

Owners of Trirdyn Fail to Worry About Reception in Summer

Letters Prove Efficient Radio Receiver Will Bring In Stations from Coast to Coast At Worst Time of Year.

There are certain people who seem to take pleasure in "telling the world" that radio receiving sets do not operate satisfactorily during the Summer months. Why they do this, no one knows. Surely they do not know very much about radio, or they have been trying to operate inferior apparatus. Naturally no one claims Summer reception is as perfect as it is in Winter, but from the letters received by The Crosley Radio Corporation right in the midst of what is known to be the worst time of the year we are inclined to believe that with an efficient receiving set results given during the warm weather are just as satisfactory as those given when there is no static in the air. Judging from the many letters being received daily, it appears as though every owner of a Trirdyn is getting distant stations on a loud speaker without the least bit of trouble. A few of these follow:

"Jackson, Ky.,
June 15, 1924.

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

"Just an old radio fan sending in his card to show you that I have one of your Trirdyn sets, purchased about five weeks ago. I have used several of your outfits from the beginning, also three other makes that run up into dollars, but for \$65.00 I have gotten more real radio than I ever expected. Your Trirdyn gets them from Coast to Coast, from Canada to Cuba, and I have a list of 152 stations that I have distinctly heard.

"Your Trirdyn is the only outfit with which I have been able to get satisfactory results in the daytime and I easily get WWJ, Detroit; WSAI, Cincinnati (Sundays); WLW, your own station; WHAS, Louisville; KYW, Chicago, and not just with head phones, but often on the loud speaker. Your station brought the Republican Convention in with wonderful results, and a seat in the auditorium would have been very little inducement. When using the other sets mentioned I had to use a two-stage Magnavox Am-

(Continued on Page 6)

"Merchandising Of Radio" Is Subject Of Mr. Crosley's Address In Chicago; New Broadcasting Station Is Welcomed

"Merchandising of Radio" was the subject of an address delivered by Powel Crosley, Jr., president of The Crosley Radio Corporation, at a recent dinner in the Cameo Room of the Morrison Hotel, Chicago, Ill., which was attended by more than 175 members of the radio division of the Chicago Electric Club.

Mr. Crosley told of the methods he had adopted in placing so many thousands of radio receiving sets in the homes of consumers and of the manner in which he was able, to produce highly efficient apparatus at such remarkably low prices.

The answer to all this, Mr. Crosley declared, was quantity production. He cited the fact that when he entered the radio business he conducted it at a loss to himself, realizing that as soon as he built a large enough business to permit operation on a tremendous volume basis he would make up what he had lost. Mr. Crosley told of the extensive advertising campaign he had been carrying on for the past two years, and declared that in the near future he contemplated entering even a much greater drive.

He also went into detail in his description of the Crosley line, pointing out to his listeners the advantages they would derive through handling his apparatus. Quick turn-over of a medium priced line was far better from a dealer or jobber standpoint than fewer sales of high priced material, he added, at the same time offering proof in the form of thousands of testimonial letters that Crosley products, even though they were far lower in price than any others, were on a par or superior to any on the market

et so far as efficiency was concerned.

The dinner was one of the big radio events of the year and many notables in the radio field were present.

Paul Godley, chief engineer of the Adams-Morgan Company, spoke at the close of Mr. Crosley's address. Mr. Godley has contributed greatly to the success of trans-oceanic communication and was selected by the American Radio Relay League in 1921 to go to England and attempt to pick up American stations, a feat which English amateurs had not been able to accomplish.

Mr. Godley's success in receiving American messages was beyond expectations and his work following these tests and later ones has done much to bring about the success of trans-oceanic broadcasting. He was the first to apply the regenerative principle to short wave reception and his work along this line has contributed largely to the marked success of relay broadcasting on short wave lengths. Mr. Godley's address dealt with "Inter-Oceanic Communication."

While Mr. Crosley was in Chicago, he also was invited to speak from the new broadcasting station being operated by the Calumet Baking Powder Company. His address there was more along the line of welcoming the new-comer into the radio field. Mr. Crosley pointed out how the addition of powerful broadcasting stations would benefit the listeners, adding that he knew the owners of the new plant had prepared to broadcast exceptionally entertaining concerts for the benefit of those who own receiving sets.

Dealer's First Year Of Radio

The following article recently appeared in the Retail Ledger, of Philadelphia, Pa. It was written by A. E. Van Voris, and was headed "Our First Year of Radio and What It Taught Us."

Ours is a hardware store in a small town of about 3,000 folks, and we have but recently completed our first year of experience with radio.

The first general statement that I should like to make to readers of the Retail Ledger is that radio is surely a fast-moving and profit-

able line for us.

To reach back to the beginning of this year with radio, may I remark that at that time the only other store in town selling sets, supplies or equipment was a distinct radio store, run by an enterprising young man who knew his business from A to Z.

This was before I had my first set, and at rather frequent intervals we were accustomed to have folks come to us, asking for such unknown articles as aerial wire, in-

(Continued on Page 4)

Popularity Contest Won By Fred Smith; Thousands Take Part

Studio Director At WLW Wins Despite Efforts to Have The Enquirer "Call Off" Unique Contest.

Fred Smith, announcer and studio director of radio station WLW, is the most popular announcer in Cincinnati, having won the popularity contest conducted by the radio editor of The Enquirer. This campaign extended over a period of several weeks and thousands and thousands of ballots were cast by the readers of that newspaper.

When the Enquirer announced the contest, efforts were made by Mr. Smith and his associates at The Crosley Radio Corporation, to have it called off, but the radio editor declined to do this after Paul Greene, announcer at station WSAI, declared he could see no reason why it should not be carried through. Mr. Smith then asked if he could withdraw, thereby stopping the contest, but this suggestion also was "turned down" by The Enquirer.

All efforts on the part of Mr. Smith failing, there was nothing left to do but go through with it. However, no mention was made of it by radio, and this publication did not refer to it. Despite the fact that neither side made an appeal "over the air" the ballots started rolling in almost immediately, and the last night of the contest they came in in baskets full.

A beautiful wrist watch, presented by the Milner Electric Company, Crosley distributors, was given to Mr. Smith, the winner of the first popularity contest of its kind ever conducted.

NOT A CHANCE

Salesman—"I have no use for that merchant. He yawned three times while I was talking."

"He wasn't yawning," said his division sales manager. "He was merely trying to say something."—Team Work.

SHELF ON WINDSHIELD

One radio enthusiast has combined the joys of motoring and listening in by attaching a shelf for his portable set to the windshield of his automobile. Tuning operations are conveniently carried out by the individual sitting on the front seat with the driver.

Crosley WLW Programs For Week of July 6th

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 6th. Eastern Standard Time.
423 Meters.

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

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

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

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 7th. Eastern Standard Time.
423 Meters.

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Babson Reports. Opera talk with musical interpretation, arranged by the Baldwin Piano Company.

5:15 P. M.—Baseball Results.

8:00 P. M.—

GRAND OPERA FROM THE CINCINNATI SUMMER OPERA SEASON AT THE ZOO.
Mr. Ralph Lyford, director.

Intermission of Opera.

Popular program by the WOODY MEYER CINCINNATI DANCE ORCHESTRA.
Ted Kennedy, violin and director

Ernst Meyer, drums and Manager

William Dinkel, piano

Robert Seavers, saxophone

Rudolph Schneider, trombone

Cliff Yaeger, trumpet

William Rieth, banjo

William Wilde, bass tuba and violin.

CONTINUATION OF OPERA.

(Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 8th. Eastern Standard Time.
423 Meters.

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Times-Star News. Piano Recital by pupils from the Stoffregen Studio. Talk: "Silver Fox Farming" through the courtesy of the Great Northern Fox Company.

5:15 P. M.—Baseball Results.

10:00 P. M.—
Minstrel given by Mothers' Club of the Fairview School, under the direction of Mr. John Aspenleiter.

Songs by Marion Mauship.

Popular Dance program by Marvin's Orchestra.

A. W. Lloyd, violin, tuba,

French horn and Director

Frank Corns, piano

Jack Cyркиn, saxophone (e flat soprano)

Joe Regan, trumpet

Irving Payne, trombone

Denver Hertel, banjo

Herb Kromholtz, drums

Tenor Solos by Mr. Richard Pavay.

SPECIAL MIDNIGHT PROGRAM BY THE CHUBB-STEINBERG ORCHESTRA.

Holman Becraft, saxophone and Manager

Art Hicks, violin and director

William Koch, saxophone and clarinet

Rex Adkins, trumpet

Frank Bamberger, trombone

Leon Warren, banjo

Bud Ebel, drums

Ray Fetzer, tuba

Walter McDonald, piano.

(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 9th. Eastern Standard Time.
423 Meters.

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—"Shut In" program given by Wurlitzer Social Service, under the direction of Mr. and Mrs. William Duning.

5:15 P. M.—Baseball Results.

8:00 P. M.—

Original Compositions by H. H. Walker, songs by Mary Steele and pianologues by 8-year-old Sade Elizabeth Huck.

8:20 P. M.—

Popular music presented symphonically by the VIRGINIA ENTERTAINERS.

Jack Bauer, director, violin, trumpet and saxophone

Dick Rye, saxophone, clarinet and trumpet

O. V. Speybrook, saxophone and clarinet

Fred Brill, trumpet and saxophone

A. H. Speigner, trombone, saxophone and Manager

Perry Bechtel, banjo

A. F. Joseph, drums and effects.

9:00 P. M.—

Talk: "For Better or for Worse," by Hon. Senator Schultz.

9:10 P. M.—

Program by the Wurlitzer Instrumental Trio.

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 10th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and

Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Solos by Miss Adelaide Apfel.

5:15 P. M.—Baseball Results.

10:00 P. M.—

Original Compositions by Elizabeth Cook, played by the composer and Mary Sims.

Selections for Celeste and Violin.

Rosemary Ellerbrock and William Stoess.

10:45 P. M.—

Popular Entertainment by the DOHERTY MELODY BOYS.
F. A. Pendergast, piano

Ridge Bludin, trumpet

Leo Bludin, saxophone

Frank Wendelstein, trombone

Bake Holthaus, drums

J. L. Doherty, banjo and Manager.

Gay Anderson, featuring popular songs.

(Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 11th. Eastern Standard Time.
423 Meters.

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

1:30 P. M.—Market Reports.

3:00 P. M.—Stock Quotations.

4:00 P. M.—Special Program. T. C. O'Donnell, Editor of Writers' Digest, lecture on "Practical Lessons in Writing."

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 12th. Eastern Standard Time.
423 Meters.

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

1:30 P. M.—Market Reports.

DAILY PROGRAM

10:30 Weather Forecast.

A. M. Fifth-Third National Bank

Bond Department Report;

financial letter, call money rates,

on Cincinnati and New York,

Liberty Bond opening 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 closing 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 8:00 P. M.

RADIO TROUBADORS DELIGHT STATION WLW LISTENERS

Malie and Little, the delightful young troubadours who are touring the country and singing at the leading radio stations, made five appearances at Crosley WLW during the week of June the 16th. These boys have everything in their favor toward making an ideal team for radio entertaining: they sing their own songs, and they sing them well; they have a sense of humor that carries them light heartedly over any and every situation; and when it comes to playing the piano—when it comes to that, Little is supreme with imitations, accompaniments, incidental solos and thrilling displays of technic.

Here at WLW the fans were very enthusiastic in proclaiming Malie and Little the most wonderful entertainers imaginable. Many of our friends phoned us and said they had been following the boys all over the country, and they were a real hit. They gave four big programs on the evenings of Monday, Tuesday, Wednesday and Thursday, and came back on Saturday morning to give a farewell concert to Cincinnatians.

These two young men are among those pioneers of artists who have taken to the circuit of radio stations in preference to vaudeville. They belong, in fact, to a new line of artists, for the requirements for success are new and different from any other form of entertainment. Next year there will be more troubadours on the road, and very probably even entire shows. Music publishers and producers are finding that it pays to radiocast their songs and their productions.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

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

RADIOCASTING.

At the annual convention of the Associated Manufacturers of Electrical Supplies in Atlantic City, the members of the radio division voted to adopt usage of the word "radiocasting" in place of "broadcasting." It was stated that the latter, according to our old and mutual friend Webster, pertained more to the "circulation through the air of material objects," and therefore could not be used correctly when electrical waves were involved. And so hereafter it will be radiocasting, but it must be remembered that the past tense will be "radiocast" and not "radio-casted."

WONDERS OF RADIO

We were informed, the day after the close of the National Republican Convention, that General Dawes was listening to the convention news being radiocast from station WLW when he heard himself nominated for the vice presidency. He was visiting in Marietta, Ohio, not far from Cincinnati, and was listening to the delegates in Cleveland when he heard his name mentioned for the second highest office in the United States. It was stated that he and his family had tuned in WLW, but this could not be verified. Nevertheless we are just as deeply interested, because we know that no matter what station he was listening to he reaped the benefits of radio and without doubt received the greatest thrill of his life when he heard the balloting just as plainly as though he were sitting in the front row of the great convention hall.

Speaking of radiocasting the convention, it is interesting to pause a moment and consider the fact that the radio listener heard the speeches before they were heard by those persons in the rear of the convention hall. Radio waves travel a great deal faster than do sound waves, and so those who were "listening in" heard everything a fraction of a second before it was heard by those in the hall.

Another interesting side-light was the manner in which The Enquirer used the radio in receiving the convention news. When General Dawes was nominated, naturally every newspaper reporter did all he could to get the news to his editor in

Radio Entertainer



Irma McFarland, talented young contralto, who broadcast from WLW on Wednesday, June 18th, possesses a full contralto voice of great depth and richness.

The volume of her voice is large and its range wide, both as to scale and tone color. It has a great sympathetic quality in its ability to touch ones emotions and possesses a characteristic of being perfectly adapted for Radio Transmission.

She received her early musical education from Mme. Powell of Columbus. Afterward she studied with that distinguished teacher of voice, Miss Minnie Tracy of Cincinnati. Following this she studied for a time with Miss Elise Hasbrouch of New York and is now studying with Mr. Dodson, formerly head of the vocal department of Wittenberg College.

Miss McFarland is the youngest daughter of H. H. McFarland, of Springfield, Ohio.

the shortest possible time. When the "storm" was over the man who had charge of The Enquirer reporters sent a telegram to the news editor of that paper, asking whether his report or that of the Associated Press was received first. The news editor wired back as follows:

"Both received seven minutes after I heard the news. I USED THE RADIO."

"Hallo! Where are you walking in such a hurry?"

"Fellow just stole my car, and went down this way."

"But surely you don't expect to overtake him on foot?"

"Rather! He forgot to take the repair kit with him. I know that car."—Weekly Telegraph (London).

THE EDW. J. GOETZ CO.
 Wholesale Distributors Exclusively
Radio—Electrical Supplies
 See Our
"Edgco Buyers' Guide"
 For a Copy Write
 Office and Warehouse
 2409 Harrie Avenue, Norwood, O.

Radio Advertising Field Dominated By Crosley Corporation

President Of Company Proves He Was Correct In Assuming Volume Would Justify Low Selling Price.

(Following is the second and final installment of the article that appeared in the current issue of Printers' Ink Monthly regarding the merchandising methods that have been adopted and worked out so successfully by Powel Crosley, Jr., president of The Crosley Radio Corporation.)

By G. A. Nichols.

Mr. Crosley, in figuring that big volume could turn into a profit what would be a loss when the sales were at smaller volume, based his reasoning upon a sound economic principle that is well known. He had no patent on the idea. It was in full force and effect for a long time previous to his coming to this earth. But his originality came in the application of the principle. He based his price, not on the cost of making and selling the comparatively few sockets he produced at first, but on the volume he had reason to believe he could sell later.

Was he taking a long chance? There was no risk at all in this depending upon volume to yield him, at a low selling price, profit that otherwise would require a much higher selling price. The PRINTERS' INK Publications several times have mentioned specific instances of where clever merchandising exemplified this principle successfully.

Take the methods of the F. W. Woolworth Company. Woolworth at one time sold for ten cents a gold-filled ring that for a considerable period had been a staple seller in department stores at fifty cents. The manufacturer, who had produced and sold about five hundred dozen of the rings during the previous year, declared it was preposterous even to think of trying to realize a profit from selling it at a dime. He changed his mind when Woolworth placed with him a sin-

gle order for five thousand gross. This enabled him to produce on a volume basis, cutting down the production cost in a way he had never dreamed could be possible. There was not much of a profit at that for either the manufacturer or the seller in the individual ten-cent transaction. This, the manufacturing problem aside, would have been hardly worth bothering with if only five hundred dozen could have been sold. But the more than modest profit, multiplied as it was in this case by 720,000 represented by the sale of five thousand gross of rings, really meant something. It was immeasurably greater than the profit realized from the selling of five hundred dozen rings at fifty cents each.

Yes, Mr. Crosley was altogether safe and sane in concluding that volume would justify his low selling price. The only risk lay in his ability to produce the volume. And here he reached a place, encountered by every merchandiser of any consequence, where he had to use imagination in business and also to exercise a little faith.

"You can build this volume you are after," a business-paper representative told him, "by dominating the radio field in an advertising way and in keeping the advertising going steadily."

Mr. Crosley was not at all sure of this but was willing to try it. A previous business venture in which he had made a notable success in marketing automobile accessories largely by mail had convinced him that it is wise to try any legitimate method of selling—by mail, through agents, direct to the consumer or to dealers and jobbers. He reasons that the approved selling methods are good but that it is the seller's task to find, by experimentation or otherwise, the method best adapted to his peculiar needs. He did not win with all the advertising methods he tried but experimented around, sometimes in a small way, until he found the right method of procedure.

Out in Kansas a favorite saying of the politician is: "I keep my ear to the ground to find out what

Continued on Page 8)

SUBSCRIBE NOW!

Detailed information regarding the development of receiving and broadcasting, interesting news and feature stories and advance programs of WLW are to be found in the Crosley Radio Weekly. This is the 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.

Dealer's First Year of Radio

(Continued from Page 1)

ulators, B batteries, switches, lighting arresters, tubes and the like.

Frankly, none of us would have known an insulator from a variable condenser, but the fact that they kept coming, with the statement that the — radio store was out of this or that item, set us to thinking that we were, perhaps, neglecting a good opportunity for what might turn into a good side line.

Finally I fell under the spell of the Broadcast Genii, a set was installed by the radio store, to be followed shortly, as my personal fascination increased, by another and another until I had graduated shortly into what was then the zenith of receiving sets.

Obviously, as my own interest in reception increased, it was only the natural thing that I should learn somewhat of the ins and outs of the game.

Thus was I initiated into a fair amateur knowledge of radio, and although, even to this day, I have never gone so far as to construct either crystal or bulb set of my own, I think I may in all frankness pass on my personal conviction that so long as radio is to be only a side line of the store—in our case the main issue is hardware and housefurnishings — no professional knowledge of hookup or construction is necessary.

Now, at the end of our first year, what is our local competition?

The original radio store has disappeared, its proprietor going to a nearby city for wider field of endeavor. But today, aside from ourselves, there are three other stores selling radio sets and supplies, one of them maintaining a specially equipped radio specialist imported to town for the distinct purpose of presiding over the radio department of this local electrical shop.

However, we are just as enthusiastic as ever and figuring on the approach of warm weather as a letup time for radio all over the country, our winter months have presented each week as a more profitable radio week than its predecessor.

What is there to this business? How has such a situation developed in the very face of what looks like serious local competition?

I think I can answer this question with three words—a popular-priced line.

Inasmuch as we have neither found the time nor had the mechanical ability to make radio a big thing in our store, we have with few exceptions held ourselves to what we believe to be our limit. Nor have we sought to pass this limit.

(Continued on Page 6)

Listening To Convention News



The picture above shows Mrs. John Schmidt and her daughter, Miss Marjorie, listening to the Cleveland convention news being broadcast from WLW. They are using a Crosley Trirdyn, won by Mr. Schmidt in the Shrine Band Letter Contest conducted recently from WLW. A Superspeaker is being used.

his own judgment as to the advisability of selling or holding for a raise.

"I have found the weather reports of inestimable value during hay-making and other times when the farmer depends on weather conditions. At sometime or other some of us are interested in traveling more or less, and to know the condition of the main roads comes in handy.

"In the evening after the chores have been finished and supper is over, it surely is great to be able to 'listen-in' on your choice of programs, be it a lecture or a good instrumental or vocal selection. One of the series of talks which I greatly appreciated was that given last winter by Dr. Condra of Lincoln, over one of the Nebraska stations on the resources and beauties of our own great commonwealth. The musical programs by master artists are always at the fingertips of the farm family with a receiving set and can not be easily duplicated because of the expense and prestige necessary to secure this class of talent.

"Many farmers object to buying a receiving set because of the cost, but this is a trivial matter in comparison to the advantages of radio as a home entertainer. To the man who has trouble keeping his boys on the farm, I say buy them a radio set and it will solve this oft-times difficult problem in a jiffy.—METHODIUS B. BARTEK, Saunders County, Nebraska."

PRIZE WINNING RADIO LETTER

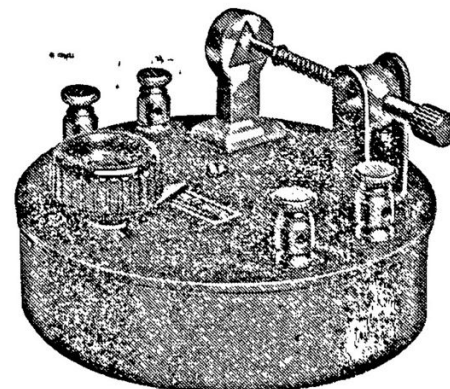
The Nebraska Farmer, published weekly at Lincoln, Neb., recently offered a prize to the person writing the most interesting letter on radio and the benefits farmers derive therefrom. The prize winning letter follows:

"When it was remarked, two or three years ago, that it was possible to detect sound waves from great distances without a conductor of any sort, people were inclined to be incredulous. But now we do not have to go farther than perhaps our neighbor's house to see for ourselves that radio is not merely a fad, but a reality and more or less of a necessity in case of the farmer and his family. I stress its value to the farmer because he is somewhat more removed from the social and recreational advantages usually associated with city life.

"Among the things that radio offers to the farmer are: Help in operating his farm more profitably, and educational and social advantages. If a farmer is interested in the markets, he can simply tune

in at noon time and get the grain, livestock, and produce prices—whether there has been a rise or a decline in same, and what the prospects are for the next day as to receipts and consumers' demand, thus helping him in formulating

CROSLY JUNIOR CRYSTAL RECEIVER



This is the new Crosley Junior Crystal Receiver, the ideal radio set for use in listening to local broadcasting stations and those within a radius of about 25 miles. Clear, undistorted reception is assured, this new set providing perfect reproduction of radio signals. No batteries or tubes are required, nothing to become disconnected, nothing to be damaged by the children.

With the advent of summer, the demand for crystal sets has increased tremendously. Crosley dealers and jobbers will find that this new set will meet immediate approval, and we suggest that you get your orders to us as soon as possible.

Price, without phones or aerial equipment,\$4.00

THE CROSLY RADIO CORPORATION

Powel Crosley, Jr., President

200 ALFRED STREET

CINCINNATI, OHIO

DEALERS

For Immediate Delivery

CROSLY

Better—Costs Less APPARATUS

EIGHT BIG WAREHOUSES

WAKEM & McLAUGHLIN, Inc. CHICAGO.

Radio Distributors Urged To Maintain Service Department

Rendering Of Service To Dealers Is Good Advertisement for Jobbers, Salesman Declares.

James L. Woods, Jr., in a recent address to Crosley radio distributors, said in part:

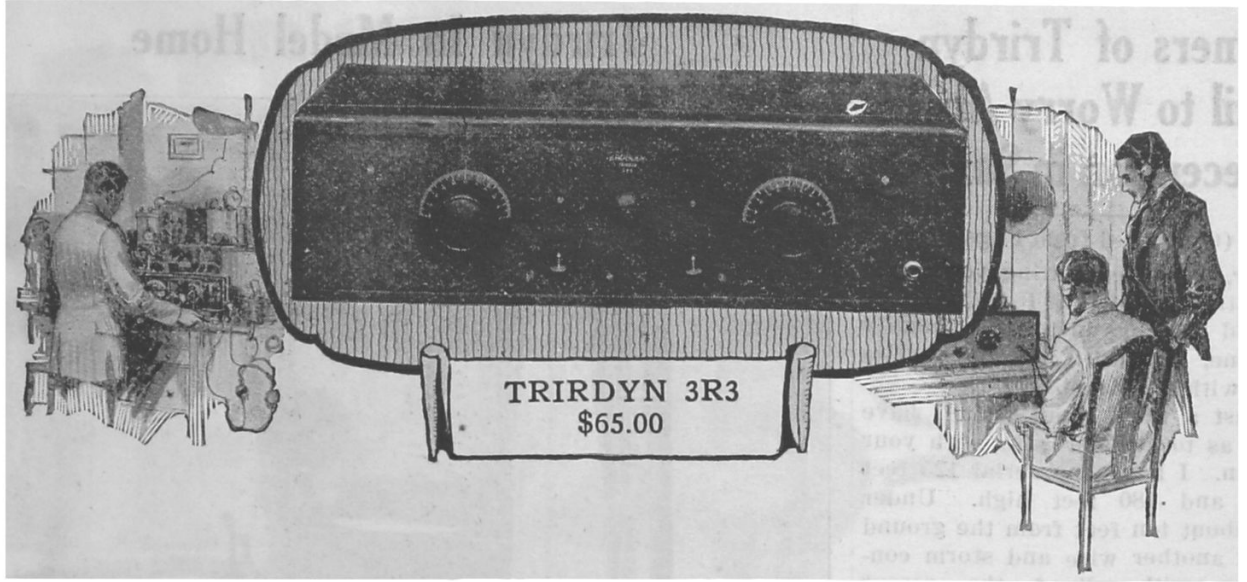
"You distributors are not through with your customer when a sale is completed. You have only started. Giving him service on his equipment is necessary if you desire to make a profit on your sale. This item of service will invariably increase your sales, because in keeping him satisfied you will then induce him to buy his tubes, batteries, and other accessories from you. If you have treated him squarely, and have given him the best of service, you will have created a walking advertisement, which also will mean the sale of many receivers.

"Every radio distributor and retailer should maintain a service department, and see that his customers get service. It costs but little in comparison to the profits it will create.

"Obviously it pays to handle apparatus that gives the least amount of trouble. Crosley apparatus was designed with this view in mind. Our large production has a tendency to show up the inherent weaknesses, which can be readily detected and corrected; also the simplicity of construction makes it cost the least to service.

"Service not only means the keeping in repair of a receiver but the giving a customer the best dollar for dollar value obtainable on the market.

"Service to the customer is assured by Crosley because, besides building a receiver that rarely gives trouble, he has asked his distributors to keep Crosley parts in stock so that should a part become broken in transit or through misuse, the customer is sure of obtaining a replacement in the least possible time—and Crosley dealers are everywhere."



New Crosley Engineering Achievement Approved By Over 200 Experts

A three tube set with five tube efficiency—the greatest selectivity with the minimum effort—positive calibration to any wave length between 200 and 600 meters. These are only a few of the many advantages offered in the remarkable new Crosley Trirdyn Radio Receiver.

It was only after a year of constant experimenting, that our engineering department perfected this exceptional receiver. Thorough tests proved to us that it would out-perform any receiver ever before produced. But we were not satisfied with our own opinion. So we shipped out 200 of these sets to experts in every part of the United States. Their criticisms are one and the same—"tried out your new Trirdyn Receiver Saturday night and logged 13 stations, among them Cuba, New York and Omaha, between 9 and 10 o'clock. The set was very selective. During the time this test was on, local station KSD was operating and we went through them without any difficulty or interference whatever. The range of the local station was not more than three points variation in the dial setting."

"Tried one of these sets and obtained wonderful results. Were able to log all stations which we heard very successfully. This set should go over big." "The set has wonderful volume and is selective"—etc.

because of its original combination of the "R's"—Radio frequency amplification, Regeneration and Reflex. The first tube incorporates non-oscillating, non-radiating tuned radio frequency amplification; the second tube, a regenerative detector reflexed back on the first tube for one stage of audio frequency amplification. Then it has a third tube which acts as a straight audio frequency amplifier. It uses the ultra selective aperiodic antenna circuit and external selector coil, which adds to its wonderful selectivity.

The Crosley Trirdyn in range, volume and selectivity is the equal of any five tube receiver on the market. Greater volume will, of course, be obtained through the use of storage battery tubes, but it will function well in any type and can be used with either indoor or outdoor antenna.

The opinion of many experts have convinced us that the Trirdyn is the best receiver ever offered the public regardless of price.

Practically every radio dealer can furnish you Crosley Radio Sets, including not only the Trirdyn, but the Model 51, a two tube set for only \$18.50; the Model V, a single tube receiver at \$16.00; the Model VI at \$24.00; the Super VI at \$29.00; the Model X-J at \$55.00 and the Super X-J at \$65.00.

This new Crosley triumph is called the Trirdyn

See This New Wonder At Your Dealers

All Crosley Regenerative Sets are Licensed under Armstrong U. S. Patent No. 1,113,149.

CROSLY
Better -- Cost Less

Crosley produces more Radio Receiving Sets than any other manufacturer in the World.

Radio Products

THE CROSLY RADIO CORPORATION

POWEL CROSLY, Jr., President

200 ALFRED STREET

CINCINNATI, OHIO

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

Owners of Trirdyn Fail to Worry About Reception in Summer

(Continued from Page 1)

plifier, but after getting yours into operation found that I did not need it, and it brings in a better quality of tone, and with greater results than with the Amplifier.

"Just a word about what I have tried as to aerial results with your Trirdyn. I have one aerial 125 feet long, and 180 feet high. Under this about ten feet from the ground I run another wire and storm conditions with all of the recent weather with lightning has not kept me from enjoying radio, and I have already settled down to have radio during the extreme conditions of Summer. I have another aerial in the room that is 20 feet in length, and the Trirdyn gets them without much static on this. Lastly I have a loop aerial, and run a wire from this to the window screen, and with this arrangement alone get WOC; WOS; WSB; WBZ; WGY; and KDKA comes in without any aerial.

"If this little write-up will assist some that have spent money in trying to get results you may tell them to buy them a Trirdyn, and it will settle the question.

"Yours truly,

"(Signed) B. H. Greenlee,
"Box 584,
"Jackson, Ky."

* * *
"June 7, 1924.

"The Crosley Radio Corporation,
"Cincinnati, Ohio.

"Gentlemen:

"I thought you might be interested to know how well I am doing with my own CROSLY TRIRDYN set in Philadelphia.

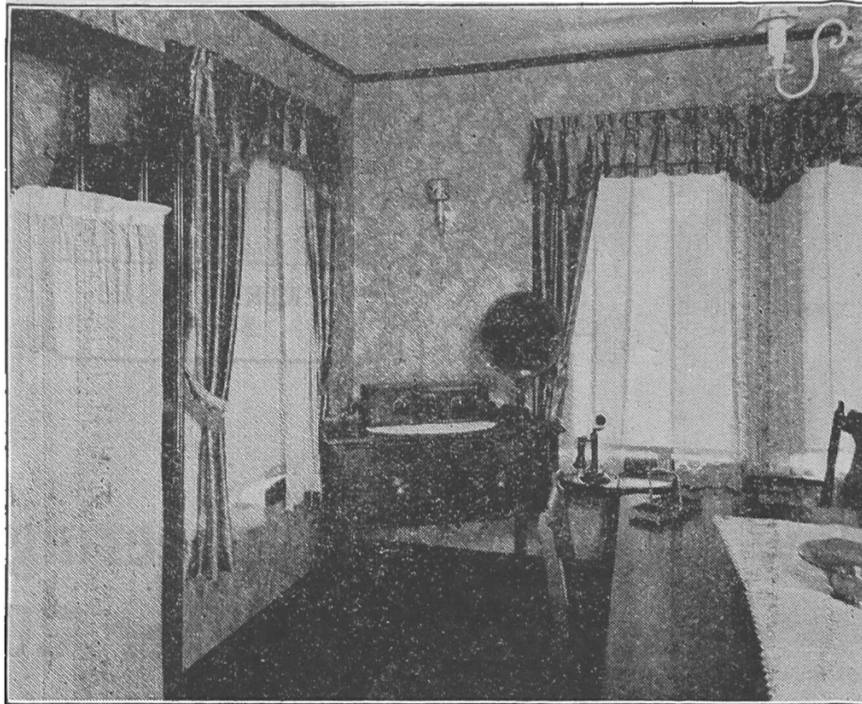
"Well, we have several powerful stations here, which many of the most higher priced sets are unable to tune out.

"I want you to know that my CROSLY TRIRDYN is the easiest set I have ever tried; at first while I did not understand the set so well, I just went at it in my own way, and tuned in Pittsburgh, Cincinnati (WLW), Chicago, Kansas City, Montreal, Springfield, Atlanta, and others of which I made no notation; but the one I am most proud of, and which prompts this letter is KFI, Los Angeles, which came in fine.

"All of these stations, with the exception of KFI, came in while two powerful Philadelphia stations were on, one at 395 and one at 509.

"Now as to calibration: I took the instruction sheet which comes with the CROSLY TRIRDYN receiver, and set my dials exactly as calibrated on the sample chart, which no doubt was logged in Cincinnati, and here in Philadelphia brought in KDKA, WSB, WHAS, right here. By a very slight change on detector, I brought in WGY and by a further slight change WBZ,

Trirdyn In Model Home



Above is a reproduction of a picture taken in the Wickham Model Home being constructed in Cincinnati. Thousands of people have been attracted to this beautiful place, the builders having invited the public to inspect what they consider to be a really Model Home. The Trirdyn was installed by The Rudolph Wurlitzer Company, which recently added Crosley radio receiving sets to their line.

while WIP and WFI in Philadelphia were on.

"It certainly is a super sensitive receiver, and cannot fail to become a wonderful seller.

"Very truly yours,
"Heller Radio Agency,
"By M. Rudy Heller."

* * *

"June 7, 1924.

"The Crosley Radio Corporation,
"Cincinnati, Ohio.

"Gentlemen:

"Enclosed please find check in payment of the Trirdyn set you sent me.

"I want to take this opportunity to tell you that this set is far superior to any other that I have used. It is no trick at all to get distant stations, like Oakland, Cal., which comes in so loud that by hanging the ear phones, it can be plainly heard without the use of a loud speaker.

"Wishing you continued success, I beg to remain,

"Yours very truly,
"G. M. Mosler, President,
"The Brighton Bank and
Trust Company,
"Cincinnati, O."

**Dealer's First
Year of Radio**

(Continued from Page 4)

The matter of responsibility is a serious one for the average dealer to think about before he casts his hat into the ring of bulb-set specialists.

From enough experience to feel

issue, I should emphatically say that the store which is expecting to do a continuous business in the sale of bulb sets must either have a regular member of the force who is specially equipped to install, regulate, listen to complaints, adjust, make trade-ins and all that sort that we know something about the of thing, or an outside radio man must be placed in charge of this department.

What little dabbling we have done with installing bulb sets has been done under the supervision of a high school lad whom we have engaged to attend to such matters in after school or evening hours.

But I have not touched on the big part of the question, so far as our experience with radio is concerned.

This may be covered with the term "Radio Supplies," and remember my former suggestion that they be "popular priced."

We learned from the very outset more than twelve months ago that many an amateur was not satisfied with merely purchasing a commercial set, whether it be of the crystal or bulb variety. And even providing that he did purchase his first one, by this date he has probably made at least a half-dozen more since then for relatives or friends. In fact, I know of one lad who has made and installed as many as twenty sets in the year, and he still is at it.

Our specialty has been radio supplies at a popular price, and I cannot emphasize this too strongly.

To be sure it has taken us some months finally to get established and know right where to turn for the best prices on most of the many

dozens of articles that now comprise our radio stock.

First of all, to show the uninitiated just how the first step is undertaken we have erected a store aerial, and on many occasions I have taken a prospective customer out to the rear of the store, pointed skyward and indicated the various steps necessary for putting up a satisfactory outfit.

We always have some type of radio set connected with this aerial, and often we are able to demonstrate how the set sounds if the broadcasting station is operating.

For the initiated, they come to us with hookups clipped from newspapers or radio magazines and we check over the list of items called for, with an occasional suggestion that has come our way from previous experience.

The tube, the B battery, the dry cell, the head phones, are so common to all bulb sets that these items are invariably good and possess a remarkable turn-over.

As a last word, I would lay a tremendous emphasis on the value of advertising in the local newspapers.

Ours are weekly papers and we take regular space in the two published in our town and also in one published in a town five miles distant.

We can check definitely on this advertising in many instances and know that it has been instrumental in helping develop our business.

Select (with expert advice if you need it) the items most generally used in radio sets, both as accessories to the commercial set and as parts for the home-built outfit.

Find markets where you can buy them at a right price.

Advertise your prices in your local advertisements.

Get a good assortment of booklets and folders from various manufacturers, imprinted with your store name and address.

Talk radio to prospects, sell an aerial at the first sign of interest.

Learn to become interested in your own radio set (and you really ought to have one to stimulate a continued interest).

Subscribe to a good radio magazine.

Read the radio section of your favorite daily newspaper (and the Sunday sections contain the latest developments which will surely bring food for store over-the-counter visiting).

If you do these things, even though the radio never passes beyond the side-line limit, I think you'll find it one of the most interesting and most profitable lines you have ever taken hold of in your whole store history.

LIKE HIS FATHER

"Wot you doin' chile?"

"Nothin', many."

"My, but you is gettin' like yo' father."—Boston Transcript.

CROSLEY

51-P ~ \$25.00

Take your entertainment with you



SINCE the announcement of the Crosley 51, early in February, the popularity of this two tube set has grown by leaps and bounds. Selling at the price of \$18.50, it established an entirely new standard of value in the radio world. This receiver gives ample volume for a loud speaker on local receiving stations, and, under average receiving conditions, gives ample volume for a loud speaker on distant stations, frequently up to 1,500 miles or more. Under bad receiving conditions it is advisable to use head phones on distant stations.

Since the announcement of the regular Crosley 51, there has been an insistent demand on the part of jobbers, dealers

and individuals for a Portable 51. Here it is. The same wonderful little receiver that is now known so well as the 51, in a leatherette covered, portable case, with nickel plated trimmings and hardware.

Unlike most portable receivers, the case of the Portable 51—known as the Crosley 51-P—has ample room for a real power plant of batteries instead of a limited space for flashlight batteries, which have a very short life, even on dry cell tubes. The Crosley 51-P has ample space for three full sized six inch No. 6 dry cells to furnish the filament current for dry cell tubes. There is also room for three Eveready No. 764 vertical, intermediate 22½ volt "B" batteries, or the equivalent Burgess and French batteries, thus giving 67½ volts for the plates of the tubes, which means ample loud speaker volume under proper conditions. There is also ample room for a "C" battery, and provision is made for connecting in a "C" battery if desired. There is room for one or two coils of insulated flexible wire to be used as an antenna and ground wire, and there is a compartment for head phones.

The traveling salesman will take the Crosley 51-P with him to while away the evening hours when there is nothing else to do. He can drop a wire out of his hotel window, attach another wire to the radiator, and bring in stations within a reasonable range, and enjoy all of the pleasures of radio wherever he goes. The same is true of the camper and the automobile tourist. The farmer will use the Crosley 51-P in his home and when he goes visiting will take it along so that his neighbors, friends and relatives can enjoy the pleasures of radio when he comes to see them. Such organizations as Boy Scouts, Girl Scouts, and other clubs will find the Crosley 51-P an ideal receiver to round out the entertainment of the organizations.

The Crosley 51-P is so light and convenient, and can be used so efficiently on a small antenna, that it is recommended for canoes, motor boats, yachts, and for travelers on ocean voyages and on board trains.

The price of the Crosley 51-P is \$25.00. This does not include batteries, head phones, tubes or antenna equipment, which can be added at an additional cost of less than \$25.00.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 ALFRED STREET

CINCINNATI, OHIO

Radio Advertising Field Dominated By Crosley Corporation

(Continued from Page 3)

people are thinking and saying." Mr. Crosley has the same thought in mind in his constant alertness to find out whether his advertising program is having the desired effect. He insists on getting all the facts, realizing that successful advertising has to take into account things as they actually are rather than as the advertiser wants them.

The Crosley company, like many other leading manufacturers, maintains a broadcasting station to help create a reason for people to purchase radio sets. One night while listening to a musical program being put on the air in his station at Cincinnati, Mr. Crosley suddenly decided he would see how the program appealed to the multitude. He stepped to the microphone, asked for expressions from his unseen audience and requested that his listeners telegraph him what they thought of the program. He promised a five-pound box of candy to the sender of the first telegram received from each State. He heard from every State in the Union except five, receiving more than eighteen hundred messages in all.

Having a receptive attitude toward advertising, it is not remarkable that he should be willing to try the plan proposed by the business-paper man. This he did in a whole-hearted way. Other manufacturers in his line advertised not at all or else used small space spasmodically and indifferently. Crosley jumped right in with space ranging in size all the way from a double spread up to six pages and carried the program out with no deviation through the year. In 1920 he had six jobbers displaying his line. In 1921 he had several thousand. This is the answer. He had obtained volume and his faith in advertising as a medium of keeping down the selling price and of making an amply sufficient profit in the aggregate was more than justified.

Then came the spring of 1922 when it seemed as if the whole world had gone crazy about radio over night. The Crosley Manufacturing Company, now known as the Crosley Radio Corporation, natural-

ly branched out into the production of radio sets, producing one of the crystal variety to retail at fifteen dollars. This quickly gave place to a non-regenerative one-tube set.

At that stage of radio development broadcasting stations were not only few and far between but their range was limited owing to their using only twenty watts or so of power. Nevertheless there was a wild scramble for sets. Jobbers placed open orders and gladly took all the equipment that the factories could turn out.

But tribulation came on apace. With the arrival of summer, radio fans became aware of that previously unexperienced influence or nuisance called static. Sales fell off. The static was so strong that people suddenly decided radio was not such an attractive thing after all. The trouble was apparent enough. It was due to the weak broadcasting stations rather than any inherent fault in the radio sets. But while the manufacturing interests were arranging new circuits to overcome static, and were increasing the power of the stations to five hundred and a thousand watts, the jobbers were stuck with large stocks of sets that would not sell.

The Crosley company assumed the burden of every jobber carrying a stock of its sets. Either the sets were taken back or satisfactory financial arrangements made.

During all this trying time, however, Mr. Crosley did not falter for an instant in his advertising program. He stood out as a solitary figure in the industry by using six pages of advertising per issue throughout the year in certain publications. He secured the jobber's cordial good-will by his co-operation in the matter of the overstocks. He strengthened the jobber's faith and stiffened his backbone by the

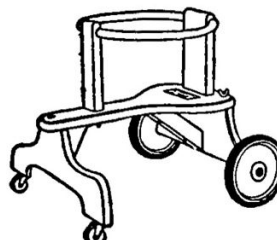
persistent and smashing advertising campaign.

The cumulative effect of this merchandising policy came on with a rush after the strengthened broadcasting stations had minimized the static problem. The company, which gradually had extended its manufacturing problem to take in six distinct radio sets, was overwhelmed with orders. The same pricing policy, it must be understood, was followed with each make of set, as was the case with the socket. The selling price was based on the volume which the company's experience with the socket had shown could be produced by dominating advertising.

The factory has been running at capacity ever since. A short time ago the business of The Precision Equipment Company of Cincinnati was taken over and the two concerns reorganized as The Crosley Radio Corporation with Powel Crosley, Jr., as president. The corporation now occupies three large plants in Cincinnati, including its own woodworking cabinet plant. So pronounced has been the expansion made possible by its merchandising policy that a fourth plant, larger than the three combined, is being equipped for additional manufacturing.

Austria is forming a company for radio telephone service and broadcasting.

The Go-bi-bi



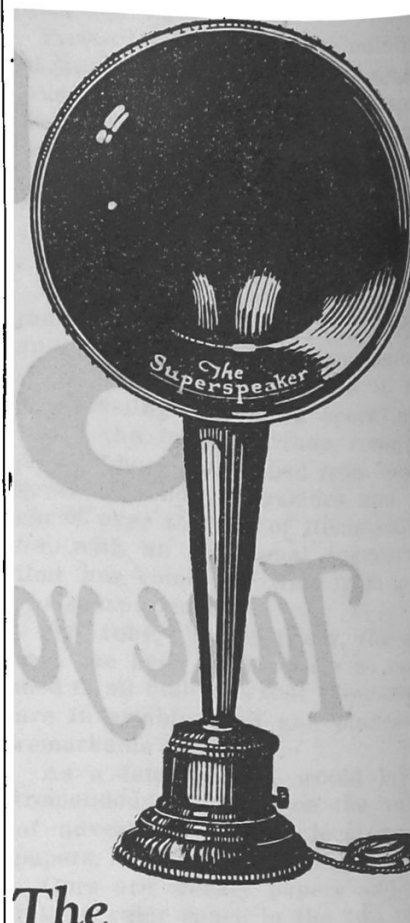
No longer does Daddy carry the infant about in his arms while mother prepares supper. Little brother and sister do not have to sacrifice their play hours to take care of the baby. And Mother—look at Mother, just as carefree as the children. All because the Tiny Tot in this home is learning to walk by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

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

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

CROSLY MFG. COMPANY

1632 Vandalla St. Cincinnati, O.



The Superspeaker THE ONLY SATISFACTORY REPRODUCER

is one you can adjust, and the best adjustment we know is the simple, cam-operated feature which enables **The Super-Speaker to reach out and really sweep the ether — No extra batteries or coils.**

Big, substantial, non-metallic horn, without echo or destructive resonance—A fine, ebony-glossed musical instrument every Radio Merchant can be proud to sell. Big production makes it possible to supply several more good dealers, so write quickly.

JEWETT RADIO & PHONOGRAPH COMPANY
5680 Twelfth Street
DETROIT MICHIGAN

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

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

Bond Department
THE FIFTH-THIRD NATIONAL BANK
of Cincinnati.

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

Radiocasting of Two National Conventions Makes Million Fans

Persons Who Heretofore Were Skeptical Regarding Radio Now Are Ready to Purchase Receiving Sets.

"Radiocasting of the National Republican and Democratic Conventions did more to popularize radio than anything heretofore attempted."

That is the expression of opinion of thousands and thousands of fans who have written to the various high powered stations, including WLW, operated by The Crosley Radio Corporation, during the past few days. This effort on the part of the Crosley Corporation certainly has been appreciated by those listeners who enjoy being permitted to be in such close communication with the men and women who are delegated to select the candidates for the presidency and vice presidency and draw up the platforms upon which the two major parties stand.

Radiocasting of the conventions was perfect. Every speech was heard perhaps better by the radio listeners than it was by those in the convention halls. The music, shouting, singing, etc., came in so clearly that a person without the least imaginative power easily could enjoy the proceedings just as well as those who actually were present.

Receiving sets with power amplifiers were placed in public places in practically every city and village in the country, and surrounding each there was an interested crowd at all times. Even in the most remote cross-road hamlets there was some person who so arranged his receiving set that the villagers could hear the speeches, the feature being enjoyed by the farmers who otherwise would have been compelled to await the coming of their weekly paper before having the least idea as to what was "going on."

Because of the fact that the radiocasting was so perfect and the event so interesting, it is safe to estimate that at least one million persons were added to the tremendous army of radio fans. There is no reason in the world why there should not be an enormous demand for receiving sets right now, as a great majority of the men and women who listened to the conventions are eager now to have sets of their own. These people realize that the radiocasting of the conven-

(Continued on Page 6)

Unlimited Surprises Are Offered By Great Radiocasting Stations; Paul Althouse On WLW Programs

Radio broadcasting offers unlimited surprises to the listener. This is due to the necessity of arranging programs far in advance and when made out and sent to this publication at least three weeks prior to the time of the actual concert, many changes are apt to occur. It is the desire of the program director to give the very best obtainable to the radio audience and to this end, much effort is expended upon the concerts that are broadcast.

Three weeks is an exceptionally long time in radio and much can happen to change the arranged schedule. It is, therefore, not always a good thing to decide whether or not the radio audience will listen-in to a special program as announced in the newspapers. A few examples of the fine things

given to the radio audience that were not on the scheduled printed program from the WLW station of The Crosley Radio Corporation, may be of interest to those who too quickly decide whether they will listen-in or not. It always pays to tune-in to WLW.

Paul Althouse, famous tenor, formerly of the Metropolitan Opera Company, was a "surprise" when presented on the Western and Southern Welfare Association's program through Crosley WLW. Mabel Garrison, also of the Metropolitan Opera Company, was an unannounced artist from that station. Of the other important personages who have been heard, although not previously programmed, were Corliss Hooven Griffis, the man who tried to bring G. C. Bergdoll back

(Continued on Page 6)

Girl Promoted With Honors After Mother Gives Her Radio Set

Child Lost Interest In School Work Until Given Chance to Study While Listening-In.

Little Beatrice Owens passed from the eighth grade with honors because her mother gave her a radio for Christmas . . . and thereby hangs a story which came to our ears in the following manner:

When The Enquirer contest for the most popular radio announcer was on the mother of Beatrice called up the Crosley station to tell how her little daughter was collecting votes in favor of Mr. Smith because . . . well, that's the story:

Beatrice Owens was a bright child, but books and study were not pleasant companions. Consequently, she made very poor grades in her school work. Her mother used to say to her: "Now Beatrice, you run into the front room and study, and I'll wash the supper dishes." Beatrice would run into the front room, but when, fifteen or twenty minutes later, the mother would tip-toe in to see what the girlie would be doing, there the child would be, close to the window, dreamily gazing out into the street!

In the meanwhile, the report cards would come in with grades

LOOK OUT BELOW!

While testing out an airplane radio-phone transmitter at McCook Field, Dayton, recently, the embryo announcer, Mr. Studebaker, caused a commotion in that section of radio land. Tiring of repeating numbers and phrases for the ear of the receiving operator at the Flying Field, he started singing. Suddenly there burst upon the air: "London Bridge is falling down, falling down, etc."

The phone in the radio laboratory of McCook Field began to ring loud and continuously. To the operator's answer, a feminine voice announced that she had just got in touch with an airplane on her radio set. "There's a man up there who seems to be in distress", she continued, "he keeps calling that he is 'falling down', and I thought you might want to send up another plane to help him."

It was a joke on Mr. Studebaker, who now sticks to meaningless numbers and words when testing out the airplane transmitter.

and marks lower and lower. The poor mother made promises of presents, parties and all sorts of things, but nothing tempting enough to rouse Beatrice to a point where she

(Continued on Page 6)

Genuine Armstrong Portable Receiver Offered For \$18.00

One Tube Long Distance Radio Set Is Installed In Handsome Quartered Oak Carrying Case.

A genuine one tube Armstrong Regenerative Portable Radio Receiver for \$18.00!

Such is the latest offering of The Crosley Radio Corporation. This new receiver is illustrated and described in full on Page 7, of this issue of The Crosley Radio Weekly.

The new set will be known as the Crosley 50-P. It is mounted in a handsome quartered oak, natural finished carrying cabinet, having nickel plated trimmings and a leather handle. There is a compartment large enough to house one standard six-inch No. 6 dry cell "A" battery and a large "B" battery, thus providing for an ample power plant for continuous use over a reasonably long period of time with the popular W D-11 or W D-12 vacuum tube. This set can be used as a stationary set in the home, or can be used as a portable one with which you can "take your entertainment with you."

The Crosley 50-P, as stated above, is a genuine Armstrong Regenerative receiver, manufactured under Armstrong U. S. Patent No. 1,113,149. It must be remembered that the regenerative circuit means infinitely larger range and infinitely greater volume than can be obtained in any other manner. In other words, no single tube non-regenerative radio receiver can be compared with the Crosley 50-P.

Distant stations will be heard with remarkable clearness by the person who, when traveling, desires to while away an otherwise tiresome evening. The salesman can throw a wire from the window of his hotel room, attach a ground to the radiator and tune in. The camper can erect a temporary aerial and listen to the various broadcasting stations. In fact there are thousands of ways that the new Crosley 50-P may be used to provide worlds of entertainment.

Dealers are advised to prepare for a tremendous demand for this set, which is being offered at such a remarkably low price. Just think, only \$18.00 for a real Armstrong regenerative portable radio receiver.

Broadcasting of news in India is forbidden.

Crosley WLW Programs For Week of July 13th

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 13th. Eastern Standard Time.
423 Meters.

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

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 14th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports.
Opera talk with musical analysis.
5:15 P. M.—Baseball Results.
8:00 P. M.—
GRAND OPERA FROM THE CINCINNATI SUMMER OPERA SEASON AT THE ZOO.
Mr. Ralph Lyford, director.
Intermission of the Opera.
Popular program by the "MUSIC MAKERS"
Alvin Roehr, Violin and Manager
Fred Goosman, Trumpet
M. B. Van, Saxophone
"Pete" Miller, Banjo
"Bill" Braun, Trombone
"Art" Mees, Piano
"Nat" Barnhart, Drums and Effects.
CONTINUATION OF OPERA.
(Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 15th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Times-Star News. Topics of Interest to Women.
10:00 P. M.—
Special Program by the GLEE CLUB of the LITTLEFORD Collegiate School of Business, Cincinnati, directed by G. E. McClellan.
1. Glee Club (Mixed voices accompanied by piano, violins and cornet)
(a) "America The Beautiful"
(b) "Morning Will Come"

2. Violin Solo:Selected Robert Schneider
3. Male Quartet (The Harmony Four) "Old Favorites"
4. Piano Solo:Selected Harriet Morris
5. Reading: "Aboard A Zoo-Eden Special"Selected Clara Bamberger
6. Male Quartet:Selected
7. Whistling Solos:Selected Lucille Foster
8. Baritone Solo:
(a) "A Brown Bird Singing"Hayden-Wood
(b) "Tired"Spickles G. E. McClellan
9. GLEE CLUB:
(a) "It Isn't Any Trouble"
(b) "Cincinnati"
10:30 P. M.—
Popular program by FOSTER'S SOUTHERN BELL-HOPS.
11:30 P. M.—
Violin Recital by William C. Stoess, accompanied by Rosemary Ellerbrock at the piano and celeste. (Violin used is the original Amati, formerly the possession of King Charles the Ninth of France, now in the collection of rare violins of Mr. Albert V. Mertes of the Violin Shop, Cincinnati. It is valued at \$15,000.)
11:55 P. M.—
SPECIAL PROGRAM by the CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and Manager
Art Hicks, violin and Director
William Koch, saxophone and clarinet
Rex Adkins, trumpet
Frank Bamberger, trombone
Leon Warren, banjo
Bud Ebel, drums
Ray Fetzer, tuba.
(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 16th. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Program for the "Shut Ins" given by the Wurlitzer Social and Musical Visitors under the direction of Mr. and Mrs. William Duning.
8:00 P. M.—
Song Recital by Leonore Pilgrim Schwab's Children's Chorus.
1. Morning March Song ... (Wilkins)
2. Pansy Song (Roberts)
3. Spring (Davis)
4. Recitation ... (Grace Lee Newkirk)
5. Jack and Jill (Johnson)
6. Goodnight (Davis)
Bertha Mae Brick, Jeanette Dattilo, Cosmer Dattilo, Margaret Dinwiddie, Louise Eberhardt, Nadeem Haley, Ruth Hill, Earl Hill, Edith Holder, Isabel List, Lois Maddox, Grace Lee Newkirk, Cosmer Pirino, Mildred Soule and accompaniments by Mildred Brodt. (ages from 6 to 12 years).
8:20 P. M.—
Popular Music presented symphonically by the VIRGINIA ENTERTAINERS.

Jack Bauer, director, trumpet, violin and saxophone
Dick Rye, clarinet and trumpet
O. V. Speybrook, saxophone, trombone and Manager
Perry Bechtel, banjo and vocalist
V. A. Johnston, piano and arranger
A. F. Joseph, drums and effects.
9:00 P. M.—Violin Solos ... Selected Miss Margaret Rolfe
Musical Comedy Selections.

THURSDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Solos by Miss Adelaide Apfel.
10:30 P. M.—
Unusual program by Messrs. Mason and Fricke, banjoists.
1. March: "Our Boys"
2. "Hawaiian Love Song" (playing and string harmony)
3. Medley of "Old Airs"
4. Little Waltz Medley.
10:25 P. M.—
Violin Solos by Lowell Cristey, accompaniments by Miss Anne Cockburn.
10:35 P. M.—
Concert by the Mastropolo Trio, including violin solos and duets for cello and violin.
Miss Rossina Arrico, at the piano.
11:00 P. M.—
Popular program by the DOHERTY MELODY BOYS.
Frank Pendergast, piano
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Bake Holthaus, drums
J. L. Doherty, banjo and Manager.

FRIDAY

RADIO PROGRAM WLW

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

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

SATURDAY

RADIO PROGRAM WLW

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

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

DAILY PROGRAM

10:30 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening 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 closing 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 8:00 P. M.

FIRST PRIZE AWARDED TO CROSLY STATION IN KENTUCKY CELEBRATION.

The first prize in Contest No. 1, conducted by Kentucky's 1924 Home Coming Radio Broadcasting Contest, was won by Fred Smith, studio director of The Crosley Radio Corporation.

This contest was started in order to secure a list of native Kentuckians who now reside outside of the Blue Grass State.

Announcement was made through the Crosley WLW station, asking all the Kentuckians to write to the Cincinnati station and their letters would be forwarded to Kentucky's Home Coming Committee. Several other stations did likewise and the prize was awarded to the one receiving the largest number of replies. The week of June 16 to 22 has been set aside in Louisville, Kentucky, for the festivities.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

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

RADIO AIDS THE PRESS

The first radiocasting of national political conventions brought radio into some newspaper offices where it had never before penetrated. It is said to have been of value to the managing editors in two ways: First, that it actually beat the press wire reports by about two minutes; and second, it enabled the managing editors and make-up men to anticipate stories and keep in touch with the actual spirit of the conventions.

Here in Cincinnati the editor of a leading daily had a radio receiving set on his desk and directed the make-up of his paper while he listened in to the convention, from the actual platform as it were. He could feel the pulse of the sessions. He was able to get the "feel" of the convention. During the balloting, he added up the votes for each candidate as they were announced and kept tab on the votes necessary to win the nomination. He secured a definite line on the spirit of the applause at each nomination speech, as well as outbursts following the casting of the votes by delegations, and judged himself whether or not the cheering and applause were manufactured, inspired or spontaneous. This was a side light editors who remained at their desks never could secure before and it was valuable, making possible better editing and follow-up stories. Radio brought in an additional story—one the correspondents could not write.

In general it is believed the radiocasting of the conventions sold radio reporting to many dailies which heretofore have passed up an opportunity to listen-in during the radiocasting of national events. It not only supplemented the wire service, but insured another direct channel for news, especially when bulletins and flashes were due, and aided in anticipating the need for extra editions, speeding up their issuance.

Some radio fans feel that radio has eliminated the need for extra papers, but, on the other hand, the radio announcements carry bare facts without interpretation. Radio broadcasts are gone in a moment, whereas the papers are longer lived and carry news and features, follow stories and views of authorities which do not come over the radio. All of which, others argue, make

the extra or the next issue of a newspaper all the more interesting and necessary to the radio fan.

YES, WE'RE BUSY

Hurrying through one of the crowded streets in the downtown section of Cincinnati the other day, we met a friend, who greeted us like this:

"Why Bob, why the hurry? You look as though you were busy. I thought you people in the radio business did not have much to do in Summer."

And we replied:
 "Busy? Well I should say. Just get out of your head the idea that we have nothing to do in Summer. Our plant is running full force, and still we are having trouble keeping ahead. Radio has become so popular that the manufacturers are affected very little by those so-called summer interferences. Yes, you bet your life we are busy."

RADIO WAVES TRAVEL SLOWER THAN LIGHT, OFFICER SAYS.

San Francisco.—Radio waves travel slower than light.

Such is the discovery recently announced by Captain J. J. See, Naval mathematician and astronomer, at the Mare Island navy yard here.

According to Captain See, the radio wave travels around the globe with a velocity of 165,000 miles a second. Captain See considers that his discovery in velocity of the propagation of the radio wave about the earth may prove the most notable step in the development of the wave theory since Roemer's original discovery of the velocity of light in 1875.

In an outline of his discovery, Captain See said since the wave is propagated in ether it is remarkable that there should be the long recognized velocity for the radio wave as it bends around the globe. He continued.

"In 1914 there was an official interchange of signals between the naval observatory at Washington, and the national observatory at Paris. The mean velocity of the wireless wave was found to be about 173,000 miles a second.

"Early in March of this year, a wireless signal was sent from the sending station near New York to Warsaw, Poland, and reflected back in .054 of a second time. The double distance is 8500 miles and the speed of the transmission comes out about 158,000 miles a second or about 15 per cent less than the velocity of light.

"The mean of the two independent determinations of the wireless wave is 165,000 miles a second, or 20,500 miles a second less than the velocity of light. That is eleven per cent slower than light travels in free space. So great a falling off in speed, in two well devised experiments, separated in time by ten

years, could hardly be the result of chance, and thus we are led to recognize that radio wave certainly travels at least ten per cent slower than light over distances such as those separating Europe from America.

Radiocasting Will Increase Regard For Music, Kopp Says

Requests For Good Music Far Outweigh Those for Other Kind, Sunday Evening Entertainer Declares.

William Kopp of the Cincinnati Symphony orchestra, who is directing the orchestral concerts given under the auspices of the Welfare association of the Western & Southern Life Insurance company every Sunday evening at Crosley station, WLW, says of his radio experience:

"It was a strange and peculiar feeling that came over me the first time that I played and conducted the orchestra at WLW. Not having taken any particular interest in radio before, I did not realize the fact that I was playing to so many thousands of listeners until a few days after, when I met Fred Smith, who asked me to read over a few of the seven hundred letters and telegrams he had received from listeners-in to our first concert. And not until I had read some of the grateful letters from the unfortunate shut-ins, for whom these concerts are given, did I realize what a wonderful thing is radio. I am told we play to no less than two hundred thousand people every Sunday evening.

"My orchestra consists of 12 professional musicians selected from the first chairs of the Cincinnati Symphony Orchestra, namely: Two first violins, 'cello, bass, flute, clarinet, oboe, two French horns, trumpet, trombones and piano. All of them are enthusiastic.

"Judging from the requests received from our numerous phantom auditors, I certainly believe radio-

casting will do great things for the development of musical appreciation; for the requests for good music far outweigh those for the other kind. My programmes are made up almost entirely of request selections. Naturally, it is quite impossible to play certain requests, such as the Brahms, Mozart, Dvorak, Liszt and Tschaikowsky symphonies, with a small orchestra, but for the most part, the operatic selections, ballet music, and general orchestral programmes are being given as requested."

It is interesting to remark that Mr. Kopp is a Cincinnati, and well known as coming from a family long identified with music. He has been an orchestra man from his very youth, and received his early musical training under the late Michael Brand. He was a member of the Cincinnati Symphony Orchestra under the direction of M. Brand, J. Broeckhoven, and the late Henry Schradick.

Mr. Kopp was a member of the present Cincinnati Symphony Orchestra when it was organized in 1895, at which time F. Van der Stucken was engaged as conductor.

Mr. Kopp played first trumpet for nearly 10 years with the Symphony. During this time he was first chairman with the Weber band and also the famous Bellstedt-Ballenger band. After this he was elected bandmaster of the First regiment and served two years, succeeding the late George Smith, Sr. He made several tours with his own organization, after which he rejoined the Cincinnati Symphony Orchestra, with which organization he recently closed his twenty-fifth season. He has been the assistant conductor of this organization for two seasons and also conductor of Summer orchestra at the Zoo.

An old colored man was arraigned before a justice on a charge of assault. During the proceedings the judge asked him if he wanted a lawyer appointed to defend him.

"No, no, Judge," he replied; "I don't wan' no lawyer, but I sutinly would like a couple of good witnesses, if you got 'em."—Borrowed.

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

WLW Artist Plays Violin Once Owned By King Of France

Instrument Used To Play Funeral Dirge of 40,000 Huguenots During Massacre In 1572.



The picture above shows Willie Stoess, assistant to Fred Smith, studio director at WLW, holding a violin on which Charles IX of France played the funeral dirge of 40,000 Huguenots on the night of the massacre of St. Bartholomew, August 24, 1572, is owned by Albert V. Mertes, 22 West Twelfth street, collector of rare instruments. Mr. Stoess played this violin during a concert radiocast recently from WLW.

The violin was purchased by Mr. Mertes through his French representatives. It was made by Andre Amati and is valued at more than \$10,000.

Among thousands of violins, this instrument would attract even the untrained eye. It is crested with the lily of France on both faces and on the under side are letters which Mertes points out as being the monogram of Charles IX.

This is the story of the "bloody" violin, as Mertes tells it:

"On the night of August 24, 1572, Charles invited the Huguenot princes to dance at the palaces to the tune of this very violin. But instead of dancing, these men cast themselves on the daggers of the Duke of Guise, of the Morevals and the Besmes.

"At the same time the bell in the tower of St. Germain-l'Auxerrois was tolling the signal for the massacre, and outside on the pavements lay thousands of dead. And during it all, Charles played an 'Ave Maria' on this violin.

"The king then ordered into his room, his brother-in-law, Henry of Navarre, friend of the Huguenots.

"What is the matter sire?" asked Henry. "I hear shooting and screaming."

"Charles threw back the casement draperies and revealed the butchery. "I am rid of the Huguenots," Charles said, "the devil take them." And so great was his rage that he was about to smash this fiddle, but Henry sprang forward and saved it.

"The king aimed an arquebuse at Henry shouting:

"Kill, kill. Yes, I must kill somebody."

"I have saved your fiddle," said Henry.

"The king was content to fire from the window killing a passerby.

"After that he never played the violin. He hung it on the palace wall."

A second historic tale with which the violin is connected, is told by Mertes.

"There was one of the Swiss guards of Louis XVI named Jean Tardi. Jean was a sentry at the treasury house of the king. Here he saw the fiddle on the wall where the former king had hung it. The inspector of the treasury let him play it and Jean expressed a desire to own it

"Then came the French Revolution. The Swiss guards, reduced to 600 in number, drove back an army of 15,000. When Louis XVI ordered them to cease firing only seven were left. Jean was one of them. He escaped to the inspector's home. The inspector told him it was all up with the monarchy and gave Jean the violin.

"Later poverty caused Jean to sell the violin and it passed from one owner to the other until you now see it in my hands."

Mertes has Tardi's birth certificate and other documents bearing seals to support his story of the violin.

ENCOURAGE YOUR BOYS TO BECOME RADIO FANS

Under the heading "Who is to Blame?" Radio Doings, a magazine published in Los Angeles, prints the following editorial.

We have read in the papers of terrible crimes committed by two boys hardly out of their teens, and have shuddered at the thought of the suffering and grief of those who love these youths.

We cannot help but feel that if we take the proper interest in the manner in which our children spend their leisure hours and encourage them in all kinds of clean sport and amusement, that we shall save ourselves from many a worry and grief in days to come.

It is not during the daylight hours that we need to guide the steps of our youth. If they are healthy in mind and body they will enter into the clean sports of the schools and their minds will be kept clean by inculcating "fair play."

It is during the hours of darkness that we should show our wisdom by providing the young mind with

JUST A LITTLE FUN

Mary had a Radio set, it nearly drove her crazy
But a Crosley 51 she bought, and she says that it's a Daisy.

—o—

There was an old woman who lived under the hill

And if she ain't moved she's living there still.

Baked apples she sold and carnber-ry pies

And she's the old woman who never told lies.

A man tried to sell her a Radio one day

But she picked up her broom and she chased him away;

And the neighbors all smiled when the old lady said:

"If I catch that fresh salesman I'll sure punch his head;

Can you imagine his nerve—Him telling Me—

That his set was as good as my CROSLEY 3B?"

—o—

Sing a song of sixpence, a pocket full of Rye;

You always should say Crosley when a RADIO set you buy.

—o—

Spell me Radio without using "I";
Why that's easy, C-R-O-S-L-E-Y.

—o—

Little Boy Blue come blow your horn;

The sheep's in the meadow, the cow's in the corn.

Where is the boy who looks after the sheep,

He's under the haystack fast asleep;

study and entertainment that will keep them interested.

Of all the pleasures and entertainment that have come to us in recent years none offers a better or more interesting field than RADIO.

Parents should encourage their children to study this new marvel and do all in their power to interest them in an art that provides clean entertainment, knowledge, music and at the same time KEEPS THEM AT HOME.

By bringing music into the home all are helped.

By listening to a good lecture all are benefited.

By bringing the church services and music into the family group all are better.

If you have not already a radio set in the home, GET ONE NOW and KEEP THE BOYS INTERESTED AT HOME. Tomorrow may be too late.

THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively

CROSLEY

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

And I sure hate to wake him, the poor tired kid,

For I've just seen his mother and I know what he did.

He saved up his pennies and a CROSLEY did buy

And all of the stations to record did try;

And this poor little fellow who works on a farm

Made a record of stations as long as your arm.

While I with my VERNIER dials and wheels

Get nothing but rattles and hisses and squeals.

So Little Boy Blue sleep on in the shade

And be proud of the record that your Crosley has made.

—o—

Behold the weaver at his loom how patiently he works;

And the spinner at his frame, you never see him shirk.

The blacksmith's bellows creak and roar, the anvil loudly rings;

As the helper, swinging high his hammer, strikes and sings.

Behold the banker, at his desk no more he wears a frown;

But smiles and says, a draft clerk is the one who lets the windows down.

The motorman who drives the car, the policeman on the beat;

Even the letter carrier smiles as he comes down the street.

Do you want to be a member of this happy little band?

We are the happiest family you can find in all our land;

It is no secret I am telling for we meet most every night;

Matters not what kind of weather, stormy, foggy or clear and bright—

Just send your name to CROSLEY for truly I must own;

Crosley puts the sweet in every HOME SWEET HOME.

—o—

—By Fred D. Capron,
DeLANCEY, FELCH & CO.,
Pawtucket, Rhode Island.

Homes under construction are being wired for radio.

—o—

Keep storage battery well filled, especially in summer.

DEALERS

For Immediate Delivery

CROSLEY

Better - Costs Less

APPARATUS

EIGHT BIG WAREHOUSES

WAKEM & McLAUGHLIN, Inc.
CHICAGO.

Great Difference In Radiocasting In But Two Years

Pioneers Remember How
Trains Interfered With Con-
certs—Program of Octo-
ber 6, 1922, Reprinted.

Away back in the "Stone Ages of Radio,"—it was in the Summer of 1922—those pioneer radio listeners enjoyed hearing announcements such as the following:

"The next selection from WLW, ladies and gentlemen, will be 'My Mammy,' to be followed by 'Give A Man A Horse He Can Ride'."

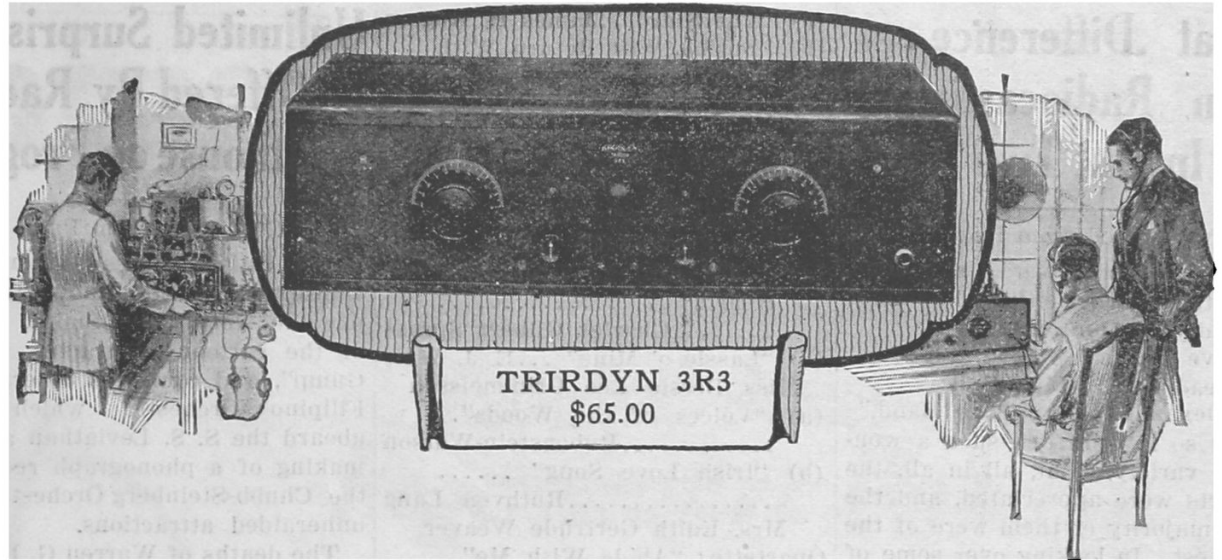
And then there would be such a terrific din—caused by a passing Baltimore & Ohio train—that more than half of the selections would be lost. Remember how the engineers took delight in permitting the radio listeners to hear the whistle and bell of the locomotive, probably trying to prove to their division superintendent, who might possibly be listening in, that they were careful in the approach of street crossings. The racket was so terrible that the concert would be inaudible, and on frequent occasions we would stand by until the engineer "completed his selection."

From the time the concert started until the "signing off" signal was sounded, the telephone rang continually, one person condemning the program, artists and announcer and the next saying they were the "best ever." When we believed we had an especially good program, we received the largest number of knocks, and when we were putting on something we believed was "punk," we were informed by our listeners that the "concert is simply wonderful." One person would shout for jazz, and when we would play a jazz selection we would be flooded with messages to "cut out that stuff and give us something classical." Verily, the task of an announcer was a tough one, but luckily for him the listeners were not close enough to cause any physical harm.

Our studio was a small, heavily curtained room in which there were but two windows and plenty of heat. When an orchestra crowded into it, we had a taste of what our evil brothers expect in the hereafter. The microphone resembled the phonograph horn of the old days, about a yard and a half long and with a far-end diameter of at least thirty-six inches. The broadcasting instrument itself was also in the studio, and the heat from the tubes, generator, etc., added to the suffering of the performers and announcer. But those were the good old days.

The present day announcer would turn in horror if one of the old-

(Continued on Page 6)



New Crosley Engineering Achievement Approved By Over 200 Experts

A three tube set with five tube efficiency—the greatest selectivity with the minimum effort—positive calibration to any wave length between 200 and 600 meters. These are only a few of the many advantages offered in the remarkable new Crosley Trirdyn Radio Receiver.

It was only after a year of constant experimenting, that our engineering department perfected this exceptional receiver. Thorough tests proved to us that it would out-perform any receiver ever before produced. But we were not satisfied with our own opinion. So we shipped out 200 of these sets to experts in every part of the United States. Their criticisms are one and the same—"tried out your new Trirdyn Receiver Saturday night and logged 13 stations, among them Cuba, New York and Omaha, between 9 and 10 o'clock. The set was very selective. During the time this test was on, local station KSD was operating and we went through them without any difficulty or interference whatever. The range of the local station was not more than three points variation in the dial setting."

"Tried one of these sets and obtained wonderful results. Were able to log all stations which we heard very successfully. This set should go over big." "The set has wonderful volume and is selective"—etc.

because of its original combination of the "R's"—Radio frequency amplification, Regeneration and Reflex. The first tube incorporates non-oscillating, non-radiating tuned radio frequency amplification; the second tube, a regenerative detector reflexed back on the first tube for one stage of audio frequency amplification. Then it has a third tube which acts as a straight audio frequency amplifier. It uses the ultra selective aperiodic antenna circuit and external selector coil, which adds to its wonderful selectivity.

The Crosley Trirdyn in range, volume and selectivity is the equal of any five tube receiver on the market. Greater volume will, of course, be obtained through the use of storage battery tubes, but it will function well in any type and can be used with either indoor or outdoor antenna.

The opinion of many experts have convinced us that the Trirdyn is the best receiver ever offered the public regardless of price.

Practically every radio dealer can furnish you Crosley Radio Sets, including not only the Trirdyn, but the Model 51, a two tube set for only \$18.50; the Model V, a single tube receiver at \$16.00; the Model VI at \$24.00; the Super VI at \$29.00; the Model X-J at \$55.00 and the Super X-J at \$65.00.

This new Crosley triumph is called the Trirdyn

See This New Wonder At Your Dealers

All Crosley Regenerative Sets
are Licensed under Armstrong
U. S. Patent No. 1,113,149.

CROSLY
Better -- Cost Less

Crosley produces more Radio
Receiving Sets than any other
manufacturer in the World.

Radio Products

THE CROSLY RADIO CORPORATION

POWEL CROSLY, Jr., President

200 ALFRED STREET

CINCINNATI, OHIO

Great Difference In Radiocasting In But Two Years

(Continued from Page 5)

time programs were suggested. Then they ran something like this:
1—"Sally In Our Alley."
2—"Ave Marie."
3—"Lead Kindly Light."
4—"Alexander's Rag Time Band."
And so it went on—such a wonderful variety. But, all in all, the concerts were appreciated, and the great majority of them were of the very best. In looking over some of the programs broadcast long ago, we came across the following, which was typical of those enjoyed by the pioneers:

RADIO PROGRAM

Given by

The Crosley Mfg. Company
W L W
Cincinnati, Ohio

Friday evening, October 6, 1922
(360 Meters)

- Anthem: "The King of Love."
.....Harry Rowe Shelley
Incidental solos by Miss Bessie Grimmeisen, soprano; Mrs. H. E. Caldwell, alto; Mr. Elmer E. Kyle, tenor; Mr. Rex Collison, basso, and chorus of students.
- Air: "Honor and Arms" (Samson)G. F. Handel
Mr. Arthur B. Kuhlmann
- (a) "Smile Through Your Tears"Bernard Hamblen
- (b) "Winter Memories"
.....Bertrand Brown
- (c) "Calm as the Night"
.....Carl Bohm
Miss Hester Pauline White
- (a) "A May Morning"
.....Luigi Denza
- (b) "I'll Take You Home Again, Kathleen"
.....Thomas P. Westendorf
Miss Ella Gertrude Devoto
- Duet: "Rejoice in the Lord,..."
.....P. A. Schneckner
Mrs. Edith Gertrude Weaver and
Mr. Arthur B. Kuhlmann
- (a) "Friend o' Mine"
.....Wilfrid Sanderson
- (b) "The Thrill of the Waltz"
.....S. Sinibaldi
Miss Ella Betz
- Book ReviewPaul Briol
- (a) "Give a Man a Horse He Can Ride" ...Geoffrey O'Hara
- (b) "Invictus"Bruno Huhn
Mr. Rex Collison

- (a) "The Star" ..James H. Rogers
 - (b) "Spring Will Return With You"Geoffrey O'Hara
 - (c) "Out of the Past"
.....Charles Marshall
Miss Harriet Rowlette
 - Piano Solo: "Prelude in C Sharp Minor" ...Rachmaninoff
Miss Frances Corinne Jones
 - (a) "'Tis Spring Within Our Hearts"
.....Charles Gilbert Spross
 - (b) "Lassie o' Mine" ...E. J. Walt
Miss Bessie Lee Grimmeissen
 - (a) "Voices of the Woods"..
.....Rubenstein-Watson
 - (b) "Irish Love Song"
.....Ruthven Lang
Mrs. Edith Gertrude Weaver
 - Quartette: "Abide With Me"..
.....Dr. Joseph Parry
Mrs. Laura Louise Lang, Mrs.
Edith Gertrude Weaver, Mrs.
David Davis, and Mr. Arthur B. Kuhlmann
 - (a) "The Quest" ..Eleanor Smith
 - (b) "My Mammy" .W. H. Neidlinger
Mrs. H. E. Caldwell
 - Air: "Why Do the Nations?"
(Messiah)G. F. Handel
Mr. Arthur B. Kuhlmann
 - Duet: "O Lovely Peace" (Judas Maccabaeus)G. F. Handel
Mrs. Lang and Mrs. Weaver
 - "Heaven Hath Shed a Tear"
.....Frederick Kucken
Mrs. Laura Louise Lang
 - Anthem: "The Lord Is My Strength"Caleb Simper
Chorus of Students
- Yes—those were the good old days.
- R. F. S.

JUNE DAY'S BUSINESS IS IN EXCESS OF DAY BEFORE CHRISTMAS.

The Radio Company, 409 High Street, Hamilton, Ohio, did more business on June 19th than it did the day before Christmas, according to Harry Farlander, representative of the company, who was a visitor at the Crosley plant recently. Mr. Farlander stated that he knew of no reason to complain about summer business, especially when a June day brings as much trade as does the day before Christmas, when the buying public always turns out in masses.

Parisian music teachers report more direct business as a result of broadcasting concerts they have been giving.

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

Unlimited Surprises Offered By Radio; Althouse on Program

(Continued from Page 1)

to the United States; Anton Lang, whose "Christus" is known throughout the world; Sid Smith, creator of the cartoon character, "Andy Gump", and countless others. The Filipino Orchestra which plays aboard the S. S. Leviathan and the making of a phonograph record by the Chubb-Steinberg Orchestra were unheralded attractions.

The deaths of Warren G. Harding and Woodrow Wilson came as surprise announcements. Thus does the radio audience surely receive unheralded surprises.

Radiocasting of Two National Conventions Makes Million Fans

(Continued from Page 1)

tion, which really was so wonderful, is but a forerunner of interesting events that will be enjoyed by radio fans.

Therefore let the dealers get busy immediately.

TOO LOW

A colored woman demanded a refund on a pair of hose recently purchased. The floor walker asked: "Madam, did they not come up to your expectations?" "Lordy, no," she answered, "dey hardly come up to my knees."—Nevada Live Wire.

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

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

Bond Department
THE
FIFTH-THIRD
NATIONAL BANK
of Cincinnati.

Girl Promoted With Honors After Mother Gives Her Radio Set

(Continued from Page 1)

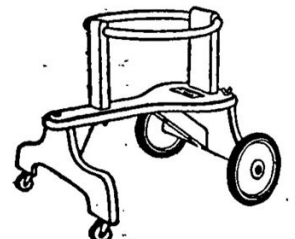
would be constant in her efforts. At about Christmas time the marks on the report card were at the lowest ebb, and it seemed certain that Beatrice would fail.

Then came the promise of a radio set. Beatrice brightened up a little and listened in. In the course of a very short time the "miracle" began to work. The little girl formed a strange habit: she would sit with the ear phones clamped over her head and a book in her hands, studying while she listened. And if the concert would finish before she had completed her lessons, she would sigh and put away both phones and book for the night!

From the time of the advent of the receiving set the reports from school became better with startling rapidity. Beatrice no longer dreamed by the window. She developed regular habits of study, and the results were wonderful. At the end of the term she passed with honors!

Being grateful by nature, the child decided to help Mr. Smith in the popularity contest, because it was from the WLW station that she received most inspiration.

The Go-bi-bi



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

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

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

CROSLY MFG. COMPANY

1632 Vandavia St. Cincinnati, O.

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

Something New in Radio!

~~CROSLEY~~ 50-P

*Genuine Armstrong
Regenerative Portable*

*Radio
Receiver* \$18⁰⁰



HERE is a genuine Armstrong Regenerative Portable radio receiver, known as the Crosley 50-P, for but \$18.00. It is exactly what thousands of people have been awaiting, especially those who desire a radio set that they can either carry with them when they go away or use in their home.

The Crosley 50-P, a one tube, long range regenerative set, must not be compared with any non-regenerative one tube receiver, for it must be remembered that no one tube circuit is comparable with an Armstrong hook-up for long distance results and for volume. In other words, far-away broadcasting stations will be heard loudly and clearly by owners of the 50-P—stations that owners of non-regenerative sets never are able to tune in.

This new set is mounted in a solid quartered oak portable carrying case—a portable receiver having a big power compartment to hold one standard No. 6 dry cell and one No. 764 Eveready vertical intermediate size 22½ volts "B" battery, or No. 5158 Burgess or No. 1153 French "B" battery, to be used in connection with a W D-12 tube for continuous use over a reasonably long period of time. The batteries can be put in place by the dealer and the set sold ready to attach to the antenna and ground to bring in distant stations. It should, of course, be used with head phones.

As stated before, the Crosley 50-P is primarily a home set and still is a portable one by means of which you can "take your entertainment with you." In neatness and efficiency it cannot be surpassed,

making it an ideal receiver for the living room or parlor, and it is so light, even when the two necessary batteries are installed, that it can easily be carried by the owner when he is traveling or touring. The salesman, who heretofore has looked with horror upon the long evenings in his hotel room, will use the Crosley 50-P every night, listening to the entertaining concerts that are being broadcast now by so many stations. All he need do is throw a wire out of his window, attach another to the radiator, and tune in.

The tourist will have a 50-P in his automobile, so that every evening he need but erect a temporary aerial and have plenty of enjoyment. The camper will have one in his tent; the hunter or fisherman will have one in his "shack," the yachtsman will have one in his boat—in fact thousands of those who love to get out into the great out-doors will find that the 50-P will add tremendously to their pleasures. On the other hand the new set is an ideal one for the home because of its beautiful solid quartered oak cabinet. Therefore the Crosley 50-P is an all-year-round radio set—one for which there is certain to be a great demand.

Although the Crosley 50-P is sold without a tube, batteries, phones or other accessories, the dealer will install these for you at a very small expense so you can carry your set home all ready to attach your aerial and ground.

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

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 ALFRED STREET

CINCINNATI, OHIO

BRACH

Aerial Products BEST IN THE FIELD

Whatever comes from the Brach Manufacturing Company plant can be depended upon to represent the final judgment of skilled, mature engineers who have had wide experience in electrical appliances, and are made of the very best materials.

Conspicuous In The Brach Line Is The **BRACH** VACUUM LIGHTNING ARRESTER FOR RADIO



Type 223

For Outdoor Use

Brach Arresters have been used by big railroad and telegraph companies for many years and have the full endorsement of the National Board of Fire Underwriters. They are built up to a standard, not down to a price.

PRICE \$2.50

COMPLETE RADIO AERIAL OUTFITS



10 necessary parts in one—enabling the Radio fan to secure the whole outfit in a single purchase.

L. S. BRACH MFG. CO.
NEWARK, N. J.

Important Points To Be Remembered In Erecting Aerials

**Always Be Sure To Keep Away
from Electric Light or Power
Lines—Use of Arrester
Recommended.**

This is the time of the year when there is a noticeable increase in outdoor antennae, primarily because the warm weather enables one to do a good job without freezing. When you are putting up your antenna there are a few points you should keep in mind. Keep the antenna away from electric light or power lines or of any electric circuit that carries more than 600 volts. It should not be near railway or feeder wires. If placed near wires of this kind it should be constructed and installed in a strong and durable manner and it should have considerable clearance from the wires as a precaution in case the wires should sag or swing.

If there are any joints in the antenna they should be soldered and if it is impossible to solder the joints they should be secured with some sort of splicing device. It is advisable to have the lead-in of No. 14 copper wire. Wire should be selected that will not corrode excessively.

The lead-in wires on the outside of the building should not come nearer than 5 inches to electric light or power lines unless the lead-in is covered with an insulating tube that will maintain a permanent separation. The covering should be in addition to the insulation on the lead-in wire.

When bringing the lead-in down the side of a wall it should have at least 4 inches clearance from the building. The lead-in should be brought into the house through an insulating bushing and the bushing should be placed in a slanting position so that water can readily run off. This bushing should slant upward to the inside of the building.

The lead-in should be equipped with an approved lightning arrester or a lightning switch. A lightning arrester should be selected which will operate at 500 volts or less. The lightning arrester should be placed either inside of the dwelling or outside, according to the building code of your particular location. Do not locate the lightning arrester near any ignitable material or inflammable gases.

If a lightning switch is used it should be of such a type that it will withstand 600 volts or more at a current of 25 amperes or more. Should it be desired to mount the lightning switch outside of the building it should be mounted on insulated supports that will keep the switch at least 4 inches away from the building wall.

If fuses are used do not place

them in the circuits from the antenna through the protective device to the ground.

The wire for the ground can be bare or insulated and may be of solid copper or copper-clad steel. Do not use a ground wire smaller than No. 14 gauge. Run the ground wire in as straight a line as possible from the protective device to a good permanent ground. Preference should be given to water piping for the ground.

If the radio set is to be installed in a building with a steel framework, the ground can be made to the steel frame. Grounded metal work in a building can also be used for the ground connection.

Radio Ceases To Be A So-Called "Stunt"; Now Is a "Service"

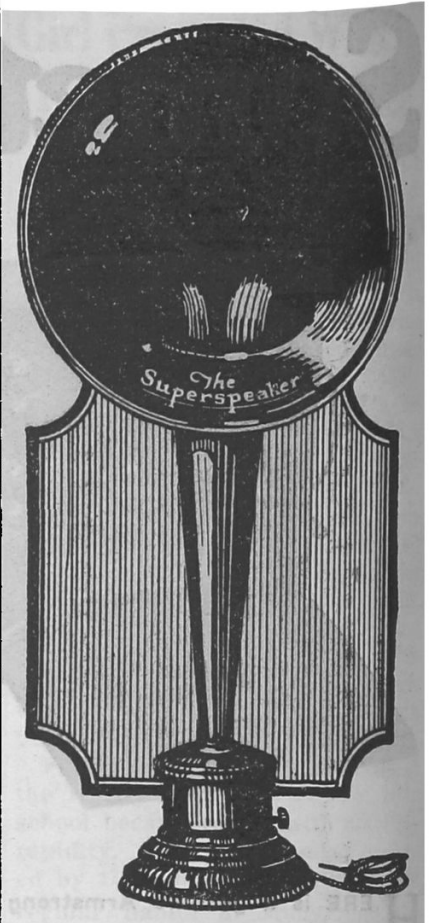
**Receiving Set Almost As Essential
As Telephone—
Prices Within Reach
of Masses.**

Radio has come within the range of the great masses of the people, according to one of the leading figures in the radio industry

"This summer," he said, "there are many excellent sets for sale as low as \$25 or \$35, and radio has now become an essential home service—almost as essential, for instance, as the telephone in the house. No other device developed by man has offered a greater opportunity for service to the masses of people than radio. It is an instrument not only of entertainment but of self-education and culture.

"With a receiving set on the family porch radio will prove to be the coolest form of hot weather entertainment. The enjoyment of broadcasting requires only listening—listening at your ease and in your shirt-sleeves, where you want to listen and how you want to listen, without the trouble or effort of going after your entertainment.

"Radio has ceased to be a 'stunt'; it has now become a service. In the old days the zest of radio reception consisted largely in the fun of listening as many stations as possible. The radio enthusiast was more apt to say 'I got San Francisco last night' than to take pleasure in the fact that he heard a good concert from a nearby station, or a vivid description of a boxing match broadcast from his own city. Today radio is valued for what it gives. The intelligent radio fan this summer will not strive so much for distance. He will determine the type and character of the program he wants and tune in on the nearest station that will bring him the entertainment or service that is nearest his heart."



GIVE YOUR SET A REAL CHANCE

**to show the tone
and volume it can
develop with this
sensationally suc-
cessful, long range
reproducer! Ex-
clusive microm-
eter adjustment
means more sta-
tions, 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 per-
formance—A big, substan-
tial, well finished musical
instrument—any dealer
can be proud to stand
back of it.**

**JEWETT RADIO &
PHONOGRAPH COMPANY**
5680 Twelfth Street
DETROIT MICHIGAN

New Radio Receiving Sets Are Added To Crosley Line; Sales Five Times Greater Than They Were a Year Ago

Multiple Reception On Single Antenna Permitted By Device

Application Makes It Possible
for City Block Or Suburban
Neighborhood to Use
Community Aerial.

The radio invention of Dr. A. H. Taylor and Mr. L. C. Young, permitting multiple reception on a single antenna, may prove as revolutionary in ordinary household and apartment reception as it has in the Navy aboard fighting craft. Naval warships, by employing this principle of receiving on one antenna, are able to receive and transmit several messages at once. With its application to ordinary broadcast reception, it will be possible for each city block or suburban neighborhood to erect a community antenna for the use of all fans in that section without interference. Any number of sets may be tuned to special stations on the same or different wave lengths.

A new name has been given this device, known in the Navy as the "coupling tube unit." Its commercial name is "Unitenna," according to Edward H. Loftin, of New York, who is handling the device for the inventors. Several radio fans, using these devices and a community antenna, can twist their tuning knobs at will without mutual interference. In ordinary reception, if more than one receiver is connected to the same antenna, whenever one set owner twists his knob to hunt for a station, he upsets the others' adjustments, and it is easy to appreciate the pandemonium that would exist if twenty-five receivers were connected to the same antenna, each owner trying to satisfy his own searchings. With the "Unitenna" device, this difficulty is overcome.

The present device does not employ any vacuum tubes or batteries. It is a simple arrangement of circuits, with properly adjusted electrical constants, and can be built as a unit attachable to any commercial receiver and be built into any design of receiver.

The Navy has had the device in use for some time, the necessity having arisen for receiving a large number of communications on short

(Continued on Page 7)

Crosley Jobbers Attend Convention; Sales Policies and New Merchandise Explained By President of Company

Crosley radio jobbers from all over the United States and Canada are attending a convention in the new plant of The Crosley Radio Corporation—an annual get-together affair at which the distributors and their salesmen are offered the opportunity of getting better acquainted with the Crosley line. More than 100 distributors are in attendance in addition to a number of sales representatives, who came to Cincinnati in order to get direct information regarding the sales policies adopted by the Crosley corporation.

It was recognized that all work and no play would make the convention less interesting, and so a program was arranged that would permit the delegates to enjoy their visit. This entertainment was arranged by Alvin Plough, who submitted the following tentative program for the two-day meeting:

Tuesday, July 8

10:00 A. M. Greeting visitors at Alfred Street Plant.
10:45 A. M. Leave Alfred St. Plant

for new Plant, 3401 Colerain Ave.
11:00 A. M. Address of Welcome by Mr. Powel Crosley, Jr. Display of Crosley Products Sales Policy by Mr. A. M. Joralemon.
1:00 P. M. Luncheon at Mecklenburg's Garden, University & Highland Aves.
2:00 P. M. Inspection of Crosley factories.
4:00 P. M. Business meeting at the Plant, 3401 Colerain Ave.
6:00 P. M. Dinner at Business Men's Club.
7:20 P. M. Opera at Zoo Park.
11:30 P. M. Visit to WLW Studio.

Wednesday, July 9

9:00 A. M. Business meeting at new Plant, 3401 Colerain Ave.
1:00 P. M. Buffet Luncheon at new Plant, 3401 Colerain Ave.
2:00 P. M. Business meeting at new Plant, 3401 Colerain Ave.

This is the second convention, the first having been held just one year ago. That was so successful that Mr. Crosley decided to invite his jobbers to Cincinnati regularly, issuing the call for the second week in July, at which time the new line of merchandise for the coming season will be announced.

Radio To Be Indispensable Source Of Home Entertainment, Crosley Says; Definite Spiritual Need Is Satisfied

The development of low-priced receiving sets, capable of good all-year-round reception, as evidenced by the excellent equipment of this character now on the market, has placed the man of small means virtually on the same plane as the rich man, insofar as opportunity for enjoying life is concerned, Powel Crosley, Jr., president of The Crosley Radio Corporation, declared recently.

"I look forward to the time—and it is not far off—when radio will be regarded as an indispensable source of home entertainment," said Mr. Crosley. "Modern man cannot live without diversion—and how can he obtain as unflinching a variety of entertainment, day in and day out, and at such a small investment, as he now secures through radio?"

To the family of sufficient means

to enjoy the opera, the theatre and other forms of entertainment at will, radio offers an additional source of diversion, information and culture, brought directly to the home, Mr. Crosley pointed out. "But to the family of moderate circumstances, to whom the more costly forms of entertainment come as a luxury, radio indeed is a universal source of entertainment," he said.

"The city dweller, when he comes home oppressed with the care and routine of his life in office or factory, requires amusement of the sort which will divert his mind from the daily grind of activities. But he cannot always afford the means or energy to seek these amusements outside the home. Radio has come to him as manna from the heavens.

"To the farmer and his family,

(Continued on Page 7)

Efficiency and Low Prices Are Features Of New Merchandise

Portable Sets In Great Demand Everywhere — One
Tube Armstrong Portable
At Ridiculous Price of
\$18.00.

The Crosley line for the season of 1924-1925 has been announced. It is so complete that the entire field of radio receiving sets is covered thoroughly—in other words there is a set to meet the desire of every person. One, two, three and four tube receivers, portable sets and amplifiers are offered at such ridiculously low prices that thousands and thousands of people ask "How does Crosley do it?"

The demand for the portable sets has been phenomenal and at no time since they were announced has it been possible to catch up with orders. Demand for the two tube Model 51 portable was tremendous, and when the one tube portable set, selling at but \$18.00, was announced, there was such a rush of orders that the Crosley sales department was swamped.

In announcing the line for the coming season, Mr. Crosley, in a letter to his dealers and jobbers, said:

"What is CROSLLEY going to have for us to sell during the coming season?—is the question that we have been asked by dealers during the past several weeks. We did intend to wait until later before making any announcement, and until after the low ebb of radio had been reached, which we anticipated would come about the first of July, but, much to our surprise, the low ebb was reached the latter part of May and our sales of radio sets have been on a constant rise since that time.

"We are already in the early stages of the new season of 1924-25. Frankly, much to our surprise, our sales are running at least five times what they were a year ago, so here is the story about the new things that CROSLLEY has to offer:

"Now first—the TRIRDYN, 3 R 3, at \$65.00 and the TRIRDYN SPECIAL at \$75.00. These need no introduction to you. The TRIRDYN has made its reputation—its success has been phenomenal; five tube re-

(Continued on Page 3)

Crosley WLW Programs For Week of July 20th

SUNDAY

RADIO PROGRAM WLW

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

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

MONDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports. Opera talk with musical analysis.
8:00 P. M.—
GRAND OPERA FROM THE CINCINNATI SUMMER OPERA SEASON AT THE ZOO.
Mr. Ralph Lyford, director.
Intermission of the Opera.
Popular program by ALVIN ROEHR'S MUSIC MAKERS.
Alvin Roehr, violin, director and Manager
Fred Goosman, trumpet
M. B. Van, saxophone
"Pete" Miller, banjo
"Bill" Braun, trombone
"Art" Mees, piano
"Nat" Barnhart, entertaining drummer.
CONTINUATION OF THE OPERA.
(Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Topics of Interest to Women. Times-Star News.
8:00 P. M.—
Program by the American Legion Minstrels and Aurora Boosters.
Opening Chorus:
Vocal Solo: "Dream Daddy" with orchestra.
Master Arthur Binder, age 10 years.

Violin SoloSelected Professor Frank Hubbart.
Selections by the Hoosier State Quartette.
Talk: "What's What in Aurora."
Voice: "Where the Candle Lights Are Gleaming."
Mr. J. Suerman, baritone with chorus and orchestra.
Duett: "Somebody Knows"
Messrs. Glen Ruble, tenor, and Arthur Voit, bass.
Selection by the Jazzbabies.
Voice: "Where the Colorado Winds its Way."
Mr. Arthur Voit, tenor.
Double Quartet with solo by Mr. Charles Klinghofer.
Voice: "At the Bottom of the Deep Blue Sea"
Mr. Glen Ruble, Bass.
Finale: "A Smile Will Go a Long, Long Ways"
HOOSIER STATE QUARTET.
Barn Dance Novelty with Jake Rutz's Pumpkin Vine Orchestra. Mr. Norton Stutsen, official caller.
Selections by the Tunzi Trio—piano-accordion, guitar and banjo.
Messrs. Tunzi, Connelly and Shay.
11:55 P. M.—
SPECIAL PROGRAM BY THE CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and Manager
Art Hicks, violin and director
William Koch, saxophone and clarinet
Rex Adkins, trumpet
Frank Bamberger, trombone
Leon Warren, banjo
Walter MacDonald, piano
Ray Fetzer, tuba
Bud Ebel, drums.
(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—"Shut In" program given by the Duning Benevolent and Musical Service and 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
O. V. Speybrook, saxophone and clarinet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone, saxophone and Manager
Perry Bechtel, banjo and vocalist
V. A. Johnston, piano and arranger
A. F. Joseph, drums and effects.
8:50 P. M.—
Talk: "Bees," by Dr. W. C. Herman.
9:00 P. M.—
SPECIAL PROGRAM BY THE

LEVIATHAN ORCHESTRA,
UNDER THE DIRECTION OF ANTONIO RODENAS (under the auspices of the Chamber of Commerce and the courtesy of Mr. Robert Alter) by arrangement with the United States Lines.
(Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Solos by Miss Adelaide Apfel.
10:00 P. M.—
Three-minute message from the United States Civil Service.
Concert program by the MILNOR ELECTRIC INSTRUMENTAL TRIO (Courtesy of the Milnor Electric Company, Cincinnati.)
10:45 P. M.—
Musical Reading: "The New Thought" by Miss Olive Vail, of the faculty of the Lillian Aldrich Thayer Settlement School of Music.
10:55 P. M.—
Popular program by the DOHERTY MELODY BOYS.
Frank Pendergast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone and clarinet
Bake Holthaus, drums
J. L. Doherty, banjo and Manager.
Songs by Irene Syron, assisted at the piano by Mary Pike.
(Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

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

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

SATURDAY

RADIO PROGRAM WLW

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

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

DAILY PROGRAM

10:30 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond opening 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 8:00 P. M.

WHY ORVILLE WRIGHT DOESN'T TALK.

Orville Wright at a dinner in Dayton was reproached for not taking up the challenge of the Smithsonian Institution that it was Langley, not the Wrights, who was the first to fly. "The trouble with you, Orville," said a snarker, "is that you are too taciturn. You don't assert yourself enough. You should press-agentize more."

"My dear friend," Orville Wright answered, "the best talker and the worst flyer among the birds is the parrot."—The Shaft.

Boston Transcript — Steinmetz died poor, with every one of us richer for his living.

Eighty colleges and universities in this country operate broadcasting stations.

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

709 KILOCYCLES, 423 METERS CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

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

RADIO AND ITS BROAD FIELD

At night, surrounded by snow, men in lumber camps listen to radio, and construction workers who, by day, were broiling in the hot sun on railroad tracks across the plains, or new road construction in the mountains, find evening recreation through radio. Men who are pouring concrete into huge dams to harness the mountain cataracts; those who live in fishing villages along the water's edge; sealers, mountaineers and trappers. Wireless operators on ships who keep their constant vigil through the long watches of the night, and other lonely men in watch-towers looking out for the forest fires, all are members of the radio fraternity.

The farmer boy, unlike Lincoln, does not have to go 10 miles to borrow a book in order to feed his mind today.

To the lonely man the radio program brings joy, companionship and new lines of thought to feed the mind. To the person who is surfeited with the noise and crowds of a great metropolis, radio brings a feeling of secluded and intimate association with the speaker or singer, the artist or actor and the clergyman—undisturbed by an inconsiderate audience or the ill-timed applause of the over-enthusiastic. The music lover can hear music at its best—uninterrupted by the noises of an audience and auditorium.

Yet the person on the outposts of civilization feels brought in touch again with the wide, wide world. By radio he takes part in the bustle and busy activities of the cities he longs to see—that he has been separated from for perhaps months or years. The sound of such activities comes to him across vast expanses of desert, forest, or sea. Now he gets news and new ideas; hears strange voices and feels the pulse of metropolitan life.

In addition to solitary listeners, there are strange groups of listeners in our invisible audience. There are intimate friends, sweethearts and complete family circles. There are indoor and outdoor listeners, merry-makers and students, and audiences in hamlets with a population of only a few hundred, gathered to hear speakers from centers of learning and culture.

Steamship passengers who visit the radio room above deck or who

THRIVING INDUSTRY

Here is a summary which shows how big radio has already grown. At the beginning of 1924 there were in this country approximately:

3,000,000 radio receiving sets; 10,000,000 listeners; 543 licensed broadcasting stations; 250,000 persons directly and indirectly connected with the industry; 3,000 manufacturers of radio apparatus; 1,000 wholesale dealers in radio sets; 20,000 retailers of all kinds who handled radio equipment; 1,000 newspapers carrying radio programs and radio news departments; 2,500 country weeklies which featured radio; 50 exclusively radio periodicals; 50 magazines with radio sections; 250 popular and technical books written on radio, and 7 trade papers devoted exclusively to radio.

hear the concert and speeches in the saloon by a loud speaker, passengers on railway express trains, etc., all these are included in the vast invisible audience of radio.

And every Sunday church services are broadcast to the largest congregation ever known in the history of the world.

You all breathe the same air; you all listen to the same programs that come through this same air. What will this new brotherhood do in years to come to advance the progress of the human race? No one can say.

A. G. Davis, a vice president of the General Electric Company, said recently:

"Radio is a sociological fact destined to be of tremendous consequence. We have not yet begun even to estimate its significance."

No doubt, broadcasting will have its economic, political as well as educational entertainment phases; but the social side—who can prophesy what the social effects of the radio will be?

The radio plays feed the mind of the invisible audience and touch the heart. The clergymen and church program stimulate the soul and inspire the moral fabric of men and women and boys and girls—helping them to lead better and fuller lives. Thus there is now being ushered in a new and wonderful work for the marvelous and versatile electrical industry.

TOO MANY RETAILERS?

"Some say there are a million too many retailers and the solution is to eliminate several hundred thousand of them. The solution lies, not in eliminating a million retailers, but in showing them how they can work efficiently and how they can be of the greatest possible service. This is the great task facing American business men today."—Roger W. Babson.

Efficiency and Low Prices Are Features Of New Merchandise

(Continued from Page 1)

sults from three tubes; wonderful selectivity, sensitivity that brings in stations from greater distances than ever before, and with it all, two dials which can be logged to any station with the resulting simplicity of tuning.

"The two tube Armstrong regenerative 51 at \$18.50, which we believe to be the most popular radio set in the world, promises even greater selling achievements during the coming season. The 51 is now built in a portable model as well—a set that looks and gives \$50.00 of value for \$25.00.

"To meet the demand for a one stage audio frequency amplifier to match the CROSLY 51, we offer the 51-A at \$14.00.

"Although the CROSLY V at \$16.00 is being continued, the same equipment mounted on a smaller panel in a smaller cabinet, which will give the same performance, although not as large in size, is offered in the CROSLY 50 at \$14.50.

"Another two stage amplifier incorporating the new CROSLY Sheltran transformers, which may be added to the CROSLY 50, known as the 50-A, sells for \$18.00.

"A brand new set, the CROSLY 52, a three tube Armstrong regenerative receiver incorporating regenerative detector and two stages of audio frequency amplification, is now introduced to you. It will sell for \$30.00. Think of it—a three tube regenerative receiver at \$30.00. This is, in effect, the wonderful little 51 with an additional stage of audio frequency amplification in order to give loud speaker volume at all times on long distance stations. Do you think it will sell? We are counting on it to help materially on our 5,000 sets a day production plan for the coming year.

"Now of course you know about the CROSLY V, 3-B, VI, Super VI, X-J, Super X-J, 3-C, and X-L, but as this letter is designed to tell

you about the new things that have been added, a passing word is all that is necessary for these models you know so well.

Now let me say a few words about our new one tube genuine Armstrong regenerative receiver, using the model 50 panel mounted in a solid quartered oak portable carrying case—a portable receiver having a big power plant compartment to hold the standard No. 6 dry cell and one No. 764 Eveready vertical intermediate size 22½ volt "B" battery, or No. 5158 Burgess or No. 1153 French "B" battery, to be used in connection with WD-12 tube for continuous use over a reasonably long period of time. The batteries can be put in place by the dealer and the set sold ready to attach to the antenna and ground to bring in distant stations. It should, of course, be used with head phones. This new model is called the 50-P and its price is only \$18.00. It is a big rugged long range receiver for home use, or when desired, your customer can "take his entertainment with him". This set must not be compared with one tube non-regenerative receivers, for it must be remembered that no one tube circuit is comparable with an Armstrong regenerative circuit for long distance results and volume. The 50-P has just been announced and is now being shipped in quantities to distributors everywhere.

"We would like to hear from you as to what you think of the CROSLY line-up for next year. You know the quality and efficiency of CROSLY APPARATUS. The success of our business has been founded upon our slogan—"BETTER—COSTS LESS"—which has been, is, and always will be our inspiration to give the best in radio at the least possible cost.

"We believe that no dealer's stock can be complete without the CROSLY line, regardless of what higher priced equipment he may handle in connection with it.

"Yours very truly,
 "The Crosley Radio Corporation,
 "Powel Crosley, Jr.,
 "President."

Fifty magazines have a department devoted to radio.

SUBSCRIBE NOW!

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

Name

Street and Number

City and State

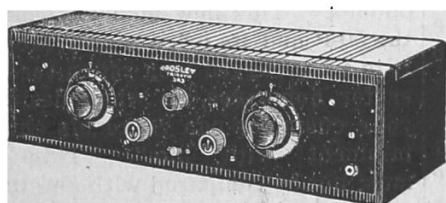
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

CROSLY

BETTER---COST LESS

RADIO RECEIVING SETS

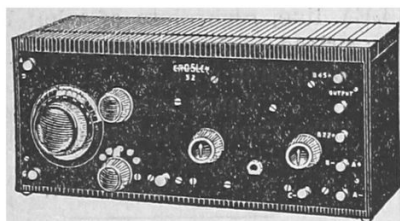
CROSLY TRIRDYN 3R3



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

PRICE \$65.00

CROSLY 52

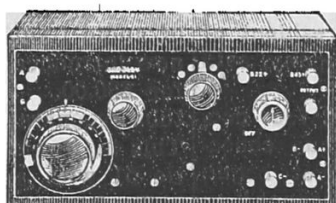


The Crosley 52 is a new three-tube Armstrong Regenerative Receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use.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

PRICE \$30.00

**GUARANTEED
SATISFACTION
AT
REASONABLE
PRICES**

CROSLY 51



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

PRICE \$18.50

CROSLY TRIRDYN SPECIAL



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

PRICE \$75.00

CROSLY 50



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

PRICE \$14.50

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 ALFRED STREET

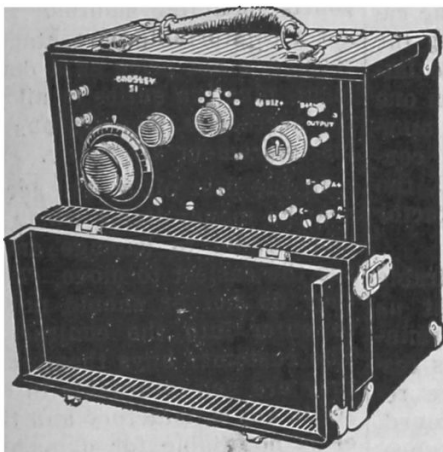
CINCINNATI, OHIO

CROSLEY

BETTER---COST LESS

RADIO RECEIVING SETS

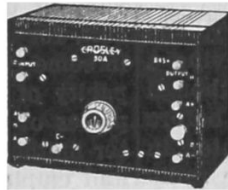
CROSLEY 51-P



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

PRICE \$25.00

CROSLEY 50-A



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

PRICE \$18.00

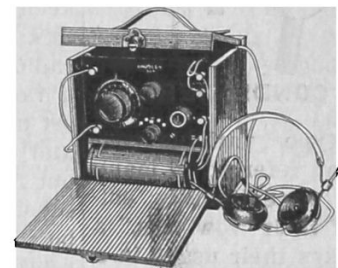
CROSLEY 51-A



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

PRICE \$14.00

CROSLEY 50-P



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

PRICE \$18.00

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

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

Prices of these sets follow:

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

THE CROSLEY RADIO CORPORATION

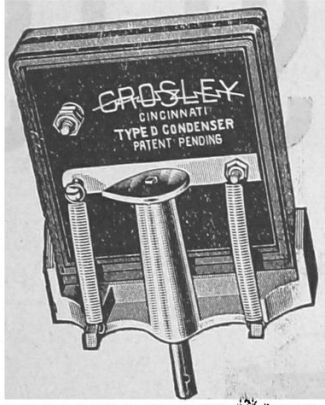
POWEL CROSLEY, JR., President

200 ALFRED STREET

CINCINNATI, OHIO

Many Advantages Are Found In "Low Loss" Radio Condensers

Units Offered By Crosley Corporation of Great Value Because of Sensitivity, Selectivity and Efficiency.



CROSLY CONDENSER

Crosley book-type variable condensers have been referred to many times as being "exceptionally efficient because of their "low loss," a feature that makes their usage in a radio receiving set valuable to the operator. While considering the advantages these condensers have over certain others now on the market, we came across the following article in the New York Telegram and Evening Mail radio section, which was headed "Advantages of Low Loss Condensers," and we recognized in it an interesting explanation of why such condensers as those The Crosley Radio Corporation are offering should be used in receiving sets.

The article follows:

Radio fans try out all kinds of new and promising circuits because they feel that their present radio set does not fill their exacting requirements. The basic thought behind all of this experimenting is to increase the efficiency of the radio receiver. With this idea in mind, the experimenting continues and, in a good many cases, is unprofitable because of overlooked fundamentals that govern every radio circuit.

Because the basic principles are not generally understood, the radio fan is told to do "this" and "that." However, if all these instructions are followed, the result is the same—observance of the fundamentals. This is a case of setting the example by good practice, and probably is the best way for a beginner. Yet when the novice has gained a reasonable amount of radio experience, it is better for him to know some of the reasons for these "don'ts" that have been brought to his attention. This is really like a person in a foreign land learning a foreign language by association rather than by study.

By delving into some of these fundamentals it will be shown below how the efficiency of the tun-

ing circuit may be increased. As mentioned before, efficiency is the goal of every radio fan, but just what is meant by the term efficiency in this case? The ideal radio receiver should possess the following qualities to make it an efficient set from the operating standpoint:

1. Sensitivity.
2. Selectivity.
3. Economy.

This is not asking very much of the radio set, but they are the three principal requirements, and if the set possesses all three, the owner should be satisfied. It is surprising how many sets do not even possess two of the above requirements.

In order that these points may be better understood, let us treat each of these qualities separately and see what they mean.

According to the dictionary, one meaning of sensitivity is "having a keen sense of feeling," and, although this meaning originated long before radio, it is just what is wanted in a radio set. In a way, the radio set possesses the power of "feeling," and uses this quality for reaching out for distant stations. Of course, sensitiveness is something that must be measured relatively. That readily can be realized from the fact that a set which was considered sensitive when broadcasting first commenced would not be considered such today, because the standards have risen.

Real selectivity is a virtue that very few radio sets possess, yet it is a feature that is most important, especially in the metropolitan districts, where there are a number of high powered broadcasting stations. Selectivity is discussed by most every radio fan, and it seems to be the hardest problem for some to master.

If selectivity and sensitivity are inherent in a radio set, then it will be economical in operation. This is true, because an efficient set will not require the high filament brilliancy that an inefficient one does, thus saving on batteries and the life of the tube. An efficient set will operate a loud speaker, of the table variety, on one stage of audio frequency amplification when receiving from the high-powered local broadcasting stations. Thus, it is highly desirable from the economy standpoint to have the set as efficient as possible.

Returning to the subject of selectivity. What is meant by selectivity? In general it means the ability to separate different stations so that only one is heard at a time with any particular setting of the tuning dials. With a selective set

THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively

CROSLY

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

a local station should be tuned out or in within either side of the point where the maximum signal is heard. In some sets it is possible to hear the local stations at dial settings ten or fifteen degrees on either side of the maximum signal reception point. This cannot be called a selective set.

This raises the question as to what inherent quality affects sharp tuning. To some people tuning a radio set seems to be only the moving of dials, and never a thought is given to what happens in the electrical circuit. Turning of the dials is actually the varying of the principal constants of the tuning circuit, so as to bring the circuit into a resonant condition at a particular wave length or frequency. This resonance may be obtained by varying the inductance of the circuit, for example, by means of taps in some cases, or by varying the capacity of the circuit by moving the plates of the condenser. The latter method is the more common one and employs a coil of a fixed number of turns with a variable condenser shunted across the coil, the capacity being the variable factor of the circuit.

It is, therefore, highly desirable to have this resonant current as great as possible. The determining factor in the value of this resonant current is the "effective resistance" of the circuit being tuned. The lower the effective resistance, the higher the value of the resonant current, and as a result the signals received will be louder. This effective resistance of a circuit should be kept as low as possible in order to get efficiency.

Resistance in the tuning circuit also affects the selectivity of the radio set. The amount of resistance in the circuit determines the degree of selectivity. A circuit having a minimum of resistance tunes sharply, besides giving the maximum signal. Conversely a circuit that contains a large amount of resistance tunes very broadly and gives only a weak signal.

Now that we have reviewed the causes of poor selectivity and sensitivity, let us see if any remedy can be found for them. It is apparent from the foregoing that resistance losses have the greatest effect on the efficiency of the set.

(Continued on Page 7)

Helpful Suggestions For Selling Radio On Installment Plan

"Dollar Down And Dollar A Week" System Never Will Be Profitable to Dealer— Payments Discussed.

The following interesting article on selling radio products on the installment plan appears in the current issue of The Music Trades Review:

Selling radio sets on the installment plan cannot be done on the popular "dollar down and dollar a week" basis, if the retailer does not want to head for the bankruptcy courts in a few months. He must get a comfortable percentage of the receiver's net price as a down payment, plus the entire retail price of the accessories. The reasons for this last statement are many.

In the first place, the accessories are the money items which are most liable to damage and which are the easiest to move. Therefore they do not or should not appear to enter into the contract at all. The customer buys them outright—they are non-returnable in case the set is not satisfactory and the dealer is not liable for damage or imperfection if they prove unsatisfactory after the set is installed and in operation. Tubes, batteries and loud speakers are fragile items, easily broken or put out of adjustment. If the dealer does not object to paying for these items himself he can include them in the contract, but in every case where a large instalment plan radio business is being done today you will find that the accessories are a "cash paid" item in the transaction, even though the customer considers them as part of the first payment.

Next on the list comes the first payment of the receiver. In almost every case this payment is 10 per cent of the list price of the receiver. Some companies are big enough to allow 5 per cent and some others will only consider 15 per cent of the list. It is safe to say that if the references given

Continued on Page 8)

DEALERS
For Immediate Delivery

CROSLY
Better - Costs Less
APPARATUS

EIGHT BIG WAREHOUSES

WAKEM & McLAUGHLIN, Inc.
CHICAGO.

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

Multiple Reception On Single Antenna Permitted By Device

(Continued from Page 1)

wave lengths at the same time. It is impossible aboard ship to rig up all the separate antenna that would be necessary to give each receiver a collecting agency. The Navy, realizing that this feature is undoubtedly valuable to broadcast receiving conditions, has consented to the disclosure of the arrangement for commercial use if interested manufacturers are found, but as yet, no arrangement has been made with anyone for manufacturing. For this reason, it is not desired to publish in detail the circuit arrangements, but patent applications have been filed.

The "Unitenna" unit should meet with great favor by apartment houses and hotels, as well as in community blocks, for it permits the construction of one good efficient antenna to serve as many receivers as may desire to use it. All of the receivers connected to the one antenna must be provided with the "Unitenna" unit in order that the system as a whole may be a success. This of course, would be a matter of regulation by the apartment house or hotel, or a matter of understanding among neighbors in a community block employing a single antenna.

Besides its unique value in multiple reception, "Unitenna" is said to be extremely selective, bringing stations in on an exact setting of the tuning condenser and cutting out all other stations. Strangely enough, the setting of the dial is always the same no matter to what receiver or antenna the device is connected. In other words, the dial may be marked by the manufacturer with the names of stations and no matter under what conditions it is used, the settings remain the same, except when the transmitting stations change their wave lengths or power.

A model of the device, set up in Washington with a reflex receiver, showed WCAP at 59.4 degrees on the tuning condenser dial, and the setting is exactly the same for WCAP in New York City on a radio frequency receiver. This setting is so sharp that if it is turned to 59 or 60 degrees the station is gone. This makes the unit most valuable even when not used in multiple reception work, but as a selective device to cut out nearby interfering stations. It is particularly useful on radio frequency sets which are broad and are not selective with ordinary tuning devices.

"Unitenna" is also said to be a great aid in reducing the effect of radiation from a receiver of the regenerative type which "squeals" when improperly operated. Its selectivity also helps to reduce static

New and Spacious Factory Soon Ready To Be Occupied By Crosley Corporation; Modern Equipment Is Being Installed

The administration department of The Crosley Radio Corporation is preparing to move into its new headquarters at Colerain Avenue and Sassafras Streets, Cincinnati, and within a short time, the engineering department and the experimental laboratory will be housed in the same building.

The new home of the Crosley organization is a large, four-story building, with a railroad siding to facilitate the reception of raw material and delivery of finished products. One hundred thousand feet of floor space will be used by the offices, WLW studio, engineering department, experimental laboratory and assembly division.

The entire building is well-ventilated. The white walls and ceilings make it exceptionally bright and, with many large windows, the working conditions are ideal. Heavy, battleship linoleum covers the floor.

The offices are reached by a short flight of stairs from Colerain Avenue. A reception room and telephone switch-board of the latest type are at the head of the stairs. A hall leads back to the engineering department, WLW studio, studio director and publicity department office and special assembly department of the factory. Rest rooms for ladies and gentlemen are on one side of this long hall.

A large display room has been provided for the showing of the finished Crosley receiving sets and in this room will be placed a number of advertising suggestions for dealers. It is next to the president's office.

The assembly departments, where the Crosley receivers will be made ready for delivery, are located on the floors beneath the offices. The parts will be made in the building at Colerain and Alfred Streets, which formerly housed the headquarters organization.

Equipment of the very latest type has been installed to speed-up the production of radio receivers and a production of over 5,000 a day is provided for in the plans for the handling of the necessary material.

Contractors who have worked upon some of the largest buildings in Cincinnati and who are engaged in finishing the new headquarters of The Crosley Radio Corporation, have declared that the speed with

which this building was made ready has astonished them. That, however, is in line with the rapidity of the growth of the radio industry.

(Cop'r't 1920, By Carl H. Butman)

which this building was made ready has astonished them. That, however, is in line with the rapidity of the growth of the radio industry.

Many Advantages Are Found In "Low Loss" Radio Condensers

(Continued from Page 6)

We must look, therefore, to those events which introduce resistance into the circuit.

We revert momentarily then to the most common form of tuning circuits, those which employ a coil and a variable condenser in parallel. The coil is usually designed by the originator of the circuit and usually possesses the best electrical characteristics, so it is advisable to look to the condenser for trouble. Condensers do add greatly to the inefficiency of the set if they be of poor construction and design.

Radio engineers have recognized that condensers, if of poor design, are the source of many of the losses in a receiving set. Consequently a number of good variable condensers have been designed recently. These are generally known as "low loss" condensers.

The low loss condenser will do much in attaining the three desirable factors—sensitivity, selectivity and economy—by overcoming one of the apparent sources of losses in a radio set.

Radio Indispensable Source of Pleasure, Declares Mr. Crosley

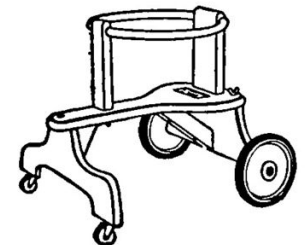
(Continued from Page 1)

situated as they often are far from town or city, radio has become more than a mere accessory in the home. It is now as indispensable as the telephone, which heretofore had been the main link between the farm house and the world outside. Today radio not only brings to the farmer the entertainment furnished by the city, but it carries to him a never-ceasing stream of news regarding crop reports, price changes in the primary markets and information concerning the multifarious activities of the world at large.

"I consider that radio satisfies a definite spiritual need of the people, and that it is destined to have a profound effect upon the life of the modern man. It will go far toward allaying the restlessness and discontent that is largely a product of overwrought nerves, insufficiently rested by amusement and mental diversion.

"I cannot imagine a home without a radio receiving set as soon as the entire public become aware of the benefits to be derived. Even to those who are able to command the more costly forms of entertainment, the opportunity to hear talks of prominent men from other cities, and to be amused without traveling from their homes, makes a receiving set invaluable."

The Go-bi-bi



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

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

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

CROSLEY MFG. COMPANY

1632 Vandalia St. Cincinnati, O.

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

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

Helpful Suggestions For Selling Radio On Installment Plan

(Continued from Page 6)

are good and the customer is fairly well known and has tangible assets a 5 per cent basis is fairly good, with a view to the dealers' paper. However, it is a better proposition to get 10 per cent. One company which is doing quite a big business in receivers of standard manufacture insist on 33 1-3 per cent from all its customers unless a charge account with the house is held by the customer or one of the customer's first signers on the contract.

The matter of the contract is, of course, up to the dealer himself. Needless to say, it should be somewhat similar to the regular installment contract with some exceptions. It should have a clause in simple and plain language to the effect that the dealer is not liable for such objects as the tubes, batteries, phones or speaker. A dealer would be surprised if he knew how many customers will try to hold out for tubes that have burnt out, batteries that have failed or speakers that have become useless through no claimed fault of the owner. Therefore, get that money plus the 10 per cent or 15 per cent of the receiver's list price as the first payment.

Another point that is a moot question in the field is the interest angle. Some do charge interest and some do not. It is safe to say, though, that over 75 per cent of those selling musical instruments on the installment plan are charging interest. Most assuredly, those who do not should do so, if for no other reason than to protect some part of their money while it is in the transaction. Money never helped anybody lying idle and no bank would think of transacting business without an interest charge.

Since handling an installment account on radio sets the dealer should watch credits carefully as the retailer who takes a chance and doesn't think careful investigation of his customer is worth while is flirting with trouble.

In a majority of cases, particularly with the larger stores, the handling of installment credits, has become so general that the customer expects that an investigation will be made of his credit standing and his references and is not offended by such investigation, which can be conducted in a way that is not at all offensive.

So far as the charging of interest goes, the small dealer has more need for making such a charge than does the large man, for his purchases must be made in smaller quantities where discounts are less and profits likewise limited. There is increasing need for care in the collection of interest in direct proportion to the decrease in discount

margin, although even the biggest dealer cannot afford to neglect this important item.

The average merchant is quite familiar with instalment contracts and the use of such forms as have been passed upon by a competent attorney and are to be recognized as legal. He learns that it is foolish to depend upon his own limited knowledge of the subject and chance losing substantial amounts of money through endeavoring to recover on home-made contracts that have no standing in court in the event the customer defaults on his payments on his instrument.

Various dealers have various systems for handling of instalment accounts in their books and in their files, though the majority file the contracts, or at least the records of the installment sales in chronological order to simplify the work in checking up on payments. Some there are who divide their files into ten-day sections and so arrange their instalment payments that they will become due on one of three days in the month, thus eliminating the necessity of checking up the accounts daily and making necessary only three checkings a month.

As to the amount of money that the customer will pay as each instalment is due, it is up to the dealer himself. One of the most successful merchants in the field arranges it so that there are ten months to pay for the goods, whereas another allows a full twelve months. However, it can be said that by having the receiver paid in full with interest in ten months the following is true. Your outstanding credits are paid up and you have the use of the money for an additional two months in the business year, which is something to think about.

THE PRICE CUTTER

Tell me not in smiling numbers
Selling costs are what they seem,
And the man who cuts for orders
Gets the lion's share of cream.

If you strive to build a business,
Do not be a human sieve—
Letting leak your needed profit,
Trusting luck will let you live.

Lives of dead ones all remind us
What it means to sell on guess;
Their departure makes us keener
To sell right and not "for less."

For no trade can long be loyal
To a man who's all regrets,
Can't deliver—who's just living
On the interest of his debts.
—(Radio Merchandising).

The Janitor's little boy, very black, was named "Midnight" by his white neighbors. He didn't mind their calling him that, but one day when one of his own race exclaimed "Hello, Midnight!" he retorted indignantly, "Shet up, you'se jes about quarter to twelve yo'self."

Relators Prepare To Feature Radio In Selling Homes

Value Of Property From Receiving Standpoint to Be "Played Up" In Advertisements, Dealers Say.

Certain Cincinnati real estate dealers are considering the advisability of featuring the value of a home as a radio receiving point in their advertisements because of the numerous inquiries from prospective purchasers regarding the operation of their radio sets and the surroundings for efficient aeriols.

It is known that in New York one dealer has realized the value of a home site is affected by its efficiency as a radio receiving point and has referred to this in his advertisement, which reads as follows:

"For Sale—Nine room house, fruit trees, excellent radio reception, all stations being heard clearly. Price

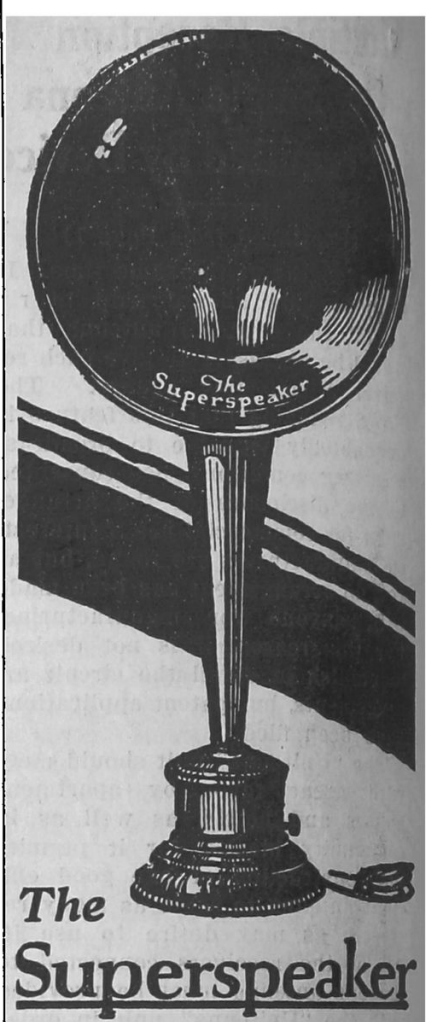
More space was devoted to radio than to the description of the property, it being realized by the dealer that buyers of modern homes are as particular about their radio sets as they are about anything else.

Cincinnati real estate men have been watching the developments in the east with the greatest interest, certain of them making arrangements to feature radio in their local advertisements. They say that frequently prospective home builders inquire how their favorite broadcasting station comes in before purchasing the site. One prominent attorney, not satisfied with the dealer's assertion that there was no local interference, mounted his receiving set in his automobile, drove to the site he desired to purchase, and spent an entire evening listening to the various stations. Then he satisfied himself that there were no interferences in the neighborhood, and the following day he purchased the lot and prepared to build his home thereon.

These real estate men declare that perhaps some day travelers will be mystified by groups of abandoned homes until it is explained to them that the former residents found it necessary to move elsewhere because radio reception at those localities had been interfered with from unavoidable sources.

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
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**
5680 Twelfth Street
DETROIT MICHIGAN

AND WLW PROGRAMS

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

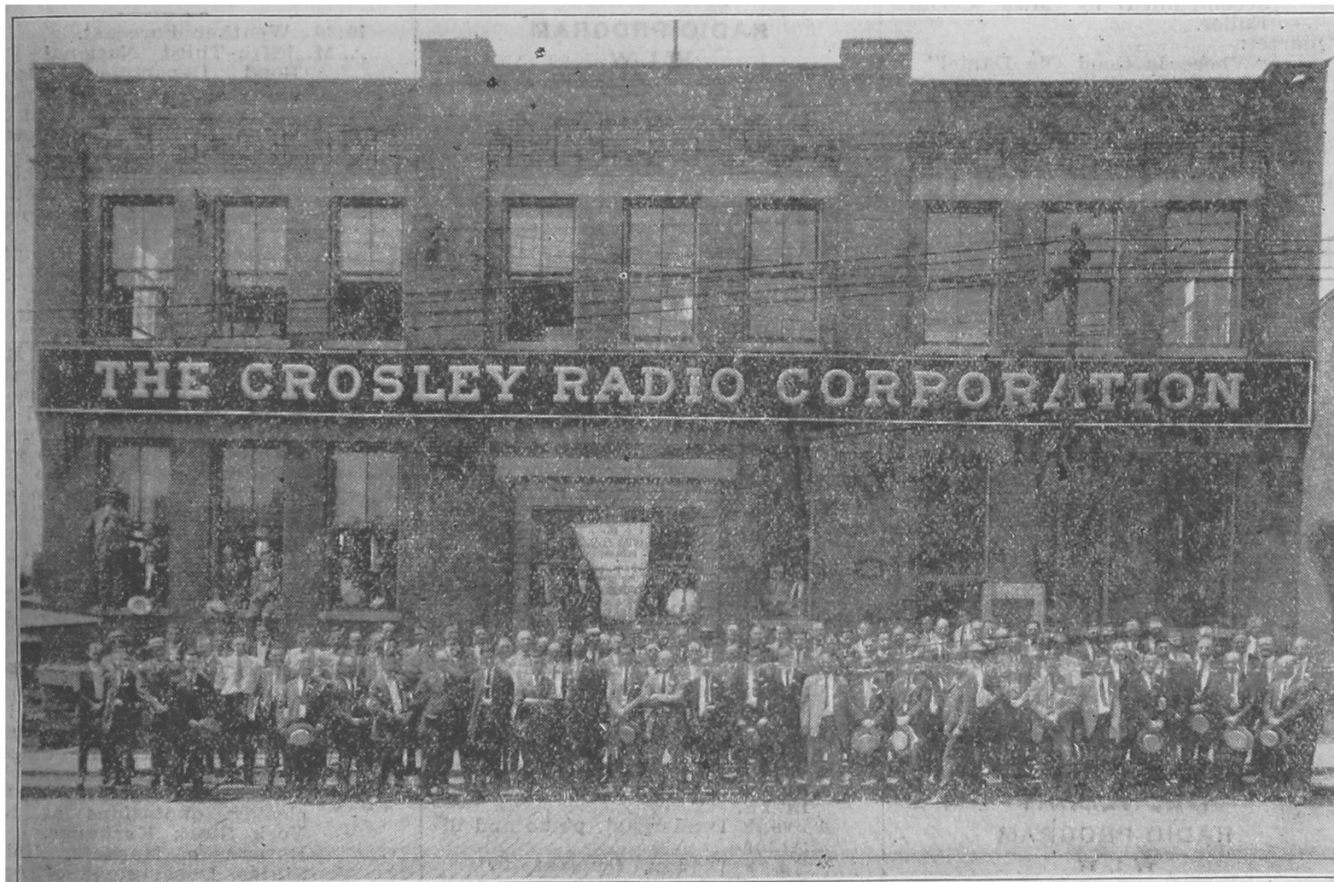
VOL. III, NO. XXX.

PRICE \$1.00 PER YEAR.

JULY 28, 1924

Greatest Crosley Sales Campaign In History Is Planned As Result Of Successful Convention Of Radio Jobbers; New Products And Sales Policies Explained To Visitors

Crosley Jobbers Assembled At New Plant



The above picture shows Crosley Jobbers lined up in front of the new plant of The Crosley Radio Corporation. It was taken during the convention of Crosley jobbers in Cincinnati.

Utmost Confidence In Merchandise And Company Is Voiced

Many Valuable Suggestions
Considered By Distributors
—Plans for Future Outlined
By Powel Crosley, Jr.

"We are building and will continue to build the Ford class of radio equipment—the pocket-book class of merchandise."

With these words Powel Crosley, Jr., President of The Crosley Radio Corporation, brought to a close the second annual convention of Crosley jobbers who had gathered in Cincinnati from every section of the United States.

More than 100 representatives of the nation's leading jobbing houses were in attendance, and all departed, after the two-day convention, well satisfied with the results of the meeting and determined to prepare for the greatest Crosley sales campaign in the history of radio.

Utmost confidence in the Crosley company and its products was voiced by every jobber present, and all were outspoken in their approval of the merchandise and sales policies they had seen and heard about. Many a perplexing problem was solved, many a suggestion was offered and many constructive criticisms were made, but there was not a single complaint.

Probably the most interesting suggestion was that made by Claude Johnson, of the Johnson Electric Company, to the effect that the Crosley Corporation adopt some method by means of which it will assist its jobbers in moving surplus stocks. Mr. Crosley willingly agreed to keep a record of the surplus stocks of the various jobbers and to help relieve them by transferring it to others who might be in need of certain merchandise. In other words, a St. Louis jobber might have an over-stock of a certain type of receiving sets. A Kansas City jobber might be in urgent need of a number of these receivers. The Kansas City jobber will be notified that the St. Louis man has this material on hand and will be glad to supply his needs. It is

(Continued on Page 7)

All Sections of U. S. Are Represented At Crosley Convention

Looking over the list of Crosley jobbers who attended the convention in the factory of The Crosley Radio Corporation, it is noted that every section of the United States was represented and that almost every state sent one or more delegates. The list of those who attended the convention, in addition to the office representatives of the Crosley company, follows:

K. L. Baker, Elmira, N. Y.;
H. P. Tozier, Portland, Me.;
P. H. Eames, Boston, Mass.;
H. C. Bonfig, Kansas City, Mo.;
L. A. Kellogg, Crosley Salesman;
V. C. Kent, Crosley Salesman;
B. H. Smith, Boston, Mass.;
Jas. L. Woods, Jr., Crosley Salesman;
C. L. Titus, Denver, Colo.;
J. H. Lyte, Philadelphia, Pa.;

(Continued on Page 6)

Combination Of Radio and Religion Is An Ideal One, Minister Asserts; Sunday School Services Broadcast

Religion and radio are important factors in this country. The former is one of the oldest institutions while the latter is the youngest of industries. The combination is ideal. What could be more interesting than a combination of the two to spread the Sunday School lessons to campers, vacationists, invalids and others who could not or would not, leave their homes to go to Sunday School? The result of this experiment, of broadcasting the first Sunday School lessons from W L W is told by one of the originators, E. Leigh Mudge, Ph. D., Associate Editor of Sunday School Publications, Methodist Episcopal Church.

"Twenty-five years ago people said the automobile would never be more than an expensive toy for those who could afford it," said

Doctor Mudge. "Similarly the motion picture was a remarkable series of photographic stunts, and very few people considered it seriously at first. The phonograph was a catch-penny device for country fairs. As time has passed, the automobile has become the chief private conveyance, for business as well as pleasure, and is fast claiming the field of public transportation. The motion picture has become a medium for the best plays, and its value as an aid to education is beginning to be realized. The phonograph reproduces the voices of the greatest singers, and is being put to a great variety of artistic and educational uses.

"The educational possibilities of the phonograph and the motion picture were slow in appearing, and for

(Continued on Page 6)

Crosley WLW Programs For Week of July 27th

SUNDAY

RADIO PROGRAM WLW

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

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

MONDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports. Opera Talk with Musical Analysis.
8:00 P. M.—
GRAND OPERA FROM THE CINCINNATI SUMMER OPERA SEASON AT THE ZOO.
Mr. Ralph Lyford, director; Intermision of the Opera.
Popular program by ALVIN ROEHR'S MUSIC MAKERS.
Alvin Roehr, violin, director and MANAGER.
"Fred" Gossman, trumpet
M. B. Van, saxophone
"Pete" Miller, banjo
"Bill" Braun, trombone
"Art" Mees, piano
"Nat" Barnhart, entertaining drummer.
CONTINUATION OF THE OPERA.
(Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Topics of Interest to Women. Times-Star News.
10:00 P. M.—
Special program arranged by the BELLONBY FURNITURE CO.
Piano Solo:
(a) Fifth NocturneLeybach
(b) Selected
Miss Corinne Fuller.
Violin Solo: "To A Wild Rose"
Miss Mary Elizabeth Wallace,

Miss Corinne Fuller at the Piano.
Quartet: "Negro Spirituals"
Northern Kentucky Male Quartet
Wm. A. Davies, first tenor
Ray Bellonby, second tenor
Richard D. Shinkle, first bass
Logan Stephenson, second bass
Saxophone Solos by Mr. Robert Bellonby.
Baritone Solos:
(a) "A Love Song" from the Magic Ring
(b) "In A Garden"Hawley
Mr. Ferd Maier, Mrs. George Maier at the piano.
Soprano Solos: by Miss Mary Wallace, accompanied by Miss Corinne Fuller.
Quartet:
"Where Is Good Ole Daniel"
"Babylon's Falling"
Northern Kentucky Male Quartet.
Saxophone Solos by Mr. Robert Bellonby.
Finale: "Good Night Ladies"
The Northern Kentucky Male Quartet.
11:15 P. M.—
Piano Solo:
Nocturne in E flatChopin
Miss Rosa Levit.
Baritone Solos:
(a) "The Plains of Peace"
.....Barnard
(b) "Out of the Deep"....Marks
Mr. Fred Knauer, accompanied by Mrs. Harry Miller.

11:55 P. M.—
Special program by the CHUBB-STEINBERG ORCHESTRA.
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director
Walter MacDonald, piano
William Kock, saxophone and clarinet
Rex Adkins, trumpet
Frank Bamberger, trombone
Leon Warren, banjo
Ray Fetzner, tuba
Bud Ebel, drums
(Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

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

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—"Shut In" program by the Duning Benevolent and Musical Service, under the direction of Mr. and Mrs. William Duning.
8:00 P. M.—
Popular Music presented symphonically by the VIRGINIA ENTERTAINERS
Jack Bauer, trumpet, violin, saxophone and director
Dick Rye, saxophone, clarinet and trumpet
O. V. Speybrook, saxophone and clarinet
Fred Brill, trumpet and saxophone
A. H. Speigner, trombone, saxophone and MANAGER
Perry Bechtel, banjo and vocalist

V. A. Johnstone, piano and arranger
A. F. Joseph, drums and effects.

9:00 P. M.—
Program of original compositions by H. H. Walker.
Mary Steele, soprano; piano-logues by 8-year-old Sade Elizabeth Huck, and the composer at the piano.

9:30 P. M.—
Concert by the WURLITZER Instrumental Trio.
(Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
July 31st. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano Solos by Miss Adelaid Apfel.
10:00 P. M.—
Three Minutes with The United States Civil Service.
10:03 P. M.—
Concert Program by the MILNOR ELECTRIC INSTRUMENTAL TRIO. (Courtesy of the Milnor Electric Company, Cincinnati.) The program will include the most popular of standard selections and excerpts from favorite Musical Comedies.
10:50 P. M.—
The Fort Hamilton Masonic Quartet.
First tenor, Hon. Howard E. Kelley, Mayor of Hamilton, O.
Second tenor, Bert Phillips
Baritone, Kelly D. Evans
Bass, Sherman Lingler
Mrs. Kelly D. Evans at the piano.
11:00 P. M.—
Special program and entertainment by the DOHERTY MELODY BOYS.
Frank Pendergast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone
Bake Holthaus, drums
J. L. Doherty, banjo and MANAGER.
(Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
August 1st. Eastern Standard Time.
423 Meters.

11:00 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Special Program.

AS USUAL

"And you and your wife have decided to do it?"
"Not exactly. My wife decided. I agreed."

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
August 2nd. Eastern Standard Time.
423 Meters.

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

DAILY PROGRAM

10:30 Weather Forecast.
A. M. Fifth-Third National Bank Bond Department Report; financial letter, call money rates, on Cincinnati and New York, Liberty Bond, Foreign Exchange and Chicago grain 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 8:00 P. M.

RADIO IN HOLY LAND

Even the Holy land has succumbed to radio. The installation of radio apparatus in Palestine was given official sanction by a government ordinance issue June 3 permitting all inhabitants to install radio sending or receiving instruments. The British Government is planning to install a powerful broadcasting station on the Mount of Olives, the report said.

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

709 KILOCYCLES, 423 METERS, CENTRAL DAYLIGHT SAVING TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus

Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone, West 7600

Subscription Price, \$1.00 a Year

Robert F. Stayman

Editor

Alvin R. Plough

Associate Editor

Boost Home Town Talent

The great American listening public has come to accept radio as an indispensable service in the home rather than as an experiment novelty which depended for its interest on long-distance "stunts." The question no longer is "How far can I reach?" but "What program shall I hear?"

Many a radio "fan" this summer has discovered for the first time that in his efforts to sweep distant fields he had been missing the real joys of radio reception. The enthusiast now realizes that in many cases the best entertainment, the most interesting news features, were being broadcast from a nearby station, within easy and effective range, while he, with his ears fixed for "distance," had been deaf to the true appeal that radio made.

Radio listeners in many parts of the United States are becoming fervent "rooters" for their home-town talent, and many interesting factors are likely to develop from this movement. For one thing, the encouragement thus lent to local talent should result in a great improvement of program material. For another thing, the general practice of choosing a program upon merit rather than upon distance would solve some of the serious problems of interference now experienced in the air. Then there is also the question of summertime reception. Atmospheric disturbances during warm weather occasionally prevent the satisfactory hearing of distant stations, whereas nearby stations can be heard without difficulty.

As the attention of radio listeners was concentrated on the programs of local stations, there would arise a community interest in singers and musicians—native sons and daughters, as it were. The development of this spirit would mean a great deal for the industry as a whole and for the users of radio apparatus. In turn local artists would be given an opportunity to win public recognition for their talents, and this might lead to their success in broader fields, just as the reputations of established artists have been enhanced by their appearances before the enormous audiences offered by radio.

As an evidence of what commun-

ity spirit can do for an artist the example of a Seattle composer may be given. This composer attracted so much favorable attention through his appearances at the local station that he was able to start on a tour of the larger stations with a good prospect of having his works published. Before he left, he was presented with a watch, a testimonial from the radio public subscribed to on its own initiative.

Confidence In A Manufacturer

Three men prominent in the radio field—men who had attended the convention of Crosley jobbers—were asked what they thought was the predominating feature of the gathering. In slightly different wording, each declared emphatically that there was nothing more pronounced than the manner in which these distributors, who came to Cincinnati from practically every state in the Union, expressed their confidence in The Crosley Radio Corporation and the merchandise it was offering.

From far and near, these merchants gathered with the sole intention of learning what the Crosley company had to offer to them, to study the sales policies of the organization and to hear about the merchandising methods that have been worked out by Mr. Crosley and his associates. Not to make certain that their franchises were iron clad; not to see how Crosley products were manufactured; not to fight for additional sales territory; not to discuss prices—these were not the reasons that brought the delegates to Cincinnati. It simply was the desire to get better acquainted with the radio receiving sets for which they know there will be a tremendous demand this fall and winter.

In connection with newspaper work in the past, the writer has attended hundreds of conventions similar to the one to which reference is made here, but never before has such confidence in a manufacturer been noted. From the four corners of these great United States came the jobbers with but two intentions; first, to hear what Mr. Crosley had to say to them about his products, and second, to tell Mr. Crosley that they were for him and his merchandise 100%.

EVERY ROOM IN NASHVILLE HOTEL TO HAVE RADIO SET.

A \$2,000,000 apartment hotel—to be the finest in the South—is to be erected at the corner of Church street and West End avenue, Nashville, Tenn., in the near future, and every room in this building will be equipped with a radio receiving set. Radio is booming in Nashville—two new broadcasting stations being planned. One probably will be erected by Flisk University and the other by a large insurance company.

Radio Competition In Reporter's Work Forecast By Speaker

New Type Of Journalism To Include Descriptive Reporting—Microphone May Replace Notebook.

Wireless competition in the work of the newspaper man was foreshadowed by W. Meakin, London, in his presidential address at the opening session of the recent annual delegate meeting of the National Union of Journalists. It was, he said, a development of the past year, which he prophesied would become rapidly more intimate and intense.

What he wished to draw attention to particularly was the almost certain appearance in the near future of the radio journalist who would develop a new technique, especially in the sphere of descriptive reporting. He would be equipped with a microphone instead of the conventional notebook and pen. He would have ample scope for the development of descriptive qualities, swift and accurate observation, a crisp, vivid style, and an unhesitating selection of telling points.

The narrative form adopted would approximate more to the manner of the platform than the writer's desk. Fluency and directness of speech would be combined with the news sense and power of graphic description which sufficed for the journalist who now wrote his message.

There might be delay before we reached this stage in the evolution of broadcasting, but we certainly should reach it.

Difficult and delicate questions would undoubtedly arise, some of great importance to the public, as well as to newspaper proprietors and journalists. Was it desirable and possible, for instance, that exclusive rights in this form of news transmission should be vested in any single private enterprise un-

MILEAGE GUESSING CONTEST

All work and no play might have prevented the Crosley Jobbers' Convention from being so successful, and so it was decided to "mix in" a little fun in the form of a mileage guessing contest.

Every delegate was asked to guess the number of miles traveled by all those present, the one estimating the closest to the correct number to receive a Crosley Trirdyn Special radio receiver. A large map was placed before the delegates and each put a mark on the city whence he came. Then the distances were totaled and it was found that 38,565 miles were covered by the visitors in coming to the convention, only one way, and not a round trip, being considered.

H. P. Tozier, of Portland, Maine, won the prize by guessing 38,364½ miles, while G. H. Thaubald, of Cincinnati, was second with his guess of 38,885. Estimates ranged everywhere from 300 miles to 1,000,000,000,000,000, the persons entering these evidently being of the opinion that some valuable "booby prize" was to be awarded.

dertaking? Sooner or later there would be discussion on that matter, and he had no doubt there would be a demand from newspapers for broadcasting rights.

DISCONNECT YOUR BATTERY

If you have a potentiometer connected across your dry "A" battery, make it a point always to disconnect the battery when you have finished listening in, or a considerable drain through the potentiometer winding will result. This is particularly important if the potentiometer is of comparatively low resistance. A panel switch affords the most convenient means of breaking the "A" battery circuit.

The simpler the apparatus the better the chance for good operation.

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

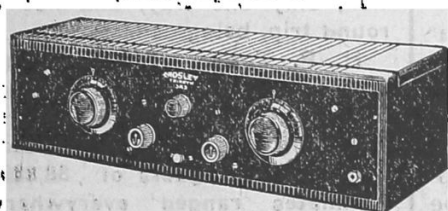
Attach \$1.00 and mail this to the Crosley Radio Weekly, The Crosley Radio Corporation, Cincinnati, Ohio.

CROSLEY

BETTER--COST LESS

RADIO RECEIVING SETS

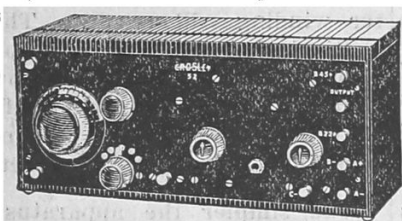
CROSLEY TRIRDYN 3R3



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

PRICE \$65.00

CROSLEY 52

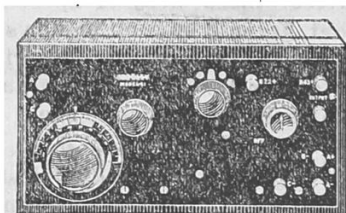


The Crosley 52 is a new three-tube Armstrong Regenerative Receiver, licensed under U. S. Patent 1,113,149. It consists of tuner, regenerative detector, two stages of audio frequency, phone-jack to plug in on two tubes and filament switch to turn off the "A" and "B" batteries when the set is not in use.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

PRICE \$30.00

**GUARANTEED
SATISFACTION
AT
REASONABLE
PRICES**

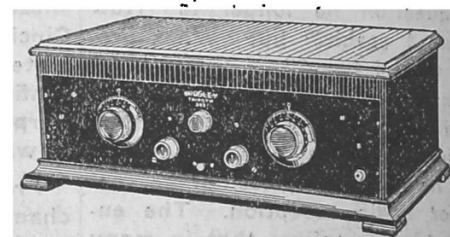
CROSLEY 51



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

PRICE \$18.50

CROSLEY TRIRDYN SPECIAL



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

PRICE \$75.00

CROSLEY 50



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

PRICE \$14.50

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

200 SASSAFRAS STREET

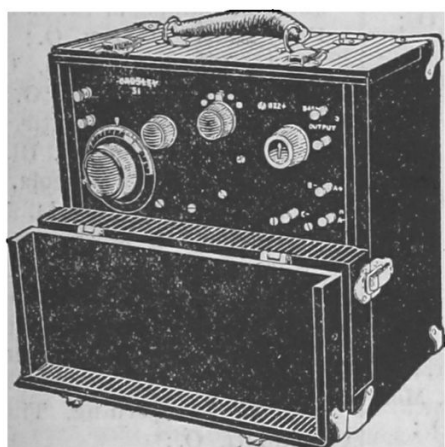
CINCINNATI, OHIO

CROSLY

BETTER--COST LESS

RADIO RECEIVING SETS

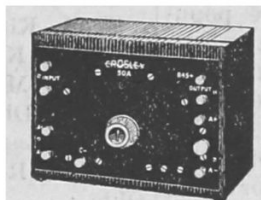
CROSLY 51-P



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

PRICE \$25.00

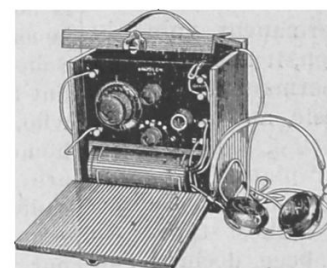
CROSLY 50-A



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

PRICE \$18.00

CROSLY 50-P



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

PRICE \$18.00

CROSLY 51-A



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

PRICE \$14.00

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

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

Prices of these sets follow:

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

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

Radio and Religion Ideal Combination Minister Declares

(Continued from Page 1)

too long a time these wonderful inventions were treated as toys. Let us see that the newer scientific invention, radio, is not thus undervalued. It is possible to make radio a mere amusement medium. Without any underappreciation of its value in this field, it is well to realize that there are other important uses to which it may be dedicated.

"If radio is to be only an amusement device, we are likely to make use of the cheap and transitory sort of music and ephemeral bits of currently-interesting materials for spoken address. But if radio is to continue to be of interest, if it is to become a permanent value in modern civilization, it must be associated with the permanent elements in literature, music, and all the related arts.

"Central in our plans for permanent radio service must be the use of music of the highest type. Already there has been decided success in the broadcasting of grand opera, symphonies and the highest type of vocal and instrumental music. We must look forward to the further definite enlistment of the best musical talent for vastly greater audiences than ever crowded a concert hall. As the motion picture has enlisted many of the successful actors of the stage, so we should expect the radio to call the great musicians to its great field of service.

"Similarly we must expect the regular use of radio by the best of our public speakers, by statesmen, by literary lecturers, by those who represent to popular audiences the values of science and history and painting and sculpture and architecture and the many other great interests of modern life.

"Not only the artist but the educator should be interested in radio. For radio is bound to have a decided influence upon children and young people as well as those of older years, and it is the business of education to present the right sort of influences, wholesome and stimulating, which lead to the formation of worthy habits and ideals. The guidance of these influences is alike the problem of the state and the church, of the public and the church school.

"An interesting experiment in the educational use of radio is being made by the Sunday School Editorial Staff of the Methodist Book Concern, with headquarters in Cincinnati, in cooperation with WLW, the radio broadcasting station of The Crosley Radio Corporation. For several months a Sunday School program of worship and instruction has been broadcast every Sunday morning, at 9:30.

The editors and other experts in religious education conduct a service of worship, brief and inspirational, including readings, prayers, hymns and musical numbers of high quality. Then the Improved Uniform Lesson for Young People and Adults is discussed in a short address. The whole service is bright and interesting, as is attested by the many listeners who phone or write to WLW the expressions of appreciation. By this means invalids have a treasured opportunity which has been denied them for years. People in isolated rural places appreciate the excellent music and other features of the programs, and many people are brought in touch with the inspiring work of modern religious education.

The radio Sunday School service is becoming more and more popular. It is not intended as a substitute for the local school; in fact it is hoped that it may lead people to become interested in the Sunday School in their own neighborhoods; but this service is planned for those who, from whatever reason, are at home at Sunday School hour and are interested in joining, through radio, in the meditations and lessons of the millions of people in our American Sunday Schools."

GRID LEAK PLAYS IMPORTANT PART IN RADIO SET

Little does the average broadcast fan realize the importance of the small grid condenser and the grid leak. These parts are small, but they largely control the action of the detector tube. It will surprise one to know that the volume and the clarity of the signals depend upon the proper value of grid condenser and grid leak.

An important factor which determines the grid current is the number of negative electrons which are attracted to the grid from the filament. The negative charges on the grid sometimes reach a point where they practically stop the flow of plate current. The grid current piles up the electrons and unless a grid leak is used the tube will become choked and will not operate properly.

If the grid leak is the incorrect size the tube will only operate at a percentage of its efficiency. If you have never changed your grid leak you will be surprised at the results obtained from using various values of resistance. Each type of vacuum tube requires a different type of grid leak and grid condenser. Usually the manufacturer supplies the value of the grid condenser and the grid leak with the tube when it is purchased.

In some cases you will find that you need a variable grid leak for good results. As a rule a grid leak having a resistance of between two and five megohms is satisfactory for average use. If you are desirous of using a fixed grid leak, try several before resorting to any particular value.

All Sections of U. S. Are Represented At Crosley Convention

(Continued from Page 1)

J. D. Palmerlee, Detroit, Mich.;
R. A. Stemm, Chicago, Ill.;
W. W. Boes, Cincinnati, O.;
W. L. Cohn, Dallas, Tex.;
Louis Cohn, Dallas, Tex.;
John C. Sampson, St. Louis, Mo.;
W. H. Mailack, St. Louis, Mo.;
R. W. Bennett, St. Louis, Mo.;
M. A. Wygant, Washington, D. C.;
Chas. Leahey, Detroit, Mich.;
W. L. McWood, Detroit, Mich.;
Geo. R. Clarke, Detroit, Mich.;
W. E. Fuetterer, St. Louis, Mo.;
Hall R. Edwards, St. Louis, Mo.;
F. R. King, Omaha, Nebr.;
V. M. Keck, Cincinnati, O.;
L. T. Milnor, Cincinnati, O.;
H. M. Dine, Canton, O.;
C. B. Lamb, Hartford, Conn.;
W. J. Rodman, Oklahoma City, Okla.;
M. C. Ewing, Cincinnati, O.;
R. E. Campbell, Washington, D. C.;
Jas E. Aitken, Toledo, O.;
L. F. Vollmer, Cincinnati, O.;
C. B. Davis, Cincinnati, O.;
J. D. Cole, Cincinnati, O.;
H. B. Noyes, Omaha, Nebr.;
J. H. Harbison, Kansas City, Mo.;
A. Goldenberg, Zanesville, O.;
S. Goldstein, Zanesville, O.;
R. W. Farnum, Pawtucket, R. I.;
C. P. Delancey, Pawtucket, R. I.;
Max L. Haas, Cleveland, O.;
M. Fenneberg, Milwaukee, Wis.;
J. D. Harvey, Milwaukee, Wis.;
A. D. Peabody, Muskogee, Okla.;
Theo. Bass, Peoria, Ill.;
R. M. Pepper, Harrisburg, Pa.;
Ben S. Murray, Olney, Ill.;
N. B. Williams, Streator, Ill.;
A. C. Spencer, Chicago, Ill.;
H. R. Hall, Chicago, Ill.;
A. E. Loeb, Columbus, O.;
C. S. Tay, Chicago, Ill.;
J. A. Buerkin, Quincy, Ill.;
I. G. Johnson, Quincy, Ill.;
E. M. Petersburg, Des Moines, Ia.;
R. A. Whipple, Chicago, Ill.;
Stuart Campbell, St. Louis, Mo.;
T. H. Locker, Parkersburg, W. Va.;
Harold Locker, Parkersburg, W. Va.;
Bertram Puckett, Cedar Rapids, Ia.;
E. A. Rumsey, Philadelphia, Pa.;
G. C. Hartzell, Memphis, Tenn.;
K. M. Hance, Fargo, N. D.;
W. E. Bodart, Green Bay, Wis.;
J. G. Spotton, Guelph, Ont., Can.;
J. W. Brindley, La Crosse, Wis.;
L. Bevins, Erie, Pa.;
J. R. Newman, Pittsburg, Pa.;
D. M. Allen, Cincinnati, O.;
T. B. Sharar, Rochester, N. Y.;
John Hanson, Waterloo, Ia.;
H. E. Holladay, Seattle, Wash.;
E. A. Hamberg, Pittsburg, Pa.;
Ellis Chaney, San Antonio, Tex.;
J. L. Willenbrink, Louisville, Ky.;
H. E. Ogden, Louisville, Ky.;
A. E. Gibson, Louisville, Ky.;

H. W. McClain, Louisville, Ky.;
H. Theuman, Louisville, Ky.;
H. D. MacGavock, Louisville, Ky.;
L. R. Krumm, Columbus, O.;
Joseph Stanley, New York City;
E. B. Ingraham, New York City;
M. Braun, New York City;
B. R. Bennett, Mineola, L. I., N. Y.;
H. S. Walters, Mineola, L. I., N. Y.;
D. W. May, Newark, N. J.;
H. Hirsch, Newark, N. J.;
H. A. Linde, New York City;
C. B. Cooper, New York City;
Miller, Buffalo, N. Y.;
Mayo Harris, Buffalo, N. Y.;
Willard B. George, Cincinnati, O.;
Montgomery H. Johnson, Utica, N. Y.;
G. H. Kroeger, Cincinnati, O.;
Edw. J. Goetz, Cincinnati, O.;
G. H. Thaubald, Cincinnati, O.;
Harger Blish, Des Moines, Ia.;
H. W. McClaire, Cincinnati, O.;
John C. Sampson, St. Louis, Mo.;
F. J. Blase, Dayton, O.;
H. L. Burns, Dayton, O.;
R. C. Caine, Dayton, O.;
H. E. Holladay, Seattle, Wash.;
J. R. Olsen, Chicago, Ill.;
H. S. Walters, Mineola, N. Y.;
B. R. Bennett, Mineola, N. Y.

The following newspapermen also were present:

Harry E. La Mertha, Radio Editor, Globe Democrat, St. Louis, Mo.;
E. D. Leonard, Post, Cincinnati, O.;
Andrue H. Berding, Times-Star, Cincinnati, O.;
E. M. Boyd, Enquirer, Cincinnati, O.

IN OTHER WORDS, "NO TRESPASSING."

On a farm in South Georgia is posted this sign:

"Trespasser's will be persecuted to the full extent of 2 mean mongrel dogs which ain't never been ovarly soshibil with strangers and 1 dubbel barelt shot-gun which ain't loaded with no sofy pillers. Dam, if I ain't tired of this hel raisin on my proputy."—Everybody's.

PLENTY OF OTHERS LIKE HIM

Not long ago I was told of a bank which takes on a number of young men during the summer, and on their salary receipts is printed a legend something like this:

"Your salary is your personal business—a confidential matter—and should not be disclosed to anybody else." One of the boys in signing this receipt added:

"I won't mention it to anybody. I'm just as much ashamed of it as you are."—Old Colony News Letter.

CATERS TO DEMAND

"What is the secret of your success?" asked the reporter.

"Well," said the wealthy merchant, "I always made it a point if I knew the women were crazy to buy silk hosiery not to stock up my store with mouse traps and try to sell them those instead."—Cincinnati Enquirer.

Jobbers of Crosley Merchandise Attend Successful Meeting

(Continued from Page 1)

expected that as a result of this co-operative plan of merchandising there will arise a greater feeling of friendship between the distributors and the manufacturer.

When the meeting was called to order, Mr. Crosley welcomed the delegates to Cincinnati as follows:

"It gives me quite a thrill to see all of you assembled here—to realize that this business we have built in Cincinnati is of sufficient interest to bring men from all parts of the country to Cincinnati to see and to get together and exchange ideas and talk over what the other fellow is doing. It certainly is gratifying. I want to welcome you here. I want to say that we have in store for you a wonderful time and that when you go home you will feel that the trip has been worth while.

"I think almost every State in the Union is represented here. Now we are here to talk over things. Our organization has grown rapidly; there is no question about that, but we realize perfectly well that our success is dependent entirely upon you men and the others who have been unable to come. We want your ideas. That's one reason why we want you here. You will all have an opportunity in the course of the business meetings we have scheduled, to make your suggestions to us. There may be some of them that we will not be able to adopt. There may be some ideas that affect you locally and perhaps are not national in their scope and you must remember that our position is one where we must consider everything from a national point of view but I know that much good will come out of this meeting as did last year out of our very much smaller meeting."

Then he went into a lengthy discussion of the Crosley line, explaining the advantages offered by his merchandise over those of competitive lines. He explained the Trirdyn, the Trirdyn Special, the popular 51, the 52, the 51 Portable, the 50 Portable, the 50, and the amplifiers. He also told the jobbers explicitly that the famous Crosley Models XJ, the Super XJ, the 3B, the 3C, the XL, the VI, the V, and other popular Crosley receivers would be continued.

He declared that arrangements were being made to increase the output from 1,700 sets a day, which was the peak last winter, to more than 5,000 a day, and he expressed doubt as to whether or not the tremendous production would meet the demand everyone knows will be faced this fall. Then he explained the various steps he had taken to increase this production, how he

Recognizes Voice of Radio Speaker As That of Friend He Had Not Seen But Twice During Thirty-six Years

The radiocasting of the National Conventions created a profound impression upon the American public. In every city and town throughout the country every fan listened in and more—he invited his friends to listen in with him. About the streets in front of stores knots of men gathered to hear first hand the words of prominent political speakers and the speeches of renowned orators. Radio accomplished its most stupendous labor up to the present time in sending forth such a marvelous reproduction of these two conventions.

It is not surprising under such circumstances that many enthusiastic letters come to radio station WLW telling of unusual experiences of listeners during these times. The exactitude of vocal reproduction, and the retentiveness of human memory are remarkably illustrated in the letter which follows:

"Crosley W L W,
"Cincinnati, Ohio.
"Gentlemen:
"During the session of the Republican Convention, I was 'listening in' during the vote for Vice President.

had purchased the new factory in which the convention was held, and how he had retained the former factory which will be used for the manufacture of parts, the new plant being used for assembling sets.

Mr. Crosley pointed out one method after another by means of which the jobbers could overcome sales resistance, pausing every now and then to answer a question asked by one of his interested listeners. Bringing the first business meeting to a close, he caused tremendous applause by stating whenever there is an individual problem confronting The Crosley Radio Corporation he would try to obtain a solution in the same manner in which he would expect his jobbers to handle it if it had been assigned to them.

At the close of the first business meeting, the visitors were taken to Mecklenberg's Garden, where lunch was served, and then they were conveyed to the chief points of interest in the Queen City. Returning to the Colerain avenue and Alfred street plant, the jobbers were permitted to study the methods by

When the state of Vermont was called, I heard a voice announcing the choice of that state, which sounded familiar, and said to my wife, 'that voice sounds like Howland's, a classmate of mine at Dartmouth College who graduated with me there in the class of 1887.'

"Now 'Howland' is Mr. Fred. A. Howland, President of the Vermont Mutual Life Insurance Company, and I have not seen him but twice during a period of thirty-six years. I had no idea that he was among the Vermont delegates at Cleveland.

"The day after I heard that voice, the circumstances, and asked him if it was his voice that I had heard over the radio at Cleveland. Yesterday I received a letter from him stating that it 'surely was', and marveling at the wondrousness of the episode, both as to the accuracy of Radio, and the singularity of my retention of the vocal tones.

"I just want you to know about this wonderful thing.

"Sincerely,
"(Signed) SIDNEY ARTHUR,
"Attorney at Law,
"Covington, Kentucky.
"No. 1 'South Arstin' Apts."

means of which Crosley radio receivers are manufactured. They also visited the WLW broadcasting studio, from which the reports of the Democratic National Convention was being radiocast, and the wood-working plant where Crosley cabinets are manufactured.

Going back to the convention room in the new factory, the jobbers listened to a lengthy explanation of the sales policies of the Crosley Corporation in the form of an address delivered by Mr. Joralemon, general sales manager. Every possible detail was dwelt upon, Mr. Joralemon so thoroughly explaining the company's plans that it was not necessary for the delegates to ask any questions or even to offer any suggestions.

At 6 p. m. the jobbers were taken to the Business Men's Club where dinner was served, after which they were taken to the Zoological Garden where they attended the opera and witnessed the ice skating ex-

hibition. At 11 p. m. they returned to radio station WLW, where a number of the out-of-town guests said a few words to the "folks back home." Thus ended the first day of the second annual convention of Crosley jobbers.

At 9 a. m. the next day the delegates were called to order for a round-table discussion of merchandising methods, and many an interesting problem was thrashed out. The advertising plans of The Crosley Corporation were explained by Douglass M. Allen, of the Prather-Allen Advertising Company, which places Crosley magazine advertising. Mr. Allen told of the millions and millions of prospective radio buyers who are reading about Crosley products and of the enormous field being created as a result of the publicity campaign being carried on.

After luncheon was served in the convention room, the discussion was resumed, still more interesting suggestions being offered and discussed, and at 5 p. m. the meeting adjourned sine die.

All in all it was a wonderful convention, as was evidenced by the cheering when it was suggested that a rising vote of thanks be given to Mr. Crosley for inviting his jobbers to Cincinnati and for being so frank in his explanations of his plans for the future. Three cheers for Mr. Crosley, three cheers for Mr. Joralemon and three cheers for The Crosley Radio Corporation, followed by a general hand-shaking, marked the lowering of the curtain on the 1924 convention of those jobbers who are handling and featuring Crosley Better—Costs Less Radio Apparatus.

DEALERS
For Immediate Delivery

CROSLY
Better—Costs Less
APPARATUS

EIGHT BIG WAREHOUSES
WAKEM & McLAUGHLIN, Inc.
CHICAGO.

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

THE EDW. J. GOETZ CO.
Wholesale Distributors Exclusively

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

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

Radio May Affect Method of Choosing Political Leaders

Business Heretofore Regarded As "Inside Stuff" Now Revealed to Public As Result of Broadcasting.

The radio fans of the country, and practically everyone else, are unanimous in the belief that radio sooner or later will change the methods of selecting presidential candidates. Some assert that it is bound to affect the final vote in November.

Radio, with its "pitiless publicity," carries every word uttered at conventions, to members of both political faiths. It shows reactions, reveals the "inside stuff," and exposes faked enthusiasm, "hokum," "bunk," and "apple sauce." Radio takes all fans to the conventions. It has practically killed the old method of "infighting," and will certainly tend to switch the battle to a more open style of play, as the sport writers say. It may urge the direct primary system of voting for candidates.

During the recent political conflicts, not only the regular fans, but candidates, political headquarters, community centers, governmental officials and editors; even the tired business men, shop girls and tourists listened in on the proceedings. No longer can the lieutenants of a factional cause "put anything over" on the general public, which now has its ear tuned to the air through the aid of radio. Spellbinders of the past cannot longer pattern their speeches to a single class of listeners—all classes listen in at the same time. A speaker can neither "talk down nor up" to his audience, since the morons and the intellectuals are both on the air. The radio audience today, especially when a national question is being thrashed out, is cosmopolitan, with a capital C.

Opposing camps, as well as the individual candidates, get "an ear full" every minute that a convention is in session. They no longer are forced to rely upon scouts or read about the criticisms and pledges of their opponents—they hear them first hand. In the future, every political headquarters will have a radio receiving set so as to maintain a constant watch on enemy camps. Every speaker will have to be careful, for his copy is no longer subject to correction and editing, it goes out in the heat of his oratory to the country at large. Even if he is a member of Congress, he cannot claim the privilege of editing his speech as he does for the Congressional Record. The newspapers also get it direct, without the coloring of special political writers or imaginative reporters,

sometimes influenced or swayed from the duty of telling the public the story in its bare and unadorned truthfulness.

And so, during the forthcoming campaign, candidates, chairmen, managers and assistants, including publicity men, will have to watch their steps most carefully else they slip on the icy thoroughfares of the air. Rewrites of speeches will avail little if glaring fauxpas are made in broadcast speeches. Editing will not disabuse the original idea picked up by the radio voter from the air direct from the mouth of the candidate. A radio set insures the reception of every speech, better perhaps than if the listener were present at a meeting disrupted by "razzing" and "heckling". Radio picks up the speech anyhow and spreads it over the land. Take Bryan's recent speeches; the fans all heard it anyhow, and probably better than the delegates.

The radio public, at least, has learned more about politics during the past month than it ever knew before. It will not forget soon. The vote of some 25,000,000 fans must also be considered by campaign managers; another problem for them to handle. Only one solution is available: "Simon Pure" honesty, plain, direct statements of facts and sincere promises, for they are talking directly to possible constituents of radio land who will not tolerate or even listen to "blah" and "hot air". In other words, radio will prevent putting things over that are not honest, and that makes for better politics and campaigns of the future.

Shun Pao of Shanghai is the first Chinese newspaper to take up broadcasting.

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

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

Bond Department
THE
FIFTH-THIRD
NATIONAL BANK
of Cincinnati.

NEW YORK BOY WELL PLEASED WITH CROSLY MODEL 51

From a rather isolated section in the hills of the Northern part of Tioga County, New York, there comes a letter which is most interesting to those who are contemplating the purchase of a two tube radio receiving set. This letter is from Theodore Heisey, son of a farmer, who is mighty well pleased with the operating qualities of his Crosley Model 51 set, which was sold to him by the Davis-Brown Electric Company, Ithaca, N. Y.

Heisey's letter follows:

"Wilseyville, New York.

"Dear Sirs:

"Some two months ago I purchased a Crosley Model 51 Radio Set and think I have given same a thorough trial.

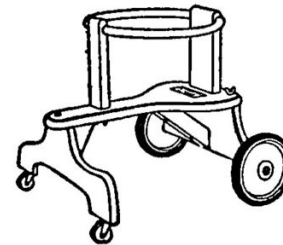
"Three of my boy friends called one evening and all four of us listened in satisfactorily with one head set.

"I am delighted with my radio and your company need not hesitate to recommend the Model 51 to anyone wishing to purchase a good set. I just felt like sending the Crosley Radio Company an applause card and did so.

"Very sincerely yours,
"(Signed) Theodore Heisey."

Sign in a Kansas City bakery:
MA'S BAKERY
Pop on Ice
—Cleveland Grocer.

The Go-bi-bi



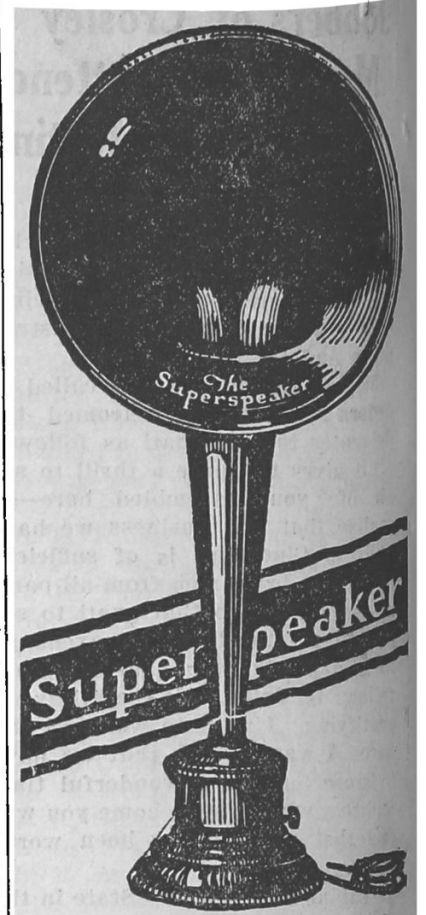
No longer does Daddy carry the infant about in his arms while mother prepares supper. Little brother and sister do not have to sacrifice their play hours to take care of the baby. And Mother—look at Mother, just as carefree as the children. All because the Tiny Tot in this home is learning to walk by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

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

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

CROSLY MFG. COMPANY

1632 Vandalia St. Cincinnati, O.



"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

5680 Twelfth Street

DETROIT

MICHIGAN