

CROSLY RADIO WEEKLY AND WLW PROGRAMS

WLW

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

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Intervals Between Selections Being Shortened at WLW

Waiting Periods During Broadcasting of Concert To Average From Three To Five Seconds.

By Fred Smith

Whatever the culmination of radio programs may be, it is certain that they are improving rapidly and steadily. It is not merely a question of comparison from week to week that this evolution may be marked but rather in comparing the programs of today with those of a year ago and two years ago. Two prominent tendencies have asserted themselves most forcibly: better quality and greater variety.

There is a third point of improvement in radio programs which lies entirely with the mechanical side of the production; and this is the lessening of the waiting periods at intervals throughout the program.

Two and a half years ago it was quite customary for stations to run fifteen minutes and then stand by for intervals of three minutes. This was on account of the possibility of interfering with ship signals at sea. However, with the change of wave length bands this fear was eliminated and a program could be run continuously for one, two or five hours.

Nevertheless, many stations have clung to the "one minute please." Now the period of time known to us in ordinary life as a minute goes by so quickly that we grant it no importance; but if one is waiting for the radio announcement with attention strained not to miss a single note or word, a minute seems a long, long time. This is why at the Crosley station constant effort is being made to shorten the intervals.

The new WLW studios, located in plant 1 of The Crosley Radio Corporation, are most admirably arranged for running a continuous program without intervals. The two studios are connected and between them on the back wall is a large booth with a window and glass door looking into either studio. In this booth are the control panels and switches. On the microphone stand in either studio is a lighting system modeled after the "Stop" light on the rear of an automobile. When the program is to change from one studio to the other the announcer speaks from the microphone of the studio that is be-

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NEW DANCE ORCHESTRA FOR WLW



Arrangements have been made with Castle Farm, Cincinnati's newest place to dine and dance, to broadcast nightly, except Friday, the music of the celebrated Lange-McKay Dance Orchestra, a picture of which appears above. These boys are masters of modern dance music. They work under the direction of Henry Lange, who, for three years, was pianist for the celebrated Paul Whiteman. Marion McKay, banjoist, is manager. Music from Castle Farm will be broadcast by WLW every evening, except Friday, from 11:30 until 12:30 o'clock.

Super Power Stations Will Overcome Natural and Man-Made Disturbances; Benefit to Listeners Is Explained

Powel Crosley, Jr., one of the outstanding figures in the radio industry, came out in vigorous championship of superpower broadcasting in a statement at the recent National Radio Conference, which was presided over by Secretary Herbert Hoover. Mr. Crosley declared that authoritative technical opinion in the industry is entirely in accord with the conclusions submitted to the Conference by the United States Bureau of Standards, which set forth that "in order to deliver a signal of the same intensity to a larger number of people or a larger territory it is necessary to use higher power in the transmitting station."

"The report further stated that in the consideration of such high-power broadcasting stations "there need be no fear that this will interfere seriously with the smaller stations nor displace them, provided some very simple principles are followed in their establishment."

"My primary purpose," asserted Mr. Crosley, "in urging upon the industry the acceptance of superpower comes from the conviction that the many thousands of owners

of moderate-priced receiving sets in the United States will be the direct beneficiaries of a better system of broadcasting transmission.

"There is a curious and widespread misconception as to the effect of super-power on the user of an inexpensive crystal set or single-tube receiver. The technically unsound idea seems to prevail in some quarters that such receivers either will not be able to receive superpower stations, or alternatively, will be able to receive none but superpower stations. The facts are otherwise. The user of moderate-priced sets will get distant superpower stations reliably and clearly, and without interference from natural or man-made disturbances.

"One of the most desirable effects of high power transmission is the consistent production of a clear, undisturbed signal for listeners located within a large area served by the high power stations. The explanation of the superiority of the signal of the super-power station is an obvious one. All radio listeners are well aware that there exist in the air sources of natural interfer-

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Radio Listeners To Visit 'Punkin Center' On Election Night

Unique And Interesting Method of Broadcasting Election Returns Planned By Station WLW.

When you tune in the Crosley, WLW, broadcasting station, on election night, you will find the air afire with the latest returns. This modern method of giving the result of the voting to those radio fans who would otherwise be compelled to wait some time before obtaining this information, is one of the marvels of today and shows to what extent a radio station can be utilized as a servant of the public.

Instead of the regular reading of the numerical tally of the many states, a program, unique in radio broadcasting, has been arranged. For the occasion, the radio audience will imagine themselves to be in Squire Terwilliger's Grocery Emporium at "Punkin' Center," on Election Night, at the time "Jake Rutes' Punkinville Band" has gathered for practice and concert.

To this gathering comes Senator Schultz who is visiting his mother-in-law's old home. Add to this the other village characters and you have a cast of characters that will bring back the memory of the countryside to the city folks and prove enjoyable to those in the isolated towns.

Wholesome fun will be interspersed with the actual returns as received from the combined news agencies of the country. Old time campaign songs and features will vie with the modern music of the Lange-McKay orchestra. Tune-in folks and find out who will be the President of the United States for the next four years.

The Cincinnati Post realizing the importance of the election returns, has arranged through Elmer Fries, Managing Editor, to supply the radio audience with the very latest results of the campaign. E. D. Leonard, Radio Editor of that publication, will have charge of this part of the Election Night program to be given from the Crosley Radio Station WLW.

Microphones will be placed upon the desks of the editors and, as the tally comes in, it will be broadcast in-between musical numbers and other unique features.

Crosley WLW Programs For Week of Nov. 9th

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
November 9. Central Standard Time.
423 Meters.

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

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

7:45 P. M.—
Services of the Emmaus Evangelical Lutheran Church: P. L. Dannenfeldt, Pastor.

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

11:15 P. M.—
Violin Solos: with piano accompaniment.
(a) "Spanish Dance" ...Rehfeld
(b) "Sarabande"Bohm
(c) "Anfante Religioso"Thome
(d) "Hungarian Rhapsody"Hauser
Helen and Marie Lindsey.

11:30 P. M.—
Crosley Arabian Nights; featuring the Castle Farm Lange-McKay Orchestra.
(The Baldwin Piano)

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

November 10. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith.
Babson Reports.

8:00 P. M.—
Popular program by ALVIN ROEHR'S MUSIC MAKERS, followed by the Crosley Theatrical Review. Alvin Roehr, violin and director (Manager)

Fred Gooseman, trumpet
M. B. Van, saxophone
George Ellis, trombone
Russel Smith, saxophone
Pete Miller, banjo
Art Mees, piano
Nat Barnhart, entertaining drummer

8:40 P. M.—
Songs:

(a) "The Song of the Soul"
(b) "The Sweetest Flower That Grows"
(c) "Deah'll Be No Distinction Deah"
Orchie Snyder Beall, soprano
Mrs. Geo. W. Collins, accompanist

8:50 P. M.—
Concert program through the cour-

tesy of the Cooper Corporation; featuring the COOPER ORCHESTRA and MALE QUARTET.

PROGRAM
Overture: "The Magic Flute"...Mozart
Selections by Male Quartet.
Concert Waltz "Souvien Toi"Strauss
Selections by String Quartet.
Excerpts from the Opera
"Madame Butterfly"Puccini
Selections by Male Quartet.
Finale "Man of the Hour"....Fillmore
(The Baldwin Piano)

11:30 P. M.—
Crosley Arabian Nights; featuring the Castle Farm Lange-McKay Orchestra.

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

November 11. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in "ILO" the International Language, by Fred Smith. Program under the auspices of the Cincinnati Federation of Mothers Clubs.

10:30 P. M.—
Concert program through the courtesy of the Radio Division of the OHIO RUBBER AND TEXTILE COMPANY; featuring the OHIO RUBBER QUARTET and INSTRUMENTAL TRIO of Violin, Flute and Celeste.
Quartet:
Howard Hafford, 1st tenor
Erwin Meyer, 2nd tenor
Edwin Weidinger, baritone
John Dodd, bass
Howard Evans, accompanist

11:30 P. M.—
Crosley Arabian Nights; featuring the Castle Farm Lange-McKay Orchestra.
(The Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

November 12. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

8:00 P. M.—
Special program of artists recording Gennett Records, from Starr Piano Company stores.

Program by Eta Chapter of the Sinfonian Fraternity by College of Music.

8:55 P. M.—
Concert and entertainment by the FORMICA BAND and ORCHESTRA under the direction of Walter Esberger.

This program through the courtesy of the FORMICA INSULATION COMPANY.

11:30 P. M.—
Crosley Arabian Nights; featuring the Castle Farm Lange-McKay Orchestra.
(The Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

November 13. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in French by Madame Ida Tcimpidis.
Piano Solos by Adelaide Apfel.
Recital by pupils of William Kyle.

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

10:03 P. M.—
Popular program by the DOHERTY MELODY BOYS.
Frank Pendergrast, piano and director

Ridge Bludau, trumpet
Leo Bludau, saxophone
Roy Goodlander, trombone
J. Wainer, drums
J. L. Doherty, banjo, entertainer and MANAGER

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

11:00 P. M.—
Recital by:
Richard Pavey, tenor
Herbert Schatz, baritone
Grace Raine, pianist
Continuation of program by Doherty Melody Boys and Milnor Instrumental Trio.

11:30 P. M.—
Crosley Arabian Nights; featuring the Castle Farm Lange-McKay Orchestra.
(The Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

November 14. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Market Reports.

3:00 P. M.—Stock Quotations.

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

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio

November 15. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.

1:30 P. M.—Market Reports.

11:30 P. M.—
Crosley Arabian Nights; featuring the Castle Farm Lange-McKay Orchestra.
(The Baldwin Piano)

DAILY PROGRAM

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

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

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

Special Half Hour Program and News at 4:00 each afternoon, except Saturday and Sunday, as announced by Radio.
Sunday School Services at 9:30 and Regular Morning Services of the Church of the Covenant, beginning at 11:00.
Special Program at 9:00 P. M.

The "smallest, cheapest and youngest" Arctic expedition which has just sailed for the north under the direction of F. G. Binney is supplied with a radio outfit so that it will be in constant touch with the British Isles and will also have the advantage of the British concerts and Eiffel Tower time signals.

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME

CINCINNATI, OHIO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9:30 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.	10:45 A. M.
11:00 A. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.	1:30 P. M.
9:00 P. M.	3:00 P. M.	3:00 P. M.	3:00 P. M.	3:00 P. M.	3:00 P. M.	
	4:00 P. M.	4:00 P. M.	4:00 P. M.	4:00 P. M.	4:00 P. M.	
	8:00 P. M.	10 P. M. to 12 P. M.	8 P. M. to 10 P. M.	10:00 P. M.	Silent Night	

Crosley Radio Weekly

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 Robert F. Stayman Editor
 Alvin R. Plough Associate Editor

CHICAGO RADIO SHOW

The Chicago Radio Show promises to out-do the one recently held in New York City, many interesting exhibits having been arranged for the thousands of radio fans who are expected to fill the Coliseum during the week of November 18th to 23rd. One of the important exhibits at this giant mid-west radio show will be that of The Crosley Radio Corporation of Cincinnati. A pictorial display, showing the manufacturing of sets, will be one of the educational features of the Crosley exhibit. Pictures of the new WLW five-kilowatt transmitting station and the newly dedicated Crosley studios also will be shown, together with some of the artists whose work is a regular feature of the weekly programs.

Royal A. Stemm, Chicago representative of The Crosley Radio Corporation, and several members of the home office organization will be in attendance at the booths throughout the show.

ELECTION NIGHT PARTIES

How about a Radio Party at your home Election Night? This can be arranged very quickly and it is certain that "a good time will be had by all." Cider is getting fairly hard now and—but what we started to say was that many of your friends would enjoy being able to sit back in your comfortable chairs and listen to the election returns. Practically every station will broadcast election news, WLW having made elaborate preparations for a novel method of disseminating this valuable information. The WLW studios will be turned into a typical country town grocery, the kind our Dads talk about, and the election returns will be broadcast in the form of a conversation between the Old Timers who have gathered around the famous cracker barrel. WLW will provide plenty of amusement Election Night and at the same time will broadcast correct and up-to-the-minute information from all parts of the country. All good Americans, whether Republicans, Democrats or otherwise, are on their toes election night. Everyone wants to know "who is elected". This is as it should be, for, unless we are inter-

ested in our government we cannot be good citizens.

Those of us who have reached years of discretion have all been, in the past, one of the crowd that has stood for hours in front of some bulletin board, jostled about, pushed, shoved and sworn at. The lucky owner of a radio set no longer has these things to contend with. We can sit at home by our fireside and get "all the dope" in comfort. Now this is where we can show those less lucky what good sports we are. There are many of our friends and neighbors who have not yet joined the happy family of radioland. We can stage an ELECTION PARTY for them and let them share with us the thrills that the broadcast stations will bring to us. By doing this, we will not only be making good citizens, but we will be making new converts to the marvel of the age, RADIO.

We need have no fear that our particular set will be unable to "deliver the goods" because practically every station in the country will be sending out the returns. The only trouble we are likely to find is that our friends will want to stay till they know the result. Do not delay in sending out your invitations—DO IT NOW.

COOLER WEATHER DOUBLES STRENGTH OF RADIO SIGNALS

Cooler weather more than doubled the strength of radio signals transmitted during tests made up to recently at the bureau of standards in Washington.

From these tests and other observations made on daylight signals from the long-wave transatlantic stations at New Brunswick and Tuckerton, N. J., the engineers of the bureau of standards have concluded that cold weather benefits radio transmission.

Altho strength was found to be quite uniform during most of the year, with the coming of the cold waves of January, 1924, the signals were observed to rise to more than twice their normal strength.

At the same time there were deviations of many degrees in the apparent directions of the sending stations as indicated by the radio compass, even in the forenoon when long-wave compass bearings are generally free from error.

The end of the series of cold waves in January did not at once restore transmission conditions to the uniformity of autumn and early winter, but left a condition of instability which persisted thru the comparatively mild cold of February and early March. During this time the signals frequently fluctuated, going to high values for a few hours and then returning to normal without any obvious connection with weather conditions. After March 19 these irregularities entirely ceased and transmission again became normal.

Mysterious Concert Broadcast by WLW Interests Listeners

Prizes Offered For Those Able To Select Station Through Their Familiarity With Features.

On Thursday night, October 23rd, from 10 till after midnight, Central Standard Time, The Crosley Radio Corporation, station WLW, ran its regular program without announcing the name of the owner, location or call letters.

The purpose was to see how far the station was known by its regular artists, wave length, volume and general conditions of receptivity.

This was a unique feature, being the first time that a program ever given from a radio station under such a plan. Prizes were offered in the following manner, the first one hundred miles naturally being eliminated:

No. 1. In the second zone—from one to three hundred miles—all who sent a letter or card stating correctly the name of the company, the city and the radio call letters, received a 35c package of delicious after dinner Arrowmints.

2. In the third zone, that is a distance over three hundred miles, those who sent a letter or card conforming to the above regulations received a full box containing 20 packages of after dinner Arrowmints.

3. The one who wrote from the longest distance received as grand prize a Crosley Trirdyn receiver.

This is the set that is so famous because it gives results equal to those of five tube sets.

No. 4. The one who wrote from next to the longest distance received a Crosley Model 52 receiver. This is a three tube regenerative receiving set.

ANCIENT ART OF CABINET MAKING APPLIED TO RADIO SETS

Cabinet making is an ancient art. King Tut's tomb disclosed valuable examples of craftsmanship. Despite the fact that modern machinery has replaced the old artificer's handiwork to some extent the final finish to a cabinet is done by hand in the wood-working plant of The Crosley Radio Corporation. This handfinishing accounts to a certain extent for the popularity of the various models of radio receivers produced.

Long before Powel Crosley, Jr., thought of going into the radio manufacturing business, he was making handsome cabinets for phonographs. Foreseeing the possibilities in the radio industry, he announced to some executives in the office that he was "going into the radio business." That was a few years ago and the number of cabinets containing Crosley receivers made since that startling announcement, runs into thousands each week.

Although the new Crosley Trirdyn Newport type receiver is utilizing American walnut in its construction, mahogany is used in all of the other designs of cabinets. More genuine mahogany is used by this Cincinnati radio plant than in any other radio concern in the world. It arrives in car-load lots and comes by ship to the United States from South America, Africa and other places.

With the completion of the new five-kilowatt transmitting station, WLW, it will be possible to broadcast music from Cincinnati to the very woods in other lands which supplied the mahogany for the radio cabinets installed in the office and homes on the lumber plantations. Genuine solid mahogany is used in the trimmings in the new broadcasting studio.

In contrast to the ancient method of cabinet making which oftentimes required years in completion of one particular piece of work, the same excellent construction and finish is to be found in the cabinets turned out of the Crosley wood-working plant every week.

SUBSCRIBE NOW!

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

Name

Street and Number

City and State

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

Size of Silent Vote Is Greatly Increased As Result of Radio

Broadcasting of Speeches Accused of Taking All The "Pep" Out of Presidential Campaign.

Radio is being accused of taking all the "pep" out of the presidential campaign. It is so easy to stay at home, sit in the rocking chair and wear the old slippers and hear all the spell binders in the vicinity. The downtrodden electorate is coming into its own at last. The campaign is being brought to it. The electorate does not have to go out and fight the crowds and the police and get its pockets picked and all the other inconveniences that belonged to the old political order.

By the same token the electorate does not have to yell itself hoarse over its favorite candidate. It is figured, however, that more people are being reached with political propaganda than ever before in the history of the country. This may be all right from the educational point of view, but it is taking all the fire and the color out of the contest. It is making the silent vote more silent than ever and the political prognosticators are up a tree in most of the doubtful vicinities.

The radio is great for going out after the vote, but there is no response to it. You can't tell whether your stuff is getting over. That is why most of the old time political orators hate the microphone and all its works. This type of orator never has very much to say and nothing much on his mind when he starts to say it. He feeds fat upon applause or laughter or cheers and he even enjoys the conventional "come-backs" he can give to the hecklers.

There is nothing more chilling than to tell a funny story into a radio broadcasting machine. Few of the most expert of the stage comedians can do it. Occasionally two comedians working together can put over some funny stuff, but it is well nigh impossible when one works alone.

The radio is ideal for a man of the temperament of President Coolidge and also admirably suits his particular style of speaking. His voice, while full of typical Yankee inflections, flows rather smoothly and evenly, and, once the listener gets his dials set just right his worries are at an end. This even flow of language is a delight also to the broadcasting experts. They measure a man's voice and when a speaker has wide variances in his volume of expression it keeps an engineer busy with the modulating apparatus. The President never utters any unexpected sounds.

The late President Roosevelt would have been a hard one to

MANY ATTEND DEDICATION OF WLW STUDIOS



Powel Crosley, Jr., is shown in Figure 1 with one of the many floral baskets received from business acquaintances and friends on the occasion of the dedication of the new WLW broadcasting studios and auditorium. In the other two pictures are seen some of the guests who attended the opening. So great was the crowd that an additional reception room was provided adjoining the factory. The studios may be seen through the plate glass window in the auditorium.

handle on the radio. He had that famous falsetto pitch to his voice, sprung upon an audience without a single note of warning. Young T. R. has the same trick in his speech, inherited from the elder generation, and, while he is making 185 speeches in 18 days of campaigning for governor of New York state, it is not believed a great deal of it will go well over the radio.

Senator LaFollette has had to change his oratorical style completely for broadcast work. More than once he has found himself between Scylla and Charybdis. He has had to disappoint either his visible audience which expected some of the old-time LaFollette fireworks, or his invisible audience which had to be "told" in a carefully modulated voice. Much of the effect of the senator's big speech in Madison Square garden recently was lost upon the 12,000 or 13,000 packed into the auditorium, because he was so intent upon getting his message out on the air that he kept his mouth close to the microphone and did not emphasize his points with the usual LaFolletteian manners and gestures.

Sixteen stations in the United States now broadcast on battery power alone.

Intervals Between Selections Being Shortened at WLW

(Continued from page one)

ing vacated temporarily, announcing the attraction that is to go on in the other studio. At a given signal, while this announcement is being made, the operator in the booth throws the switch which lights the word "Prepare" right under the microphone in the neighboring studio. As the announcement concludes the announcer makes one more signal and the second switch is thrown and a light "broadcast" flashes before the performer, who can then begin immediately.

Thus another step has been taken toward broadcasting without delays. There may be times even under such favorable conditions when intervals of fifteen or twenty seconds will occur; but it is the ambition of the Crosley studio to work with a regularity and rapidity that will guarantee an average interval of not more than three to five seconds. Surely the most exacting radio fan can wait that long!

SALES CONVENTION HELD BY PEABODY ELECTRIC COMPANY.

The Peabody Electric Company, 221 West Okmulgee avenue, Muskogee, Okla., Crosley distributors, was host recently at a "Better Merchandising and Better Business Methods Conference" held at the Hotel Severs for the customers of the company over the states of Oklahoma and Arkansas. Over 80 representatives of the retail shops and contractors from these two states were present. To aid the Muskogee organization, several national manufacturers sent representatives to the gathering.

This is the first attempt ever made in that section of the country of a wholesale dealer calling his customers together for the purpose of instructing them in better business methods and better merchandising. By a vote of those attending, it was declared an annual event.

RADIO DEALERS

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

"OHIO RUBBER"

228 W. 7th St. Cincinnati.



Of Course It's
a CROSLY
 Better-Costs Less
Radio

To combine the two most desirable things in radio—distant clear reception at the lowest possible price—there is only one radio receiver for you. That is a Crosley.

When you listen in on a Crosley—no matter what the price—you wonder, as thousands of others have, that such exceptional results can be obtained, and so reasonably.

The answer is simple—quality radio receivers built in quantity production. During the past twelve months, we believe Crosley made and sold more sets than any other manufacturer in the world. This is self-evident proof of Crosley Performance. Combined with Crosley excellence are such additional advantages as selectivity, ease of tuning, simplicity and beauty—all at the lowest radio cost.

Crosley has made it possible for everyone to own a radio receiver. You can start with the one tube Armstrong Regenerative Receiver at \$14.50, without accessories—\$22.50 with tube and headphones—the lowest priced regenerative set on the market, and equivalent in reception to many two tube receivers. Then as more volume is desired, you can add to it at a very low cost.

Or, you can purchase the three tube Crosley Trirdyn Regular, which has come through the summer period of comparatively poor reception with colors flying—for only \$65. In Special Mahogany cabinet to house necessary accessories, \$75. The combination of one stage of tuned radio frequency, with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease in operation can be obtained with three tubes better than heretofore.

has been possible with five tubes. We believe that no other set on the market combines these features so well incorporated in the Trirdyn.

In addition there are the Crosley 51, the two tube Armstrong Regenerative Receiver that became the biggest seller in the world in just 24 days, price \$18.50. This set will at all times bring in local stations on the loud speaker and distant stations under fair receiving conditions. Distant stations can at all times be heard with ear phones. The three tube Armstrong Regenerative Crosley 52, that brings in distant stations with loud speaker volume under practically all conditions, price \$30; and the Crosley 50 and 51 set in portable cabinets at \$18 and \$25.

These receivers, each in its own class, though assuring you as good or better reception than any other instrument of the same number of tubes, are by far the least expensive ever offered to the public.

Your Choice Will Be a Crosley

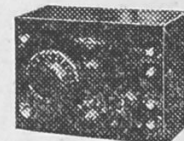
For Sale By Good Dealers Everywhere

Crosley Regenerative Receivers are licensed under Armstrong U. S. Patent 1,113,149

Prices West of the Rockies add 10%
 Write For Complete Catalogue

THE CROSLY RADIO CORPORATION

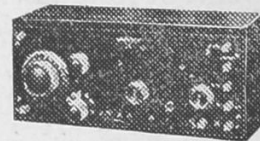
Powel Crosley, Jr., President
 200 Sassafras Street Cincinnati, Ohio
 Crosley Owns and Operates Broadcasting Station WLW



Crosley One Tube Model 50, \$14.50

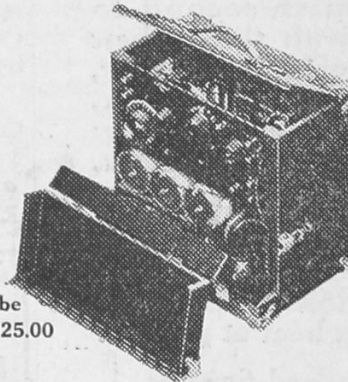


Crosley Two Tube Model 51, \$18.50

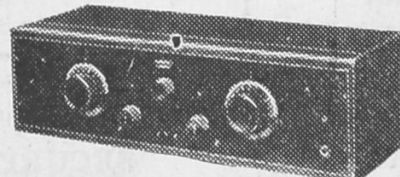


Crosley Three Tube Model 52, \$30.00

Crosley
 Head Phones
 Better—Cost Less
 \$3.75



Crosley Two Tube Model 51-P, \$25.00



Crosley Trirdyn Regular, \$65.00



Crosley Trirdyn Special, \$75.00
 Prices quoted above do not include tubes, batteries, or other accessories.

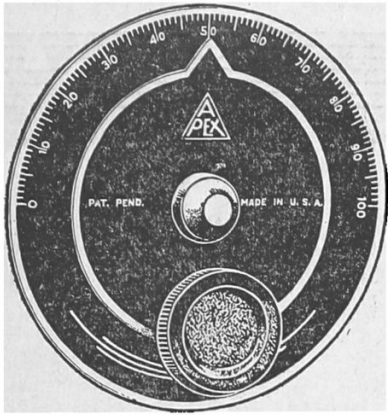
Mail This Coupon At Once

The Crosley Radio Corp'n.
 200 Sassafras St.
 Cincinnati, O.

Mail me, free of charge, your catalog of Crosley receivers and parts with booklet entitled "The Simplicity of Radio."

Name _____

Address _____



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

Apex Vernier Dial

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

Ratio—10 to 1.

Always runs true—parallel to panel.

Eliminates the troublesome flyleaf vernier type of condenser.

Improves the appearance of any receiver.

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

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

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

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

Standard finishes

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

JOBBER: Write for the profitable Apex proposition and prices.

DEALER: Write for prices and interesting dealer helps.

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

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

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

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

Name

Street

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

Music Dealers Are Rapidly Becoming Interested In Radio

Sherman Clay & Company, of San Francisco, Takes On Crosley Line After Most Careful Consideration.

It was not very long ago, less than two years back, when a sign over a retail store "Radio Supplies Sold Here" was an object of scant interest to the average man or woman. However, with the advent of broadcasting stations scattered all over the United States, the public at large suddenly arrived at the conclusion that radio was a highly enjoyable form of home entertainment.

The next step was the investigation on the part of merchants, to find out about radio, the demand for it, stocks to carry, how to sell it and its cost. This investigation was not confined to any particular kind of merchant, although those interested in electrical supplies were the first to adopt this new and wonderful invention. But now, you find radio sets in every kind of store, from meat markets to variety shops.

There is, however, a class of merchants going into radio at the present moment, which is, we believe, to be an important factor in the retailing of radio from now on. We refer to the phonograph and music dealers. As an evidence of their interest and to indicate the high type of music merchants who are entering the radio business, The Crosley Radio Corporation, Cincinnati, Ohio, recently appointed Sherman Clay & Co., of San Francisco, as its distributor.

For a long time Sherman Clay & Co., held aloof from radio, carefully watching its development, to find

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

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 887
326 Walnut Street

Radio Set On Go-Bi-Bi Wins Prize



In the toy vehicle parade held recently in Cincinnati, Frank Richard Norton, fourteen months old, won a special prize for the little Go-Bi-Bi upon which he rode. It was not the vehicle alone which entitled him to the prize but the novel way in which his father equipped it with a Crosley radio set and aerial. The set was complete with batteries and as the child went along in the parade the music from broadcasting station WLW was heard. Installation of a radio receiving set on a child's vehicle may be the ideal way to entertain the little ones while the parents are busy with household duties. Perhaps it will not be long before special programs are given especially for mothers to tune-in the radio sets for the children to hear how "The cow jumped over the moon."

out who was going to be the leader in the radio industry. When the time arrived to make a decision, they carefully analyzed the various sets on the market for their salability, price and reputation. At the conclusion of their investigation they chose the products of The Crosley Radio Corporation, feeling that Crosley radio receivers, combined, to the best advantage, the four most desirable points in radio merchandising: price, salability, reputation and performance.

Music and phonograph stores are unquestionably desirable places from which to retail radio. Well appointed and attractively decorated, their booths and recital rooms are well adapted to display and to sell radio. They employ a high grade type of salesman, are thoroughly familiar with outside selling, and know house to house canvassing

and how to use direct-by-mail advertising to its best advantage. In addition they are familiar with time payment sales, an item which becomes increasingly important as the radio industry develops.

No better proof of the permanency and stability of radio could be offered than when a firm of such sterling worth and reputation as Sherman Clay & Co., after months of careful deliberation, finally decides to enter the radio business. They have set an example which other music and phonograph merchants can well follow.

GENTLEMANLY IZZY

"Boys," said the teacher, "I have here a painting of Venus. Observe it closely and then tell me, when I ask you, what you like about it. Now, Henry, what do you most admire about Venus?"

"Her neck and arms, teacher."

"I'm surprised at you, Henry. Take your hat and go home. Now, William, what do you most admire about Venus?"

"Her limbs and ankles, teacher."

"Take your hat and go home, William. Izzy, what do you most admire about Venus?"

"Aw, gimme me hat!"

Test all connections regularly for looseness or breaks.

A bit of solder and touch of flux makes the best connection.

Radio Equipment Co.
Of Texas
Distributors in Texas for
CROSELY RADIO APPARATUS
ATLAS LOUD SPEAKERS
CUNNINGHAM TUBES.
and
OTHER QUALITY LINES
1319-1321 Young Street
DALLAS, TEXAS

Super Power Radio Stations Overcome Disturbances In Air

(Continued from page one)

ence and of man-made electrical disturbances of reception. The worst form of natural interference is static which is particularly prevalent during the summer months. If the received signal is a weak one its quality will be injured by static but if the signal comes from a super-power station, even at considerable distances, it will be sufficiently intense to ride over static disturbances and thus to give the broadcast listener consistent enjoyable entertainment during warm weather. Many a broadcast listener would greatly appreciate this boon of all-year-round, 100 percent reliable service.

"Nor is super-power less effective in overcoming objectionable man-made disturbances. It is inevitable that electrical devices of various sorts shall be used in the vicinity of the broadcast listener. We could not even if we would, summarily abolish useful electrical household devices, motors, power transmission lines, and other current-carrying systems. Yet each of these may at times be a source of electrical disturbance which, while relatively feeble, is yet sufficient to mar the perfection of the received signals. Again, the powerful signal from a super-power station affords the answer to the problem. Without interfering with the operation of these electrical devices, the enhanced signal of the super-power station successfully overrides the disturbance and satisfies the listener.

"Two other forms of man-made electrical disturbances of reception, both of radio origin, will also yield to super-power transmission. The first of these is the interference caused by the necessary ship spark stations of the present day. As long as spark transmitters are utilized in the marine service, they will inevitably produce at least a feeble response in broadcast receivers even when tuned to wave lengths fairly remote from those of the interfering spark transmitter. As a result, the comparatively weak signal from a low power broadcasting station will be damaged by spark interference. Not so for the more powerful signal from the super-power station which is quite immune from average spark interference up to a considerable distance from the super-power station. For the first time a multitude of listeners in extensive rural districts can thus hope to receive a clean signal from broadcasting stations which necessarily are at some distance. The farmer is going to be one of the great beneficiaries of super-power broadcasting which indeed is the preeminently suitable

RADIO ON DEATH BED.

"Akron, Ohio.

"September 22nd, 1924.

"Radio Station, WLW,
"c-o The Crosley Radio Corp.,
"Cincinnati, Ohio.

"Gentlemen:

"An incident in connection with your program of Tuesday evening, September 16th, the writer believes will be of interest to you.

"Mr. Fay H. Hine, of Akron, Ohio, purchased a U. S. Army Aeroplane Radio set for the purpose of taking it hunting so that a man by name of John Krownapple, 83 years of age, could hear what radio was.

"We go each year to his farm between Killbuck and Coshoc-ton, Ohio, to hunt squirrel and rabbits. This old gentleman has spent his entire life in these hills and knows nothing of the modern inventions.

"When we arrived Tuesday evening he was on his death bed. He was able to talk and expressed a desire to hear the radio. We hooked it up and tuned in to your program and he followed your program and he followed out loud, 'That is Cincinnati, and they are going to sing 'Silver Threads among the Gold'.

"He was very well pleased with the program and it was worth twice the purchase price of the outfit to see the expression on his face as different musical numbers were announced.

"The writer and Mr. Hine wishes to thank you for assisting us in making the last few hours of this old gentleman easier to bear.

"Thanking you again, I beg to remain,

"Yours very truly,

"Harry B. Hungerford,
"Box 11, Firestone Park Station,
"Akron, Ohio."

method of giving him the same high grade service as is now enjoyed only by limited urban groups.

IMMEDIATE DELIVERY ON NEW MODEL CROSLY RECEIVING SETS

Full Crosley Discounts to Dealers Only.

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

DEALERS

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

"The high ideal of improved service to those using cheaper sets, so well set forth by Secretary Hoover can find its realization only through high power transmission. Particularly is this the case for the dwellers in the great agricultural areas of this country who, at considerable distances from centers of population, can hope to receive national high grade programs from the super-power stations. Such simple receivers as those mentioned cannot pick up feeble signals from great distances and so it is necessary to 'bring Mohammed to the mountain' by carrying the powerful signal of the super-power station to the simple receiver in the rural home, far from the station location.

"It goes without saying that super-power stations should be judiciously located, and preferably not in close proximity to large centers of population. By thus locating them, the local station preserves its function and continues to render satisfactory service within its present allotted sphere. The super-power station adds another reliable signal to those already available, but does so over far greater areas and with increased reliability. In brief, super-power transmission is the basic foundation of broadcasting as truly national public service, and comprises within itself the solution of a majority of the pressing problems of reliable broadcast transmission to the entire public."

They were waiting for dinner and the virtuoso, who was to play afterward at the musicale, was whiling away time at the piano. "How would you like a sonata before dinner?" he asked. "Hardly," returned the host. "I had four on the way home."—Selected.

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

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

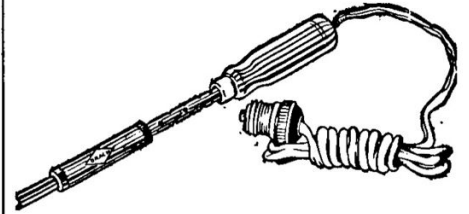
FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

BRACH

ELECTRIC SOLDERING IRON



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

List Price Each \$2.50

SOLDERALL

For Radio Connections

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



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

Retail Price 25c a Tube

Solderall Torch

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

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

These torches are now found in the kits of mechanics, tool chests, shops, garages and the home. It is made of heavy brass. Size 1 1/2 inches by 5/8 inches high.

List Price \$2.00

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



Your old "B" Batteries are probably at fault. Their noisy internal action and wear are filling your set with disagreeable noises.

Use Cooper Rechargeable "B" Batteries and notice the difference! They operate noiselessly - improve your receiving 100%.

The plates in Cooper "Bs" are of a special formula, resulting in noiseless internal action.

See them at your dealer's - get all the facts. If he cannot furnish you mail the coupon to us.

Dealers and Jobbers

The Cooper "B" Battery is a 5000 mah. "B" Battery of high quality. Every part in it has been developed for its job. It is made in 24 and 48 volt type - sells at \$7.95 and \$13.95. Our sales proposition will interest you. Fill in and return the coupon today.

THE COOPER CORPORATION

General Offices Factories
Cincinnati, O. Cincinnati, O.
Branch Houses
The I. J. Cooper Rubber Co.
Cincinnati Indianapolis
Columbus Knoxville
Dayton Memphis Nashville

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

Name.....

Address.....

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

**Everything In U. S.
Heard by Wisconsin
Owner of Trirdyn**

Wonderful Operating Factors,
Combined With Good Sell-
ing Policy, Accounts For
Demand Exceeding
Supply, Oklaho-
man Says.

"Everything in the United States" is being heard by M. J. Wigman, of Green Bay, Wisconsin, an owner of a Crosley Trirdyn radio receiver. In addition to this, Mr. Wigman hears stations in Canada and has heard station 2 L O, in England, three times. In a letter to the Weekly, Mr. Wigman said:

"I am a user of one of your Trirdyn radio receivers and if it were impossible to get another, money could not take it from me. I get everything from East to West, North to South in U. S. A. and Canada also. I have heard 2 L O., London, England, three different times. So let that go on record for the Trirdyn.

"Yours very truly
M. J. WIGMAN,
Green Bay, Wisconsin."

W. J. Rodman, of Oklahoma City, Okla., another Trirdyn owner, writes as follows:

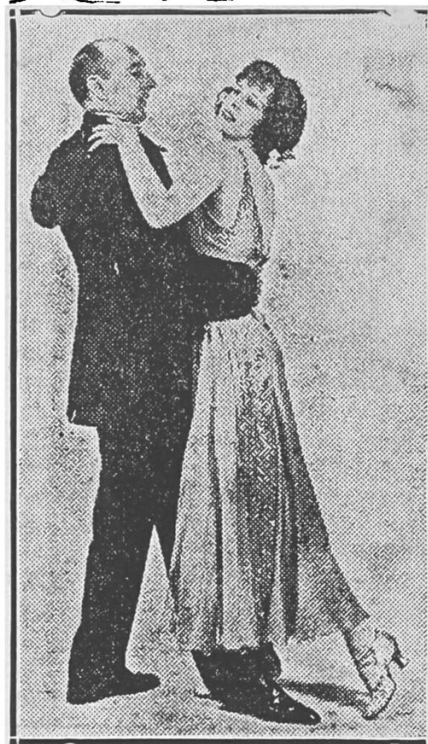
"Last night we obtained such wonderful results on the Crosley Trirdyn Special that I just had to write and tell you about them. We think this set is the best receiver on the market, regardless of price. We will be willing to put it up against any receiver regardless of the price or number of tubes used because we know the Trirdyn will out perform all.

"We tuned in KGO, Oakland, California; KHJ, Los Angeles; and CYB, Mexico City, besides such 'local stations' as Dallas, Cincinnati, Schenectady, Pittsburgh, Chicago, Kansas City, Winnipeg, Northfield, Minn., Des Moines, Iowa; Fort Worth, Omaha, Memphis, Zion City and Elgin. All these stations were tuned in with perfect ease and logged perfectly.

"KGO, Oakland, was put on a loud speaker, using two tubes, under adverse atmospheric conditions. Radio reception in Oklahoma is not the best as yet due to local thunder and rain storms, so when reception gets good we will have no trouble tuning in foreign stations on the Trirdyn.

From Beira in Portugese East Africa, comes the news that the Radio-Telegraphic section of the observatory have commenced receiving from the principal stations in Europe, America, Asia and Oceana. The station receives the time signals sent out from Lyons, Nauen and Arlington.

**Learn To Dance;
Lessons By Radio**



Arthur Murray and Anita Stewart are shown in one of the positions given in the former's lessons on dancing, broadcast every Wednesday evening through the Crosley WLW Station.

THE SHINING EXCEPTION
"Did any of your family ever make a brilliant marriage?"
"Only my wife."

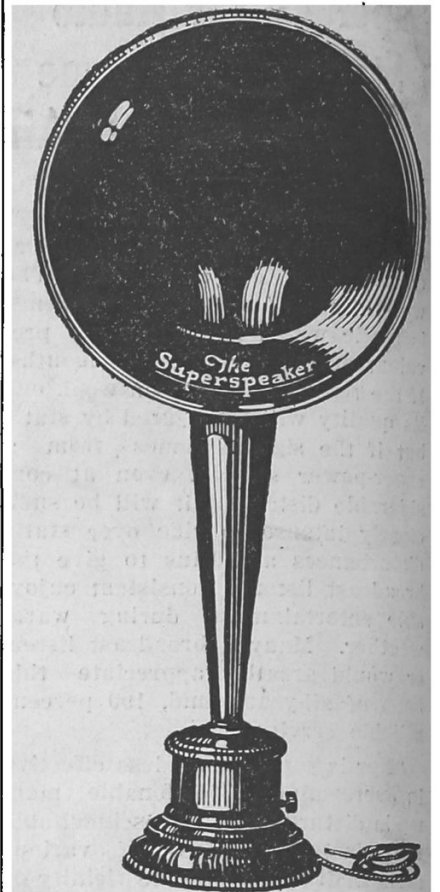
96 PAGE
RADIO CATALOG
To
DEALERS

Write today for Copy.

DISTRIBUTORS OF

- Crosley Sets and Accessories—
- Cunningham Tubes
- Burgess "B" Batteries
- Magnavox Reproducers
- Western Electric Reproducers
- Brandes-Products
- Cardwell Condensers
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- and
- Many Other Lines of Leading Manufacturers

THE SUTCLIFFE CO.,
Incorporated
Louisville, Ky.
Dept. C. R.



**The
Superspeaker**

**EXCLUSIVE
MERIT**

**in this record
breaking repro-
ducing instrument
is the result of pos-
itive, cam-opera-
ted, micrometer
adjustment which
brings in, sweet
and clear, stations
you have never
before heard ex-
cept through your
headset. No rub-
ber spring to hard-
en and wear out.**

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

**JEWETT RADIO &
PHONOGRAPH COMPANY**
5666 Twelfth Street
DETROIT MICHIGAN