

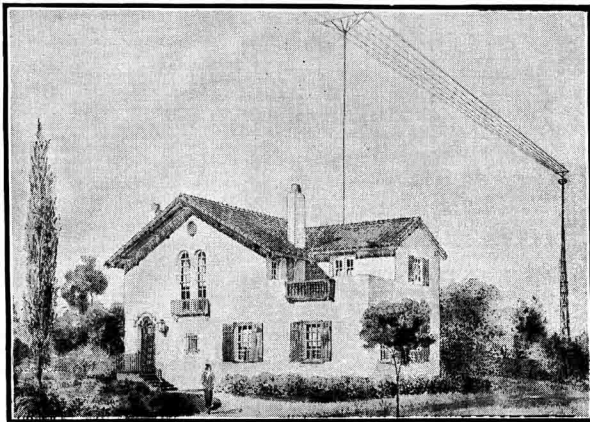
PUBLISHED BY THE CROSLY RADIO CORPORATION, MANUFACTURERS OF RADIO APPARATUS, CINCINNATI, OHIO.

VOL. III, NO. XLI.

PRICE \$1.00 PER YEAR.

OCTOBER 13, 1924

NEW TRANSMITTING STATION FOR WLW



Plans have been completed by Samuel Hannaford & Sons, architects, for a transmitting station, to be erected by The Crosley Radio Corporation. It is to be a two-story stucco structure. On the first floor will be the power and transmitting rooms, while the second floor will be made into living quarters for the resident operator. A kitchenette, dining alcove, combination bedroom and living room, an extra bedroom, dressing room and bath comprises the second-story plan. Two steel towers, 200 feet apart, will support the network of wires that will start speeches, musical selections and the like to the radio world.

Wonderful Program For Dedication Of New WLW Studios

The dedication program of the new Crosley WLW Studios is scheduled to be broadcast on the evening of Monday, October 13th from 8 o'clock until after midnight.

At exactly 8 o'clock the Cooper Corporation's Male Quartette will sing one verse of "America." Then Dr. Frank Stevenson, whose sermons are heard each Sunday morning through WLW, from the Church of the Covenant, will give the invocation, which will, in turn, be followed by another verse of "My Country 'Tis of Thee."

From then on the several hours of concert program will make a rapid revue of the WLW features now so well known to our radio audience. There will be the fam-

(Continued on Page 3)

Crosley's New Radio Station To Be 25 Miles From Cincinnati Studios

Radio engineers and surveyors have selected Harrison, Ohio, as the ideal place for the new and powerful radio broadcasting station of The Crosley Radio Corporation.

With the five-kilowatt WLW station located about twenty-five miles from the new studios in Cincinnati and away from thickly populated districts there will be no interference for the majority of radio fans. Popular distribution maps were prepared before the final selection was made for the station. Radio fans will find tuning to the new powerful Western Electric equipment at Harrison, extremely sharp as the result of using the very latest apparatus developed for radio broadcasting.

Either telephone or telegraph wires will be used to connect the

station with the studios, which are in the main Crosley building at 3401 Colerain Avenue, twenty-five miles from the point of transmission. Such a high-powered station requires a vast amount of special construction for the electric service and all special lines necessary will be installed by The Harrison Electric and Water Company.

Mr. Charles A. Hinshel, President of the Fifth-Third National Bank, was instrumental in working out the plans with Powell Crosley, Jr., President of the Crosley Radio Corporation, which made it possible to locate the WLW transmitting equipment at Harrison, O.

"I doubt indeed if the people of Cincinnati realize fully the import-

(Continued on Page 7)

New York Radio Show Tremendous Success, Throgs Turned Away

**"Only Solution of Interference
Is Greater Broadcasting
Power,"** Powel Crosley,
Jr., says in Interview
At Show

Thousands and thousands of people actually were turned away from the gates of Madison Square Garden, New York City, during the Radio World's Fair, there being such tremendous crowds inside the huge hall that firemen and policemen feared additional weight would result in a catastrophe.

At nine o'clock every evening city officials closed the gates, refusing to allow any more people to enter. Inside there was a mass of humanity the likes of which never before were seen at an exhibition of any nature. The show was a success and the displays were wonderful, but above everything there stood out the remarkable feature of the tremendous interest of the people in radio receiving sets and accessories. Veteran show men who have managed exhibitions of various lines for years were amazed at the interest in radio, and all agreed that the crowds were greater than those ever attracted.

The Crosley booths were crowded all the time. Hundreds of thousands of people poured into the space set aside for "Better—Cost Less" radio receivers and inspected carefully and thoroughly the various models on display.

Everyone was interested in what The Crosley Radio Corporation had to show and what it was planning for radio enthusiasts. Numerous questions were asked regarding the future of radio and the plans that were being worked out to relieve conditions brought about by code stations, static and whistling of certain types of receivers. In answering these Powell Crosley, Jr., president of the Cincinnati company, discussed the problems in the following interesting manner, pointing out that increase in the power of broadcasting stations was the sole solution of interference problems.

"Broadcast listeners today face three kinds of interference; that from code stations, static and the so-called 'Birdies' or the whistling and squealing of certain types of

(Continued on Page 8)

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus

Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone, Park 3200

Subscription Price, \$1.00 a Year

Robert F. Stayman

Editor

Alvin R. Plough

Associate Editor

"GOOD APPARATUS PAYS"

"We have found the secret of success in the retail radio business lies in selling only good, reputable merchandise. That is why we have adopted the motto, 'Good Apparatus Pays.'"

The above statements were made in the course of a recent interview with Mr. E. D. Porges of the National Radio Company, wholesalers of radio equipment, and located at 6 North Wells street, Chicago, Ill. The National Company distributes Crosley radio receivers.

Two and one-half years ago, when the store was first opened, a regular 100 per cent retail business was carried on. At that time only two other men besides Mr. Porges were required to handle the business. Since then the business has increased to such an extent that Mr. Porges believes it will require the services of 36 people during the winter months this year.

"The store began business at a bad time," Mr. Porges said. "We opened the doors on May 1, 1922, but as soon as the fall and winter months came around, we began to cash in on the confidence created by the good grade of merchandise we were handling.

"During the first winter we were in business we increased our working force to 11 people. The following winter we had 24 people working and this year we expect to employ 36 people. Our business during the second year of establishment was three times as large as it was during the first year. As it was always my idea to eventually get into the wholesale business we gradually began to branch out into wholesaling until now only about 4 per cent of our business is retail.

"We keep a very close check on our turnover and find that last year we turned our stock 26 times. We believe that a dealer can materially increase his rate of turnover by stocking only well advertised goods, by keeping his parts department entirely separate from the complete radio set department, and by changing his window displays often."

Mr. Porges stated that since there has been a combined effort on the part of wholesalers, manufacturers and retailers to offset the summer slump in radio business there has

been a noticeable improvement in sales during the summer months. He has kept accurate records which show that the sales of his own company showed 10 per cent less of a drop-off this June than was experienced during June of 1923.

Wonderful Program For Dedication Of New WLW Studios

(Continued from Page 1)

ous Western & Southern Orchestra directed by William Kopp; the Fort Thomas Military Band, popularly known as the 10th Infantry Band, directed by Ernest Fisher; The Minor Electric Instrumental Trio; and the five regular WLW Dance Orchestras: Alvin Rohrer's Music Masters, Bernie Cummis's Orchestra, Chubb Steinelberg Orchestra, Virginia Entertainers and Doherty Melody Boys.

The soloists will be Louise Koetter, Marjory Garrigus Smith, Robert Alter, Lella LeMar, William Stoess and others. Powell Crosley, Jr., president of The Crosley Radio Corporation, will make the initial talk of the evening; Senator Schultz will be the roo, with a word of twisted wisdom, representative of famous Cincinnati Schools of Music will say a word or two and the entire program will be brought to a close by a prayer from the Rev. Frederick McMillin whose Sunday evening programs through WLW are known to everyone.

The new studios of the Crosley station offer a convenience, elegance and adaptability that will enable the staff to manipulate a program with extraordinary ease and rapidity. The two studios proper are connected by a swinging glass door while a large auditorium runs the length of both of them, and is separated from them by plate glass, over which the inner curtains may be drawn if necessary. In this way the visitors are enabled to perceive the performers without actually interrupting them with conversation and moving about. In other words, these studios so aristocratic in appearance, will maintain a democracy admirable to every radio fan.

The decorations are from Cincinnati's famous art store, Closens. In the auditorium along the back wall two handsome Italian Chests are surmounted by massively framed mirrors. On the end walls hang tapestries and under these are overstuffed davenport. Both studios are hung in Monks cloth and supplied with davenports and desks and chairs harmonizing with the general scheme of Spanish and Italian furniture. In either studio is a magnificent concert grand Baldwin piano.

Thousands of Radio Aerials Seen During Journey In Airplane

"Greatest Thrill" Found In Never-to-Be-Forgotten View of Aerial-Topped Homes
Writer Says After Flight.

By Alvin Richard Plough.

Lieutenant Watson brought his airplane safely back to Grissard Flying Field. Several interested spectators made their way to where the ship had stopped. Our safety assured, they began as if in chorus to ask the same question: "What sensations did you have?"

To Hugh Watson, the question meant just another flight over Cincinnati. For me, it evidently brought forth a different reply from what was expected, when I told them my greatest thrill came from the sight below me of the thousands of aerials upon the roofs of the houses.

Perhaps I should have said something about the feeling of the ground leaving us as we soared above the field; the thrill of turning over as the airplane banked on its turn for the landing place. Instead of any of the customary replies, mine referred to the never-to-be-forgotten view of the aerial-topped homes below.

Riding in that airplane made me realize that radio was taking an important place in the home-life of the country. Nearly every house had its aerial wires stretching from corner to corner of the roof or to the garage. Tall buildings, small bungalows, apartment houses and cottages, had aerial wires of some sort. Thousands of miles of wire covered the roofs, ready to do their share in the reception of the broadcast music and voices from stations everywhere.

Voices and music went whizzing through the air and possibly through us, at the rate of 186,000 miles per second while we sailed along at a little over a mile a minute. Each broadcast voice or song on

its own wave band, radiating in all directions from its transmitting point and we going in one straight course in the same air. Each landed—the broadcast music to the homes by means of the aerials and the airplane to its hangar.

On our return to the city, I asked Charles Kilgour, head of the Engineering Department of The Crosley Radio Corporation, what he thought of the rapidity of the development of the airplane.

"The airplane and the radio have had about the same length of time to develop," he said, "yet there are more, yes, many more radio sets than airplanes. This is no doubt due to the space required for the airplanes of the present standard type to take off and to land. A radio set with its roof aerial requires little space and less knowledge to operate.

"It is no longer necessary to be an expert engineer to operate a radio set, due to the simplicity of construction and small number of control dials. An airplane requires technical knowledge to operate and the element of risk is ever present, despite the expert handling of the aviator.

"When the airplane is developed to the point where it will be possible to bring it to earth in a fifty-foot space, it will be more generally used. Helicopter designers are now striving for this."

As we hit a few bumps in the road on our way home, they made me think of the bumps felt in the airplane as we crossed some strong winds. Even that was not as thrilling as the sight of the network of aerial wires on the roofs below the swiftly-moving plane, as we sailed over Cincinnati.

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

SUBSCRIBE NOW!

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

Name

Street and Number

City and State

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

DEALERS-BE PREPARED

1924-25 RADIO SEASON IS ON IN FULL SWING
EVERYONE IS DEMANDING

CROSLLEY RADIO RECEIVERS

BE SURE TO HAVE THESE POPULAR SETS IN STOCK

Crosley 51 \$18.50



NEVER BEFORE has the demand for radio receivers been so great at this time of the year. And we are at the very beginning. National advertising is creating a tremendous demand for Crosley products. Consumers everywhere are asking for them. Dealers MUST carry a complete line in stock. The popular receivers illustrated on this page are genuine Armstrong regenerative sets, manufactured under U. S. Patent No. 1,113,149. They are long distance receivers, giving perfect satisfaction and are PRICED RIGHT.

Crosley 51-P \$25.00



THIS is the nationally-famous Crosley 51, the biggest selling two tube radio receiver ever manufactured. It consists of an Armstrong detector and one stage of audio frequency amplification. Distant stations are heard with perfect clearness. Operates loud speaker on local stations at all times and far-away ones when atmospheric conditions are fair. We know the demand for this set will be tremendous and are preparing to produce thousands of them weekly. One stage audio frequency amplifier in cabinet to match the Crosley 51, \$14.00 extra.

THE Crosley 51-P portable is the same as the 51 only it is installed in a leatherette covered cabinet of suit-case effect. Traveling men and tourists are carrying this type of radio receiver with them wherever they go. Its efficiency, simplicity and lightness make it an ideal set. On the other hand it is a popular home receiver, which easily may be carried from one room to another. It meets the requirements of thousands of prospective radio fans.

Crosley 50 \$14.50



The Crosley 50 is a one tube Armstrong Regenerative radio receiver. Far-away stations are being heard clearly and interference easily is eliminated. Naturally it is a head-phone set, but a loud speaker may be used providing one or two stages of amplification are added. The Crosley 50-A, a two stage amplifier, price \$18.00, has been designed for this purpose. A remarkable little radio receiver that has made a tremendous hit since it was announced a short time ago.

Crosley 52 \$30.00



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

Crosley 50-P \$18.00



"Take your entertainment with you." That is the slogan that made the Crosley 51-P and the 50-P famous. And these words carry a world of meaning. The Crosley 50-P really permits its owner to take his entertainment with him anywhere. It is a one tube set, the same as the Crosley 50, but it is installed in a neat cabinet, with a strong carrying handle. This is an ideal home set and still has the portable feature. Stations many miles away may be heard clearly. Operation is simple and results very satisfactory. Be sure you have these in stock both Winter and Summer.

Prices Quoted Here Do Not Include Accessories

THE CROSLLEY RADIO CORPORATION

POWEL CROSLLEY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO

CROSLY*Trirdyn Newport*

TYPE 1123

\$100

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 of 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 three features, so well incorporated in the Trirdyn Models, such as the Newport Type No. 1123. This set will bring in all the powerful stations in the United States when atmospheric conditions are fair and will produce sufficient volume to operate a loud speaker. It is non-radiating and so will cause no interference in the neighborhood in which it is operated. There are but two dials, which may

be accurately and perfectly calibrated. Thus the Trirdyn Newport is just the set that thousands of people have been awaiting.



It is one of the most artistic pieces of workmanship ever offered to radio listeners, appealing to the women, who rapidly are becoming important factors in the selection of radio receivers. The cabinet is of solid walnut, beautifully finished and artistically designed. There is ample room inside for an efficient power plant of both "A" and "B" dry cell batteries. By utilizing this space all these batteries may be hidden from view.

Still another feature is the slanting panel. This makes the task of the operator less tiresome. Tests have shown it is more comfortable to operate a receiving set that has a slanting panel, especially when the operator desires to work at his receiver for hours at a time. A set with a slanting panel can be tuned by a person standing, a thing more difficult with a perpendicular panel.

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

CROSLY

TRIRDYN REGULAR

TYPE 1121



Price \$65.00

This three tube Trirdyn Regular Type 1121 receiver gives the efficiency and volume of a five tube receiver. It consists of one stage of non-radiating, non-oscillating radio frequency amplification. Armstrong regenerative feed-back detector, licensed under U. S. Patent 1,113,149, reflexes back on the first tube for first stage of audio frequency, and a third tube provides a second stage of audio frequency amplification. This set has only two major tuning controls. These two dials can be calibrated so that stations can be logged and returned to at will. It can be used on outdoor or on short indoor antenna, and is, we believe, the most efficient and sharpest tuning receiver on the market at any price for bringing in long distance stations. It is encased in a beautifully finished, solid mahogany cabinet.

CROSLY

TRIRDYN SPECIAL

TYPE 1122



Price \$75.00

The Crosley Trirdyn Special Type No. 1122 is exactly the same as the Trirdyn Regular, except the solid mahogany cabinet is larger. There is sufficient space inside to house all the 6-inch No. 6 dry cells and the "B" batteries required when standard dry cell tubes are used. Home-furnishing experts have declared that the Trirdyn Special is one of the most beautiful radio receiving sets ever manufactured, and radio experts have acclaimed it to be the most efficient. The Special Trirdyn and a loud speaker placed on a library table, will be a welcome addition to the home from an artistic standpoint.

THE CROSLY RADIO CORPORATION

POWEL CROSLY, JR., President

200 SASSAFRAS STREET

CINCINNATI, OHIO



Radio Relics Shown In Crosley Booth at Amateurs' Exhibition

First Broadcasting Set, Used
Successfully in 1920, Is
on Display—Initial Li-
cense Also Attracts
Attention.

In addition to the complete line of receiving sets and accessories on display at the three booths of The Crosley Radio Corporation at the A. R. R. L. Radio Show, held in connection with the Ohio Convention in the Hotel Gibson, Cincinnati, great interest centered around the unique display of the first transmitting set used in Cincinnati and operated as SXT. The first operator's license to be issued by the Government belongs to George Lewis and was also a magnet for the amateur operators and radio fans. Thousands of letters received in the recent word contest made an exhibit of interest.

The old SXT transmitting set is now owned by Powell Crosley, Jr., and came to him with the purchase of the old Precision Equipment Company. This set was the first one used to give a consistent program on a regular schedule. That was in 1920. It was heard in thirty-one states and Canada, a record for that period of development in radio broadcasting. Four 5-watt tubes were used and good modulation was had with it. The Hartley Circuit was employed. It is in excellent condition and was

used in the Crosley laboratory before being placed on exhibition.

To George Lewis, assistant to Mr. Crosley, goes the honor of possessing the first commercial operator's license issued by the Department of Commerce and bears the date of June, 1911. Lieutenant Lewis was then in the radio division of the Navy and connected with the Bureau of Standard.

Over three thousand letters from contestants from nearly every state shows the effort given to winning a prize offered for the radio fan who would send in the most words using the letters, "Crosley Radio WLW Cincinnati."

Decorations in the booths were supplied by the Closson Galleries and the new models shown attracted attention by their simplicity of design and ease of operation.

ELABORATE CATALOG ISSUED BY HAAS ELECTRIC COMPANY

One of the most elaborate catalogues of its type ever issued has just been completed by the Haas Electric Company, of Cleveland, Ohio, radio distributors. The soft leather cover, engraved with gold letters, attracts the eye and causes everyone to believe immediately that quality apparatus only must be listed in such a catalog. First position in this elaborate booklet is given to Crosley Radio Products, every receiving set manufactured by this concern being illustrated and described. In addition to the pictures and descriptions of all merchandise distributed by the Haas Company, there is information valuable to every prospective purchaser. The Haas Company deserves to be complimented upon this piece of artistic workmanship and it is certain that as a result of their publishing it their sales will be increased tremendously.

Thousands of Fans Take Part In Word Contest At WLW

First Prize, A Trirdyn Receiver,
Won By Wisconsin Wo-
man, Who Sends In
4,000 Correct Words—
Cincinnati Second

More people used dictionaries during the week of the word contest just closed at the Crosley radio station WLW than at any other time. More than three thousand letters were received from contestants in nearly every state, each striving to be the winner of the first prize.

Radio fans were asked to send as many words as they could find which used the letters forming the station call, "Crosley Radio WLW." Several sent letters to the studio telling of their increase in vocabulary by the addition of words they were unfamiliar with until the contest sent them to the dictionaries for words. Lists of words sent in ran between 400 and 5000 for each letter and the fans who participated ranged from children to aged men and women. Every kind of paper, from wrapping, sugar bags, way-bills, rent receipts, etc., was used for the lists of words. Some of the arrangements of the words were really works of art because of the unique way they were prepared in book form and worked out in color scheme.

Winners are given below but many letters from those who were not fortunate enough to win are interesting. One from Max Wilson, Jr., of Covington, Kentucky:

"While I didn't win a prize, I feel highly honored to have been permitted to partake in such a contest, a contest which showed so much friendly spirit.

"I thank you heartily for giving my words due consideration and for throwing so much spirit into the contest."

(Continued on Page 7)

If you wish to BUY or SELL
SECURITIES
Or own some about which you
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COMMUNICATE WITH US
Our Statistical Department is At
Your Service
WESTHEIMER & CO.

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326 Walnut Street

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 $\frac{1}{4}$ -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 in 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.....

The Go-bi-bi



LET BABY GO BYE-BYE WITH
A "GO-BI-BI."

Strengthen his tiny muscles and teach him to walk in a safe, natural way. Can't tip over or fall off. The ideal utility toy for 6 to 15 months old youngsters. Get baby a GO-BI-BI today.

If your toy shop or infants' wear department cannot supply you, send \$3.50 for a GO-BI-BI postpaid.

A descriptive booklet, "Building Strength into the Youngster," sent on request.

THE CROSLLEY MFG. CO

Dept. 3

Cincinnati, O.

We broadcast daily at

11:00 a. m. and 1:30 p. m.

Financial News

Market Reports

Government Bond

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Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

New Crosley Station To Be 25 Miles From Cincinnati Studios

(Continued from Page 1)

ance and significance of having this broadcasting station," said Mr. Hirsch. "The ultimate possibilities of radio are little understood. "I am particularly interested in the new station, because of the tremendous advertising it will give to Cincinnati. When the new station is completed, (Crosley Radio WLW Cincinnati) can be heard as far as Cape Town, South Africa, a distance of eight thousand miles. The Crosley Radio Corporation is the largest manufacturer of radio receiving sets in the country, which places Cincinnati in a leading position in this new industry, and this supremacy will be further enhanced by their broadcasting over the most modern and up-to-the-second radio transmitting station in the country."

From the site of the new station on a high knoll, views may be had of Hamilton, Lawrenceburg, Cincinnati, Middletown and other places. The station with its two 200 foot towers, will be on the highest point in any of the surrounding country. The absence of higher hills or forests is extremely advantageous because there will be no loss of power through absorption.

When a transmitting station is located on an office or factory building there is a tremendous amount of absorption by lighting wires, sprinkler system, smoke stacks and steel frames in the building. In the present location of WLW a change can be noted in the radiation every time the telephone call system is put into operation. In the country where the new station will be located, there will be no change in antenna conditions from season to season.

A pick-up amplifier with the monitor control will be installed in the Cincinnati studio and a similar amplifier will be used at the station itself. These amplifiers, which have just been developed, give more faithful reproduction of voice and music than the justly famous present type of Western Electric amplifier. It has often been noted that such instruments as the drum are transmitted very poorly by practically all broadcasting stations. The very low notes of the pipe organ are also difficult to put on the air properly. The design of the new amplifier makes it possible to hear these instruments as never before and faithful reproduction is assured.

Automatic control will be used at the studio. Within a few seconds after the master control button has been pressed by the studio operator, the transmitting set twenty-five miles away will be in

operation. The transmitter proper will be enclosed in a metal cage so that it will be impossible for the operator to touch any of the high voltage transformers, etc., without first opening a door which automatically turns off the high voltage currents. The generators, however, which are located in an adjoining room, continue to run so that the set may be shut off for an instant to make quick adjustments and put on the air again with a minimum loss of time. Automatic devices are provided which will give warning if the cooling water for the high power tubes ceases to flow or a filament of one of the rectifiers or amplifiers burns out.

The power amplifiers referred to use ten thousand volts potential on their plate which is supplied by means of three powerful rectifying tubes which operate on three-phase ten thousand volt alternating current. These power tubes and rectifiers generate so much heat in their operation that the plates are jacketed and cooled by water.

Work has already started at Harrison. Well drillers are making excavations for the towers and material for the Spanish type resident operator's apartment and housing for the station equipment is being delivered.

COOLIDGE MOST POPULAR IN RADIO STRAW VOTE

On the night of September 16th Radio Digest, a national radio weekly, took a straw vote for presidential candidate through some twenty leading radio stations, including WLW of The Crosley Radio Corporation. The results are tabulated in the following letter: "WLW, The Crosley Radio Corp., Cincinnati, Ohio.

"Dear Sirs:

"The tabulation of the straw vote in which you recently rendered your hearty co-operation, is herewith submitted as follows:

	Men	Women	Total
Coolidge	1,267	698	1,965
LaFollette	321	230	551
Davis	354	243	597
Foster	0	0	0

	1,942	1,171	3,113
SUMMARY	Grand total	Straw Vote	
Coolidge	21,965	14,788	36,752
LaFollette	7,690	4,339	12,028
Davis	5,408	3,047	8,456
Foster	8	0	8

35,074 22,174 57,248

"Sincerely yours,

"V. E. Heefler,

DAILY PROGRAM

(Continued from Page 2)

culture, 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 8:30 and Regular Morning Services of the Church of the Covenant, beginning at 11:00.
Special Program at 12:00 P. M.

Thousands of Fans Take Part In Word Contest At WLW

(Continued from Page 6)

Those whose lists were selected are:

WORD CONTEST

First Prize—Crosley Tridyn
Total Correct
Miss Nellie Forest,
Poyette, Wis. 5,212 4,000
Second Prize—Crosley 51:
Maurice A. O'Hare,
724 Wells Street,
Cincinnati, O. 4,831 3,500
Third Prize—(a) Crosley Head

Phones:

1. Mrs. J. L. Hanna, Pickering, Missouri.
2. W. J. Davidson, 516 Klotter Ave., Cincinnati, Ohio.
3. Hartzell Williams, Mulberry St., 721, Lockland, Ohio.
4. Alfred F. Meyer, 328 West Seventh St., Covington, Ky.
5. Louis B. Kern, 1237 Phillips Ave., Dayton, Ohio.
6. Arthur F. Schultz, 2350 Ohio Ave., Cincinnati, Ohio.
Third Prize—(b) Tickets for Rubin & Cherry Show:

1. George W. Keith, Jr., 1833 Fairmount Ave., Cincinnati, O.
2. Frank Baur, Jr., 223 West Liberty St., Cincinnati, O.
3. Signe Schmidt, 2269 Washington Ave., Norwood, Ohio.
4. W. E. Blockson, 3093 Stanton Ave., Cincinnati, O.
5. Rowland Rickwood, 3715 Aylesboro Ave., Cincinnati, Ohio.
6. L. F. Buschele, 2909 Clifton Ave., Cincinnati, Ohio.
7. Norma Jacobs, 132 West St. Clair St., Cincinnati, Ohio.
8. R. W. Stewart, 3235 Beresford Ave., Walnut Hills, Cincinnati, Ohio.
9. G. Noeddol, 306 Jefferson Ave., St. Bernard, Ohio.
10. Edwin J. David, 42 Jergens Ave., Clifton, Cincinnati, Ohio.

Honorable Mention:

1. Dr. B. C. Thompson, McAlester, Oklahoma.
2. Orville Gallagher, 913 Seton Ave., Cincinnati, O.
3. R. H. Furner, 531 Maryland Ave., Milwaukee, Wis.
4. Albert Arnold, R. F. D. No. 1, Wakeman, Ohio.
5. E. M. McDonald, Lorna, Ill.
6. Mrs. W. L. Marble, 324 Hill Ave., Steubenville, O.
7. Marguerite J. Hickling, 89 McMillan St., Johnstown, Penna.
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(Continued from Page 1)

receivers," he said. "There have been various methods suggested and discussed of eliminating these evils and conditions are far better now than they were a year ago. It has been suggested that all code stations be shut down. Of course that is impossible. Many listeners who object to this form of interference do not realize what code stations are doing. Naturally this evil, as it is called, cannot be eliminated and therefore the only solution is to overcome it by the use of greater power in the broadcasting stations.

"Now let us consider the second form of interference—static. Static eliminators of various kinds have been offered, but so long as the signal strength is low and static is comparable in value or of greater power it seems hopeless to attempt to more than lessen the evil. Stations using super power will cut through static and overcome instead, eliminate it.

"And now for the third form of interference—whistling from certain types of radio receivers being operated by our neighbors. It has been suggested that radiating receiving sets be eliminated, but that would be impossible because all radiate to a certain degree. There is no such a thing as a completely non-radiating commercial set.

"Those who attempt to eliminate the various forms of interference through drastic means are overlooking the solution of the problem, which can be covered in two words—MORE POWER. Compare the present day broadcasting conditions with those in the early days of radio code communication.

It is said that in sending the letter 'S' across the Atlantic two kilowatts were used. The power was inadequate for consistent intercontinental communication. This was increased to 50 kilowatts. Even then it was too low for consistent intercontinental communication and it was not until 200 kilowatts were used that satisfactory service could be rendered. In the early days of Marconi's famous 'S' transmission, mentioned above, static was the worst form of interference encountered. It was then, it is now, and will be for some time to come.

"Static, at certain seasons, is far more serious than the so-called

'Birdies' from radiating receivers.

"Radio receiving set development has progressed far in advance of the broadcasting stations. We consider broadcasting stations of today, with few exceptions, as having power of 500 watts, or one-half a kilowatt. There are three or four of the present day super broadcasting stations that are using from 5 to 10 kilowatts. These give from ten to twenty times better results with any receiving set and under any condition than do the 500 watt stations. If it were possible to improve receiving sets 100 per cent it might be compared with an increase of from one-half to one kilowatt in the power of a broadcasting station.

"Listen in early in the evening to a distant station when the signal strength is very small. The slightest static will blot out the signals. Interference from tuning a receiving set designed for the most complete elimination of radiation from a commercial point of view, even if this set is located in the next apartment, will blot out the incoming signals. As darkness falls and transmission conditions improve the signal strength of the far-away station becomes stronger until the relation between the strength of the received signal and static or the much less severe form of interference from the most violent offending nearby receiver of the oscillating type, becomes such that the signal predominates and interference is no longer noticeable.

"Therefore it is obvious that broadcasting stations must increase their power to overcome all forms of interference. Development in broadcasting equipment offers unlimited opportunity for the improvement of receiving conditions. With increased power, receiving conditions will improve in direct ratio. Nothing can or will prevent the use of transmitters with power running into the hundreds of kilowatts. The dawn of tomorrow promises the owner of the most simple type of receiving set the ability to tune in high powered European stations with the same ease with which today he tunes in 500 watt stations at a distance of 100 miles. And with such increase in the power of broadcasting stations the bogaboo of interference from static, code stations and radiating receivers will disappear."



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