

**RADIO IN THE HOME**

By HENRY M. NEELY

**No. 2. How Much Radio Do I Have to Know?**

If there is one thing more than another that keeps the average layman from going into the fascinating game of radio, it is the belief that he has to know a good deal about electricity in order to manipulate a set and hear the concerts, news and lectures that are being broadcasted day and night all over the country.

Most non-scientific men do not want to be bothered with the necessity of studying the intricate science of electricity. They approach the subject of radio as they would approach the purchase of a motorcar. They know what result they want. They don't care about the technical details of how this result is obtained.

On a car, they want a self-starter and a wheel and a gear-shift mechanism—they'd prefer to get along without the last if they could—but they don't want to have to raise the hood and rearrange all those mysterious and technical-looking gears inside.

Radio doesn't have to be any more technical than the running of the best self-proof car. It is much more fun if you do know something about the science, just as the man who tinkers usually has more fun with it than the man who doesn't.

But the similarity goes further. Speaking of the average amateur, the man who doesn't tinker with his car usually gets more use out of it than the man who does. So the man who buys a standard radio set and doesn't even know what it is inside it will probably get more use out of it than the man who takes it apart and tries every new book-up that he sees in the latest magazine.

But in ninety-nine cases out of a hundred in the radio game, it is safe to make the prediction that the man who has the thought of attaching electricity and using technical terms will, within six months of the installation of his first set, be talking glibly and arguing forcibly about variable condensers and series and shunt inductances and microfarads and millihenries and milliamperes. Right now, he would let his last cent that he won't.

Working a radio set in the home doesn't require any more knowledge of radio than working a phonograph requires of acoustics and mechanics. You get your phonograph furnished complete so that all you have to learn is how to insert the needle, how to put on the record, how to wind the machine and how to start and stop it.

So with any of the standard radio sets you have a switch for turning on the electricity for lighting the little incandescent lamp through which the receiving is done; you have a knob to turn to let in more or less current according to the signals grow better or worse with the operation and you have from two to four other knobs the turning of which affects the clearness with which the signals come in.

You don't have to be a scientist to tune this. The result in your phones will you when you are getting the best adjustment.

And, unlike your phonograph, you don't have to wind her up again and change the records and be careful to stop it when the record is through.

You simply find your best signals, leave the apparatus set that way and sit back and enjoy it for the rest of the evening.

The fundamental electricity necessary for understanding the installation and working of a radio set is no more involved than the knowledge necessary to understand how your house plumbing system works.

We'll say you have a tank or an incoming supply of water up under the roof; it is piped down through the house, led into certain rooms, turned on or off with spigots, stored in tubs or other receptacles by means of stoppers and, when used, is allowed to escape through the drains into the sewer under the house.

Exactly the same thing happens in a wireless set, using electricity instead of water.

We are not going to become technical in these articles, but we are going to show you and then how extremely simple the basic principles of radio are and we will probably use that house-plumbing idea to teach it all the way through.

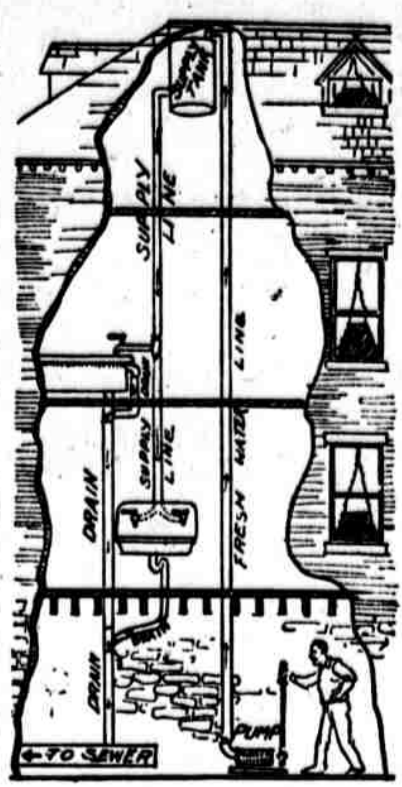
Philadelphian Station (WFI) (Strawbridge & Clothier)

10:30 P. M.—Ladies' items from the Pen-...  
11:00 P. M.—Miss Ann M. Thompson  
11:15 P. M.—John Mathews, recently re-...  
11:30 P. M.—Harry Rowe Shelly  
11:45 P. M.—Harry Rowe Shelly

East Pittsburgh, Pa. (KDKA)  
10:10 to 10:20 P. M.—Music  
10:20 to 10:30 P. M.—Music  
10:30 P. M.—Results of all League baseball  
10:40 to 10:50 P. M.—Music  
10:50 to 11:00 P. M.—Social news  
11:00 to 11:10 P. M.—Summary of New York Stock  
11:10 to 11:20 P. M.—Operation and Citizenship  
11:20 to 11:30 P. M.—University of  
11:30 to 11:40 P. M.—Relation of Degeneration to  
11:40 to 11:50 P. M.—"Fishes"  
11:50 to 12:00 P. M.—Literary and Library Com-  
12:00 to 12:10 P. M.—Harry Con-  
12:10 to 12:20 P. M.—Arlington time signal.

Newark, N. J. (WJZ)  
11:00 to 11:10 P. M.—Arlington time signal.  
11:10 to 11:20 P. M.—Arlington time signal.  
11:20 to 11:30 P. M.—Arlington time signal.  
11:30 to 11:40 P. M.—Arlington time signal.  
11:40 to 11:50 P. M.—Arlington time signal.  
11:50 to 12:00 P. M.—Arlington time signal.

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A radio set might be likened to a house plumbing supply. The pump is the sending station. The tank is the aerial which receives the water. We guide it by means of pipes (wires) to the places where we can use it. We have various apparatus like tubs and spigots and stoppers where the water (current) is made useful. Then we let it go on down into the drain or sewer (the ground).

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**KISSES, THEN SHOTS WIFE**  
New York Man Kills Himself After Wounding Estranged Woman  
New York, April 18.—(By A. P.)—Frank Muller kissed his wife good-bye on a subway platform today, then shot her and killed himself. She was taken to a hospital in a serious condition.

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(Beauty Culture)  
Hairs can be easily banished from the under-arms, neck and face by this quick, painless method: Mix into a stiff paste some powdered deodorant and water, spread on hairy surface, and in 2 or 3 minutes rub off, wash the skin and it will be free from hair or blemish. Excepting in very stubborn growths, one application is sufficient. To avoid disappointment, buy the deodorant in an original package and mix fresh.—Adv.

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Straight-line Frocks, with narrow tie belt (see sketch) and graceful little cape falling free from the neck in the back. Light and dark shades, trimmed with jersey bands in white.

**Afternoon Dresses, \$30.00 to \$42.50**

Canton crepe, Krepe-knit, chinchilla crepe, crepe de chine and taffeta, in overblouse, low-waisted, and blouse models, embroidered, beaded and ribbon-trimmed—dozens of different models and no two anything alike.

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Many blue and black with white figures and dots. In panel style trimmed with plaited satin ribbons, or with plaited panels, plaited tunics, side drapes, or side panels trimmed with narrow flounces. Lovely crushed girdles, and pretty touches of lace or organdie at neck and sleeves.

Men's and Young Men's Suits Reduced

Incomplete size and pattern assortments from the many lines that sold so well during the early season, have been re-grouped at much lower prices.

Almost 1000 Suits in the entire collection, Spring and California weights, for wear right now. The values presented are good enough to tempt men to buy more than one Suit. Plenty of sizes for stout, slim, tall or short figures.

**Now \$18.00**  
Former prices averaged one-half more. Neat styles of many good fabrics.

**Now \$23.00**  
Included are some of the famous Wickham, at half price. Others reduced one-fourth to one-third.

**Now \$28.00**  
Alco, Wickham and other makes, in a good selection of sizes and patterns.

**Now \$36.50**  
Many of the best selling models in stock, made by Stein-Bloch, Hart, Schaffner & Marx, and the Wickham and Alco shops.

Not every size in any one style, but all sizes in the group—special, \$36.50.

**Suits, now \$44.00**

Many of our finest Suits, practically all Stein-Bloch, Hart, Schaffner & Marx and Alco makes, including Hockanum silk mixtures, with some Suits of fine imported fabrics—\$44.00.

Men's Suits To-measure  
Of Homespun or Tweed—**Special \$45.00 to \$60.00**

This is news that will be welcomed by Philadelphia men who appreciate good tailoring. Our own expert custom tailors and cutters will make you a Suit for sports or business wear of Donegan Homespun, Scotch tweed or American homespun and tweed.

The fabrics are really beautiful, and there is a wide variety from which to choose just the weave and shade you want. The prices are unusually low for Custom-made Suits—\$45.00 to \$60.00.

Men's Hats  
Every Type of Hat for All Types of Men

Hats that set the style. Hats that men know are right, not only in fashion, but in value, fit and price.

Stetson Hats—\$7.00 and up  
Borsalino Hats, from Italy—\$8.00  
Frank Schoble Hats—\$5.00  
Henry Heath Hats—\$8.00  
Wickham Hats—\$3.75  
Men's Tweed Caps at 95c

Women's Suits Like This Are the Acme of Refinement

One thinks of them as Suits for the gentlewoman—and they are; they have a very pleasing presence in the best society of clothes.

Note the fine, clear-cut lines of this model (\$45.00): the smart, braided-bound edges, the tailored pockets, the distinctive cut of the collar.

Others equally distinctive, in semi-fitting, slashed-seam, straight-line and belted styles. All of tricotine and twill cords. Prices \$32.50 to \$45.00.

Suits of All the Trends of the Season, in Blur, Tan, Rose, Heliotrop and Gray, \$25 to \$40.

**High-grade Worsted Jersey Outing Suits, \$17.50 and \$18.75**

Plain black, brown and navy blue, and heather-mixed green, brown and blue.

Still Plenty of Men's Shirts at \$1.65  
Close to Half Price

Fine Shirts they are, too, of silk-stripe madras, heavy corded madras and smooth-weave madras in many shades, patterns and sizes.

We bought them from one of our best manufacturers at a considerable concession in price, and have marked them accordingly. You will agree with us on the high quality when you see these Shirts at \$1.65.

Fine Linens

Linens that experienced homemakers know are dependable. Linens that spring brides will choose because of their beauty of texture, weave and design, and because their mothers speak of their own supplies of these brands of Linens with pride. These famous brands are only a few from our large and varied stock:

**Exclusive S. & C. Humidor Linens**  
These Double Damask Table Linens in exclusive designs. SPECIAL: cloths 10 seat 4, 6 and 8 persons, \$6.00 to \$18.75. Napkins to match, 22-inch, \$8.50 and \$15.00 a dozen; 24-inch—\$18.

**Brown's Shamrock Linens**  
Table Damask, Cloths and Napkins, in choicest designs and finest quality:  
Cloths, 72x72 inches at \$20.00, to 72x108 inches at \$28.00. Napkins to match, 22-inch, \$16.50 a dozen; 24-inch—\$24.00 a dozen.  
A small group of Shamrock Cloths, 24x36, 24x42 and 24x48 yards, now half price.

**Ireland Brothers' Fleur de Lis Hand-Loom Table Linens**  
Cloths from 72x72 inches at \$18.00, to 90x90 inches at \$32.50. Napkins, 22-inch, \$30.00 a dozen; 24-inch—\$33.00 a dozen.

**Old Beach Irish Linen**  
Cloths, 72x72 inches at \$21.00, to 90x90 inches at \$40.00. Napkins, 24-inch, \$30.00 a dozen, and 26-inch—\$35.00.

Hand-ironing, mow-irons and hemming exquisitely done at moderate cost.

# To the man who is on his feet all day

**STANDING or walking all day long on hard floors and pavements is an unnatural strain.**

The human foot was designed for soft dirt paths. Under modern conditions even the strongest physique suffers.

Of course hard leather heels give no relief. Ordinary rubber heels are little better. Some are soft, crumbly rubber that wears down quickly—others are so hard and lifeless that you might as well wear leather.

O'Sullivan's Safety Cushion Heels give you perfect protection. They combine just the right toughness for long hard wear with the greatest amount of springiness.

You'll never know how much a real shock-absorber can help you in your work until you wear O'Sullivan's. The strain of standing—the jar of walking—O'Sullivan's absorb them both.

The price of O'Sullivan's to you is generally the same as the price of ordinary heels, in spite of the fact that O'Sullivan's cost the dealer more. Your repairman could make a bigger immediate profit on any one of half a dozen substitutes—but when he puts on O'Sullivan's, he knows you'll bring trade to him again.

Ask for O'Sullivan's Safety Cushion Heels when you leave your shoes—see that they are attached. The O'Sullivan Heel Company.

Hard leather heels cannot protect you

Ordinary rubber heels—either too hard or too soft

O'Sullivan's Safety Cushion Heels have maximum springiness combined with long life

**STRAWBRIDGE & CLOTHIER**

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