

Hoover Appeals To Congress For Help In Handling Radio

Proposed Legislation Will Prevent Chaos, Secretary Says, in Outline of Broadcasting Problems.

Herbert C. Hoover, Secretary of Commerce, declared in his address to the Committee on Merchant Marine and Fisheries of the House of Representatives recently, that "radio legislation is absolutely and immediately essential if we wish to prevent chaos in radio communications, especially broadcasting." He further stated in his appeal for legislative relief at this session of Congress, that "there are some 250 applications for new stations before the department now. If they are allowed, and the number thereby increased by nearly 50 per cent, the whole broadcasting service will be effectively destroyed.

"There are now 536 broadcasting stations that must operate on a total of eighty-nine wave lengths," Hoover continued. "No two stations can operate at the same time, in the same time in the same vicinity, on the same wave length. The problem has been to try to divide eighty-nine wave lengths among more than 500 stations. Satisfactory division has been a mathematical impossibility. Only by time division, power limitation, geographical separation and other expedients has it been possible to preserve any order at all in the ether." The bill, he said, "corrects this condition."

His address follows:
"The radio bill, H. R. 5589, on which this hearing is based, is the culmination of the great amount of study and consideration which has been devoted to conditions during the past few years. The subject is of the greatest importance to our people. The radio public is now numbered in millions and embraces every class in every section. When we consider legislation, we deal with matters which profoundly and intimately affect the daily lives of these millions of American citizens. They are entitled to radio service on the highest plane that inventive genius and mechanical progress permit. The law in force in the United States today does not permit of the establishment of such a system. The situation and the service can be improved only by careful regulation under legislative author-

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Regeneration Does Not Mean Radiation

By Powel Crosley, Jr.

Many people have the mistaken idea that regeneration means radiation, or vice versa. This is not true. Regeneration and radiation are not synonymous, and should not be confused.

A radio set may contain regeneration in its circuit without offending by radiating. On the other hand, a so-called non-regenerative receiver may be, and frequently is, a most violent offender from radiation. A radio set radiates—sometimes improperly called "reradiates"—when the tube directly or magnetically connected to the antenna oscillates and causes the antenna likewise to oscillate and give off energy.

While it is true that a single circuit regenerative receiver, having the detector directly connected to the antenna, can be made to radiate, no signals can be received while the tube is in a state of oscillation or radiation. Such sets generally use very low "B" battery

potentials, thus reducing the power of radiation to a minimum, and furthermore, the control of oscillation is directly in the hands of the user, and with reasonably proper use, such sets cause but little interference, and only in a comparatively small short radius. On the other hand, many of the so-called non-regenerative tuned radio frequency sets, although perfectly balanced in the factory for certain types of tubes and at certain wave lengths, become the worst possible offenders—miniature broadcasting stations in effect, having high "B" battery potentials on the first radio frequency tube, and using tubes for which the set was not balanced, cause the uncontrolled condition of oscillation in the antenna, which causes serious continuous uninterrupted interference over a much broader radius.

The difference between these two types of radio receivers is that a regenerative receiver in the state of

(Continued on Page 6.)

Story of Crosley's New Radios is Told To Millions in Two-Page Advertisement Appearing in Saturday Evening Post

On pages four and five of this issue of the Crosley Radio Weekly there appear reproductions of the two-page advertisement in the current issue of the Saturday Evening Post. The same advertisement will be published in other nationally read magazines and will be read by millions of men, women and children. These advertisements are certain to create a nation-wide demand for the new four and five tube receiving sets featured therein and will cause a tremendous amount of comment in regard to the remarkable value being offered to embryo listeners by The Crosley Radio Corporation.

Coming at the very close of International Radio Week, during which time thousands of persons became deeply interested in radio reception, this publicity will be of great value and will point out to those who have decided to purchase receiving sets the very type of merchandise they want—efficient receiving sets at exceptionally reasonable prices.

That there will be a revival of radio buying has been accepted as a certainty by those Crosley deal-

ers and distributors who have studied carefully the new four and five tube receiving sets. Within a short time these new receivers will be going out in tremendous quantities and authorized dealers will have merchandise that will sell for months to come. There will be an immediate demand for these new sets—thousands of persons having been waiting for multiple tube receivers at reasonable prices. This demand will be noticeable throughout the Spring and Summer, those closely allied with the radio industry predicting there will be no off-season this year.

In addition to the new radios, Crosley dealers have a truly wonderful loud speaker—the Musicone—to offer the radio listeners. This Musicone can be sold in large numbers every week of the year providing dealers educate their customers in regard to its superiorities over other types of loud speakers. At the very low price of \$14.75, this Musicone is the best of the so-called radio accessories. A demonstration sells the Musicone. Dealers who feature it will play a merry tune on their cash registers.

Birthday of WLW Is Celebrated With 30-Hour Program

Marathon Affords Dealers Opportunity to Test Sets at All Hours—Another "First" for Crosley.

Mark up another "FIRST" for Powel Crosley, Jr.

As president of the Crosley Manufacturing Company, and later as president of The Crosley Radio Corporation, he was the first to offer radio parts at prices that enabled millions to build their own receiving sets; he was the first to market a complete crystal set below \$25.00; he was the first to offer sets using tuned radio frequency amplification and first to combine it with regeneration and the reflex principle; he was the first to develop an instrument reproducing the entire range of the human voice and music—the Musicone; he was the first to erect and operate a remotely controlled super-power broadcasting station and he was the first to keep that broadcasting station in continuous operation for 30 hours, the only break being in the one silent hour set aside for International broadcasting tests.

These thirty hours of broadcasting were in connection with the celebration of the fifth birthday of WLW, the station owned and operated by The Crosley Radio Corporation. During that period thousands of congratulatory messages were received from listeners, many of whom were among the most prominent citizens of the United States. Operators, announcers and artists, worn out after the record breaking performance, agreed heartily with William Stoess, studio director, who, in signing off at the close of the thirtieth hour said:

"Ladies and gentlemen of the radio audience:

"This completes the program. We have been broadcasting 30 hours in connection with the celebration of the fifth birthday of WLW. Now 'Please Go Way and Let Me Sleep.'"

In a brief address during the "endurance test," Powel Crosley, Jr., delivered a brief address to the radio listeners in which he said, in part:

"While we have been complimented upon our progress, the past seems relatively unimportant as I look upon the possibilities of future development. My associates and I

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Crosley WLW Programs For Week of February 14,

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Sunday, February 14th.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:45 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cincinnati Aves.
- Jesse Halsey, Minister
Dan Redloe, Soloist
Adolph H. Stadermann, Organist
Prelude—"Toccata" Dubois
Doxology
Salutation
Lord's Prayer
Gloria
Organ Interlude
Vocal Solo—"Beneath the Shadow of the Great Protection"
Brice
Miss Clark, Miss Nobles, Mr. Beddoe
Children's Sermon—"Lincoln"
Hymn 76—"Mighty God While Angels Bless Thee"
Scripture Lesson
Prayer
Announcements
Offering—"Adagio in A flat"
Solo—"Lord Thou Art My Refuge"
Dvorak
Mr. Beddoe
Hymn 242—"My Faith Looks Up to Thee"
Sermon—"The Utility of Faith"
Hymn 340—"Faith of Our Fathers"
Benediction
Gloria
Postlude
- 4:00 P. M.—Choir concert from Dayton, Ohio, directed by Ralph Thomas; Charles Ridgway at the piano.
- 7:30 P. M.—Services of the Emmanuel Lutheran Evangelical Church, Rev. P. L. Dannefeldt, Pastor.
- 8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; Orchestra under the direction of Walter Esberger.
Soloists:
George Muhlhauer, tenor
Arthur Dondero, violinist
1. Excerpts from "The Opera Mirror" Tobani
2. Overture: "Semiramide" Rossini
3. Waltzes "Danube Waves" Ivovald
4. Reverie: "Love in Idleness" Macbeth
5. Selection: "Babette" Herbert
6. Air de Ballet "Pierrette" Chaminade
7. Gypsy Dance "La Zingana" Bohm
8. Finale: "Our Nominée" Esberger (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Monday, February 15th.

- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 2:00 P. M.—Market Reports.
- 4:00 P. M.—Student Recital by pupils from the class of Leo Stoffregen.
- 5:30 P. M.—U. S. Market Reports and Weather Forecast.

- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson concert.
- 8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra; William J. Kopp, director.
Soloist: Howard Hafford, tenor.
1. Overture—"Le Caid".....Thomas
2. Waltz—"Where the Citrons Bloom".....Strauss
3. Descriptive—"A Hunt in the Forest".....Vocker
Day breaks, Birds sing, Cook crows, Huntsman's horn, Village chimes, The Hunters assemble, The start, Full gallop, Horns sound, halt, At the Blacksmith, The Smith at work, The start again, Hounds scent the game, In full cry, Game run to earth, Cheers, Finale.
- 4. Ballet Music—"La Cource".....Delibes
5. Scenes from the grand opera "The Huguenots" Meyerbeer
6. A Novelty—"Two Guitars".....Horlick
7. Dance Baroque.....Herbert
8. Musical Scenes from Italy.....Langey
9. Phonic-Selection "The Gypsy Baton".....Strauss (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Tuesday, February 16th.

- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:00 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
Soloists:
1.30 P. M.—Business Reports.
2.00 P. M.—Market Reports.
4:00 P. M.—Solo by Ralph Schmidt of Ft. Thomas, Ky.
4:10 P. M.—French Lesson by Madame Ida Telmipidis.
6:30 P. M.—Mary Barbara, the Sweetheart of Radio.
6:50 P. M.—Market Reports and U. S. Weather Forecast.
7:00 P. M.—Historical appreciation of music by Etelka Evans, Cincinnati Conservatory of Music.
7:20 P. M.—Crosley Science Lecture, "Sun Spots," Dr. Everett I. Yowell, Professor of Astronomy, University of Cincinnati.
7:30 P. M.—Piano Memories by the Crosley Piano Request Lady, Mary Louise Woseczek.
Prelude, Op. 28, No. 6.....Chopin
Gipsy Rondo.....Haydn
Humoreske.....Dvorak
Blue Danube Waltz.....Strauss
Narcissus.....Nevin
Polonaise Militaire.....Chopin
7:50 P. M.—Talk on Dogs by R. L. Davis, national authority on dog life.

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Thursday, February 18th.

- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from

- 3. Interval of Italian Music:
(1) Prelude: March from Aida.....Verdi
(2) Folk songs: Antonia, La Scillitana, Santa Lucia, O Maremariele, Hou La La, Amuri, amuri, O Sole Mio, Mari, mari, Margarita, Viene sul mar.
(3) Divertissement on The Carnival of Venice.....Rillinson
4. Popular Requests:
"Baby" from Castles in the Air.....Avenrich
"When I Dream of the Last Waltz and You"
"You're Just a Vision"
(The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Wednesday, February 17th.

- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.
1:30 P. M.—Business Reports.
3:30 P. M.—Kroger Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co.
4:00 P. M.—Shut-in Program, directed by William Duning, cooperating with the Settlement Schools and other institutions, assisted by the Cincinnati Exchange Club.
6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.
7:40 P. M.—Continuation of the Hotel Gibson concert.
10:00 P. M.—Special Program.
Popular Dance Music furnished through the courtesy of The Cincinnati Post.
Bill Schoultheis' Cincinnati Post Orchestra.
Bill Schoultheis, violin and director
Alvin Morris, saxophone
Albert Goetz, tenor
William Schmidt, saxophone (alto)
Frank Grou, trumpet (first)
Clifford Yager, trumpet (second)
Christine Schoultheis, piano
Carl Meriel, bass and tuba
Helen Doyle, the radio night-inger
Lingale, Bert Lindsay, Ray Sullivan and Hortense Rhoades.
(The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Friday, February 19th.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A. by William Stradman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Organ Concert.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent"
(The Baldwin Piano)
- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from

- favorite light operas.
- 12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 12:40 P. M.—Songs by Russell (Red) Green, Lyric Tenor.
- 1:30 P. M.—Business Reports.
- 2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School, presenting: "Abie's Irish Rose."
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Florentine Room of the Hotel Gibson; orchestra directed by Robert Visconti.
7:30 P. M.—"The Eyes Have It," talk by Dr. Clarence H. Kaufman.
7:35 P. M.—Part two of the Hotel Gibson Concert.
10:00 P. M.—Three minute message from the U. S. Civil Service Department.
10:00 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the state of Alabama (furnished by the French Bros-Bauer Co.).
Frank Pendergust, piano and director; L. J. Doherty, banjo, entertainer and manager; Chuck Flaughan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Saturday, February 20th.

- 11:00 P. M.—Cino Male Quartet in Negro Spirituals.
Fenton Pugh, first tenor; Russell Dunham, second tenor; Richard Fluke, first tenor; Leonard Sheehy, second bass; Walter De Vaux, accompanist.
- 11:15 P. M.—Crosley Musical News, Johanna Groose, Editor and Organist.
- 11:30 P. M.—Irene Downing and Tommy Reynolds.
- 12:00 P. M.—Dance numbers from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers, (The Crosley Pups in Midnight Prols with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)
(The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio,
Central Standard Time,
422 3 Meters—710 K. C.
Friday, February 19th.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A. by William Stradman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Organ Concert.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent"
(The Baldwin Piano)
- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Business Reports and Stock Quotations.
(Continued on Page 8)

Crosley Radio Weekly

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Alvin Plough
Associate Editor

CO-OPERATION

Stability of the radio industry will be obtained only by absolute co-operation on the part of the dealer, distributor and manufacturer. It is necessary that the ties between manufacturer and distributor, distributor and dealer, and dealer and manufacturer be binding ones, and that loyalty to principles and product be demanded throughout the whole chain of distribution. There must be no conflict of interest, no wavering at the difficult turns in the road toward making the merchandising of radios as clean cut as that of any other standard product.

During the past year The Crosley Radio Corporation has endeavored to bring about these desirable conditions within its own channels of distribution by selling only through a limited number of authorized dealers, and through a small number of distributors. With only carefully selected dealers, from among the better ones, as representatives, it has been found easy to carry out desirable policies, and to obtain the greatest degree of co-operation on the part of the dealer in furthering them.

Not only has such a policy proved a great boon to the manufacturer, distributors and dealers, but it has served the ultimate consumer to a great extent as well. Authorized dealers—being from among the better class of dealers, in the first place, and adequately backed by protective policies, in the second place—have offered the utmost in the way of help and service to the consumer. From the consumers' standpoint, reliability is the best attribute a dealer can have. With no broken links or weak ones in the chain of distribution, responsibility has been placed where it belongs and reliability insured.

Perhaps no other factor could contribute so much to the stabilizing of the whole radio industry as the reformation of methods of radio distribution achieved by plans such as that outlined. What radio needs most is co-operation in the problems of distribution—a closer tie up between manufacturer, wholesaler, and retailer; and a vast amount of loyalty.

Only a high resistance voltmeter should be used to test condition of dry cells of batteries.

Hoover Appeals To Congress For Help In Handling Radio

(Continued from Page 1.)

ity. I consider it highly important to the development of this great means of public communication that legislative relief be given at the present session of Congress.

"You have before you the recommendations of the fourth national radio conference, which considered the subject at its meeting at Washington in November. This conference was made up of some 500 representatives of all the numerous classes who are interested in radio development including broadcast listeners. Some of the members of this committee attended its sessions and are familiar with its proceedings. The conference adopted resolutions expressing the views of its membership as to the principles upon which legislation should be based. H. R. 5589 substantially follows these recommendations.

"The primary condition that makes legislation necessary is the congestion in broadcasting. This situation has existed for some time. I have hoped that natural laws, working with scientific and mechanical advance, would themselves solve the problem without legislative intervention. But such has not been the case. Inventive genius has not been able yet to furnish us with more broadcasting channels. The desire to broadcast daily becomes more widespread, the demand for licenses steadily increases; we have today more powerful stations in operation and more applications that cannot be granted than ever before. The law has imposed the duty of providing for every applicant so far as possible, with the result that we now have too much crowding together, unscientific geographical distribution, overlapping, confusion. The interference between stations has become so great as to greatly minimize their public service.

"Radio stations in the United States now fall into the following classes. Amateurs, 15,111; ships, 1,901; land stations, 558; broadcasting, 536; making a total of 18,096 stations. The principal administrative problems, however, are confined to the broadcasting class.

"The 536 broadcasting stations must operate on a total of eighty-nine wave lengths. There are no more in the broadcasting band. It is simply a physical fact, and many of these wave lengths are below effective use. No two stations can operate at the same time in the same vicinity on the same wave length. There must be certain separations between them. The problem has been to try to divide eighty-nine wave lengths among more than 500 stations, which means an average of over six sta-

tions to each wave length. Satisfactory division has been a mathematical impossibility. Only by time division, power limitations, geographical separation and other expedients has it been possible to preserve any order at all in the ether. There are some 250 applications for new stations before the department now. If they were allowed, and the number thereby increased by nearly 50 per cent, the whole broadcasting service will be effectively destroyed. From the viewpoint of public service, we need fewer stations rather than more. The present bill permits the correction of this condition.

"I think, therefore, that in discussing this bill, we may take three facts as settled; first, radio legislation is absolutely and immediately essential if we wish to prevent chaos in radio communications, especially broadcasting; second, the bill now proposed has already received substantial approval and third, principles declared in this bill have received the approbation of both the radio industry and the radio public.

"The distinctive features of this draft, which I consider of the greatest importance, are as follows:
"1. The bill affirmatively asserts Federal government over all phases of radio communication in so far as such communication constitutes or affects interstate or foreign commerce. I believe that Federal supremacy is absolutely essential if this system of communication is to be preserved and advanced. There can be little question of the interstate character of this service. Every word broadcast traverses state lines.

"2. It provides an administrative organization by which Federal control is to be exercised. It requires a Federal license as a prerequisite to the operation of a transmitting station. This license system has been in effect since the passage of the act of 1912, and has demonstrated its soundness in spite of other deficiencies in that law.
"3. It retains complete control in the Federal government of all channels of radio communications. It declares that there shall be no ownership or vested right in wave lengths and that the period of use allowed under the license shall be limited to five years, subject to renewals.

"4. It recognizes that the public interest is paramount in all forms of radio activity. To that extent, the bill adopts as its service the principle which has been found so effective in the state regulations of public utilities. It recognizes that the interest of the public as a whole supersedes the desire of any individual. This is a new and highly desirable feature in the radio law.

"5. It vests in the Secretary of Commerce the power to grant or refuse licenses, but this power is

so limited as to obviate the possibility of its arbitrary exercise. The Secretary is required to make his determination with public benefit as the test was standard. There is a complete check upon either arbitrary, unjust or erroneous action by an appeal to the courts, by which any controverted question is determined independently and de novo. I have always taken the position that unlimited authority to control the granting of radio privileges was too great a power to be placed in the hands of any one administrative officer, and I am glad to see the checks and reviews which are imposed upon that power under this bill.

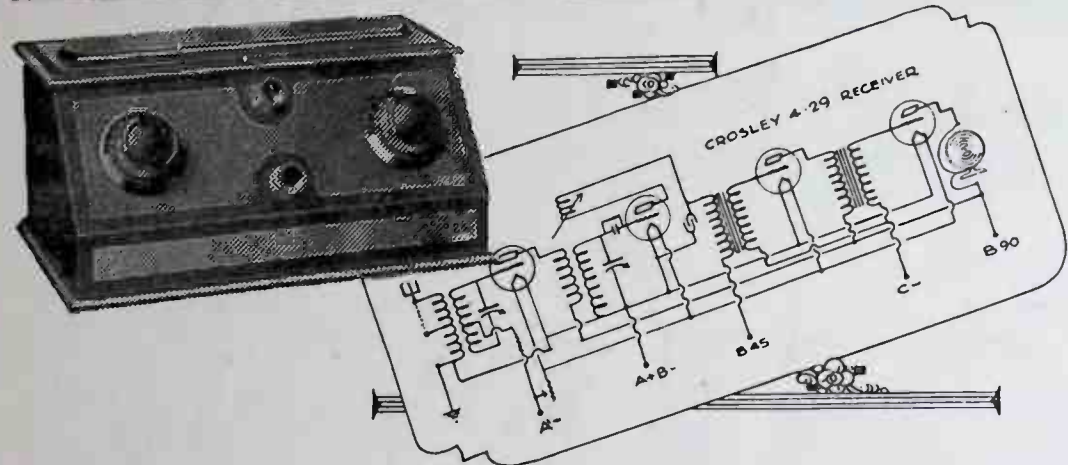
"6. The bill provides for a national commission of nine members to which may be referred any question upon which the Secretary of Commerce desires their judgment. There are many purely administrative questions in the detail of administrative regulation, such, for instance, as the assignment of a particular wave length to a given station, which may properly be left to the judgment of a single official. But there are other broader and more important matters such, for instance, as the determination of the persons who are to exercise radio privileges under the rule of public interest, which involve a large element of discretion and in which it is wise to have the consensus of several minds. Such decisions, especially where the questions become controversial, should properly be made by a board rather than an individual. To draw a legislative line between these two classes of functions is difficult. It seems to me the line lies at the point of controversy over privileges. The judgment of the board is made final and binding, subject only to an appeal to the courts. I consider this a highly important provision.

"7. Applicants desiring to engage in broadcasting or commercial communications are required to obtain permits in advance of the construction of the stations. This is a valuable provision, since it allows the applicant to know the wave length on which the station will operate and the power which it may use before he actually begins construction, and to erect his station accordingly.

"8. The bill authorizes the revocation of station licenses for failure to operate or for violation of law. This is another step in the recognition of the sound principle that public service is the basis for the license privilege. The exercise of this power is likewise subject to court review.

"In the main, this bill accords with what I believe to be the present public necessity."
With the ordinary receiver having three to five and one quarter ampere tubes, the 90 ampere-hour storage battery is all that is necessary.

LATEST TYPE FOUR-TUBE RECEIVER



The Crosley 4-29 shown above, is the new four-tube receiver with a new circuit—one stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, with two stages of audio frequency amplification. The Crescendon control of the detector tube is equivalent to one or more additional tubes of radio frequency amplification, giving this receiving set unusual pep, selectivity, sensi-

tivity and volume—all of which mean wonderful performance. Distant broadcasting stations of reasonable power are brought in without the use of the amplification gained by means of the Crescendon. But, when more volume is desired, a gradual pulling out of the knob of this device, located on the front of the panel, builds up the volume, amplifying the scarcely audible signal on the loud speaker until music is sufficiently loud to dance to. The volume of local stations can

be reduced without destroying the tonal quality, or, it can be built up to practically full volume of the original rendition in distant studios of stations with reasonable power. This receiver has the two-tone mahogany finish cabinet with the popular sloping panel. Tubes with the new type base, for storage battery or dry cell may be used. The Crosley Radio Corporation makes this receiver which sells for twenty-nine dollars.

of regeneration and balanced radio frequency amplification, a receiver incorporating regeneration becomes the ideal type of receiver from the point of view of elimination of radiation, as well as taking advantage of the wonderful efficiency of regeneration in amplification, selectivity and volume.

So, again allow us to observe that radiation is not synonymous with regeneration.

CROSLLEY
RADIO
Distributed by
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

DEALERS
Send For Our New Catalog.
Ask How to Become a Crosley
Franchise Dealer. Let us tell you
about the new Crosley sets.
OHIO RUBBER
228 W. 7th St. Cincinnati

The JOHNSON-ELECTRIC
Supply Company
331 Main St. 232 E. Fifth St.
CINCINNATI
Radio and Electrical Supplies of
Quality
Write Us for Dealer Proposition

ILLINOIS
National E & A Supply Co.
Distributors of
CROSLLEY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA, ILLINOIS.

We broadcast daily at
10:45 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.

Regeneration Does Not Mean Radiation

(Continued from Page 1.)
oscillation, or in a state wherein it radiates, cannot receive broadcast signals and the oscillations must be controlled before satisfactory performance can be received. On the other hand, a tuned radio frequency with its first tube in the state of oscillation while not performing satisfactorily, cannot be controlled, and, consequently, continually emits interference. An ideal combination is a circuit wherein a muffler tube is used between a regenerative tube and the antenna. Thus regeneration can be used in a receiving set without any radiation. In this combination

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KENTON LOOSE LEAF
TOBACCO WAREHOUSE
Covington, Ky.

Thousands Become Radio Fans During International Tests

Embryo Fans Ready to Purchase New Receiving Sets After Listening to Concerts in Homes of Friends.

International Radio Week for 1926 accomplished its purpose despite the fact that the elements did everything in their power to prevent satisfactory trans-Atlantic reception. Terrific storms at sea played havoc with shipping and broadcasting stations willingly stood-by to permit reception of calls for assistance from disabled vessels. On top of this the Aurora Borealis caused a tremendous amount of interference, especially during the early part of the week.

But despite all this, International Radio Week accomplished its purpose—that of creating new interest in radio reception. Those who have watched developments closely predict hundreds of thousands of persons have become interested in radio as a result of these distance tests and are preparing to purchase receiving sets with which they can participate in future experiments. Radio set owners, as a rule, are proud of their apparatus and invite their friends to their homes to show them what they can accomplish. thousands of men, women and chil-

These gatherings of friends were especially numerous during Radio Week, the result being that many drea had an opportunity, for the first time, of listening to concerts coming from some far-away broadcasting station. These embryo fans will look over the market and pick out receiving sets that have great value and still are priced right. They will select the Crosley sets, because in these there is a combination of efficiency and reasonable price found in a very few other types of radio receivers. They will select Crosley radios because advertising has taught them that in this line of merchandise there is real quality and a guarantee backed by a corporation that produces more receiving sets daily than any other manufacturing concern in the world. They will come to you, as an authorized dealer and demand these "Better—Cost Less Radios."

Crosley Sales and Service Manual

SERVICE HINTS

THE AERIAL

Types of aerials. Of the different types of aerials, a single wire strung horizontally is usually the most convenient to erect, and is quite effective. A single vertical wire is extremely effective, if it does not come too near buildings, trees, or other objects, but it is usually impractical to erect one. **Protection from lightning.** The outdoor aerial should be properly protected from lightning. With proper installation, an outdoor aerial is a safeguard, rather than a menace, from lightning. A lightning arrestor should be used, and a ground wire, at least as heavy as the aerial lead-in wire, run from the arrestor to the ground. Vacuum type arrestors are usually recommended as the best. Neon tubes serve admirably well. The underwriters recommend, in addition to the arrestor, an antenna grounding switch, though they require only the use of an arrestor.

Protection from electric lines. Do not support an aerial from electric power line poles, or from telephone poles, and do not let the aerial come so near electric wires as to endanger its touching them in a wind storm, or falling on them. Such practice, besides being dangerous, tends to increase trouble from local interference.

Avoiding interference from power lines. When power lines are close, preferably build the aerial at right angles to them, or as near to right angles as is practical. A vertical aerial would be excellent for stations surrounded by power lines on all sides. However, as stated above, vertical aerials are often inconveniently effective if too near to, or surrounded by buildings and other objects.

Indoor aerials in the attic. There is sufficient space and height from the ground in some attics to construct an aerial of the most desirable size. In such cases, there is little reason for choosing an outdoor site, unless a longer and higher aerial could be installed outside with convenience. There is one case in which attic aerials are impracticable—when the house has a metal roof. Occasionally persons report good results by using the metal roof itself as an aerial, but such instances are the exception rather than the rule.

Short indoor aerials. When it is impracticable to erect aerials of the most effective length either outside or inside, shorter aerials must be resorted to. In cities, especially it is often necessary to install an aerial in the room of an apart-

ment. Such short aerials are decidedly less effective than the longer aerials described above, but they do have the advantage of causing the set to be more selective. The most convenient form of indoor aerial is made by stringing 150 feet or so of insulated wire (No. 18 bell wire or lamp cord) twice around the room. It may be concealed behind the picture moulding, or run at the top of the floor baseboard. One end of the wire should be connected to the aerial post of the set, and the other end left free and covered with tape. For temporary purposes, a 50 foot length of lamp cord strung along the floor will often serve quite well.

Other types of indoor aerials. The successful use of bedsprings and other objects as aerials has often been reported, but these instances are exceptional. It is best to follow the methods outlined above for installing an indoor aerial.

Comparative efficiency of outdoor aerials and loops. Estimates of prominent radio men place the efficiency of the average loop aerial at not more than five per cent of that of a good outside aerial. For that reason, it is usually necessary to use a great many tubes in order to obtain fair distance reception in connection with a loop aerial. As the initial cost of good loop sets employing eight or ten tubes, together with the cost of upkeep, is beyond the means of the average individual, by far the majority of sets are designed with the smaller number of tubes, for operation on an outdoor or indoor aerial. Instances are often reported in which such sets give excellent results when operated on loops. Many letters have been received from owners of Crosley Trirdyns, for instance, employing but three tubes, in which quite good distance reception was obtained with loops. These reports should be regarded as the exception rather than the rule, however, and the use of loop aerials should not be recommended. A simple indoor aerial made by stringing a wire around the picture moulding is just as convenient as a loop and is so much more effective that it should always be recommended for Crosley indoor installations.

To prevent screws dropping into the set when working in inaccessible places, twist a length of small wire around the head so it may be held in place until starting with the driver.

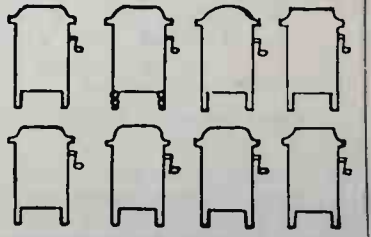
SALES HINTS

Time Payments.

To be convinced that this is a time-payment age, one has but to look through the advertising pages of a city newspaper. One sees "ad" after "ad" with captions like the following:
"Marx, the Credit King. Buy Your Clothes for \$1 Down."
"Automobiles Sold On Time. Liberal Terms, Easy Payments."
"You Don't Have to Have Cash to Buy Your Furniture from Us. Come In and Make Your Selection. We'll Do the Rest."
"Phonographs and Player Pianos Sold. Extended Payments Cheerfully Arranged."

Almost every article purchasable, from necessities to luxuries, can be bought on time. And of the products with which radio comes into strongest competition—phonographs, automobiles, player pianos—by far the majority are sold on time. How can the radio dealer successfully meet such a situation without adopting some scheme for selling radio on extended payments? It is not a matter of choice with him; it is a case of necessity, of being forced to it by keen competition.

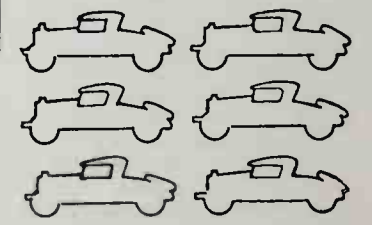
Time-payment selling has many more good points than bad points—and with modern methods of handling the financing through companies organized for that purpose, the dealer profits with practically no risk. Extend payments greatly enlarge the field of prospects. There are a hundred people who can pay ten dollars a week for fifty weeks for a product, to every one who can produce a hundred dollars ready cash on the spur of the moment. More prospects means greater sales—and greater sales means more money for the dealer.



There are said to be eight times as many phonographs sold since the extensive use of time-payment plans for this product begun.

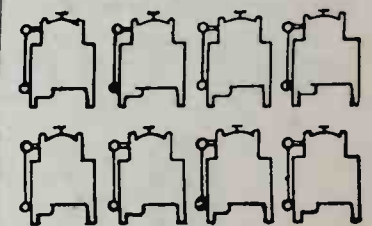
Just consider what time-payment selling has done for some other industries. It is estimated that extended payment plans increased the sales of phonographs by eight times; of automobiles by five times,

and of washing machines by eight times. These surprising results could no doubt be obtained through the intensive application of deferred payments to the merchandising of radio. The dangers of deferred payments practically all



Automobile sales are six times what they were before the introduction of time-payments.

come from inability to finance properly such a scheme, or through lack of experience and consequent lack of knowledge as to just how a time-payment plan should be worked out. These evils are overcome if the dealer handles such purchases through the proper sort of a finance company.



Washing machine sales have increased eight times since time-payment selling methods were introduced.

Realizing that this is true, that the dealer should not be expected to finance such sales himself and that he should have the advantage of some standardized scheme for backing him up in this type of selling, The Crosley Radio Corporation has made arrangements with the Household Utilities Finance Corporation to finance the extended payment sales of all Crosley dealers who wish to take advantage of this service. The Household Utilities Finance Corporation consists of specialists in this line, who have worked out a plan which amply meets the needs of the Crosley dealer, and at the same time removes all elements of risk from his shoulders. This plan will be described in detail in the article for next week.

A crystal detector, as well as a vacuum tube detector, can be amplified to almost any degree.

Birthday of WLW Is Celebrated With 30-Hour Program

(Continued from Page 1.)

live in the constant atmosphere of dreams and plans for the future.

"I can safely prophesy reception of broadcast entertainment eventually from every nation on the globe. The only thing needed now is more power in the broadcasting station.

"I can safely prophesy moving pictures in your homes, and not only moving pictures, but radio vision. This will be brought about by a vision microphone, set up to catch the things you would like to see in various parts of the world—that the moving scene picked up by this vision microphone will be transmitted through a broadcasting station and received in your own home on a moving picture screen. This, I believe, will be made possible within the next five years.

"Another development that may come before a great while is the transmission of heat and energy by radio."

Crosley dealers and distributors were especially interested in the "marathon" because it gave to them an unusual opportunity to test radio receiving sets at any period of the day or night, and to ascertain the volume of the station at any hour. It was interesting to note the clear reception obtained during

the day by listeners at distant points. At the time eastern stations were complaining about night reception, WLW was tearing through the air with tremendous volume and perfect modulation.

RADIO PROGRAMS

(Continued from Page 2)

- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady.
- 7:30 P. M.—Safety Talk for Children.
- 7:40 P. M.—Meeting of the Seekers—Hawkins Radio Club.
- 8:00 P. M.—Barnyard Symphonies featuring Uncle Charlie Warner and his famous Coon Dog Orchestra from Georgetown, O.
- 9:00 P. M.—Broadcast of normal and abnormal heart sounds by means of an electric Stethophone, in connection with the Public Exhibition of the Instruction of Medical Students, under the auspices of the Public Health Federation.
- 9:15 P. M.—Dance selections from Castle Farm.
(The Baldwin Piano)

CROSLY BOOSTER AVAILABLE

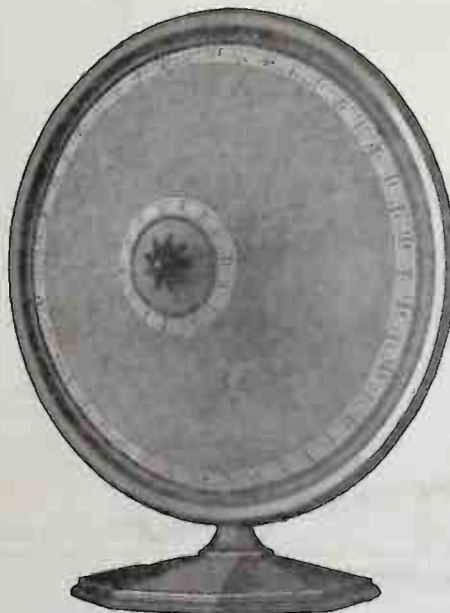
Loyal Crosley Booster, experienced in sales and service work, desires position with country store selling radio. Can handle department. Advertising and book-keeping experience. Write Robert H. Day, Monarch, Montana.

When using battery chargers it is absolutely necessary to connect the positive terminal of the charger to the positive of the battery.

RADIO MUSIC ALWAYS BETTER

WITH A

CROSLY MUSICONE



Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

\$14.75

THE CROSLY PUP



\$9.75

A Genuine
Armstrong
Regenerative
One Tube
Radio

With a Range of
1500 Miles or More

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

The Crosley Radio Corporation
CINCINNATI

The Crosley Radio Corporation
CINCINNATI