of this receiver to any room. Its subdued color tones make it possible to use the Newport in the finest rooms in the home without attracting too much attention to the source of the incoming radio entertainment. Its size is ideal for any table, being but 23 inches wide, 11 inches high and 12 inches deep.

An important feature of this model is the ample room provided for the large sized "A", "B" and "C" batteries of the dry cell type while holes in the bottom of the cabinet permit leads going to a storage wet cell battery if desired. Aerial and ground connections are also provided for in the bottom of the cabinet. It lists for but \$100 which places it in the popular-priced class of radio receivers manufactured by the Crosley organization.

Fifty million dollars will be spent for vacuum tubes alone in 1924, estimates Roger W. Babson, economist.

### SUNDAY CONCERTS FROM WLW ARE IDEAL, LISTENER SAYS.

"Mr. Fred Smith,  
"The Crosley Radio Corporation,  
"Cincinnati, Ohio.

"Dear Sir:

"I wish to congratulate you upon your Sunday programs. Of the fifty some stations I am able to reach I think you have the ideal arrangement for Sunday, starting, as you do, with a high class Sunday School Service, followed with a Church Service which always has good music and preaching. Then your evening program is even better, as Dr. McMillin always has an interesting message and last, but not least, there is the high class program by the Western and Southern orchestra. What could make a more ideal program for Sunday?

"Wishing you success in your new home, I am respectfully,

"VIRGIL H. WATSON,  
"2525 Marsh Ave.,  
"Norwood, Ohio,

## Twenty-six Radio Stations Heard Within Two Hours

### North Carolina Owner Of Crosley 51 Tells of Remarkable Results—Others Praise Operating Qualities of Their Sets.

Twenty-six broadcasting stations, most of which were located hundreds of miles away, were heard within two hours recently by T. G. Myers, of Southmont, N. C., operating a Crosley Model 51, a two tube Armstrong regenerative radio receiver. Mr. Myer's letter, in which he told of the efficiency of the set, is but one of the many received every day in which the writers tell of the wonderful results being obtained from their Crosley receivers.

The letter from Mr. Myers follows:

"Southmont, N. C., Sept. 15, 1924.  
"The Crosley Radio Corporation,  
"Cincinnati, Ohio.

"Gentlemen:

"I want you to know what a No. 51 Crosley receiver did in two hours on Sept. 10th. Between the hours of nine and eleven o'clock I tuned in the following stations:

"WNYC, New York; WEAJ, New York; WBZ, Springfield, Mass.;

(Continued on Page 6)

## Tilden Is Radio Fan Davis' Address In Cincinnati Will Be Broadcast By WLW



Tennis fans throughout the country were surprised to hear the voice of William T. Tilden, II, when he spoke at the Crosley WLW station during his exhibition tennis match in Cincinnati. The tennis champion's talk was directed especially to boys and he told them of the advantages to be gained in playing the net game; of the wholesomeness of the sport and the excellent effect upon their health. Following the talk, Tilden became enthusiastic about radio and had one of the little single-tube Crosley portable receivers sent to his home in Philadelphia.

## New and Interesting Features Planned For WLW Listeners

William Kopp, director of the Western & Southern Orchestra, that plays every Sunday night at WLW immediately after church services, is planning extraordinary features for the coming fall and winter season of radio.

Perhaps the most important of these is already under way. The orchestra is playing, on each program, a simple movement from one of the noted symphonies. The first one to be rendered was the second movement of the eighth symphony by Beethoven. It was followed on the next Sunday night by two movements from the Goldmark "Rustic Symphony". Mr. Kopp's plans call for such marvelous musical gems as the second

(Continued on Page 3)

### Thousands of Radio Listeners Will Tune In Cincinnati Stations to Hear Democratic Standard Bearer.

The address of John W. Davis, Democratic candidate for President of the United States, which will be delivered in Music Hall, Cincinnati, on the evening of October 24th, will be broadcast by Station WLW, of The Crosley Radio Corporation.

On that evening hundreds of thousands of radio fans will tune in the Crosley station in order that they might listen to what the Democratic standard bearer has to say to the voters of the "State of Presidents." Despite the fact that Cincinnati and Hamilton County are strongly Republican, the Democratic candidates are always warmly received here, and it is certain that Music Hall will be filled to overflowing on the evening Mr. Davis speaks.

Special telephone wires will connect the microphone in Music Hall with the broadcasting station, and every word uttered by Mr. Davis and other speakers will be heard by owners of radio receiving sets. Naturally there will be music and introductory addresses that will be of interest to fans throughout the country and it will be well worth while for every listener in the United States to tune in WLW on the evening mentioned above.

Friday evening is silent night in Cincinnati and before final plans were completed for the broadcasting of the Presidential candidate's address the views of radio listeners in Greater Cincinnati were considered carefully. Those who "looked into" this matter reported that every fan was in favor of sacrificing a silent night in order to hear Mr. Davis or any other Presidential candidate speak, and even the newspapers came out with editorials expressing appreciation of the fact that the voters were to have an opportunity of hearing Mr. Davis explain why he believes the Democratic party should be returned to power.

Broadcasting of the campaign addresses of the candidates for the highest office in the land is but one of the features planned by WLW for the host of listeners who take delight in tuning in the Cincinnati

(Continued on Page 6)

# Crosley WLW Programs For Week of Oct. 19th

## SUNDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 19th. Central Standard Time.  
423 Meters.

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

## MONDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 20th. Central Standard Time.  
423 Meters.

- 10:45 A. M.—Weather Forecast and Business Reports.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith.
- 8:00 P. M.—Popular program by ALVIN ROEHR'S MUSIC MAKERS; followed by Crosley Theatrical Review. Alvin Roehr, violin, director and MANAGER. Fred Gooseman, trumpet. M. B. Van, saxophone. Pete Miller, banjo. Art Mees, piano. Nat Barnhart, entertaining drummer.
- 8:45 P. M.—Special Evangelistic program arranged by J. E. Sturgis, Manager of Music Department of the Standard Publishing Co.
  - (1) "Sing Old Hymns to Me"
  - (2) "The Prodigal Son"
  - (3) "I Love Him Because He Loved Me"
  - (4) "The City of Light"
- 8:55 P. M.—Concert program, through the courtesy of the Cooper Corporation, featuring the COOPER CORPORATION ORCHESTRA AND MALE QUARTET.
  - 1. Overture: "Greeting" .....Mahl (Request)
  - 2. Largo .....Handel Sextette from "Lucia di Lammermoor" .....Donizette (Request)
  - 3. Male Quartet Selections.
  - 4. Fantasia: "My Old Kentucky Home" .....Langey
  - 5. Sketches: "Longing for Home" Jungmann "Twilight Whispers" .....

- 6. Selections by Male Quartet.
- 7. Finale: March—"Headway".....Hays (The Baldwin Piano)

## TUESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 21st. Central Standard Time.  
423 Meters.

- 10:45 A. M.—Weather Forecast and Business Reports.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith. Talk on the City Charter Amendment proposed by Citizens. Mr. Clyde M. Abbott, speaker, followed by program under the auspices of Cincinnati Federation of Mothers' Clubs.
- 10:00 P. M.—BERNIE CUMMINS AND HIS GENNETT RECORDING ORCHESTRA; featuring all latest hits. (By direct line from Goodwin's Palm Garden.)
- 10:10 P. M.—THE OHIO RUBBER MALE QUARTET. (Courtesy of the Radio Division of the Ohio Rubber and Textile Company). Quartet: Howard Hafford, first tenor. Erwin Meyer, second tenor. Edwin Weldinger, baritone. John Dodd, bass. Howard Evans, accompanist.
- 10:20 P. M.—Bernie Cummins and his Orchestra.
- 10:35 P. M.—Ensembles and Solos from THE OHIO RUBBER QUARTET.
- 11:00 P. M.—Selections by International Trio of violin, flute and celeste.
- 11:10 P. M.—Bernie Cummins and his Recording Orchestra. Arch Miller, piano. Walter Cummins, banjo and vocalist. Gene King, saxophone. Ambrose Barringer, trumpet. Orry Taylor, trombone. Bernie Cummins, drums, entertainer and MANAGER.
- 11:35 P. M.—Special feature to be announced.
- 11:55 P. M.—Special late program by the CHUBB-STEINBERG ORCHESTRA. Holman Becraft, saxophone and MANAGER. Art Hicks, violin and director. William Davidson, trumpet and French Horn. Frank Bamberger, trombone. Jack Saatkamp, piano. Ray Fetzer, bass and tuba. Bud Ebel, drums.  
(The Baldwin Piano)

## WEDNESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 22nd. Central Standard Time.  
423 Meters.

- 10:45 A. M.—Weather Forecast and

- Business Reports.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Program for the "Shut Ins" by the Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music. Lesson in "ILO" the International Language, by Fred Smith.
- 8:00 P. M.—THE VIRGINIA ENTERTAINERS, presenting popular music symphonically. Jack Bauer, violin, trumpet, saxophone and director. Dick Rye, saxophone, clarinet and trumpet. Fred Brill, trumpet and saxophone. A. H. Speigner, trombone and saxophone. Perry Bechtel, banjo and vocalist. V. A. Johnstone, piano and arranger. A. F. Joseph, drums and effects.
- 8:55 P. M.—Piano solos by MARJORY GARRIGUS SMITH.
- 9:10 P. M.—Concert and entertainment by the FORMICA BAND and ORCHESTRA, under the direction of Walter Esberger. This program given through the courtesy of the FORMICA INSULATION COMPANY.  
(The Baldwin Piano)

## THURSDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 23rd. Central Standard Time.  
423 Meters.

- 10:45 A. M.—Weather Forecast and Business Reports.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—French Lesson by Madame Trimpidis. Piano Solos by Adelaide Apfel.
- 10:00 P. M.—Three minute message from the United States Civil Service.
- 10:03 P. M.—Popular program and entertainment by the DOHERTY MELODY BOYS. Frank Pendergrast, piano and director. Ridge Bludau, trumpet. Leo Bludau, saxophone and clarinet. Roy Goodlander, trombone. J. Wainer, drums. J. L. Doherty, banjo, entertainer and MANAGER.
- 10:30 P. M.—Concert program by the MILNOR INSTRUMENTAL TRIO. (Courtesy of the Milnor Electric Company, Cincinnati.) This program will embrace standard trios, solos, and excerpts from popular musical comedies; also a "request" group.
- COMIC RADARIO: "THE MUSIC LESSON," featuring SENATOR SCHULTZ.
- 11:00 P. M.—Continuation of program until midnight by MILNOR INSTRUMENTAL TRIO and DOHERTY MELODY BOYS.  
(The Baldwin Piano)

## FRIDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 24th. Central Standard Time.  
423 Meters.

- 10:45 A. M.—Weather Forecast and Business Reports.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Stock Quotations.
- 4:00 P. M.—Recital by pupils of Leo Stoffregen. Other Features.
- 8:00 P. M.—Speech by John W. Davis, Democratic Candidate for President. (Direct from Music Hall, Cincinnati.)  
(The Baldwin Piano)

## SATURDAY

### RADIO PROGRAM WLW

October 25th. Central Standard Time.  
423 Meters.

- 10:45 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.

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME

CINCINNATI, OHIO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9:30 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 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

## NEW RADIO LANGUAGE

The question of an international language has been discussed to a considerable extent since radio became popular, and those who have given most careful consideration to the problems are of the opinion that Ilo best fits the needs. Some of us believe the English language should be the predominating one for radio; others favor Esperanto and still others believe each country should have its own radio language.

Fred Smith, studio director at radio station WLW, is a firm believer in Ilo and has been advocating its adoption by broadcasting stations for some time. Recently he spoke before a group of amateur operators attending the Ohio Convention of the American Radio Relay League, discussing the subject of an international language and naturally advocating the adoption of Ilo. In part Mr. Smith said:

"The question naturally arises: Why has the Crosley Radio Station chosen Ilo in preference to any other international language? Your own organization, the A. R. R. L., has made some announcements with regard to its adoption of Esperanto as the international medium for communication. A great many people, on the other hand, believe that American and English broadcasting stations should endeavor to spread the English language to the four corners of the world, and make it the official international language.

"After considerable thought, we, at WLW, have decided in favor of Ilo for the following reasons:

"Ilo is the latest development of a long evolutionary process toward an international language beginning as far back as Descartes. It appeals to us as being the most logical, flexible and practical of artificial languages, and possessing greater possibilities than any of its predecessors such as Volapuk or Esperanto.

"The adoption of any natural language such as English, would immediately arouse distinct prejudices on the part of foreign listeners, who would no more care to accept English than we would Spanish or German as the international language.

"In the third place, radio stations in general have accepted Ilo

and this includes the great Canadian station, CKAC, as well as several of our American stations in the East.

"We do not expect our audience or any audience, to learn a new language within a few months, but we do hope to interest radio listeners in a phase of international life which will make them think more logically and consequently more kindly of their fellowmen in foreign countries.

"There are many reasons why radio broadcasters, radio amateurs and radio listeners in general should be interested in an auxiliary language. But I am of the opinion that the finest and noblest reason is that the cultivation of an artificial language which comes to humanity fresh from the intellects of men, and not from their national sentimentalities and prejudices, will engender in our souls a broader sympathy for mankind in general, and thus prepare us for the world peace, which is no longer a wild fancy but an irresistible necessity.

"There is no longer any question whether you or I, should not fight somebody else in the street over a petty grievance. The civil law formulated from common sense forbids us that. And so, eventually, international law will forbid nations to go to war. In the meanwhile, we must prepare ourselves for this point of view, for this attitude toward the affairs of the world. And if we become interested in a language common to all men, we shall have taken the first step in the direction of understanding, liberality, sympathy and fraternity so absolutely necessary in the procuring of a world peace."

## New and Interesting Features Planned For WLW Listeners

(Continued from Page 1)

movement from the Tschaiakowsky Sixth Symphony, commonly known as the "Pathetique."

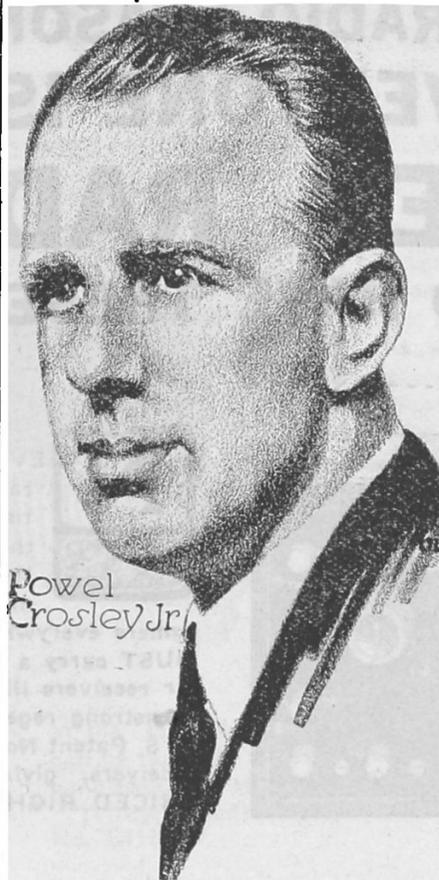
Preceding the rendition of one of these classics the WLW studio director reads a brief explanation of the piece. It is by such process that the greatest works of music will become as familiar as "Old Kentucky Home" and "Dixie." It will not take long, under the influence of radio, for people to come to an understanding of the fact that the classics are as tuneful and interesting as the so-called popular music.

IMMEDIATE DELIVERY. ON NEW MODEL CROSLEY RECEIVING SETS Full Crosley Discounts to Dealers Only.

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

## The Genius Of Powel Crosley, Jr.

BY FRED SMITH



During that first interview with Powel Crosley, Jr., President of The Crosley Radio Corporation, and the biggest single figure in radio today, you may come to some conclusions in your analysis of his personality, watching him stride nervously up and down, long legs and arms swinging, brows twisted and pulled down over penetrating dark eyes that look into your eyes, searching for your game before he plays his. You may go away with a score of mental snap shots of that enormously tall head, of that jaw and those lips relaxed in unrestrained laughter or clinched in relentless determination, of those restless feet, those twitching fingers; you may even find out something of his mentality and character. But you will never completely appreciate the genius of Powel Crosley, Jr., until you have come to know him thoroughly, see him in a thousand moods, observe

his secret generosity, his reckless audacity, his persistent courage, his constant enthusiasm, his satanic tenacity, his complete naturalness, his extraordinary intelligence, and his phenomenal capacity for character development.

Let no one imagine that his success is accidental, unexpected or fleeting. He planned out his life a long time ago, worked with confidence, and set himself upon the indestructible foundation of preparedness. He counted every experience as a mere preparation for something better. True it is that certain definite situations in life brought to his sensitive imagination pictures of contrasted pain and pleasure, misery and comfort to follow his failure or success. Such a vision he beheld in the early days of his married life when he lay at the mercy of a prolonged fever; for the thought came to him, and tortured him, that his failure would mean unhappiness for his wife and children. So when health returned he went back into the game with a flaming determination to win a fortune that would guard those he loved from the discomfort and pain of poverty and its limitations.

He learned the lessons of life and he learned them well. He perceived that physical health meant vigor, clear-mindedness—a positive requisite for success. Big of body, an athlete by nature and training, he found the office a trap to catch his health. It did not take him long to solve that problem. When the strain became too great he would pull away to the open. Regardless of the demands of his business, off he would go for a week—two weeks—to Canada or Mississippi, to fish or to hunt—and forget business.

Friends, and others, often tell you that Powel Crosley, Jr., is a man of snap judgment. He will be sitting in his office, swung far back in his swivel chair, his right foot tucked under his left knee where it vi-

Continued on Page 6

### SUBSCRIBE NOW!

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

Name .....

Street and Number .....

City and State .....

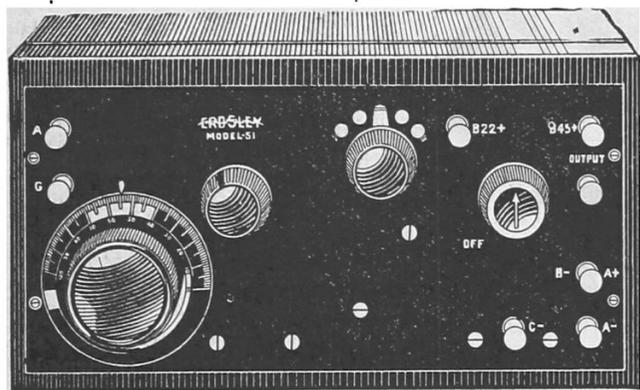
Attach \$1.00 and mail this to the Crosley Radio Weekly The Crosley Radio Corporation, Cincinnati, Ohio.

# DEALERS-BE PREPARED

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

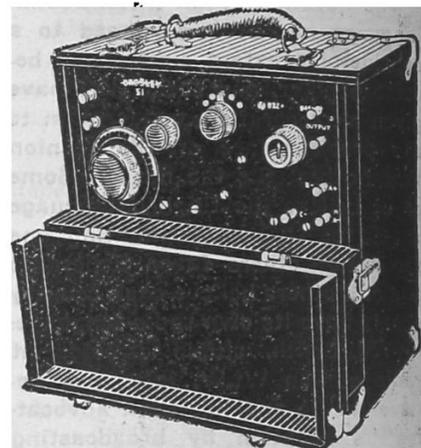
## CROSLEY RADIO RECEIVERS BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 ..... \$18.50



**N**EVER BEFORE has the demand for radio receivers been so great at this time of the year. And we are at the very beginning. National advertising is creating a tremendous demand for Crosley products. Consumers everywhere are asking for them. Dealers **MUST** carry a complete line in stock. The popular receivers illustrated on this page are genuine Armstrong regenerative sets, manufactured under U. S. Patent No. 1,113,149. They are long distance receivers, giving perfect satisfaction and are **PRICED RIGHT.**

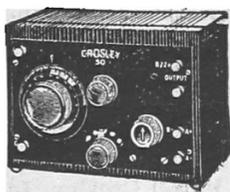
Crosley 51-P ..... \$25.00



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

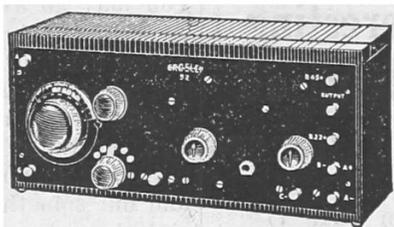
**T**HE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand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

Crosley 50 ..... \$14.50



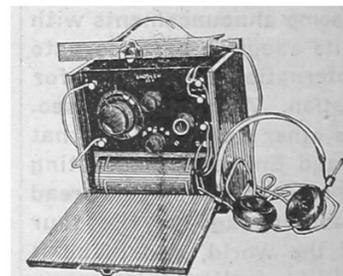
The Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier,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

Crosley 52 ..... \$30.00



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

Crosley 50-P ..... \$18.00



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

Prices Quoted Here Do Not Include Accessories

# THE CROSLEY RADIO CORPORATION

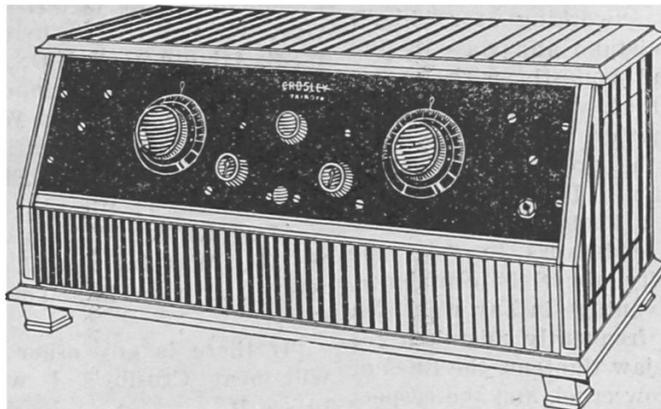
POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

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

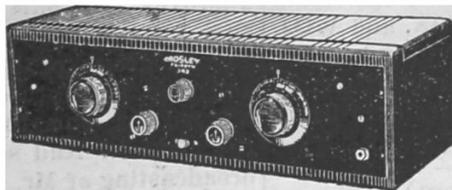
The combination of one stage of tuned radio frequency with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five tubes. We believe that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



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

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

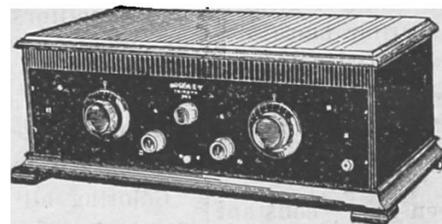
**CROSLY**  
TRIRDYN REGULAR  
TYPE 1121



Price ..... \$65.00

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

**CROSLY**  
TRIRDYN SPECIAL  
TYPE 1122



Price ..... \$75.00

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

**THE CROSLY RADIO CORPORATION**

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

## The Genius of Powel Crosley, Jr.

(Continued from Page 3)

brates quietly in tempo with the other tapping rapidly upon the floor, his long body slouched down, his hands behind his head. About him are a group of men discussing a national question. From another department some one enters with a problem which demands an immediate answer. Crosley listens for a moment, then he comes down with both feet on the floor, reaches for his cigarette case, lights a Camel, takes two or three rapid puffs, and **bang!** goes the answer. He snaps back into the first conversation as though he had never left it. This ability to make decisions with a rapidity, with a mental alacrity, that dazes and amazes other men, leaves them with the mistaken impression that he is a man of snap judgment.

Nevertheless, there are still times when he will worry over problems for days before coming to an absolute decision. He explained all this to me one day: "When I first started into business for myself, seven or eight years ago, practically all my transactions were carried on by correspondence. Instead of passing my work to employees, I went into every detail myself. There were times when the character of a man revealed in his letter would baffle me, and then I would shove his communication to one side for two, three or four days, thinking out my answer to the last word. In this and many other ways I trained myself to think logically, clearly, and all the time more and more rapidly. I acquired a mental technic in dealing with correspondents that enabled me to solve my problems quickly though never hastily.

"This has been my constant method. I studied business as one studies law, music, engineering. I know people say I have snap-judgment, but that is only because they do not realize how much time I have spent in preparing myself to grasp and solve problems with rapidity. Why, imagine a finished musician sitting down to the piano to play a simple song, yet unable to do so at sight! No one would forgive him. I hold myself in the same regard. And, moreover, the very problems which seem so complex to others are as simple sums of addition to me because I am always so completely aware of every detail of my business."

And so to the radio game he applied the rules of his previous experience. He acquainted himself with every detail that presented itself in the development of the business. And because of his astounding ability to adapt himself to new situations he was not only able to keep up with the caprices of this infant

industry but to keep far ahead, anticipating the demands of the public with a clever hand constantly upon the proverbial pulse. All the fundamental ideas that have made Crosley products the most popular in the world are his.

That which a man admires in others he is likely to emulate in his own conduct. Powel Crosley, Jr., admires most in others such qualities as courage, frankness, naturalness. If anyone of those working with him (he will not tolerate the expression "working for him") makes a mistake and goes to him frankly and honestly with an explanation that will help straighten out the matter without delay, he jumps at the problem and not at the individual. But, ah! if a situation takes another color, if the individual endeavors to shift the responsibility, abuse the confidence, or take advantage in any way of a generosity frequently mistaken for laxity, the jaw tightens, the lines of the face grow cruel, and the respect of the boss slips away forever. With him in this ruling there is no distinction and no friend or enemy is big enough to bluff him.

During the past two years he has acquired great wealth and established himself in the world of American affairs. Yet the growth of his business has not kept pace with the development of his character. He has absorbed ideas, consulted experts, travelled from metropolis to metropolis, and studied himself and his own possibilities with as much care and honesty as he has The Crosley Radio Corporation. And the result is that instead of becoming conceited he has become more liberal. He is more diplomatic with his competitors, more generous with his associates, more loyal than ever to his friends, and more democratic—much more democratic—with humanity at large.

His life is just beginning.

Coloring all his other attributes is a sense of humor with which he balances his life and plays the game with joyful enthusiasm. From a Chicago station while talking to McMillan he asked for an iceberg. When arrested for speeding over a country road in Illinois he sold the judge a radio set. Or if the joke is on him he delights in repeating it.

His possibilities are gigantic; product of the Middle West, American through and through, he is typical of that race of brainy, energetic, clean-minded men destined to make the greatest mark in history that mankind has ever known.

**Dealers**  
New York Vermont Massachusetts  
Crosley orders shipped at once  
Get our Catalog  
**Ignition Supply Co.**  
238 Washington Ave. Albany, N. Y.

## Twenty-six Radio Stations Heard Within Two Hours

(Continued from Page 1)

WEBH, Chicago; KDKA, Pittsburg, Pa.; WTAS, Elgin, Ill.; WMH, Cincinnati, O.; PWX, Havana, Cuba; WLS, Chicago, Ill.; WGN, Chicago, Ill.; WTAM, Cleveland, O.; WJAR, Philadelphia, Pa.; WHAS, Louisville, Ky.; WLW, Cincinnati, O.; WSB, Atlanta, Ga.; WIOS, Jefferson City, Mo.; WOC, Davenport, Iowa; WWJ, Detroit, Mich.; WHO, Des Moines, Iowa; WGR, Buffalo, N. Y.; WQAM, Miami, Fla.; KFNF, Shennandoah, Iowa; WEAM, Plainfield, N. J.; KFNG, Coldwater, Miss.; WCAP, Washington, D. C., and WFBG, Altoona, Pa. Total, 26 stations.

"If there is any other line that will beat Crosley's I would like to see it.

"Yours very truly,  
"T. G. MYERS."

An interesting experience in the operation of a Model 51 on a train is described by Mr. A. P. Krier, of Chicago, who writes as follows:

"The Crosley Radio Corporation,  
"Cincinnati, Ohio.

"Gentlemen:

"When returning from Decatur, Ill., to Chicago, recently I had a very pleasant experience in the train, which I think will be of interest to you.

"I hooked up my Crosley 51, in the parlor car, stringing a small spring aerial across the car and connecting my ground to the steam pipe. I had KYW, WGN, and WQJ, very distinctly and I also had the pleasure of allowing approximately 65 passengers in the train to listen in on this."

R. A. Wipple, of Chicago, tells of an interesting experience with a Crosley Trirdyn. His letter follows:

"The Crosley Radio Corporation,  
"Cincinnati, Ohio.

"Gentlemen:

"I thought you might be interested in the results obtained from your Crosley Trirdyn 3R3.

"When I went on my vacation during the middle of August, I wanted to take a receiver that would bring in a certain station, although I had been told by others that it was a waste of time. I finally decided to take a Crosley Trirdyn.

"I went to the Alpine Resort at Egg Harbor, Wisconsin, which is

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

300 miles north of Chicago. I put a set up among the Pine trees and as an aerial used a short wire stretched between two trees without insulators. As a lead-in wire I wrapped a stranded wire around the main aerial wire. I had no soldered connections. As a ground I used a cold water pipe lying on the ground. With this very poor installation I received night after night every Chicago station, Hastings, Nebraska, Kansas City, Missouri, Independence, Missouri, Shennandoah, Iowa, Des Moines, Iowa, two stations in Cincinnati, (WLW came in best,) Zion City, Cleveland, Ohio, Buffalo, New York, Springfield, Mass., Troy, New York, New York City, East Pittsburgh, and Schenectady, New York. These stations all came in loud and clear over the loud speaker. I found the set very easy to tune and radio people in the vicinity where I was staying were amazed at the results. I thought this might be of interest to you and your various readers."

## Davis' Address In Cincinnati Will Be Broadcast By WLW

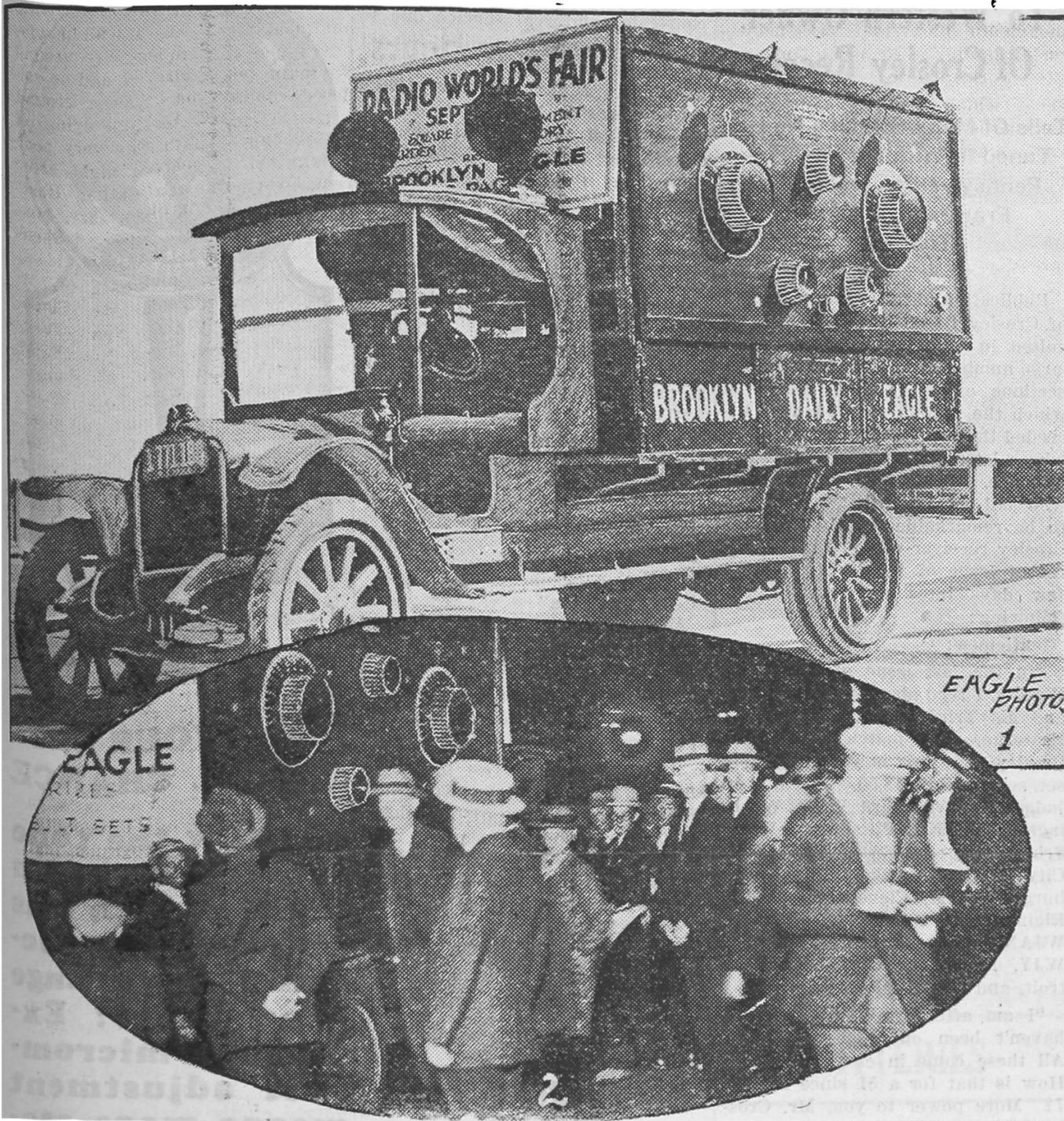
(Continued from Page 1)

nati station. Special care is taken by Fred Smith, studio director, in the preparation of programs that will please and entertain the masses and before he places his final "OK" on any program he considers carefully how every part of it will be received by the listeners in general. In other words he never approves any part of a program that he believes will appeal only to one group of listeners. Every selection or feature must be considered as one that will please the masses. And so it is with the broadcasting of Mr. Davis's address. It is certain that every voter, no matter whether he is a follower of Mr. Coolidge, Mr. La Follette or Mr. Davis, will be more than pleased to have a chance to hear what the latter has to say. Don't forget to tune in the Cincinnati station on the evening of October 24th and hear John W. Davis deliver one of his now-famous campaign speeches.

## Radio Equipment Co. Of Texas

Distributors in Texas for  
**CROSLY RADIO APPARATUS**  
**ATLAS SOUND SPEAKERS**  
**CUNNINGHAM TUBES**  
and  
**OTHER QUALITY LINES**  
1319-1321 Young Street  
DALLAS, TEXAS

# WORLD'S LARGEST RADIO SET---A TRIRDYN



The picture above is that of the world's largest radio receiving set—a Crosley Trirdyn which was mounted on a special truck and displayed on the streets of New York City and Brooklyn by the Brooklyn Eagle during the New York Radio Show.

Attention of thousands and thousands of men, women and children was attracted by this receiver, inside of which was a regular Trirdyn and loud speaker, which was kept in operation while the truck was driven through the streets of the two cities.

The set, reproducing in the small-

est detail a Crosley Trirdyn, is 12 feet long, 9 feet high and five feet wide.

The lower picture gives some idea of the crowds that gathered about the set wherever the truck stopped to listen to the concerts being received.

Radio dates back to the discoveries of Heinrich Hertz, the German scientist, about 1887.

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.**

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Financial News  
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Quotations.

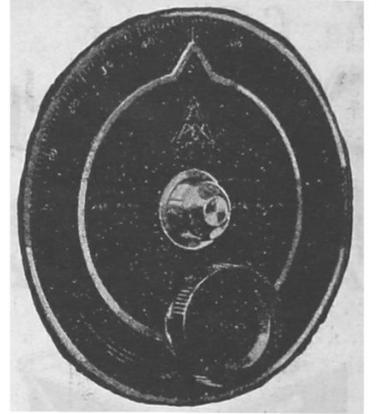
Bond Department

THE

**FIFTH-THIRD**

**NATIONAL BANK**

of Cincinnati.



Your Crosley Radio Receiver will give you added pleasures and service if you will equip it with the

## Apex Vernier Dial

Designed by radio engineers with a full appreciation of the desire of home users of Radio Receivers to tune in on elusive stations quickly and easily.

Ratio—10 to 1.

Always runs true—parallel to panel.

Eliminates the troublesome flyleaf vernier type of condenser.

Improves the appearance of any receiver.

Provides, on any condenser, the exact performance of the high grade geared condensers, without the installation trouble or resultant noise of the separate pinion shaft.

Fits any condenser, of any make or type, with 1/4-inch shaft.

Has finish second to none, with the highest grade of etching work, precision machine work, and meets an extremely rigorous inspection test.

Replace your ordinary dials with the Apex Vernier Dial and note the improved tuning. Tune in those elusive stations you do not hear at present.

Standard finishes

Nickel-silver . **\$2.50**  
Satin Fin. Gold **3.50**

**JOBBERs:** Write for the profitable Apex proposition and prices.

**DEALERs:** Write for prices and interesting dealer helps.

If your dealer does not carry the Apex Vernier Dial send coupon and check or money order.

APEX ELECTRIC MFG. CO., Dept. C.R.W.  
1410 W. 59th Street, Chicago

Herewith find \$..... for which send me

..... Apex Vernier Dial..... finish.

Name .....

Street .....

City..... State.....

**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

# The Cooper Rub-Mika "A" BATTERY



A favorite with the discriminating - and why not?

A handsome, sturdy battery built with an acid-proof, non-rotting, permanent Rub-Mika case - with a soft cushion bottom that prevents marring of fine furniture - and with a Rub-Mika lid that completely seals the top.

These features, plus its fine inner assembly, built especially for radio work, make it "the last word in radio battery construction" - the best in radio "A" Batteries.

See the Cooper before you buy your next "A" Battery. Get full information from your dealer. If he does not handle it, write us.

Dealers and Jobbers

The Cooper Rub-Mika "A" Battery is entirely different and better - has features that are real talking points and which are turned into sales.

A wonderful selling proposition, priced to allow a good margin of profit - priced low enough to permit fast selling. Write us for full details today.

## THE COOPER CORPORATION

General Offices                      Factories  
Cincinnati, O.                      Cincinnati, O.

Branch Houses

### The I. J. Cooper Rubber Co.

Cincinnati                      Indianapolis  
Columbus                      Knoxville  
Dayton                      Memphis                      Nashville

The Cooper Corporation  
Cincinnati, Ohio

Please send me full information about Cooper Rub-Mika Radio Batteries.

Name.....

Address.....

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

## Easterner Replies To Western Owner Of Crosley Receiver

Tells Of Many Stations He Has Tuned In With Crosley 51—  
Pennsylvanian Hears San Francisco With One Tube Set.

Publication of letters from owners of Crosley Radio Receivers has resulted in the editor receiving a large number of others from various sections of the United States in which the writers tell of having exceeded the records claimed by those whose letters were published. For instance, a letter from a Westerner who had obtained what he believed to be remarkable results from his Crosley receiver was published in a recent issue of the Weekly and a few days later we received the following:

"Gentlemen:  
"In the last issue of the Radio Weekly, I read about the Westerner and his Trirdyn. Let's see if an Easterner can't match this with a Crosley 51. This is your two tube set selling for \$18.50. I'll let you judge. I have heard WRC, Washington; KDKA, Pittsburg; WGY, Schenectady; WEA, New York City; WOR, Newark; WCAC, Pittsburg; WTAM, Cleveland; WTAF, Elgin, Ill.; WEAN, Providence; WJAN, Peoria; WHAM, Rochester; WJY, New York City; KOP, Detroit, and CKAC, Montreal.

"I am after WLW, but guess I haven't been on when you have. All these came in clear as a bell. How is that for a 51 since August 7? More power to you, Mr. Crosley. May your shadow never grow less.

"Carl C. Hollenbeck,  
"Pittsfield, Mass."

Another interesting letter was received from the owner of a Crosley 50, a one tube Armstrong regenerative receiver which sells for but \$14.50. It follows:

"Gentlemen:  
"Following is a list of stations received on my Crosley one tube set between 9:00 p. m. (Pittsburgh Day-light Saving Time) September 15th, and 3:30 a. m. the following morning:  
"Pittsburgh, Pa., four stations; Chicago, Schenectady, Springfield, Charlotte, N. C., Cincinnati, Cleveland, St. Louis, Des Moines, Kansas City, Atlanta, Newark, Jefferson City, Philadelphia, Zion City, Memphis, Dallas, Troy, Omaha, Hastings, Davenport, Fort Worth, New York City, Seattle, San Francisco, Ottawa, Canada.

"I reside at Rochester, Pa., 25 miles northwest of Pittsburgh, situated on about the highest elevation in that section of the country. I

purchased my set from Boggs & Buhl's at Pittsburgh, Pa., and am indebted to them for a great many courtesies and real service due to my inexperience in handling the set at first and due to their considerate attention. I have them to thank for my present highly satisfactory operation of the set and the entertainment it affords. I would not take many times the price I paid for this machine if I could not duplicate it.

"The results obtained with the Crosley one tube set which gave me the Pacific Coast stations, compared with the results of other makes of machines, confirms my opinion that your machines are underpriced.

"Trusting this letter will be of real interest to you and that I may receive an early reply, I am

"Yours very truly,  
"H. N. Calhoun."

"Business Address:  
"2003 Frick Building,  
"c-o National Tube Company,  
"Pittsburgh, Pa."

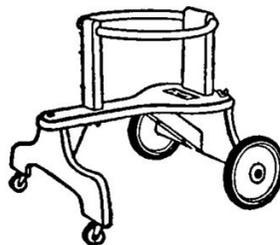
And an Ohio man tells of having heard KGO with a Model 51. His letter follows:

"Ashtabula, Ohio,  
"Sept. 14, 1924.

"Dear Sir:  
"It may be of interest to you to know that I picked up KGO last night on a Crosley 51 and have written to have my reception verified. Also worked Ottawa, Canada, on a loud speaker to a fair volume without added amplification other than the Model 51.

"Yours for D X,  
"Max Telchou,  
"74 Huron Street."

## The Go-bi-bi



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

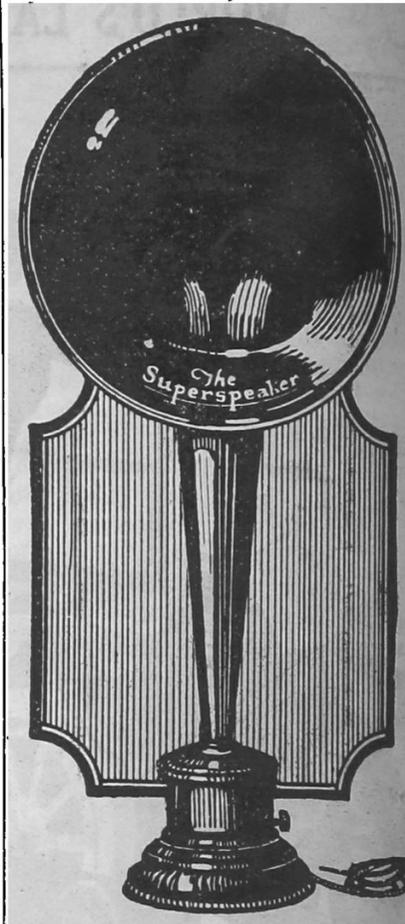
Strengthen his tiny muscles and teach him to walk in a safe, natural way. Can't tip over or fall off. The ideal utility toy for 6 to 15 months old youngsters. Get baby a GO-BI-BI today.

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

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

## THE CROSLLEY MFG. CO

Dept. 3                      Cincinnati, O.



## GIVE YOUR SET A REAL CHANCE

to show the tone and volume it can develop with this sensationally successful, long range reproducer! Exclusive micrometer adjustment means more stations, better values, real music. No extra batteries or coils—natural reproduction.

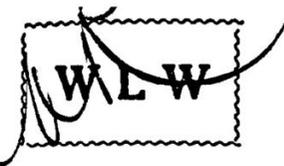
## Superspeaker

Costs no more than others but yields results that can't be equalled—As fine in appearance as in performance—A big, substantial, well finished musical instrument—any dealer can be proud to stand back of it.

## JEWETT RADIO & PHONOGRAPH COMPANY

5666 Twelfth Street

DETROIT                      MICHIGAN



# CROSLEY RADIO WEEKLY



## AND WLW PROGRAMS

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

VOL. III; NO. XLIII.

PRICE \$1.00 PER YEAR.

OCTOBER 27, 1924

### New Studios at WLW To Be Foremost In Broadcasting Field

**A Combination Microphone Stand and Signal System One of Features—Beautiful Fixtures in Studios.**

By Alvin R. Plough

Several features are found in the apparatus and studios of the new WLW that make this station one of the foremost in the broadcasting field. Probably one of the most important contributions to the radio art is found in the combination microphone and signal system, developed in the engineering laboratory of the station.

By means of this stand, it is possible for the musician or speaker to know when to broadcast without the studio director personally informing him. Small signs are placed on the top of a beautiful pedestal, arranged so as to be seen from any position in the studio: one is "PREPARE" and the other "BROADCAST." These signs are automatically controlled by the studio director from his observation room. When an artist has finished in the small studio, a switch is turned and the "PREPARE" sign is illuminated in the microphone stand and within a few seconds, the "BROADCAST" sign is turned on, automatically cutting off the first sign. Then the artist in the large studio begins his part of the program.

This device tends to do away with the little delays which are bound to occur in broadcasting studios where the microphones have to be adjusted for the individual work and where only one studio is used. It no longer is necessary to move the microphone from one position to another to take care of a single artist or an ensemble.

Three of these special microphone stands are used: one in the large studio; another in the small or solo studio and the third upon the desk of the studio director. This same type of microphone is used when remote control is necessary in order to pick-up entertainment from places other than the studios.

Speed is essential in radio broadcasting and everything is being done to make possible the broadcasting of a program with the minimum loss of time between numbers. Until the new five-kilowatt transmitting station is opened, sometime around the first of the new year, telephone lines will carry the music

(Continued on Page 6)

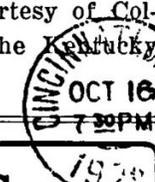
### Radio Broadcasting Adds a Thrill To Great International Horse Race As Thousands of Listeners "Attend"

An enormous crowd of excited spectators filled the grandstand, club house and overflowed into the infield, but a much larger audience "attended" the running of the \$50,000 International Special No. 3 at Latonia, Kentucky, than was present at the track. This greater audience consisted of radio fans throughout the country who eagerly listened-in as the events leading up to and the actual running of the race were graphically described by Fred Smith, studio director of the Crosley WLW broadcasting station, assisted by K. R. Moses, an authority on horse racing.

From the description of the racing plant with its beautiful floral decorations and superbly kept grounds and fine housing quarters for the horses to the point where the horses were at the barrier ready to go, a thrill was felt by the radio listener but even greater was the sensation experienced when the word was sent forth by thousands of voices, "They're off." Tense filled the radio audi-

ence as well as the audience at the track, as the great horses began their mile-and-a-quarter race for the championship of the world. Excited spectators began to shout to their favorite horse and jockey to do their utmost to win. The quarter is passed; now on to the half and then the three-quarters; past the mile and finally the mile-and-quarter is reached and the noise of the crowd at the track is tremendous as the winning horse and jockey make their way to the grandstand weighing platform to receive the floral horse-shoe and the gold cup, in addition to the purse.

It was a great race and Sarazen, the winner, will go down in history as playing a part in the modern way of reporting sporting events—radio broadcasting. It will be recalled that The Crosley Radio Corporation also broadcast the results of the great race last year, through the courtesy of Colonel Matt Winn of the Kentucky Jockey Club.



### WATCH YOUR BATTERIES

Due to neglect to pass on to customers correct information as to the care of batteries, many radio dealers have necessarily lost good customers.

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, it becomes evident that batteries must be properly chosen and cared for if the receiver is to be operated economically.

The choice of proper batteries is usually left to the dealer. He should know how to choose so that his customers will get the greatest satisfaction. Likewise, is he responsible for making sure that the correct hook-up is used and that the right amount of "juice" is given the tubes.

Here are some pointers on batteries that the dealer should pass on to his customers:

1. Use the size battery adequate to the need of the particular set.

It is impossible to get results from multiple-tube apparatus with the smallest size of "B" battery, and the experiment will also be costly because of the rapid depreciation of fuel supply and the consequent need for frequent renewals. The number and type of tubes, as well as the range sought, should determine the size of battery required.

2. Be sure that the "B" battery is not connected to "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 sufficient.

4. Burn the tubes at the lowest point compatible with good reception. Excess filament current not

(Continued on Page 3)

### Inexpensive Radio Set Owners Aided by Hoover Conference

**Advocates of Higher Power For Broadcasting Are Victorious—Ability of Commerce Secretary Is Demonstrated.**

By Powel Crosley, Jr.

Member Hoover Conference Committee

Users of inexpensive radio sets and radio fans residing in the rural districts will benefit through the approval of the report of the committee selected by Herbert C. Hoover at the recent National Radio Conference to solve the problem of higher power, which, for a time, threatened to become serious.

The masterly ability of Herbert Hoover in directing and handling the many problems which confronted the Third National Radio Conference has been demonstrated.

It must be remembered there are no laws governing radio broadcasting. Its rules and regulations have been laid down for three years by annual conferences, at which broadcasters, manufacturers, listeners, amateurs, and other interested parties make their own rules and regulations under the supervision of the Department of Commerce and Secretary Hoover. As Mr. Hoover said, "It is a wonderful example of self-government."

Because of the rapid changes and development in the art, the most vital and serious problems present themselves every year, and those who attended the conference just closed, were very much worried about the possibility of satisfactorily solving the problems that presented themselves.

Due largely to a misunderstanding, the question of increased power in broadcasting at first caused a considerable amount of opposition, because of the fear of interference and obsolescence of the lower powered stations. Upon the question of higher power hinged most of the argument and discussion. It was not until the fourth day of the conference that a solution agreeable to all finally was decided upon, after which the coordinating committee, consisting of appointees from the various sub-committees, was able to whip into shape the final conclusions of the conference, which were passed unanimously.

On the question of higher power, it finally was decided to leave the matter entirely to the discretion of

(Continued on Page 8)

# Crosley WLW Programs For Week of Oct. 26th

## SUNDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 26th. Central Standard Time.  
423 Meters

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

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

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

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

## MONDDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 27th. Central Standard Time.  
423 Meters

10:45 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith. Babson Reports.

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

Special Evangelistic program arranged by J. E. Sturgis, Manager of the Standard Publishing Co.  
1. "Wonderful Peace." 2. "Shadows." 3. "The Great Judgment Morning." 4. "Let the Lower Light Be Burning."

8:45 P. M.—  
Concert program through the courtesy of the Cooper Corporation, featuring the COOPER CORPORATION ORCHESTRA and MALE QUARTET.

PROGRAM  
1. Overture: "Queen of Autumn" Bigge

2. Male Quartet:  
(a) "Down on the Farm"  
(b) "Call Me Back Pal O'Mine"  
(c) "Old Oaken Bucket"

3. Orchestra:  
(a) "Souvenir D'Amour" Conte  
(b) "Gavotte et Musette" Raff

4. String Quartet:  
(a) "Drink To Me Only With Thine Eyes"  
(b) "Slow Movement from Fifth Quartet" Haydn

(c) "The Mill" .....Raff  
5. Selections by Male Quartet.  
6. Excerpts from "Katinka" ...Friml  
FINALE: March from "Aida" ..Verdi  
11:30 P. M.—  
CROSLY ARABIAN NIGHTS FROM CASTLE FARM, featuring the LANGE-MC KAY ORCHESTRA.  
(The Baldwin Piano)

## TUESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 28th. Central Standard Time.  
423 Meters

10:45 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith. Talk: "City Charter Amendment Proposed by Citizens," Lester A. Jaffee, speaker; followed by program under the auspices of the Federation of Cincinnati Mothers' Clubs.

10:00 P. M.—  
Concert program through the courtesy of the Radio Division of the Ohio Rubber and Textile Company; featuring the OHIO RUBBER MALE QUARTET and INSTRUMENTAL TRIO of violin, flute and celeste. Quartet:  
Howard Hafford, first tenor  
Erwin Meyer, second tenor  
Edwin Weidinger, baritone  
John Dodd, bass  
Howard Evans, accompanist

OTHER FEATURES TO BE ANNOUNCED.  
11:30 P. M.—  
CROSLY ARABIAN NIGHTS FROM CASTLE FARM, featuring the LANGE-MC KAY ORCHESTRA.  
(The Baldwin Piano)

## WEDNESDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 29th. Central Standard Time.  
423 Meters

10:45 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith. Program for the "Shut Ins" given by the Duning Benevolent and Musical Service; cooperating with the Lillian Aldrich Thayer Settlement School of Music.

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

Jack Bauer, violin, saxophone, trumpet and director  
Dick Rye, saxophone, clarinet and trumpet  
Fred Brill, trumpet and saxophone  
A. H. Speigner, trombone, saxophone and MANAGER

Perry Bechtel, banjo and vocalist  
V. A. Johnstone, piano and arranger  
A. F. Joseph, drums and effects  
Special program from the COLLEGE OF MUSIC OF CINCINNATI.

9:00 P. M.—  
Concert and entertainment by the FORMICA BAND and ORCHESTRA, under the direction of Walter Esberger.  
This program through the courtesy of the FORMICA INSULATION COMPANY.

11:30 P. M.—  
CROSLY ARABIAN NIGHTS FROM CASTLE FARM, featuring the LANGE-MC KAY ORCHESTRA.  
(The Baldwin Piano)

## THURSDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 30th. Central Standard Time.  
423 Meters

10:45 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in French by Madame Tcimpidis. Piano Solos by Adelaide Apfel. Recital by pupils of William Kyle.  
10:00 P. M.—  
Three minute message from the United States Civil Service.

10:03 P. M.—  
Popular program and entertainment by the DOHERTY MELODY BOYS.  
Frank Pendergrast, piano and director  
Ridge Bludau, trumpet  
Leo Bludau, saxophone and clarinet  
Roy Goodlander, trombone  
J. Wainer, drums  
J. L. Doherty, banjo, vocalist and entertainer (MANAGER)

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

SENATOR SCHULTZ:  
11:00 P. M.—  
Continuation of program by Milnor Instrumental Trio and Doherty Melody Boys.

11:30 P. M.—  
CROSLY ARABIAN NIGHTS FROM CASTLE FARM, featuring the LANGE-MC KAY ORCHESTRA.  
(The Baldwin Piano)

## FRIDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
October 31st. Central Standard Time.  
423 Meters

10:45 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Market Reports.  
3:00 P. M.—Stock Quotations.

4:00 P. M.—French Lesson by Madame Tcimpidis. Recital by pupils of Leo Stoffregen.  
(The Baldwin Piano)

## SATURDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
November 1st. Central Standard Time.  
423 Meters

10:45 A. M.—Weather Forecast and Business Reports.  
1:30 P. M.—Market Reports.

11:30 P. M.—  
CROSLY ARABIAN NIGHTS FROM CASTLE FARM, featuring the LANGE-MC KAY ORCHESTRA.  
(The Baldwin Piano)

## DAILY PROGRAM

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

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

3:00 Henry W. Brown & Company, Cincinnati Cash Grain Market quotations with market conditions. Closing quotations of the Chicago Grain Market. Westheimer and Company, closing quotations at New York Stock Exchange. Bureau of Markets, United States Department of Agriculture, Chicago and New York Butter and Egg Market reports.

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

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

There are 36 broadcasting stations in Canada.

First radio installation in India was made in 1922.

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME

CINCINNATI, OHIO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9:30 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 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

## RADIO AND THE CHURCH

"No matter where people are listening in—in hospital, clubroom, parlor, saloon or gambling den—there seems to be a consciousness that they are taking part in divine service," says Clarence E. Macartney, D. D., writing on "Preaching by Radio," in the Ladies Home Journal.

"I know the cartoonists of the secular press have had great sport in depicting the radio sermon taster stretched out on an easy chair, with a cigar in his mouth, and laughing to himself when the offering was announced, but I can judge from the vast amount of correspondence that has followed in such an attitude is the exception."

Dr. Macartney has made inquiries about the places where his listeners congregate. One of his most attentive groups gathers every Sunday night in a saloon on the outskirts of Philadelphia, another in a clubhouse in a Pennsylvania town, where it has been the custom to play poker every Sunday night until the advent of the radio. One night the service was picked up, and Sunday-night poker has been abandoned for a Sunday-night sermon. The sermons were heard in a Chinese restaurant as well.

"Palace and hovel, prisons, dens of vice where prisons are recruited, hospitals and asylums, private homes, small towns and villages, farm houses, cabins in the forest, and 'they that go down to the sea in ships' contribute their quota toward the great Sunday-night broadcasting," he said.

"There has been some severe criticism of church members who remain at home and enjoy the radio service without contributing either their presence or their gifts. I have always tried to make it clear to the invisible congregation that radio hearing is no substitute for church attendance, and that all Christians have obligations toward the support of their own congregations. I hope this has not been without effect.

"The radio sermon reaches the sick and the aged. 'I was sick, and ye visited me.' And the number of sick in the hospitals are almost negligible in numbers compared with the great army of shut-

**REVENGE AT LAST!**

Barber (in radio store): Gimme a filament switch.  
 Radio Dealer: How about a "B" battery?  
 Barber: No, just a filament switch today.  
 Radio Dealer: We have some very fine dry cell batteries, some new tubes, and oh yes, some excellent Crosley head phones.  
 Barber: No! No! Gimme my switch, will ya?  
 Radio Dealer: All right, but remember when I come in to get a shave, don't try to tack me into a haircut, shampoo, massage and all the other trimmings.

ins and sick in private homes. Another group is made up of the lapsed and alienated.

"I hear, too, from not a few prodigals who have gone far down the path of sin, even into criminal ways. One of the few letters which stand out from the great harvest I have garnered was from an unchurched man who confessed he was a bootlegger. He had stills in several quarters of the city and was making a great deal of money in his illicit trade. He chanced to get on the radio one night and had listened with growing interest and growing self-interrogation ever since. 'Last night,' he wrote, 'your sermon on Paul finished me.'

"I believe that radio is not only a bond of brotherhood and unity as between man and man, but a bond of church unity, that goal for which all true Christians labor and pray, obedient to the prayer and spirit of our Lord, who prayed that 'they all might be one.'

"The radio is here to stay; and when I stand behind the sacred desk to speak to thousands of unseen listeners, I will lay to heart the words that the Lord spake to the prophet, Ezekiel, 'Prophecy unto the wind, prophesy, son of man, and say to the wind, thus saith the Lord God: come from the four winds, O breath, and breathe upon these slain, that they may live!'

## Watch Your Batteries

(Continued from Page 1)  
 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 lighted, regardless of whether or not you are receiving.

## Best of Everything To Be In Every Home As Result of Radio

### Bright Picture Of Future Of Wireless Is Painted By Noted Scientist—Tasks For Engineers Cited.

The phenomenal advances made recently by the radio art are resulting in the creation of new professions more or less differentiated from the parent science of electrical engineering, according to a study of the subject submitted to the Radio Section of the A. M. E. S. (Associated Manufacturers of Electrical Supplies) by Dr. Alfred N. Goldsmith, noted radio scientist.

The specialization arising out of the complex technical problems of radio has already established radio engineering as a new and important profession, Dr. Goldsmith points out, and further development along these lines appears not unlikely. Broadcasting is calling into being the broadcasting engineer, and we may soon have college degrees for the radio telegraph engineer and the radio telephone engineer, in the same way as we have electrical, mechanical and civil engineering degrees. Even these divisions may be split up into receiving engineers and transmission engineers.

The experimental work now being done in American laboratories by leading engineers promises sweeping improvements and far-reaching innovations in the radio art, says Dr. Goldsmith. Discussing the lines along which radio is now advancing, he predicts that radio broadcasting is sure to be extended until there can be sent to every home in the country the best available music, the most important educational material or political information, and all that can be appreciated by the sense of hearing. The reproduction of the messages that broadcasting brings into the home will be completely faithful in character.

"Indeed, even now," writes Dr.

Goldsmith, "the best radio receiving sets with their modern loud speakers can give a fidelity of reproduction which will satisfy even discriminating musicians and it may be stated that the electro-acoustic art of sound reproduction by electrical means is advancing by leaps and bounds.

"So far as ordinary radio telegraph communication over long distances is concerned, it is clear that the range of the stations of today for reliable communication will be greatly increased and that their freedom from extraneous disturbances of reception will be increasingly insured.

"Teledynamics, or the control of mechanisms at a distance, can also be accomplished by radio. Ships, torpedoes and aircraft have been directed to a distant target or caused to pursue a desired course by radio. Such teledynamic systems may be either an appalling addition to the horrors of war or a great asset to the arts of peace depending on how the people of the world utilize them.

"And, finally, there is somewhere ahead of us the achievement of another age-old dream. Seeing a distant scene by radio is conceivable, and the broadcasting of the appearance of a stage and the actors on it, as well as their speeches or songs, is well within the realm of possibility. In the years to come, the limitation of the sphere of the human senses to the immediate neighborhood may be entirely removed. The ear will hear to the antipodes, and the eye will see whatever is sent it from the ends of the earth.

"The achievement of all these new assets of humanity is the scope of the radio engineering of the future, and the task is one which will tax the utmost ingenuity of the radio engineers of this and coming generations."

For every dollar spent on furniture in the United States, 33 cents is spent on radio.

Use low ratio transformers for good, clear reception with the least distortion.

**SUBSCRIBE NOW!**

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

Name .....

Street and Number .....

City and State .....

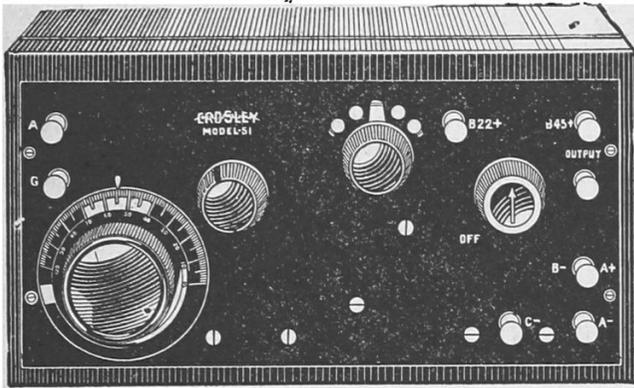
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

# DEALERS-BE PREPARED

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

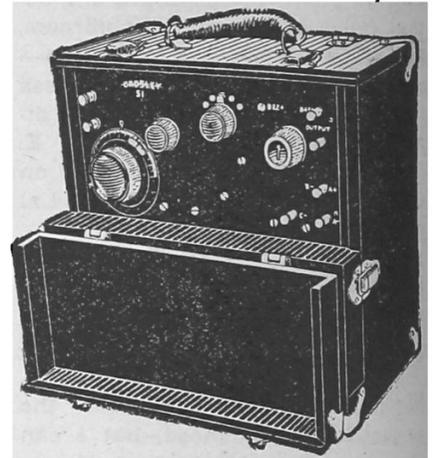
## CROSLEY RADIO RECEIVERS BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 ----- \$18.50



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

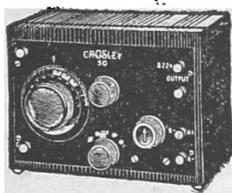
Crosley 51-P ----- \$25.00



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

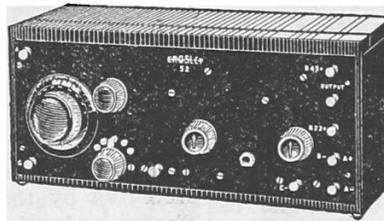
THE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand it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

Crosley 50 ----- \$14.50



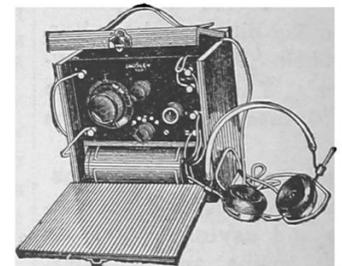
The Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier,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

Crosley 52 ----- \$30.00



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

Crosley 50-P ----- \$18.00



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

Prices Quoted Here Do Not Include Accessories

# THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

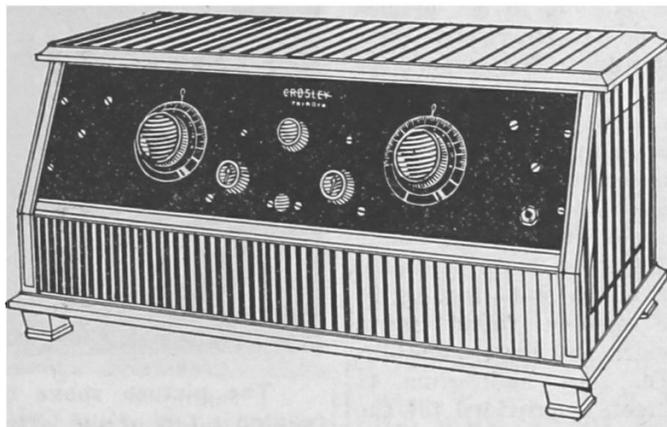
200 SASSAFRAS STREET

CINCINNATI, OHIO

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

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

There are but two dials, which may be accurately and perfectly calibrated. Thus the Trirdyn Newport is just the set that thousands of people have been awaiting.



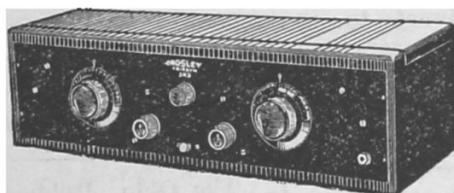
It is one of the most artistic pieces of workmanship ever offered to radio listeners, appealing to the women, who rapidly are becoming important factors in the selection of radio receivers. The cabinet is of solid walnut, beautifully finished and artistically designed. There is ample room inside for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

Still another feature is the slanting panel. This makes the task of the operator less tiresome. Tests have shown it is more comfortable to operate a receiving set that has a slanting panel, especially when the operator desires to work

at his receiver for hours at a time. A set with a slanting panel can be tuned by a person standing, a thing more difficult with a perpendicular panel.

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

**CROSLEY**  
TRIRDYN REGULAR  
TYPE 1121



Price ..... \$65.00

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

**CROSLEY**  
TRIRDYN SPECIAL  
TYPE 1122



Price ..... \$75.00

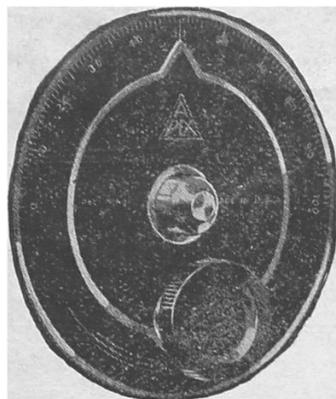
The Crosley Trirdyn Special Type No. 1122 is exactly the same as the Trirdyn Regular, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have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

**THE CROSLEY RADIO CORPORATION**

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO



**Your Crosley Radio Receiver will give you added pleasures and service if you will equip it with the Apex Vernier Dial**

Designed by radio engineers with a full appreciation of the desire of home users of Radio Receivers to tune in on elusive stations quickly and easily.

Ratio—10 to 1.

Always runs true—parallel to panel.

Eliminates the troublesome flyleaf vernier type of condenser.

Improves the appearance of any receiver.

Provides, on any condenser, the exact performance of the high grade geared condensers, without the installation trouble or resultant noise of the separate pinion shaft.

Fits any condenser, of any make or type, with 1/4-inch shaft.

Has finish second to none, with the highest grade of etching work, precision machine work, and meets an extremely rigorous inspection test.

Replace your ordinary dials with the Apex Vernier Dial and note the improved tuning. Tune in those elusive stations you do not hear at present.

Standard finishes

Nickel-silver . \$2.50  
Satin Fin. Gold 3.50

JOBBERs: Write for the profitable Apex proposition and prices.

DEALERs: Write for prices and interesting dealer helps.

If your dealer does not carry the Apex Vernier Dial send coupon and check or money order.

APEX ELECTRIC MFG. CO., Dept. C.R.W.  
1410 W. 59th Street, Chicago

Herewith find \$..... for which send me

..... Apex Vernier Dial..... finish

Name .....

Street .....

City..... State.....

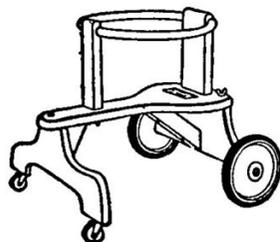
**New Studios at WLW To Be Foremost In Broadcasting Field**

(Continued from Page 1)

and voices from the new studios to the transmitting point in Plant 2, of The Crosley Radio Corporation on Colerain Avenue at Alfred Street, where the output is 500 watts. The super-power station, to be opened later, is to be at Harrison, Ohio, about twenty-five miles from the new studios, which are at 3401 Colerain Avenue. There two studios have been arranged. Exceptionally large ensembles, such as bands, choral organizations, orchestras etc., are handled in the large studio which is 27 feet by 28 feet. In the solo studio, which is 14 feet by 28 feet, ample room is found for a small orchestra and the studio director's office. An auditorium, 41 feet by 21 feet, is provided for the visitors, who will be able to see the artists through the plate glass partitions of the two studios and hear just what the radio audience does by means of a loud-speaker.

Groups of four chairs have been placed throughout the auditorium with colorful textile backs. Beautiful tapestries adorn the end walls, while a large mirror hangs above the heavy, handsome Italian chests. Large over-stuffed davenport are at each end of the room while over-

**The Go-bi-bi**



FOR LITTLE TOTS  
TOO YOUNG TO WALK

The GO-BI-BI answers his baby eagerness to go, and leaves you free to attend to your household tasks. You know he is off the floors—on the go to his heart's content!

It's tiny—only two feet square—can be tucked away in any corner. Sells for \$3.50 everywhere. If your department store cannot supply you, order direct from us.

**THE CROSLY MFG. CO.**

Dept. 3 Cincinnati, Ohio.

**READING WLW LETTERS**



The picture above shows Fred Smith, studio director at WLW, reading a few of the letters received daily by WLW. These letters come from far and wide and contain messages of appreciation from radio listeners.

head lighting gives the necessary artistic touch.

In the studios there are two Baldwin grand pianos; a celeste is in the solo studio and provision has been made for the large organ which is to be installed later. A chime clock gives an added touch of beauty.

Monks cloth covers the walls of the two studios, its special mission being to take care of the perfect reproduction of the music and voice without reverberation. The ceilings are especially treated acoustically as an adjunct to the walls. Noiseless ventilators keep the studios and auditoriums at even temperature so that the artists and

guests may be comfortable at all times.

The decorations have been arranged by the famous Closson Art Galleries. Wood trimmings are in solid mahogany while the floor is highly polished, hard-wood, covered with deep-knap rugs.

A triangular shaped room, located between the two studios, is equipped with an amplifier and switches in the telephone circuit for use in remote control. The operator and studio director can see and control the microphones from this little room.

**NEW CATALOG IS READY FOR RADIO DEALERS**

The Ohio Rubber & Textile Co. (Radio Division) of Cincinnati, has just come out with its new No. 26-R Radio Catalog with wholesale price sheet applying, this being for dealers only. The catalog is a very fine and complete one and it gives especial prominence to the Crosley line. Legitimate radio dealers would do well to write the above mentioned company for this new catalog at once.

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

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.

## WLW Sounds Like Local Station, Says Louisiana Listener

**Trirdyn Picks Up Good Music When Other Receiving Sets Get But Dust, Physician Writes.**

In the avalanche of mail that comes into the offices of The Crosley Radio Corporation every day, there are many letters from owners of Crosley sets who praise the operating quality of their receivers. Most of these letters tell of having tuned in far-away stations and every day now we notice a great increase in the distance being received. In other words, these letters are proof that far-away stations now are coming in clearly and with great volume. Crosley receivers are giving perfect satisfaction. Read a few of the many letters received.

Dr. D. C. White, of New Orleans, writes:

"WLW is eight hundred miles or more from New Orleans but it always comes in so good I think of it as a local station. When your new plant is on the air, I wonder if we will be able to tune you out.

"Don't ever let any one harp to you that nothing can be gotten from the air in hot weather. New Orleans has just passed through the hottest summer on record, and there were only three nights in which I could get nothing from the air. Some stations, somewhere, always come in good.

"I suppose you are wondering what kind of a set I have. Some new hook-up never heard of before? Perhaps it is a superlative super get-it-every-time, and should be patented at once. Well this description is true, but the set I use happens to be a Crosley Trirdyn and I am proud to be able to state that I am the first one to own a Trirdyn in New Orleans, and am willing to say that I have been getting good music while many very expensive sets have been picking up only dust out of the air."

The following was received from Taylor Palmer, of Liberal, Missouri:

"It may interest you to know of the results I get from my Crosley Trirdyn set, which I think is the best set made. For instance between 8 P. M. and 11:30 P. M.,

## MIX VISITS WLW.



Donald Mix, radio operator on the Bowdoin, the ship of Dr. McMillan which was within 15 degrees of the North Pole, made his first radio talk at the Crosley WLW studio since his return from the frozen seas. Mix was the guest of the Cincinnati branch of the A. R. R. L. and told something of his experiences in transmitting and receiving messages from the amateurs in the United States. It will be recalled that to Len H. Weeks, operator at Minot, North Dakota, fell the honor of consistently hearing Mix with the one-tube Crosley receiver.

Tuesday, September 23, 1924, I heard the following stations:

"Louisville, Ky.; Cincinnati, O., (2 stations); Shenandoah, Iowa; Pittsburgh, Pa.; Chicago, Illinois, (5 stations); Schenectady, New York; Cleveland, O., (2 stations); Kansas City, Mo.; Detroit, Mich.; Memphis, Tenn.; Dallas, Texas; Atlanta, Ga.; Cedar Rapids, Iowa; Montreal, Canada; Sanatorium, Texas; Omaha, Nebr.; St. Louis, Mo.; Fort Worth, Texas; Winnipeg, Canada; Los Angeles, Calif.; Oakland, Calif.; and Mexico City, Mexico."

From Ernest Schoening, of Glenwood, Iowa, comes the following:

"Having seen numerous letters in your Crosley Radio Weekly from

owners of Crosley Trirdyn sets, I would like to tell you of the success I have been having. I have had my Trirdyn set since the 1st of May and have received 114 stations on it. Below find a list of some of the stations I have received: KFCZ, KFNF, WDAF, WLS, KDKA, KFKX, WCAE, WEB, WBAP, WBAH, WDAP, WLW, WEAU, WJZ, WGY, WTAS, KFOP, KSD, WMAQ, WMAJ, WJAG, WTAM, WOAE, KFJY, WJAB, WEBH, WOAI, WNAL, WCAY, WOAR, KFNG, WHB, WHO, WOS, WGN, WIAK, WFAA, WAAW, WLAG, WCAL, KFKB, WOQ, KFFV, KFOX, WCB, WFAV, WJAD, WGR, KFFQ, WDAR, KYW, WMC, WCK, WHK, WHAS, WNAR, WCAS, KFJF, WABN, WCAP, KHJ, KFEL, WOI, KFPT, WCAJ, WOC, WOAW, WHAA, WSAI, KGO, WSB, WKY, WBAV, KLS, KFEQ, WLB, WAAF, KFIX, KFJM, KFGZ, WEAY, KFOY, KFMR, WCB, KFDY, WQT, KFFX, WFAF, WTAY, WWJ, WMH, KFMQ, KOB, WBZ, KFI, WGAQ, WTAQ, KFSG, WRR, KFMX, CKY, WJAM, WBBR, KFMQ."

### FRENCH RADIO FANS DEMAND FREE OPERA

That citizens who wish to listen to State-supported operas over the radio have as good a right to do so as have those who pay to get in is the contention of the Combiegne Radio club, in France. This club has just issued a resolution calling upon the French Government to arrange for all State-operated or State-controlled theaters, such as the Paris Opera, the Opera Comique, and others, to be broadcast regularly. The club asks, also, that a microphone be installed on the floor of the Chamber of Deputies, so that every one can hear the oratorical accompaniment of all official ceremonies. The Government has not yet acted.

First act requiring use of radio on passenger-carrying vessels was approved June 24, 1910.

**IMMEDIATE DELIVERY ON NEW MODEL CROSLY RECEIVING SETS**  
Full Crosley Discounts to Dealers Only.

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

**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

## Radio Equipment Co. Of Texas

Distributors in Texas for  
**CROSLY RADIO APPARATUS**  
**ATLAS LOUD SPEAKERS**  
**CUNNINGHAM TUBES**

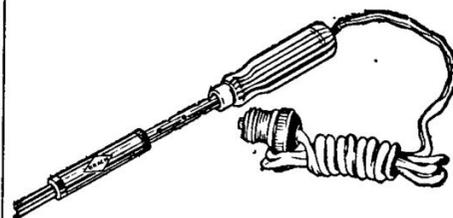
and  
**OTHER QUALITY LINES**

1319-1321 Young Street  
DALLAS, TEXAS

**Dealers**  
New York Vermont Massachusetts  
Crosley orders shipped at once  
Get our Catalog  
**Ignition Supply Co.**  
238 Washington Ave. Albany, N. Y.

# 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.

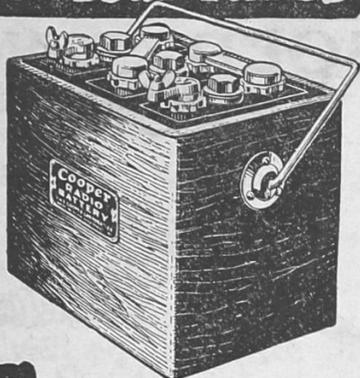
The new torch is guaranteed to generate a pointed flame up to 4 inches in length. It is absolutely safe, will not explode or leak.

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 5/8 inches high.

List Price \$2.00

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

**A Dependable Source of Power for Your Tubes**



**Cooper**  
rechargeable  
**RADIO "A" BATTERIES**

A steady even flow of current when you want it - that's what you can expect from Cooper Radio Batteries. Tube power that increases the efficiency of your set and places news of the world - of the markets - sporting events - music, etc., at your finger-tips, to be tuned in when desired.

Reliable - economical - easily recharged - beautiful in appearance - built with mahogany finish case - an adornment to the finest room furnishings. See it at your dealer's today or write us for further information.

**Dealers & Jobbers**

Quality marks the entire line of Cooper Radio Batteries. We pride ourselves on building better radio batteries. Our proposition is liberal, backed by sales cooperation and advertising. We have some territory still open. If you are interested, write us today.

**THE COOPER CORPORATION**

General Offices                      Factories  
Cincinnati, O.                      Cincinnati, O.

**Branch Houses**

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

The Cooper Corporation  
Cincinnati, Ohio

Please send me full information about Cooper Radio Batteries.

Name.....

Address.....

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

**Inexpensive Radio Set Owners Aided by Hoover Conference**

(Continued from Page 1)

the Secretary of Commerce. Licenses will be granted to those fitted to handle high power broadcasting on the proper basis, subject to the approval of Secretary Hoover, who will take into consideration the amount of power used, the location of the station, type of apparatus, type of programs; etc.

It was understood that stations above the limitation now set for Class "D" stations, to the extent of possibly ten kilowatts on a successful experimental basis during the past year, should be granted licenses under practically the same conditions heretofore governing Class "B" stations, excepting possibly as to location, so as to cause the minimum of interference.

On super-power stations up to fifty kilowatts, the matter is to be entirely in the hands of Secretary Hoover as to the amount of power in relation to any given location that can be used with the minimum of interference. In other words, the advantages in the use of higher power will enable a station to ride over static and other interference. The question of how much power can be used is a matter for experiment.

In the belief of most of those who attended the conference, it would have been a mistake to have limited the amount of power that could be used and it would have been a serious set-back to the development of broadcasting had the principle of power limitation been applied.

**WOMEN IMPORTANT FACTORS IN SELECTION OF RADIO SETS**

The woman in the home is rapidly becoming the most important factor in governing the selection of radio equipment. She no longer thinks of radio reception as a hobby for the men. Instead she has placed the radio receiver, the piano and the talking machine in a single class.

They are all important articles in the make-up of her home and she must assist in the buying of them. And when a woman assists she is often the deciding factor. The new purchase must harmonize and fit properly into the mental picture she has of her home.

Women will judge radio receivers with the following features in mind. Beauty, completeness, simplicity and efficiency. Salespeople should keep these factors in mind when making their sales talk, and with the aid of properly displayed merchandise, they will be sure to close a satisfactory quantity of sales.

Purchase or operation of radio sets in China is prohibited.

**Virginia Entertainer**



Jack Bauer, whose picture appears above, is director of the VIRGINIA ENTERTAINERS, whose presentation of popular music in symphonic style every Wednesday evening is a feature on the W L W program. Bauer, like all Virginia entertainers, is unusually versatile, playing the violin, trumpet, saxophone, and is a capable director. The Virginia Entertainers, all excellent musicians, are now playing at The Blue Mill, on Harrison Pike.

**MORE THAN 370,000 RADIO SETS ON FARMS, 'TIS ESTIMATED**

Rapid increase in the use of radio on farms during the past year is shown in a special survey made by the United States Department of Agriculture. It is estimated that there are now more than 370,000 radio sets in use on farms as compared with 145,000 a year ago.

The survey was made among county agricultural agents. Reports from 833 county agents placed the aggregate number of radio sets in their counties at 108,710, or an average of 130 sets per county. Projecting the average of 130 per county for all of the 2,850 agricultural counties in the United States yields an estimate of 370,500 radio sets in use on farms throughout the country as a whole, as compared with a similar estimate of 145,350 sets a year ago.

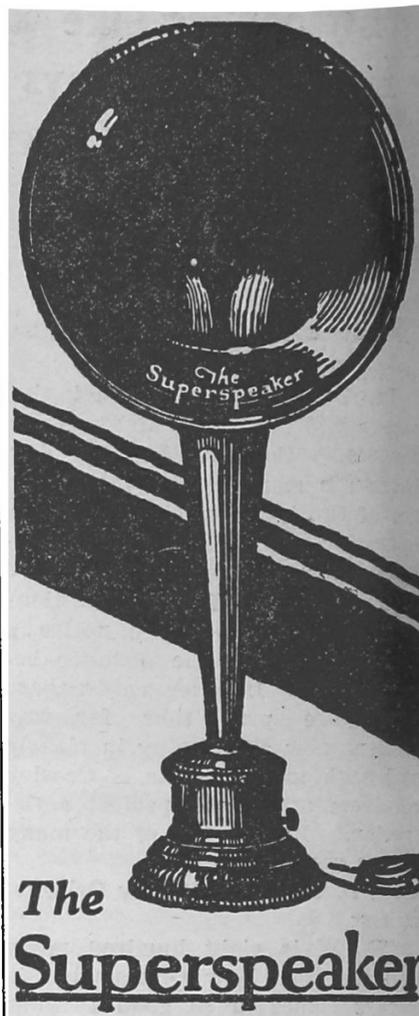
The radio market news service of the United States Department of Agriculture has been developed rapidly during the past three years until now it is possible for farmers to receive daily market quotations and reports on agricultural conditions.

**RADIO DEALERS**

Write today for our new No. 26-R Radio Catalog and Wholesale Discount Sheet. Best lines and right prices. Prompt shipments. Exclusively wholesale.

**"OHIO RUBBER"**

228 W. 7th St. Cincinnati.



**The Superspeaker**

**USE YOUR PET ONE-TUBE SET**

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

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

**JEWETT RADIO & PHONOGRAPH COMPANY**

5666 Twelfth Street

DETROIT

MICHIGAN