

**AND WLW PROGRAMS**

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

VOL. III, NO. XLVI

PRICE \$1.00 PER YEAR.

NOVEMBER 17, 1924

**Dance Music Can Best Be Supplied By Radio Receiver**

**Fact Opens Seven New Fields for Aggressive Retailer—Development Methods Explained.**

Everyone who uses orchestra or victrola music for dancing is a prospect for radio. The air is full of music for dancing both of the jazz and classical varieties.

These prospects may be listed as follows:—

1. Households.
2. Dance halls.
3. Dancing schools.
4. Restaurants and hotels.
6. Theatres.
7. Amateur theatrical companies.

In the smaller towns particularly good orchestras are rare. Imagine how wonderful it is to hear *Whiteman's* and *Lopez's* orchestras as clear as if they were in the same room.

1. The younger set in the homes loves to dance to radio music. They thrill with the novelty of it. No home which has young people should be without a radio. Speak to the young girls about radio—persuade them to get their father to buy a set in order that they may give radio dances. And for a quiet "twosome" in the living room, a radio can't be beaten. The young folks will appreciate it—if you but call their attention to it.

2. Speak to the proprietor of a public dance hall about radio. Point out that this novelty would bring great crowds. Tell him he will be able to advertise that the greatest jazz orchestras of the world will play for his patrons. Everyone gets tired of hearing the same orchestra always. They would be delighted to dance to the music of a Toronto or a Pittsburgh orchestra for a change. A good set, with a good loud speaker, will fill a large hall with music.

3. There may be in your city or town one or more schools where girls are taught interpretative dancing. It is impossible for such a school to have an orchestra at hand all the time. And a Victrola or a piano isn't always what is wanted. Radio supplies the need. It inspires the girls in their interpretative dancing. Speak to the man or woman in charge of one of these schools; tell her how the best dancing schools in the country are using

(Continued on Page 4)

**Marine Chief At Station W L W**



The picture above is that of Major General John A. Le Jeune, Commandant of the United States Marine Corps, delivering his Navy Day address at broadcasting station WLW.

**Strong Navy Defended by Le Jeune In Address Broadcast From WLW; Tribute Is Paid to U. S. Marines**

Major General John A. Le Jeune, Commandant of the United States Marine Corps, made an eloquent appeal for National Defense in his Navy Day address delivered from radio broadcasting station WLW. Navy Day was observed in several of the larger broadcasting stations throughout the country, and General Le Jeune was chosen to speak from WLW.

In his address to the radio listeners, the marine corps leader, who wears numerous decorations as a re-

sult of his enviable military record both at home and abroad, stressed the need of preparedness and pledged the navy and marine corps to do their part in seeing that the affairs of the navy are administered as efficiently as they can be with the facilities placed at their disposal.

His address in part follows: "Every officer and man of the navy was intensely proud of the glorious deeds of the marines in

(Continued on Page 7)

**Australian Station Is Heard By Iowa Owner Of Trirdyn**

**Far-Away Broadcasting Stations Also Being Heard Regularly By Owners of Model 51, Two Tube Armstrong Regenerative Sets.**

Fred A. Husha, of Pisgah, Iowa, was tuning his Trirdyn radio receiver a few nights ago and was surprised to hear Station 5 MA, at Adelaide, South Australia. He thought at first it might have been a mistake, but was able to hold that far-away station long enough to hear several announcements.

Other radio fans are bringing in distant stations regularly now. Letters from happy owners of Crosley receivers are piling into the home office. A few of these messages from owners of the Model 51, a two tube Armstrong Regenerative receiver, which costs but \$18.50, follow:

"Gentlemen:

"We have read numerous letters in your Weekly from owners of Crosley radio sets, but we think we can go one better than anyone we have read as yet. We have a Crosley 51, and last night we tuned in on PWX, Havana, Cuba. Following are some other distant stations we've had:

- "KGO, Oakland, California.
  - "KFEL, Denver, Colorado.
  - "ONRO, Ottawa, Canada.
  - "WBZ, Springfield, Mass.
  - "WGY, Schenectady, New York.
- "Besides these we've had 50 other stations. All come in good and clear.

"We get WLW quite often and enjoy your programs very much. We've had our set about six weeks and wouldn't be without it. We think Crosley's Radios can't be beat.

Mr. & Mrs. Elmer P. Hexter, "Freeburg, Illinois."

"Gentlemen:

"I thought you would be interested to know that I had station KGO, Oakland, California, for one hour and forty minutes Sunday evening, listening to church services. I was operating one of your two tube Model 51 sets.

"Yours truly,  
 "R. L. Hronek,

"121 Ridgeway Ave.,  
 "Ft. Thomas, Kentucky."

"Dear Sirs:

"I bought one of your sets (Mod-  
 (Continued on Page 7)

# Crosley WLW Programs For Week of Nov. 16th

## SUNDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
November 16. 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  
November 17. Central Standard Time.  
423 Meters.

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

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  
Russell Smith, saxophone  
George Ellis, trombone  
Pete Miller, banjo  
Art Mees, piano  
Nat Barnhart, entertaining drummer

8:30 P. M.—  
Songs:

(a) "By the Waters of the Minnetonka"  
(b) "One Fleeting Hour"  
(c) "The Rainbow Bridge"  
Mrs. H. Neale Walters, soprano  
Mrs. A. T. Strother, accompanist  
Miss Marjorie Steen, violin obligatos

8:50 P. M.—  
Concert program, through the courtesy of the Cooper Corporation, featuring the COOPER ORCHESTRA and MALE QUARTET.

### PROGRAM

March: "Headway" .....Hays  
Male Quartet: Selections.  
Richard Pavey, 1st tenor  
Ferd Raine, 2nd tenor  
Herbert Schatz, 1st bass  
Howard Fuldner, 2nd bass  
Grace Raine, accompanist  
Excerpts from "Eileen"

.....Victor Herbert  
Sacred Melodies:  
(a) Largo .....Haendel  
(b) Nazareth .....Gounod  
Selections by Male Quartet.  
Concert Waltz: "There's No Place Like Home" .....Strauss  
Finale: March—  
"The Stars and Stripes Forever" .....Sousa  
(The Baldwin Piano)

## TUESDAY

### RADIO PROGRAM WLW

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

Program given under the auspices of the Cincinnati Federation of Mother Clubs.  
Recital by pupils of William Kyle.

10:00 P. M.—  
Concert program through the courtesy of the Radio Division of the Ohio Rubber and Textile Company; featuring the OHIO RUBBER MALE QUARTET and INSTRUMENTAL TRIO of VIOLIN, FLUTE and CELESTE.

Howard Hafford, 1st tenor  
Erwin Meyer, 2nd tenor  
Edwin Weidinger, baritone  
John Dodd, Bass  
Howard Evans, accompanist  
SPECIAL PROGRAM OF CONCERT ENTERTAINMENT FROM GOODWIN'S.

## WEDNESDAY

### RADIO PROGRAM WLW

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

Program for the "Shut Ins" by the Duning Benevolent and Musical Service, cooperating with the Lillian Aldrich Thayer Settlement School of Music and other Institutions.

8:00 P. M.—  
THE CHUBB-STEINBERG ORCHESTRA.  
(Remote Control from the Kemper Lane Apartment Hotel of Walnut Hills).

8:55 P. M.—  
From Studio:  
Concert and Entertainment by the FORMICA BAND and ORCHESTRA, under the direction of Walter Esberger.

This program through the courtesy of the FORMICA INSULATION COMPANY.

INTERLUDE. Recital from the Studios of Madame Berta Gardini Reiner. (Conservatory of Music).  
Solos and Duets by Mildred Bartlett and Dorothy Dugger. Accompaniments by Marjory Garrigus Smith.  
(The Baldwin Piano)

## THURSDAY

### RADIO PROGRAM WLW

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Lesson in French by Madame Teimpidis.  
Piano Recital by Adelaide Apfel.

10:00 P. M.—  
Three minute message from 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, entertainer, and MANAGER

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

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

SOLOIST: Marian Manship, soprano. Accompaniments by Mme. Thuis and Milnor Instrumental Trio.  
Senator Schultz in Comic Radario—"Organizations."

11:15 P. M.—  
Continuation of program until midnight by the DOHERTY MELODY BOYS and the MILNOR INSTRUMENTAL TRIO.  
(The Baldwin Piano)

## FRIDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
November 21. 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.—Lesson in French by Madame Ida Teimpidis.  
Recital by pupils of Leo Stoffregen, teacher of piano.  
(The Baldwin Piano)

There are more than 3000 manufacturers of radio supplies in the United States.

## SATURDAY

### RADIO PROGRAM WLW

The Crosley Radio Corporation  
Cincinnati, Ohio  
November 22. 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.  
Westheimer and Company; opening quotations of New York Stock Exchange.  
Weather Forecast repeated.

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

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

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

## STATION AT BAMMARO

French West Africa has now been put into wireless communication with France by the opening of the wireless station at Bammaro. This is one of the four French colonial stations. Saigon has been in operation for some months. The one at Stanley Pool on the Congo and the other at Antananarivo in Madagascar have yet to be built.

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

709 KILOCYCLES, 423 METERS CENTRAL STANDARD TIME

CINCINNATI, OHIO

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



## Crosley Radio Weekly

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

### PLEASING A SHUT-IN

A few weeks ago there came to Crosley WLW a letter from Mr. F. C. Kenly, of Vineland, New Jersey, a shut-in, asking that we assist him in obtaining a radio set. We answered his letter by suggesting that he get some creditable reference from his city, which he did immediately.

In the meanwhile among our visitors at the WLW studios came Mr. H. T. Stanley, of the Bennett Hardware Company, 4746 Eastern avenue. Mr. Stanley told us he had a big radio set he wished to give to some hospital. This led us to suggest to him the possibility of giving the set to Mr. Kenly but Mr. Stanley said that he would give Mr. Kenly a smaller and more convenient set.

The whole matter dropped out of our mind until the following letter was received from Mr. Kenly. It is one of those epistles that tells its own story more vividly than any further explaining could do.

"Vineland, N. J.  
"Oct. 27th, 1924.

"The Crosley Radio Corporation:  
"Mr. Fred Smith.  
"Dear Sir:

"I have just received a two tube Crosley set from the Bennet Hardware Company. An aerial has been put up and I have already your station, WLW.

"Really Mr. Smith, I cannot begin to tell you how wonderful this set is and how very much enjoyment I am going to get from it. If you can imagine being shut in for six years and then suddenly being able to see, with the eyes of the radio, all the wonders that have come into being during that time, you will get an idea of how much I appreciate what you have done for me. Thanking you from the bottom of my heart, I am,

"Most truly yours,  
"T. C. Kenly."

### CHRISTMAS GIFTS

We are at the threshold of the Christmas shopping season and most of us are planning to spend considerable time and money to make December twenty-fifth, 1924, live up to its reputation.

The giving and receiving of pres-

ents has always added to the merri-ness 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.

### THE CROSLY FRANCHISE

Have you dealers and distributors who read the Crosley Radio Weekly ever considered what the Crosley Franchise means to you?

It means an association with a manufacturing organization that has been developing and marketing radio receiving sets ever since there was a noticeable demand for them.

It means an association with an organization that is producing more receiving sets than any other manufacturing concern in the world.

It means an association with a corporation which has done things and has every means needed for still greater accomplishments—name, performance, reputation, financial resources, manufacturing and selling experience and integrity.

It means an association with an organization that will stand behind its dealers and distributors; that will advise and assist them.

It means an association that is spending thousands and thousands of dollars per year on national advertising, thereby creating a tremendous demand for its merchandise.

It means association with the fastest growing radio concern in the world.

It means a bigger, better and more profitable radio business for you.

### SWITCH BLADE STOP

An excellent switch stop can be made from an ordinary soldering lug. These may be procured either in plain copper finish or tinned. The tinned type will look better when used with nickel plated switch points. Cut the two tapes off the ends of the soldering lugs and place the lug underneath the last switch points. Tighten up the nut and bend the lug arm up. It will protrude just far enough above the point to stop the switch from riding off the point.

## Seventy-Two Radio Stations Heard With One Tube Receiver

All Are "Brought In" Within 30 Days—33 Broadcasters Tuned In In One Evening.

Seventy-two different broadcasting stations heard in thirty days on a one tube radio receiver.

Fifteen to twenty different stations heard every night.

Thirty-three different stations heard in four hours one evening.

These things are accomplished by Samuel A. Weeks, of Muskogee, Oklahoma, with a Crosley Model 50, a one tube Armstrong Regenerative radio receiver, which costs but \$14.50. In a letter to the editor of the Weekly, he says:

"Muskogee, Okla.,  
"October 22, 1924.

"Editor, Crosley Radio Weekly,  
"Cincinnati, Ohio.

"Dear Sir:

"Having read about quite a number of records established by owners of Crosley receivers, I decided to send you a list of stations heard on my Model 50 one tube Regenerative receiver. I never fail to get from fifteen to twenty stations a night if I work as much as an hour or two. I bought the set September 23rd, and in thirty days, ending October 22nd, I heard seventy-two stations. The greatest number heard in one night was when I heard thirty-three stations from eight to twelve on Monday night, October 21. Following is the list of 'reasons' why I am a booster of the Model 50:

"KSD, St. Louis, Mo.; WEB, St. Louis, Mo.; WTAM, Cleveland, Ohio; KDKA, Pittsburg, Penn.; WCAE, Pittsburg, Penn.; WTAS, Elgin, Ill.; WBAP, Ft. Worth, Tex.; WGN, Chicago, Ill.; WLS, Chicago, Ill.; WQJ, Chicago, Ill.; WEBH, Chicago, Ill.; WMAQ, Chicago, Ill.; KYW, Chicago, Ill.; KLDN, Beaumont, Tex.; WFAA, Dallas, Tex.; WRR, Dallas, Tex.; WCB, Zion City, Ill.; KFQL, Muskogee, Okla.; WMH, Cincinnati, Ohio; WSAI, Cincinnati, Ohio; WLW, Cincinnati, Ohio; KFXX, Hastings, Nebr.; WOAW, Omaha, Nebr.; WAAW, Omaha, Nebr.; WOC, Davenport, Iowa; WLAL, Tulsa, Okla.; WSB, Atlanta, Ga.; WGR, Buffalo, N. Y.; WLCL, Stevenspoint, Wis.; WHO, Des Moines, Iowa; KGO, Oakland, Calif.; WDAF, Kansas City, Mo.; WHB, Kansas City, Mo.; WTAY, Oakpark, Ill.; KFNF, Shenandoah, Iowa; WHAS, Louisville, Ky.; WMC, Memphis, Tenn.; WOAI, San Antonio, Tex.; WOS, Jefferson City, Mo.; WTC, Manhattan, Kans.; KFIX, Independence, Mo.; KFKB, Milford, Kans.; WOAY, Milwaukee, Wis.; WOAL, Northfield, Minn.; KFMX, Northfield, Minn.; Northwestern University; WHAA, Iowa

City, Iowa; WEAY, Houston, Tex.; WBAV, Columbus, Ohio; KFJF, Okla. City, Okla.; WBT, Charlotte, N. Car.; KLZ, Denver, Colo.; KFEL, Denver, Colo.; WOI, Ames, Nebr.; KFI, Los Angeles, Calif.; KHJ, Los Angeles, Calif.; KNX, Los Angeles, Calif.; KWH, Los Angeles, Calif.; WBZ, Springfield, Mass.; KGW, Portland, Oregon; WBAY, New York City, N. Y.; WJZ, New York City, N. Y.; St. Paul, Minn.; WCAX, Washington, D. C.; WRC, Washington, D. C.; WJAM, Cedar Rapids Iowa; WGY, Schenectady, N. Y.; KOB, State College, N. Mex.; WWAE, Joliet, Ill.; WWJ, Detroit, Mich.; CLY, Mexico City, Mexico; University of Arkansas.

"Twenty-three states.

"Seventy-two stations.

"All heard during thirty days.

"I think this is an enviable record for many larger sets.

"Yours sincerely,  
"SAMUEL A. WEEKS,  
"422 East St.  
"Muskogee, Okla."

WORK PROGRESSING ON NEW WLW BROADCASTING STATION AT HARRISON, O.

Engineers are busily engaged completing arrangements for the rapid installation of the new five-kilowatt super-power broadcasting station of The Crosley Radio Corporation now in the course of construction at Harrison, Ohio. The broadcasting equipment proper is from the laboratory of The Western Electric Company and represents the very latest development in the broadcasting field. The studios will be 25 miles from the point of transmission and are open to the public at 3401 Colerain Avenue, Cincinnati.

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

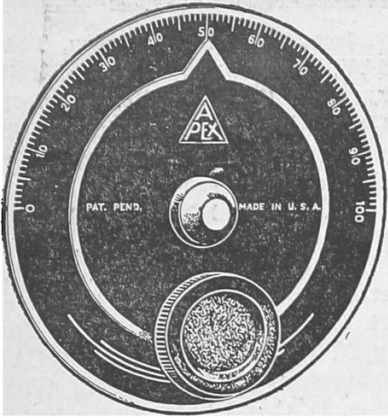
THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.





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

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

Ratio—10 to 1.

Always runs true—parallel to panel.

Eliminates the troublesome flyleaf vernier type of condenser.

Improves the appearance of any receiver.

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

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

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

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

Standard finishes

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

**JOBBERs:** Write for the profitable Apex proposition and prices.

**DEALERs:** Write for prices and interesting dealer helps.

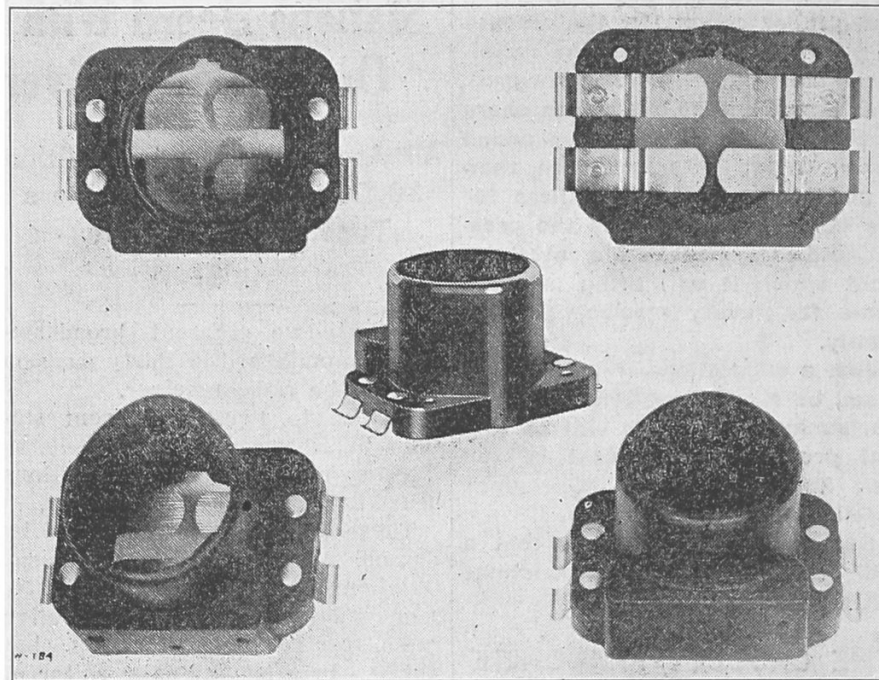
If your dealer does not carry the Apex Vernier Dial send coupon and check or money order.

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

Herewith find \$..... for which send me  
..... Apex Vernier Dial..... finish

Name.....  
Street.....  
City..... State.....

**Crosley Vacuum Tube Sockets**



After considerable research by engineers in the laboratory of The Crosley Radio Corporation, a hard rubber socket was developed and placed upon the market about a year and a half ago. This supplanted the original porcelain socket. Although the improved hard rubber socket was found to give excellent results, later development and investigation in socket construction resulted in the new type of Crosley vacuum tube sockets which are now used.

Material used in moulding the socket has been strengthened, and more has been used in the base, giving added strength for either table or back mounting to the panel.

Extra wide tips are now used, designed to furnish the maximum tension on the vacuum tube prongs when the tube is inserted. Any tube with a standard base may be

used in this socket while adapters may be inserted for other style tubes. The spring tips have been serrated which tends to clean the prongs of the vacuum tube when inserted in the socket, assuring good contact.

Riveting the spring contacts to the socket instead of attaching them by means of screws and bolts, eliminates the tendency of clips to loosen while in process of shipment. Extension of the four contact springs from the side of the socket permits soldering connections without any loss as was found when the nuts on the old-type socket were loosened.

A stop has been provided which keeps the vacuum tube from being inserted too deeply. This has a tendency to lengthen the life of the spring clips.

**Dance Music Can Best Be Supplied By Radio Receiver**

(Continued from page one)

radio to supply the classical music for interpretative dancing.

4. The best hotels and restaurants supply orchestra music during dinner. Everyone likes music with their meals. But the restaurants in towns and smaller places can't afford an orchestra. And a phonograph is a little out of date now. But radio—that's different. Any hotel could crowd its dining rooms at dinner time if it provided radio music. Patrons could dance between courses or after the meal if they wished. That is what they do in the biggest cities. Here's a real field for the radio dealer.

5. Radio will never supplant orchestras in legitimate and moving picture theatres. But it will become an added attraction. Radio music between features at a movie house would draw the crowds if the "stunt" were well managed. The audience should see the set and watch the operator at work. Put this idea up to the proprietors of your local theatres.

7. In every city and town in the country there is at least one amateur theatrical company. This company may be connected with the young people of a church, or a Y. M. C. A., or a social club, or just a number of theatrically-minded young men and women. Radio is just what they want. If they put on a good musical comedy, they can use radio for their dance rehearsals instead of hiring an orchestra or depending on one lonely pianist. And for the actual performances, the radio set could be worked right into the show with novel effects. Persuade such an organization to put on a smart musical comedy this winter and to use a radio set for rehearsals and performances. Later the set can be used in the society's club-rooms.

These are but seven brief suggestions which should point the way to business for the aggressive radio dealer, particularly in the towns.

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

**BOTH THE SAME**  
She—My brother is a life saver.  
He—So is mine, but most people call him a bootlegger.

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

If you wish to BUY or SELL  
**SECURITIES**  
Or own some about which you  
**DESIRE INFORMATION**  
**COMMUNICATE WITH US**  
Our Statistical Department is At  
Your Service  
**WESTHEIMER & CO**  
Members of—  
The New York Stock Exchange  
The Cincinnati Stock Exchange  
Telephone Main 667  
**326 Walnut Street**

**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**

**IMMEDIATE DELIVERY ON NEW MODEL CROSLY RECEIVING SETS**  
Full Crosley Discounts to Dealers Only.  
**WAKEM & McLAUGHLIN, Inc.,**  
225 East Illinois St.  
Radio Distributors Chicago, Ill.

**RADIO DEALERS**  
Write today for our new No. 26-R Radio Catalog and Wholesale Discount Sheet. Best lines and right prices. Prompt shipments. Exclusively wholesale.  
**"OHIO RUBBER"**  
228 W. 7th St. Cincinnati.





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

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

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

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

Crosley has made it possible for everyone to own a radio receiver. You can start with the one tube Armstrong Regenerative Receiver at \$14.50, without accessories—\$22.50 with tube and 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 ever offered to the public.

Your Choice Will Be a Crosley

For Sale By Good Dealers Everywhere

Crosley Regenerative Receivers are licensed under Armstrong U. S. Patent 1, 14 9

Prices West of the Rockies add 10%

Write For Complete Catalogue

**THE CROSLY RADIO CORPORATION**

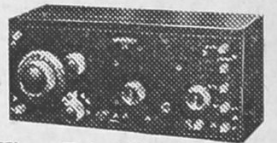
200 Sassafras Street  
 Powel Crosley, Jr., President  
 Cincinnati, Ohio  
 Crosley Owns and Operates Broadcasting Station WLW



Crosley One Tube Model 50, \$14.50

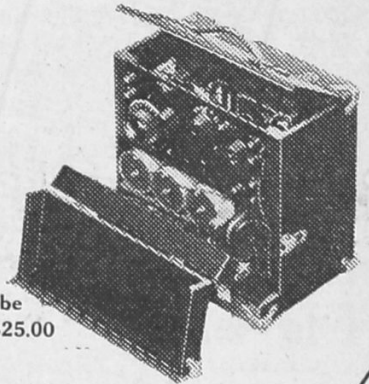


Crosley Two Tube Model 51, \$18.50

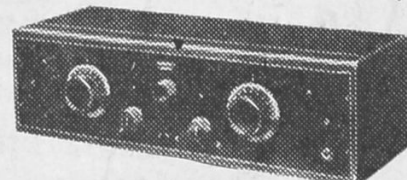


Crosley Three Tube Model 52, \$30.00

**Crosley**  
 Head Phones  
 Better—Cost Less  
 \$3.75



Crosley Two Tube Model 51-P, \$25.00



Crosley Trirdyn Regular, \$65.00



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

Mail This Coupon At Once

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

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

Name \_\_\_\_\_

Address \_\_\_\_\_



FREE



FREE

# Three Tube Radio Receiver!

## The "LITTLE GIANT" of Radio Receiving Sets

**RADIO EDITOR TESTS 'NEWS' RECEIVER**  
Finds Set Will Bring in Distant Stations on Loud Speaker.

By GASTON W. GRIGSON,  
Wisconsin News Radio Editor.

Several weeks ago, the circulation manager placed a Crosley three-tube radio set on my desk with these words:

"Look this over. Give it one hard test. You can see whether it will operate a loud speaker, and if it will, operate it clearly. Test it for tuning in stations, and give it every test possible to see whether it will tune out local stations and bring in distant ones."

I followed the instructions and got one of the biggest surprises of my life.

When I made the test, local stations were in the air and radio reception conditions were not the best.

Nevertheless, this set pulled in WISN, WISN-Dallas, WISN-Springfield, WPA, Dallas, WPA-Skaneateles, City with a loud speaker with exceptional clarity and volume.

I have tested many radio receivers and it is doubtful if I received more "thrills" than came from this Crosley No. 52, which operates either on dry or wet batteries with much less trouble than other sets.

Higher priced sets are compared and which of this set is compared. The tuning of this set is comparatively simple. A test of the dial here and a turn of the dial and the stations come in with exceptional clarity.

WISN, Milwaukee, WISN-Dallas, WISN-Springfield, WPA, Dallas, WPA-Skaneateles, City with a loud speaker with exceptional clarity and volume.

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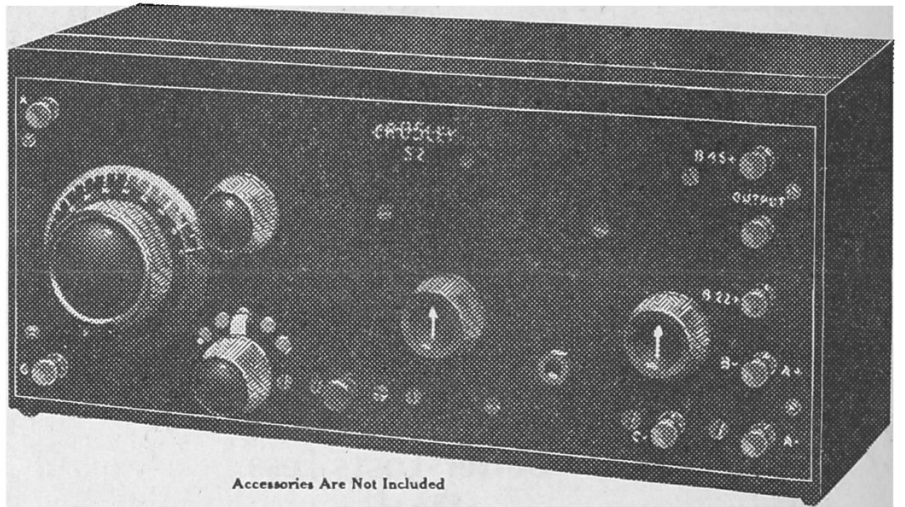
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Long distance reception! Great selectivity! Loud speaker clarity! What the Ford has given to the automobile world, this wonderful little set has given to Radio! Small, compact and economical to operate and yet powerful in reception qualities, the Crosley No. 52 Receiver is destined to take a foremost place among popular receiving outfits. It is simple to hook up, and easy to operate—just the ideal set for amateurs who want real RESULTS.



Accessories Are Not Included

## You Can Enjoy This Wonder Set Free!

Radio is coming into its own—even more rapidly than ever before. This season will see thousands of new enthusiasts taking it up seriously. Broadcasting will be done on even a greater scale.

Even now, you hear radio discussed wherever folks gather. Just listen to a group of people talking, and it's pretty certain that the conversation will eventually drift into terms of "tuning," "wave lengths" and "stations."

Surely you do not want to continue listening to such conversations, and feel that you are out of it all. Not until you actually "listen in" yourself, are you truly up-to-the-minute.

Think of the long, cold winter evenings you can make more pleasant by hearing the concerts and programs that come over the air from far distant cities!

Imagine an evening when guests arrive unexpectedly. You have made no preparation for their entertainment. Soon the conversation begins to lag, and ill-concealed yawns bring the realization that the folks are becoming a bit bored. Then you have an inspiration. Just a turn, one or two, of the dials on your Crosley and all the boredom is forgotten in the sweet strains wafted over space from KYW or WBZ!

All the joys of owning a radio can now be yours—for doing just an hour or two of pleasant work in getting a few new six-months subscriptions for The Wisconsin News. Easy work that will be more of a game than a task.

Find out more about it right away! You'll be surprised how few subscriptions are required.

Read What the Wisconsin News Radio Editor Thinks of This Powerful Little Receiver

# WISCONSIN NEWS

**Do It Now**  
Clip out this coupon and send it in today. It enrolls you in The Wisconsin News Free Radio Set Club.

Circulation Department, THE WISCONSIN NEWS, 141 Wisconsin St., Milwaukee.  
Gentlemen: I am interested in your Free Radio Set offer. Please register my name as an applicant, and send me full information and necessary material. I intend to WIN a Crosley No. 52 Radio Set!  
NAME .....  
ADDRESS .....  
CITY .....

This is what the "Wisconsin News" says about and what they are doing with Crosley Radio Receivers which they are buying locally in Milwaukee through regular established Crosley sales channels. Perhaps this will suggest an idea to you wherein you can tie up with a local newspaper on a proposition of this sort, and in this way be able to sell many more Crosley Sets than you would otherwise. Powel Crosley, Jr., President



## Radio Sets Offered By Newspapers In Circulation Drives

Hundreds of Men, Women and Children Are Winning Receivers By Obtaining Subscriptions.

Circulation managers of daily and weekly newspapers are selecting radio receiving sets as premiums for subscription contests, and are learning that their circulation is increasing tremendously as a result of these prizes. In many cities and villages throughout the country Crosley receivers are being offered, and hundreds of men, women and children are busily engaged in soliciting subscriptions in hopes of winning one of those valuable prizes.

On the opposite page there is a reproduction of an advertisement that appeared in the Milwaukee, Wisconsin News, which newspaper is conducting one of the most lively subscription campaigns ever undertaken by a metropolitan publication. Crosley Model 52 radio receiving sets are being offered as prizes, and many of them have been awarded.

Radio today is recognized as one of our most instructive, entertaining and educational forces, besides being of great commercial value. Everyone is talking radio—everyone is interested in it. The offering of a receiving set as a prize in a subscription contest attracts immediate attention of both the young and old, circulation for the newspaper making and is certain to result in increased interest in the offer.

Christmas is not so very far off now, and many people are beginning to consider gifts. They will see a chance to win or earn a real present, and will grasp the opportunity immediately.

Our suggestion is that every reader of The Crosley Radio Weekly call this matter to the attention of the circulation manager of his or her favorite newspaper and have him get in communication with us. Crosley distributors and dealers also should interest the newspapermen in this plan and point out to them the successful manner in which it has been carried out by so many progressive publications.

### HUNDREDS OF WOMEN ARE BECOMING RADIO EXPERTS

A tour of the plants of The Crosley Radio Corporation, in Cincinnati, disclosed the sight of hundreds of women busily engaged in the assembling of the different types of radio receivers. Many of these women are radio experts and can construct a receiver from start to finish. It is interesting to note the care and pride taken in their work. Many of the women are grandmothers and a large number are mothers with daughters and sons in the different plants.

## Formica Band In WLW Studio



The picture above is that of the Formica Band and Orchestra which entertains WLW listeners every Wednesday evening. This orchestra is directed by Walter Esberger, nationally known musician. Programs are prepared through the courtesy of the Formica Insulation Company, of Cincinnati.

## Navy Is Defended By Marine Chief In WLW Address

(Continued from Page 1)

the battles of Belleau Woods, Soissons, St. Mihiel, Blanc Mont Ridge and the Meuse-Argonne, although the marines who distinguished themselves on those bloody fields were then temporarily serving with the army. Whether we be of the army, the navy or the marine corps, we are all brothers, all comrades in arms, all dedicated to the unselfish service of our country.

"The Navy is vital to the welfare, prosperity and safety of the seaboard states, and is vital, therefore, to the welfare, prosperity and safety of all the other states and of all sections. To be specific, it is vital to the welfare of every city, town and hamlet within sound of my voice tonight.

"We are apt to think of our navy as being altogether an instrument of war. It is a powerful and vitally important instrument of war, but it is also a necessary instrument in peace. Our present navy was born in order to protect our commerce from destruction when this country was in a state of profound peace. In the last years of the eighteenth century, French privateers, in order to prevent trade between Great Britain and ourselves, ruthlessly destroyed our shipping. We were powerless to give it protection, as we had no fleet.

"Our people became aroused, the Navy Department was created, ships of war were built and manned, the Stars and Stripes flew proudly at the mastheads of our fighting ships, and our merchant vessels were then able to cross the Atlantic in safety.

"A few years later our merchant vessels in the pursuit of their peaceful vocations sought entrance into the Mediterranean in increasing numbers. There they met the warlike corsairs of the African northern coast. The Basha of Algiers, the Beys of Tunis and Tripoli claimed and exacted tribute from them. If resistance was offered, the vessels and their cargoes were confiscated and their crews sold into slavery. The situation became intolerable and a proud and liberty-loving people could not preserve their self-respect and continue to submit to such humiliation.

"The strong arm of our Government, by means of our fighting ships, reached across the Atlantic Ocean, chastised these pirates in their own waters and forced them to make and to keep treaties guaranteeing the freedom of the Mediterranean to vessels flying the American flag.

"About 100 years ago the navy was again called on to protect our commerce. The Caribbean Sea and the waters adjacent to the West Indian Islands had become infested with piratical craft and peaceful ships plying their trade were set upon, robbed and destroyed. Buccaneers had resumed their sway. A so-called "mosquito fleet" was organized and, under the command of Commodore Porter, waged ruthless war against the pirates and made the seas safe for all people engaged in their lawful pursuits of trade and commerce.

"A few years later our navy was once again called on to engage actively in carrying out its peacetime mission of policing the seas, this time in conjunction with the British navy. The two nations had determined to break up entirely and completely the lawless slave trade. The British ships and our ships spent years cruising off the coast

of Africa, capturing slavers and giving freedom to the wretched human beings who were imprisoned on board under the most horrible conditions.

"Later on Commodore Perry performed a priceless service to the world when at the head of his fleet he entered Tokyo Bay and by means of great firmness and fine diplomacy succeeded in negotiating a treaty which opened the ports of Japan to the trade of the world and brought that nation out of its isolation into contact with western civilization. All this he did without firing a hostile shot.

"In recent years you yourselves have read of the great service to mankind rendered by our fleets—rescue work on the Island of Sicily during the eruption of Mt. Etna, carrying supplies of food, clothing and medicine to the people of Tokyo Yokohama and other Japanese cities when they were stricken by the most disastrous earthquake in modern times; and transporting thousands of the poor, starving inhabitants of Asiatic Turkey to places of safety when the last Turko-Greek War terminated in the burning of Smyrna.

"There are literally hundreds of instances of this kind of the peacetime activity of the navy, and I reiterate that the navy is a necessity if for no other purpose than the policing of the seas in time of peace. For if our navy were abolished, just as sure as men are still rapacious, would security on the seas disappear.

"In conclusion I wish to impress on all who hear me that those of us who have seen war close up and who know its horrors, carry a bitter hatred of it in our hearts. We love peace and we yearn for its continuance, but nevertheless while working and praying for peace, it is our highest duty to be ready to protect and to defend our country should the dread calamity of war once more burst upon us."

## Australian Station Is Heard By Iowa Owner of Trirdyn

(Continued from page one)

el 51) last July and have had very good results. Here are some of the long distance stations I have received: WCAP, Washington, D. C.; KDKA, Pittsburgh; KYW, Chicago; WLW, Cincinnati; WDAF, Kansas City; CKAC, Montreal; WOC, Davenport; WBAT, Fort Worth; WTAF, New Orleans; WDAL, Florida, and KGO, Oakland, California.

"I advise any one that wants to get distance on a radio to buy a Crosley. I am very much pleased with my set.

"Yours truly,  
"Harry Potter,  
"274 Beacon St.  
"Somerville, Mass."



**A Dependable Source of Power for Your Tubes**



**Cooper**  
rechargeable  
**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.

**THE COOPER CORPORATION**

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The Cooper Corporation  
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.

**Radio Waves and That Mysterious Substance The "Ether"**

(Following is the first of a series of interesting articles written by John R. Loofbourow. Next week he will write about "Radio Waves and Einstein's Theory." This will be followed by articles on "Things You Should Know About Radio Waves," "How Radio Messages Are Sent Across the Ocean," "The Radio Compass, and Directional Radio," "Photographs by Radio," "Guiding an Airship by Radio," "Light and Power by Radio," "Broadcasting - From Its Birth Until Now," "What Does a Studio Director Do?" and "The Transmitting Station, and the Man Behind the Gun."—The Editor.)

By John R. Loofbourow

Every once in a while some scientist volunteers the theory that all of life is due to waves or vibrations. Not many of us would care to go so far and make such a sweeping statement, for it is rather pessimistic, for instance, to talk to someone, and enjoy someone's companionship, and be thinking all of the time that your attraction for each other is just due to vibrations! But we all know that there are many experiences due to vibrations or waves. Sound is, perhaps, the most easily demonstrated of these, for if we watch a base string on a piano, or other stringed instrument, we can see it vibrate as it gives out the musical note, and we know that as it vibrates it sets up waves in the air about it.

Heat, light, X-Rays, and radio are not so easily proven to be wave motions. For their proof we must resort to the ingenious methods of science. But those who care to delve so deeply into the mysteries of nature will find in science sufficient evidence to satisfy them.

Long ago, scientists demonstrated that heat, light, x-rays and radio waves are different from sound waves, in that they can be sent through a vacuum, while sound waves cannot. If you take a large glass globe and exhaust all the air from it, you can still see an electric light inside the globe, but an electric bell suspended inside the globe cannot be heard on the outside at all. Now just how can these light waves get to you through a vacuum? This problem began to puzzle scientists, and they wondered if there wasn't really some substance in a vacuum after all. After much experiment and calculation they came to the conclusion that all space is filled with an invisible medium called the "ether."

Wood, iron and every other substance is, as you know, supposed to be made up of countless minute particles called "atoms," too small even to be seen with most powerful microscope. The ether is supposed to fill the spaces between these particles, and heat, light, x-rays, and radio are supposed to be vibrations, or waves, in it.

So do not get the mistaken notion which so many people seem to

have—that radio waves are waves in the air, or that the term "ether" is synonymous with "air." The ether is a distinctly separate medium, and until quite recently radio waves have been generally accepted to be ether waves.

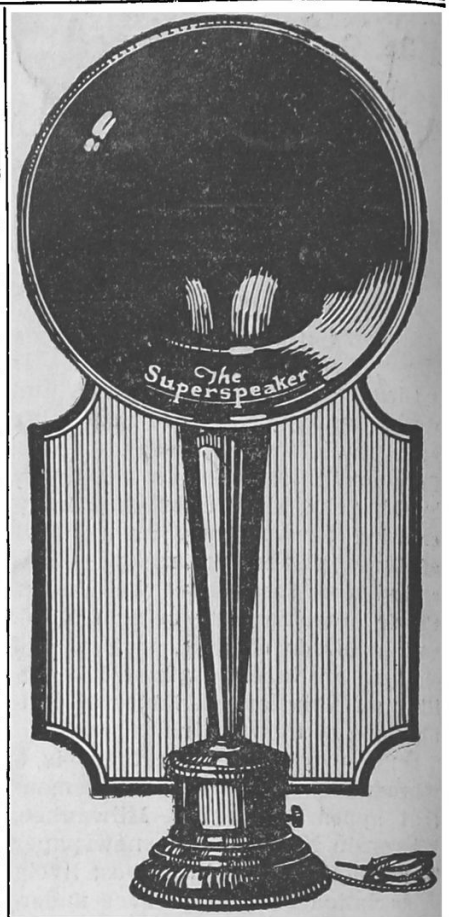
There is now a more modern theory, even than the ether theory. I shall speak of this at greater length in the next article.

**NEW CATALOGUE READY FOR RADIO DEALERS ONLY**

The Radio Department of Wakem & McLaughlin, Inc., of Chicago, a very large Distributor of "Crosley" Sets, has just issued its new Catalogue W-1003. This catalogue is being forwarded to DEALERS ONLY, and gives special prominence to the "Crosley" complete line. Radio Dealers should write at once on their letter-heads for this new catalogue.

— DEALERS —  
We Distribute Crosley.  
Quick Shipment—Get Our Catalog  
**BADGER RADIO**  
495 E. WATER ST. CHICAGO, ILL.

96 PAGE  
**RADIO CATALOG**  
To  
**DEALERS**  
Write today for Copy.  
DISTRIBUTORS OF  
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Cunningham Tubes  
Burgess "B" Batteries  
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Western Electric Reproducers  
Brandes-Products  
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and  
Many Other Lines of Leading  
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**THE SUTCLIFFE CO.,**  
Incorporated  
Louisville, Ky.  
Dept. C. R.



**Superspeaker**

**MUSIC AND VOICE**

contain no note to which the Superspeaker horn can possibly vibrate. Resonance—that bane of all reproduction—is thereby eliminated, leaving only the actual values of each note and tone, sent broadcast by the far-away station.

Micrometer adjustment to bring in extra distant stations—Needs no extra batteries or coils—A big, handsome, ebony-gloss finished musical instrument. Dealers, you can sell it!

**JEWETT RADIO & PHONOGRAPH COMPANY**  
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