

Portability of PUP Is Lauded by Actor; "Best Made," He Says

"It's the Only Radio Made
That Can be Carried in Grip
Without Inconvenience,"
He Writes.

"The Crosley PUP is the only radio that can be carried in a grip without inconvenience," writes George Tambo Seldon, an actor, who was so well pleased with his receiver, after he had heard Clearwater, Florida, when in a hotel room at Bedford, Indiana, that he wrote his first testimonial letter despite the fact that he "has been pleased with different articles purchased."

Mr. Seldon, in his letter, tells of the interesting results obtained from the PUP, using a bed spring as an aerial. He expressed pleasure at being able to own a radio that could be carried from city to city so easily and declared there is no radio made that will give results equal to those given by his PUP.

His letter follows:

"Bedford, Ind., Dec. 2, 1925.

"The Crosley Radio Corporation,
Gentlemen:

"About one month ago I bought one of your 'Crosley Pups'. So pleased am I with results obtained, I feel that you should know a few of the remarkable things it has done.

"First, I am in the theatrical profession, and the size of your 'Pup' appealed to me, in the first place, as the one and only 'Radio' that could be carried in a grip without inconvenience.

"Secondly—it has done all that has been claimed for it, and I have not only boosted it, but have permitted quite a number of people to listen in, and I must say they were more than surprised at the results.

"Here is what I got in Linton, Ind., with 60 feet of insulated wire attached to the bed spring and grounded on a red hot radiator—Chicago, Denver, New Orleans, Nashville, Buffalo, Cleveland and Cincinnati—all these on the night of November 30th, and as loud and clear as one could wish. Tonight, December 2nd, I have just had Clearwater, Florida, off of the bed spring grounded on the cold water pipe in my hotel room.

"I dare say I could not get these
(Continued on Page 8)

TEXAS BOY SCOUT WINS PEDIGREED PUPPY; CROSLLEY RADIOS WON BY PENNSYLVANIANS WINS PEDIGREED PUPPY



Otto Glaeser, of 206 Helena avenue, San Antonio, Texas, won the pedigreed puppy, awarded by The Crosley Radio Corporation, by writing the best letter on one tube radio reception during the month of September. Glaeser, a Boy Scout, is shown tuning the set with which he won first prize. It is a home-made one tube regenerative receiver.

PRIZE WINNERS AND PRIZES

September winners of the one tube radio contest conducted by The Crosley Radio Corporation follow:

First prize—Pedigreed Puppy—Otto Glaeser, Jr., 206 Helena Ave., San Antonio, Texas.

Second Prize—Crosley Super Trirdyn Special Radio Receiver—M. S. Woods, New Castle, Pa.

Third Prize—Crosley 52 Special DeLuxe Radio Receiver—Robert Loughran, Second Street, West Newton, Pa.

The pedigreed puppy won by Otto Glaeser, Jr., a Boy Scout, is Cham-

pion Kora Von Warnowtal, of Green Fair Kennels, Greenwich, Conn., and was sired by Champion Billo Von Fahrhanhorst. Her mother was Elga Vonder Ettersburg by the international grand champion of Germany, Austria and America, Dolf Von Dustverbrook.

Kora has been judged best dog of all breeds. Puppies from such a kennel and family strain are highly prized by dog lovers, and owners are fortunate in possessing in them the best shepherd blood in this country and Europe.

(Continued on Page 8)

Forty-Two Stations Heard In One Hour, Boy Says Under Oath

Seventeen Year Old Youth,
Crippled for Fifteen Years,
Wins Third Prize—Other
Dogs and Radios to
be Awarded.

Upon his Boy Scout oath that he tuned in 42 broadcasting stations within one hour on a one-tube regenerative radio receiving set, Otto Glaeser, Jr., of 206 Helena avenue, San Antonio, Texas, won the pedigreed puppy awarded by The Crosley Radio Corporation for the best letter on one-tube reception during the month of September.

Second prize was won by M. S. Woods, of New Castle, Pa., and the third was awarded to Robert Loughran, of West Newton, Pa., a seventeen year old boy who has been crippled for fifteen years.

Prize winning letters, published herewith, and the thousands of others received in connection with the contest, prove the value of one-tube radio receiving sets, such as the Crosley PUP. They show the tremendous amount of pleasure and entertainment derived from these small receiving sets, which provide all the volume that could be desired for head-phone reception.

Announcement of the September winners of the contest, which will extend through March, will add interest to this nation-wide radio race, the winner of which will receive \$1,000 in cash. Other prizes similar to those announced here will be awarded each month until the close of the contest.

Young Glaeser, winner of the September puppy, is a member of Troop 11, of the Boy Scouts and is a member of the Troop Band. He lives with his parents, Mr. and Mrs. Otto A. Glaeser. The letter that won first prize for him follows:

"San Antonio, Texas.
Sept. 28, 1925.

"The Crosley Radio Corporation.

"Dear Sirs:

"As I am a Boy Scout of America, I hereby swear, upon my Scout Oath, that I have caught the following stations:

"1—WHT—The Radio Broadcasting Corporation of Chicago, Ill.,

PRIZE WINNING RADIO LETTERS

WON BY BOY SCOUT

came in great. I had just come home and it was the first station I tuned in. The selectivity was good and so were the clearness and volume. The selections I listened to were 'All Alone,' 'Wedding March' and 'Honest and Truly.' I caught them on and off from 10:45 P. M. Central Standard Time, until 11:45. Mr. Bearne was at the Pipe Organ.

"2—Next on the program was WOAW, Omaha, Nebraska, which came in with great volume. The clearness of tone was very good also. I got them at 11:40 P. M., Saturday. A jazz pianist, Miss Muechael, was playing 'Sweet Georgia Brown,' dedicated to all Newlyn-weds. This program was being played by remote control from the World Theatre, at Omaha.

"3—Another high power station was WOK, at Chicago, broadcasting from the American Hotel. A Hawaiian Quartet was playing, 'Waiting for the Moon.' To tell the truth, this station came in so loud I worked a loud speaker on my one tube set and could easily understand every word five feet away. While I had it hooked on I understood that their station was being sent out on exactly 217.3 meters and 5000 watts.

"4—WDAF, the Kansas City Star, at Kansas City, Missouri, was next to be brought in. The Night Hawks were having their frolic at exactly 11:50 P. M. and Earl Hommen's Orchestra was playing 'Lady of the Nile' and 'Just a Little Drink.' It came in great, as a radio fan must say it, and the clearness and selectivity were fine.

"5—Another loud station was WSAI, at Cincinnati, Ohio, but as they were signing off, at 12:05, I couldn't tell much about them.

"6—Chicago again. This time it was WQJ, the Calumet Baking Powder Company. The orchestra was playing 'Collegiate' and it was brought in so quick I didn't even get a least kind of a squeal although my set squeals very little and radiates very little. My set is in use every night on local stations and a friend of mine, living just a block away, says he cannot hear me. Last Tuesday night I brought in 42 stations in one hour's time, although I did not wait to get the call letters.

"7—KGO, at Oakland, California, came in at 12:15 P. M. A Good Lecture on football and sports was being given by a student of the Oakland Institute. It was so interesting I listened for nearly 20 minutes and then let my father have the phones so as to rest my ears.

"8—Last on my program was KIJ, The Times Mirror Company, of San Francisco, California. The California Collegians' Orchestra was playing and also piano selections were being played. The selectivity was fair but on account of static I did not keep them long. I signed



The picture above is that of the pedigreed puppy won by Otto Glaeser, a Boy Scout, of San Antonio, Texas, for the best letter received during September on radio reception with a one tube receiving set.

off at exactly 1:15 P. M. Central Standard Time.

"I hereby swear to tell the truth and nothing but the truth—signed Otto Glaeser, Jr.

"Sincerely yours,
"Otto Glaeser, Jr.,
"206 Helena Ave.,
"Way down in San Antonio, Texas."

The letter from M. S. Woods, of 30 N. Mills St., New Castle, Pa., winner of the second prize, follows: "The Crosley Radio Corporation, "Gentlemen:

"Following is my report on reception with a one-tube radio:
"Eastern Standard Time
"SEPTEMBER 13, 1925
"8:35 WTAS, Elgin, Ill., Orchestra.

"8:43 WBBM, Chicago, 'Sentimental Me.'
"8:45-8:50 WCAE, Pittsburgh, 'Where My Caravan Has Rested,' Mrs. Hood and Mr. Hardell. Mr. Hardell, in costume, singing 'Homing' from Wardman Park Hotel, Washington, D. C.

"9:00 WLW, Cincinnati, Symphony Orchestra 'Tosca's Goodbye.'
"9:20 WBB, Chicago, Chicago Gospel Tabernacle—Sermon on Thirty Pieces of Silver by Mr. Paul Radel—Mr. Johnson directing music—Invitation Hymn—'Just as I Am' and 'When we all get to Heaven.'

"9:30 WEAR, Cleveland, Evening Hour Entertainers 'Your Eyes Have Told Me So,' (Selection). WJZ, New York, Music Memories and late news by H. S. Houston.
SEPTEMBER 14, 1925.

"9:45 WTAM, Cleveland, Excerpts from Faust-Willard Symphony under direction of Walter Logan.
"10:00 WSMB, New Orleans, 'Look Who's Here' Novelty Orchestra.

"10:06 WJRM, Pontiac, Orchestra—'Yes Sir, That's My Baby.' WCAE, Pittsburgh, 'Humoresque' from stage of Leow's Aldine Theatre.
"10:07 WOK, 'I Ain't Got Nobody,' solo.
"10:20 WSAI, Cincinnati, Lady announcer succeeded by a man.
"10:22 KDKA, Pittsburgh, Weather report.
"10:26 WTAS, Elgin, Orchestra—'Got No Time.' WHT, Chicago, Violin Solo—remote control from Deerfield Wrigley Building, Chicago.
SEPTEMBER 16, 1925.
"9:45 WLW, Cincinnati, Lyric male quartette—'Sweet and Low.'
"9:47 WSB, Atlanta, Election returns (New York Mayor fight).
"10:50 WJRM, Pontiac, Orchestra from Book Cadillac Hotel.
"10:53 WREO, Lansing, Accordion solo—last number on program.
"10:55 KDKA, Pittsburgh, Barn Dance.
SEPTEMBER 18, 1925.
"9:30 WAHG, Richmond, Hill Piano Solo.
"9:30 WCX, Detroit, Orchestra from Book Cadillac Hotel.
"9:35 WOS, Jefferson City, Orchestra 'Collegiate.'
SEPTEMBER 19, 1925.
"8:25 WSMB, New Orleans, Market—scores—news 'at just 7.26 1-2' (Announcer).
"8:30 WHAS, Louisville, Chimes.
"8:50 KDKA, Pittsburgh, Westinghouse Band and solo 'I sent you a song.'
"8:52 WTAM, Cleveland, 'O, say, can I see you tonight' from Euclid Beach Park.
"9:30 WJRM, Pontiac, Orchestra.
"9:32 WSB, Atlanta, Announcing Wednesday's program and the coming of the Cowboy Band from Ft. Worth, Texas. Also ball scores.
"9:35 WSAI, Cincinnati, -Mixed

Quartette 'Thou are lovely as a Blossom.'
"9:40 WSMB, New Orleans, 'She wears a rose in her hair' Baritone solo by Mr. Rohrer.
SEPTEMBER 21, 1925.
"10:15 WEAN, Providence, Hawaiian Music.
"10:25 WSMB, Atlanta, Orchestra between the acts of 'Kiki.'
"10:45 WAFB, Organ-Sonata in A Minor—Congregational Church at Port Huron, Mich.
"11:10 WEBU, Florida, Orchestra 'On the Blue Lagoon.' Heard announcer talking about 'the boy from Toledo.'
"11:17 WTAM, Cleveland, Orchestra from Euclid Beach Park.
"11:20 WSAI, Cincinnati, 'Ukelele Lady' solo David Anderson.
"11:28 WIL, St. Louis Star, 'Old Irish Mother of Mine' by Frank —(?) the man with the two voices.
someone else when you're gone! SEPTEMBER 22, 1925.
"9:12 WEAR, Cleveland, Programme from State Theatre. Reading names for free tickets to 'The Knockout' featuring Milton Sills.
"9:17 WJAS, Pittsburgh, Tenor 'I Had a Garden.'
"9:22 WCAE, Pittsburgh, Soprano Solo (Hook up with WEAK).
"9:24 KDKA, Pittsburgh, Soprano Solo.
"9:30 WJRM, Pontiac, Orchestra. Book Cadillac Hotel 'Cecelia,' 'Lonesome' and 'I miss my Swiss.'
"9:45 Akron, Singing.
"10:45 KMA, Shenandoah, Piano Solo 'Three O'clock in the Morning.'
"10:50 KOIL, Council Bluff, Piano Solo also Solo and quartette singing 'The World is Waiting for the Sunrise.'
SEPTEMBER 23, 1925.
"8:03 Columbus, Orchestra—Not jazz, sounded like symphony.
"8:15 WEAF, New York, Announcer telling make up of instrument used in concert.
"8:18 WJAS, Pittsburgh, 'O, What a Girl.'
"8:28 KDKA, Pittsburgh, Market reports.
"8:35 WCK, Detroit, 'Let me call you sweetheart.'
"8:32 WTAM, Cleveland, Frank R. Wilson's orchestra at Euclid Beach Park.
"9:41 WLW, Cincinnati, Zither players 'next number, Victor March.'
"9:45 WSMB, New Orleans, Solo (Woman 'Miss Edna Maxwell or Masters. WHO, Des Moines, Announcing telephone and telegram applause. Reference made to long distance call of Mr. and Mrs. Sundberg.
"10:10 KYW, Chicago 'My Sweetie turned me Down' Solo-Lady's voice also Baritone in 'Moonlight and Roses.'
"10:17 KFAU, St. Louis, Chapel Exercises and the singing of Hymn No. 34.
(Continued on Page 3)

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Crosley Radio Weekly

PRIZE WINNING RADIO LETTERS

WON BY BOY SCOUT

came in great. I had just come home and it was the first station I tuned in. The selectivity was good and so were the clearness and volume. The selections I listened to were 'All Alone,' 'Wedding March' and 'Honest and Truly.' I caught them on and off from 10:45 P. M., Central Standard Time, until 11:45. Mr. Bearne was at the Pipe Organ.

"2—Next on the program was WQAW, Omaha, Nebraska, which came in with great volume. The clearness of tone was very good also. I got them at 11:40 P. M., Saturday. A jazz pianist, Miss Maechuel, was playing 'Sweet Georgia Brown,' dedicated to all Newbyeds. This program was being played by remote control from the World Theatre, at Omaha.

"3—Another high power station was WOK, at Chicago, broadcasting from the American Hotel. A Hawaiian Quartet was playing, 'Waiting for the Moon.' To tell the truth, this station came in so loud I worked a loud speaker on my one tube set and could easily understand every word five feet away. While I had it hooked on I understood that their station was being sent out on exactly 217.3 meters and 5000 watts.

"4—WDAF, the Kansas City Star, at Kansas City, Missouri, was next to be brought in. The Night Hawks were having their frolic at exactly 11:50 P. M. and Earl Hommen's Orchestra was playing 'Lady of the Nile' and 'Just a Little Drink.' It came in great, as a radio fan must say it, and the clearness and selectivity were fine.

"5—Another loud station was WSAI, at Cincinnati, Ohio, but as they were signing off, at 12:05, I couldn't tell much about them.

"6—Chicago again. This time it was WQJ, the Calumet Baking Powder Company. The orchestra was playing 'Collegiate' and it was brought in so quick I didn't even get a least kind of a squeal although my set squeals very little and radiates very little. My set is in use every night on local stations and a friend of mine, living just a block away, says he cannot hear me. Last Tuesday night I brought in 42 stations in one hour's time, although I did not wait to get the call letters.

"7—KGO, at Oakland, California, came in at 12:15 P. M. A Good Lecture on football and sports was being given by a student of the Oakland Institute. It was so interesting I listened for nearly 20 minutes and then let my father have the phones so as to rest my ears.

"8—Last on my program was KHJ, The Times Mirror Company, of San Francisco, California. The California Collegians' Orchestra was playing and also piano selections were being played. The selectivity was fair but on account of static I did not keep them long. I signed



The picture above is that of the pedigreed puppy won by Otto Glaeser, a Boy Scout, of San Antonio, Texas, for the best letter received during September on radio reception with a one tube receiving set.

off at exactly 1:15 P. M. Central Standard Time.

"I hereby swear to tell the truth and nothing but the truth—signed Otto Glaeser, Jr.

"Sincerely yours,
"Otto Glaeser, Jr.,
"206 Helena Ave.,
"Way down in San Antonio, Texas."

The letter from M. S. Woods, of 30 N. Mills St., New Castle, Pa., winner of the second prize, follows: "The Crosley Radio Corporation, "Gentlemen:

"Following is my report on reception with a one-tube radio:
"Eastern Standard Time
"SEPTEMBER 13, 1925
"8:35 WTAS, Elgin, Ill., Orchestra.

"8:43 WBBM, Chicago, 'Sentimental Me.'

"8:45-8:50 WCAE, Pittsburgh, 'Where My Caravan Has Rested,' Mrs. Hood and Mr. Hardell. Mr. Hardell, in costume, singing 'Homing' from Wardman Park Hotel, Washington, D. C.

"9:00 WLW, Cincinnati, Symphony Orchestra 'Tosca's Goodbye.'

"9:20 WHB, Chicago, Chicago Gospel Tabernacle—Sermon on 'Thirty Pieces of Silver by Mr. Paul Radel—Mr. Johnson directing music—Invitation Hymn—'Just as I Am' and 'When we all get to Heaven.'

"9:30 WEAR, Cleveland, Evening Hour Entertainers 'Your Eyes Have Told Me So,' (Selection). WJZ, New York, Music Memories and late news by H. S. Houston.
SEPTEMBER 14, 1925.

"9:45 WTAM, Cleveland, Excerpts from Faust-Willard Symphony under direction of Walter Logan.

"10:00 WSMB, New Orleans, 'Look Who's Here' Novelty Orchestra.

"10:06 WJR, Pontiac, Orchestra—'Yes Sir, That's My Baby.' WCAE, Pittsburgh, 'Humoresque' from stage of Leow's Aldine Theatre.

"10:07 WOK, 'I Ain't Got Nobody,' solo.

"10:20 WSAI, Cincinnati, Lady announcer succeeded by a man.

"10:22 KDKA, Pittsburgh, Weather report.

"10:26 WTAS, Elgin, Orchestra—'Got No Time.' WHT, Chicago, Violin Solo—remote control from Deerfield Wrigley Building, Chicago.
SEPTEMBER 16, 1925.

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"9:35 WOS, Jefferson City, Orchestra 'Collegiate.'

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"8:30 WHAS, Louisville, Chimes.

"8:50 KDKA, Pittsburgh, Westinghouse Band and solo 'I sent you a song.'

"8:52 WTAM, Cleveland, 'O, say, can I see you tonight' from Euclid Beach Park.

"9:30 WJR, Pontiac, Orchestra.

"9:32 WSB, Atlanta, Announcing Wednesday's program and the coming of the Cowboy Band from Ft. Worth, Texas. Also ball scores.

"9:35 WSAI, Cincinnati, Mixed

Quartette 'Thou are lovely as a Blossom.'

"9:40 WSMB, New Orleans, 'She wears a rose in her hair' Baritone solo by Mr. Rohrer.
SEPTEMBER 21, 1925.

10:15 WEAN, Providence, Hawaiian Music.

"10:25 WSMB, Atlanta, Orchestra during the acts of 'Kiki.'

"10:45 WAFB, Organ-Sonata in A Minor—Congregational Church at Port Huron, Mich.

"11:10 WEBU, Florida, Orchestra 'On the Blue Lagoon.' Heard announcer talking about 'the boy from Toledo.'

"11:17 WTAM, Cleveland, Orchestra from Euclid Beach Park.

"11:20 WSAI, Cincinnati, 'Ukelele Lady' solo David Anderson.

"11:28 WIL, St. Louis Star, 'Old Irish Mother of Mine' by Frank

—(?) the man with the two voices.

someone else when you're gone.' SEPTEMBER 22, 1925.

"9:12 WEAR, Cleveland, Programme from State Theatre. Reading names for free tickets to 'The Knockout' featuring Milton Sills.

"9:17 WJAS, Pittsburgh, Tenor 'I Had a Garden.'

"9:22 WCAE, Pittsburgh, Soprano Solo (Hook up with WEAK)

"9:24 KDKA, Pittsburgh, Soprano Solo.

"9:30 WJR, Pontiac, Orchestra. Book Cadillac Hotel 'Cecelia.' 'Lonesome' and 'I miss my Swiss.'

"9:45 Akron, Singing.

"10:45 KMA, Shenandoah, Piano Solo 'Three O'clock in the Morning.'

"10:50 KOIL, Council Bluff, Piano Solo also Solo and quartette singing 'The World is Waiting for the Sunrise.'

SEPTEMBER 23, 1925.

"8:03 Columbus, Orchestra—Not jazz, sounded like symphony.

"8:15 WEAF, New York, Announcer telling make up of instrument used in concert.

"8:18 WJAS, Pittsburgh, 'O, What a Girl.'

"8:28 KDKA, Pittsburgh, Market reports.

"8:35 WCK, Detroit, 'Let me call you Sweetheart.'

"8:32 WTAM, Cleveland, Frank R. Wilson's orchestra at Euclid Beach Park.

"9:41 WLW, Cincinnati, Zither players 'next number, Victor March.'

"9:45 WSMB, New Orleans, Solo (Woman 'Miss Edna Maxwell or Masters. WHO, Des Moines, Announcing telephone and telegram applause. Reference made to long distance call of Mr. and Mrs. Sundberg.

"10:10 KYW, Chicago 'My Sweetie turned me Down' Solo-Lady's voice also Baritone in 'Moonlight and Roses.'

"10:17 KFAU, St. Louis, Chapel Exercises and the singing of Hymn No. 34.

(Continued on Page 3)

Crosley Radio Weekly

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TWO POPULAR RADIOS

Self-contained radio sets—those with cabinets that are large enough to house the necessary batteries—have been extraordinarily popular during the past few weeks. Two such receivers as these—the Crosley 51 Special DeLuxe and the 52 Special DeLuxe—have been selling like the proverbial hot-cakes in all sections of the country. Dealers report their customers are buying them complete, with all the accessories properly installed, as Christmas gifts for their relatives and friends.

This feature, which permits the owner of a new radio to enjoy practically immediately all the pleasures of perfect reception, appeals to the buyers and results in the dealers selling the necessary accessories when the set is sold. When a dealer sells a radio set by itself the chances are the owner, especially if he receives the set as a gift, will go to some other dealer for the batteries, tubes, etc. But with such radios as the Crosley 51 and 52 Specials, the dealer can install these accessories, hooking up the batteries and inserting the tubes, so the recipient can attach his aerial and ground wires and tune in the Christmas morning concert.

Danger of a novice attaching his batteries incorrectly and possibly burning out a new tube, is eliminated in this manner—but most important of all the dealer sells the accessories at the time he sells the radio receiving set.

These two radios are coast-to-coast receivers, many owners of which have even reported trans-Atlantic reception. In both types there is a genuine Armstrong regenerative detector, the Model 51 having one stage of audio frequency amplification and the Model 52 having two stages. Both make ideal Christmas presents, either to be placed in the "stocking" or to be purchased with the money received from Santa Claus.

Noontime Orchestra

Robert Visconti's Hotel Gibson Orchestra will be heard through the Crosley WLW broadcasting station, from 12:30 to 1 o'clock on Tuesday and Friday noon. This orchestra is broadcast Monday, Wednesday and Thursday evenings from 7 to 8 o'clock.

Prize Winning Letters

(Continued from Page 1)

"10:21 WOC, Davenport, Organ—'next number Mother's Rocking-chair' (announcer).

"10:24 WOS, Jefferson City, Students of Lincoln University Piano Solo by Miss Helen Gohea.

"10:27 WCCO, Minneapolis, Two songs by soprano (started).

"10:30 WEBH, Chicago, 'Signing off for exactly one hour' (Announcer). 'Kindly stand by for WGN' (Announcer).

"10:33 WDAF, Kansas City, 'Signing off until 11:45' (Announcer).

"10:35 WGN, Chicago, Orchestra.

"10:36 WSAI, Cincinnati, Solo 'I love a Lassie.'

SEPTEMBER 24, 1925.

"9:14 KDKA, Pittsburgh, Quartette—'Carry me back to old Virginia.'

"9:17 WTAM, Cleveland, Orchestra—'Lonesome.'

"9:18 WJR, Pontiac, Solo-Book Cadillac Hotel, Detroit.

"9:25 WJAS, Pittsburgh, Piano Solo.

"9:30 WCAE, Pittsburgh, Orchestra—'Moonlight and Roses' thru WEAF, N. Y.

"9:42 WEAF, New York, Orchestra—'Wait 'til it's Moonlight' Goodrich Silvertown Orchestra.

"9:50 WSAI, Cincinnati, Orchestra.
SEPTEMBER 25, 1925.

"7:16 WEAR, Cleveland, Children's Hour.

"7:20 WJAS, Pittsburgh, Piano Solo. (No reception for an hour account power leak.)

"8:20 WJR, Pontiac, Soprano Solo.

"8:23 WCAE, Pittsburgh, Hawaiian or stringed instruments.

"8:25 WTAM, Cleveland, Baritone Solo.

"8:26 KDKA, Pittsburgh, News-Market reports.

"8:30 WWJ, Detroit, Orchestra—next number 'Wooden Soldier.'

"8:55 WBZ, Springfield, Orchestra—'My Sweetie turned me down'—Markets.

"8:57 WARD, Chicago, 'Uncle Dan' then solo—'Little Pink Rose' by Carrie Jacobs Bond (writer of song—not singer).

"9:08 WENR, Chicago, Orchestra.

"9:12 WSB, Atlanta, O. T. A. Night at Atlanta Biltmore studio—soprano solo.

"9:58 WMBZ, Chicago, Orchestra—'Yes sir, that's my baby.'

"10:07 WBBM of WEBM, Piano Solo.

"10:10 WCX, Detroit, Orchestra at Graystone Ball Room.

"10:13 KYW, Chicago, Reading.
SEPTEMBER 26, 1925.

"10:17 WTAM, Cleveland, Second Anniversary—Victor Herbert Review.

"10:20 WJR, Pontiac, Orchestra. (Practically no reception—this is general as I have inquired from operators of other sets.)
SEPTEMBER 27, 1925.

"8:25 WEAF, New York, Soprano Solo—'The morning wind' also had this program from WCAE and WRC.

"8:30 WAFD, Port Huron, Church services—Hymn 461—'How firm a Foundation' sermon on W. J. Bryan.

"8:50 WREO, Lansing, End of services—subject—'The man who can.'

"8:55 WHK, Cleveland, Piano solo and then male quartette—I came to Jesus.'

"8:57 KDKA, Pittsburgh, Closing Hymn No. 351—'I am coming to the Cross.'

"9:00 Chicago, Coyne Electrical School—Chimes in studio at Baldwin Piano Building.

"9:08 WTAS, Elgin, Fred Hamm's orchestra.

"9:24 WLW, Cincinnati, Closing service—Presbyterian Church—Frederick M. McMillin, Pastor; then orchestra playing intermezzo from 'Cavallera Rusticana.'

"9:30 WEAR, Cleveland, National Safety Congress at Hotel Cleveland.

"9:55 WBBM, Piano Solo—next number a tenor solo—'Pale Moon.'

"9:58 WOAN, Lawrenceburg, Tenn., 'Harmony March' next 'Serenade'—orchestra.

"10:26 WMAK, Lockport, 'Address your communications to station WMAK, Lockport, N. Y.' (announcer).

"10:35 WCBF, Zion, Solo—'Sometime, somewhere.'

"10:40 KTHS, Hot Springs, Ark., 'Hotel' Next number on the organ.

"10:55 'Hay rack raide' Making pleas for \$5.00 from listeners—think this was WEAS.
SEPTEMBER 28, 1925.

"8:46 WTAM, Cleveland, Symphony orchestra—'Vislon.'

"8:50 WCAE, Pittsburgh, 'My wild Irish Rose' solo by Beatrice Brown.

"9:00 WJR, Pontiac, Orchestra—the Golden Serenaders.

"9:05 WAFD, Port Huron, Piano Solo by Maire 'the Mystery Girl.'

"9:07 WOK, Chicago, An hour of old time folk songs.

"9:18 WLW, Cincinnati, Piano Solo.

"9:12 WSMB, New Orleans, Orchestra from St. Charles Theater then the Victory Novelty Orchestra—first number—'Yes, sir, that's my baby.'

"10:00 WTAS, Elgin, Fred Hamm's orchestra in Kellogg Pep Program.

"10:02 WPG, Atlantic City, Announced as 'The World's Playground' Tenor solo by James Eberle.

"10:20 WBZ, Springfield, Leo Reisler's orchestra—next number 'My Sugar' Program from Hotel Brunswick.

"10:27 WOAN, Lawrenceburg, Request number for 'Listen to the Mockingbird' (no music for this) then the next number 'If you knew Suzie like I know Suzie.'

"10:40 WSKC, Bay City, Orchestra from Saginaw, Announcer read-

ing request numbers.

"11:12 WSAI, Cincinnati, News—then the regular Saturday night program which had been postponed—also announcement of week's program.
SEPTEMBER 29, 1925.

"7:56 WFAA, Dallas, Piano Solo.—'No Wonder' and talk by Dr. — on 'Health—what it is and how to attain it, (Announcer).

"8:03 WCAE, Pittsburgh, Orchestra (through WEAF).

"8:06 WSMB, New Orleans, 'Twilight story man' reading letters from children on what they like best in school. Two letters from children on Joliet St.

"8:15 WJAS, Pittsburgh, Orchestra.

"9:30 WGY, Schenectady, Orchestra and announcing program at 10 o'clock with a hookup with WJZ.

"9:03 WORD, Chicago, Webster Hotel Instrumental Trio in three numbers, one of which is to be 'In the land of the Sky Blue Water.'

"9:07 WJR, Pontiac, Orchestra.

"9:20 WEAR, Cleveland, Orchestra from Leow's theater during act of 'Morning Glory.'

"9:50* KDKA, Pittsburgh, Kiski Mandolin Club.

"10:10 WREO, Lansing, Orchestra—'Collegiate.'

"10:25 KYW, Chicago, Baritone Solo—'Absent,' a reading and then Tenor Solo by John C. Keenan—'Carry me back to Old Virginia.'

"10:35 WCX, Detroit, Piano Solo.

"10:55 WCBF, Zion, Soprano Solo—Mrs. J. D. Thomas.

"11:23 WOK, Chicago, Solo and next number a violin solo.

"11:43 WGN, Chicago, Orchestra—Selection from 'Madam Butterfly.'

"11:50** WJJD, Mooseheart, Solo with ukele or guitar accompaniment.

"12:06 WEHB, Chicago, Orchestra.

"10:06 WBBM, Chicago, Duet—'Back Home in Illinois.'

"11:55** WCEE, Elgin, Fred Hamm's Orchestra."

Following is the letter from Robert Loughran, of West Newton, Pa., who won third prize:

"I am 17 years old but have not been able to get out like other boys. I got a one-tube Crosley set with which I could hear football and baseball games. I also hear church services and lectures.

"My little radio has brought many hours of comfort to me. I sure think the one tube set is nice for the shut-ins. I cannot go out in the winter so I pass my time at the radio.

"Some nights I listen five and six hours at a time. I can get a good many distant stations on my radio, which I think is the best one tube set that can be bought.

"I would like to have a three tube Crosley set but I have not enough money to get it now, so I use my one tube.

"I do not know what I would do without it. I sure would be lonesome. I have had it one year

(Continued on Page 8)

Ideal Christmas Gifts that will make the Entire Family Happy

CROSLY RADIO Better - Costs Less

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 or a perfect loud speaker? Happiness for the person who receives the present and for every member of the family. Crosley radios are perfect gifts. They range in prices from \$14.75 to \$60.



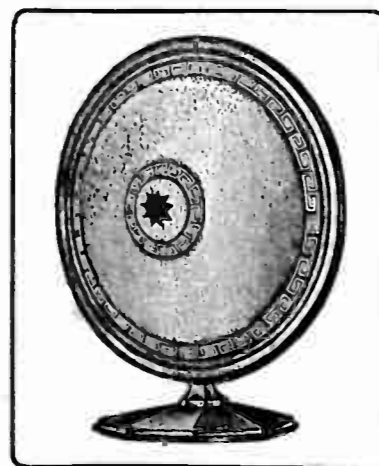
**SUPER-TRIRDYN
REGULAR**



An ideal present for the individual or the family. This three tube Crosley Super-Trirdyn Regular is bringing happiness to thousands. It brings in broadcasting stations from coast-to-coast, operating a Musicone or any other type of loud speaker on all of them. Operation is very simple and up-keep cost is negligible. At the ridiculously low price of \$45, remarkable value is being offered. For clear reception and great volume, the Crosley Trirdyns stand in a class by themselves.

**PRICE
\$45.00**

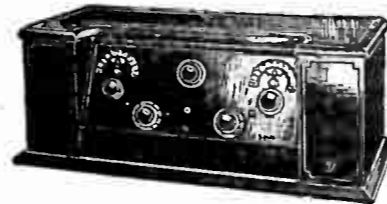
MUSICONE



A Musicone will be a welcome present for any owner of a radio receiving set. It is a perfect loud speaker. Notes from the lowest to the highest are reproduced exactly as broadcast. There are no extraneous noises to interfere with perfect reception.

PRICE \$14.75

**SUPER-TRIRDYN
SPECIAL**



The Crosley Super-Trirdyn Special is the same as the Super-Trirdyn Regular except it is installed in a larger and more elaborate cabinet in which there is ample room for all dry cell "A" and "B" batteries required. It has the popular sloping panel. This radio has been proclaimed by house-furnishing experts to be in perfect harmony with the most up-to-date fixtures. The beautifully designed cabinet and its very neatly engraved panel harmonize perfectly. An efficient three tube coast-to-coast radio in a very beautiful cabinet at an exceptionally low cost.

**PRICE
\$60.00**

THE CROSLY RADIO CORPORATION

All Crosley Radios Are Manufactured Under Armstrong U. S. Patent Number 1,113,149

a CROSLY Pup for every Christmas Stocking

SEARCH every store and you'll find no gift more appropriate than a Crosley PUP. This genuine Armstrong regenerative one tube radio receiver will be welcomed by both young and old. It is ideal for the traveling man as it fits perfectly into the corner of his grip and provides entertainment during the long evenings when he is away from home. It is a perfect present for the child whose parents do not want him to play with their larger radio receiver. It is welcomed by the sick, the infirm. And it is priced right for the people who do not, or cannot, invest a larger amount of money in a radio.

**Price
Without Accessories
\$9.75**

FROM COAST-TO-COAST

This compact little radio is a real, long range, selective receiver, with which hundreds of owners have reported coast to coast reception. It is a development of the famous Crosley radio with which Leonard Weeks, of Minot, N. D., heard the MacMillan Polar expedition while the rest of America listened in vain. It employs the double circuit which not only reduces radiation to a minimum but radically improves selectivity. Engineered and built to strict standards of Crosley quality, this genuine long distance set can be offered at the phenomenal price of \$9.75 only because of its simplicity and Crosley's tremendous manufacturing facilities. Requires one dry cell, one B battery block, one WD-12 tube, a pair of head phones and antenna. Read, for instance, what E. H. Thom, of Sioux City, Iowa, thinks of this Pup:

"Your Crosley 'Pup' is some 'hound.'"

"Last evening I received stations from coast to coast. Also from St. Paul to New Orleans. Received Omaha on Musicone real plain; also WSBC, Chicago, at 11:30, when Bobby Tucker was singing, 'Pal of My Cradle Days.' Omaha and Chicago came through on Musicone so you could hear it ten feet away."

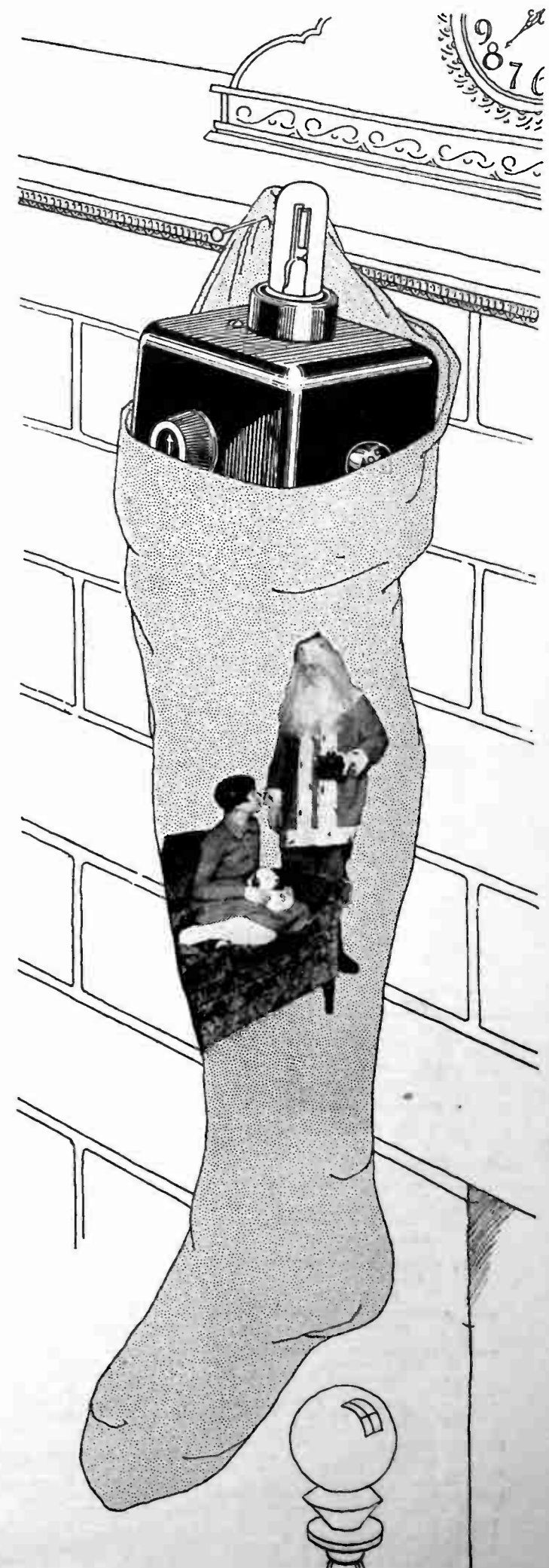
\$1,000 GRAND PRIZE

Who will send to Crosley the best verified report on radio reception with a one tube set? The one who does, before March 1st, will receive \$1,000. In addition to this grand prize, there will be monthly prizes of pedigreed puppies and radio receiving sets, such as the Crosley Super Trirdyn Special and the Crosley 52 Special DeLuxe. Many people are buying Crosley Pups in order to participate in this nation-wide contest.

The Crosley Pup is a Genuine Regenerative Radio Manufactured Under Armstrong U. S. Patent No. 1,113,149

The Crosley Radio Corporation
200 Sassafras Street Cincinnati

MATS OR ELECTROTYPES OF ANY ADVERTISEMENTS in the Crosley Radio Weekly will be sent to Dealers who wish to use them in any form of Local Advertising.



Crosley WLW Programs For Week of December 27th

RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.

SUNDAY
Dec. 27th. Central Standard Time. 422.3 Meters.

- 9:30 A. M.—School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:45 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship of the Seventh Presbyterian Church, Madison and Cleinview Aves. Jesse Halsey, Minister Dan Beddoe, soloist Adolph H. Stadermann, organist.
- Prelude—"March of the Magi Kings".....Dubois
- Doxology
- Salutation
- Lord's Prayer
- Glória
- Organ
- Solo "Comfort Ye".....Hendel's Messiah
- Dan Beddoe
- Responsive Reading
- Hymn 120 "Angels from the Realms of Glory"
- Scripture Lesson
- Pastoral Prayer
- Organ Solo "Gesu Bambino".....Yon
- Offertory Solo "The Birthday of the King".....Niedlinger
- Prayer
- Hymn 119 "It Came upon the Midnight Clear"
- The Sermon—"No Room"
- Hymn 126 "Hark the Herald Angels"
- Benediction
- Glória
- Postlude
- 3:00 P. M.—Organ Recital by Leo Thuis, featuring favorite hymns.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick McMillan, Pastor.
- 8:30 P. M.—Concert program furnished by THE H. & S. POGUE COMPANY; orchestra under the direction of Walter Esberger, the well-known band master.
- 1. Overture—"Rigoletto".....Verdi
- 2. Valse—"Dreaming".....Joyce
- 3. Selections from "The Fortune Teller".....Herbert
- 4. Trumpet Solo—"The Holy City".....Adams
- 5. Waltzes from "It Happened in Nordland".....Herbert
- 6. Excerpts from "The Firefly".....Friml
- 7. Romance.....Grünfeldt
- 8. Berceuse (Trio Arrangement).....Godard
- 9. Selections from "Adrienne".....Von Tuizer
- 10. Finale—American Ideal March.....Lenzberg
- Armand LeBrun, marimba-phone
- Arthur Dondero, violin
- Arthur Bowen, cello
- (The Baldwin Piano)

RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.

MONDAY
Dec. 28th. Central Standard Time. 422.3 Meters.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 7:45 A. M.—Morning Devotions under auspices of the Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages, and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:00 P. M.—Religious Service conducted by Rev. Geo. H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—CHILDREN'S MUSICAL HOUR—Recital by young pupils

of The Cincinnati College of Music.

- 6:30 P. M.—Theatrical Feature. Ed Wynn, "The Perfect Fool," from "The Grab Bag."
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—THE CINCINNATI TIMES-STAR CONCERT, William J. Kopp, director of the TIMES-STAR CONCERT ORCHESTRA.
- 1. Overture "La Dame Blanche" (The White Lady) Boieldieu
- 2. Nocturne—"Liebestraume" (Dreams of Love).....Liszt
- 3. "Hungaria" The ever loved Second Rhapsody has in this been taken in its entirety and made into an irresistible dance movement
- 4. Ballet Suite from "The Queen of Sheba".....Goldmark
- (a) Dance of the Bayaderes
- (b) Bee Dance of the Almas
- (c) Vell Dance
- (d) Processional March
- 5. (a) Popular Song—"I Wanna Go Where You Go—Do What You Do—Then I'll Be Happy".....Frand
- (b) "Oh Laby Be Good".....Kahn
- (c) "Ukulele Lady" (Fox Trot).....Kahn
- 6. Selections from an old favorite—"Il Trovatore".....Verdi
- 7. Chinese Wedding Procession.....Hosmer

RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.

TUESDAY
Dec. 29th. Central Standard Time. 422.3 Meters.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 7:45 A. M.—Morning Devotions under the auspices of the Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:00 P. M.—Organ Concert by Petronella Trimbur.
- 12:30 P. M.—Noon concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Talk by Ralph Schmidt of Fort Thomas, Ky.
- 4:15 P. M.—French Lesson by Madame Ida Teimplids.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner music by the FRIDYAN INSTRUMENTAL TRIO.
- William Stoess, violin
- Arthur Knecht, cello
- Rosemary Stoess, piano
- (a) Romance (A Doubt).....Glinka
- (b) Bolero.....Bolero
- (c) Variante.....Cul
- (d) Vivace (Trio opus 72).....Godard
- 7:50 P. M.—Talk on Dogs: "Kennels

and Sleeping Boxes" by F. W. Avery, proprietor of the Jefferson College Kennels, Wauseon.

- 8:00 P. M.—Old Time Review by the CROSLY BURNT CORKERS, comedians and instrumentalists, in a potpourri of wit and melodies of other days, featuring THE MUSICONE MALE QUARTET, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.
- P. M.—MUSICAL HANDSHAKES with the CROSLY HELLO BOYS, Bob Groenke and Jim Miesler.
- 9:00 P. M.—CONCERT PROGRAM UNDER THE AUSPICES OF THE FORMICA INSULATION CO., featuring THE FORMICA CONCERT ORCHESTRA, Wm. Stoess, director.
- March: Invincible America
- Overture—Paragraph III
- Suppe
- Grand Selection—La Forza Del Destino.....Verdi
- Spanish Waltz, Espanita.....Rosey
- Two Romances:
- Russian.....Friml
- Japanese.....Bartlett
- Selection "The Only Girl".....Herbert
- (The Baldwin Piano)

RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.

WEDNESDAY
Dec. 30th. Central Standard Time. 422.3 Meters.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 7:45 A. M.—Morning Devotions under auspices of the Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:00 P. M.—Musical program by Irene Downing, player-roll artist.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—CROSLY COOKING SCHOOL—conducted by Mrs. Ralph H. Auch, Dietician. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—SHUT-IN CONCERT, William Duning, co-operating with the Settlement Schools and other institutions; assisted by the Cincinnati Exchange Club.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra directed by Robert Visconti.
- 7:30 P. M.—Talk by L. E. Palmer, President of the OHIO FARM BUREAU FEDERATION. Subject: "Some Agricultural Relationships."
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—PIANO MEMORIES—Piano Classics the whole world knows, by Mary Louise Woseczek, the Crosley Piano Request Lady.
- Minuet.....Paderewski
- Polish Dance.....Scharwenka
- Fizzicato (Sylvia).....Dilibes
- La Cinqtaine.....Gabriel-Marie
- Simple Confession.....Thome
- P. M.—"New Year's Eve" (Robert W. Service), reading by Charles Meade.
- 10:30 P. M.—THE CHOSLEY MALE QUARTET
- Fenton Pugh, first tenor
- Russell Dunham, second tenor
- Richard Fluke, first bass
- Leland Sheehy, second bass
- Walter Devaux, accompanist
- 10:45 P. M.—Dance Music from Castle Farm.
- 11:15 P. M.—JOHANNA GROSSE, the Crosley Organ Request Lady.
- 11:30 P. M.—Planologues by "Newport" Carl Bamberger. (The Baldwin Piano)

RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.

THURSDAY
Dec. 31st. Central Standard Time. 422.3 Meters.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 7:45 A. M.—Morning Devotions under auspices of the Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages, and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:00 P. M.—Organ concert by Mildred Prigge, pupil of JOHANNA GROSSE.
- 12:30 P. M.—Health Talk by Dr. Carl Wilzbach.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel and pupils.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra directed by Robert Visconti.
- 7:30 P. M.—Lessons in "BRIDGE" by Mrs. Guy Purdy.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—New Year's Celebration from the Hotel Gibson.
- 12:15 P. M.—MIDNIGHT Bow-wows. KAY NYNE, organist; CHIEF BARKER, and TRIN-TIN-KAN celebrating New Year's Eve at Hotel Gibson. (The Baldwin Piano)

RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.

FRIDAY
Jan. 1st. Central Standard Time. 422.3 Meters.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 7:45 A. M.—Morning Devotions under auspices of the Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:00 P. M.—Musical program by Irene Downing, player-roll artist.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—CROSLY COOKING SCHOOL—conducted by Mrs. Ralph H. Auch, Dietician. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—SHUT-IN CONCERT, William Duning, co-operating with the Settlement Schools and other institutions; assisted by the Cincinnati Exchange Club.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
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- Polish Dance.....Scharwenka
- Fizzicato (Sylvia).....Dilibes
- La Cinqtaine.....Gabriel-Marie
- Simple Confession.....Thome
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- Russell Dunham, second tenor
- Richard Fluke, first bass
- Leland Sheehy, second bass
- Walter Devaux, accompanist
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- 11:15 P. M.—JOHANNA GROSSE, the Crosley Organ Request Lady.
- 11:30 P. M.—Planologues by "Newport" Carl Bamberger. (The Baldwin Piano)

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- 7:40 P. M.—Continuation of Hotel Gibson Concert.
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- 12:15 P. M.—MIDNIGHT Bow-wows. KAY NYNE, organist; CHIEF BARKER, and TRIN-TIN-KAN celebrating New Year's Eve at Hotel Gibson. (The Baldwin Piano)

RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.

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Crosley Sales and Service Manual

Following is the Second of a Series of Sales and Service Articles by John Loofbourow, Jr., of The Crosley Radio Corporation's Merchandising Staff. Dealers are Advised to keep these in book form because they will contain information of tremendous value to them in merchandising Crosley Radios.

SERVICE HINTS

BATTERIES (Continued)

Dry cells slowly deteriorate, even when lying idle. This is due to slow evaporation of the electrolyte through cracks and crevices, to internal chemical actions caused by the presence of certain impurities, and to various causes that cannot be totally prevented. Engineers use the term "shelf life" in rating batteries according to the number of hours they can stand idle before becoming worthless.

The "shelf life" is generally defined as the number of months a dry cell can stand idle before it deteriorates below a certain stated point. If we take for this minimum point the condition in which it ceases to be useful as a radio battery, the average shelf life of a radio dry cell is from 8 to 15 months. However, such a cell is not in condition to be sold to the consumer during even the last six months of this period, as it is too near the end of its usefulness.

The dealer should plan to dispose of his dry cells within a month of receiving them. He should be especially cautioned against placing deteriorated "B" batteries in the hands of the consumer, as they are often the cause of unsatisfactory radio results. A large percentage of howling and squealing complaints

can be traced to this cause. The dealer should not store new dry batteries on the shelves in front of old batteries; he should always place new batteries in the rear of old stock. He should watch his stock near the end of the season so as not to purchase an over supply, and should endeavor to deal with a distributor who will ship fresh batteries on short notice. The deterioration of dry batteries may be considerably lessened by keeping them in a cool, dry place.

Life in Service. The life of a dry cell in service depends on a number of factors, notable among which are the current drawn from the cell, how frequently the cell is used (that is, if it is intermittently, how long it is allowed to stand idle between times), and at what condition it is discarded. It is generally considered best to discard radio batteries when they test less than 1.1 volts per cell.

The following table shows the approximate life of dry radio "A" batteries used with various types of tubes 4 hours per day until their voltage falls to 1.1. It will be noted that with the larger tubes it is more economical to use several cells in parallel or series parallel so that the current drawn from each cell is small.

Average Hours of Service of Dry "A" Battery Battery Combination.

Tubes Used	3 in series	6 in series parallel	4 in series	8 in series parallel	12 in series parallel	1 in parallel per tube	2 in parallel
1-100	800	1200
2-100	250	800
3-100	150	400
1-100 and 2-120	75	200
1, 2, or 3-12 type	100	250
1-201-A	100	250	850
2-201-A	100	150
3-201-A	100

New Year's Eve Program

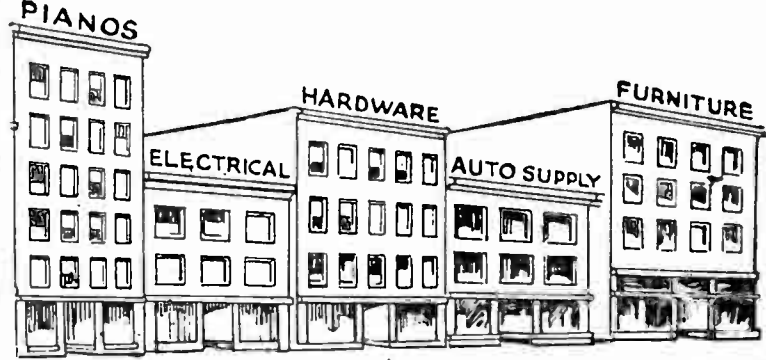
Three Hotel Gibson orchestras, under the supervision of Robert Visconti, will provide the music from the roof garden through the Crosley WLW broadcasting station, New Year's Eve, beginning about 10:30 o'clock.

Christmas Music

William J. Kopp, director of the Times-Star orchestra which is heard every Monday evening through the Crosley WLW broadcasting station, has prepared a special program of Christmas music for Monday, December 21.

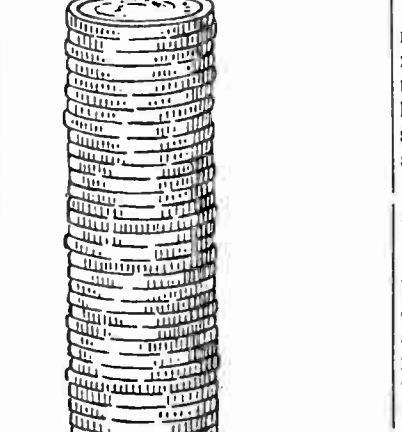
SALES HINTS

THE LOGICAL OUTLET



[For much of the material contained in these merchandising articles, we are indebted to Mr. D. H. Politt, Manager of the Sales and Advertising Division of the Canadian Crosley Corporation.]

Cost of Merchandise 73.3 cents



classes of stores have "gone into radio." In close contact with the industry in all parts of the continent, we ourselves see clearly that this transitional stage is quickly passing. Even the so-called "gyp" has had his day. Radio is finding its natural retail outlets in those merchants (to whatever other trade they may belong) who can put behind Radio retailing the qualities of foresight, management, selling instinct and sense of public demand which make for success in all other forms of retailing.

Added to this must be the recognition that Radio is a Specialty, and requires specialty selling methods to produce profitable turnover. Its logical retail outlet is governed not so much by trade, but by the character of the merchant.

Being the liveliest retail product, it naturally draws to it the liveliest merchants. And those who can support their enterprise by stability, by sufficient capital, by proper premises, by planned effort and active co-operation (plus the right merchandise) are the ones who will win out and make money—not only today, but in the years to come.

Buying Expense 3.3 cents	Rent, Light, Heat, etc. 1.9 cents	Profit 1.9 cents
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HOW DO THESE COMPARE WITH YOUR OWN SELLING COSTS? Selling Costs, Clerks, etc. 9.1 cents

Administration Expense 4.3 cents	Publicity Expense 4.4 cents
----------------------------------	-----------------------------

Portability of PUP Is Lauded by Actor; "Best Made," He Says

(Continued from Page 1)

results from any other radio made today.

"This is the first time in my life that I have ever written a letter of this kind to any firm, altho I have been pleased with different articles purchased, but when I got Clearwater, Florida tonight, I had to do it.

"In conclusion, I must now congratulate you on your successful product and assure you my earnest aid in boosting the best little radio in the world.

"Cordially yours,
"Geo. Tambo Selden."

And here is a letter which shows how a Crosley one tube radio is bringing pleasure to the wife of a Kansas farmer who resides in an isolated section of the country through which the pioneers traveled in their "Covered Wagon" enroute to Oregon:

"Sunnybrook Farm,
"Vliet, Kansas,
"Nov. 24, 1925.

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

"It is very gratifying to me to compliment you on your excellent program given last evening for the benefit of the Zoological Garden, which came in fine and distinctly clear over one of your wonderful little one tube 'Crosley Radios'.

"To me, it is decidedly wonderful to communicate with outside activities of paramount interest, when I am located in a very remote, isolated, yet very picturesque spot in Kansas—our nearest neighbor being located one and one-half miles away, off the main roads three-quarters of a mile—with no one ever passing our home—not even having telephone connections with the outside. We live on one of the oldest farms in Kansas—on the trail over which the pioneers travelled en route to Oregon, as described in 'The Covered Wagon.' Formerly I lived in one of the largest cities in Indiana—Evansville, where I enjoyed all the high class music and educational advantages now received by Radio and you will understand better my high appreciation and the pleasure I have enjoyed through the luxury of the Radio being in this isolated spot, away from home, friends, and 'good music.'

"We were ready for Corn Huskers and fortunately secured two young men traveling from Texas to their former home in Illinois and one of these young men own one of your 'one tube Crosley Radios' which he installed for his pleasure in our dining room Oct. 24th—just practically one month and while the cares of a farm are very numerous and there were five

extra men to care for, still I have been able to listen in to many entertaining programs and interesting talks and readings—sermons and all classes of music—reached many different and far away points. That to me, is wonderful! In fact, it seems marvelous—mysterious—almost unbelievable that I can be sitting here—listening to the excellent programs given for our amusement, we people who seemingly have been deprived of such educational and world wide interests of today. To me it is another proof of the Omnipotent Care and no separation from good in Spirit. Words are inadequate to describe just what it has meant to me, and I think that I will have to make an effort to have one of my own, for it is the most wonderful opportunity for a 'farmer's wife' to enjoy the luxuries of city amusements and to broaden her life instead of growing rusty.

"In this short time, I have been able to get many points, where the coming in was as clear as if I was sitting in the 5th row of the best theatre in the 'Big Town'. I have listened to Lincoln, Nebraska; Omaha, Nebr.; Hastings, Nebr.; Oak, Nebr.; Kansas City, Mo.; St. Louis, Mo.; Fayetteville, Ark.; Atlanta, Ga.; New Orleans, La.; Pittsburgh, Pa.; San Antonio, Texas; Nashville, Tenn.; Zion, Ill.; Shenandoah, Iowa; Clarinda, Iowa; several stations in Chicago, Ill.; Milo, Dakota; Cleveland, Ohio; Cincinnati, Ohio; two different stations, three stations in Denver, Colo.; Manhattan, Kansas, and numerous other stations in different cities.

"To me it was all decidedly good and helpful—making me feel many years younger and carrying me back to my girlhood days—down on the 'Old Ohio'.

"With heartiest appreciation, I am yours with gratitude,
"Mrs. Ida A. Van Vliet,
"Vliet, Kansas."

Prize Winning Letters

(Continued from Page 3)

this Christmas.

"I got 90 stations last winter. Most of them were far away.

"I heard WBAP, Ft. Worth, and New Orleans, and Canada on a very hot night.

"When people come in and see how little my set is they say you did not get that far, but I show them the cards from the stations.
"My one tube Crosley set picks

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them out in Canada as well as in the United States.

"I have a one wire antenna. I have heard where some five tube sets could not get. My one tube set has brought more pleasure to me than any other thing that I have.

"It has brought baseball scores and speeches to me, that I could not get any other way. It has brightened all rainy days for me and it has brightened many lonesome nights. It has brightened all dark corners around me.

"Yours truly,
"Robert Loughran,
"Second Street,
"West Newton, Pa."

Prize Winners

(Continued from Page 1)

The Crosley Super Trirdyn Special, won by M. S. Woods, of New Castle, Pa., is a three tube receiver installed in a beautifully designed cabinet which has the popular sloping panel and is large enough to house all dry cell batteries required. It consists of tuned radio frequency, Armstrong regeneration and reflexed amplification, a combination that brings in broadcasting stations from coast to coast with ample volume to operate a loud speaker.

The Crosley 52 Special DeLuxe, won by Robert Loughran, also is a three tube radio receiver, consisting of a genuine Armstrong regenerative detector and two stages of audio frequency amplification. This also will bring in stations from coast to coast on a loud speaker. Like the Trirdyn Special.

the cabinet of the 52 Special DeLuxe has the popular sloping panel and is large enough to house all dry cell batteries required.

Other similar prizes are to be awarded to those who send in the best letters on one tube reception. These will be given every month until March 1st. At the close of the contest, the person who wrote the best of all letters received, will win the grand prize of \$1,000 in cash.

The puppy to be awarded to the October winner will be a Jefferson collie from the Jefferson Collie Kennels, of Wauscon, Ohio.

We broadcast daily at
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