

Household Duties May Be Controlled By Wireless Waves

Radio to Be Vital Force In
World Affairs In Few Years
—Voice May Open and
Close Doors.

Radio—today looked on chiefly as a source of entertainment—may, in fifty or a hundred years be a most vital force in the world's affairs. In peace time and in war time, radio is likely to take on more and more important duties.

Battles on land and sea may be fought entirely by radio, and men who have the greatest knowledge of radio may serve as generals, directing thousands of skillful operators controlling the maneuvers of battleships and airplanes and bringing death and destruction to the enemy.

The only defense against attack may be the development of shields which will turn aside the ether waves and send them harmlessly to the ground.

Directing warfare from points thousands of miles away, the radio army may, nevertheless, be able to see every detail of the battle.

Fanciful as all this may seem, it is not entirely without foundation.

Many of the possibilities described have already been accomplished in experimental work.

Operation of a battleship by radio waves was accomplished nearly four years ago by the U. S. Navy, employing apparatus invented by John Hays Hammond, Jr.

Without a single soul aboard, the battleship Iowa, once the pride of the Navy, was put through difficult maneuvers, entirely controlled by radio waves sent from its sister ship, the Ohio. Later, it served as a running target for the fleet, while the gunners on the other ship had their first opportunity to try their marksmanship on a moving "enemy."

Followed closely upon this, engineers developed radio control of airplanes, and the system has been so perfected that long flights without a pilot aboard have been made possible.

From this, it seems easy to conceive of the further step—battleships controlled by radio from an airplane, or further, both battle-

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THE RADIO CITY



Long tables fill the large, brightly illuminated assembly rooms shown in the top picture. Beneath it and to the left is the No. 1 Plant of The Crosley Radio Corporation, Cincinnati, while on the right is shown boxed receivers ready for packing. In the picture at the bottom you see a section of the room where parts are made in Plant No. 2, in "The Radio City."

By Alvin Richard Plough

Nicknames are given to cities when they reach a place in their development that shows they have "arrived." Cincinnati has been known as "The Queen City" for many decades, but that nickname is no longer an exclusive one, having

been usurped by other municipalities.

While Cincinnati still retains her regal majesty in hills and beauty, her commercial activities have made it possible to bestow an even greater

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HOW THE TRIRDYN GOT ITS NAME

For the benefit of the thousands and thousands of persons who are interested in the Crosley Trirdyn Radio Receiver, let us explain how that set received its name and what the name means.

The "Trir" part of the word means three "R's", "Tri" meaning three. The three "R's" represent radio frequency amplification, regeneration and reflexed audio amplification. We believe there is no other set on the market that combines these features so efficiently. The last part of the word, "dyn," stands for "dyne," the unit of power.

Thus, we have "Tri," meaning three; "R;"—and "dyn," meaning power.

Now as to the first of the three "R" features—radio frequency amplification. The first tube in the Trirdyn acts as a tuned radio-frequency amplifier. Tuned radio-frequency amplification is noted for its pure, clear amplification without distortion. It was first put on the American market by The Crosley Radio Corporation.

The second "R" stands for regeneration. The second tube of the Trirdyn acts as a regenerative detector. Regeneration makes one tube serve both as a detector and an audio-frequency amplifier. This ingenious method was originally patented by Mr. Armstrong and The Crosley Radio Corporation is one

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Santa Claus Again To Visit Children At Big Radio Party

Candy and Fruit to Be Given to
Kiddies at WLW Celebration.—Send Your Letters
to St. Nick Now.

Santa Claus has just finished overhauling his airplane and will be ready to read the letters sent to him from all over the country when he arrives at the Crosley WLW broadcasting studio, Monday evening, December First. Santa Claus Hour will begin at 6 o'clock and this jolly patron saint of childhood will be in the studio Monday, Tuesday, Wednesday and Thursday evenings. Who will be the first little boy or girl to write to Santa in care of The Crosley Radio Corporation, Cincinnati?

Do you remember the big party at Music Hall last year, with the funny clowns, fine music and then Santa Claus and his candy and fruit? Well, Powel Crosley, Jr., has engaged the large auditorium again this year and all the children who can possibly attend are invited to the big Christmas Festival to be held Monday night, December 22. To the little folks who cannot attend, there will be the broadcasting of the entire proceedings which may be heard in the comfort of their own homes. Candy and fruit will be given to the kiddies as they pass the hero of all childhood—Santa Claus.

Last year there were many hearts made glad and hundreds of little children smiled when they saw the fine toys Santa Claus sent them. Now Santa was so busy he could not collect all the toys but asked the radio fans to send them to the Crosley studio from which place willing helpers distributed them to the needy kiddies in institutions. So don't forget to send in your toys so they may be distributed in plenty of time for the children to have them on Christmas morning.

When Santa Claus gave his big Midsummer Festival in Burnet Woods and flew across the heads of the kiddies before landing and coming to the platform built for him, he made a host of new friends who promised to write to him and help him make his party at Christmas time a big affair. "More Good Will" was the song sung by the thousands of little children and they meant every word of it, too.

Crosley WLW Programs For Week of Nov. 30th

SUNDAY

RADIO PROGRAM WLW

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

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

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

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

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

MONDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 1. 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.—Babson Reports.

6:00 P. M.—
SANTA CLAUS HOUR.

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

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

8:30 P. M.—
Announcement of Quinquennial Convention of International Convention of Women in Washington, D. C., May 4th to 14th, 1925. Mrs. Jas. C. Layne, Jr.

9:00 P. M.—
Program through the courtesy of the Cooper Corporation; featuring the COOPER ORCHESTRA AND QUARTET.

Richard Pavey, 1st tenor
Ferd Raine, 2nd tenor
Herbert Schatz, baritone
Howard Fuldner, bass
Grace Raine, accompanist

PROGRAM
Overture: "Hungarian Lustspiel"
Selections by Cooper Quartet.
Orchestra:

(a) MeditationBach-Gounod
(b) Scarf DanceChaminade
Excerpts from "Cheer Up"
.....Dockweiller
Selections by Quartet.
Italian Folk Songs (Arranged for Or-

chestra)
Finale MarchSelected
(The Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 2. 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.—General Talk on "Cooking," by Miss Eleanor Ahearn. Piano Recital by pupils of William Kyle.
Mah Jongg lecture by Miss Lucy Blackburn.

6:00 P. M.—
SANTA CLAUS HOUR.

10:00 P. M.—
Concert through the courtesy 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

ENTERTAINMENT FROM GOODWIN'S.
(Featuring Gordon Kibler and His Black and White Pennsylvanians.)
(The Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 3. Central Standard Time.
423 Meters.

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

1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.

4:00 P. M.—Program for the "Shut Ins" given by the Duning Benevolent and Musical Service; cooperating with the Lillian Aldrich Thayer Settlement School of Music and all other Institutions.

6:00 P. M.—
SANTA CLAUS HOUR.

8:00 P. M.—
THE CHUBB-STEINBERG ORCHESTRA, Art Hicks, director and Holman Becraft, Manager. (By direct line from the Kemper Lane Apartment Hotel of Walnut Hills.)

9:00 P. M.—
Concert and Entertainment by the FORMICA BAND AND ORCHESTRA; Walter Esberger, director.

This program through the courtesy of the Formica Insulation Co.
Soloist: Mary Swainey Johanning, soprano.
Rosemary Ellerbrock, accompanist.
(The Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 4. 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.—Piano Solos by Adelaide Apfel.
French Lesson by Madame Ida Tcimpidis.

6:00 P. M.—
SANTA CLAUS HOUR.

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

10:03 P. M.—
Popular program by the DOHERTY MELODY BOYS.

Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone
Roy Goodlander, trombone
J. Wainer, drums
J. L. Doherty, banjo, vocalist
MANAGER

Doin's at Punk'in Center, featuring George Alexander Mann and his funny Magazine "THE VIVIFYER."

10:30 P. M.—
Concert program by the MILNOR INSTRUMENTAL TRIO: (Courtesy of the Milnor Electric Company.)

This program will include standard solos, trios and excerpts from popular musical comedies.

11:00 P. M.—
Songs by Myrtle Grace Leffler, soprano, with accompaniments by Alice Meyer.

11:15 P. M.—
Continuation of program by the DOHERTY MELODY BOYS and the MILNOR ELECTRIC INSTRUMENTAL TRIO.
Songs by Jack Moore.
Accompaniments by Mr. Henderson.
(The Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 5. 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 Stoffregen, teacher of piano.
(The Baldwin Piano)

MERCURY VAPOR

A mercury vapor tube designed by two Frenchmen is said to amplify incoming radio signals a million times. It is being subjected to exhaustive experiments by radio engineers.

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 6. Central Standard Time.
423 Meters.

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

1:30 P. M.—Market Reports.

DAILY PROGRAM

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

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

Westhelmer and Company, closing quotations Cincinnati Stock Exchange, giving the 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.

Westhelmer 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.

USE CARE WITH TUBES

When you place the tubes in the sockets be careful how you handle them. Many tubes have been injured by rough usage. The tube will not stand the rough treatment given them by many fans. The tips are sometimes broken and thus make poor contacts. Do not take the tubes out of the sockets any more than is absolutely necessary.

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. | 3 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

ANOTHER GOOD DEED

On the evening of Sunday, November 2nd, during the course of the Western and Southern program at WLW, a letter was read over the air. It was from Joe Conley a bed-fast listener at the Cincinnati Tuberculosis Sanatorium. He had a simple request to make, and that was that radio listeners send him picture post cards.

A week later we received another letter from Joe Conley, the contents of which reveal how much happiness human kindness can bring to those who are in distress. This letter follows:

"Cincinnati, Ohio,
 "November 6th, 1924.

"Radio Station WLW,
 "Crosley Radio Corporation,
 "Cincinnati, Ohio.
 "Dear WLW:

"I want to thank you for reading my letter last Sunday evening and to tell you about the results.

"I began to receive post cards in last Monday's mail and up to this time I have received not less than 2500 post cards, many letters and presents. It is impossible for me to answer them and I will ask you to thank the radio audience for me and assure each and every one that they have made it a happy week for me. This does not only add to my enjoyment but it gives enjoyment to the many other patients here. I was very much impressed by the brotherly and friendly way all cards and letters were addressed to me.

"I was made very happy on Tuesday when an old friend of mine, who had not seen me since I became bed-fast seven years ago, came to see me. He heard the program last Sunday. That was the cause of his paying me a visit."

THE MARCH OF RADIO

Back in the old days, when the West was West, and when the Indians claimed sole possession to the entire country beyond the Mississippi, pioneers and prospectors were amazed at the rapidity with which the savages learned of their presence. The advance of the wagon train was known days before it arrived—even the coming of a lone

trader was known to the Indians long before he reached their camp.

And all of it was due simply to the efficient signal codes used by the Redmen. From mountain tops the signal fires blazed their messages at night and during the day smoke in wreaths, columns or puffs carried the stories far and wide.

But gone are signal fires and scattered are the tribes and today the Westerner in the most remote places receives his messages by RADIO—the modern method of communication. Truly the development of wireless has been remarkable and it is interesting to pause a moment and consider the differences between the means used by the Indians in spreading messages of hate and those used by the inhabitants of the present West in circulating the gospel of good-fellowship.

Out in Durago, Colorado, there is a radio dealer, George L. McQuown, known far and wide as "The Radio Man." He has prepared a message to all Westerners in which he tells of the great changes in the methods of communication during the past few years and points out the advantages derived by those who own radio receiving sets. McQuown is a loyal Crosley booster and believes there is no radio that can be compared with a Crosley. In his message to the Westerners, he tells the story of the advancement in the art of broadcasting and continues as follows:

"Wonderful opera from New York and San Francisco; love songs from the Tropics; dance music from Chicago and Cincinnati; stock quotations; stirring speeches by the President; amusing stories from where you will; correct time; weather reports—all these pleasures and utilities are brought truly and clearly right to your fireside if you own a Crosley Radio Receiver.

"Since the earliest days laughter and gaiety have been the most desirable things in life. In ancient times stately rulers unbent; courtly knights forgot seriousness; beautiful ladies became more alluring as the clever quips and merry pranks of the court jester brought a sparkle to their eyes and drove dull care away.

"But they were limited to the clownish antics and slap stick comedy of the jester.

"We of modern times have unlimited sources of amusement. Every broadcastng station has its Jester; its humorous stories; amusing songs and clever comedies. Every night the air is filled with merriment. With a Crosley radio receiver, amusement may be brought clearly and distinctly to you while you are sitting comfortably in your own home. The magic wand of the radio sends worry scurrying.

"The very moderate prices of all Crosley instruments bring radio within the reach of all. No matter

RADIO WAVES AND TUNING

By John Loofbourow

The first two articles of this series may have tended to confuse the reader, inasmuch as they presented more or less conflicting viewpoints, and perhaps gave the impression that everything about the traveling of radio energy through space was confused and indefinite. It might be well, therefore, to take stock here of just what we do and do not know.

In the first place, we know that some sort of energy travels from the broadcasting station to the receiving set. In the second place, we know the traveling of this energy through space obeys the laws of a wave motion, such as water waves. We do not know that it is a wave motion,—it might be groups of little electrical particles travelling through space, as was suggested in last week's article, or some other form of energy transmission. Nor do we know by what sort of a medium, if any, it is propagated.

Let us, then, make no assumptions about an "ether" in space, or any other such sort of conception. Let us forget all theories and take what we know as a basis. For convenience, let us assume that radio energy IS a wave motion.

"Horror, what a sour note!" Thus you express yourself when the violinist plays a note out of tune. And what an awful combination it would be if the whole orchestra started to play without tuning its instruments.

The piano, the harp, and the violin must all be in tune with one another if harmonious sounds are to be produced. Just so your radio set must be in tune with the broadcasting station before you

which Crosley model you may select you can be assured of the maximum results at the lowest cost.

"Let a Crosley Radio Receiver bring fun, laughter and good humor into your home."

can receive the radio waves from it.

Waves are always started by a vibratory motion of some sort. The note from the violin is caused by the vibration of the violin string. And if these waves strike a body that is free to move, they will set it into vibration. Water waves will cause a cork to bob up or down.

If the body that starts the waves is vibrating fast, it will send out little choppy waves. If it is vibrating slowly, it will send out big ones, far apart. This is how the violinist controls the note his instrument makes. By shortening his string, or pulling it tighter, he can make it vibrate faster and send out notes of greater frequency, which you hear as a higher note. By loosening it, or making it longer, he can make it vibrate more slowly, sending out waves of less frequency and producing a lower note. If you place another string, adjusted to the same frequency, close to the vibrating one, the waves from the vibrating one will set it in motion. But it must be adjusted very closely to the frequency of the vibrating string for the waves to have much effect on it.

Radio waves are caused by a vibrating electric current in the broadcasting transmitter. By adjusting the controls at the broadcasting station, the waves may be made of high or low frequency. If they strike a receiving circuit to their frequency, they will set up a vibratory electric current in it. The adjustment of the broadcasting transmitter and the receiving set to different frequencies is called "tuning." The broadcasting station is always tuned to a certain frequency, allotted to it by the government. It is not allowed to send on any other frequency. If a man operating a receiving set wishes to hear a certain broadcasting station, he must adjust his set to the frequency at which that station sends.

(Continued on Page 4)

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.

Radio Listeners Are Being Requested to Check up on Old Sol

Efforts to Be Made to Ascertain Effect Eclipse Will Have On Broadcasting.

New York, N. Y.—Radio fans of the country are being asked to participate in a nationwide check-up on the sun.

On January 24, 1925, the sun will be in total eclipse. This phenomenon will be visible from sunrise to about 10:30 in the morning along a line reaching from northern Michigan to New York City, and may also be recorded as "felt" in neighboring localities.

To ascertain what effect this eclipse has, if any, on radio, the Scientific American, monthly journal of science, is calling for volunteers among radio amateurs and novices. The editors are asking all who have sets and are scientifically inclined to tune in on the morning of January 24 and watch for results.

From the observations made by fans and professional scientists, the magazine hopes to determine exactly what a solar eclipse does to radio transmission.

"Does the shadow path behave like any other variety of darkness," is one of the questions to which the editors are trying to get an answer. Others are:

"Does it operate as a reflecting mirror to send back radio waves toward their point of origin, or does it bend them in one direction or another, or does it leave them unaffected?"

"During the eclipse not only will the light from the sun be cut off, but also the stream of electrons that is supposed to be flying all the time toward the earth will be altered. What effects will this have on radio transmission?"

In an attempt to seek answers, arrangements are being made for the transmission of special signals from broadcasting stations during the eclipse, for reception by a group of qualified radio listeners and amateurs.

The listeners will keep accurately timed records of signal strength, fading, static, and other features of radio reception.

After the eclipse, and the entire mass of information is collected from all possible sources, a committee of radio engineers will delve through it and try to see what it means.

INSPECT YOUR ANTENNA

This is antenna inspection time. Drop your antenna to some spot where you can inspect the wire. Look for broken strands. If you find any of the strands broken the wire should be replaced.

Stations From Coast To Coast Heard On One Tube Regenerative Radio Sets

Let us dedicate a column or so to a one tube radio receiver. It is the Crosley Model 50, an Armstrong Regenerative set which sells for but \$14.50. There is no denying that this is a tremendously popular little receiver and its popularity is due to the fact that it is remarkably efficient and priced right. For the person who does not desire to operate a loud speaker and is satisfied with using headphones, it is the ideal set. But it must be remembered that a two stage amplifier can be added to it at any time, and then loud speaker operation is a simple matter. Stations from coast to coast are being heard by owners of the Model 50, according to the many letters being received from all parts of the country. Two of these follow in part:

"I sincerely believe in giving credit where credit is due—therefore this letter. A short time ago I purchased a Crosley Model 50. The set, together with all the accessories, including two pairs of headphones, cost me but \$35, and I can truthfully say I have realized well on the investment. I have used a number of radio receivers, some costing as high as \$300, but I would not trade my Model 50 for any of them. Below are the cities I have heard in one evening: Buffalo, Springfield, Mass., S. Dartmouth, Mass., Cleveland, New York City, Washington, D. C., Chicago, Philadelphia, Schenectady, Louisville, Fort Worth, Iowa City, St. Louis, Pittsburg, Elgin, Ill., Boston, Mass., Zion, Northfield, Minn., Minneapolis, Cincinnati, Davenport,

Rockport, N. Y., Winnipeg, Detroit, Staten Island, Kansas City, Montreal, Ottawa, Columbus, O., and Atlanta, Ga. In certain of these cities I heard more than one station.

"Now I consider this quite a record and cannot find anyone who can equal it with a one tube set.

"Respectfully yours,

"Scott Griswold,

"LaSalle, New York."

And Harry S. Wright, of Cincinnati, who owns a Crosley Type V, the name of which has been changed recently to the Model 50, writes as follows:

"My radio receiver has more than proven its worth. I have heard stations from coast to coast, which is remarkable for any one tube set. Some of those I have heard are in the following cities: Cincinnati, New York, Pittsburg, Chicago, Louisville, Kansas City, Minneapolis, Davenport, Hastings, Lincoln, Nebr., Cleveland, Los Angeles, Memphis, Boston, Oakland, Cal., Milwaukee, Columbus, O., Elgin, Ill., Omaha, Fort Worth, Sandusky, O., and others."

These letters are proof that the Model 50 is a wonder. Thousands

of them are being sold. Wise dealers should boost these sets and wise individuals should consider them carefully before buying a one tube receiver. Remember it is a genuine Armstrong regenerative set and costs but \$14.50.

Radio Waves And Tuning

(Continued from Page 3)

In the words of radio, he must "tune to the broadcasting station."

The frequencies of radio waves run into the hundreds of thousands. The distance between the waves depends upon the frequency, (if five are sent out per second they will be twice as far apart as if ten were sent out per second). This distance between waves is called "wave-length." As the wave-length of the average broadcasting station is but a few hundred meters, it is usually considered more convenient to designate radio waves by their wave-lengths than by their frequencies.

Frequency, wave-length, and tuning are three things you must know about if you are to have much of a radio knowledge.

You can increase amplification to almost any extent but above two stages it is difficult to control it.

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

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

Bond Department

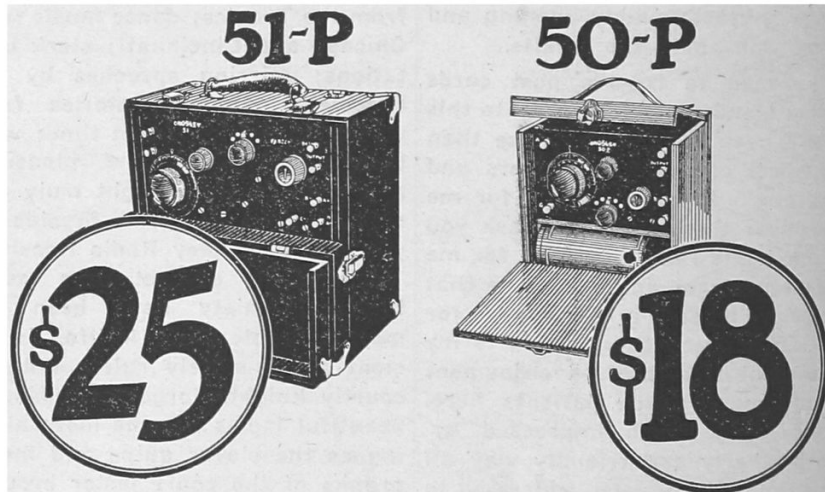
THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

TAKE YOUR ENTERTAINMENT WITH YOU



This is the Crosley 51-P, our portable set. It is the Crosley Model 51 two-tube 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 dry cells and three "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.

Here is a genuine Armstrong Regenerative Portable radio receiver, known as the Crosley 50-P, for but \$18.00. A one-tube, long range regenerative set, it 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 carry case—a portable receiver having a big power compartment to hold one standard dry cell and one "B" battery. Manufactured under Armstrong U. S. Patent No. 1,113-149.

For Sale By Good Dealers Everywhere

THE CROSLY RADIO CORPORATION

200 Sassafras St.

CINCINNATI, O.



There's a Thrill!

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—\$22.25 with tube and head phones—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 offered to the public.

Before You Buy—Compare

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

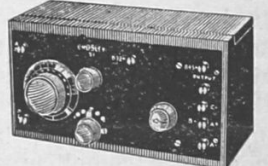
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CINCINNATI, OHIO

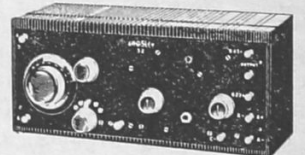
Crosley Owns and Operates Broadcasting Station W L W



Crosley One Tube Model 50, \$14.50
With tube and Crosley Phones \$22.25



Crosley Two Tube Model 51, \$18.50
With tubes and Crosley Phones \$30.25



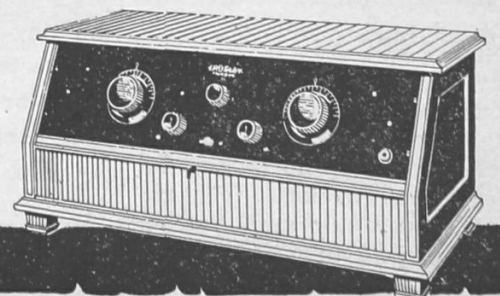
Crosley Three Tube Model 52, \$30.00
With tubes and Crosley Phones \$45.75



Crosley Trirdyn Regular, \$65.00
With tubes and Crosley Phones \$80.75



Crosley Trirdyn Special, \$75.00
With tubes and Crosley Phones \$90.75



Crosley Trirdyn Newport, \$100.00
With tubes and Crosley Phones \$115.75

CROSLY
Better-Costs Less
Radio

Household Duties May Be Controlled By Wireless Waves

(Continued from page one)

ships and airplanes controlled from a shore station miles away.

Two developments under study by leading experimenters are the directional control of ether waves, and projection of scenes as well as sounds by radio. Marconi, inventor of radio, is working on the problem of controlling radio waves so that they can be sent in one direction only. By use of special filters, it is said, he has already partly accomplished this in experimental work.

More pleasant to contemplate, however, will be the developments which will affect the home.

Radio may be called upon to perform a vast number of household duties which now require expenditure of human effort.

Actuated only by the human voice radio may open and close doors, bring the motor car to the door, cook meals and even rock the baby to the tune of a lullaby.

Improbable? Well, so were concerts by radio only a few years ago. Now the average citizen thinks nothing of listening to stations several miles away with a small crystal receiving set, and, with a more complicated set, may be lucky enough to hear concerts from thousands of miles away.

And as further proof that these things are not improbable, it may be cited that the opening and closing of doors and the radio control of motor cars has already been accomplished. The average individual could have these devices installed in his home, but at present they are too expensive to come into any wide usage.

How the Trirdyn Got Its Name

(Continued from page one)

of the limited number of firms licensed to manufacture under this patent.

The other "R" represents reflexed amplification. After having passed through the second tube, the signals are reflexed back on the first tube, and sent through the first tube as an audio-frequency amplifier. Suppose we stop at this point. We have a very good two-tube radio set with the efficiency of a three-tube set, because of the use made of the three principles, radio-frequency amplification, regeneration and reflex audio amplification. Lift out the third tube of the Trirdyn and you convert it into this marvelous two-tube set with the

efficiency of three tubes.

But suppose you want to receive extremely distant stations. Then you have to put the third tube in the Trirdyn which adds an additional stage of audio-frequency amplification, and you have a three-tube set that gives all the volume that the average five-tube set will give.

So far we haven't talked about anything but volume, but there is another factor that is just as important to the radio set selectivity. The engineers who designed the Trirdyn had selectivity in mind as one of the qualities for which to strive, and they have attained it to a marked degree.

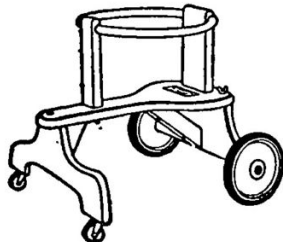
These engineers worked on the Trirdyn for almost a year before it was finally turned over to the public. They wanted to be sure that it would be, "the radio set with a name that means something."

SOVIET RUSSIA IS BUILDING TWENTY NEW STATIONS.

Moscow.—Soviet Russia is striving to keep pace with the United States, England and France in radio communication. Nearly a score of powerful land stations are now in course of erection in various parts of Russia, which will link up not only the scattered spaces of the huge republic, but will bring other parts of the earth into closer contact with Russia.

The principal of these stations are located in Transcaucasia, Siberia and the Kirgistan Steppes. Two stations already have reached

The Go-bi-bi



FOR LITTLE TOTS
TOO YOUNG TO WALK

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

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

THE CROSLY MFG. CO.

Dept. 3 Cincinnati, Ohio.

completion on the River Obi, in Siberia; three have been finished in the Kirgistan Steppes, in the Volga region, and two are in course of construction in the Caucasus. These are adapted both for radio telephony and radio telegraphy.

In Moscow a powerful sending and receiving station is being built on the Khodynka Fields, which will have communication with Annapolis, Long Island and other American stations. In the meantime inter-European communication is

being carried on by other government stations in Moscow with the British stations at Carnarvon and Leafield, and with all important German, French and Italian stations.

Nearly a hundred American colleges and universities maintain and operate broadcasting stations, while others arrange with stations to have members of their faculties broadcast series of lectures.

CROSLY

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The Radio City

(Continued from page one)

er and more democratic sobriquet—that of "The Radio City." In giving this new nickname to the thriving metropolis on the bank of the Ohio River, Clarke B. Firestone in an editorial in the Times-Star says:

"THE RADIO CITY"

"Since it has installed a new high power broadcasting station Cincinnati is able to reach South Africa and to talk to the ends of the earth. There are only nine other stations of equal power in the United States. With its abundance of good music, orchestral and vocal, Cincinnati has been entertaining a good deal of the country. Imagination can now picture the Zulu chief on the edge of the Kalahari desert tuning in after nightfall, and at the magic words, "Cincinnati, U. S. A.," settling down for a vivacious evening without bothering his head too much about the spelling of Cincinnati.

"Besides singing and playing for far and near, this city is making more receiving sets than any other. Without being conscious of whither it was traveling, it has become the Radio City."

In writing that editorial, Mr. Firestone was just a little early with regard to the installation of the five-kilowatt transmitting station which The Crosley Radio Cor-

poration is getting ready for its WLW broadcasting division at Harrison, Ohio, with the studios in the Cincinnati plant. He was, however, right to the second with the fact that more radio receiving sets are manufactured in Cincinnati in one day than any other place in the world. This, then, surely earns for that city, the new nickname, "The Radio City" just as Detroit is known as the "Automobile City" and other places have their sobriquets appropriate to the chief industry.

"Nearly fifteen hundred employees are on the pay-roll today," said one of the Time-keepers in answer to my question as to how many workers were employed in the Crosley organization alone. How many people were employed in the other radio plants, I did not stop to find out after seeing the tremendous amount of radio apparatus in Plant No. 1, at 3401 Colerain Avenue, where the sets are assembled. Plant No. 2 is devoted to the making of the various parts while cabinets are manufactured in Plant No. 3. Each of these plants is about a mile from the Assembly Division.

Just inside the assembly division, reached through the employment office, was disclosed a sight that would bring shouts of glee to the boys who like to build their own radio receivers. Hundreds of radio sets were being assembled on the long tables, with workers at both sides of them. A truck load of bent wires; boxes of condensers; more boxes of panels and still more boxes of transformers at the end

are started on their way to cartons and the purchasers in all parts of the country.

The tables upon which the sets were assembled were interesting and new in radio work, being a development of the production department. A shelf and small partition divided the workers on each side of the table, over which hung a bright but reflected light. The table tops were covered with sheet-metal while the workers had their own equipment of pliers, soldering iron and special screw drivers. There was no borrowing of tools and individual drawers with locks and keys, made the workers more efficient in using their own equipment. Steel chairs added to the comfort of the employees.

White, shining walls and ceilings made the workrooms as bright as could be obtained with light coming in the windows surrounding the room and the big lights overhead. Plenty of good air was supplied at all times and there was ample room for the workers to move about, should their work necessitate it.

When the visitor sees the method of assembling a radio receiver in The Crosley Radio Corporation's plant, it is quite an easy matter to understand why Powel Crosley, Jr., has been referred to as "The Henry Ford of Radio." Having tried to assemble several radio receiving sets in a short time, it was little short of astounding to watch the rapidity of the workers at the tables laid out for the assembly of Trirdyn receivers.

Although the individual worker does but one thing to the receiver as it moves down the table in its course of completion, the workers are so schooled that they can take up the assembling of a receiver at any point. Many of the women are

expert radio mechanics and can construct a receiver from start to finish and make a mighty fine job of it. The care and pride shown in their work is commendable.

Before the receivers are enclosed in their cartons, a thorough test is made. This test includes the tuning from 200 to 600 meters with a loop and an oscillator; perfect audibility with the transformers and proper function of the vacuum tubes and other parts, while the condensers are given special attention. Having passed the service test, the set is thoroughly cleaned, complete instructions placed in the cabinet and made ready for delivery.

It takes a lot of space to assemble nearly five thousand radio sets a day but that is the quantity that is scheduled for production within the near future. Over 2000 Trirdyns are assembled a day while other types of apparatus are handled in the same manner as this favorite receiver.

The Crosley Plant No. 1, is a four story building with a special storage room in the rear for the cardboard stock. The general offices, engineering department and experimental laboratory and the studios of the WLW broadcasting station are located in this spacious place, which even now threatens to be too small by next year.

HEARD AT THE RADIO SHOW

C. L. Titus: "By George, Stemm, these Chicago ladies are wearing them mighty short this season."

Royal Stemm: "Yes, I'm getting bird-eyed from that style."

C. L. Titus: "What do you mean, bird-eyed?"

Royal Stemm: "My eyes just flit from Limb to Limb."

The positive side of a battery is that from which current flows to the external circuit. Negative is the return circuit to the battery. This applies only in direct current.

The bare copper wire aerial which has been erected for some time should be replaced with new wire. Because of the elements, it corrodes, and is less efficient for reception.

A loop antenna picks up only 1 percent of the energy received on the average aerial.

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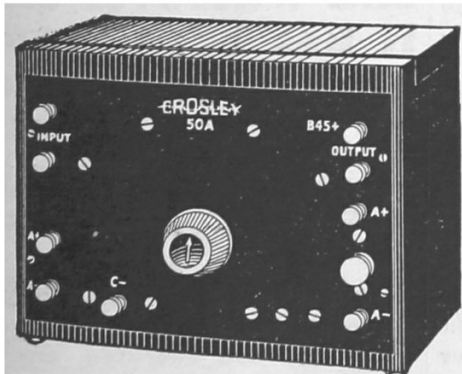
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CROSLY

AUDIO FREQUENCY AMPLIFIERS

Model 50-A



The Crosley 50-A is a two-stage audio frequency amplifier designed primarily to be added to the Model 50 by those persons who desire to operate a loud speaker in connection with their detector unit. However it may be added to any other type of detector unit. This unit is equipped with a filament switch for shutting off the current from the "A" and "B" batteries, Crosley Multistats, universal filament control rheostats for all makes of tubes, Crosley standard sockets, and Crosley Sheltran transformers.

PRICE \$18.00

MODEL 51-A

The Crosley 51-A is a one-stage audio frequency amplifier designed primarily to be added to the Crosley 51. Naturally the 51-A can be added to any detector set, but, as stated, was designed to match the Model 51. When added to the latter receiver it gives the equivalent of detector and two stages of amplification. Owners of the Model 51 claim to be able to hear every large broadcasting station in the United States and so, with the amplifier unit added, there is no reason why all these stations should not be received on a loud speaker.

PRICE \$14.00



THE CROSLY RADIO CORPORATION

200 Sassafras St.

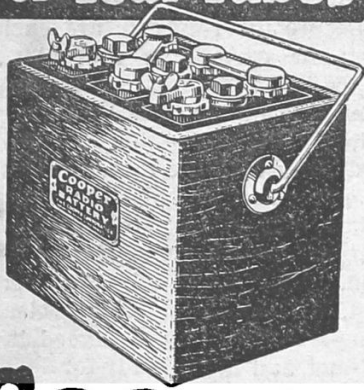
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There's no expensive service to cut your profit. The Quiet Niles stays sold. Delivers 72% of the current. Easy to operate. Light to handle. No bulbs. No liquids. No fumes. Model A for 6-volt batteries, \$19.00; Model AB for 6-volt and 24-volt batteries, \$21.00. Write for prices.
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A Dependable Source of Power for Your Tubes



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RADIO "A" BATTERIES

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

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

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

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

Dealers and Jobbers

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

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

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Cincinnati, Ohio

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

Name.....

Address.....

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

Dry Cell Batteries Will Function Well In Any Position

Experience Has Shown It Is Unnecessary to Place Them In Vertical Position to Have Them Operate.

What shall be the position of a radio dry cell battery? May it be placed on its side? Or, to secure the best results, is it necessary to stand it upright?

Radio listeners invariably seek information on these points. Not infrequently, the position of the batteries in a manufactured set is regarded questionably by a prospective customer. In fact, it is surprising the weighty importance that is sometimes attached to a matter which an expert would dismiss with a word. The answer, of course, is that experts in the radio field are few; not numerically, perhaps, but in comparison to the tremendous number of radio enthusiasts.

The advent of the low consumption vacuum tube has given the dry cell battery an increasingly important role in the development and popularity of radio. The essential part played by these batteries in vitalizing radio apparatus is so well appreciated by the average user that, in his efforts to secure the most efficient results from them, he has fallen into some surprising and erroneous inferences.

Perhaps the most widely circulated of these inferences—an inference which is unsupported by a single fact—is that it is detrimental to use a dry cell in a horizontal position. Repeated cautions, printed and verbal, have been given to the builders of sets. "Don't lay your dry cell batteries on the side. Don't place your batteries in any but a vertical position," are the tenors of the warnings.

There are never any reasons given for these extraordinary precautions. The answer is that no sane reasons exist; such as are advanced are as incorrect as the warning itself.

The actual fact is this: A dry cell battery may be placed in any position that may be convenient or necessary. Position has no effect upon either the life or performance of the battery.

Homely but practical examples will best illustrate this statement. Dry cell batteries are manufactured for many uses. Their general construction, however, whether made to ring a door bell, run a toy electric train, produce a flashlight beam, light a vacuum filament or supply "B" battery current, is always similar. It is safe to assume that, barring the products of the reputable manufacturers, the radio

Mah Jongg By Radio



Miss Lucy Blackburn in her picturesque garb teaches the Chinese game of Mah Jongg by radio from the Crosley WLW station every Tuesday afternoon at 4:30 o'clock.

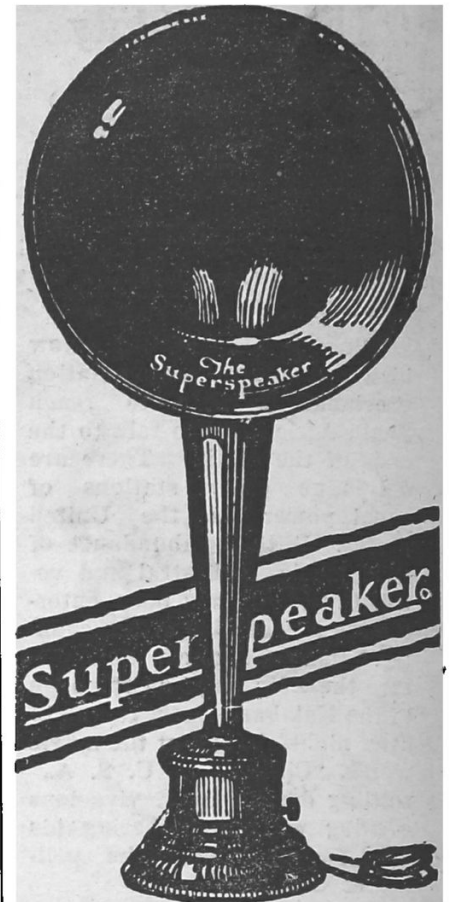
market is filled with radio batteries which differ only in labels from the dry cells of pre-radio days.

It is certainly apparent that similarity of construction calls for similarity of treatment and care. The same reasoning shows plainly enough that what has proven a satisfactory position for a dry cell, which performs some duty outside of radio, will be just as satisfactory when applied in the radio field.

Perhaps the most universal use of dry batteries, aside from radio, is to ring door bells. Dry batteries have been used for this purpose ever since their invention many years ago. The usual place of installation is upon a small shelf between rafters in the cellar. In most cases the space between the shelf and the flooring is so narrow that the batteries, in parallel, generally have to be laid flat. Once installed they are seldom touched. They perform their task for months, sometimes for years, dust covered and neglected.—New York Telegram and Evening Mail.

RADIO IN HOLLAND

Holland has several private and two state broadcasting stations. For all these, there are only about 20,000 listeners. There is no license fee for receivers.



"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

5666 Twelfth Street

DETROIT

MICHIGAN

AND WLW PROGRAMS

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

VOL. III, NO. XLIX

PRICE \$1.00 PER YEAR.

DECEMBER 8, 1924

**Famous Drama Will
Be Broadcast From
Radio Station WLW****"The Joy of Living," One of
Sudermann's Great Plays,
to Be Broadcast Decem-
ber 10th and 15th.**

On the tenth and fifteenth of December, WLW will broadcast Herman Sudermann's great drama, "The Joy of Living," with an excellent group directed by Mrs. Henry B. Flarsheim. The play revolves about the brilliant personality of Beata von Kellinghausen, wife of the Count Michael, and her love for the Baron Richard von Volkerlingk.

Beata von Kellinghausen convinces her husband, leader of the Conservative party in the German Parliament, that Richard could lead the party and the state more ably than he. Von Kellinghausen forthwith turns over his following to Richard, who succeeds him in the Parliament. Unknown to von Kellinghausen, Richard and Beata share for each other a profound love, carried on clandestinely over a period of fifteen years.

In a scene of intense dramatic force, Kellinghausen learns of Richard's and Beata's perfidy, but with almost super-human calm, to prevent the moral disorder of the Conservative Party, Kellinghausen permits Richard to mete out judgment upon himself. No recourse is left Richard but suicide and he makes his arrangements accordingly. In order to forestall public comment, Beata gives a dinner party at her home, inviting high officials of state. With the vividness that characterizes her, she rises to give a toast, saying that since only she of them all had glimpsed something of the inner meaning of life, to her then belonged the privilege of toasting to the JOY of living! Only Richard and the Count Michael understood her, and they not very well, scarcely anticipating the stroke of her genius that was to release them from their compact. Few dramatic moments are so gripping as this scene with which the drama closes. Beata von Kellinghausen sensed the higher values in the scheme of life and with a superb gesture achieved all that she knew as the joy of living.

The principals in the broadcast
(Continued on page 3)

"THE HENRY FORD OF RADIO"**POWEL CROSLEY, JR.**

[The following interesting article on the life of Powel Crosley, Jr., president of The Crosley Radio Corporation, appeared in the Nov.

16th issue of the Philadelphia Record.]

They're calling him the "Henry Ford of Radio" and that's probably one of the greatest compliments that can be paid a man in the radio industry today. There are hundreds of stories circulating about the start of the real Henry Ford, one of them true, the others the brain children of dreamy thinkers. There may be hundreds of stories in later years about Powel Crosley, Jr., the "Henry Ford of Radio," but at this time there is one real story on how a man has won a title comparable to the richest man the world has ever seen.

Powel Crosley isn't an extremely rich man; he isn't anywhere near the financial position of the richest man on earth, but he is the biggest single figure in radio today. You may come to some conclusions in your analysis of his personality, watching him stride nervously up and down, long legs and arms swinging, brows twisted and pulled down over penetrating dark eyes, searching for your game before he plays his. You may go away with a score of mental snapshots of that enormously tall head, of that jaw and those lips relaxed in unrestrained laughter or clinched in re-

(Continued on page 6)

**Every Turn of Dial Brings Thrill
To Owner Of Radio Receiving Set;
Air Always Filled With Amusement**

By C. L. Titus.
Of The Crosley Radio Corporation.

Radio has just played an important part in our elections. Those who had the opportunity of listening to the campaign speeches as broadcast by radio realized how much it meant to be able to sit alone and sift the wheat from the chaff in the different addresses without the roar of the crowd that always accompanied political speaking.

Not until you have listened to the wonderful performance of some great artist, brought to you by radio in the quiet seclusion of your home without the accompanying noises of public gatherings or of mechanical reproduction, can you realize the great benefit and pleasure to be derived from a radio set in your home.

The variety of programs fur-

nished by the broadcasting stations includes plays, news, market reports, lectures on all important subjects, sporting events, play by play direct from the field, prize fights from the ringside, contests of all descriptions, music by our best artists, church services of practically all denominations, lessons on many subjects, including languages, engineering, farming, etc., as well as programs of a variety of types too numerous to mention.

Those who do not listen in on the radio programs are as much out of date as those who do not read the newspapers. When automobiles were new there were people who said, "I'll never ride in one of those new fad things." How absurd that would seem now. About a year ago a man said to me:

(Continued on page 7)

**Crosley Exhibits At
Chicago Radio Show
Attract Thousands****Enthusiasts Are Eager To
See Receiving Sets Of-
fered By Cincinnati
Manufacturer.**

By Alvin R. Plough.

All doubt as to whether the saturation point in the radio industry has ever been approached was dispelled from the minds of those who were fortunate enough to gain admittance to the radio show in the Coliseum in Chicago. Attendance records for that historical place of shows and conventions were broken. Nearly 30,000 interested radio fans jammed into the spacious auditorium on the second day of the show and at eight-thirty that evening the doors were closed by the Chief of the Fire Department as a precautionary measure, leaving two double lines of disappointed fans, three blocks long, trying to get in. It is estimated 250,000 persons attended the show during the week.

Every kind of radio receiver imaginable and all sorts of parts and accessories were on exhibit but the greatest amount of interest seemed to center in the display of The Crosley Radio Corporation's low-priced receivers. The exhibit of the Cincinnati concern were the magnet for great crowds throughout the entire show and the large space set aside for it was filled at all times with enthusiasts of all ages.

Nothing was for sale at the show but thousands of dollars worth of radio equipment could have been sold to willing purchasers if the exhibitors had so desired. It was a show entirely for the radio fans, to whom was given an opportunity to see what developments have taken place during the past year.

It would be difficult to tell which receiver attracted the most attention, but the Trirdyn models received what seemed to be first consideration when the spectators visited the Crosley booth. Hundreds of people declared no other radio set shown was equal in performance to the Trirdyn \$65, \$75 and \$100 models, which requires but three tubes to give the work of five or more tube outfits. Of next importance was the three-tube regenerative model 52 in a mahogany cabinet at \$30.00. The single tube and two-tube regenerative

(Continued on page 3)

Crosley WLW Programs For Week of Dec. 7th

SUNDAY

RADIO PROGRAM

WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 7. 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.)
(The Baldwin Piano)

MONDAY

RADIO PROGRAM

WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 8. 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.

6:00 P. M.—SANTA CLAUS HOUR, featuring violin duets by Andrew and Charles Jacobs, accompanied by their mother.

8:00 P. M.—
The Methodist Book Concern Chorus, under the direction of Oscar Schansen.
(a) "Song of the Vikings"
(b) "Lady Bird"

8:10 P. M.—
Special dance program by the S. A. E. ORCHESTRA from Miami University, Oxford, Ohio.
Ferd Metzger, saxophone
George Mattnueller, saxophone
Frank Smith, trumpet
Howard Perkson, trombone
John Sloat, banjo
James McFall, piano
Norman Daus, drums and effects
The Crosley Theatrical Review.

8:55 P. M.—
Concert program through the courtesy of the Cooper Corporation; featuring the COOPER ORCHESTRA and QUARTET.

Quartet:
Richard Pavey, first tenor
Ferd Raine, second tenor
Herbert Schatz, baritone
Howard Fuldner, bass
Grace Raine, accompanist
ORCHESTRA PROGRAM

1. March: "136th Field Artillery"
.....Fillmore

2. Overture: "The Bohemian Girl"
.....Balfe

3. Selections from "The Shadow of the Shamrock."

4. STRING QUARTET. (members of Cooper Orchestra)

5. Paraphrase: "My Old Kentucky Home."
6. Waltz: "The Blue Danube" (Request)Strauss
7. Foxtrot: "Just Like the Dawn."
8. Finale: March—"Rolling Thunder"
.....Fillmore
(The Baldwin Piano)

TUESDAY

RADIO PROGRAM

WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 9. 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.—Piano Recital by pupils of William Kyle.
Program under the auspices of the Cincinnati Federation of Mother Clubs.
Mah Jongg Talk by Miss Lucy Blackburn.

6:00 P. M.—SANTA CLAUS HOUR.

10:00 P. M.—
Concert program through the courtesy of the Ohio Rubber and Textile Company; featuring the OHIO RUBBER QUARTET and INSTRUMENTAL TRIO of Violin, Flute and Celeste.
Quartet
Howard Hafford, first tenor
Erwin Meyer, second tenor
Edwin Weidenger, baritone
John Dodd, bass
Howard Evans, accompanist

11:00 P. M.—
ENTERTAINMENT FROM GOODWIN'S (Remote Control).
GORDON KIBLER and his BLACK and WHITE PENNSYLVANIANS.
SONGS by Mrs. V. B. Guilberg.
(The Baldwin Piano)

WEDNESDAY

RADIO PROGRAM

WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 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.—Program for the "Shut Ins" given by the Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music and all other institutions.

6:00 P. M.—SANTA CLAUS HOUR.

8:00 P. M.—
THE CHUBB-STEINBERG ORCHESTRA.
(By direct line from The Kemper Lane Apartment Hotel of Walnut Hills.)
Holman Becraft, saxophone,
MANAGER

Art Hicks, violin and director

Jack Saatkamp, piano

Jack Weber, saxophone and clarinet

Frank Bamberger, trombone

Carl Clauve, banjo

Bert Allen, trumpet
Bill Davison, trumpet and Melophone
Ray Fetzter, bass and tuba
Bud Ebel, drums

8:40 P. M.—
First part of Herman Sundermann's Drama: "The Joy of Living," directed by Mrs. Henry Flarshheim.

Cast:
Count Michael von Kellinghausen
.....Henry B. Flarshheim
Beata, his wife
.....Mrs. Henry Flarshheim
Baron Richard von Volkerlingk
.....Gordel Gross
Second in a series of programs by the ETA Chapter Sinfonian Fraternity from the College of Music of Cincinnati.

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 Co.
(The Baldwin Piano)

THURSDAY

RADIO PROGRAM

WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 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.—French Lesson by Madame Ida Teimpidis.

Piano Recital by Adelaide Apfel.

6:00 P. M.—SANTA CLAUS HOUR.

10:00 P. M.—
Three Minute Message from the United States Civil Service Department.

10:03 P. M.—
Dance program and entertainment 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 (Manager)

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

11:00 P. M.—
Tenor Solos by Carl R. Cornuelle.

11:15 P. M.—
Continuation of program until midnight by the Doherty Melody Boys and Milnor Instrumental Trio.
(The Baldwin Piano)

For the loud speaker a horn made of wood or papier-mache gives a purer tone than a metal one, which is liable to produce brassy overtones or vibrations.

FRIDAY

RADIO PROGRAM

WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 12. 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 Teimpidis.

Musical Features.

SATURDAY

RADIO PROGRAM

WLW

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

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

1:30 P. M.—Market Reports.

3:00 P. M.—
Dance program by Herbert Buschle and his Orchestra.

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.

8:00 Henry W. Brown & Company, Cincinnati Cash Grain Market quotations with market conditions. Closing quotations of the Chicago Grain Market.
Westheimer and Company, closing quotations at New York Stock Exchange.
Bureau of Markets, United States Department of Agriculture, Chicago and New York Butter and Egg Market reports.

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

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

Special Program at 9:00 P. M.

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

709 KILOCYCLES, 423 METERS

CENTRAL STANDARD TIME

CINCINNATI, OHIO

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

Crosley Radio Weekly

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

THE HEART OF AN INDUSTRY

Man finds all perfection in himself. All comparisons of values, such as beauty, intelligence and morality, revert to the human being as the perfect example. And so, in America, a land of big business, every industrial enterprise may be described or painted in terms of this analogy.

A fascinating subject of this character is discovered in The Crosley Radio Corporation, an organization that has sprung into a dependable power with a swiftness that rivals the magic of the Arabian nights. The huge plant, in which hundreds of employees are busily working with one single aim and purpose, vibrates with life as though it were a human being busily working out a pleasurable destiny. The genius of Powel Crosley, Jr., permeates the institution.

On the second floor, by the windows that overlook Colerain avenue, are the offices of Mr. Crosley and his principal assistants. Back of them are the general offices. On the two immense floors below is the factory with its long tables, turning out completed, tested and packed-for-shipping radio sets. Ascend once more to the top floor: in the rear are the rooms where parts are assembled, and between this division and the offices, are the beautiful auditorium and WLW studios, which are back-grounded by the experimental and engineering department.

More clearly defined, here is our analogy: the brains of the institution in the front office; the body in the factory; and the heart and soul in the studios. No studio could operate under more favorable auspices. Beautifully furnished, so that they vibrate with a congenial atmosphere, the WLW studios offer an admirable medium of expression for the thoughts and sentiments of The Crosley Radio Corporation.

RADIO FOR THE BLIND

There is under way a nationwide drive to place a radio receiver in the home of every blind person in the United States. The President, the Secretary of Commerce, churches, clubs, lodges and other

prominent people and organizations have indorsed the movement. It is a movement more than worthy of the most enthusiastic popular encouragement and support.

The blessings of this most wonderful discovery of recent times should not be denied to those who must go through life deprived of the ability to look upon the majesty and beauty of the physical world. Total blindness properly is esteemed to be one among the most terrible of human afflictions. To assist the blind to share universally in matters of interest incident to human progress, through the agency of the epoch-distinguishing radio, is something that should inspire the public to generous, earnest and intensive effort to attain a goal so supremely humanitarian.

The slogan of the promoters of this splendid movement is "Let every sighted person help the sightless."

Would you exchange your ability to see for any earthly consideration? It is not likely. To walk forever in physical darkness suggests the superlative in mortal misfortune. To assist the thousands of those so afflicted throughout the country—many among them men who fought in the great war—should be a privilege eagerly sought by every right-hearted man and woman in the land.

It is earnestly to be hoped that this campaign will be successful in fullest measure. With a radio receiver in the home of every needy blind citizen, these unfortunates may become as nearly reconciled to their sad conditions as it is possible for persons so visited to become reconciled to the tortures of major afflictions.

While they listen to the finest harmonies in the world, to the words of statesmen, scientists, educators, actors, the news of the day, the record of sports, the all that the radio can bring to them, they may find, for the time at least, a blessed relief from sad and depressing reflections that otherwise often must bring them close to the borderland of an appalling despair.

Famous Drama Will Be Broadcast From Radio Station WLW

(Continued from page one)
 production will be:
 Count Michael von Kellinghausen: Henry B. Flarsheim.
 Beata, his wife: Mrs. Henry B. Flarsheim.
 Baron Richard von Volkerlingk: Gordel Gross.

Customer—"Can I try on that dress in the window?"
 Saleslady—"No ma'am, we have dressing rooms for that in the rear."

Crosley Exhibits At Chicago Radio Show Attract Thousands

(Continued from page one)

sets and portable cabinets also were magnets for the radio fans.

The Cross Word puzzle is the fad this year, just as "Bananas" was last year and Coue the year before. Nearly everybody is working out a puzzle and the following sign in the Crosley booth brought thousands of "Cross-Wordists" to see it:

THERE ARE NO CROSS WORDS WITH A CROSLY

C R O S L E Y
 R A P I E V E
 O D E M A E A
 S I R P D R R
 L O A L I Y
 E S T Y N
 Y E G

There really are no cross words and they must be spelled downward but most important of all is the fact that there are no cross words from owners of Crosley radio apparatus which have a reputation for simple operation and giving excellent results.

Many owners of Crosley apparatus told those in charge of the exhibit of the results obtained with their outfits. John Welch, of Gary, Indiana, hears the London, England station, 2 LO, three nights a week, with the \$65.00 Crosley Trirdyn. Others told of hearing the West Coast stations with the single tube receiver.

Beautiful period furniture, soft rugs and overhanging amber lights made the Crosley booth exceptionally attractive. Mahogany tables were used to display the receivers.

Printing presses and paper mills will have to work to their fullest capacity to replace the tons of printed matter distributed at the show. Bags were handed to everybody who wanted them as they entered the show and it did not take very long to fill them with the circulars, Crosley Weekly and other

pieces of advertising matter that was free for the fans. Some radio enthusiasts had five and six bags filled with all kinds of literature.

Those in attendance from the Crosley organization were: Powel Crosley, Jr., George Lewis, Royal A. Stemm, James Wood, L. A. Kellog, John Titus, Robert W. Bennett, A. M. Joralemon, A. R. Plough and others from the Chicago office. Jobbers, dealers and representatives of The Crosley Radio Corporation came to the show from all parts of the country. Major James Hahn, President of the DeForest Crosley Corporation, Ltd. of Canada was an interested spectator. It is through this organization that Crosley receivers are made and distributed in Canada.

COMPLETE CATALOG PREPARED BY JOHNSON ELECTRIC

"Prompt Service in the Handling of Quality Apparatus," is the slogan used by the Johnson Electric Supply Company, Cincinnati, Ohio, in its new catalog, now being distributed. This catalog is a very complete affair, in which practically all articles handled by this progressive concern are illustrated and described. The Johnson company is a distributor of Crosley radios, which occupy a prominent place in the new booklet. One of the features of this catalog is the method adopted by Mr. Johnson in listing all accessories needed in the operation of every radio set. The accessories and prices are named under every receiver, so the prospective customer knows exactly what to purchase and what it costs. Mr. Johnson asks that all dealers write to him for a catalog.

SAFETY FIRST

Safety first in testing a new circuit. Place some sort of a protective device in series with the negative lead of the "B" battery. If a short circuit exists between the filament and high potential "B" battery the protective device will give warning and protect the tubes.

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.

Country Completely Spanned By Radio Fan In Two Hours

Thirty Stations In All Parts of United States Tuned In In Short Time—Chicagoan Hears Liner In Mid-Ocean.

K. M. Hance, treasurer of the Radio Corporation, of Fargo, North Dakota, tells, in the following letter, how he received thirty broadcasting stations within two hours: "Editor, Crosley Radio Weekly, "Dear Sir:

"As an example of the performance of the Crosley Trirdyn in this section of the country, there follows a list of stations logged during one evening's reception. This was over a period of about two hours. It will be noted that included are WEAJ New York City, KGO Oakland, and KFOA Seattle, showing a complete span of the country.

- WOC—Davenport.
 - WEAF—New York City.
 - WCK—Detroit.
 - WNAC—New York.
 - WOAW—Omaha.
 - WCAE—Pittsburgh.
 - WHAS—Louisville.
 - WTAM—Cleveland.
 - KSD—St. Louis.
 - WGY—Schenectady.
 - WCAL—Northfield.
 - WGBD—Zion City.
 - KDKA—Pittsburgh.
 - WGR—Buffalo.
 - KGO—Oakland.
 - WLW—Cincinnati.
 - WHG—Chicago.
 - KFKX—Hastings.
 - WTAS—Elgin.
 - KFKB—Milford.
 - CFCN—Calgary.
 - WABN—LaCrosse, Wis.
 - ONRR—Regina.
 - WHAZ—Troy.
 - WCCO—Minneapolis.
 - WSAI—Cincinnati.
 - KFOA—Seattle.
 - WHO—Des Moines.
 - WDAF—Kansas City.
 - KFY—Los Angeles.
- And within three hours on the

If you wish to BUY or SELL SECURITIES Or own some about which DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department Is At Your Service

WESTHEIMER & CO.

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The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

evening of November 3rd, John F. Hall, of Red Star, W. Va., another Trirdyn owner, heard stations in the following cities:

Pittsburgh, Richmond Hill, New York; Troy, Cleveland, Schenectady, Zion City, Elgin, Ills.; Washington, D. C.; Chicago, Springfield, Mass.; New York City, Newark, N. J., Saginaw, Mich.; Cincinnati, O.; Fort Worth, Philadelphia, Memphis, Omaha, St. Louis, Hastings, and Atlanta.

A still more interesting testimonial comes from A. L. Anderson, of Fargo avenue, Chicago, Ill. Operating a Trirdyn, he tuned in the steamship Berengaria, when the liner was in mid-ocean. His letter follows:

"I am using my new Trirdyn tonight for the first time. It absolutely is a wonder. I have brought in many stations, but feel most proud when I say I received WGZ, on board the steamship Berengaria, in mid-ocean."

SMALL AMOUNT OF CARE WILL SAVE YOUR BATTERIES

Radio has brought storage batteries into thousands of homes where they were practically unknown before.

These batteries are delicate pieces of mechanism and as such require careful treatment and intelligent handling. Little trouble will be experienced with the storage battery if a few simple rules are followed.

The electrolyte or liquid within the battery should be kept at a level about 1/4-inch above the top of the plates by adding distilled water occasionally. Acid should never be added because the original acid does not evaporate, the water only being lost in this manner. The best time to add water is just

after the charging period. Neither drinking water nor boiled water will do as mineral salts contained in them would ruin the plates of the battery in a short time. The distilled water should be stored in glass but never in a metal container and should be kept covered.

If one cell of a battery consistently requires more water than the others it is no doubt leaking and should be replaced in another jar.

Flame should be kept away from the battery during and just after the charging period as hydrogen gas is generated in charging and this is highly explosive.

The battery should be placed in a glass tray or on a rubber pad because acid may seep out and ruin the rugs or carpets. In this connection, it is well to keep the battery clean on the top and sides at all times by occasionally wiping it off with a wet cloth.

The way to test a storage battery is with a hydrometer and never with a pair of pliers across the terminals, as this will ruin the plates by short circuiting the battery.

The storage battery should be charged about once a week, the length of a charge depending on the amount of use given it. They should never be charged at a higher rate than that stipulated by the manufacturers.

AMERICAN ELECTRIC COMPANY HOLDS SALES CONVENTION

The American Electric Company, Crosley distributors, at St. Joseph, Mo., recently held a sales convention. Radio and electrical problems were discussed by some of the best known men in the radio field.

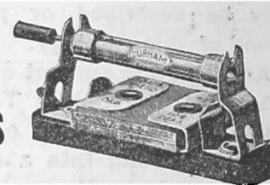
Mr. Echols, Sales Manager of this concern, talked on merchandising. He has been in the radio business for some time and is well acquainted with the trade territory surrounding St. Joe.

This convention was a great success and it was voted that another one be held next season.

DURHAM 75c

VARIABLE

Grid Leaks



Recommended for All Crosley Sets Type 101, for Soft Tubes Type 201A, for Hard Tubes Fit present clips.

DURHAM & CO., Inc., Philadelphia

TAKE YOUR ENTERTAINMENT WITH YOU

51-P

50-P



This is the Crosley 51-P, our portable set. It is the Crosley Model 51 two-tube 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 dry cells and three "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.

Here is a genuine Armstrong Regenerative Portable radio receiver, known as the Crosley 50-P, for but \$18.00. A one-tube, long range regenerative set, it 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 carry case—a portable receiver having a big power compartment to hold one standard dry cell and one "B" battery. Manufactured under Armstrong U. S. Patent No. 1,113-149.

For Sale By Good Dealers Everywhere

THE CROSLY RADIO CORPORATION

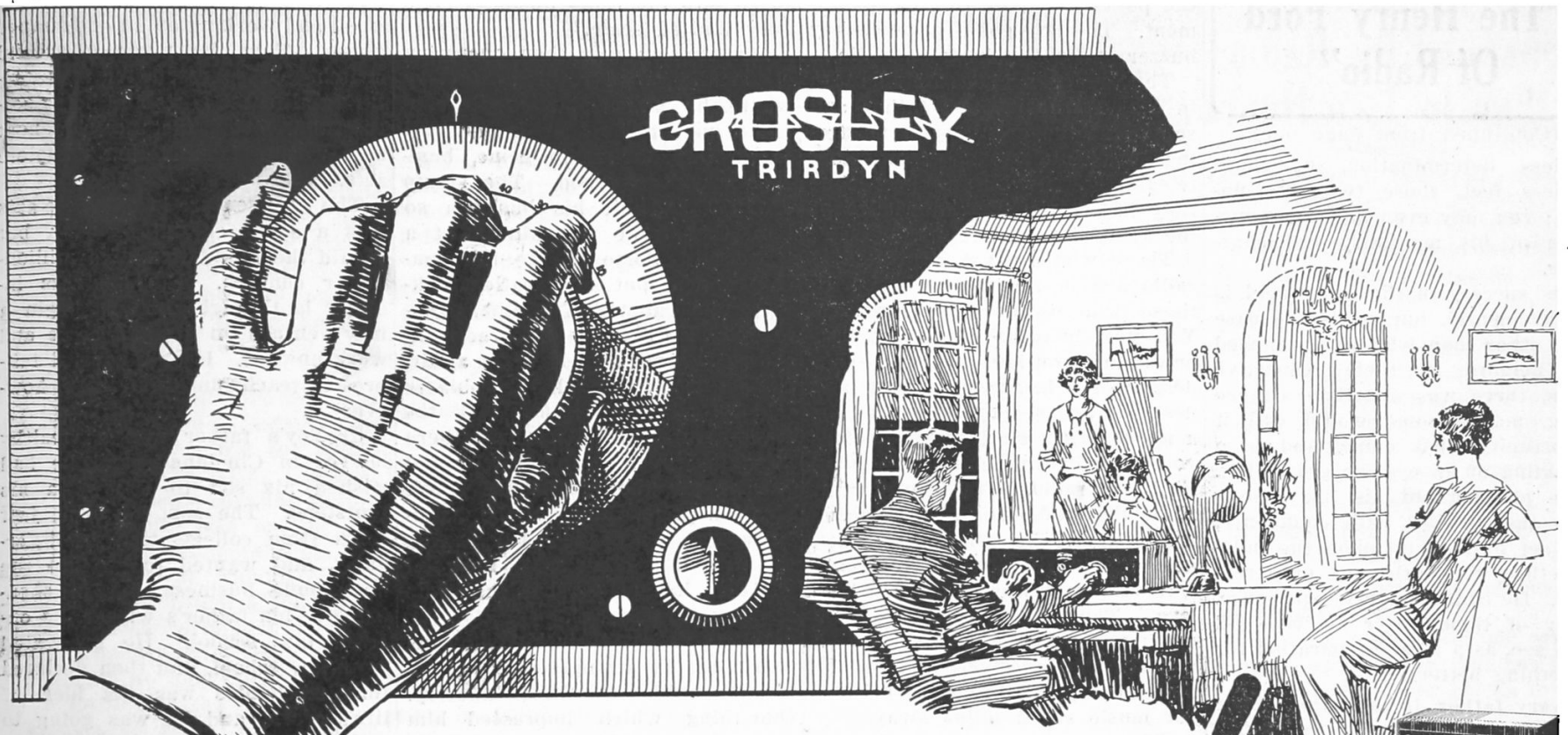
200 Sassafras St.

CINCINNATI, O.

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

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

Bond Department
THE FIFTH-THIRD NATIONAL BANK
of Cincinnati.



There's a Thrill!

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—\$22.25 with tube and head phones—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.

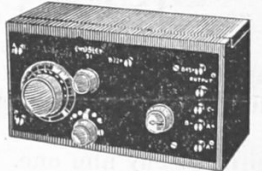
These receivers, each in its own class, though assuring you as good or better reception than any other instrument of the same number of tubes, are by far the least expensive offered to the public.

Before You Buy—Compare 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

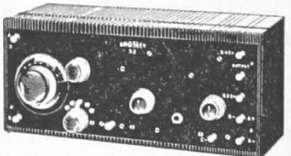
THE CROSLY RADIO CORPORATION
 Powel Crosley, Jr., President
 200 SASSAFRAS STREET CINCINNATI, OHIO
 Crosley Owns and Operates Broadcasting Station W L W



Crosley One Tube Model 50, \$14.50
 With tube and Crosley Phones \$22.25



Crosley Two Tube Model 51, \$18.50
 With tubes and Crosley Phones \$30.25



Crosley Three Tube Model 52, \$30.00
 With tubes and Crosley Phones \$45.75



Crosley Trirdyn Regular, \$65.00
 With tubes and Crosley Phones \$80.75



Crosley Trirdyn Special, \$75.00
 With tubes and Crosley Phones \$90.75



Crosley Trirdyn Newport, \$100.00
 With tubes and Crosley Phones \$115.75

CROSLY
 Better—Costs Less
 Radio

"The Henry Ford Of Radio"

(Continued from page one)

lentless determination, of those restless feet, those twitching fingers; you may even find out something of his mentality and character.

His success in the radio field is not accidental, but, as is the case with other men who have reached the heights in their respective fields, there was one little chance thing, maybe some would call it opportunity, that came, and in a twinkling of an eye, he grasped it.

He planned out his life a long time ago, worked with confidence, and set himself up upon the indestructible foundation of preparedness. He counted every experience, many of them bitter as we shall soon see, as a mere preparation for something better.

Every father, if he is the proper kind of a father, tries to gratify the wishes of his child. Several years ago Powel Crosley's little boy was like almost every other boy in the country. Radio broadcasting was just becoming popular, and everybody who wanted to be anybody, yearned for a real radio set—the kind that would pull in a distant station with little or no trouble. Crosley's little boy wanted a radio set, and Mr. Crosley consented to buy him one. The boy was only a mere slip, as the saying goes, just nine years old, but he knew a lot about radio inductances, batteries, and the rest of the semi-technical expressions used by the rabid radio fan.

The boy wanted to build a set. He planned one that would bring in the distant stations, bring in the orchestral selections, the baseball scores, the results of big sporting events and even went so far as to invite tentatively his young boy friends in to hear the set he was to build. The father wanted a ready-made set, however.

On Washington's Birthday, 1921, father and son set out to buy the long promised outfit. One company the pair visited in Cincinnati offered them a small receiving set for \$130, which was out of the question for the Crosleys at that time. There was nothing cheaper to be had, and the father broke the bad news to his son that they would have to give up the idea of buying a set.

Young Crosley was just getting to the age where he didn't want to be seen crying. It was a terrible blow to him to think that the long wanted set was farther away than ever before, but he was game, and he winked back those few tears which began to force their way out. On their way back home, they compromised, not that there was any arguing, but because the father

wanted to do something to relieve the pain caused by the disappointment. The boy got a practice key buzzer and a test book on radio.

The youngster studied his lessons in the afternoons, and father and son spent the evenings in mastering the intricacies of wireless telegraphy. Within a short time they had a working knowledge of the principles of wireless.

Those who are not interested in radio are in the same class with those who do not use narcotics. You start in radio in a small way, and before you know it you have a desire for a larger set. Soon this desire is eclipsed by the desire for a much larger receiver, and before you know it you have become an addict to radio. The beauty of it all is that radio has all the pleasures claimed by the dope addict, and none of the harmful results.

It was that way with the Crosleys. They soon set about converting the crystal set into a vacuum tube receiver, and on the night they put it in operation, they got music seven miles away.

"That evening is one of the red letter days in my life," Mr. Crosley said. "I don't remember whether my son or I was prouder of the performance. I unconsciously joined the class of radio bores. I told everyone I met about the distance our home-made set had covered.

"Finally, the boy and I, by this time hopeless radio fans, bought a three-barreled multi-control set. When the wind was blowing right we frequently heard Pittsburgh, a remarkable achievement from our home town in Cincinnati, we thought.

"Our total outlay on the set that the boy and I had made, had been only \$35. The new outfit was an extravagance we permitted ourselves now that we were going deeper into the mysteries of wireless. Moreover, we had gained a good knowledge of radio, could rig up a set and were able to diagnose trouble when the apparatus wasn't working properly.

"On that Washington's Birthday, I wonder how other men on salaries as small as mine could afford to buy radio sets at the prices I was asked. I knew that expensive equipment such as I had been shown was out of the question. I knew that many men lacked the mechanical ability or the desire to make their own outfits. Yet I was confident that radio was not a rich man's toy, and I believed that it should be within the reach of everyone.

"As my boy and I tinkered with our home-made set, the idea was born in my brain that a big market awaited inexpensive radio equipment. The possibilities of low priced manufactured apparatus on a production basis appealed to me more and more. I was sure that here was an untrodden field in a brand new industry. There the opportunity was, waiting for some-

one to realize its value. I decided to go into the radio business on a very limited scale."

Mr. Crosley was then operating a small wood-working factory where he made phonograph cabinets, but at the time he decided to go into the radio game, business wasn't so good. The slump of 1920 had hit his business so hard that trade was almost at a standstill. Some of the idle machinery was put in operation making radio cabinets for other companies. He saw that the radio industry was not a fly-by-night affair, and he decided to sell the cabinets direct. Through contact with the manufacturers he discovered there was virtually no apparatus on the market for the making of a set at a low price. Many of the manufacturers he spoke to, lamented the fact that there were no good parts at low prices, but that was all they did about it.

With Crosley, their lamentations was a cue for strengthening his desire to enter the radio industry. One thing which impressed him more than anything else was the lack of a low-priced socket for vacuum tubes. Most of the sockets were being made of a composition, molded into shape, and while they were good-looking and serviceable, they were also expensive.

Crosley was a trained automobile expert, and he knew of porcelain being used as an insulator, so he manufactured a porcelain socket for vacuum tubes. Its success was instantaneous, and he immediately

produced a book-type variable condenser, made with flat pieces of wood and working on an odd-shaped hinge. Then he made a special switch. Of course, after manufacturing all these parts and being successful in every instance, his next step was to manufacture complete sets.

The first venture in complete sets was a small crystal receiver, but it laid the foundation of a million-dollar concern. His business instinct had taught him to begin a new venture on a small scale and work upward. It took several failures to teach him this lesson, however.

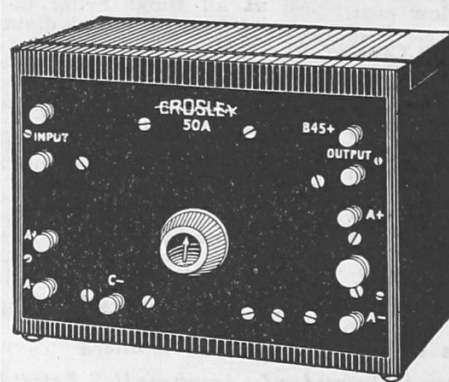
Crosley's father was a wealthy lawyer in Cincinnati, and he had wished his son to follow in his footsteps. The son, however, just fresh from college, thought differently, and wanted to go into the automobile business, but in obedience to his father's wishes, he entered law school. He graduated from law school, and then declared that mechanics was his idea of life's work, and he was going to make it so. His father declared that if the son thought that way about it, he would have to make his own way.

The college graduate, with automobile ideas whirling in his brain, found that more oil was added to the fire by getting a job as a chauffeur in a private family. He wanted to begin at the bottom. He wanted to know what makes a motor so entrancing to the mechanic, to the chauffer, and he wanted to

CROSLEY

AUDIO FREQUENCY AMPLIFIERS

Model 50-A



The Crosley 50-A is a two-stage audio frequency amplifier designed primarily to be added to the Model 50 by those persons who desire to operate a loud speaker in connection with their detector unit. However it may be added to any other type of detector unit. This unit is equipped with a filament switch for shutting off the current from the "A" and "B" batteries, Crosley Multistats, universal filament control rheostats for all makes of tubes, Crosley standard sockets, and Crosley Sheltran transformers.

PRICE \$18.00

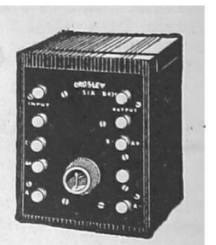
MODEL 51-A

The Crosley 51-A is a one-stage audio frequency amplifier designed primarily to be added to the Crosley 51. Naturally, the 51-A can be added to any detector set, but, as stated, was designed to match the Model 51. When added to the latter receiver it gives the equivalent of detector and two stages of amplification. Owners of the Model 51 claim to be able to hear every large broadcasting station in the United States and so, with the amplifier unit added, there is no reason why all these stations should not be received on a loud speaker.

PRICE \$14.00

THE CROSLEY RADIO CORPORATION

200 Sassafras St.



CINCINNATI, O.

get the buyer's point of view.

When he was 23 years old, he brought to a boiling point an idea which had been in his mind for some time. He thought there was a big market for a low-priced six-cylinder automobile. He thought the price should be about \$1700. He organized a company and made his first car. Enthusiasm was aroused to a high pitch everywhere, and it seemed that young Crosley had hit the nail on the head, by producing something that the world wanted and had been waiting for.

Insufficient capital sent this venture into the limbo of defunct corporations, and the first car manufactured was the only one ever made. Mr. Crosley says the failure of this company was one of the greatest disappointments in his life. From the time he was in college he had planned to get a good start in the business world, and be worth a million dollars at 30 years of age. He thought he had found a short cut to fortune at the age of 23.

Discouraged, he drifted on to Indianapolis. Here he got a job as a driver for a large company. His knowledge of motors and sheer nerve put him on the payroll of the company, and when the famous Indianapolis speed-way was opened, the company selected him as one of the drivers for the opening event.

"A few days before the race I broke my arm cranking an automobile and thus was unable to drive in the race," says Mr. Crosley. "Lady Luck seemed to have turned her back on me forever. As for Opportunity, I decided that she had forgotten my address and so couldn't knock at the door." He then held several other jobs, all the time trying to find out what he was best fitted for.

He neared 30, and he was as far away from the million dollar mark as he ever had been. He left Indianapolis and returned to Cincinnati, his home town. The germ of the automobile industry was still lurking in his brain, and he organized another company and, as in the previous case, it died a natural death because of the lack of working capital. The popularity of cycle cars in 1923 seemed to offer a good chance for a new inexpensive make, and he organized another company. This, too, died, due to lack of capital.

He decided it wasn't good to run a business on other people's money, and determined that no matter how small the business was, even if only a pop-corn stand, he would run it on his own capital. He started a mail order business, and when it prospered he bought out one of his clients who sold automobile specialties. Then he purchased a printing plant, where he ran off advertising matter required in his mail order specialties, and then he took over a woodworking factory, where he made cabinets.

Then the idea of building radio

sets on a low priced basis came to him. And just two years after he tried to buy the expensive set at a certain company in Cincinnati he bought out that company.

Today his company, The Crosley Radio Corporation, in Cincinnati, is making thousands of sets a day. They are in use in virtually every country and clime that can boast of a broadcasting station.

And even though he has acquired great wealth in a comparatively short time, he is on the job as much as ever. There are times when he will worry over problems for days before he comes to an absolute decision.

"When I first started out in business for myself, seven or eight years ago, practically all of my transactions were carried on by correspondence. Instead of passing my work to employees, I went into every detail myself.

"There were times when the character of a man as revealed in his letter would baffle me, and then I would shove it to one side for two or three days, thinking out my answer to the last word. In this and many other ways I trained myself to think logically, clearly, and all the time more and more rapidly. I acquired a mental technique in dealing with correspondents that enabled me to solve my problems quickly though never hastily.

"This has been my constant method. I studied business as one studies law, music, engineering. I know people say I have snap-judgment, but that is only because they do not realize how much time I have spent in preparing myself to grasp and solve problems with rapidity. Why, imagine a finished musician sitting down to the piano to play a simple song, yet unable to do so at sight. No one would forgive him."

SWITZERLAND CHURCHES PUT SERVICE ON AIR.

Berne, Switzerland—The attempt to broadcast religious services in Switzerland, which started last spring, has been received with greater enthusiasm than was expected even by its organizers.

The national conference of pastors at Lausanne finally agreed to take the work under its patronage and assure its continuation, which it is now doing, under the direction of the Rev. Dr. Curchod.

The expenses of this work, which have been considerable, have been met virtually altogether by the generosity of the listeners, who have subscribed liberally to the cause, although it is more or less nonsectarian. The broadcasts take place every Sunday night, and criticisms and suggestions are invited from the people of all Europe.

ATTABOY!

A.—"Let's walk around the corner and get a drink."

B.—"Walk hell, let's run."

Every Turn of Dial Brings New Thrill To Owner of Radio

(Continued from page one)

"Do you mean to tell me you can hear people talking in Kansas City by just using that box?" I assured him that I could and I offered to show him. We tuned in the set and picked up Chicago. He listened for a while and then said, "I hear it, but I don't believe it." Today you know that this is possible. You know that your friends are listening to distant stations. Today instead of an automobile ride it is a radio party and radio is not a fad. Radio, with the millions of sets in use, has long ago passed that stage.

You have heard someone say, "You don't know what you are missing!" Then buy a radio set. Feel the thrill of listening to a Canadian station and then, by just

turning a dial, switching to Los Angeles. Turn the dial again and get Chicago. Send a telegram to your favorite station and hear them announce your name as one who is enjoying their programs.

The fascination, the thrill and the mystery of radio all make a strong appeal as well as the appeal to the intellect to keep abreast of the times, and the pleasure of having a set in your own home and of choosing your own type of program and listening to it, away from the crowd, makes radio well worth while. The few dollars necessary to own a good set places radio within the reach of all and compared to the benefit derived from it, is money well invested.

NO MOTHER TO GUIDE IT

Jones—Say waiter, is this an incubator chicken?

Waiter—I don't know, sir, why?

Jones—Any chicken that has had a mother could never get as tough as this one.



BETTER—COSTS LESS RADIO

Distributed by

THESE JOBBERS

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| <p style="text-align: center;">KENTUCKY</p> <hr/> <p style="text-align: center;">SUTCLIFFE'S</p> <p style="text-align: center;">112 page Radio Catalogue</p> <p style="text-align: center;">Now ready to send to dealers —Write today— We distribute Crosley Sets Cunningham Tubes Burgess "B" Batteries Magnavox Reproducers</p> <p style="text-align: center;">Complete line of Accessories</p> <p style="text-align: center;">THE SUTCLIFFE CO.</p> <p style="text-align: center;">Dept. C. R., Incorporated LOUISVILLE KY.</p> <hr/> <p style="text-align: center;">OHIO</p> <hr/> <p style="text-align: center;">RADIO DEALERS</p> <p style="text-align: center;">Write today for our new No. 26-R Radio Catalog and Wholesale Discount Sheet. Best lines and right prices. Prompt shipments. Exclusively wholesale.</p> <p style="text-align: center;">"OHIO RUBBER"</p> <p style="text-align: center;">228 W. 7th St. Cincinnati.</p> <hr/> <p style="text-align: center;">ILLINOIS</p> <hr/> <p style="text-align: center;">IMMEDIATE DELIVERY ON NEW MODEL CROSLY RECEIVING SETS</p> <p style="text-align: center;">Full Crosley Discounts to Dealers Only.</p> <p style="text-align: center;">WAKEM & McLAUGHLIN, Inc., 225 East Illinois St. Radio Distributors Chicago, Ill.</p> | <p style="text-align: center;">NEW YORK</p> <hr/> <p style="text-align: center;">Dealers New York Vermont Massachusetts Crosley orders shipped at once</p> <p style="text-align: center;">Get our Catalog</p> <p style="text-align: center;">Ignition Supply Co.</p> <p style="text-align: center;">238 Washington Ave. Albany, N. Y.</p> <hr/> <p style="text-align: center;">TEXAS</p> <hr/> <p style="text-align: center;">Radio Equipment Co. Of Texas</p> <p style="text-align: center;">Distributors in Texas for CROSLY RADIO APPARATUS ATLAS LOUD SPEAKERS CUNNINGHAM TUBES</p> <p style="text-align: center;">and</p> <p style="text-align: center;">OTHER QUALITY LINES 1319-1321 Young Street DALLAS, TEXAS</p> <hr/> <p style="text-align: center;">OHIO</p> <hr/> <p style="text-align: center;">DEALERS Place Your Orders With THE JOHNSON ELECTRIC SUPPLY CO.</p> <p style="text-align: center;">232 E. 5th St. 331 Main St. CINCINNATI</p> <p style="text-align: center;">Distributors for The Crosley Radio Corporation Genuine Radiotron Tubes General Radio Company Magnavox, Eveready.</p> |
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Dying Man Enjoys Concert From WLW; Wish Is Fulfilled

Last Hours On Earth Made
More Pleasant for Aged
Ohioan After Radio
Set Is Installed.

While death waited near the bedside of John Krownapple, 83-year-old Coshocton farmer, the dying man heard his first radio program.

The program from the Crosley WLW broadcasting station eased his last hours and fulfilled a wish of several years duration, says the Akron Press.

"Silver Threads Among The Gold," that old time melody, closed the eyes of the aged farmer in slumber while two Akron men looked on in silence.

Harry Hungerford of the Indiana Land and Investment Company and Fay Hine were the two, who, as a result of a long friendship, brought to the man's bedside the radio outfit at his request.

Hine purchased the radio receiver to take with him to the farm of Krownapple, where, accompanied by Hungerford, they were going to spend several days hunting.

Arriving at the home of their friend they were surprised to find him near death. However, he asked whether or not they had brought the promised radio outfit so that he might see and hear one.

The apparatus was set up in the sick man's room and a loudspeaker was attached. The dying man's face lighted up when old time songs filled the room.

Krownapple had spent his entire life in the hills and, except for information carried him by friends, he knew nothing of the modern world in which we live or of the world's greatest invention.

Hine and Hungerford have written to the WLW studio thanking artists for the program which made the last hours of the elderly man easier to bear.

STUDY HOW TO TUNE

Experience and a little study of the art of tuning are necessary for the successful operation of any radio receiver. You cannot learn to tune your receiver from a book or a talk; this knowledge is gained only by actual practice. If you have not learned the art of tuning, but manage to hear one or two distant stations don't condemn the receiver because you can't hear them all. The receiver that will tune in any and all stations has never been built, but the fact that you have heard one or more DX stations shows that your set is all right. All you need is practice and patience.

PLENTY OF WIRE IN WIRELESS SET

Wireless receivers require wire in their construction. All kinds of wire are used in a complete radio receiving set: antenna, ground, cotton-covered, plain, bus-bar, etc.

With the possible exception of the aerial and ground wire, little attention is paid by the owner of a receiving set which is purchased ready-to-operate, to the wire which goes inside of an outfit. Wire used in the connecting of the various parts of a receiving set is called bus-bar, a tinned copper wire to which solder will attach with ease.

Some idea of the amount of wire used in constructing radio sets on a large scale may be had from a visit to the assembling division of The Crosley Radio Corporation's Plant No. 1, in Cincinnati. In this plant, a production of 2,500 radio sets a day is now a regular schedule while plans are made for increasing this output to 5,000 completed radio sets a day.

The figures in the construction of the Trirdyn receiver will give an insight into the quantity of bus-bar wire used and the number of operations necessary to complete a receiver, exclusive of all other types of wire and parts.

Over 15 feet of bus-bar wire is used in a Trirdyn and the number twelve, hard-drawn tinned copper is used.

Twenty-six individual pieces are used in the one type of receiver, and they are from one inch to twenty and seven-eighths inches long.

Seventy-six bends are necessary in the hook-up of the various parts. Black insulating material covers

one of the wires for a length of six and one-half inches.

On the average production of 1,200 Trirdyn receivers a day, a total of 18,000 feet of bus-bar wire is required every working day. Twenty-five workmen can put 90,000 bends into the wires daily, by using a special bending apparatus.

Bus-bar wire is purchased in ten-ton lots. A 200 pound spool of this wire has 10,118 feet of number 12 wire on it.

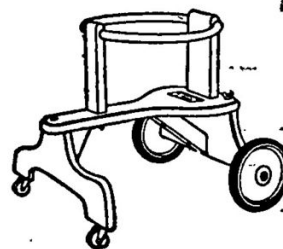
Experienced wire benders can average about nine hundred bendings a day while a new worker averages about four hundred in eight hours.

Now, if this wire were stretched out in one piece, it would reach—well, you have read so many comparisons with the tallest building and the Washington Monument, that the figures will be left to your own mathematical tendencies.

PEABODY ELECTRIC APPOINTS NEW RADIO MANAGER

Mr. William De Bold, well known in radio circles, and former manager of an Oklahoma Radio concern, has recently been added to the efficient staff of the Peabody Electric Company of Muskogee, Okla. Mr. De Bold is well sold on the Crosley line and anticipates a big business.

The Go-bi-bi



FOR LITTLE TOTS
TOO YOUNG TO WALK

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

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

THE CROSLY MFG. CO.

Dept. 3 Cincinnati, Ohio.



The Superspeaker

USE YOUR PET
ONE-TUBE SET

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

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

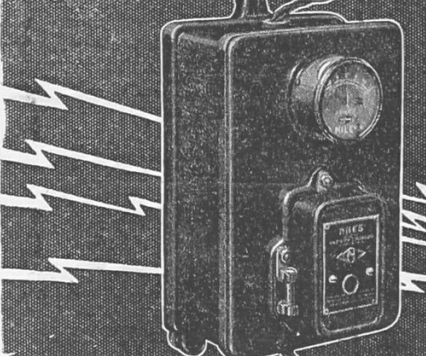
JEWETT RADIO &
PHONOGRAPH COMPANY

5666 Twelfth Street

DETROIT

MICHIGAN

The Quiet NILES



Battery Charger

The Charger that Stays Sold
There's no expensive service to cut your profit. The Quiet Niles stays sold. Delivers 72% of the current. Easy to operate. Light to handle. No bulbs. No liquids. No fumes. Model A for 6-volt batteries, \$19.00; Model AB for 6-volt and 24-volt batteries, \$21.00. Write for prices.

Niles Manufacturing Company
Dept. 12, Ypsilanti, Mich.

W L W

CROSLEY RADIO WEEKLY

AND WLW PROGRAMS

W L W

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

VOL. III, NO. L.

PRICE \$1.00 PER YEAR.

DECEMBER 15, 1924

Women Are Playing Important Part In Buying of Radios

Deal Easily Completed After Salesmen Convince Women Receiving Set Is Necessary In Home

The influence of woman's interest in radio can be seen in the great number of beautiful sets on display everywhere. Woman's interest in home decoration far exceeds man's interest. It is the woman who insists that batteries, wires and other things necessary in a receiving set, which might become "dust catchers," must be concealed. Development of the dry-cell type of vacuum tube made it possible to design receiving sets, such as the Trirdyn Special, inside of which the necessary batteries could be placed, making an ideal radio receiver for any room in the home.

If the receiving set is to have its highest value as an instrument of entertainment, it must fit, harmoniously, into the surroundings and add to, rather than detract from, the beauty of its setting. Sensing this, the woman of the house insists that the radio cabinet be beautiful in execution and of a design and finish that will be in keeping with the surroundings in which she intends to use it.

It may not be such a far off day until the woman of the house will be decidedly the dominating influence in the merchandising of radio. Radio set sales will increase when solicitors realize that the woman of the house has the major part in the decision of what is to go into her home. This fact is well-known in the piano and furniture shops. Salesmen who are making house-to-house solicitations for sales of radio sets find they have to deal almost entirely with the woman of the house. If the woman is convinced, a sale is readily completed.

Radio of three years ago was something for the man of the house to experiment with, and the exceptional woman who was so enterprising as to own and operate a radio receiving set attracted so much attention that she was liable to be featured in newspapers and magazines. The development of simple, easily-operated radio receivers is the constant aim of the engineers in the laboratory of The

(Continued on page 7)

Lights Placed On Aerial Towers As Means Of Protecting Aviators In Night Flights Over Cincinnati

Night aviation is becoming less dangerous and the recent inauguration of the nocturnal service in the airplane mail division bespeaks well for the confidence of the government officials in the safety of the fliers. In order that aviators might have an additional guide while flying at night, Powel Crosley, Jr., has had red and green lights placed on the top of the aerial towers of his new five-kilowatt transmitting station at Harrison, Ohio.

The red light is placed on the north tower while the green one is on the top of the one to the south, separated by four hundred feet of aerial wire. This combination of red and green lights, with their location, has been brought to the attention of aviators' organizations in order that they might notify their members of the added guides while flying in the vicinity of the new WLW broadcasting station.

Flood-lighting the towers at night makes them visible for several miles and they present an imposing sight as they rise 200 feet from the top of one of the highest knolls in that part of the country and serve as a guide to the town of Harrison.

Not only do these tower lights serve as a guide to the town of Harrison, but to other neighboring cities as well. The aviator flying southeast on a direct line from the red light to the green light will strike Cincinnati. If he flies northwest along the same line, he will pass very close to Indianapolis. Flying northeast between the two lights, he will pass through Dayton, and flying southwest along this same line he will be going directly toward Louisville. Thus the tower lights serve as valuable air-lane guide posts, giving the directions of the largest neighboring cities.

Santa Claus To Attend WLW Party Planned For Cincinnati Children; Candy and Fruit To Be Distributed

A big party will be given by Crosley WLW on Monday night, December 22, at Music Hall, in Cincinnati, at which time the children of greater Cincinnati will have the opportunity of seeing jolly old Santa Claus in person as he comes upon the stage. There will be candy and fruit for the little ones, given out as they pass the jovial fellow who answers their letters and reads the names of the ones who have written to him in care of the Crosley station. Before the presents are distributed, however, there will be a fine show, with music and dances and other entertainment especially arranged for the kiddies. Those who cannot attend the party will be able to hear the entire proceedings as microphones will be placed in Music Hall and the entertainment broadcast.

A noon-day program, beginning at 12:15, except Saturday and Sunday, has been added to the already lengthy schedule of the Crosley WLW broadcasting station. A musical program will also be given

at three o'clock on Saturday afternoons.

The world-famous Shrine Band of Cincinnati, under the direction of Henry Fillmore, will give its annual radio concert at the Crosley WLW studio on Wednesday evening, December 17th, beginning at eight o'clock.

Lessons in bridge are being written by Mrs. Guy U. Purdy, well known bridge teacher and given by Fred Smith, studio director of Crosley WLW broadcasting station, every Wednesday night. Miss Lucy Blackburn, an authority upon Mah Jongg, gives talks upon this subject every Tuesday afternoon at four, from the same studio.

BATTERY LORE

Any flame brought near a battery while it is being charged will result in an explosion, which sometimes is fatal. If it is necessary to look in a battery, do so with the aid of a flashlight or move the battery where more light can be had.

Troy Editor Praises Operating Qualities Of Two-Tube Receiver

Pacific Coast Stations Heard Whenever He Desires, Owner of Crosley 51 Says— Broadcasters 500 Miles Away Heard On Loud Speaker.



Martin J. B. McDonagh.

(Martin J. B. McDonagh, sports editor of the Troy Record, Troy, New York, wrote the following especially for the Crosley Radio Weekly):

It took several months for me to select the radio set that seemed to have every up-to-date virtue for distance, selectivity and proper modulation and I did not make a mistake when I purchased a Crosley two tube Model 51 set. This may be small but it is mighty in its action because within a month I have reached 98 stations, and have spanned the continent from Troy, N. Y., on the East Coast, to San Francisco and Oakland on the West Coast a distance of 2,537 miles as the crow would fly from the Collar City to the Golden Gate.

So astonishing were the results on the first night of my purchase, October 10, 1924, that I could hardly believe my own ears and thought I was receiving the leaks from a bigger set in the neighborhood, though I was shooting into space at a time when most people in the

(Continued on Page 8)

Crosley WLW Programs For Week of Dec. 14th

SUNDAY

**RADIO PROGRAM
WLW**

The Crosley Radio Corporation
Cincinnati, Ohio
December 14. 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.

7:30 P. M.—
Church Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick McMillin, Minister.

8:30 P. M.—
Concert by the Western and Southern Orchestra; William Kopp, director. (Under the auspices of the Welfare Association of the Western and Southern Life Insurance Company.)
(The Baldwin Piano)

MONDAY

**RADIO PROGRAM
WLW**

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

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

12:15 P. M.—Program by Conservatory of Music.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Babson Reports.

6:00 P. M.—SANTA CLAUS HOUR.

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

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

8:30 P. M.—
Second Part of Herman Sundermann's Drama: "The Joy of Living" under the direction of Mrs. Henry B. Flarsheim.

Cast:
Count Michael von Kellinhausen
.....Henry B. Flarsheim
Beata, his wife
.....Mrs. Henry B. Flarsheim
Baron Richard von Volkerlingk
.....Gordel Gross

9:00 P. M.—
Concert program through the courtesy of the Cooper Corporation, featuring the COOPER ORCHESTRA AND QUARTET.

Quartet:
Richard Pavey, first tenor
Ferd Raine, second tenor
Herbert Schatz, baritone
Howard Fuldner, bass
Grace Raine, accompanist

ORCHESTRA PROGRAM—

OVERTURE:
"Clipso"Brand
Male Quartet.

Favorites:
"Vaise Triste"Sibelius
"Le Retour"Bizet
"Berceuse" (Jocelyn)....Godard

Selections by STRING QUARTET.
Orchestra: Medley of Southern MelodiesKlohr
Waltz: "A Toi"Strauss

MALE QUARTET:
Finale: March "Follow the Flag"
.....Dockweiler

Norma Cornelius Stuebing, soprano; pupils of Berta Gardini Reiner, singing: "The Nile" with cello obligato.
(The Baldwin Piano)

TUESDAY

**RADIO PROGRAM
WLW**

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

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

12:15 P. M.—Program by Delta Omicron Sorority from College of Music.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Talk: "The Christmas Dinner" by Miss Eleanor Ahearn.

Piano Recital by Pupils of William Kyle.
Mah Jongg talk by Miss Lucy Blackburn.

6:00 P. M.—SANTA CLAUS HOUR.

10:00 P. M.—
Concert program through the courtesy of the OHIO RUBBER and TEXTILE Company featuring the OHIO RUBBER QUARTET and INSTRUMENTAL TRIO of Violin, Flute and Celeste.

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

ENTERTAINMENT FROM GOODWINS.
GORDON KIBLER AND HIS BLACK AND WHITE PENNSYLVANIANS.
(The Baldwin Piano)

WEDNESDAY

**RADIO PROGRAM
WLW**

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

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

12:15 P. M.—Program from the College of Music.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Program for the "Shut Ins" given by the Duning Ben-
evolent and Musical Service, co-
operating with the Lillian Ald-
rich Thayer Settlement Schools

of Music and all other Institu-
tions.

6:00 P. M.—SANTA CLAUS HOUR.

8:00 P. M.—
FEATURE PROGRAM BY HENRY FILLMORE and the SYRIAN TEMPLE SHRINE BAND.

Special stunts by
Carence Betzner
Mum Platt
Bob Alter Vox-Ferro
Billy Kunkel, piccolo
August Schaefer, trumpet
George Carr, clarinet
Jake Bohrer and Edwin Schath,
humorous duets on clarinet
John Klohr, internationally
known composer

AND
Howard Hafford, Eddie Ball and
Billy Waterworth
(The Baldwin Piano)

THURSDAY

**RADIO PROGRAM
WLW**

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

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

12:15 P. M.—Program by MU PHI EPSILON from the Col-
lege of Music.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—French Lesson by Ma-
dame Ida Tcimpidis.
Piano Recital by Miss Adelaide Apfel.

6:00 P. M.—SANTA CLAUS HOUR.

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

10:03 P. M.—
Special feature, courtesy of the Formica Insulation Company.

SELLO SOLOS BY KARL KIRK-SMITH, first cellist with the Cincinnati Symphony Orchestra.

Selections by the MILNOR INSTRUMENTAL TRIO. (Courtesy of the Milnor Electric Company.)
(a) "Canzonetta"

(b) "Bolero"Tchaikowski
Popular program by the DOHERTY MELODY BOYS.
Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone
Roy Goodlander, trombone
(Doc) Fry, tuba and bass
Bake Holthaus, drums
J. L. Doherty, banjo and enter-
tainer

Continuation of concert program by the MILNOR INSTRUMENTAL TRIO; followed by Doherty Melody Boys.
(The Baldwin Piano)

FRIDAY

**RADIO PROGRAM
WLW**

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

10:45 A. M.—Weather Forecast and

Business Reports.
12:15 P. M.—Music.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—French Lesson by Ma-
dame Ida Tcimpidis.
Musical Features.
(The Baldwin Piano)

SATURDAY

**RADIO PROGRAM
WLW**

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

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

1:30 P. M.—Market Reports.

3:00 P. M.—Dance program by Her-
bert Buschle and his 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.

Westhelmer and Company; opening quotations of New York Stock Exchange.

Weather Forecast repeated.

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

Westhelmer and Company, closing quotations Cincinnati Stock Exchange, giving the 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.

Westhelmer 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.

Freddy—Doesn't that girl over there look like Helen Brown?
Teddy—She looks like h— in anything.

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. | 12:15 P. M. | 12:15 P. M. | 12:15 P. M. | 12:15 P. M. | 12:15 P. M. | 8:00 P. M. |
| 7:30 P. M. | 1:30 P. M. | 1:30 P. M. | 1:30 P. M. | 1:30 P. M. | 1:30 P. M. | 3:00 P. M. |
| | 3:00 P. M. | 3:00 P. M. | 3:00 P. M. | 3:00 P. M. | 3:00 P. M. | |
| | 4:00 P. M. | 4:00 P. M. | 4:00 P. M. | 4:00 P. M. | 4:00 P. M. | |
| | 8:00 P. M. | 10 P. M. to 12 P. M. | 8 P. M. to 10 P. M. | 10:00 P. M. | Silent Night | |

Crosley Radio Weekly

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

AIDING THE PUBLIC.

In order to give superior service to the radio listeners, The Crosley Radio Corporation is spending more than \$150,000 on its new Western Electric broadcasting station. Every effort is being made to benefit those who own receiving sets and to make "listening in" more enjoyable. It never was and never will be the policy of this organization to interfere with the pleasures of local fans in order to reach out, and when the new station is in operation a clear, sharp wave will come in with absolutely no interference except on a very narrow band of five or ten meters off that being used by WLW.

While it is true that WLW has been operated with more than 500 watts on one or two occasions, this has been merely for experimental purposes and then only when some special program was being broadcast. One of these was when the address of General Pershing was broadcast from Washington, on which occasion radio listeners had an opportunity of hearing the then leader of the army talking with his generals in various sections of the United States.

Although the Crosley Corporation is licensed to use 1,000 watts, such an amount of power has not been used for weeks and the total number of hours in which this higher power was utilized did not exceed eight. All other times WLW was broadcasting with its 500 watt Western Electric set, which has been in operation for two years. There also have been certain reports to the effect that WLW has been using too broad a wave, but a radio inspector tested the station carefully and announced that all laws and regulations were being complied with.

Any 500 watt station will cause a certain amount of interference with receiving sets that are not selective, especially those being operated in the proximity of the broadcasting station. That is the very reason WLW is being moved 20 miles from the city, where the electrical field will have no effect upon listeners. The Crosley Corporation was the pioneer in the movement to locate broadcasting stations at a great distance from

the centers of population, and since its plans were announced other operators of high power stations have "followed suit."

Radio listeners need have no fear that higher power will interfere with their pleasures and entertainment. On the other hand, "listening in" will be more enjoyable when the new WLW is in operation.

\$350,000,000!

That the sales of radio equipment will reach \$350,000,000 between now and next Spring is the prediction founded on trade reports made to the radio apparatus section of the Associated Manufacturers of Electric Supplies.

According to George J. Eitz, treasurer of the section, the trade looks for the great increase in sales among non-technical users.

"When broadcasting was first begun," he says, "there was the attractive novelty of drawing music and speech from the air. What came in mattered little. But now the main interest is in the quality of the entertainment and the perfection of its reproduction.

"The current non-technical appeal of radio, which is greatly widening its circle of adherents, is shown in two ways. First, the sale of parts that can be used in building sets at home has not increased substantially, but the sale of sets has doubled in a year. Second, a critical interest is being taken in programs. This is brought forcibly to the attention of broadcasters by thousands of letters received daily at the studios.

"Dealers in radio sets and supplies have added to their knowledge—they are rendering better service. There are fewer concerns that sell poor equipment at 'cut rates.' Business is now going to the dealers who make an attractive display and demonstration of standard wares, who employ men with a technical knowledge of radio and who take pains to see that sets are properly installed and properly worked by the purchaser.

"The introduction of apparatus which gives almost perfect reproduction of speech or music is an important factor in the sales that are now being made. The purchaser can look forward to a long period of service from his set; not long ago changes and improvements were so frequent that many prudent persons hesitated to invest. Further—this factor is bringing the deferred payment to radio sales.

PARTS SHOULD SHINE

The parts of a radio set work best when they are bright. A dull surface usually means that corrosion has taken place, which offers resistance to high-frequency radio currents. As radio currents travel on the surface, it may pay to brighten the parts of the set sometimes.

Florida Listener Hears Station In Everett, Washington

Owner Tells of Wonderful Results With Three Tube Set—Other Fans Laud Their Receivers.

From all sections of the United States are coming letters from happy owners of Crosley radio receivers, messages containing proof of the efficiency of this line of merchandise. One, two and three tube sets are providing worlds of amusement for their owners, who tell, in the following letters, of the remarkable results being obtained:

"Tampa-West Coast Realty Co.
 Tampa, Florida.

"Nov. 17th, 1924.

"Dear Sirs:

"I recently installed a Crosley Special Trirdyn, 3 tube outfit, with an outside aerial about 40 feet high and 100 feet long, located here in Tampa. I bought the outfit from the Fisher Electric Company, and they installed the same.

"On Friday night, Nov. 14th, I got KFBL, Everett, Washington, a distance of 2600 miles, which seems to be a record here. This station came in very clearly and distinctly and I could hardly believe it, as they are registered as a very low powered station. By the way WLW is among the clearest stations we get here and you have excellent programs.

"Yours truly,
 "H. W. STEVENS."

"Prospect Harbor, Maine
 November 13, 1924.

"The Crosley Radio Corporation,
 Gentlemen:

"Received your Radio Weekly last night and many thanks. I have one of your two tube No. 51 radios and just to give you an idea of what it is doing these are the stations that I got last night: Springfield, New York, Chicago, Boston, Canton, N. Y., Cleveland, Newark, N. J., Pittsburgh, Ottawa.

Washington, Providence, Montreal, Buffalo, WLW, Cincinnati; Providence and two other stations.

"Yours truly,
 "CLARENCE B. COLWELL."

"Dear Sirs:

"The Crosley two tube radio set was duly received; and two hours later, or to be precise, at 11:30 A. M., I had it set up and brought in, on a single wire antenna, station WQAM, Miami, Fla. During the night I received on the same set, stations KDKA, WGY, PWX, Havana; 6KW Tuinicu; WLW, Cincinnati; WOO Philadelphia; WBZ, Mass., another station from the same state whose call letters I missed; WIOC, Davenport, Iowa; another from Kansas City, KFXX, Hastings, Nebraska; KFKE of the Magnolean Petroleum Co., Texas, another from Cleveland, Ohio, WEAJ, New York, another from San Juan, Porto Rico, and several others I can't recall.

"Yours truly,

"J. Otero Broquertt, Subj. Agent
 Central Narcisa.
 "Cuba."

"The Crosley Radio Corporation,
 Gentlemen:

"About a year ago I purchased a Crosley Model 50, one tube set. Last evening, Silent Night in Chicago, I tuned in the following stations—all perfectly clear, on one rotation of the dial.

KSD, St. Louis, Mo.; WHO, Des Moines, Iowa; WMC, Memphis, Tenn.; WEAJ, N. Y. City; WOC, Davenport, Iowa; WCAP, Washington, D. C.; WCAE, Pittsburgh, Pa.; WJZ, N. Y. City; WOS, Jeff. City, Mo.; WSB, Atlanta, Ga.; WLW, Cincinnati, Ohio; WDAF, Kansas City, Mo.; WOR, Newark, N. J.; WHAZ, Troy, New York; WTAM, Cleveland, Ohio; WOI, Ames, Ohio; WSAI, Cincinnati, Ohio; KGO, Oakland, Calif.; KFXX, Hastings, Neb.; KFKE, Milford, Kansas; WEB, also St. Louis, Mo.; WCB, Zion, Ill.; WCEE, Elgin, Ill.; KFI, Los Angeles, Calif.; KHJ, Los Angeles, Calif.; WAHG, Richmond Hill, L. I., N. Y.; WJJD, Mooseheart, Ill.; WBAP, Ft. Worth, Texas; WOK,

(Continued on page 6)

SUBSCRIBE NOW!

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

Name.....

Street and Number.....

City and State.....

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



Make this a ~~CROSLY~~ RADIO Christmas

Genuine
Armstrong
Regenerative
Receiver
only

\$14.50

THE Christmas shopping season is at hand. Hundreds of thousands of people are considering gifts for their relatives and friends. A great many of these very wisely are planning to give radio receiving sets—and what set could be more appropriate than a Crosley Model 50, a genuine Armstrong regenerative long range, one tube receiver that costs but \$14.50.

Father, Mother, Sister, Brother—any one of them would be mighty well pleased to find such a gift as this in his “stocking” Christmas morning. For the sick, the blind, the feeble—the Crosley 50 radio receiver would make an ideal present. Just pause a moment and consider what such a gift would mean to you if you were one of the unfortunate “shut-ins.” Imagine the joy, the rest, the relief it would bring to you. You are strong and healthy, and you enjoy your receiver tremendously and so just think of the added pleasure one would bring to your far more unfortunate relative or friend.

Purchase a Crosley 50 today so your dealer can have it installed Christmas. The gift will be a wonderful one and will be appreciated more than any other present could be.

FAR AWAY STATIONS HEARD CLEARLY AND LOUDLY

Under ordinary conditions the Crosley 50 will bring in prac-

tically every large broadcasting station within a radius of 1,000 miles. Under good conditions coast to coast reception is being obtained. It is an Armstrong Regenerative Receiver, licensed under U. S. Patent Number 1,113,149, and we believe it is the best one-tube set ever placed on the market.

Various parts of the Crosley 50 are mounted on a beautifully grained panel of highest grade insulating material, and are contained in a mahogany finished hardwood cabinet. These parts include the well-known Crosley book-type variable condenser, permitting simple but very sharp tuning and eliminating body capacity; the Crosley VARIND, a wonderful new type of variable inductance, consisting of tapped basket weave primary and movable basket weave tickler. Extremely high efficiency, brought about by a small amount of insulating material in the supporting frame and the absence of stray fields, make it exceptionally valuable. The Crosley MULTISTAT is wound with low and high resistance wire, thus permitting the use of any make of tubes, the low resistance portion being for operation of UV 200, UV 201, C 301, WD 11 and WD 12 tubes, while the higher resistance portion is for low amperage tubes such as the 201 A and 199. Crosley molded sockets and knobs and dials also are part of the standard equipment of the Crosley 50.

USE OF LOUD SPEAKER POSSIBLE AFTER AMPLIFIER IS ADDED

Naturally we do not recommend use of a loud speaker with the Crosley 50 alone, but one can be used with perfect satisfaction after the Crosley 50-A, a two stage amplifier, has been added to the detector unit. In other words, the Crosley 50, when used by itself, is a strictly head-phone receiver, but when used with the Crosley 50-A it will permit the addition of a loud speaker, giving plenty of volume to fill an entire house. The Crosley 50-A costs but \$18.00.

This set represents the highest type of development from the standpoint of engineering, of any receiving set on the market. The circuit used combines great signal strength, ease of tuning and freedom from interference. It is a wonderful set for bringing in distant stations through powerful nearby broadcasting. In this it is successful to a remarkable degree.

~~CROSLY~~
**BETTER
COSTS LESS
RADIO**

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 W L W

~~CROSLY~~
**BETTER
COSTS LESS
RADIO**

Ideal Christmas Gifts

that will make the

Entire Family Happy

CROSLY
Better-Costs Less
Radio



THE giving of presents has always added to the happiness of Christmas. The better the gift, the better the day—measuring the gift, of course, by the amount of pleasure it brings to the recipient rather than the material worth.

If it happens that others can share in this pleasure, there is an added value. What better gift then, than a good radio set? Happiness for the person who receives the present, and enjoyment of the entertainment which it will bring into the home for every member of the family.

Just a suggestion—if you do buy a set, be sure to get it working by Christmas eve. There will be special programs from most of the well known stations—Christmas carols and the like.

But above all remember that a radio set is an unselfish Christmas gift.

There is a Crosley radio to meet every requirement—one, two and three tube sets ranging in prices from \$14.50 to \$75.00.

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—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.

BEFORE YOU BUY—COMPARE

YOUR CHOICE WILL BE A CROSLY

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

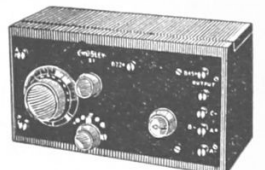
THE CROSLY RADIO CORPORATION

Powel Crosley, Jr., President

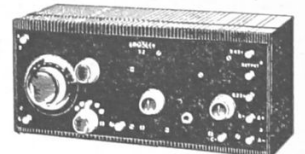
200 SASSAFRAS STREET

CINCINNATI, OHIO

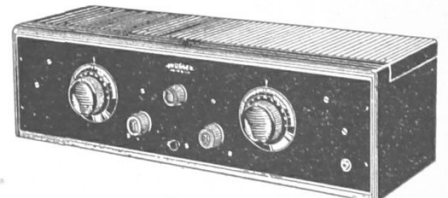
Crosley Owns and Operates Broadcasting Station W L W



Crosley Two Tube Model 51, \$18.50
With tubes and Crosley Phones \$30.25



Crosley Three Tube Model 52, \$30.00
With tubes and Crosley Phones \$45.75



Crosley Trirdyn Regular, \$65.00
With tubes and Crosley Phones \$80.75



Crosley Trirdyn Special, \$75.00
With tubes and Crosley Phones \$90.75

Increase In Trade Makes Purchasing of Radio Simple Task

Thousands of Stores Now
Handling Apparatus, While
Only Few Sold Receiv-
ers a Few Years Ago.

There is quite a difference between the radio dealer of a few years ago and the one of today. When a man wanted to purchase a radio set a few years ago it was quite an undertaking because he had to go to a large city, if he lived in one of the small towns, and then the outfit could only be purchased through an electrical jobbing house.

Asking the local store keepers for radio sets usually brought forth the reply that they had heard of them and could send away and get something but did not carry them in stock as there were not enough calls for them. Oh, yes, a few parts might be had with which you could build your own outfit. But how were you to do it without instructions? Books upon the subject were too technical at that time and newspapers and magazines treated the subject of radio from an entirely scientific manner.

There was not a very great choice of radio equipment to be had by the layman a few years ago and the cost was something to be reckoned with. In every instance, it was too high for the apparatus offered but with the increased demand and simplification of design, the cost has been considerably reduced. In February of 1922, Powell Crosley, Jr., was given a quotation of around a hundred dollars for a few parts to make a set. It was this price that made him realize there was a market for reasonably priced radio equipment.

When anyone wants a radio receiver today he can secure one with ease and at a price to suit his financial circumstances for they may be had from \$14.50 for a single-tube receiver up to hundreds of dollars for beautiful antique cabinets. Although nearly every type of merchant sells radio equipment, the industry has developed many exclusive and handsomely-appointed radio sales rooms with large corps of experts ready to give free information to anyone seeking a radio set. Then, too, the mail-order firms have different types of radio sets listed for the benefit of those who do not have the local facilities for buying them.

For the man who goes into a radio shop and tells the clerk he wants to buy a radio set, there is a large selection of receivers to choose from today. A great per-

centage of prospective purchasers have no knowledge of the technical values of the receivers but want some kind of a set that will bring in distant broadcasting stations. Many of the set purchasers are graduates from the crystal set class who have had a taste of local broadcasting and desire to hear the programs of out-of-town stations. Installations of aerials, batteries and receiving sets has become an important part of the radio industry and many a good sale has been made through proper installation and answers to questions from the layman that perhaps seem foolish to the clerk.

Despite the large number of radio shops in existence today, there is room for more and the sales will be greater this coming summer than ever were dreamed of in the past warm weather periods. This increase in sales will be due to the increased power of the broadcasting stations and the minimizing of atmospheric interference.

Florida Listener Hears Station In Everett, Washington

(Continued from Page 3)

St. Louis, Mo.; WHB, Kansas City, Mo.; WVAR, Philadelphia, Pa.

"Have tuned in Havana, Cuba, and Regina, Sask. Canada on several occasions. Thought you might be interested.

"Yours—Always a Crosley Booster.
"L. C. ROHRER,
"4224 N. Harding Ave.
"Chicago, Ill."

"Gentlemen:

"The following radio stations were received Nov. 18, 1924, with a one tube Crosley Model 50—outside aerial wire.

"WGY, Schenectady, N. Y.; WBBN, Chicago, Ill.; WLW, Cincinnati, Ohio; WLS, Chicago, Ill.; WBZ, Springfield, Mass.; KDKA, East Pittsburgh, Pa.; WCK, St. Louis, Mo.; WHAS, Louisville, Ky.; CKCK, Regina, Sask. Canada; CKY, Winnipeg, Man. Canada; KYW, Chicago, Ill.; WCV, Detroit, Mich.; WBAP, Fort Worth, Texas; WQJ, Chicago, Ill.; KFKB, Milford, Kansas; WCAE, Pittsburgh, Pa.; WTAS, Elgin, Ill.; WFAA, Dallas, Texas; WSB, Atlanta, Georgia; WMC, Memphis, Tennessee; WDAF, Kansas City Star & Nite Hawks, Kansas City, Mo.;

This will give you an idea what a one tube Crosley will do. Yours for Crosley equipment,

"JONAH HUSMAN,
"Dresbach, Minn."

CARE IS ESSENTIAL

Never strike the cabinet to test for poor connections. A sharp blow is liable to destroy the fila-

ment of one of the tubes in the set, or it may even knock a wire carrying high potential current loose and touch a filament lead, thereby burning out the tubes and running down the batteries.

FUNNY, AIN'T IT?

1st Stew—"This damn match won't light."

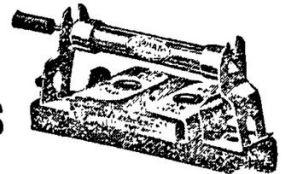
2nd Stew—"Whassamatter with it?"

1st Stew—"Dunno. It lit a minute ago."

DURHAM 75c

VARIABLE

Grid
Leaks



Recommended for All Crosley Sets
Type 101, for Soft Tubes
Type 201A, for Hard Tubes
Fit present clips
DURHAM & CO., Inc., Philadelphia

CROSLEY

BETTER—COSTS LESS RADIO

Distributed by

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OHIO

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.

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Your Orders For
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General Radio Company
Magnavox, Eveready.

TEXAS

Radio Equipment Co. Of Texas

Distributors in Texas for
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ATLAS LOUD SPEAKERS
CUNNINGHAM TUBES

and

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WISCONSIN

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We Distribute Crosley.
Quick Shipment—Get Our Catalog

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KENTUCKY

SUTCLIFFE'S

112 page Radio Catalogue

Now ready to send to dealers

—Write today—

We distribute
Crosley Sets

Cunningham Tubes
Burgess "B" Batteries
Magnavox Reproducers

Complete line of Accessories

THE SUTCLIFFE CO.

Dept. C. R., Incorporated
LOUISVILLE KY.

NEW YORK

Dealers

New York Vermont Massachusetts
Crosley orders shipped at once

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Ignition Supply Co.

238 Washington Ave. Albany, N. Y.

ILLINOIS

IMMEDIATE DELIVERY ON
NEW MODEL CROSLEY RE-
CEIVING SETS

Full Crosley Discounts to Dealers
Only.

WAKEM & McLAUGHLIN, Inc.,
225 East Illinois St.

Radio Distributors Chicago, Ill.

National Supply Co.

Distributors of
CROSLEY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA ILLINOIS.

Every Crosley Radio Receiver Is Packed With Greatest Care

Progressive Assembly Plan, Following Ford System, Adopted In Order to Increase Efficiency and Speed.

At one end of each of the long tables in The Crosley Radio Corporation in Plant No. 1 are a few parts of a radio set. At the other end of the tables, the finished and tested radio panels are being delivered to the men who mount them in the cabinets. All along the tables, the sets are put together piece by piece, by progressive assembly. When they are completely assembled the production story ends, but here begins another story that is equally as important—that of making them ready for shipment to the user.

Five women in the Crosley plant spend all their time filling envelopes with the proper instructions and literature for sending out with the sets. Each envelope contains an instruction folder telling how to install and operate the set, an eighty-page book on radio (*Simplicity of Radio*), and twelve post cards for use as applause cards and for inviting friends to radio parties at at the owner's home.

The man to whom the finished panel is handed screws it into a cabinet and places one of these envelopes inside. On the inside of the lid he tacks a guarantee card that has a serial number and a return post-card for the owner to

send to the Crosley Corporation, so that his name may be kept on file. He then hands the set across the table to the packer, who prepares it for shipment.

From the time the cabinets leave the cabinet factory, they are kept wrapped in paper to protect their highly-polished finish. Whenever something must be done to one of them, it is unwrapped, and carefully wrapped again as soon as possible. Even the man who mounts the panels wraps the set again before handing it across the table to the packer.

The packer is supplied with packing strips made of excelsior and paper. He places one of these strips over the front of the panel to protect it. Then he tears from the guarantee card a little stub that bears a duplicate of the serial number of the set. He places the set, with the padding over its panel, in a corrugated cardboard carton, and seals the carton with gum paper strip. Then he pastes on a label and the serial number stub, and places the finished package on a truck beside him.

In the basement, the finished sets are stacked tier upon tier. There they wait, like sphinxes, needing only the magic touch of human hands to unseal their lips, until they are taken across to the shipping room and crated for shipment.

Women Are Playing Important Part In Buying of Radios

(Continued from page 1)

Crosley Radio Corporation, and is partly responsible for the fact that more receiving sets are made in the plants of that organization than in any other in the country. It does not take a semi-scientist to operate receiving sets today, for a six-year-old child can tune in the broadcasting stations with ease.

Radio receiving sets are now essentially a form of musical instruments, capable of bringing into the home music from the far distant cities of the country. Many broadcasting stations have daily features which appeal especially to women, as, for example, the four o'clock matinee programs of the WLW station. With the advent of the super-power broadcasting stations, there will be a greater use of the receiving sets in the summer time and no home is truly modern unless there is a radio set in it.

It is interesting to note here that women are employed in the assembling of Crosley receivers and these workers, in many instances, have acquired a thorough knowledge of the technical side of the equipment and can assemble a set from beginning to end.

Sunday Concerts at WLW Are Praised By Radio Listeners

Western and Southern Programs Regarded As Most Popular Features Broadcast Sunday Evenings.

The Sunday evening programs broadcast from WLW, under the auspices of the Welfare Association of the Western and Southern Life Insurance Company, still remain among the most popular features on the air. In fact, Director Kopp is so interested in this work that his carefully planned programs and evenly balanced effects of the orchestra become more and more perfect for radio work.

Mr. Joseph Vito, solo harpist of the Cincinnati Symphony Orchestra, has been added recently to the regular staff of soloists on the Sunday night programs. His first performance took place on Sunday evening, November 16th, bringing in hundreds of letters and post cards. We take the liberty of publishing a few of these:

"Oldenburg, Ind.

"November 17th, 1924.

"The Crosley Radio Corporation,
"Cincinnati, Ohio.

"Gentlemen:

"Your program broadcast Sunday evening, Nov. 16th, was indeed a very interesting one and I wish to extend to you my sincere congratulations. Special congratulations to Mr. Vito for his beautiful harp solos. Your programs are at all times very interesting and come in loud and distinct.

"Respectfully yours,
"CLEOPHA HOELKER."

"Cape May, N. J.

"November 16, 1924. 11:30 p. m.

"The Crosley Radio Corporation,
"Cincinnati, O.

"I am writing to thank you for the wonderful concert you have just given us tonight! I have heard from WLW many times on various radios of different makes in the past year or more but I want to tell you without egotism that I never have heard such music as you have given this evening! Not a note was missing and the harmony was complete. We heard your remarks about the invalid, Mr. Conley, together with his letter of appreciation. After the concert I told an intimate friend that the value of my receiver had advanced \$50.00 because of its high reception qualities!

"Gratefully yours,
"F. SIDNEY TOWNSEND."

"Cincinnati, O.

"November 20th, 1924.

"The Crosley Radio Corp.

"Gentlemen:

"Just a word to let you know

how much I appreciated your Sunday evening concert. I believe some of the best radio music is heard through this concert. The Italian harp number, rendered by Joseph Vito, was wonderful. I never miss this Sunday program and hope it will be continued indefinitely.

"Yours sincerely,
"B. ELLERMANN."

"Hazard, Ky.

November 20th, 1924.

"Crosley, WLW,

"Cincinnati.

"Gentlemen:

"I wish to express my great appreciation for your excellent programs, especially of the wonderful Sunday night programs of the Western and Southern Orchestra. I think you are rendering a great public service in giving your listeners an opportunity to become familiar and learn to appreciate the great masterpieces, if I may use that term, of the music of all time.

"Incidentally I might state I consider WLW my best station as no matter what the weather conditions are I am always sure to bring in your share in good shape.

"Very truly yours,
"W. N. COLE."

"Tulsa, Oklahoma,

"Nov. 17th, 1924.

"WLW Station,

"Cincinnati, O.

"Gentlemen:

"Sunday night program seemed to be the best on the air. Enjoyed it from beginning to end. Keep the good work going. Kindly send me postal card as mentioned.

"Yours very truly,
"C. SHUPERT."

UNIQUE RADIO PAPER IS PRINTED IN ESPERANTO

A new radio paper in Esperanto, named Radio, has been founded in Locarno, Switzerland, following recommendations made at the international commercial conference for the adoption of Esperanto held in Venice last year. The first monthly number of the magazine, devoted alike to propaganda for radio and for Esperanto, appeared in April of this year, and it is campaigning for the adoption of Esperanto as the international radio language. Radio-Servo is of newspaper size and comprises four pages in Esperanto exclusively and a supplement of four pages in various national languages for radio amateurs who have not yet learned Esperanto.

KEEP SET DRY

Never let the radio set stand before an open window. It might rain and the set would be damaged if it were to get wet. Even if the set were not touched by the water itself, it might be damaged by the moisture carried in by the atmosphere.

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.

Troy Editor Praises Operating Qualities Of Two-Tube Receiver

(Continued from page 1)

East are in bed—viz., between 3 and 4 a. m.

I am a night man on the Troy Record and work from 7 p. m. until 3 a. m. Then after that hour I enjoy the set, getting all the late concerts from the East, West and Middle West. Friday night, October 10, I had a chance to listen in at the early concerts in the East and West and continuing with the set until a few minutes after 4 a. m. heard KPO, San Francisco, sign off at 1.02 a. m. Pacific Coast Time. I was so delighted I wired them, and followed this telegram with a letter.

To both I received the glad news that I had really heard that station as their log showed their signing off time to correspond with my own. It is not amazing any longer with my little two tube set to get the coast because I do so regularly. I have heard KPO regularly. I have also brought in Oakland, and on October 14, when I first caught them, I wired them of their concert, and wrote them later and they, too, confirmed my reception as the announcement I caught corresponded with their log. I caught them October 14, 1924, about 4 a. m., and they signed off at 1.01 a. m., Pacific Coast Time.

Since that time I have heard both KPO and KUO whenever I have tried to get them. One morning a skeptic friend of mine listened in with me, and he was so tickled he came the following night and with an amplifying stage, brought the Coast in strong and as clear as WGY, which is only 19 miles from Troy, at Schenectady. That convinced him. When I had received certification from the two coast stations, I blew my horn and to any skeptic, produced the cards and letters. I told the Troy dealer, Sam Cooper about it, and he capitalized the reception of my little set by advertising often in The Troy Record.

Among the stations I have received within a month are WFAA, the Dallas News-Journal, at Dallas, Tex.; CYB, El Bien Tono, S. A., Mexico, many hundreds of miles across country from Troy; CNRC, at Calgary, Alberta, Ca.; 2,080 miles from Troy and many others from the West Coast eastward. I have heard WEEI at Boston with a roar; KDKA loud enough for a loud speaker; KYW, Chicago; WBZ, Springfield; WEA, New York; WRC, Washington, D. C.; WJZ, WJY, New York; WLW, Cincinnati; WOR, Newark; WTAS, Elgin, Ill.; WJJD, Mooseheart, Ill.; KOP, Detroit Police Department; WFI, Strawbridge and Clothier, Philadelphia; WDAF, Kansas City Star; WSAI, Cincinnati; CNRO,

Ottawa, Ca.; CYB, El Bien Tono, S. A., Mexico; KFCKX, Hastings, Neb.; KGO, Oakland, Cal., not once but many times; WHAM, Rochester; WBCN, Harrison, Ind.; and many others throughout the country.

The set is ideal for reception of stations within 500 miles on the loud speaker. I am situated on a hill about 500 feet above the Hudson River Valley, in Troy proper, and I used a single strand of insulated copper wire about 100 feet long that runs unbroken into the set and runs East and West, with the reception on the Western end of the aerial.

It stretches over housetops, and is about 40 feet from the ground at the highest spot. I used a glass insulator at the far eastern end, and employed an ordinary porcelain insulator to hold up the weight of the wire at the western end so that it could run unbroken under the window sill, into the room for about ten feet, and to the set. I tried an earth ground wire but get better results from a ten foot wire that is attached to a water pipe. There is a big difference in the sound signals when attached to the ground and when to the water pipe. The water is the best conductor by 100 percent.

Just for experimental purposes I have stretched a North and South direction wire from a big tree to the set, and get quite as many stations as on the East-West wire, though the East-West wire gives me the Coast and the other will not. I have tried connecting up the East-West wire to my set as an antenna, and the North-South wire as the ground and get surprising results. With the water pipe ground as aerial and the Earth as a ground, I also get signals. But the overhead East-West wire tap-

ped by the set on the Western end gives the best results in my trans-continental efforts. Keeping a good set of batteries on hand all the time, and changing them about every four weeks, gives me wonderfully satisfying results.

I have had so much success with the Crosley 51, two tube set, that I hate to part with it, though I am just like other bugs, I suppose. When I get the money later, will try for greater distances than 2,537 miles from Troy to San Francisco when I surely will be on the market for the largest of the Crosley sets. I believe this little set of mine, taken from the stock on hand at Sam Cooper's, Congress Street, Troy, N. Y., is all that you have advertised. I did not hope for such splendid results, though I was bidden by striking advertisements of the Crosley to try my luck. Ticked, I am.

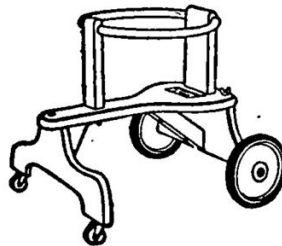
If you wish to BUY or SELL
SECURITIES
Or own some about which
DESIRE INFORMATION
COMMUNICATE WITH US
Our Statistical Department Is At
Your Service

WESTHEIMER & CO.

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

326 Walnut Street

The Go-bi-bi



FOR LITTLE TOTS
TOO YOUNG TO WALK

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

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

THE CROSLY MFG. CO.

Dept. 3 Cincinnati, Ohio.



The Superspeaker

USE YOUR PET
ONE-TUBE SET

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

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

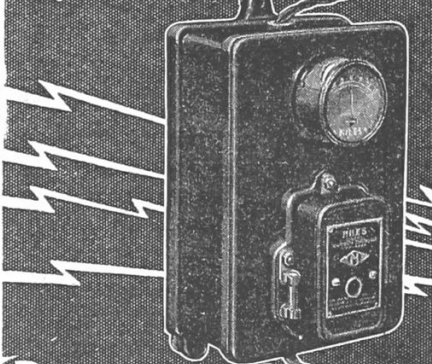
JEWETT RADIO & PHONOGRAPH COMPANY

5666 Twelfth Street

DETROIT

MICHIGAN

The Quiet NILES



Battery Charger

The Charger that Stays Sold
There's no expensive service to cut your profit. The Quiet Niles stays sold. Delivers 72% of the current. Easy to operate. Light to handle. No bulbs. No liquids. No fumes. Model A for 6-volt batteries, \$19.00; Model AB for 6-volt and 24-volt batteries, \$21.00. Write for prices.

Niles Manufacturing Company
Dept. 12, Ypsilanti, Mich.

AND WLW PROGRAMS

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

VOL. III, NO. LI.

PRICE \$1.00 PER YEAR.

DECEMBER 22, 1924

Increased Power To Aid Materially In Eliminating Static

Daytime Broadcasting is to Be Far More Popular After New Stations Are Installed.

There will be very little, if any, mention of static next summer. Its elimination will be brought about by increasing the power of the broadcasting stations now in the process of installation in several cities throughout the United States. Canada and other places already have high-power stations. Equipment for the new five-kilowatt transmitting station for WLW is being installed by engineers at Harrison, Ohio, and may be ready for operation within the next few weeks.

The strength of the newer type transmitting equipment will be so great that the programs broadcast from the super-power stations will be heard far more clearly and with much more volume than has heretofore been possible. With this increased power there will come an even greater interest in radio broadcasting, especially the entertainment part of it. When urgent necessity requires transmission of important news the high-power stations will be equipped to broadcast to greater distances and be heard more clearly during the daytime than with the present equipment.

Daytime broadcasting will be more popular than it has ever been in the past, because the increased signal strength will make it possible for the people with radio receivers to pick-up stations, such as the new one of The Crosley Radio Corporation, with extremely good volume while the reception at night will be improved to an even greater extent.

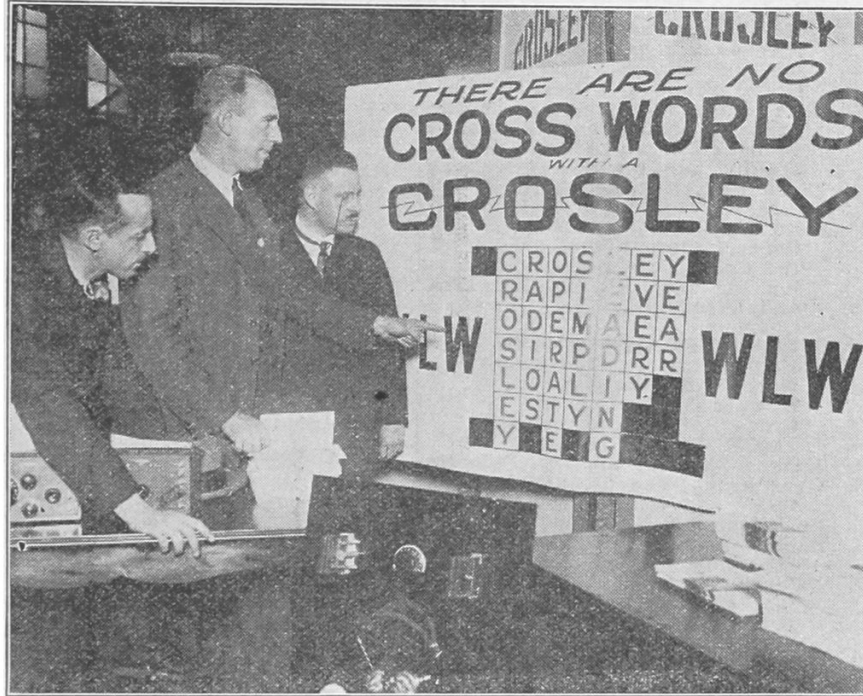
One of the biggest advantages of increased broadcasting power will be found in the homes where the small set with one or two tubes is installed. Crystal set owners may be able to pick-up stations which heretofore were never heard.

There will be no more so-called radio season in the winter months, for reception will be good all year. Reception will be clear and static but a memory.

"I must say this khaki camping skirt is a loose fit."

"Why auntie! That's the boys' tent you have on."

Here's Radio Cross Word Puzzle



Fads are followed by thousands but radio reaches millions of interested faddists. In the accompanying picture, Powel Crosley Jr., is shown pointing to the solved cross word novelty while George Lewis, his assistant, is shown with his arm over a receiving set. Major James E. Hahn, President of De Forest Radio Corporation, Ltd., Toronto, is the other interested member of the group.

YEA, VERILY, 'TIS A TOUGH LIFE

By John R. Loofbourow

Though it is through announcing that Fred Smith, Studio Director of WLW, comes into most intimate contact with the radio public, those of us who know him realize that his myriad other worries and duties make announcing, by contrast, seem but a trifling portion of his working day.

Today, for instance, is a typical one. Fred arrived at the office at 8:30 a. m. On his desk he finds a description of a symphony for a small orchestra, telegrams regarding the broadcasting of a speech, several programs for his consideration and approval, lessons in Mah Jongg to be broadcast, correspondence requesting a list of the things that go best over the radio, and a mass of general correspondence. He has to rush away immediately to keep three appointments with people to make the necessary arrangements for them to broadcast. Two hours later he comes back from his appointments and turns to the task of answering his correspondence.

Few persons realize the number of letters a studio director receives. The average number received by Fred is close to a hundred a day. Of course, many of these are answered by his Secretary. But there are many that must necessarily come to his personal attention. Requests for special numbers, announcements, etc., must have his consideration, as well as such miscellaneous correspondence as is strictly personal in nature.

The stack of letters attended to, Fred turns his attention to writing two newspaper stories, which must be prepared immediately, as they are due for release. Just as he becomes absorbed in dictating one of the stories, a group of visitors who "wish to meet Mr. Smith" interrupts him. He is feeling in a genial humor, so he chats a while with them and explains the various studio controls. They go, finally, and he is back at his task of dictating the story.

But only for a few minutes is he left undisturbed. In walks a prominent person, who must be duly received and entertained. Thus, before one can realize it, the morning is gone and it is time for luncheon.

Back from luncheon, with the prominent man disposed of, Fred turns his attention once more to the stories. Save for an interrup-

(Continued on Page 3)

Radio Message Says Santa Will Attend Big Christmas Party

All Children Invited To Attend WLW Celebration In Music Hall—"Eats" To Be Distributed.

Santa Claus will complete his radio talks through the Crosley WLW broadcasting station on Thursday, December 18th, but the radio audience will be able to hear him and his big party program for children, when they tune-in on Monday evening, December 22, at seven-thirty.

Music Hall, in Cincinnati, has been engaged for the evening, in order that the thousands of children in and near the city might have the opportunity of seeing the jolly Patron Saint to whom they have written during the past few weeks. So many letters have arrived that it will be a physical impossibility for Santa Claus to read all of them but those he does not read will be personally answered before Christmas Eve.

Fred Smith, studio director at WLW, planned the Santa Show and Festival and Powel Crosley, Jr., head of the organization which bears his name, has provided boxes of candy and fruit for the children. The entertainment will be provided by several friends of all the children who wish to contribute their services in making the little ones happy at the Yuletide season.

Some idea of the extent of the program and its elaborateness may be had from the following list of attractions. Cut it out and have it in front of your receiver on the night the show is broadcast.

7:30 p. m., Santa Show and Festival for the Children. (Music Hall).

Overture by Walter Esberger's Concert Orchestra (Courtesy of The Formica Insulation Company).

Scene One:

"The Slumber of the Virgin" one of the most beautiful scenes in "The Miracle Play" written by Miss Minnie Tracey. When the curtain rises there will be shown the Virgin asleep leaning on the crib, St. Joseph in the background, the Archangels at the left and the angel choirs on the right. The Guardian Angel of the Christ Child bends over them and sings a lovely lullaby to the sleeping Jesus.

(Continued on page 3)

Crosley Radio Weekly

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

GIFT PROBLEM SOLVED

The gift problem has been solved. Radio is the answer. At this time of the year, when we are considering Christmas presents for the ones we love, let us pause just a moment and think of the real pleasure and enjoyment such a gift would carry with it. Think of how such a wonderful gift would be appreciated—and act immediately.

Consider the boundless joy of that dear old Mother, confined to the house by the rigors of winter or the infirmities of age, when she finds that included among her Christmas gifts is a radio receiving set. Think of the pleasure she will derive when she listens in the first time, perhaps to the beautiful Christmas carols the great stations will broadcast Christmas night. Imagine the joys of the kiddies when they awaken on that morning of all mornings with the glad tidings that "Santa Claus has brought us a radio set."

There can be no gift with greater possibilities for continued happiness than a radio set. It carries Christmas along throughout the entire year, continually giving new thrills and pleasures and bringing happy thoughts to the giver. It truly is a delight to operate a radio set. The immediate response to the turn of the dials and the clearness of reception from distant stations provide entertainment, recreation, rest.

Crosley radio receivers are ideal Christmas presents. There is a set to meet every need. One, two, and three tube receivers, ranging in price from \$14.50 to \$100.00. Their very low cost and their wonderful operating efficiency combine to make them exceptionally popular as Christmas presents and wise indeed will be the person who selects one for his mother, father, children, sister or brother.

RADIO FOR CRIPPLED CHILDREN.

Fourteen long years ago infantile paralysis invaded the home of E. A. Earns, of Woonsocket, Rhode Island, and struck down two children. Since then neither has been able to leave the house—two pitiful

human beings cooped up like animals.

During the years that have passed since the happiness of the family was so terribly marred, other children in the neighborhood many times have stopped at the Earns home, played with their unfortunate friends, and told them about the beautiful things they had seen, about the shows they had enjoyed and about the music they had heard. None of these things ever was seen or heard by the Earns children. Life to them had been a drudgery until about a month ago when N. A. Fellman, the Woonsocket Radio Man, installed a Crosley Model 51 receiver in their home.

To the children this radio set was a God-send. Shut-ins in the true sense of the word, these crippled children now enjoy the entertainment that is broadcast by all the great stations. The music, plays, etc., all new to them, are marvelous. A new life has been given to them. They are happy.

Carl, one of the children, has sent to the editor of the Crosley Radio Weekly, a list of stations he and his brother have heard since their set was installed. This list included stations in Chicago, Pittsburgh, Havana, Montreal, Newark, N. J., Richmond Hills, N. Y., Springfield, Mass., Washington, Kansas City, Worcester, Philadelphia, Providence, Boston, New York City, Schenectady, Louisville, Cleveland, Cincinnati, Trenton, Atlanta and Elgin, Ill.

When radio does such things as this it has accomplished a wonderful purpose. But there are hundreds of thousands of other homes in the United States in which there are crippled children and in which there are no radio receivers. Why not give one to some crippled child in the neighborhood for Christmas? You who can afford to do this will be well repaid by the happiness you will bring to some little boy or girl who knows absolutely nothing about the pleasures of life.

YEA, VERILY, 'TIS A TOUGH LIFE

(Continued from Page 1)

tion from the office, half a dozen telephone calls, and a telegram that requires an immediate answer, the afternoon passes smoothly. Soon it is four o'clock, and the stories must be laid aside until another day for the broadcasting of Ilo lessons, which Fred attends to personally.

By the time the lessons are broadcast, his desk has collected another stack of correspondence. However, it is too late to attend to that today. All the details of the evening's program must be checked over, and almost before that is finished it is time to rush home for a bite of dinner.

Back at the studio again at 7:30 (for the program is at 8:00) Fred is busy arranging the final details of the evening's program. Soon he will again assume the role by which he is known to thousands of radio fans. How many of them will realize, as they hear his voice announcing the features of the WLW program, that he had already done more than a day's work.

Radio Message Says Santa Will Attend Big Christmas Party

(Continued from Page 1)

Scene Two:

Orchestra and Juvenile Surprises by Billy and Tilly.

Scene Three:

The famous magician, George Stock, with his wonderful tricks of magic.

Scene Four:

Billy, Tilly, and the fantastic dancer, Lester Roemer.

Scene Five:

SANTA CLAUS LAND, where the Christmas tree glimmers and white snow shimmers.

While the snow flakes are falling there will be sycopation by Jack Keefe and his Orchestra, and the most delightful ballets imaginable by Paul Bachelor's Dancers from the Schuster-Martin School.

Finale:

Grand Entrance of Santa with his helpers, including Emma George Head, danseuse, the Hoffman Sisters, singers, and the Jacob Brothers, violinists, and a corps of Boy Scouts.

Grand Frolic and Best Wishes.

Children of the audience form in line at back of Music Hall, march to back of stage and across, shaking hands with Santa Claus, and receiving their gifts.

Do not condemn a receiving set until every adjustment is properly learned.

Here's Enthusiasm For You

"The Crosley Radio Corporation, Cincinnati, Ohio.

"Attention: Editor of Crosley Radio Weekly.

"Gentlemen:

"The writer has just returned from his little visit at the Chicago Radio Show. I had a wonderful visit with the whole Crosley family, from the president down, and enjoyed it very much.

"But it is not necessary to go to them to get Crosley enthusiasm. We have been distributing the Crosley line for two and one-half years and we had enough enthusiasm last year to get an early start this fall. We started putting in Crosley receivers weekly, two months earlier than usual, but the demand has gone far beyond our calculations and hopes, and in spite of the very heavy specifications that we are placing, we are getting down to the point where we are calling for help to get the goods.

"In our experience, we have never seen anything like the demand we are having for the Crosley Trirdyn receivers, No. 52's and No. 51's. The lower priced sets seem to be following very closely on the heels of the Trirdyn. It is a pleasure to get behind a line of this kind with enthusiasm.

"The writer was very anxious to come back to Cincinnati, but did not feel that he could take the time off at present. I hope to see you there on the next trip.

"Yours very truly,
 "HARBISON MANUFACTURING COMPANY,
 "J. H. Harbison,
 "Secretary."

The Prince of Siam recently purchased several radio sets in London.

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.



Make this a CROSLY RADIO Christmas

tically every large broadcasting station within a radius of 1,000 miles. Under good conditions coast to coast reception is being obtained. It is an Armstrong Regenerative Receiver, licensed under U. S. Patent Number 1,113,149, and we believe it is the best one-tube set ever placed on the market.

Genuine
Armstrong
Regenerative
Receiver
only

\$14⁵⁰

THE Christmas shopping season is at hand. Hundreds of thousands of people are considering gifts for their relatives and friends. A great many of these very wisely are planning to give radio receiving sets—and what set could be more appropriate than a Crosley Model 50, a genuine Armstrong regenerative long range, one tube receiver that costs but \$14.50.

Father, Mother, Sister, Brother—any one of them would be mighty well pleased to find such a gift as this in his "stocking" Christmas morning. For the sick, the blind, the feeble—the Crosley 50 radio receiver would make an ideal present. Just pause a moment and consider what such a gift would mean to you if you were one of the unfortunate "shut-ins." Imagine the joy, the rest, the relief it would bring to you. You are strong and healthy, and you enjoy your receiver tremendously and so just think of the added pleasure one would bring to your far more unfortunate relative or friend.

Purchase a Crosley 50 today so your dealer can have it installed Christmas. The gift will be a wonderful one and will be appreciated more than any other present could be.

FAR AWAY STATIONS HEARD CLEARLY AND LOUDLY

Under ordinary conditions the Crosley 50 will bring in prac-

Various parts of the Crosley 50 are mounted on a beautifully grained panel of highest grade insulating material, and are contained in a mahogany finished hardwood cabinet. These parts include the well-known Crosley book-type variable condenser, permitting simple but very sharp tuning and eliminating body capacity; the Crosley VARIND, a wonderful new type of variable inductance, consisting of tapped basket weave primary and movable basket weave tickler. Extremely high efficiency, brought about by a small amount of insulating material in the supporting frame and the absence of stray fields, make it exceptionally valuable. The Crosley MULTISTAT is wound with low and high resistance wire, thus permitting the use of any make of tubes, the low resistance portion being for operation of UV 200, UV 201, C 301, WD 11 and WD 12 tubes, while the higher resistance portion is for low amperage tubes such as the 201 A and 199. Crosley molded sockets and knobs and dials also are part of the standard equipment of the Crosley 50.

USE OF LOUD SPEAKER POSSIBLE AFTER AMPLIFIER IS ADDED

Naturally we do not recommend use of a loud speaker with the Crosley 50 alone, but one can be used with perfect satisfaction after the Crosley 50-A, a two stage amplifier, has been added to the detector unit. In other words, the Crosley 50, when used by itself, is a strictly head-phone receiver, but when used with the Crosley 50-A it will permit the addition of a loud speaker, giving plenty of volume to fill an entire house. The Crosley 50-A costs but \$18.00.

This set represents the highest type of development from the standpoint of engineering, of any receiving set on the market. The circuit used combines great signal strength, ease of tuning and freedom from interference. It is a wonderful set for bringing in distant stations through powerful nearby broadcasting. In this it is successful to a remarkable degree.

CROSLY

**BETTER
COSTS LESS
RADIO**

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 W L W

CROSLY

**BETTER
COSTS LESS
RADIO**

Ideal Christmas Gifts

that will make the

Entire Family Happy

CROSLY
Better-Costs Less
Radio

THE giving of presents has always added to the happiness of Christmas. The better the gift, the better the day—measuring the gift, of course, by the amount of pleasure it brings to the recipient rather than the material worth.

If it happens that others can share in this pleasure, there is an added value. What better gift then, than a good radio set? Happiness for the person who receives the present, and enjoyment of the entertainment which it will bring into the home for every member of the family.

Just a suggestion—if you do buy a set, be sure to get it working by Christmas eve. There will be special programs from most of the well known stations—Christmas carols and the like.

But above all remember that a radio set is an unselfish Christmas gift.

There is a Crosley radio to meet every requirement—one, two and three tube sets ranging in prices from \$14.50 to \$75.00.

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—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

BEFORE YOU BUY—COMPARE

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

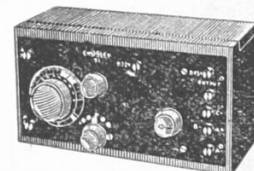
Crosley Owns and Operates Broadcasting Station W L W



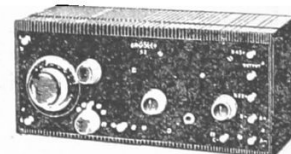
summer period of comparatively poor reception with colors flying—for only \$65. In Special Mahogany cabinet to house necessary accessories, \$75. The combination of one stage of tuned radio frequency, with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of 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.

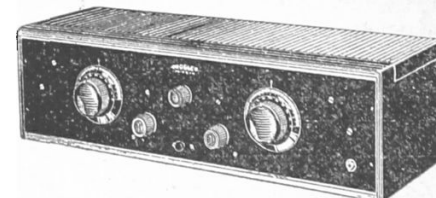
YOUR CHOICE WILL BE A CROSLY



Crosley Two Tube Model 51, \$18.50
With tubes and Crosley Phones \$30.25



Crosley Three Tube Model 52, \$30.00
With tubes and Crosley Phones \$45.75



Crosley Trirdyn Regular, \$65.00
With tubes and Crosley Phones \$80.75



Crosley Trirdyn Special, \$75.00
With tubes and Crosley Phones \$90.75

Tuning of Receiving Sets Is Analogous To Music Harmony

Must Be In Tune With Wave of Broadcasting Station—
—Importance of Antenna Pointed Out.

To understand what he is doing when he moves the dials of his set to certain positions, the novice in the radio art must learn a little bit of the theory of tuning. To receive a desired station the receiver must be in "harmony" with the sending station. This function may be explained in a simple manner by considering the action of two violin strings exactly alike in key, length and tension, and strung side by side. If a bow is drawn across one of the strings, causing it to vibrate, the string which was not touched by the bow also begins to vibrate and send out sound waves. This happens because both strings are in "harmony" with each other, or are said to be "in tune" with each other.

Similarly in radio, a receiver must be in tune with the sending stations one desires to receive. The wave length or vibration period, must be identical for both stations. For the most part, the vibration period is governed by the effective length of the antenna. In the sending station, the wave length is always the same—having a fixed value. But in the receiving set certain variable units are used which add to or deduct from the wave length of the antenna.

The dials of the set are attached to these variable units, and by moving the dials one way or the other, the period of vibration or frequency of the set is changed at will.

The degree marks on the dials show the degree of variation in the units inside the set. They do not necessarily represent the wave lengths of broadcasting stations. The position of the dials for a certain station depends, more or less, on the antenna attached to the receiving set. With two different antennas, that is, of different lengths, the positions of the dials for a certain wave length will be different. It is because of this that it is impossible to know beforehand at what positions the dials are to be set for a certain station. It all depends on the antennas.

No two sets are alike. The dials on one set will have entirely different positions for a certain broadcasting station than those of another set, even with the same antenna, because the values of the variable units are different for every set.

At the present stage of radio, with any receiver, there is only one method of tuning. After the set has been installed the owner

RADIO AND PIANO FOR FAMOUS ORCHESTRA LEADER



The picture above is that of Fritz Reiner, leader of the Cincinnati Symphony Orchestra, and an ardent radio fan. Reiner divides his spare time between the radio and piano, keeping both handy. The radio set is a Crosley Trirdyn Special.

must begin to hunt for the desired stations. Once he has located them he should "log" the positions of the dials for each station. After a week or two he will then be able to set his dial at the degree numbers which, he has found, will bring in the station he desires. But if he makes a change in the length of his antenna he will find that the positions of the dial for each station also will have changed.

With receivers that use a loop antenna, and thus may be carried around to different locations without a change of conditions, the listener even may mark down the different stations, call letters opposite the degree marks on which they are brought in. But until he learns by the "pic kand hunt" method where the different stations are found, the receiver cannot be marked for the stations. Nobody several hundred miles away can tell him where to set his dials for any station. He must find the stations himself by searching for them.

The proper way to use solder is to first make the joint as tight as possible, and then use a minimum of solder to hold the joint together.

BACK TO NATURE

Two colored men were standing on the corner discussing family trees.

"Yes, suh, man," said Ambrose, "I can trace my relations back to a family tree."

"Chase 'em back to a family tree," said Mose.

"Naw, man; trace 'em, trace 'em—get me?"

"Well, they ain't but two kinds of things dat live in trees. Birds and monkeys. And you sho' ain't got no feathers on you."—Judge.

JAPAN STEPS FORWARD

Announcement has been made by the Japanese Government that effective December 1st, 1924, the ban on radio broadcasting had been lifted, and that Radio broadcasting and receiving were permitted on the part of the general public without Government interference, after that date.

The life of a vacuum tube is from 1,000 to 2,000 hours constant use.

If you wish to BUY or SELL
SECURITIES
Or own some about which
DESIRE INFORMATION
COMMUNICATE WITH US
Our Statistical Department Is At
Your Service

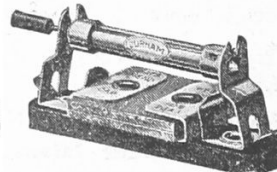
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Members of—
The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567

326 Walnut Street -

DURHAM 75c
VARIABLE

Grid
Leaks



Recommended for All Crosley Sets
Type 101, for Soft Tubes
Type 201A, for Hard Tubes
Fit present clips
DURHAM & CO., Inc., Philadelphia

Virgin Island Fan Hears Zion Station With Crosley Set

Three Thousand Miles Covered By Listener Operating One Tube Receiver With Two Stage Amplifier.

Cecil K. Daniel, St. Thomas, Virgin Islands, has written to station WCB D, at Zion, Ill., announcing he has heard that station with a Crosley 50 radio receiver, a one tube regenerative set, to which he has added a Crosley two stage audio frequency amplifier. His letter follows:

"Station W C B D,

"Zion, Illinois.

"Gentlemen:

"This is to inform you that station WCB D was heard by me recently. Your selections were well received and the volume was remarkable. The Virgin Islands are about 3,000 miles, air line, from Zion. I am using a Crosley one tube set, to which I have added a Crosley two stage amplifier. Follows here using sets costing many times what mine cost are not getting half the results I am getting.

"Respectfully yours,

"CECIL A. DANIEL."

And Arthur M. Kilby, of Lenni Mills, Pa., writes to us about hearing station KGO, at Oakland, Cal., with the same model one tube set. He enclosed a copy of the letter he wrote to KGO and the reply he received from that station. His letter follows:

"Radio Station KGO,

"Oakland, Calif.

"Gentlemen:
"About 10:30 p. m., Eastern Standard Time, I heard your station broadcasting the details of a football game. I was very much interested in this reception, because I am located so far away and am using but a one tube set, a Crosley Model 50. Will you be kind enough to let me know whether or not I was correct. It was the night of October 29th that I heard you.

"Yours truly,
"ARTHUR KILBY."

The reply he received from station KGO follows:

"Mr. Arthur Kilby;

"Dear Sir:

"We are pleased to confirm your reception of news items broadcast from our station on Wednesday evening, October 29th.

"Yours very truly,

"JENNINGS PIERCE,

"Radio Broadcasting Publicity Department."

CARLOAD OF CARDBOARD USED EVERY THREE HOURS

Cardboard seems a far-cry from radio sets. But radio sets must have cardboard packing boxes to protect them in transit. Cardboard packing material, wrapping material, labels, and even gummed paper are necessary to make them ready for shipment.

In fact, if you took a trip through the shipping department of a modern radio factory, you would begin to think that there is more card-

board than anything else in the world.

At The Crosley Radio Corporation, a carload of cardboard is used every three hours for packing boxes and packing material. Of corrugated containers alone about 50 carloads a month are used.

The ZR-3 has a wireless radius of 1,560 miles for telegraph and 315 miles for telephone.

The total value of radio apparatus and tubes manufactured in this country last year aggregated \$48,032,927.

CROSLY

BETTER—COSTS LESS RADIO

Distributed by

THESE JOBBERS

KENTUCKY

SUTCLIFFE'S 112 page Radio Catalogue

Now ready to send to dealers

—Write today—

We distribute

Crosley Sets

Cunningham Tubes

Burgess "B" Batteries

Magnavox Reproducers

Complete line of Accessories

THE SUTCLIFFE CO.

Dept. C. R., Incorporated
LOUISVILLE KY.

OHIO

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.

DEALERS

Your Orders For
CROSLY SETS

and other

RADIO SUPPLIES

Will have prompt and careful attention at

THE POST-GLOVER ELECTRIC COMPANY

Distributors
CINCINNATI

THE COOPER CORPORATION

Cincinnati, O.

Manufacturers of

COOPER TIRES & BATTERIES

Distributors of
Cooper Radio

A & B Batteries

Crosley Receiving Sets

Cunningham Tubes

and other Quality Radio Lines

BRANCH STORES IN

Columbus, Dayton, Indianapolis, Knoxville, Memphis, Nashville, St. Louis, South Bend, Miami, Cincinnati.

DEALERS

Place Your Orders With THE JOHNSON ELECTRIC SUPPLY CO.

232 E. 5th St. 331 Main St.
CINCINNATI

DiDistributors for
The Crosley Radio Corporation
Genuine Radiotron Tubes
General Radio Company
Magnavox, Eveready.

NEW YORK

Dealers

New York Vermont Massachusetts
Crosley orders shipped at once
Get our Catalog

Ignition Supply Co.

238 Washington Ave. Albany, N. Y.

TEXAS

Radio Equipment Co. Of Texas

Distributors in Texas for

CROSLY RADIO APPARATUS

ATLAS LOUD SPEAKERS

CUNNINGHAM TUBES

and

OTHER QUALITY LINES

1319-1321 Young Street

DALLAS, TEXAS

ILLINOIS

IMMEDIATE DELIVERY ON
NEW MODEL CROSLY RE-
CEIVING SETS

Full Crosley Discounts to Dealers
Only.

WAKEM & McLAUGHLIN, Inc.,

225 East Illinois St.

Radio Distributors Chicago, Ill.

National E & A Supply Co.

Distributors of
CROSLY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA ILLINOIS.

WISCONSIN

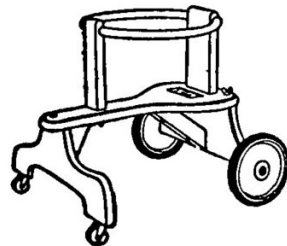
— DEALERS —

We Distribute Crosley.
Quick Shipment—Get Our Cat-
alog

BADGER RADIO

435 E. WATER ST. CA. MILWAUKEE

The Go-bi-bi



FOR LITTLE TOTS

TOO YOUNG TO WALK

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

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

THE CROSLY MFG. CO.

Dept. 3 Cincinnati, Ohio.

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.

Break In Power Line Located With Aid Of Crosley Radio Set

New Use For Wireless Is Discovered by Saratoga Springs, N. Y., Man.—Interference Is Eliminated.

An unusual use of the radio was demonstrated in Saratoga Springs, N. Y., recently in the detection of a defective power wire through a buzzing noise in the receiving apparatus of a local radio enthusiast.

For several months, clear reception of programs in the northern section of the city, particularly, has been almost impossible because of a humming sound which many radio fans attributed to static.

On a recent Wednesday night Joseph J. Hazard, who conducts a radio supplies store, rigged up a Crosley 51, a two-tube set with a loop antenna, in an automobile, and tested the clearness of the apparatus in various sections of the city. At the corner of Maple avenue and York street he found that the buzzing was most pronounced. Looking about for the possible cause he discovered a power wire of the Adirondack Power company which was not fastened securely to the insulators.

He called the trouble chief of the power company, who, on investigation, found the insulation on a 6,600 volt power wire on a pole at this point had become worn and was swaying against the steel upright holding the cross bar in place.

According to several radio lis-

teners the programs were coming in more clearly the next evening.

It was said by the repair men for the power company that if the break had not been found it might have caused serious damage later, and that they would be glad to cooperate in every way in clearing up any further interference, from power causes.

RADIO SERVICE STATIONS BEING OPERATED BY DEALERS

Automobile service stations are almost as common as automobiles. Whenever your automobile needs adjustment or repairs, your first thought, unless you are one of those fortunate people who can do their own repair work, is to take it to a service station.

Radio service stations are soon to become as common as radio dealers. Almost every dealer is prepared to make minor adjustments and replacements on the sets he sells. Misuse, accident, and lack of knowledge of what he is doing cause the radio fan to run amuck now and then. The radio dealer rushes to the scene with his screwdriver and tape, just as the automobile service car rushes to the site of the breakdown, and in a few minutes the set is in operation again. Of just what importance the manufacturer considers the servicing side of radio may be judged from the fact that The Crosley Radio Corporation is shortly to publish a Retail Sales Manual for its dealers, over one-half of which will be devoted to

technical instruction and directions for servicing and repairing Crosley sets.

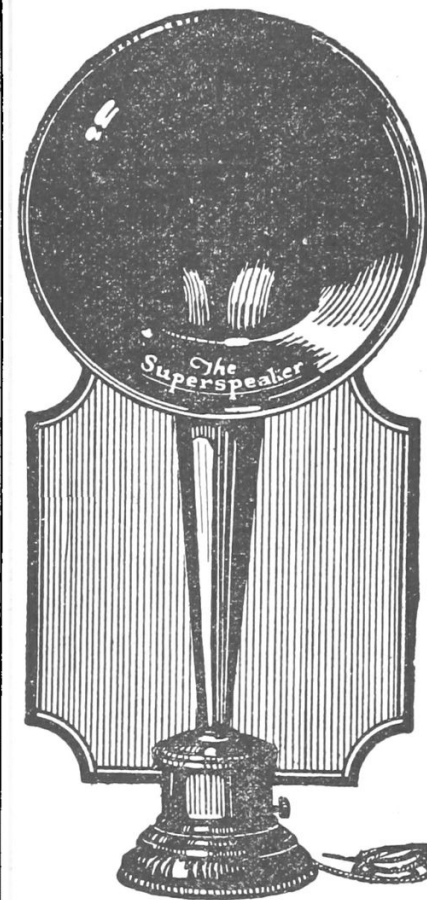
The radio dealer of today is not just selling radio sets. He is selling radio sets that work, and seeing that they are kept in working order.

AN INTERESTING FACT

A receiving set will not act precisely the same on any two days or nights. Messages are received better after dark than in the daytime because radio waves do not travel so strongly by daylight as they do by dark. In general, better reception occurs during cooler months than during the warmer ones. This is because atmospheric conditions peculiar to the seasons have a marked effect upon radio waves. It is constant variation in atmospheric conditions that makes radio reception also vary from night to night. The more favorable the atmospheric conditions the better the reception.

AVOID SHARP BENDS

A sharp bend in a wire not only offers a good point for energy to be radiated from, but it also changes the resistance of the wire, all wires should be led directly to the proper terminal without bending, if possible. Where it is necessary to bend a wire at right angles, use round-nose pliers or some other tool to make the curve a large one.



GIVE YOUR SET A REAL CHANCE

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

Superspeaker

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

JEWETT RADIO & PHONOGRAPH COMPANY

5666 Twelfth Street

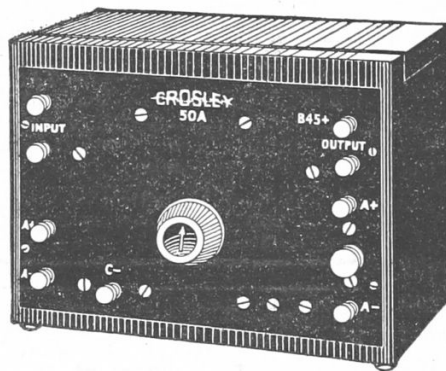
DETROIT

MICHIGAN

CROSLY

AUDIO FREQUENCY AMPLIFIERS

Model 50-A



The Crosley 50-A is a two-stage audio frequency amplifier designed primarily to be added to the Model 50 by those persons who desire to operate a loud speaker in connection with their detector unit. However it may be added to any other type of detector unit. This unit is equipped with a filament switch for shutting off the current from the "A" and "B" batteries, Crosley Multistats, universal filament control rheostats for all makes of tubes, Crosley standard sockets, and Crosley Sheltran transformers.

PRICE \$18.00

MODEL 51-A

The Crosley 51-A is a one-stage audio frequency amplifier designed primarily to be added to the Crosley 51. Naturally the 51-A can be added to any detector set, but, as stated, was designed to match the Model 51. When added to the latter receiver it gives the equivalent of detector and two stages of amplification. Owners of the Model 51 claim to be able to hear every large broadcasting station in the United States and so, with the amplifier unit added, there is no reason why all these stations should not be received on a loud speaker.

PRICE \$14.00



THE CROSLY RADIO CORPORATION

200 Sassafras St.

CINCINNATI, O.

The Quiet NILES Battery Charger

The Charger that Stays Sold

There's no expensive service to cut your profit. The Quiet Niles stays sold. Delivers 72% of the current. Easy to operate. Light to handle. No bulbs. No liquids. No fumes. Model A for 6-volt batteries, \$19.00; Model AB for 6-volt and 24-volt batteries. \$21.00. Add \$1.00 west of Rockies.

Niles Manufacturing Company
Dept. 12, Ypsilanti, Mich.

Stupendous Task Accomplished By Crosley Corporation In Producing Thousands of Radio Receivers Every Day

Radio Broadcasting Is Public Necessity Commissioner Says

Radio May Be Considered As Indispensable In Average Home As Telephone, Hoover Is Told.

Covering in detail the many phases of the operations of the bureau of navigation, Commissioner D. B. Carson, in his annual report to Secretary of Commerce Herbert Hoover, stresses the phenomenal growth of radio and the necessity of adequate legislation to provide for future developments in this field.

Although co-operation has enabled the supervisory radio office of the bureau of navigation to function under existing law without serious hardship to anyone, the commissioner states that a more defined program is desirable.

"It seems probable," he says, "that broadcasting is permanently established as a public necessity and may be considered as indispensable in the average home as the telephone."

"The success achieved in this country has encouraged many other countries to utilize this important means of establishing direct contact with the public."

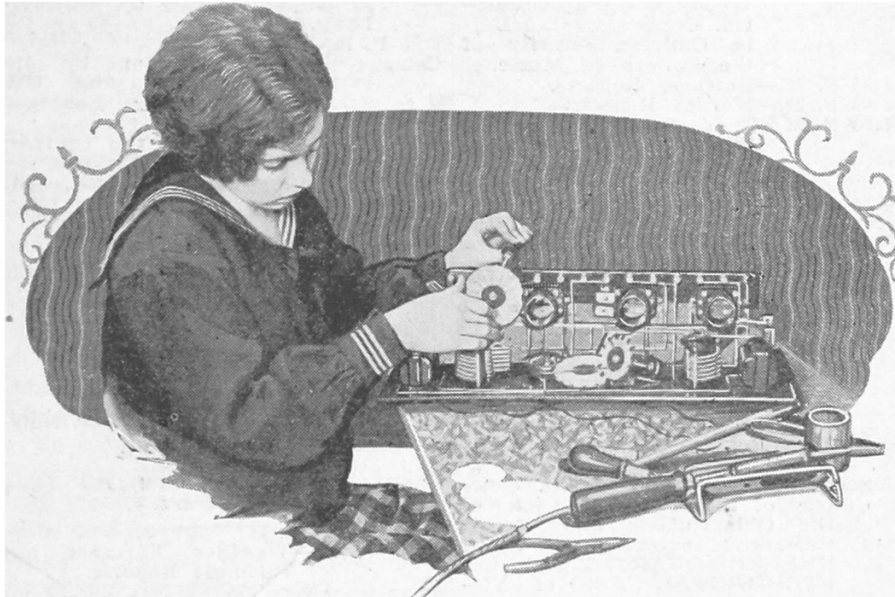
The question of who will pay for broadcasting, in the opinion of Mr. Carson, does not appear to require immediate consideration.

The amateur radio operators are searching for new things in radio, and they must be given new fields to explore if their interest is to be held, according to the report. They have succeeded in effecting trans-continental communication and have found it possible to intercommunicate with European stations on short wave lengths. In view of their past achievement, it seems proper that they be given a few narrow working and experimental channels below 100 meters to encourage further development.

Declaring that safe navigation of merchant vessels depends largely upon efficient radio equipment Commissioner Carson reports that at the end of the year under review there were 2,741 American ships equipped with radio, not including government vessels. Dur-

(Continued on Page 4)

MAKING A CROSLEY TRIRDYN



The picture above is that of Katherine Huerick, one of the expert radio workers employed by The Crosley Radio Corporation. She is shown putting the final touches on the "workings" of a Trirdyn. She is attaching the basketwoven inductance coil, which follows the antenna and tickler coils into place as the growing set flits down the long assembly table.

RADIO ACROSS THE OCEAN

By John R. Loofbourow

The great trans-oceanic wireless telegraph stations on our coasts and on the coasts of foreign countries from a spider-web network of wireless communication that weaves together the nations of the world. Somewhat over sixty years ago, the first telegraph cable was put into successful operation. It was considered a revolutionary step forward—a device that would be a boon to the progress of civilization, by welding together into a common unity the interests of all nations. For fifty of these sixty years, the cable telegraph held undisputed right as the peer of all means of communication across the ocean. Then trans-oceanic radio made its commercial debut, with the construction, by G. Marconi, of powerful transmitting and sensitive receiving stations at Glace Bay, Nova Scotia, and Clifden, Ireland. From that day, radio has been destined to be the ultimate means of communication between the continents.

The chief links in the wireless network, as far as commerce and the press are concerned, are the great stations along our coasts, owned and operated by commercial companies. Seven of these commercial wireless stations along our Atlantic seaboard handle from

twenty-five to thirty-five per cent of the messages between this country and Europe. The seventeen commercial cables handle the remaining seventy to seventy-five per cent.

One wireless station on the Pacific Coast handles nearly fifty percent of the traffic between this continent and the Orient. The fact that there is but one Pacific cable has much to do with this large percentage of messages handled by radio. The cable gives much trouble, due to coral formations on the bottom of the ocean between Guam and Manilla. It is sometimes put out of operation for months at a time.

In addition to this trans-oceanic traffic, a Pacific Coast company has erected, and now maintains, a number of stations for inter-city communication between the big cities of the western states. Thus a pioneer field is opened to radio—that of completing with land telegraphy.

The trans-oceanic wireless stations are of extremely high power—from 200 kilowatts up. This seems disproportionate when we consider that the power of the average broadcasting station is less than one kilowatt, and yet these stations are often heard in the far

(Continued on Page 4)

Automobile Factory Methods Adopted By Radio Manufacturer

Interesting Story of Tour of Crosley Plants Published In Current Issue of Popular Mechanics.

[The following story and accompanying illustrations are published in the current issue of Popular Mechanics. This magazine sent Mr. Miller from Chicago to inspect the Crosley method of producing radio receivers and to write a story about what he saw.]

By J. Earle Miller.

Given a million and seven thousand radio parts, weighing nearly thirty-four tons, how many workers will it take to assemble them into 5,000 radio sets in one working day of nine hours?

This question has been answered by one great radio producer through quantity-production methods, whereby some 550 girls can assemble the thousands of condensers, transformers, rheostats and multistats on their panels and sub-panels, place several hundred thousand screws and binding posts, solder something over a half million joints, and pass the completed receivers on to a few men who screw them into their cabinets, add serial numbers and instruction booklets and box the outfits ready for shipment. Starting at one end of a long table with a subpanel and a handful of binding-post parts—three parts for each post—the set moves down the bench with clock-like regularity until it comes out the other end, ninety feet away, complete, tested, and boxed and labeled. A one-tube set makes the journey from a handful of binding posts to a sealed carton with shipping label attached in forty-five minutes, a two-tube outfit in an hour and a three-tube receiver in an hour and fifteen minutes. Each worker at that table has just enough to do to occupy her for three minutes. Radio outfits are assembled at the Crosley plant in Cincinnati on the same principle by which low priced automobiles are made at Detroit. A few hours' instruction in the factory School qualifies a new employe to do the simple task allotted to her. She may never learn the principles of radio or how

(Continued on page 6)

Crosley WLW Programs For Week of Dec. 28th

SUNDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
December 28. 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.
7:30 P. M.—
Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick McMillin, Minister.
8:30 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.)
Soloist: DON BEDDOE, tenor.
(The Baldwin Piano)

MONDAY

RADIO PROGRAM WLW

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

10:45 A. M.—Weather Forecast and Business Reports.
12:15 P. M.—Program by the Cincinnati Conservatory of Music.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Babson Reports. Music.
8:00 P. M.—
Popular program by ALVIN ROEHR'S MUSIC MAKERS; followed by Crosley Theatrical Review.
Alvin Roehr, violin, director and MANAGER
Fred Goosman, trumpet
M. B. Van, saxophone
Russell Smith, saxophone
George Ellis, trombone
Pete Miller, banjo
Nat Barnhart, entertaining drummer
8:30 P. M.—
Selections by the Knights of Columbus Glee Club; Council No. 500, Dayton, Ohio.
8:45 P. M.—
An hour of entertainment furnished by the COOPER TIRE and BATTERY CORPORATION.
COOPER ORCHESTRA featuring music of the Eighteenth Century, surrounding the radario: "Monsieur Beaucaire" (directed by Mrs. Henry Flarsheim).
Cast:
Monsieur Beaucaire...Jean Segal
Lady Mary...Ethel Goldsmith
Duke Winterset
.....Henry B. Flarsheim
THE COOPER ORCHESTRA will conclude program with Overture: "The Merry Wives of Windsor." Concert Waltz by Strauss and popular marches by Henry Fillmore.
(The Baldwin Piano)

TUESDAY

RADIO PROGRAM WLW

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

10:45 A. M.—Weather Forecast and Business Reports.
12:15 P. M.—Dance Program by Woody Meyer's Orchestra. Concert by the Delta Omicron Sorority of the College of Music.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Mah Jongg lecture by Miss Lucy Blackburn. Recital by pupils of William Kyle.
10:00 P. M.—
KEEFER-KOCKER ORCHESTRA, presenting dance program.
Herschel Luecke, piano and arranger
John Blackburn, saxophone
Erwin Reed, saxophone
Tom McCormish, trombone
James Syfers, trumpet
Clarence Bechol, tuba
Walter Kocker, banjo and director
Jack Feefer, drums and MANAGER
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, Celeste and Flute.
Quartet:
Howard Hafford, first tenor
Erwin Meyer, second tenor
Edwin Meidinger, baritone
John Dod, bass
Howard Evans, accompanist
Soprano solo by Goldie Weiland.
OTHER FEATURES TO BE ANNOUNCED.
(The Baldwin Piano)

WEDNESDAY

RADIO PROGRAM WLW

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

10:45 A. M.—Weather Forecast and Business Reports.
12:15 P. M.—Dance program by Brunswick Shop Orchestra. Program by the Mu Phi Sorority of the College of Music.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Concert for the "Shut Ins" given by the Duning Benevolent and Musical Service, co-operating with the Lillian Aldrich Thayer Settlement Schools and other institutions.
8:00 P. M.—
THE CHUBB-STEINBERG ORCHESTRA, presenting popular music symphonically, (from the Kemper Lane Apartment Hotel of Walnut Hills.)
Holman Becraft, saxophone and MANAGER
Art Hicks, violin and director

Jack Saatkamp, piano
Jack Weber, saxophone and clarinet
Bert Allen, trumpet
Bill Davison, trumpet and melophone
Frank Bamberger, trombone
Ray Fetzter, bass and tuba
Carl Clauve, banjo
Bud Ebel, drums

Saw-fone solos by Andrew Berding.
Songs by Oliver Plunkett, tenor.
(a) "When" Benham
(b) "Who Knows"
Accompaniments by Clifford Lang.
8:55 P. M.—
Concert and entertainment by the FORMICA BAND and ORCHESTRA; Walter Esberger, director.
This program through the courtesy of the Formica Insulation Co.
Violin Solos by Marie Lindsey, with accompaniments by Helen Lindsey.
(The Baldwin Piano)

THURSDAY

RADIO PROGRAM WLW

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

10:45 A. M.—Weather Forecast and Business Reports.
12:15 P. M.—Dance program by Woody Meyer's Orchestra.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Recital by Adelaide Apfel.
10:00 P. M.—
Three minute message from the United States Civil Service.
10:03 P. M.—
Popular program by the DOHERTY MELODY BOYS.
Frank Pendergrast, piano and director
Ridge Bludau, trumpet
Leo Bludau, saxophone
Roy Goodlander, trombone
A. Holthaus, drums
Roy (Doc) Fry, bass and tuba
J. L. DOHERTY, banjo, entertainer and MANAGER
10:30 P. M.—
PROGRAM of Duets, arranged by Frank Freudenberg and Otto Heerle.
1. "Rose of Love" sung by Irene Warndorf, Sylvia Meiners, Frank Freudenberg.
2. "Because You're You" (The Red Mill)
3. "Remembering" (Topsy and Eva)
4. "Sweetest Little In Tennessee" (Lullaby)
5. "Follow the Swallow"
6. "I Never Had A Mammy" (Topsy and Eva)
Otto Heerle, accompanist
Concert program through the courtesy of the Milnor Electric Co., featuring the MILNOR INSTRUMENTAL TRIO (Violin, Cello and Piano). Program will embrace standard solos, trios, and excerpts from popular musical comedies.
(The Baldwin Piano)

FRIDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
January 2. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.
12:15 P. M.—Dance program by House's Brunswick Orchestra. Program from the College of Music of Cincinnati.
1:30 P. M.—Market Reports.
3:00 P. M.—Stock Quotations.
4:00 P. M.—Recital by pupils of Leo Stofregen.
(The Baldwin Piano)

SATURDAY

RADIO PROGRAM WLW

The Crosley Radio Corporation
Cincinnati, Ohio
January 3. Central Standard Time.
423 Meters.

10:45 A. M.—Weather Forecast and Business Reports.
1:30 P. M.—Market Reports.
3:00 P. M.—Dance program by HUBERT BUSCHLE'S 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
(Continued on Page 8)

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. | 12:15 P. M. | 12:15 P. M. | 12:15 P. M. | 12:15 P. M. | 12:15 P. M. | 1:30 P. M. |
| 7:30 P. M. | 1:30 P. M. | 1:30 P. M. | 1:30 P. M. | 1:30 P. M. | 1:30 P. M. | 3:00 P. M. |
| | 3:00 P. M. | 3:00 P. M. | 3:00 P. M. | 3:00 P. M. | 3:00 P. M. | |
| | 4:00 P. M. | 4:00 P. M. | 4:00 P. M. | 4:00 P. M. | 4:00 P. M. | |
| | 8:00 P. M. | 10 P. M. to 12 P. M. | 8 P. M. to 10 P. M. | 10:00 P. M. | Silent Night | |

Crosley Radio Weekly

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

ANOTHER RADARIO

The Cooper Corporation hour at WLW, from 9 to 10 o'clock on the evening of Monday, December 29, will take us back to the 18th century and to the England and France of the days of Louis XV, for the delightful romance by Booth Tarkington—Monsieur Beaucaire—transformed into a radario by Fred Smith, will be presented on that occasion. Surrounding the drama, orchestral music of minuets and melodies of the 18th century will furnish the atmosphere for those days of charm and romance.

The radario deals with Monsieur Beaucaire, a barber. When he is not in the suite of M. le Duc Mirepoix, for, we are given to understand, he barbers its retinue, he is a gambler with a most winning personality, a Croesus in wealth, a remarkable horseman—in short, a most dashing fellow. Beaucaire woos that redoubtable queen of damsels, the Lady Mary, despite the fact that it was the boast of Lord Winterset that she had cast her queenly glance upon him.

Then the story goes on to tell how, having been caught cheating at cards by our barber-hero, this same Lord Winterset, hors-de-combat, was compelled to introduce Monsieur Beaucaire into the rare society of Bath, to which only Winterset had entree.

Beucaire quickly wins the hearts of this unwitting society, and, with but a shade less haste, he reaches the threshold of the heart of Lady Mary, during which time Winterset is fuming with rage. So, with some six ruffians, he sets upon the Monsieur, and is almost routed but for one brute who plays foully with our hero attacking him from the rear. Lady Mary is witness to this struggle and is about to see her lover thrashed when his own lack-eyes come to his rescue. At this point Lord Winterset tells Lady Mary that her lover is a barber, and, in high disdain, she rides off when the fainting Beaucaire, weak from his wounds, is unable to defend himself.

It is telling too much of this lovely romance to narrate how our Monsieur redeems himself, leaving the Lady Mary the gentle scorn of a highminded gentleman.

"Monsieur Beaucaire" will be under the direction of Mrs. Henry B.

Flarsheim. The leads will be taken by Jean Segal, as M. Beaucaire, Miss Ethel Goldsmith as Lady Mary, and Henry B. Flarsheim as Duke Winterset.

SELECTIVITY ESSENTIAL

It is no longer possible for the radio dealer to give any kind of an outfit to a purchaser. Buyers are beginning to discriminate between the various makes and are asking the dealer if the particular set offered for sale will be capable of bringing in the distant stations while the local ones are in operation.

This demand for selectivity in receivers has come about through the educational articles which have appeared in this publication describing the benefits to be derived with a receiver that can be depended upon to tune in any of the important broadcasting stations when some particular program is desired, despite the fact that a local station is "on-the-air" at the same time.

To obtain selectivity in receivers, it is important that they are properly designed in the laboratory with this in view. Recent tests in which European stations broadcast programs to radio fans in the United States demonstrated the importance of having receivers which would cover the entire band of wave-lengths and with the new allocation by the Department of Commerce, there will be an even greater need for selectivity in receiver design. Engineers in the laboratory of The Crosley Radio Corporation are always endeavoring to improve the selectivity of the receivers manufactured by that concern and the Trirdyn circuit has resulted from these experiments.

Selectivity is an easy thing to obtain with a Trirdyn receiver and an example of it is found in a recent communication to the editor of one of the leading radio publications, in which the owner of a receiver of this make was able to tune-in Pittsburgh while WLW was in operation just two miles away. Another example of selectivity was in the Crosley laboratory when an engineer tuned-in a California station, using two tubes and getting sufficient volume to operate a loud speaker while WLW was operating but a mile away.

NOON-DAY PROGRAMS PROVING VERY POPULAR AT WLW.

Since the inauguration of the noon-day programs which begin at 12:15 and continue forty-five minutes, reports have been received at the Crosley WLW studio, that they are appreciated by fans who heretofore had nothing to tune-to in Cincinnati. New programs also are given at three o'clock on Saturday afternoon. Music, interesting talks and other features are on the programs.

Selectivity Amazing Owner of Crosley 51 Declares In Letter

Stations In All Parts Of Country Tuned In By Happy Owners of Better-Costs Less Receivers.

Long distance reception and the tuning in of as many stations as possible still remain the attractive features of radio in the eyes of the great majority of fans, although, of course, there are many who are satisfied with listening to a good concert from any one station. And when it comes to bringing in the far-away broadcasters, Crosley radio receivers are ideal sets. This is proven in the many letters received daily from happy owners of these radio receivers, a few of which follow:

"Gentlemen:

"I am an owner of a Crosley 51 and am extremely proud of it. I will place my set against any other type of receiver. Its selectivity is amazing. To give you an idea of its range, I want to tell you about one night's entertainment during which I heard stations in the following cities:

"Buffalo, Pittsburgh, New York, Schenectady, Springfield, Providence, Washington, South Dartmouth, Dallas, Elgin, Chicago, Kansas City, Montreal, Cleveland, Atlanta, Boston, Richmond Hill, Cincinnati, Davenport, Worcester, Oak Park, La Crosse, Toronto, Oakland, St. Louis, Iowa City, Detroit, Philadelphia, Ottawa, Louisville and Shenandoah.

"I have had numerous of my friends listen in on my set—persons who own radio receivers of their own—and they are amazed at the results I get. I shall always uphold and boost the Crosley sets and sincerely wish you good luck and prosperity.

"Respectfully yours,
 "HOWARD BROWN,

"Little Valley, New York."
 Harry B. Schulte, of Sheartown, Ohio, writes as follows:

"I have a challenge for the radio fan who, in a letter published in the Radio Weekly a few weeks ago; stated he received 42 stations in one night with a Crosley Trirdyn. I received 44 the other night, and they were from the Atlantic to the Pacific and from Canada to Mexico."

H. H. Harrod, Chief Clerk at the Ritz-Carlton Hotel, Atlantic City, N. J., is another proud owner of a Crosley set. In a letter to Mr. Crosley he told in the following manner of the pleasure he is deriving from his receiver:

"Mr. Powel Crosley, Jr., President, "The Crosley Radio Corporation, "Cincinnati, Ohio.

"Dear Sir:

"Yesterday my wife went to her mother's, only for the holidays, however, and not on account of the radio.

"The Crosley No. 52, the most
 (Continued on Page 8)

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.

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.

Santa Claus at Station WLW



The picture above shows our old friend, Santa Claus, reading some of the many letters he has received from the children who enjoy listening to station WLW. Don't forget Santa will appear in person at the Crosley Party at Music Hall on the evening of December 22nd. All the kids are invited—and of course there will be candy and oranges and a great entertainment.

Radio Across The Ocean

(Continued from Page 1)

corners of the earth. For instance, the WLW station of The Crosley Radio Corporation has been heard in London, though operating on but one-half kilowatt at the time. The explanation of the extreme high powers used in these stations lies, of course, in the fact that they must be able to operate consistently at all hours of the day and night, at all times of the year, through all kinds of interference, and over excessively long distances. The reception of WLW in London was an exceptional instance, a record-breaking feat that attracted much attention. It was an able demonstration of the extraordinary efficiency of this modern broadcasting station. But for consistent communication across the ocean under all conditions, high powers are necessary.

There are Atlantic Coast commercial wireless stations at New Brunswick, New Jersey; Marion, Massachusetts; Tuckerton, New Jersey and Rock Point, Long Island. These stations are inter-connected as parts of a single great system. At this time, communication is maintained by American stations directly with London, Paris, Berlin, Rome, Buenos Aires, Tokio, Warsaw, and Christiana. New American stations are being erected in the Far East, in China, and a new American station is soon to be completed in Sweden.

The inauguration of these radio circuits, all terminating in the United States, has had the effect of transferring the world's center of communication from London to New York. Most of the world's cables are controlled by Great Britain, but most of the world's radio circuits are American owned and operated.

(Another article on "Radio Across the Ocean" by Mr. Loofbourov, will appear in the next issue of the Crosley Radio Weekly.)

Radio Broadcasting Is Public Necessity Commissioner Says

(Continued from page 1)

During the year there were 7,721 inspections made in the demand that protection to the traveling public be essential, as compared with 6,933 the previous year. During the same period 1,577 inspections were made of ships voluntarily equipped, compared with 1,124 the previous year; and 974 American ship stations were inspected for licenses, compared with 644 the previous year.

EQUIPMENT FOR WLW SUPER- POWER STATION BEING INSTALLED.

A car-load of equipment for the new WLW broadcasting station of The Crosley Radio Corporation is being installed at Harrison, Ohio, under the supervision of H. S. Price, radio engineer of the Western Electric Company.

Mr. Price was in the development group and saw the new five-kilowatt outfit grow from blue-prints to the finished product at the factory in Philadelphia.

Everything is being done to speed the work but the inaugural program will not be announced until re-

ports have been received that the tests are successful. It is not the intention of Powel Crosley, Jr., to sacrifice quality for speed. Engineers from the Crosley laboratory are assisting the Western Electric engineer who is supervising the installation.

CROSLY

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Distributed by

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Now ready to send to dealers
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238 Washington Ave. Albany, N. Y.

Ideal Christmas Gifts

that will make the

Entire Family Happy

CROSLY
Better-Costs Less.
Radio

THE giving of presents has always added to the happiness of Christmas. The better the gift, the better the day—measuring the gift, of course, by the amount of pleasure it brings to the recipient rather than the material worth.

If it happens that others can share in this pleasure, there is an added value. What better gift then, than a good radio set? Happiness for the person who receives the present, and enjoyment of the entertainment which it will bring into the home for every member of the family.

Just a suggestion—if you do buy a set, be sure to get it working by Christmas eve. There will be special programs from most of the well known stations—Christmas carols and the like.

But above all remember that a radio set is an unselfish Christmas gift.

There is a Crosley radio to meet every requirement—one, two and three tube sets ranging in prices from \$14.50 to \$75.00.

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.

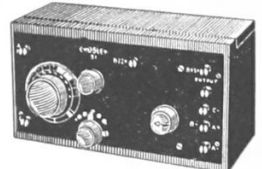
The answer is simple—quality radio receivers built in quantity production. During the past twelve months, we believe Crosley made and sold more sets than any other manufacturer in the world. This is self-evident proof of Crosley Performance. Combined with Crosley excellence are such additional advantages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

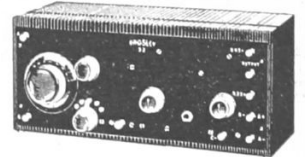
Or, you can purchase the three tube Crosley Trirdyn Regular, which has come through the

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.



Crosley Two Tube Model 51, \$18.50
With tubes and Crosley Phones \$30.25



Crosley Three Tube Model 52, \$30.00
With tubes and Crosley Phones \$45.75



Crosley Trirdyn Regular, \$65.00
With tubes and Crosley Phones \$80.75



Crosley Trirdyn Special, \$75.00
With tubes and Crosley Phones \$90.75

BEFORE YOU BUY—COMPARE

YOUR CHOICE WILL BE A CROSLY

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

MAKING BETTER—COST LESS RADIO PRODUCTS

Automobile Factory Methods Adopted By Radio Manufacturer

(Continued from page 1)

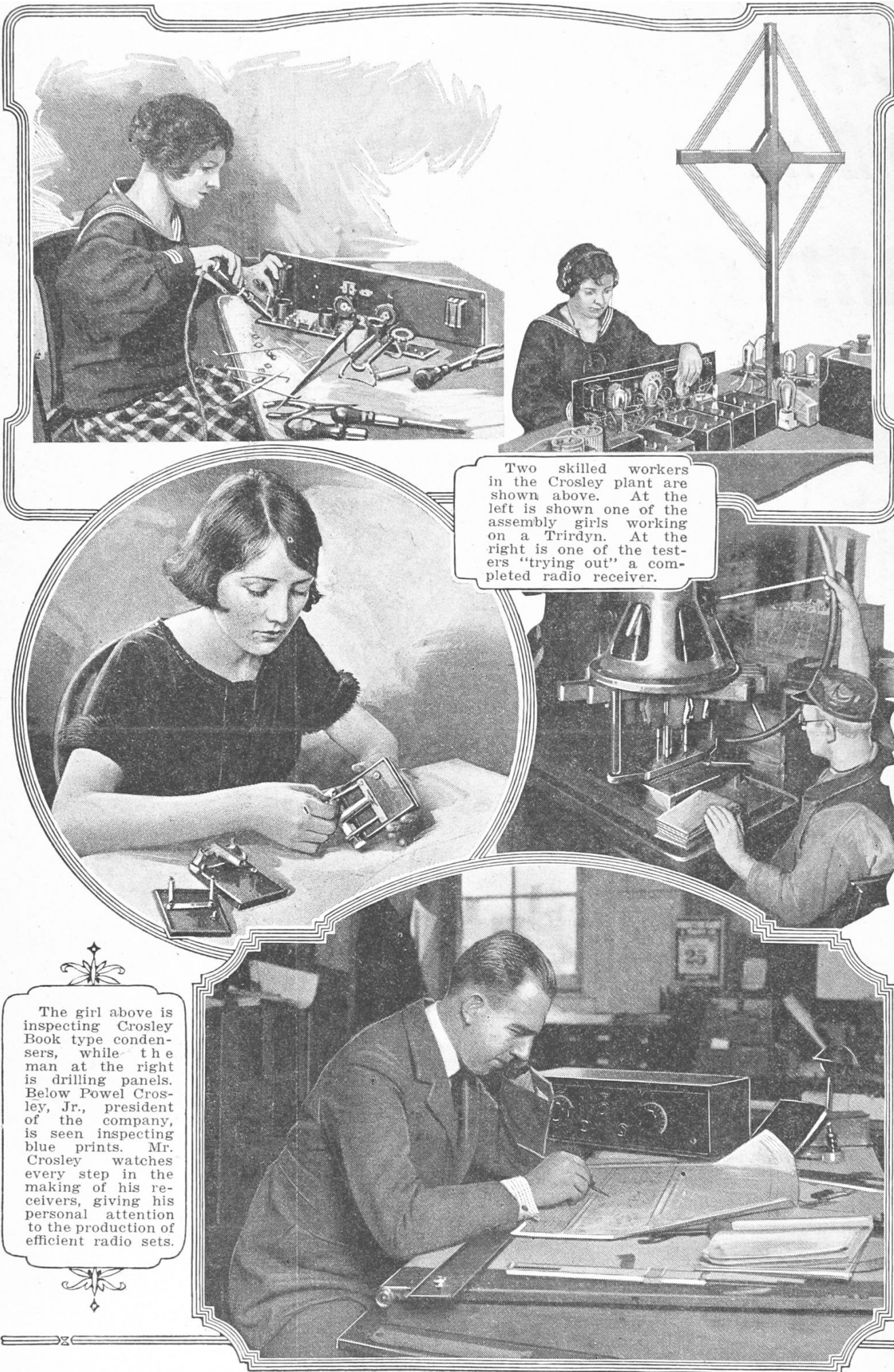
to build a complete set, but doing the one easy stunt over and over 200 times a day, the newest worker quickly acquires a skill that shames a veteran amateur builder.

Everything comes to the assembly tables ready for installation. Each piece of bus wire—and there are twenty-six pieces in the three-tube set—is cut to length and bent in the wire shop, which uses 1200 pounds, or 60,700 feet, of tinned, hard-drawn copper wire daily. The twenty-six pieces in the big set, ranging in length from one to twenty-four and seven-eighths inches, require seventy-five bends. The Company operates three plants and a printing shop. One factory turns out nothing but cabinets, using five carloads of mahogany and walnut and five carloads of poplar each week. Another plant makes electrical parts—transformers, multistats, condensers, coils, jacks, etc., while the third factory is devoted entirely to assembling and shipping the completed receivers. Like the popular-priced automobile, these sets eliminate all the unnecessary frills, to stick to the original idea of marketing a medium-priced outfit. Engraving of the panel, for example, is expensive because of the labor used, so it is reduced to the minimum. Even then it takes three minutes to engrave the panel for a three-tube set and longer for smaller outfits, where there is no subpanel and all binding posts must be designated on the front of the set. The binding-post markings on the subpanel of the larger outfits are stamped by a punch press.

By dividing the work into three-minute units, hundreds of separate operations are performed on the three-tube receiver in the seventy-five minutes it takes to assemble it. There are sixty-nine connections to be soldered, and a total of 258 screws, binding posts and parts to be placed, including everything from the smallest washer to the cabinet, shipping carton, instruction sheets and shipping label.

When one of the larger sets starts down the assembly table the first worker deftly places the row of binding posts on the long, narrow subpanel, and at the end of her three minutes passes it on to the second girl, who mounts the tube sockets in another three minutes. Then the third Worker gets the strip and assembles the plugs on the rheostats, mounts the cam which operates the booktype rheostat, inspects and whitens the engraving on a front panel and mounts the subpanel, with its

(Continued on page 7)



Two skilled workers in the Crosley plant are shown above. At the left is shown one of the assembly girls working on a Trirdyn. At the right is one of the testers "trying out" a completed radio receiver.

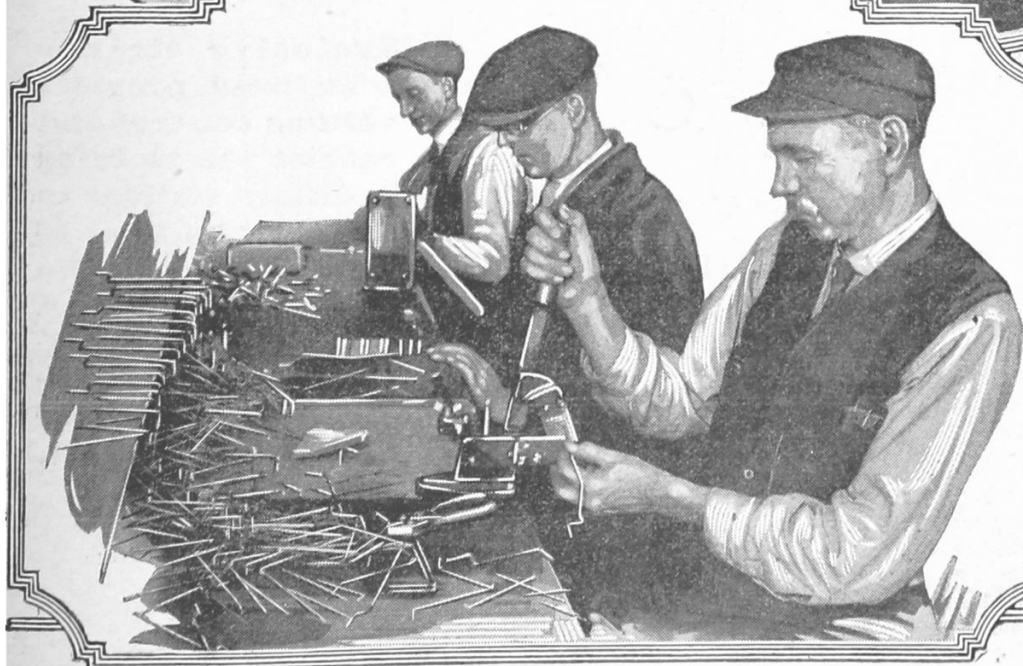
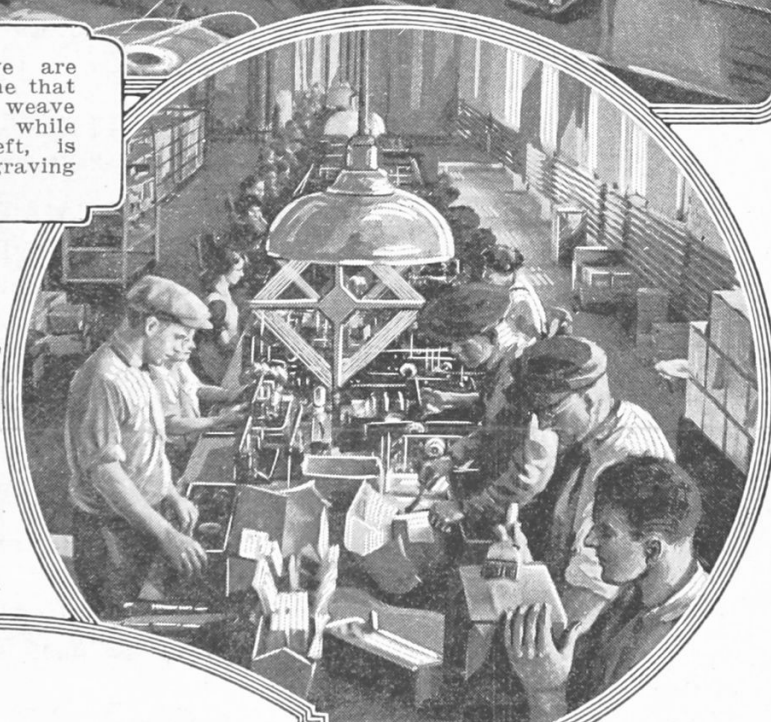
The girl above is inspecting Crosley Book type condensers, while the man at the right is drilling panels. Below Powel Crosley, Jr., president of the company, is seen inspecting blue prints. Mr. Crosley watches every step in the making of his receivers, giving his personal attention to the production of efficient radio sets.

Making thousands of radio receiving sets a day is a stupendous task, requiring the closest co-operation between hundreds of skilled workers. And co-operation is spelled with a capital "C" in the Crosley organization. The pictures above give to you some idea of the kind of work required. At the top, for instance, are shown an assembly table, while the latter has the same panel after it has been prepared for mounting in the cabinet. Every set is tested carefully and thoroughly. The girl in the center is inspecting Crosley book-type condensers and the man next to her is drilling panels. Below Powel Crosley, Jr., president of the organization, is shown studying blue prints. He is the "big boy" who is responsible for the co-operation in the "family" and for the production of these "better—cost less" radio receivers.

MACHINERY LENDS AID TO SKILLED HANDS



The girls above are operating a machine that winds the basket weave inductance coils, while below, at the left, is shown a man engraving panels.



Above, at the right, are shown workmen installing panels in cabinets and packing the completed sets for shipment. The picture at the left gives some idea of the manner in which the thousands of pieces of wire used daily are bent.

In the old days, when radio receiving sets were produced at the rate of 25 or 50 a day, it was a simple task to make the parts by hand, but when it was necessary to increase this production to thousands a day it was necessary to obtain machinery to assist in the huge task. These pictures show a few of the machines used in making Crosley radio receivers. In the picture at the top, for instance, the girls are shown winding the coils that are so important in Crosley receivers. At the left is shown a man engraving a panel by machinery. This is a very interesting task but it requires the services of a skilled workman. At the right are shown the packers who install the panels in the cabinet and prepare the completed sets for shipment, while below are the wire benders. Dozens of these men are kept busy all the time bending the many small pieces of wire needed in the construction of a radio receiver.

Automobile Factory Methods Adopted By Radio Man

(Continued from Page 6)

posts and sockets.

The fourth step adds the jack and filament switch and mounts the assembled rheostats, ready for the next girl to add the coil bracket, phone condenser and tickler coil. So on down the line the rapidly growing receiver moves. Here a girl puts on the first transformer and passes the work along to the neighbor on her right, who adds the second one; another girl adds the plate condensers; and then a whole row of workers—eight of them—begin adding wires and soldering the connection, each having just enough to do to occupy her for three minutes. Add an antenna coil, the tickler shaft, induction coil and black spaghetti insulation on some of the bus wires, the knobs for the rheostat and tickler shaft, and the growing set is ready for its first inspection.

The inspector checks the details of the assembly to make sure that everything is in place and then adds the barrel of the rheostat and checks the position of the indicating arrow on the knob, while her neighbor installs the knobs and dials of the plate condensers. Another mechanical test, and then the twenty-fifth girl slips the row of binding posts under a corresponding row of brass fingers, which automatically establish all the connections, and begins the final electrical test. In an adjoining room an automatic oscillator sends out signals all day long, ranging from 200 to 600 meters, to be picked up on the inspector's loop aerial, while she manipulates the knobs and switches to make sure that every circuit is correct and every part functioning.

Past the test, and another nine minutes suffices to mount the set in its cabinets, add the serial numbers, instruction sheets and booklets, box the receiver in a corrugated cardboard carton, seal the joints with paper and paste on the label. Each of the tables averages around 200 sets a day. Most of the parts are made by the company, the principle exceptions being the molded sockets, dials and knobs. The parts factory and assembly unit use 15,000,000 screws and 25,000,000 nuts each week in building 5,000 sets a day, as well as 360,000 binding posts. The quantities of the small parts are so great that automatic computing scales are used to weigh them out of the bins, requisitions for hundreds of thousands being translated into pounds. Seven and one-half tons of formica panels—a total of 2,500,000 square inches must be cut, drilled, engraved and polished each week for the 30,000 panels

and 15,000 subpanels. The parts plant is expected to turn out weekly 60,000 book-type condensers; 75,000 multistats; 75,000 completed sockets; 75,000 basket-weave coils, and some 36,000 audio-frequency transformers. The latter use up 360,000 silicon-steel laminations, each about three inches long, and keep five punch presses busy turning them out.

A recently developed motor-driven automatic machine is used to wind the lattice turns of the basket weave on the inductance and tickler-coil "spiders", stopping automatically after specified numbers of revolutions for the operator to draw out the various tap leads. The new machine replaces hand-turned coil winders with which the operator was required to keep a mental count of the turns made.

Selectivity Amazing Owner of Crosley 51 Declares In Letter

(Continued from Page 3)
stand formed a combination to help get DX and I got it.

"Commencing with local WHAR, I went south to PWX, Havana, 1,300 miles, and WFAA, Dallas, Texas, 1,345 miles, swung west to WDAF, Kansas City, Mo., 1,077 miles, back to the north CNRO, Ottawa, Canada, 500 miles with little side trips between these extremes to twenty-seven (27) other stations or 32 stops for the evening, signing off with Cincinnati.

"I have logged 58 stations with the Crosley No. 52 in the two weeks I have had it in operation and every night I get a new one or two. By the way, after I have located a station, it is there every time on the same dial point. I got Dallas, WFAA, my most distant reception the first time by fishing 5 points between known meter readings.

"The only set that could ever beat my old "ACE" (Crosley No. 50) is three of a kind, CROSLY No. 52.

"I thank you."

The radio editor of the Fremont, Ohio, Tribune, owns a Crosley 50, a one tube set. In a comfortable chair and the old pipe cent issue of that paper he pub-

lished the following story, and sent to us the information about his using a Crosley set:

"Just out of curiosity we took an 'inventroy' of the ether Friday evening between the hours of 8:15 and 9:15. The purpose of the trip around the dial was to determine the variety of programs that were on the air and the number on the air without insisting on the maximum selectivity. If this list of stations and programs fails to attract the man who has not yet contracted the radio bug, he is doomed to go through life minus the thrill of a lifetime. Here's what we heard in chronological order:

WTAS, Elgin, Ill., orchestra playing popular airs.

KDKA, via Hastings, Pittsburgh, double quartet.

KFDM, Beaumont, Texas, "Magnolia Mike" announcing an orchestral number.

WGR, Buffalo, woman professor of New York university discussing recipe "How to prepare Spanish rice."

KDKA, Pittsburgh, coming direct, piano solo, "Adoration."

WOAW, Omaha, banjo solos.

WLS, Chicago, address on international live stock show to be held in Chicago soon.

WCL, Northfield, Minn., Autobiography of Sir Arthur Conan Doyle.

WEBH, Chicago, instrumental quartet.

WGY, Schenectady, comedy drama, "The Parish Priest."

WHAS, Louisville, Brown hotel orchestra.

WDAF, Kansas City, Hotel Muehlbach orchestra.

WSB, Atlanta, Ga., baritone solo, "Goodbye Forever."

WCAE, Pittsburgh, Program re-broadcasting from WEAFF at New

York by Astor Coffee orchestra.

WFAA, Dallas, Tex., humorous song.

WOC, Davenport, Ia., address in German in international test.

WMC, Memphis, Tenn., novelty orchestra.

WOO, Philadelphia, weather reports for Pennsylvania and New Jersey.

WCX, Detroit, discussion of music by woman speaker.

KSD, St. Louis, Musicale.

WWAO, Houghton, Mich., signing off at end of program.

KFNF, Shenandoah, Ia., Stanton, Ia., talent.

DAILY PROGRAM

(Continued from Page 2)

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.

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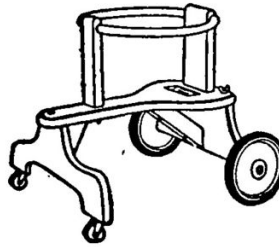
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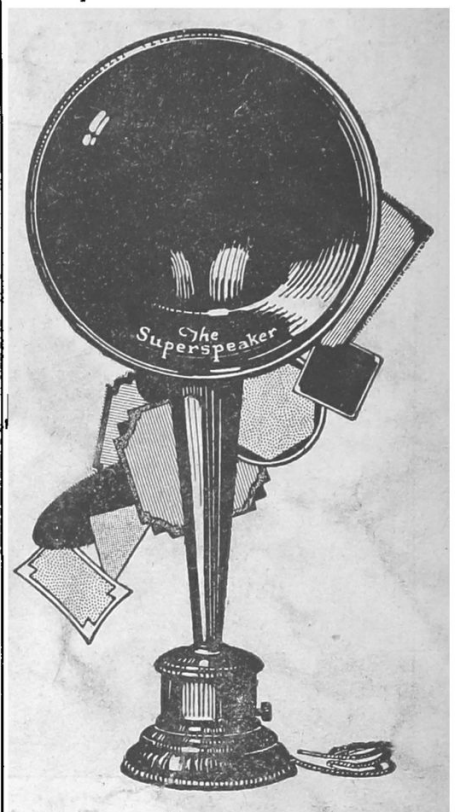
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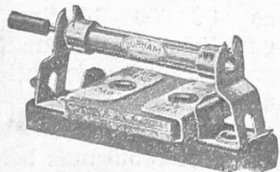
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