

**WLW***Published by The Crosley  
Radio Corporation***CROSLLEY**  
**RADIO WEEKLY**  
AND WLW PROGRAMS  
CINCINNATI**WLW***Manufacturers of Armstrong  
Regenerative Radios*

VOL. V. NO. V.

FEBRUARY 1, 1926

**Prompt Response  
To Service Calls  
Asset To Dealers****Men Who are Sent Into Homes  
to Make Repairs Must be  
Gentlemen in Manners  
and Dress.**

Because of their simplicity and the sturdy manner in which they are constructed, Crosley radios, as a general thing, require a very small amount of after-sale servicing, and still dealers must be prepared to handle service calls at any hour of the day and practically any hour of the night. They should organize to give this service in the HOMES of their customers for they can't drive the radio over to the shop, and the home is where this set must function and must be adjusted—right where it is set up.

People want their radio set working ALL the time and expect it to. Take one out of any home or hide one some night and see what happens. It will give you an idea of just how big and vital a part of the home life the radio has become in this short time, comparatively speaking, and it will show you why they want it working ALL the time.

To the customer, radio is a mystery but to the repairman it is simple, or should be simple. Most of the calls for service will be found to be of a minor nature, but looming big in the eye of the customer. All he knows is the fact that it won't work, regardless of whether a small screw has come loose or whatever it might be and no matter how trivial it seems to the repairman, it's trouble to the user and must be remedied at once. Furthermore, these service calls do not take a great deal of time but they cost money to the dealer and should be charged for at a price that will pay him to render this service.

However, the dealer must realize fully that the men who do this work must be gentlemen in manners and dress, for the biggest part of the work is done in the drawing rooms of his customers, and dirty overalls and greasy hands are not a part of this new man's dress. In addition, everyone likes to talk this great subject with anyone who will lend a ready ear, and the service man must be prepared to discuss various conditions and new ideas, keeping abreast or a little ahead of the times with his knowledge of things cur-

(Continued on Page 6.)

**Signed Statements From Crosley Owners  
Who Heard Trans-Atlantic Broadcasters  
Form Background For Window Display**

An unusual opportunity to capitalize on the wide-spread interest created in radio broadcasting during International Radio Week is faced now by Crosley authorized dealers. These tests were exceptionally successful this year, thousands of persons having heard the great broadcasting stations in the European and American Continents. They served as proof that before long international broadcasting will be an every-day event in which practically every man, woman and child will want to participate.

Co-operation on the part of the press is making radio fans out of those who never before were interested. Newspapers and magazines are publishing columns about the manner in which Trans-Atlantic radio stations were heard by listeners in the United States. They are pointing out the advantages of owning receiving sets and are creating a market of tremendous magnitude for those who are engaged in the sale of radios and accessories.

Crosley dealers are one jump

ahead of their competitors in capitalizing upon this tremendous interest in broadcast reception. They have "something new" to offer to the buying public. Human nature compels people to grasp new things, especially when they are offered by firmly established organizations. "If Crosley can produce such a wonderful three tube set, what will his five tube sets do," is the question that will be heard everywhere.

Dealers are advised to keep in close touch with their customers and to tell others what these customers accomplished during the tests. In other words, wide-awake dealers will work out some plan of obtaining from their customers signed statements in regard to the trans-Atlantic stations they heard, and then arrange a window display featuring these letters. Satisfactory performance of one radio set sells many others, and prospective fans will purchase receivers made by the manufacturer whose products are known to "deliver the goods."

**Musicone One of Seven Wonders of Radio,  
Pittsburgh Wireless Operator Declares;  
Georgian Heartily Praises Crosley PUP**

Reference to the Musicone as one of the "Seven Wonders of Radio" is made by W. A. Clarke, of Pittsburgh, Pa., in a letter praising this radio reproducer for its clearness and volume. Mr. Clarke's letter follows:

"Dear Sirs:

"Just a few lines of praise for your Musicone. A few days ago I purchased a Musicone and must say that I was astonished with the clearness and volume of the music and speech that came from it.

"I have been in the radio game for fourteen years as an amateur and in that time I have tried a great many different kinds of loud speakers but never have I heard anything to compare with the Musicone at any price.

"I might say that the Musicone should be classed as one of the 'Seven Wonders of Radio.'

"Wishing your company greater success, I am,

"W. A. Clarke,  
"Pittsburgh, Pa."

An interesting letter on the Crosley "Pup" follows:

"Gentlemen:

"You know I have always been interested in dogs, so naturally when the Crosley 'Pup' was announced, I called my friend Lyon, of Lyon, King Company, of Atlanta, and told him to send one over. It came after several days and I took it home and strung up aerial, ground, etc., and then turned on the juice. Then the fun began. It was warm, cloudy weather, but when I got half a dozen distant stations, I was very agreeably surprised.

"As the days began to get cooler, the more distant stations would come in and it wasn't very long until I had gotten between thirty and forty different stations, from the tropical isles of Cuba to the snow apped mountains of Colorado. From busy New York, to the playgrounds of Miami, from the "Atlanta Journal of Atlanta Jawgah" (with apologies to Lambdin Kay) to the

(Continued on Page 6)

**Crosley's New Four  
And Five Tube Sets  
Welcomed Everywhere****All Competition is Eliminated,  
Dealers Say, in Announcing  
Their Decision to Drop  
Other Lines.**

Addition of four and five tube radios to the Crosley line makes this so complete that many Crosley dealers are planning to quit handling other products and to center their sales efforts on these "Better—Cost Less" receiving sets. Congratulatory messages are coming in from all parts of the country, both dealers and distributors welcoming the new multiple tube radios.

In practically every letter received there is a line to the effect that Crosley has hit a merchandising "Bull's Eye" by manufacturing four and five tube sets, for which there has been such a tremendous demand. Heretofore multiple tube radios were so expensive the masses could not afford to purchase them, but the new Crosley prices are within the financial reach of everyone, a feature that pleases the dealers as well as the consumers.

Excerpts from a few of the complimentary letters received since the new line was announced to the trade follows:

"You now have the best line of any company producing radio receiving apparatus, and you have filled a great longing for multiple tube sets." Homer H. Houck, Defiance, Ohio.

"I am more interested in the new line than ever before because now it will be unnecessary to carry other types of radios." W. D. Fleck, Okaloosa, Iowa.

"From now on we expect to push the Crosley line harder than ever and put aside the other line we have been handling." Cambridge Electric Company, Cambridge, Wis.

"If Crosley can do so much with three tubes, what will he do with four or five?" James Alexander, Denver, Col.

"Since reading about the new line, I have decided to handle it exclusively." John L. Stockham, South Webster, Ohio.

"I am sure I will have a better trade with the new four and five tube sets than I ever had before." Joe Rollins, Blackburn, Mo.

"We find the public is sold on the Crosley Radios, and, with the

(Continued on Page 6.)

# Crosley WLW Programs For Week of January 31st

**SUNDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 31st. Central Standard Time. 422.3 Meters—710 K. C.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.  
10:45 A. M.—Weather Forecast and River Stages.  
11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadernann, Organist  
Prelude "Prelude and Fugue in A minor"..... Bach  
Doxology  
Salutation  
Lord's Prayer  
Gloria  
Organ Interlude  
Vocal Trio—Miss Minnie Nobles, Miss Iliah Clark, Mr. Dan Beddoe  
Children's Sermon  
Hymn 265 "Jesus There Thy People Meet"  
Scripture Lesson  
Pastoral Prayer  
Chimes  
Announcements  
Offertory—"Andante in C"..... Silas  
Solo—Mr. Dan Beddoe  
Prayer  
Hymn 267 "Prayer Is the Soul's Sincere Desire"  
Sermon "Teach Us To Pray"  
Hymn 304 "Christian Seek Not Yet Repose"  
Benediction  
Gloria  
Postlude

3:00 P. M.—Organ recital by Lillian Tyler Flogstedt, organist for the Cincinnati May Festival Association and Director of music at the Rockdale Avenue Temple.  
7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills. Dr. Frederick McMillan, Pastor.  
8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; Orchestra under the direction of the well-known band master, Walter Esberger. Overture—"Poet and Peasant" (request)..... Suppe  
Waltzes—"Southern Roses"..... Strauss  
Norwegian Dances No. 1 and No. 2..... Grieg  
Operatic Melodies.....Tobani  
Album Leaf.....Wagner  
Egyptian Serenade from "Zolaiah".....Zamenick  
Selections from "The Prima Donna".....Herbert  
Reverie—"Stolen Moments".....Friedmann  
March—"The Conciliator".....Scouton  
Soloists:  
Arthur Bowen, Cellist  
John Eken, Trombonist  
(The Baldwin Piano)

**MONDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 1st. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Religious Services conducted by Rev. George H. Kase.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.

4:00 P. M.—Children's Hour — by younger pupils from the Cincinnati College of Music.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.  
Soloist: Mrs. Carol Mathes Tlemeyer, soprano.  
7:30 P. M.—Y. M. C. A. Basket Ball Question Box.  
7:40 P. M.—Continuation of Hotel Gibson Concert.  
8:00 P. M.—The Cincinnati Times-Star Program, featuring "An Evening of Serenades" by the Times-Star Orchestra conducted by Wm. J. Kopp, musical director of WLW.  
Soloist: Howard Hafford.

1. Selection from "The Serenade" a Comic Opera written for the famous Bostonians by Victor Herbert  
2. La Serenade—Valse Espagnole.....Metra  
3. Serenade for Flute and Horn.....Till  
4. "Warbler's Serenade" (A Whistling Serenade).....Perry  
5. Suite of Serenades.....Herbert  
No. 1, Spanish; No. 2, Chinese; No. 3, Cuban; No. 4, Oriental.  
6. "Schubert's Serenade"  
7. Serenade "Italian".....Toselli  
8. Serenade "Love in Idleness".....Macbeth  
9. Serenade.....Rachmaninoff  
10. Serenade for String Orchestra (Waltz).....Tschalkowsky  
11. Serenade (Violin Solo).....Drdla  
12. Serenade of all Nations from "The Fortune Teller" (The Baldwin Piano)

**TUESDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 2nd. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:00 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Talk by Ralph Schmidt of Ft. Thomas, Ky.  
4:10 P. M.—French Lesson by Madame Ida Teimpids.  
6:30 P. M.—Theatrical Feature—Interviews by Alvin Richard Plough.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Musical Appreciation Series from the Cincinnati Conservatory of Music.  
7:20 P. M.—Crosley Popular Science Series by member of the Faculty of St. Xavier College.  
7:30 P. M.—Piano Memories—Piano Classics the whole world knows, by Mary Louise Woseczek, the Crosley Piano Request Lady.  
1. Prelude, Op. 28, No. 7 Chopin  
2. Minuet, from Op. 49, No. 2.....Beethoven  
3. The Secret.....Gautier  
4. Souvenir.....Drdla  
5. Berceuse ("Jocelyne") Godard  
6. Amaryllis.....Louis XIII  
7. Spanish Dance, Op. 12, No. 1.....Moszkowski

**WEDNESDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 3rd. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Kroger Cooking Chats—conducted by Judith Anderson. "Hints on the Art of Cooking and Some of My Best Recipes" under the auspices of The Kroger Grocery and Baking Company.  
4:00 P. M.—Shut-in Program directed by William Duning, co-operating with the Settlement Schools and other Institutions, assisted by the Cincinnati Exchange Club.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.  
7:40 P. M.—Continuation of the Hotel Gibson concert.  
10:00 P. M.—The seventh in a series of "Pep" Concerts by Fraternities from the University of Cincinnati; Delta Zeta in song and instrumental features.  
10:30 P. M.—Reading: "When Melindy Sings".....Paul L. Dunbar  
Charles Meade, The Man from the Creek, with descriptive piano accompaniment by Geo. Winter.  
10:40 P. M.—The Crosley Male Quartet: Fenton Pugh, first tenor  
Russel Dunham, second tenor  
Richard Fluke, first bass  
Leland Sheehy, second bass  
Walter De Vaux, accompanist  
11:00 P. M.—"The Boys from Home," Ronald West and James Buchanan in popular songs.  
11:15 P. M.—Crosley Musical News, Johanna Grosse, editor and organist. (Musical flashes of current events.)  
11:40 P. M.—Pianologues by "Newport" Carl Bamberger. Concluding selections by Johanna Grosse, organist. (The Baldwin Piano)

other days, featuring The Muscogee Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnson, Interlocutor.  
9:00 P. M.—Concert program under auspices of the Formica Insulation Company, featuring the Formica Concert Orchestra, William C. Stoess, director.  
1. March—"Follow The Flat"  
2. Overture—"Opera Land" (compiled).....Linke  
3. Violin solo with Orchestra—Prelude—"Le DeLuge"  
4. "Way Down South" An Interval of Plantation Echoes.  
5. Selection: "Sally".....Kern  
6. Popular Hits.  
(a) Smile a Littlebit  
(b) You Told Me To Go  
(c) Kentucky's Way of Saying "Good Mornin'"  
(The Baldwin Piano)

**THURSDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 4th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Business Reports.  
3:00 P. M.—Kroger Cooking Chats—conducted by Judith Anderson. "Hints on the Art of Cooking and Some of My Best Recipes" under the auspices of The Kroger Grocery and Baking Company.  
4:00 P. M.—Shut-in Program directed by William Duning, co-operating with the Settlement Schools and other Institutions, assisted by the Cincinnati Exchange Club.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.  
7:40 P. M.—Continuation of the Hotel Gibson concert.  
10:00 P. M.—The seventh in a series of "Pep" Concerts by Fraternities from the University of Cincinnati; Delta Zeta in song and instrumental features.  
10:30 P. M.—Reading: "When Melindy Sings".....Paul L. Dunbar  
Charles Meade, The Man from the Creek, with descriptive piano accompaniment by Geo. Winter.  
10:40 P. M.—The Crosley Male Quartet: Fenton Pugh, first tenor  
Russel Dunham, second tenor  
Richard Fluke, first bass  
Leland Sheehy, second bass  
Walter De Vaux, accompanist  
11:00 P. M.—"The Boys from Home," Ronald West and James Buchanan in popular songs.  
11:15 P. M.—Crosley Musical News, Johanna Grosse, editor and organist. (Musical flashes of current events.)  
11:40 P. M.—Pianologues by "Newport" Carl Bamberger. Concluding selections by Johanna Grosse, organist. (The Baldwin Piano)

**FRIDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 5th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Organ Concert.  
12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
(The Baldwin Piano)  
3:00 P. M.—Business Reports.  
4:00 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.  
7:40 P. M.—Continuation of the Hotel Gibson concert.  
10:00 P. M.—The seventh in a series of "Pep" Concerts by Fraternities from the University of Cincinnati; Delta Zeta in song and instrumental features.  
10:30 P. M.—Reading: "When Melindy Sings".....Paul L. Dunbar  
Charles Meade, The Man from the Creek, with descriptive piano accompaniment by Geo. Winter.  
10:40 P. M.—The Crosley Male Quartet: Fenton Pugh, first tenor  
Russel Dunham, second tenor  
Richard Fluke, first bass  
Leland Sheehy, second bass  
Walter De Vaux, accompanist  
11:00 P. M.—"The Boys from Home," Ronald West and James Buchanan in popular songs.  
11:15 P. M.—Crosley Musical News, Johanna Grosse, editor and organist. (Musical flashes of current events.)  
11:40 P. M.—Pianologues by "Newport" Carl Bamberger. Concluding selections by Johanna Grosse, organist. (The Baldwin Piano)

**SATURDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 6th. Central Standard Time. 422.3 Meters—710 K. C.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
1:30 P. M.—Business Reports and Stock Quotations.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady.  
7:30 P. M.—Safety Talk for Children.  
7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.  
8:00 P. M.—Annual Banquet and Dance given by the combined Engineers Association under

**THURSDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 4th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.  
8:00 P. M.—Morning Devotions under auspices of the Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from Russell Janey's Musical Play "The Vagabond King."  
12:30 P. M.—Health Talk by Dr. Carl A. Witzbach, Executive Secretary of the Central Y. M. C. A.  
12:40 P. M.—Songs by Russell (Red) Green, Lyric Tenor.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Piano recital by Adelaide Apfel.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner concert from the Florentine Room of the Hotel Gibson; orchestra directed by Robert Visconti.  
7:30 P. M.—"The Eyes Have It," talk by Dr. Clarence H. Kaufman.  
7:35 P. M.—Part two of the Hotel Gibson concert.  
10:00 P. M.—Cincinnati Post Program of popular features.  
12:00 A. M.—Dance Music from Castle Farm.  
12:30 A. M.—Night Howls, a snappy program by the Crosley Sky-Terriers with Kay-nyne, Rintin-Kan, and Chief Barker. (Concluding Dance Selections from Castle Farm) (The Baldwin Piano)

**WEDNESDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 3rd. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Kroger Cooking Chats—conducted by Judith Anderson. "Hints on the Art of Cooking and Some of My Best Recipes" under the auspices of The Kroger Grocery and Baking Company.  
4:00 P. M.—Shut-in Program directed by William Duning, co-operating with the Settlement Schools and other Institutions, assisted by the Cincinnati Exchange Club.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.  
7:40 P. M.—Continuation of the Hotel Gibson concert.  
10:00 P. M.—The seventh in a series of "Pep" Concerts by Fraternities from the University of Cincinnati; Delta Zeta in song and instrumental features.  
10:30 P. M.—Reading: "When Melindy Sings".....Paul L. Dunbar  
Charles Meade, The Man from the Creek, with descriptive piano accompaniment by Geo. Winter.  
10:40 P. M.—The Crosley Male Quartet: Fenton Pugh, first tenor  
Russel Dunham, second tenor  
Richard Fluke, first bass  
Leland Sheehy, second bass  
Walter De Vaux, accompanist  
11:00 P. M.—"The Boys from Home," Ronald West and James Buchanan in popular songs.  
11:15 P. M.—Crosley Musical News, Johanna Grosse, editor and organist. (Musical flashes of current events.)  
11:40 P. M.—Pianologues by "Newport" Carl Bamberger. Concluding selections by Johanna Grosse, organist. (The Baldwin Piano)

**FRIDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 5th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Organ Concert.  
12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
(The Baldwin Piano)  
3:00 P. M.—Business Reports.  
4:00 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.  
7:40 P. M.—Continuation of the Hotel Gibson concert.  
10:00 P. M.—The seventh in a series of "Pep" Concerts by Fraternities from the University of Cincinnati; Delta Zeta in song and instrumental features.  
10:30 P. M.—Reading: "When Melindy Sings".....Paul L. Dunbar  
Charles Meade, The Man from the Creek, with descriptive piano accompaniment by Geo. Winter.  
10:40 P. M.—The Crosley Male Quartet: Fenton Pugh, first tenor  
Russel Dunham, second tenor  
Richard Fluke, first bass  
Leland Sheehy, second bass  
Walter De Vaux, accompanist  
11:00 P. M.—"The Boys from Home," Ronald West and James Buchanan in popular songs.  
11:15 P. M.—Crosley Musical News, Johanna Grosse, editor and organist. (Musical flashes of current events.)  
11:40 P. M.—Pianologues by "Newport" Carl Bamberger. Concluding selections by Johanna Grosse, organist. (The Baldwin Piano)

**SATURDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Feb. 6th. Central Standard Time. 422.3 Meters—710 K. C.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
1:30 P. M.—Business Reports and Stock Quotations.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady.  
7:30 P. M.—Safety Talk for Children.  
7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.  
8:00 P. M.—Annual Banquet and Dance given by the combined Engineers Association under

Do not drop the receivers or subject them to heavy jars in any way. A jar may demagnetize the permanent magnet.

## Crosley Radio Weekly

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

### RADIO EXPERIMENTS.

The merchandising possibilities in radio will reach the saturation point far in advance of the time when the fan will allow his interest to be satisfied with radio and its possibilities as a science. In other words, when the last enthusiast among the increasing millions who form the buying public today has purchased his set the interest in the scientific development of radio will have just begun to get started.

This view of the situation comes from Powel Crosley, Jr., president of The Crosley Radio Corporation, who used his prediction as foundation for the belief that radio will remain in the "experimental" stage for the average fan for many years.

Radio sets will become as perfect as the phonograph, as simple of operation as the automobile, in Mr. Crosley's opinion, yet this will not abate the fan's curiosity in the fundamentals of the science and the extent to which it may advance in the future.

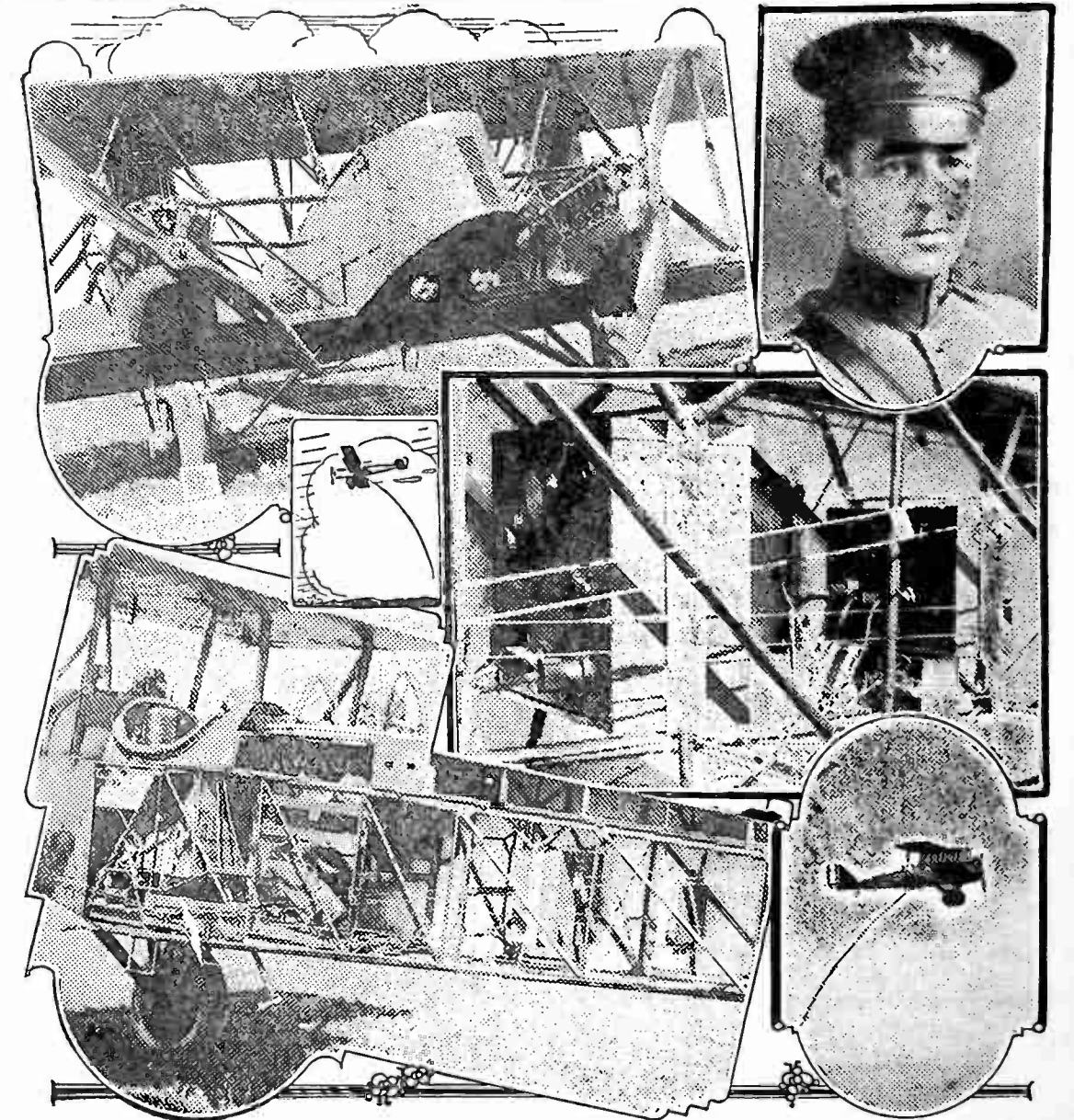
"For a few years in the automobile industry," said Mr. Crosley, "there was a craze to know the mechanical operation of the automobile motor and the details of car construction. Today hardly an individual knows the mechanism of his car thoroughly, and for every driver who is a thorough mechanic there are twenty-five who know only how to drive and who not only do not know but care less as to how the car operates.

"This will not be the case in radio. In this new industry the more perfected the science becomes as a practical thing the more will the interest of the layman increase instead of diminish. He will take radio up as a science and develop his accumulated knowledge of it, whereas with automobiles the interest in the mechanical feature was driven into the discard by the pleasure of driving alone."

### Free Cooking Lessons

Mrs. Judith Anderson is an expert dietitian. She gives the Kroger Cooking Chats every Wednesday afternoon, for a half-hour, beginning at three-thirty, through the Crosley WLW broadcasting station, Cincinnati. So many requests have been received for copies of her recipes, that she had them printed and will send them to radio fans who write to her.

## Successful Two-Way Communication By Radio



The above pictures show: top row, Martin Bomber equipped with night flying apparatus (to be used in a test, January 29) and Captain W. H. Murphy, McCook Field Radio Officer, pilot of the plane; middle row: view of transmitting apparatus used in the recent tests, showing how the equipment is suspended from springs; bottom row: views of the plane with the trailing aerial, used in the recently completed tests.

Two marvels of the air—radio and the airplane—were combined to make a unique scientific experiment in two-way communication. The tests were successful and will be carried on further by Captain W. H. Murphy, in charge of radio in the laboratory of McCook Field, Dayton, Ohio, and super-power broadcasting station WLW of The Crosley Radio Corporation, Cincinnati.

Experiments were conducted over a period of a week and hundreds of letters were received from radio listeners in all parts of the country who chanced to be tuned-in to them, although no previous announcement was made as to the time they would be conducted. They were held between nine-thirty and noon, on several mornings.

The outstanding feature of the tests was the directions given to Captain Murphy, who was in his

airplane, by Powel Crosley, Jr., stationed in front of a microphone in the ground studio. The aviator was told how to go to the transmitting station, near Harrison, Ohio, and in a short time he reported seeing the towers of the station on which there are red and green lights to guide flyers at night. This was the first time an aviator has been directed to a particular place from a point on the ground, and served to demonstrate the practicability of this means of guiding flyers to other fields when the ones to which they have been directed before leaving their home air-port are not in good condition for landing.

Another remarkable test which proved equally successful, was the two-way communication with the airplane and a station on the ground through the use of the ordinary telephone. Captain Murphy requested Mr. Crosley to call a friend of the

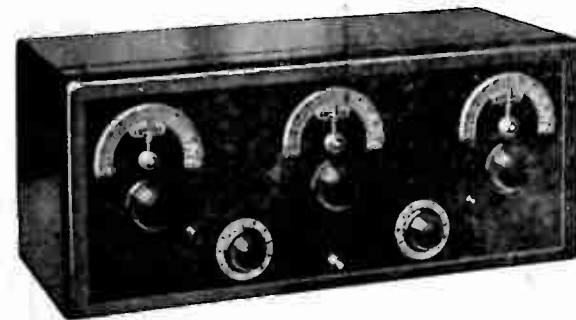
former's to the telephone and then the line was connected with the transmitter and by means of the broadcasting set aboard the airship, a two-way conversation was held. In a few days an experiment is to be made with General Saltzman, Chief Signal Officer, in Washington, D. C., and the airplane, with telephone lines connecting with the super-power WLW transmitting station.

### RADIO PROGRAMS

(Continued from Page 2)  
the auspices of The National Association of Stationary Engineers at the Hotel Grand, Cincinnati, Ohio. Addresses by Garrett Burgers, National President, Grand Rapids, Mich.; Thomas Thurston, Editor of the National Engineer and other officers.  
Music by Walter Esberger's Orchestra.  
9:30 P. M.—Dance program from Castle Farm.  
(The Baldwin Piano)

# NEW INTEREST IN RADIO IS AROUSED EVERYWHERE BY CROSLEY'S FOUR AND FIVE TUBE RECEIVING SETS

## FIVE TUBE R. F. L.-60

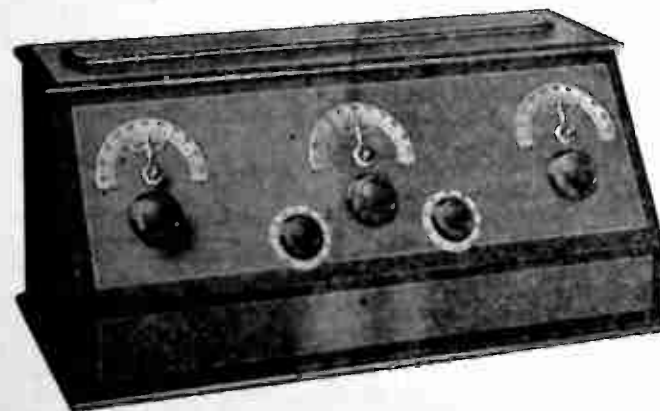


Without Accessories

**\$60.00**

THE CROSLEY R. F. L. 60 incorporates the new and wonderful R. F. L. circuit, invented and developed by Stuart Ballantine and Dr. L. M. Hull and the Radio Frequency Laboratories, Inc., under whose patents The Crosley Radio Corporation is licensed. This set accomplishes almost ideal balance in radio frequency circuits, regardless of wave lengths. It presents an entirely new conception of the balanced, non-oscillating, non-radiating circuit of maximum efficiency. Its sensitivity, selectivity and volume create an entirely new standard in balanced, non-oscillating type of receivers. Cabinet is of beautiful solid mahogany.

## FIVE TUBE 5-38



Without Accessories

**\$38.00**

THE CROSLEY 5-38 is a five-tube radio set incorporating two stages of tuned radio frequency, detector and two stages of audio frequency amplification, controlled by three dials, one rheostat knob and a Crescendon knob. This receiver has sloping panel with two-tone mahogany finish cabinet and is extremely attractive in appearance. Another most unusual value incomparably better than anything ever before offered at anything like its price. The Crosley 5-38 has a real wallop which will not only appeal to the person who desires to get great distance and volume. On the other hand the signal strength can be controlled down to satisfactory volume and quality even on local stations.

## THE R. F. L. CIRCUIT

IN THE

### R. F. L.-60 and R. F. L.-75

During the past two years more and more frequently have appeared mentions in the technical and radio magazines of a new circuit invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by The Radio Frequency Laboratories, Inc. This is known as the R. F. L. circuit. It is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

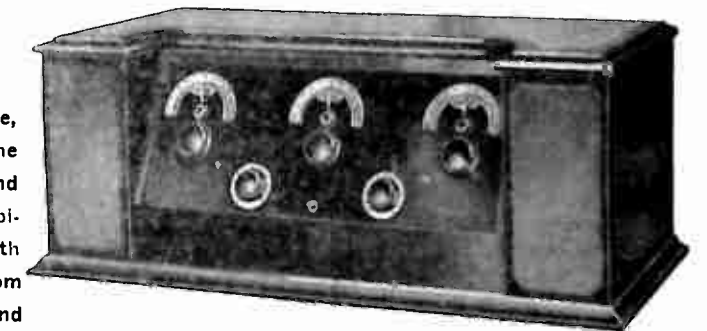
## THE CRESCENDON

IN THE

### 4-29 and 5-38

The CRESCENDON feature is properly controllable regeneration in combination with tuned radio frequency amplification in multiple tube sets. This feature, heretofore, has never been put into four and five tube sets, excepting in one that we know of costing several times the price of either the 4-29 or 5-38. It adds that punch or wallop which all tuned radio frequency sets lack. Normally non-oscillating radio frequency amplification between regenerative tube and antenna blocks radiation.

## FIVE TUBE R. F. L.-75

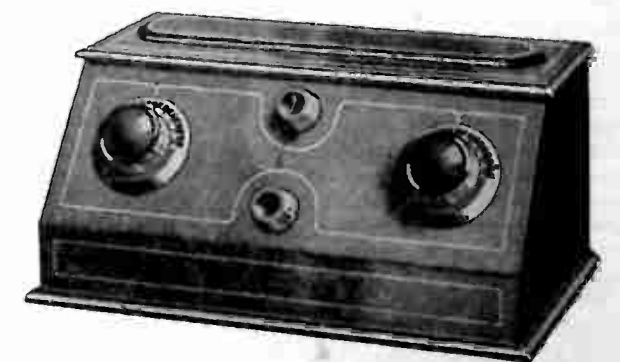


Without Accessories

**\$75.00**

THE CROSLEY R. F. L.-75 is the same, so far as the circuit is concerned, as the R. F. L.-60. But the cabinet is larger and has the popular sloping panel. The cabinet is of beautiful solid mahogany, with two-tone finish. There is sufficient room inside the cabinet for "B" batteries and dry cells when dry cell tubes are used. This set, however, is recommended for use with storage battery tubes for best results. A five-tube coast to coast radio at a very low price.

## FOUR TUBE 4-29



Without Accessories

**\$29.00**

THE CROSLEY 4-29 is a four-tube, sloping panel, two-tone mahogany finish radio receiver. This incorporates one stage of tuned radio frequency, Crescendon control detector, and two stages of audio frequency amplification—a sensitive, selective, powerful receiver of attractive appearance, design and workmanship, destined to create a furor of buying enthusiasm unequalled by anything that we have ever offered before. It is truly a long distance loud speaker operating receiver, which has all the elements that a good set should have.

**THE CROSLEY RADIO CORPORATION**  
CINCINNATI, OHIO

CROSLEY RADIOS ARE LICENSED UNDER ARMSTRONG U. S. PATENT NO. 1,118,149 OR UNDER PATENT APPLICATIONS OF RADIO FREQUENCY LABORATORIES, INC.

### Crosley's New Four And Five Tube Sets Welcomed Everywhere

(Continued from Page 1)  
new line with its added improvements, they are in a class by themselves." R. S. Cooper, Akron, Ohio.  
"I am more than satisfied with the Crosley line and never tried to obtain a franchise from any other manufacturer." J. W. Carthel, Piquette, O.

"We are advising our prospects to wait until the new Crosley four and five tube sets come out before purchasing more expensive multiple tube radios." Lawrence Schiltknecht, New Lisbon, Ind.  
"There will be no competition when the new Crosley four and five tube sets come out." Cecil Monroe, Antwerp, Ohio.

"I know there will be a great increase in business as a result of the announcement of Crosley's new sets. You can count on me to support the new line fully." Vialis Watz, Glen Haven, Wis.

"It is now necessary only to handle the Crosley line to meet the demand of the greater percentage of the buying public." C. C. Rawlins, Rogers Gap, Ky.

"Since seeing your circular on the new four and five tube sets I have no desire to stock any other line." Sanford Baker, Hunnewell, Mo.

"We are looking forward to your new four and five tube radios and have confidence that they will be welcomed by the public." R. M. Uppgren, White Bear Lake, Minn.

"The Crosley is the best radio built. We do not want to have anything to do with any other types. Your prices are right and your radios are right." Frank Briggs, Florida, Ind.

"I am well pleased with the addition of these new sets and I feel certain that it will be a prosperous year for all Crosley dealers. You will do well if you are able to manufacture these four and five tube sets fast enough for us. I firmly believe the Crosley line is a world beater." George Burkholder, Napoleon, Ohio.

"There is no other radio on the market within 25 per cent of the price of a Crosley that can compare with it. We are selling Crosley Radios exclusively." R. L. True, Smithfield, Ky.

"We are selling more Crosley radios than all others combined." William J. Alexander, Akeley, Minn.

#### New Executive Broadcasts

Col. C. O. Sherrill, newly-appointed City Manager of Cincinnati, will be the first official speaker on the Crosley WLW broadcasting test program, Sunday evening, January 24th, at nine o'clock. He will inaugurate International Radio Week.

### RADIO LEADER AND HIS PUP



Powel Crosley, Jr., is fond of outdoor life and when he is not on his yacht "Muroma," he is either hunting or golfing. Of course, he gives a major portion of his time to directing the manufacturing of radio receivers in his Cincinnati factories. The above picture was taken in Mississippi, where Mr. Crosley and Bob Stayman, editor of the weekly, have been hunting birds.

### Prompt Response To Service Calls Asset To Dealers

(Continued from Page 1)

rent in the business. It will be well to have him well schooled in the NEW things coming up or improvements of any sort on the market for he can often easily effect a sale while on these calls.

Included in the repairmen's kit should be tubes, batteries, electric soldering irons, batteries, wire, tape and other small parts, together with the tube and battery tester. It is presumed that his equipment will include some kind of small delivery car wherein he can carry these things and any other items for quick delivery.

The radio business is running six-hundred million dollars this year and will soon hit the billion mark. It's a man's game and will pay those men who get in on the ground floor while it is still in its infancy and get down to WORK. It can't be done half-heartedly.

**SELL YOUR CROP OF TOBACCO AT THE KENTON LOOSE LEAF TOBACCO WAREHOUSE**  
Covington, Ky.

### Musicone Is One Of Seven Wonders Of Radio, Operator Says

(Continued from Page 1)

gushing oil wells of Texas. Honestly man, that is the most wonderful machine ever made at anywhere near the price. Whoever thought that for about twenty dollars, which includes the whole affair, that one could hear symphony orchestras, pipe organ recitals, grand opera stars, travelogs, lectures, crop reports on down to the jazzy jazz of Miami.

"So far I have heard President Coolidge, Dawes and Hoover; have heard Mme. Homer, Mary Lewis and other operatic stars, and to say that I am delighted does not fully express my feelings toward this little set, and I wish to thank you, not only for myself, but for the thousands of others who cannot afford a more expensive set, for the pleas-

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 567  
326 Walnut Street

**CROSLY**  
**BETTER—COST LESS RADIO**  
Distributed by  
**THESE JOBBERS**

#### OHIO, KENTUCKY, INDIANA

Send For Our New Catalog. Ask How to Become a Crosley Franchise Dealer. Let us tell you about the new Crosley sets.  
**OHIO RUBBER**  
228 W. 7th St. Cincinnati

#### OHIO, KENTUCKY, INDIANA

**The JOHNSON-ELECTRIC Supply Company**  
331 Main St. 232 E. Fifth St. CINCINNATI  
Radio and electrical supplies of quality. Write us for Dealer proposition.

Do not use an ordinary receiver to hear radio signals. The receivers designed for radio use are much more delicate.

ure and educational values that this 'Pup' brings right to our own homes.

"Yours very truly,  
"H. Stanley Hastings,  
"Atlanta, Ga."

#### French Taught

Madam Ida Teimpidis, a French-woman, is in charge of the lessons broadcast in her native tongue through the Crosley WLW station, Cincinnati, every Tuesday afternoon at four o'clock.

We broadcast daily at 10:45 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.**

**CROSLY**  
**BETTER—COST LESS RADIO**  
Distributed by  
**THESE JOBBERS**

#### ILLINOIS

**National E & A Supply Co**  
Distributors of CROSLY Sets, MUSIC MASTER reproducers, TOWER headsets, EVEREADY batteries, and complete line of Supplies. PEORIA, ILLINOIS.

#### TEXAS

**Radio Equipment Co. of Texas**  
Distributors in Texas for CROSLY RADIO APPARATUS EVEREADY BATTERIES CUNNINGHAM TUBES and OTHER QUALITY LINES  
1819-1821 Young Street Dallas, Texas

# Crosley Sales and Service Manual

## SERVICE HINTS

### BATTERIES (Continued) ALKALI STORAGE CELLS

**Internal Construction**  
The only two commercial forms of alkaline cells now in general use—the Hubbel and the Edison—differ only in the kind of negative plates used, the Hubbel using a cadmium negative plate and the Edison using one of iron. The use of the Hubbel battery is confined to miner's lamps, so that the Edison type cell is the only one of interest for use in radio installation.

The Edison cell consists essentially of positive plates of nickel oxide and negative plates of iron immersed in a solution of potassium hydrate in water. When the cell is discharged, the iron becomes iron oxide and the nickel oxide is reduced to a lower form, containing less oxygen in proportion to the nickel. The potassium hydroxide does not combine with either plate, and the density of the solution remains practically the same throughout charge and discharge.

**The Plates**  
The negative plate consists of a grid structure in the rectangular openings of which are mounted perforated steel boxes containing iron filings and mercury.

The positive plate is made up of a number of nickelled steel perforated tubes into which nickel oxide and flakes of metallic nickel have been tamped. The tubes are closed at their ends, and mounted in a nickel-plated steel framework. Small steel rings placed around the tubes prevent the active material from causing them to expand.

**The Electrolyte**  
The Electrolyte is mixed by making a 21 per cent solution of potassium hydrate in water. To this solution is added a small amount of lithium hydrate. The electrolyte need be replaced only at infrequent intervals. Pure distilled water, however, must be added frequently, in order to make up for evaporation and certain chemical actions. The solution should always cover the tops of the plates. In replacing the electrolyte the instruction of the Edison Company should be followed.

**The Container**  
The container of the Edison cell is a corrugated can of nickelled steel. The corrugations are for the purpose of strengthening the can and for assisting in the dissipation of heat while the cell is in operation.

**Danger from Overcharging and Overdischarge.**  
The Edison cell is practically unaffected by overcharge or overdis-

charge, or by lying idle in the discharged condition.

**USE as "A" Battery**  
As an "A" Battery, the Edison Alkali Cell has the same advantage of constant current supply and ability to deliver heavy currents characteristic of acid storage cells. Its terminal voltage is, however, lower, being but about 1.4 volts on closed circuit when fully charged. Four cells, instead of three, are therefore required when an Edison battery is used with six volt tubes.

**Use as "B" Battery and "C" Battery**  
This type of battery has not come into general use as a "B" battery, and is not used as a "C" battery.

**Comparative Advantages and Disadvantages**  
As compared to dry cells, the Edison battery has the same advantages and disadvantages as the lead-acid type of storage battery. It is more fool-proof than the lead-acid type of cell, not being responsive to overcharges or to overdischarges, and it weighs less. On the other hand, it is more costly and has a lower terminal voltage per cell. It is recommended that this type of cell be used in "A" Battery installations, where the most dependable type of cell is desired and when the cost is not a primary consideration.

**Testing and Charging**  
Inasmuch as the density of the electrolyte of the Edison cell changes but very slightly during charge and discharge, it is impossible to apply the specific gravity test for determining the state of charge. A voltmeter should therefore be used to determine the state of the cell—the charge being continued until the voltmeter reads 1.8 volts per cell.

### Broadcasts Five Programs

Robert Visconti's concert orchestra, broadcasts five programs a week from the Florentine Room of the Hotel Gibson, Cincinnati. Visconti directs and arranges all of the programs of his famous organization, which is heard by the Crosley WLW listeners from seven to eight o'clock on Monday, Wednesday and Thursday evenings and from 12:30 to 1:00 o'clock noon-time, on Tuesdays and Fridays.

During a meeting of a radio society held in London attendants were startled to see and hear roosters crowing, dogs barking and sheep bleating in a film of recent invention.

## SALES HINTS

### Salesmen — Canvassers HOW TO COMPENSATE SALESMEN.

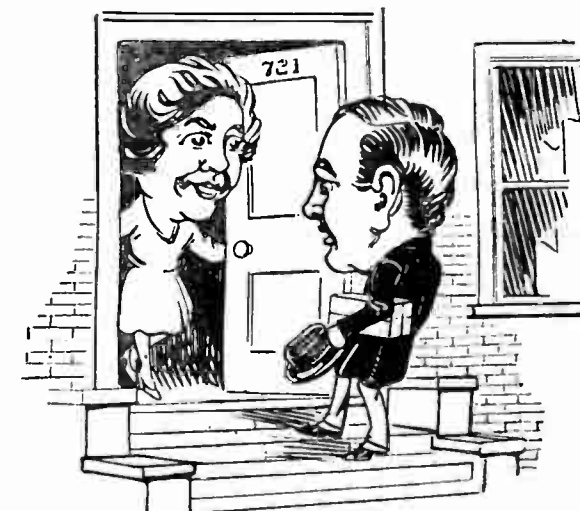
No general rules as to amount of compensation can be made which will be applicable in every case. What is adequate compensation in one locality may not be adequate in another. The dealer should be familiar enough with his particular city, however, to know what rates of pay are sufficient.

There are varying factors, again, which will determine whether a straight salary or a commission is best. A large organization in a large city, hiring high-class specialty men, may find that their best basis is a straight salary proposition. On the other hand, dealers

salesmen who can be thoroughly trusted.

The average commission paid radio canvassers seems to be from seven to ten per cent. Scouts, who merely locate prospects, are usually allowed two per cent. Sometimes the salesman is given a more liberal commission and required to use a scout, whom he pays out of his commission.

A Canadian Crosley dealer says of his methods of canvassing: "We have a number of outside retail salesmen. These salesmen work on a commission basis arranged on a sliding scale. For the first



employing part-time salesmen will usually find it to their advantage to offer commissions.

Installment selling brings up the question of when the salesman's commission should be paid to him. Should it be given to him as soon as the first payment has been made, or not until all payments have been completed. This is largely a matter that each dealer must judge for himself, as it depends upon the character of his salesmen. If they are old employees that he knows that he can trust, he is quite safe in turning over their commissions to them immediately. If, on the other hand, they are new acquisitions to his staff, he had best arrange to withhold their commissions until one or two of the payments have been made.

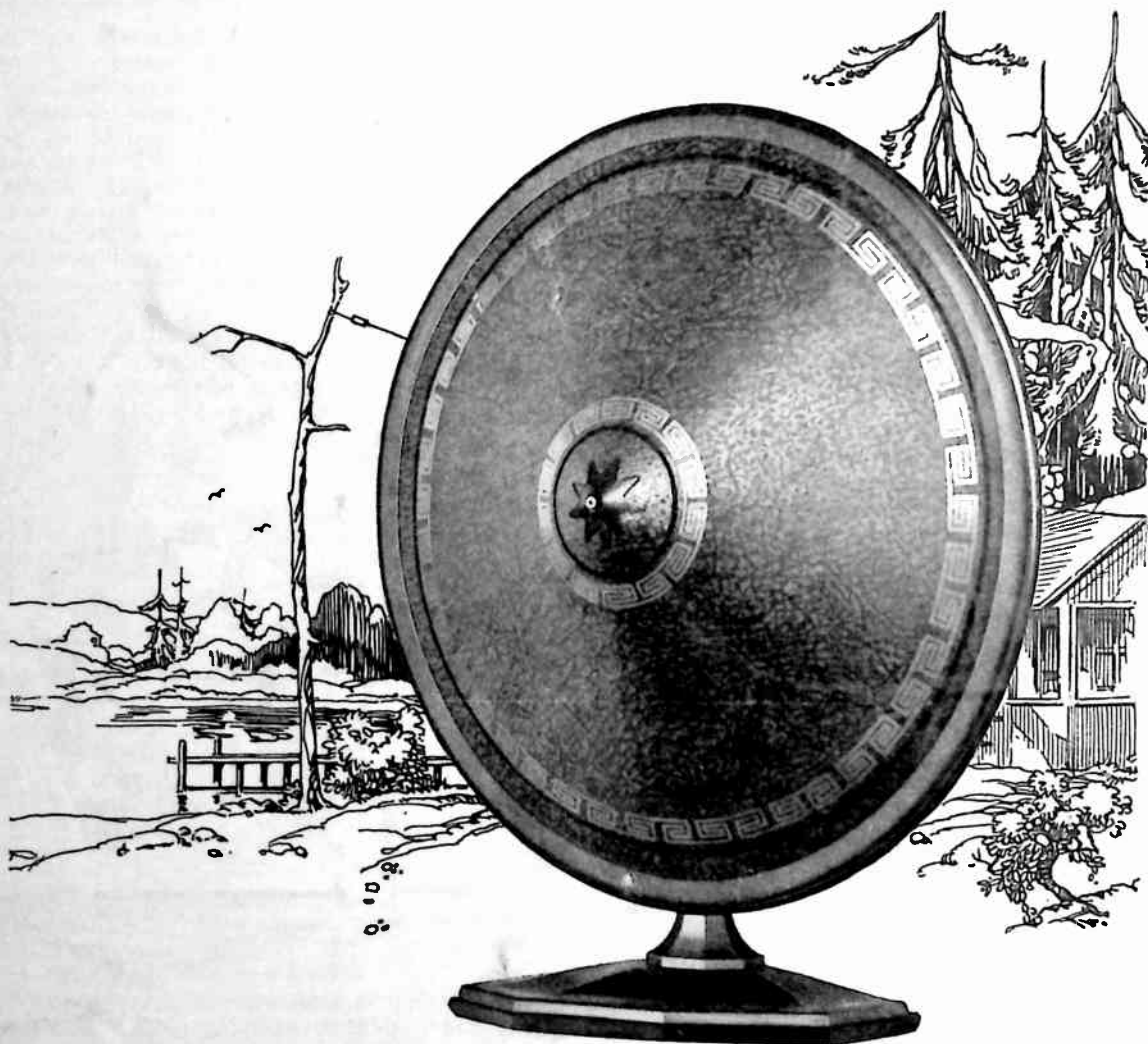
Many dealers make it an inflexible policy not to pay commissions until after sets have been in consumers' homes for several days, believing that a set cannot be considered sold until it has been in use for some time. This policy is not necessary, however, with old

\$1000 worth of business the salesman accomplishes during the month, a commission of 11% is paid. On the next \$500, 12% is paid; on the next \$500, 13%; on the next \$500, 14%; on the next \$500, 15%; and on all over this amount, 15%. His commission is payable on the fifth day of the month following the one in which the business has been consummated.

"No drawing account is given to our salesmen, nor do we pay any automobile or traveling expenses. These items are cared for by the high rate of commission that is paid.

"We use one floor salesman in addition to the manager of our department. In addition, we bring in one outside man each day, who remains on the floor as second call man. Our radio equipment is demonstrated by our salesmen as musical merchandise. Our salesmen are instructed never to talk about the mechanical or technical features of the set."

# ALWAYS BETTER RECEPTION WITH A CROSLEY MUSICONE



The very low price of the Crosley Musicone is a secondary reason for its nation-wide popularity. The primary reason is the manner in which it improves reception with any type of radio receiver.

Every owner of a receiving set needs a Musicone. Its superior tonal qualities, its appearance and its ridiculously low price make it attractive from every possible angle. Many have told us it is the only loud speaker that permits perfect reception.

The Musicone is replacing thousands and thousands of other types of radio reproducers. It is being sold in every home in which it is demonstrated—no matter what style of loud speaker has been in operation there. Wide-awake Crosley dealers are sending their salesmen to the homes of persons to whom they have sold other types of loud speakers. They are merely asking these customers for permission to prove the superiorities of the

**\$14.75**

Musicone. And one demonstration is all that is necessary. The customers refuse to permit the salesman to take the Musicone away, even on his plea that it is a sample.

It is known that certain radio listeners are becoming disgusted with radio because their receiving set does not reproduce the music or voice satisfactorily. Perhaps it is the receiving set that is not functioning properly. But the chances are 100 to 1 that the fault lies with the loud speaker. The Musicone will make radio fans out of these people who are on the verge of becoming knockers.

Always better reception with a Crosley Musicone, which is made in two models, the one illustrated above and the DeLuxe model, which is enclosed in a beautiful mahogany cabinet, of clock case effect. Price of the Musicone DeLuxe recently was reduced from \$27.50 to \$23.50.

## THE CROSLEY RADIO CORPORATION

CINCINNATI

## Ideas Brought Back From Hunting Trip By Powel Crosley, Jr.

Manufacturer Returns from Bird-Shooting Expedition With Many Plans to Aid His Dealers in Selling Radio Sets.

After having enjoyed two weeks of hunting on the 2,300 acre plantation owned by Mr. and Mrs. Joseph Cuper, near Hazelturst, Miss., Powel Crosley, Jr., is back at his desk supervising the production and merchandising of his four and five tube radio sets. This much-needed rest did the "boss" a world of good, and he returned with an abundance of ideas that will assist Crosley jobbers and dealers in selling the new receivers.

Mr. Crosley is a "died-in-the-wool" bird hunter and a marksman of no mean ability. Although he is a bitter opponent of those hunters who start out to kill everything in sight, he never came back to the plantation home without enough birds for the next morning's breakfast, even though there were quite a number of mouths to feed. He is the justly proud owner of a kennel of exceptionally good shooting dogs which assisted him in making the great woods of southern pine ring with the banging of his 28 gauge shot-gun.

This hunting trip, demonstrated the importance of having a radio receiving set in every hunting camp, no matter whether that be in a log cabin or in such a comfortably furnished home as Mr. Crosley visited in Mississippi. One of the new style R. F. L. radios, installed in a portable cabinet, was taken to the plantation by Mr. Crosley, who, by means of this, was able to keep in consistent communication with business and home affairs. Every evening the welcome message that "All is well at home," was received by Mr. Crosley, having been broadcast from his station, W L W, in Cincinnati. And then, after the messages were received from home, there would be an abundance of radio music with any number of broadcasting stations from which to choose. After a day in the woods and fields this music was welcomed most heartily and served to help pass the long hours between hunts.

Bob Stayman, editor of the Crosley Radio Weekly, was the guest of

(Continued on Page 6.)

## Artistically Designed Panels Add To Attractiveness of New R.F.L. Sets Buyers Eyes Attracted Immediately

Figures of Pan and Terpsichore have been woven into an artistic design for the panels of the new 5 tube R. F. L.-60 and R. F. L.-75 radio receiving sets, harmonizing perfectly with the beautiful mahogany cabinets. These newly

have been incorporated in the panel design, with pointers of rose gold. A very neatly designed trade mark is a gentle reminder that the set is one of the hundreds of thousands made by The Crosley Radio Corporation.

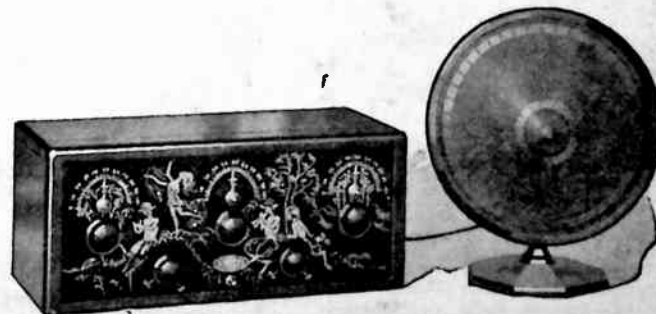


CROSLEY R. F. L.-75

designed panels, so beautifully brought out in dull gold with an adam brown back-ground, are real works of art and immediately attract the eye of the prospective radio customer who demands the very best in appearance as well as operating efficiency.

The mahogany cabinets

In admiring the beauty of these new works of art, one is bound to note the contrast between them and the panels of a few years ago. First receiving sets made by the Crosley Corporation, believed then to be exceedingly attractive, are regarded now as crude when compared with the new sets. Many ra-



CROSLEY R. F. L.-60

and new panels blend exquisitely and combine to form an article of furniture that corresponds most favorably with the surroundings in the most beautifully furnished home.

These new panels are the "very latest" in radio. The numerals

dio listeners owned sets that never knew cabinets and panels often were made of soap boxes or pieces of unfinished wood. Then came the ordinary black panels, without engravings of any kind, and when manufacturers learned they could

(Continued on Page 8.)

## Production Savings Given to Buyers of Crosley Radio Sets

Dealers Urged to Impress Upon Public That Receiver Does Not Have to be Expensive to be Good.

Crosley dealers are advised to impress upon the local public, through their sales arguments, advertising, etc., that a radio receiving set does not have to be expensive to be good. The thousands of merchants who are handling Crosley radios know this; otherwise they would not be selling these sets. But there are many prospective customers who believe it is necessary to invest a huge amount of money in a receiver in order to obtain satisfactory results.

Ever since Powel Crosley, Jr., entered the radio business his sole determination has been to produce receiving sets and loud speakers that could be sold at reasonable prices and still give equal or better results than the more expensive apparatus. In this he has been successful, the proof being in the many thousands of Crosley radios that have been sold.

Quantity production has been the solution of the price problem so far as this Cincinnati manufacturer is concerned. Raw material is not purchased by the "gross" or by the "ton", but by the car load and often by the train load. Mass buying has brought about a saving of millions of dollars, which in turn have been turned over to the buyers of Crosley merchandise. Hundreds and often thousands of each type of receiving set are made and tested every day—and there never is an excess stock of finished work on hand. Never has there been junking in the Crosley factories, and never has there been any so-called "dumping". Production is so flexible that it can be increased or reduced at a moments notice—a feature that often results in tremendous savings.

This is the story to tell those men and women who believe a radio set must be expensive to be good.

The business of The Crosley Radio Corporation is founded upon a paradox. Other manufacturers believe they will be successful in building high-priced receivers while Powel Crosley, Jr., often referred to as "the Henry Ford of Radio,"

(Continued on Page 3.)

# Crosley WLW Programs For Week of February 7,

**SUNDAY RADIO PROGRAM W L W**  
 The Crosley Radio Corporation, Cincinnati, Ohio.  
 Feb. 7th. Central Standard Time. 422.3 Meters—710 K. C.

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

10:45 A. M.—Weather Forecast and River Stages.

11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves., Jesse Halsey, Minister Dan Beddoe, Soloist Adolph J. Stadermann, Organist

Prelude—"Allegro Moderato in F minor" .....Rink

Doxology

Salutation

Lord's Prayer

Gloria

Organ

Duet—"I Will Magnify Thee, O Lord" .....Mosenhal sung by Miss Clark and Mr. Beddoe

Children's Sermon "Scars" Hymn 284—"God is the Refuge of His Saints" Scripture Lesson

Pastoral Prayer

Announcements

Offertory "Ave" .....Faulkes

Solo "O Lord Most Holy" .....Frank sung by Mr. Beddoe

Prayer

Hymn 236 "Jesus Lover of My Soul"

Sermon "Knowing and Doing" The Minister Hymn 177 "I Know That My Redeemer Lives" Benediction

Gloria

Postlude

2:00 P. M.—Organ Recital by John Fehring, organist of St. Peter's Cathedral. Polyphonic music by the choir from Mt. St. Mary Seminary, directed by Mr. Fehring.

7:30 P. M.—Services of the First Presbyterian Church of Walhills, Dr. Frederik McMillan, Pastor.

8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; orchestra under the direction of the well-known band master, Walter Esberger. Overture "William Tell" .....Rossini

Prelude and Siciliana, Mascagni

Un Sennet' D'Amour .....Maret

Selections from "The Singing Girl" .....Herbert

Crema de la Crema .....Tobani

Melody of Southern Songs .....Fillmore

Grand Selection "Carmen" .....Blzet

Finale "Paeon of Triumph" .....Esberger

Soloists: Mr. Adolph Sibersack, Cornet Mr. George Muhlhauser, Tenor (The Baldwin Piano)

**MONDAY RADIO PROGRAM W L W**  
 The Crosley Radio Corporation, Cincinnati, Ohio.  
 Feb. 8th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Religious Services conducted by Rev. George H. Kase.

1:30 P. M.—Business Reports.

2:00 P. M.—Market Reports.

4:00 P. M.—Concert by the Monday

Musical Club.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director. Soloist: Mrs. Carol Mathes Tlemeyer, soprano.

7:30 P. M.—Theatrical Feature—Interviews by Alvin Plough

7:40 P. M.—Continuation of Hotel Gibson Concert.

8:00 P. M.—The Cincinnati Times-Star Program, featuring the Times-Star Orchestra conducted by Wm. J. Kopp, musical director of WLW.

Soloist: Howard Hafford, tenor.

1. Overture "Bohemian Girl" (The Baldwin Piano)

2. Waltz "Wedding's Delight" (Hochzeitsreigen) .....Strauss

3. Intermezzo—"L'Amico Fritz" (Friend Fritz) .....Mascagni

4. Selections from "The Grand Duchess" .....Offenbach

5. Allegretto from the Second Symphony .....Brahms

6. Excerpts from Gounod's "Faust" (A Rhythmic Classical Paraphrase) .....Lange

7. Scenes from "Gloconia" .....Ponchielli

8. Final—"Hail to the Spirit of Liberty" .....Sousa (The Baldwin Piano)

**TUESDAY RADIO PROGRAM W L W**  
 The Crosley Radio Corporation, Cincinnati, Ohio.  
 Feb. 9th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:00 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports

4:00 P. M.—Talk by Ralph Schmidt of Ft. Thomas, Ky.

4:10 P. M.—French Lesson by Madame Ida Telmpidis.

6:30 P. M.—Y. M. C. A. Basket Ball Question Box.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—"The Historical Appreciation of Music" by Miss Etelka Evans from the Cincinnati Conservatory of Music, with appropriate illustrations.

7:20 P. M.—Crosley Popular Science Series, presenting Dr. J. G. Porter, Director of the Cincinnati Observatory. Subject: The Distances of the Stars as Revealed by Their Light.

7:30 P. M.—Piano Memories—Piano Classics the whole world knows, by Mary Louis Wosczek, the Crosley Piano Request Lady. Prelude in C .....Bach

Fifth Nocturne .....Leybach

The Flatterer .....Chaminade

Elegie .....Mussenet

Cradle Song .....Brahms

Gainger Polonaise .....MacDowell

7:50 P. M.—Donald Bain—"Chanter and his Harem," chicken imitations.

8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, featuring The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.

9:00 P. M.—Concert program under auspices of the Formica Insulation Company, featuring the Formica Concert Orchestra,

William C. Stoess, director.

1. March—"Prize of Victory" .....Scouton

2. Overture—"Hungarian Lustspiel" .....Keler-Bela

3. Two Classic Gems: (a) Souvenir d'amour .....Conte

(b) Canzonetta .....Godard

4. Reading: "The Raven" .....Edgar Allen Poe

Louis John Johnen

5. Spanish Waltz: "Espanita" .....Rosey

6. Popular requests: (a) Teach Me to Smile (b) Only a Rose (The Vagabond King) (c) I Never Knew

7. Final: "Our Nominee March" (The Baldwin Piano) Walter Esberger

**WEDNESDAY RADIO PROGRAM W L W**  
 The Crosley Radio Corporation, Cincinnati, Ohio.  
 Feb. 10th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.

1:30 P. M.—Business Reports.

3:00 P. M.—Kroger Cooking chats—conducted by Judith Anderson. "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co.

4:00 P. M.—Shut-in Program, directed by William Duning, co-operating with the Settlement Schools and other institutions, assisted by the Cincinnati Exchange Club.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.

7:40 P. M.—Continuation of the Hotel Gibson concert.

10:00 P. M.—Special Program. Popular Dance Music furnished through the courtesy of The Cincinnati Post.

10:03 P. M.—Bill Schoultheis' Cincinnati Post Orchestra. Bill Schoultheis, violin and director Alvin Morris, saxophone Albert Goetz, tenor William Schmidt, saxophone (alto) Frank Grou, trumpet (first) Clifford Yager, trumpet (second) Christine Schoultheis, piano Carl Merkel, bass and tuba Helen Doyle, the radio nightingale, Bert Lindsay, Ray Sullivan and Hortense Rhoades. (The Baldwin Piano)

**THURSDAY RADIO PROGRAM W L W**  
 The Crosley Radio Corporation, Cincinnati, Ohio.  
 Feb. 11th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.

8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Organ concert by Milton

dred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.

12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.

12:40 P. M.—Songs by Russell (Red) Green, Lyric Tenor.

1:30 P. M.—Business Reports.

2:00 P. M.—Market Reports.

4:00 P. M.—Piano recital by Adelaide Apfel.

4:30 P. M.—Tribute to Abraham Lincoln by M. V. Whitacre.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner concert from the Florentine Room of the Hotel Gibson; orchestra directed by Robert Visconti.

7:30 P. M.—"The Eyes Have It," talk by Dr. Clarence H. Kaufman.

7:35 P. M.—Part two of the Hotel Gibson Concert.

10:00 P. M.—Three Minute message from the U. S. Civil Service Department.

10:00 P. M.—Popular Concert by the Doherty Melody Boys (furnished by the French Bros.-Bauer Company), Frank Penderghast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.

11:00 P. M.—Special feature from Dayton, Ohio. The Venetian Trio; Verona Ziebler, violin Genevieve Mead, cello Anne MacDonald, piano and voice

12:15 A. M.—Night Howls by The Crosley Sky Terriers with Kay Nyne, organist; Chief Barker, and dance music from Castle Farm (The Baldwin Piano)

**FRIDAY RADIO PROGRAM W L W**  
 The Crosley Radio Corporation, Cincinnati, Ohio.  
 Feb. 12th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stradtman, Physical Director.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 A. M.—Organ Concert. Lincoln's Birthday Program.

12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. "Silent"

**SATURDAY RADIO PROGRAM W L W**  
 The Crosley Radio Corporation, Cincinnati, Ohio.  
 Feb. 13th. Central Standard Time. 422.3 Meters—710 K. C.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

1:30 P. M.—Business Reports and Stock Quotations.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady.

7:30 P. M.—Safety Talk for Children.

7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.

8:00 P. M.—St. Valentine's Day Feature: The Third Annual WLW Beauty Contest for Grandmothers. (Continued on Page 3)

## Crosley Radio Weekly

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

### ADVERTISING THE NEW 4 AND 5 TUBE SETS

In this issue of the Radio Weekly there is reproduced one of the series of full page advertisements appearing in the Saturday Evening Post and other nationally read publications. The display reproduced here is to be followed by a two-page merchandising spread in which the new four and five tube Crosley radios will be illustrated and described for the benefit of the millions of men, women and children who have been awaiting multiple tube receivers at reasonable prices.

These advertisements are creating a new field for Crosley dealers. They are placing before the eyes of millions a new value in radio. They are prolonging the radio buying season and are reviving the interest that usually lags to a certain extent after the Christmas holidays. Within a short time every person who is the least bit interested in radio will be talking about the very low prices being asked by Crosley for his new four and five tube sets. And still others will become interested in this greatest of all pastimes upon reading about the possibilities of purchasing quality merchandise at such reasonable prices.

Production of these new radios is progressing satisfactorily and quantity shipments soon will be made. Orders calling for thousands of each type have been received, and they are piling up as each mail arrives. Jobbers and dealers have welcomed them—an indication that the buying public will follow suit. Shipments from distributors will be made in accordance with the rule of priority, and so it is of vital importance that authorized dealers study local conditions carefully and order an ample supply of these new sets to meet the requirements of their customers. Dealers will be happily surprised at the tremendous demand for these receiving sets providing they have a stock large enough to meet the new market.

### RADIO PROGRAMS

(Continued from Page 2)

The radio audience will be asked to vote for their choice number one, the modern, bobbed-hair, dancing type, and number two, the home-loving old-fashioned kind. Details to be announced later.

9:00 P. M.—Dance Music from Castle Farm. (The Baldwin Piano)

## Production Savings Given to Buyers of Crosley Radio Sets

(Continued from Page 1)

stands absolutely alone in the low-price field and makes more radio receivers in a single day than any other manufacturer in the world. Even at this early period in the new radio season the forecast for the year shows a tremendous output of receivers to be shipped to all parts of the world.

There is some very definite mathematical ratio whereby the demand for an article increases as the price is diminished. This ratio of increase is much greater than directly in proportion to the reduction in price. In other words, although it might be supposed that there are one-half as many people who can afford to buy a \$50 radio set as there are who can afford to purchase a set for \$100, the percentage is much greater. The percentage is believed to be at least 25 to 1, which means that 25 people can afford to buy a \$50 set to one person who can afford to purchase one for \$100. This ratio increases as the price is reduced. For every 25 people who can afford to buy a \$50 radio set, Crosley believes that there are a thousand who can afford to buy one for \$25.

To further explain the foundation of his business upon a paradox, the head of the Crosley organization told of seeing two advertisements, one for Ford in which it was stated 12,000,000 cars were on the road and the other advertisement which told of the 2,000,000 Chevrolets now in use. Now there is only a difference of about \$100 between the cost of both automobiles. For further illustrating the ratio argument, he suggests that there is a demand for ten times as many of his Model 51 two tube regenerative receivers, which sell complete for about \$25, as there is for any radio selling for \$100. By reason of the fact that 10 purchasers of the \$25 receivers will require more accessories than the man who buys one set for \$100, the dealers will make more money and the ratio of profit is greater.

### Here Chick-Chick

It will be a case of "here, chick-chick," when the radio listeners hear imitations of chickens and other familiar barn-yard fowl, by Donald Bain. He will do his imitating, Tuesday night, February 9th, at seven-fifty, through the Crosley WLW station.

### WLW "Red" Singer

You've heard a lot of "blues" singers, but now along comes Russell (Red) Green, lyric tenor, who is going to participate in the Crosley WLW programs, Thursday, February 11th, at 12:40 noon.

## Pure Linen Used to Make Parchment Paper For Conical Diaphragms of the Musicone; Demand For These Speakers Still Soaring

Pure linen rags are used to make the parchment paper which has been selected by Charles W. Peterson, inventor of the Crosley Musicone, for use in the conical diaphragms of his speaker.

The cone must be extremely light and rigid to reproduce faithfully the high notes. This specially selected parchment is stronger for a given weight than any other paper. This paper is much more expensive than the highest grade ledger paper. The white parchment paper is lithographed in a solid soft brown color and then the leathery mottling is lithographed on top of the color in a darker shade of brown after which two more operations are required to put on the dark brown line and the decorative border in gold.

After the paper has been cemented in the shape of a cone, it is sewed to strengthen the seam so it will not come apart in any kind of weather conditions. An extra precaution is taken to insure rigidity under all atmospheric conditions, by spraying the paper cones with water-proof lacquer.

While the sounding boards of violins, pianos and many other musical instruments utilize wood, this artificial parchment has the same musical qualities as wood but is much stronger in the thin form in which it is used.

There is no disagreeable metallic sound reproduced from this paper diaphragm as is often the case when metal is used in many of the horn-type loud-speakers.

There need never be any so-called "off-season" for the dealers who push the sale of these Musicones. In Summer and Winter the demand for them is tremendous. Thousands are being sold to persons who already own loud speakers but who realize the superiorities of the Musicone.

### Army Air Service Tests Are Soon To Be Repeated

Dayton, O.—Capt. W. H. Murphy, radio officer of McCook field, made a recent flight and talked from his airplane with men in the laboratory. His conversation went first to the Crosley radio station, WLW, near Harrison, Ohio, and was relayed from there to the field laboratory. The same procedure was followed in the exchange of conversation.

According to Capt. Murphy, this was the first experiment of its kind and shows, he said, that stations with weak sets can increase their distance by co-operating in this manner with strong sets.

The set in Murphy's plane was capable of broadcasting only 100 miles. Through WLW, the conversion could be heard 600 miles in the morning. This means it is possible to utilize radio for mobilization work, should it be necessary to close-in upon an enemy. Should the occasion demand, a scout plane could be sent into the air, find the enemy camp and then the operator could give directions from there, in code, which would enable the army to close-in from all sides and surround the unit under observation.

The authorized dealers who are selling Musicones in the largest numbers—and certain of them actually are selling scores of them daily—declare their success is due to making comparisons either in their stores or in the homes of their prospective customers. They obtain the names of radio owners, paying no attention to whether these people own Crosley radios or not, and then send their salesmen to their homes with a Musicone. Everyone knows the average listener is eager to "play" with something better in radio, and salesmen report exceptional success in their efforts to demonstrate this radically different loud speaker.

The difference is so great, both in the reproduction of every possible note and in the elimination of extraneous noises, that sales are made immediately, and the salesman not only sells a Musicone but obtains valuable information in regard to the requirements of the listener as to new batteries, tubes and even new receiving sets.

Progressive dealers must have outside salesmen who may be high school or college boys or trained radio men. In certain instances girls with pleasing looks and personalities have been very successful as radio "salesmen" because, with all due respect to the abilities of those girls, there is but little need of a salesman being a radio expert in order to sell Musicones. A demonstrator really is all that is required.

The possibilities of super-power have just been touched. It may be observed that homes equipped with receiving sets may be utilized in times of war for getting messages direct to headquarters throughout the country.

There are 925 broadcasting stations throughout the world.

# DEMAND CREATED BY EXTENSIVE ADVERTISING

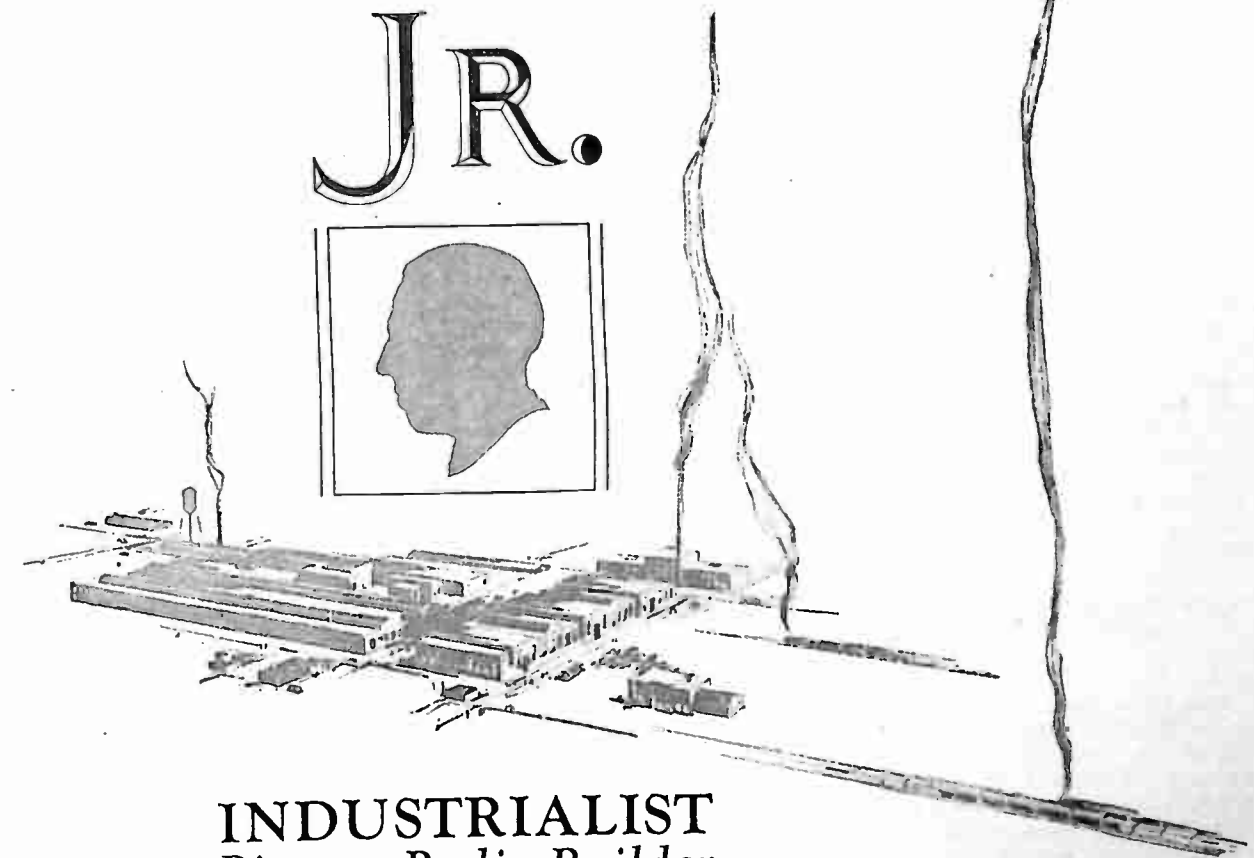
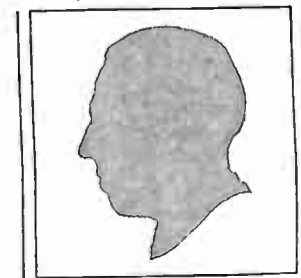
At the right is a reproduction of a full page advertisement appearing in the current issue of the Saturday Evening Post. A similar advertisement was published in the Post last week and a two page spread will be published in that magazine next week. Similar advertisements are appearing in many other widely read publications, creating a nation-wide demand for Crosley radios. Dealers must take advantage of this publicity. Be sure to order your new sets immediately so you can meet the requirements of your customers.

**THE CROSLEY RADIO CORPORATION**

CINCINNATI

# POWELL CROSLEY

## JR.



### INDUSTRIALIST Pioneer Radio Builder

At a time when products of his manufacturing genius were already known to millions, Powell Crosley, Jr., boldly diverted his energies to the development of radio reception, then scarcely known beyond the laboratory walls.

Pioneering both in engineering trends and manufacturing practices, Mr. Crosley has been a vital factor in making radio and broadcasting as much a part of American life as motion pictures and the motor car.

There is scarcely a milestone in the development of popular radio on which his shadow has not been the first to fall. And his announcement of December 26th concerned a milestone that dwarfed all others in its importance — four entirely new radio receiving sets:

- The Crosley 4-29 (4-tube) . . . \$29.00
- The Crosley 5-38 (5-tube) . . . 38.00
- The Crosley R. F. L.-60 (5-tube) . 60.00
- The Crosley R. F. L.-75 (5-tube) . 75.00

These are now being demonstrated by Crosley dealers and will be completely described in a forthcoming issue of the Saturday Evening Post.



### Practical Names Are Given To Radio Sets; Each Has a Meaning

Crescendon is New Word for Dictionary—Prices Included in Names of New Sets.

Selecting names for new radio apparatus is just as big a task as naming Pullman cars. The difference between the names given to radio equipment and sleeping cars is in the practicability of the former, for each name has a real meaning with regard to the use for which the particular object is to be put.

A survey is made of trade names and radio terms whenever a new product is introduced. The Crosley Radio Corporation recently needed names for the four new models for 1926 and selected them for their comprehensiveness in telling the whole story in a few letters and numerals. For example, the "Crosley 4-29 and 5-38", mean the receivers have been made by the concern whose name they bear, while the first numeral indicates the number of tubes used and the figures following the hyphen, tell the prices of the sets. This same arrangement is true in the other two models, the "Crosley R. F. L. 60 and 75." In these latter sets, the three initials indicate they employ the circuit designed and perfected in the Radio Frequency Laboratories by Stuart Ballantine and Dr. L. M. Hull. The price is indicated by the numerals following the three initials. The number of tubes is not given in the title, although five are used in the latter sets, the difference in the numerals indicating the cost, according to the type of cabinet used.

The Crescendon is a new name and indications point to its becoming used in connection with radio as are other terms which have been taken up by radio fans. The name was chosen by Powel Crosley, Jr., to indicate the use of the unique device employed on two of the receivers made by his concern and was taken from the word "crescendo", which means an increase in volume of sound. That is exactly what the device does—it makes possible the building up of volume of signals received from distant broadcasting stations of reasonable power.

Prizes were awarded to radio listeners for slogans to be used in connection with the Crosley musicone reproducer and the first one was given for, "best for sound reasons", which is now used in describing the cone-type speaker.

Do not remove the cap from the receivers or look for suspected trouble inside. Even if it exists, it is unlikely that it could be corrected.

### RADIO CHATS WITH Powel Crosley, Jr.

EVERYBODY likes surprises. Much of the popularity of broadcasting and reception may be attributed to the element of surprise which enters into it. First, there is the surprise of receiving distant stations with receivers designed especially for local reception. The next surprise, is found when tuning-in to a station and some celebrity or musical organization which is not a regular feature of broadcasting, is heard in a recital or dance music program.

Programs should not be made up entirely of surprise attractions. Favorite entertainers should have their regular time on programs so the listeners will know when to tune-in for the particular type of entertainment they desire.

THE time has come for studio directors to realize the popularity of broadcasting rests with the listeners and entertainment should be provided which will interest the greatest number of them. Dance music is very popular, especially so, when played in the new style of syncopation. Semi-classical music is also a favorite with the operatic and classic program coming next.

Talks, unless given by the President of these United States; college professors and authorities, should not be broadcast, for the simple reason that unless the listener hears the discourse from the very beginning, much of the interest is lost and the station from which a talk is given is easily tuned-out. No radio talk should be over ten minutes long.

### Speakers Adjusted In Final Testing

The new style of Crosley musicone reproducer has a knurled nut holding the paper cone in position. Some purchasers have had the mistaken idea that this nut was for the purpose of adjusting the tonal qualities of the speaker, but this is not so. Every instrument is adjusted properly by the testers in the acoustical laboratory before the reproducers are packed. Adjustment is made inside of the unit and not by means of the nut.

### Sunday School

Sunday School services are conducted every Sunday morning by the Methodist Book Concern officials through the Crosley WLW broadcasting station. They begin Sunday mornings at 9:30.

Before removing wires to make repairs, mark both sides with a number. This will avoid the possibility of a mistake and make assembly easier.

### Ideas Brought Back From Hunting Trip By Powel Crosley, Jr.

(Continued from Page 1.) Mr. Crosley during the visit in Mississippi. Mr. Crosley has about completed his plans for a Florida trip with members of his family. His yacht, the Muroma, is moored off Miami and he expects to pass several weeks cruising through the waters of the Atlantic and the Gulf of Mexico.

### The Making Of A Lug

To make a lug on stranded wire strip off one half inch of insulation, turn the fine wires back over the insulation remaining, wind three turns of bus bar tightly around the strands and then make a half-loop in the bus bar that extends beyond the end of the flexible wire.

**SELL YOUR CROP OF TOBACCO AT THE KENTON LOOSE LEAF TOBACCO WAREHOUSE Covington, Ky.**

**CROSLY BETTER—COST LESS RADIO**  
Distributed by **THESE JOBBERS**

**OHIO, KENTUCKY, INDIANA**  
DEALERS Send For Our New Catalog. Ask How to Become a Crosley Franchise Dealer. Let us tell you about the new Crosley sets.  
**OHIO RUBBER**  
228 W. 7th St. Cincinnati

**OHIO, KENTUCKY, INDIANA**  
**The JOHNSON-ELECTRIC Supply Company**  
331 Main St. 232 E. Fifth St. CINCINNATI  
Radio and Electrical Supplies of Quality  
Write Us for Dealer Proposition

When winding coils be sure the form is moisture-proof and non-malleable.

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 567  
326 Walnut Street

We broadcast daily at 10:45 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.

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

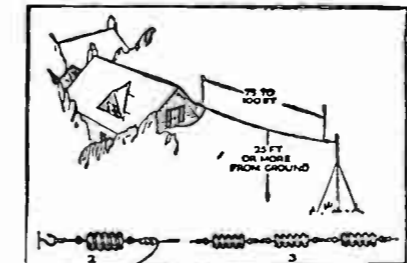
**TEXAS**  
**Radio Equipment Co. of Texas**  
Distributors in Texas for CROSLY RADIO APPARATUS EVEREADY BATTERIES CUNNINGHAM TUBES and OTHER QUALITY LINES  
1319-1321 Young Street  
Dallas, Texas

# Crosley Sales and Service Manual

## SERVICE HINTS

### THE AERIAL

Size of aerial. The most suitable aerial for Crosley sets is one from 75 to 150 feet long (including lead-in) and twenty-five or more feet high. In order to build such an aerial it will usually be found necessary to choose some out of door site, though some houses have attics in which a 50 to 75-foot aerial may be easily erected. It is well to bear in mind that the higher the aerial is, and the longer (up to certain limits), the more energy it will pick up and the louder the signals will be. Height is a more important factor than length in determining signal strength and distance. On the other hand, the longer and higher the aerial, the more the disturbing influences, such as static, interference from power lines, etc., which will be picked up. (The ideal aerial must, therefore, be a compromise between these two factors. We suggest a length of from 75 to 150 feet (including lead-in), as the most suitable all-around average for Crosley sets. In cities where the installation is surrounded by a number of sources of interference, a shorter aerial may be desirable. In the country, far from broadcasting stations and other causes of disturbance, a longer aerial may be better, from the standpoint of the greater volume and distance obtainable.



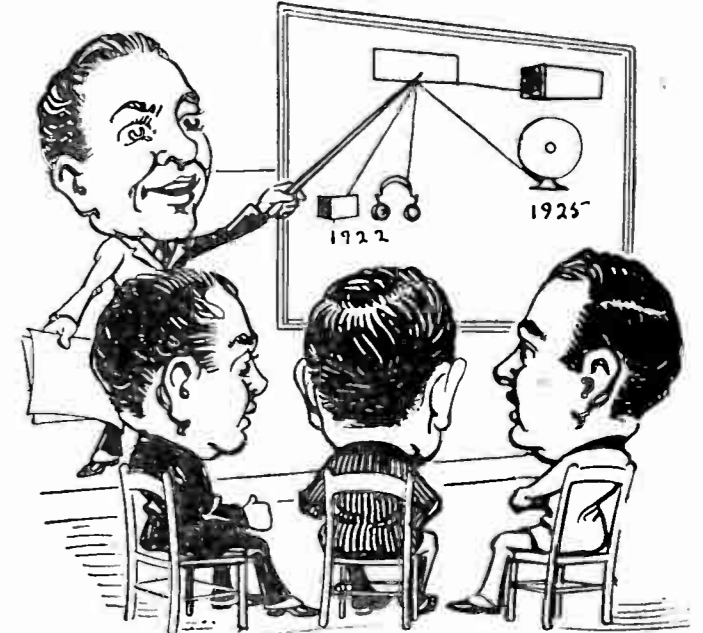
Supporting an outside aerial. Almost any convenient objects, such as houses, trees, barns, poles, etc., may be used for supporting outside aerials. Care should be taken, however, to place the aerial insulators well out beyond projections, such as tree limbs, or the gutters of house roofs. This precaution is necessary to insure that the effective part of the aerial (the part between the insulators) will not be brought into contact with objects when it sways in the wind. The aerial wire should be stretched tight enough so that there is little swaying in windy weather. Some little slack must, however, be left, in order to insure against the wire breaking from over-tension. One system of keeping the aerial taut,

without putting an undue strain on it, consists in supporting one end by means of a counter-weighted rope passed through a pulley attached to the support. The aerial wire should be thoroughly insulated from the supports. Only the very best insulators should be used. It is preferable to use a string of insulators, one after another, as their effectiveness is considerably lowered in wet weather. In cities, a string of insulators is always advisable, as soot collects on them in time, and considerably impairs their efficiency.

Comparison of the efficiency of different kinds of aerial wire. There is considerable difference of opinion as to the best aerial wire to use. Many authorities recommend ordinary bare copper wire, size No. 14 to No. 18 B. & S. gauge. If a continuation of the aerial wire is used as a lead-in, the size of the wire in some localities must be at least No. 14 in order to comply with underwriters' requirements. Though stranded wire or ribbon of the same diameter or thickness is theoretically slightly more efficient than ordinary round wire, it is doubtful whether or not there is sufficient difference in efficiency to be detected in ordinary reception. Bare wire, especially aluminum, is often objected to for outdoor use because it corrodes. As most of the radio current travels in the surface layers or skin, of the wire, this corroded portion increases the resistance of the aerial and reduces its effectiveness. Enameled wire overcomes this objection, and is ever increasing in popularity on that account. Fabric-covered wires should not be used, as their sheathing absorbs water when it rains, and their effectiveness is thereby reduced. Soot collected on aerial wires is often blamed for reduction in aerial efficiency. It is more probable, however, that notable reduction in signal strength can, in such cases, be traced to sooty insulators. The effect of corrosion and soot on the aerial wire itself is by no means so important as its effect on the joint where the lead-in is connected to the aerial. If this joint is well-soldered, or if a continuation of the aerial wire is used as a lead-in, without any break or connection, corrosion will not cause any trouble in this quarter. If, however, the lead-in wire is merely twisted about the aerial wire, and not soldered to it, the connection may become bad in a very short time.

## SALES HINTS

### TRAINING SALESMEN—CANVASSERS



### Have a Weekly "Get-Together" With Your Salesmen—it Pays!

Salesmen should not be merely hired and then left to their own devices. The wise dealer will carefully train and direct them. He will do this because:

1. It will enable them to produce a greater volume of sales.
2. It will assure that they will make sales wherever sales are possible. Failure of a canvasser to sell a good prospect often makes it difficult for the dealer himself to sell him later.
3. Every salesman out canvassing is a representative of the dealer's store. The better his appearance, his approach, and his methods of selling, the better reputation he will create for the store he represents. For every promise the salesman makes, for every word he voices, the dealer is held responsible. It behooves the dealer, therefore, to see that his salesman create a good impression for him.
4. House-to-house canvassing is one of the most difficult kinds of salesmanship. The successful canvasser must have every trick of the trade at his command. Unless they are periodically encouraged, canvassers are liable to lose heart. That is why the "mortality" among canvassers is so high. As it costs money to train salesmen, the dealer should use every means of keeping them encouraged and permanently on his staff.

an enthusiastic believer in the value of the product he is selling. The dealer himself, or one of his older men, should take the new man into a quiet place and one by one demonstrate to him and drive home the talking points of the line. He should be encouraged to ask questions, and they should all be satisfactorily answered. He should be encouraged to voice all his doubts as to the merits of the sets, and every doubt should be cleared up before he is allowed to go out. "Sell" the salesman first, and he will assuredly be able to "sell" others.

Every week, or oftener, the salesmen should be called together for a "pep" meeting. Let them state their problems, and tell their troubles, but always have solutions to their problems and balm for their wounds. Send them away more sold than ever. With a manufacturer behind them who is well-known for making more radio sets than any other single radio manufacturer in the world, they may feel sure that they have a product which is right, backed by a policy that is right. They may know that there are more sound, logical reasons for buying their sets than for buying any other brand manufactured—otherwise their factory would not be leading all others in the number of sets built. Let them go away from these meetings full of enthusiasm, ready to go out with renewed vigor after more sales.

## Artistic Panels Add To Value Of New R.F.L. Radios

(Continued from Page 1.)  
add to their value of their sets by engraving the panels, they realized a great sales resistance had been overcome. Later came efforts to print designs on the panels and then the transfer system was perfected.

The new circuit used in the R. F. L-60 and the R. F. L-75 is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

These sets give maximum amplification per tube and are non-oscillating at any frequency over the broadcasting range, and consequently non-radiating, and cannot be made to oscillate even though improperly handled. Working so close to the point of maximum efficiency per radio frequency stage, they do not require regeneration to

give greater volume on any signal. This is true because the bridge circuit inherently provides such a well-proportioned balance between the various inductance and capacity elements of the amplifier stages that it allows the designer to approach very close to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

A remarkable degree of selectivity has been attained in the five-tube receivers. This has been accomplished by a very material reduction in losses in the radio frequency circuits. Crosley R. F. L. receivers will be found highly satisfactory for use in congested districts within the radius of local broadcasting stations. Remember that these receivers are absolutely non-radiating, are completely fool-proof and are especially recommended for satisfactory use in the hands of inexperienced operators.

The stations may be accurately logged on the three dials, and will always reappear at the same point on the dials unless the wave length of the station is changed.

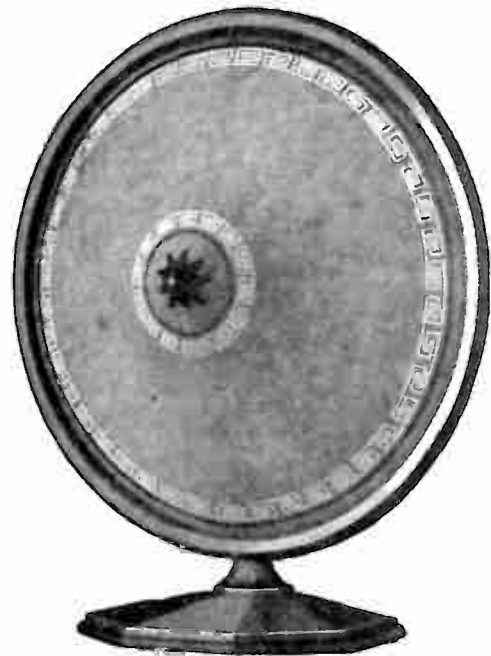
The Crosley Radio Corporation has been licensed under the patents and applications of the Radio Frequency Laboratories, and is using R. F. L. amplifier in its new Crosley five-tube receivers.

Radio phones should have the very best care possible and it is well to observe the following rules as to their treatment.

# RADIO MUSIC ALWAYS BETTER

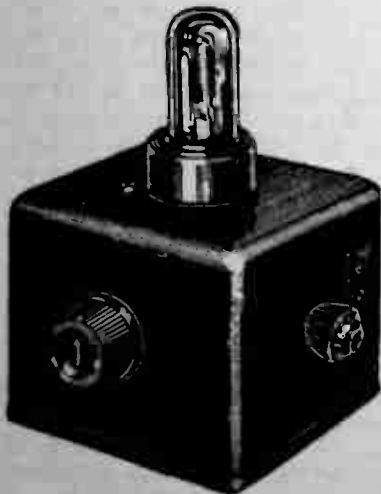
WITH A

## CROSLY MUSICONE



Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

## THE CROSLY PUP



### \$9.75

A Genuine  
Armstrong  
Regenerative  
One Tube  
Radio

With a Range of  
1500 Miles or More

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

### \$14.75

The Crosley Radio Corporation  
CINCINNATI

The Crosley Radio Corporation  
CINCINNATI

## Hoover Appeals To Congress For Help In Handling Radio

Proposed Legislation Will Prevent Chaos, Secretary Says, in Outline of Broadcasting Problems.

Herbert C. Hoover, Secretary of Commerce, declared in his address to the Committee on Merchant Marine and Fisheries of the House of Representatives recently, that "radio legislation is absolutely and immediately essential if we wish to prevent chaos in radio communications, especially broadcasting." He further stated in his appeal for legislative relief at this session of Congress, that "there are some 250 applications for new stations before the department now. If they are allowed, and the number thereby increased by nearly 50 per cent, the whole broadcasting service will be effectively destroyed."

"There are now 538 broadcasting stations that must operate on a total of eighty-nine wave lengths," Hoover continued. "No two stations can operate at the same time, in the same time in the same vicinity, on the same wave length. The problem has been to try to divide eighty-nine wave lengths among more than 500 stations. Satisfactory division has been a mathematical impossibility. Only by time division, power limitation, geographical separation and other expedients has it been possible to preserve any order at all in the ether." The bill, he said, "corrects this condition."

His address follows:  
"The radio bill, H. R. 5589, on which this hearing is based, is the culmination of the great amount of study and consideration which has been devoted to conditions during the past few years. The subject is of the greatest importance to our people. The radio public is now numbered in millions and embraces every class in every section. When we consider legislation, we deal with matters which profoundly and intimately affect the daily lives of these millions of American citizens. They are entitled to radio service on the highest plane that inventive genius and mechanical progress permit. The law in force in the United States today does not permit of the establishment of such a system. The situation and the service can be improved only by careful regulation under legislative author-

(Continued on Page 3.)

## Regeneration Does Not Mean Radiation

By Powel Crosley, Jr.

Many people have the mistaken idea that regeneration means radiation, or vice versa. This is not true. Regeneration and radiation are not synonymous, and should not be confused.

A radio set may contain regeneration in its circuit without offending by radiating. On the other hand, a so-called non-regenerative receiver may be, and frequently is, a most violent offender from radiation. A radio set radiates—sometimes improperly called "reradiates"—when the tube directly or magnetically connected to the antenna, oscillates and causes the antenna likewise to oscillate and give off energy.

While it is true that a single circuit regenerative receiver, having the detector directly connected to the antenna, can be made to radiate, no signals can be received while the tube is in a state of oscillation or radiation. Such sets generally use very low "B" battery

potentials, thus reducing the power of radiation to a minimum, and furthermore, the control of oscillations is directly in the hands of the user, and with reasonably proper use, such sets cause but little interference, and only in a comparatively small short radius. On the other hand, many of the so-called non-regenerative tuned radio frequency sets, although perfectly balanced in the factory for certain types of tubes and at certain wave lengths, become the worst possible offenders—miniature broadcasting stations in effect, having high "B" battery potentials on the first radio frequency tube, and using tubes for which the set was not balanced, cause the uncontrolled condition of oscillation in the antenna, which causes serious continuous uninterrupted interference over a much broader radius.

The difference between these two types of radio receivers is that a regenerative receiver in the state of

(Continued on Page 6.)

## Story of Crosley's New Radios is Told To Millions in Two-Page Advertisement Appearing in Saturday Evening Post

On pages four and five of this issue of the Crosley Radio Weekly there appear reproductions of the two-page advertisement in the current issue of the Saturday Evening Post. The same advertisement will be published in other nationally read magazines and will be read by millions of men, women and children. These advertisements are certain to create a nation-wide demand for the new four and five tube receiving sets featured therein and will cause a tremendous amount of comment in regard to the remarkable value being offered to embryo listeners by The Crosley Radio Corporation.

Coming at the very close of International Radio Week, during which time thousands of persons became deeply interested in radio reception, this publicity will be of great value and will point out to those who have decided to purchase receiving sets the very type of merchandise they want—efficient receiving sets at exceptionally reasonable prices.

That there will be a revival of radio buying has been accepted as a certainty by those Crosley deal-

ers and distributors who have studied carefully the new four and five tube receiving sets. Within a short time these new receivers will be going out in tremendous quantities and authorized dealers will have merchandise that will sell for months to come. There will be an immediate demand for these new sets—thousands of persons having been waiting for multiple tube receivers at reasonable prices. This demand will be noticeable throughout the Spring and Summer, those closely allied with the radio industry predicting there will be no off-season this year.

In addition to the new radios, Crosley dealers have a truly wonderful loud speaker—the Musicone—to offer the radio listeners. This Musicone can be sold in large numbers every week of the year providing dealers educate their customers in regard to its superiorities over other types of loud speakers. At the very low price of \$14.75, this Musicone is the best of the so-called radio accessories. A demonstration sells the Musicone. Dealers who feature it will play a merry tune on their cash registers.

## Birthday of WLW Is Celebrated With 30-Hour Program

Marathon Affords Dealers Opportunity to Test Sets at All Hours—Another "First" for Crosley.

Mark up another "FIRST" for Powel Crosley, Jr.

As president of the Crosley Manufacturing Company, and later as president of The Crosley Radio Corporation, he was the first to offer radio parts at prices that enabled millions to build their own receiving sets; he was the first to market a complete crystal set below \$25.00; he was the first to offer sets using tuned radio frequency amplification and first to combine it with regeneration and the reflex principle; he was the first to develop an instrument reproducing the entire range of the human voice and music—the Musicone; he was the first to erect and operate a remotely controlled super-power broadcasting station and he was the first to keep that broadcasting station in continuous operation for 30 hours, the only break being in the one silent hour set aside for international broadcasting tests.

These thirty hours of broadcasting were in connection with the celebration of the fifth birthday of WLW, the station owned and operated by The Crosley Radio Corporation. During that period thousands of congratulatory messages were received from listeners, many of whom were among the most prominent citizens of the United States. Operators, announcers and artists, worn out after the record breaking performance, agreed heartily with William Stoess, studio director, who, in signing off at the close of the thirtieth hour said:

"Ladies and gentlemen of the radio audience:

"This completes the program. We have been broadcasting 30 hours in connection with the celebration of the fifth birthday of WLW. Now 'Please Go Way and Let Me Sleep.'"

In a brief address during the "endurance test," Powel Crosley, Jr., delivered a brief address to the radio listeners in which he said, in part:

"While we have been complimented upon our progress, the past seems relatively unimportant as I look upon the possibilities of future development. My associates and I

(Continued on Page 8.)

# Crosley WLW Programs For Week of February 14,

## W L W PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, Central Standard Time, 422 3 Meters—710 K. C. Sunday, February 14th.

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

10:45 A. M.—Weather Forecast and River Stages.

11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cincinnati Aves.

Jesse Halsey, Minister Dan Baldoe, Soloist Adolph H. Stadermann, Organist

Prelude—"Toccata" .... Dubois Doxology Salutation Lord's Prayer Gloria Organ Interlude

Vocal Trio—"Beneath the Shadow of the Great Protection" .... Brice Miss Clark, Miss Nobles, Mr. Reddoo

Children's Sermon—"Lincoln" Hymn 76—"Mighty God While Angels Bless Thee"

Scripture Lesson Prayer Announcements Offerory—"Adagio in A flat" .... Vahlmar

Solo—"Lord Thou Art My Refuge" .... Dvorak Mr. Reddoo

Hymn 242—"My Faith Looks Up to Thee" Sermon "The Utility of Faith" Hymn 340—"Faith of Our Fathers"

Benediction Gloria Postlude 4:00 P. M.—Choir concert from Dayton, Ohio, directed by Ralph Thomas; Charles Ridgway at the piano.

7:30 P. M.—Services of the Emmaus Lutheran Evangelical Church, Rev. P. L. Dannenfeldt, Pastor.

8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; Orchestra under the direction of Walter Esberger.

Soloists: George Muhlhauer, tenor Arthur Dondoro, violinist

1. Excerpts from "The Opera Mirror" .... Tobani 2. Overture: "Semiramide" .... Rossini

3. Waltzes "Danube Waves" .... Ivoinele 4. Reverie: "Love in Idleness" .... Macbeth

5. Selection: "Babette" .... Herbert 6. Air de Ballet "Pierrette" .... Chamblade

7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra directed by Robert Visconti.

7:30 P. M.—Theatrical feature. 7:40 P. M.—Continuation of Hotel Gibson concert.

8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra; William J. Kopp, director.

Soloist: Howard Haufford, tenor. 1. Overture "Le Caid" .... Thomas

2. Waltz—"Where the Citrus Bloom" .... Voelker 3. Descriptive—"A Hunt in the Forest" .... Voelker

Day breaks, Birds sing, Cock crows, Huntsman's horn, Village chimers, The Hunters assemble, The start, Full gallop, Horns sound, Halt, At the Blacksmith, The Smith at work, The start again, Hounds scent the game, In full cry, Game run to earth, Cheers, Finale.

4. Ballet Music—"La Cource" .... Delibes 5. Scenes from the grand opera "The Huguenots" Meyerbeer

6. A Novelty—"Two Guitars" .... Horlek 7. Danse Baroque .... Herbert

8. Musical Scenes from Italy .... Laney 9. Phaedra Selection "The Gypsy Baron" .... Strauss

(The Baldwin Piano) W L W PROGRAM The Crosley Radio Corporation, Cincinnati, Ohio, Central Standard Time, 422 3 Meters—710 K. C. Tuesday, February 16th.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:00 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.

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

4:00 P. M.—Market Reports and U. S. Weather Forecast. 7:00 P. M.—Historical appreciation of music by Tetelka Evans, Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Science Lecture. "Sun Spots." Dr. Everett I. Yowell, Professor of Astronomy, University of Cincinnati.

7:30 P. M.—Italian Music: 3. Interlude: Italian Music: (1) Prelude: March from Aida .... Verdi

(2) Folk songs: Antonia, La Scillitana, Santa Lucia, O Mareariello, Hou La La, Amuri, amuri, O Sole Mio, Mari, mari, Margarita, Viene sul mar.

(3) Divertissement on The Carnival of Venice .... Rillinson 4. Popular Requests:

"Baby" from Castles in the Air .... Venrich "When I Dream of the Last Waltz and You" .... "You're Just a Vision" (The Baldwin Piano)

W L W PROGRAM The Crosley Radio Corporation, Cincinnati, Ohio, Central Standard Time, 422 3 Meters—710 K. C. Wednesday, February 17th.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:00 P. M.—Business Reports. 3:00 P. M.—Market Reports.

4:00 P. M.—Market Reports and U. S. Weather Forecast. 7:00 P. M.—Historical appreciation of music by Tetelka Evans, Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Science Lecture. "Sun Spots." Dr. Everett I. Yowell, Professor of Astronomy, University of Cincinnati.

7:30 P. M.—Piano Memories by the Crosley Piano Request Lady, Mary Louise Woseczek.

Prelude, Op. 28, No. 6... Chopin Gipsy Rondo .... Haydn Humoreske .... Dvorak

Blue Danube Waltz .... Strauss Narcissus .... Noyon Polonaise Militaire .... Chopin

7:50 P. M.—Talk on Dogs by R. L. Davis, national authority on dog life.

8:00 P. M.—"Founder's Day Program" from Miami University, Oxford, Ohio. Second Annual All-Miami Day. Talks by Pres. R. M. Hughes and Coach George L. Ryder.

Musical program by Male Chorus under the direction of William E. Ross. Prof. Williams, violinist, A. W. Martin, Director Department of Music.

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

10:45 A. M.—Weather Forecast and River Stages.

11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cincinnati Aves.

Jesse Halsey, Minister Dan Baldoe, Soloist Adolph H. Stadermann, Organist

Prelude—"Toccata" .... Dubois Doxology Salutation Lord's Prayer Gloria Organ Interlude

Vocal Trio—"Beneath the Shadow of the Great Protection" .... Brice Miss Clark, Miss Nobles, Mr. Reddoo

Children's Sermon—"Lincoln" Hymn 76—"Mighty God While Angels Bless Thee"

Scripture Lesson Prayer Announcements Offerory—"Adagio in A flat" .... Vahlmar

Solo—"Lord Thou Art My Refuge" .... Dvorak Mr. Reddoo

Hymn 242—"My Faith Looks Up to Thee" Sermon "The Utility of Faith" Hymn 340—"Faith of Our Fathers"

Benediction Gloria Postlude 4:00 P. M.—Choir concert from Dayton, Ohio, directed by Ralph Thomas; Charles Ridgway at the piano.

7:30 P. M.—Services of the Emmaus Lutheran Evangelical Church, Rev. P. L. Dannenfeldt, Pastor.

8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; Orchestra under the direction of Walter Esberger.

Soloists: George Muhlhauer, tenor Arthur Dondoro, violinist

1. Excerpts from "The Opera Mirror" .... Tobani 2. Overture: "Semiramide" .... Rossini

3. Waltzes "Danube Waves" .... Ivoinele 4. Reverie: "Love in Idleness" .... Macbeth

5. Selection: "Babette" .... Herbert 6. Air de Ballet "Pierrette" .... Chamblade

7. Gypsy Dance "La Zingana" .... Bohm 8. Finale: "Our Nominee" .... Esenger

W L W PROGRAM The Crosley Radio Corporation, Cincinnati, Ohio, Central Standard Time, 422 3 Meters—710 K. C. Monday, February 15th.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:00 P. M.—Business Reports. 3:00 P. M.—Market Reports.

4:00 P. M.—Market Reports and U. S. Weather Forecast. 7:00 P. M.—Historical appreciation of music by Tetelka Evans, Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Science Lecture. "Sun Spots." Dr. Everett I. Yowell, Professor of Astronomy, University of Cincinnati.

7:30 P. M.—Piano Memories by the Crosley Piano Request Lady, Mary Louise Woseczek.

Prelude, Op. 28, No. 6... Chopin Gipsy Rondo .... Haydn Humoreske .... Dvorak

Blue Danube Waltz .... Strauss Narcissus .... Noyon Polonaise Militaire .... Chopin

7:50 P. M.—Talk on Dogs by R. L. Davis, national authority on dog life.

8:00 P. M.—"Founder's Day Program" from Miami University, Oxford, Ohio. Second Annual All-Miami Day. Talks by Pres. R. M. Hughes and Coach George L. Ryder.

Musical program by Male Chorus under the direction of William E. Ross. Prof. Williams, violinist, A. W. Martin, Director Department of Music.

9:00 P. M.—Concert program by the Formica Concert Orchestra. William Stoess, director. Under the auspices of The Formica Insulation Company.

1. March: "Storm Center" .... Brahms 2. Overture: "Elisa e Claudio"

W L W PROGRAM The Crosley Radio Corporation, Cincinnati, Ohio, Central Standard Time, 422 3 Meters—710 K. C. Thursday, February 18th.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Central Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of the Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Religious Services conducted by Rev. George H. Kase.

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

4:00 P. M.—Student Recital by pupils from the class of Leo Stoffregen.

6:50 P. M.—U. S. Market Reports and Weather Forecast.

W L W PROGRAM The Crosley Radio Corporation, Cincinnati, Ohio, Central Standard Time, 422 3 Meters—710 K. C. Friday, February 19th.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Organ Concert.

12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

"Silent" (The Baldwin Piano)

W L W PROGRAM The Crosley Radio Corporation, Cincinnati, Ohio, Central Standard Time, 422 3 Meters—710 K. C. Saturday, February 20th.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast. 1:30 P. M.—Business Reports and Stock Quotations.

## Crosley Radio Weekly

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

### CO-OPERATION

Stability of the radio industry will be obtained only by absolute co-operation on the part of the dealer, distributor and manufacturer. It is necessary that the ties between manufacturer and distributor, distributor and dealer, and dealer and manufacturer be binding ones, and that loyalty to principles and product be demanded throughout the whole chain of distribution. There must be no conflict of interest, no wavering at the difficult turns in the road toward making the merchandising of radios as clean cut as that of any other standard product.

During the past year The Crosley Radio Corporation has endeavored to bring about these desirable conditions within its own channels of distribution by selling only through a limited number of authorized dealers, and through a small number of distributors. With only carefully selected dealers, from among the better ones, as representatives, it has been found easy to carry out desirable policies, and to obtain the greatest degree of co-operation on the part of the dealer in furthering them.

Not only has such a policy proved a great boon to the manufacturer, distributors and dealers, but it has served the ultimate consumer to a great extent as well. Authorized dealers—being from among the better class of dealers, in the first place, and adequately backed by protective policies, in the second place—have offered the utmost in the way of help and service to the consumer. From the consumers' standpoint, reliability is the best attribute a dealer can have. With no broken links or weak ones in the chain of distribution, responsibility has been placed where it belongs and reliability insured.

Perhaps no other factor could contribute so much to the stabilizing of the whole radio industry as the reformation of methods of radio distribution achieved by plans such as that outlined. What radio needs most is co-operation in the problems of distribution—a closer tie up between manufacturer, wholesaler, and retailer; and a vast amount of loyalty.

Only a high resistance voltmeter should be used to test condition of dry cells of batteries. (Continued on Page 8)

## Hoover Appeals To Congress For Help In Handling Radio

(Continued from Page 1.)

I consider it highly important to the development of this great means of public communication that legislative relief be given at the present session of Congress. "You have before you the recommendations of the fourth national radio conference, which considered the subject at its meeting at Washington in November. This conference was made up of some 500 representatives of all the numerous classes who are interested in radio development including broadcast listeners. Some of the members of this committee attended its sessions and are familiar with its proceedings. The conference adopted resolutions expressing the views of its membership as to the principles upon which legislation should be based. H. R. 5589 substantially follows these recommendations.

"The primary condition that makes legislation necessary is the congestion in broadcasting. This situation has existed for some time. I have hoped that natural laws, working with scientific and mechanical advance, would themselves solve the problem without legislative intervention. But such has not been the case. Inventive genius has not been able yet to furnish us with more broadcasting channels. The desire to broadcast daily becomes more widespread, the demand for licenses steadily increases; we have today more powerful stations in operation and more applications that cannot be granted than ever before. The law has imposed the duty of providing for every applicant so far as possible, with the result that we now have too much crowding together, unscientific geographical distribution, overlapping, confusion. The interference between stations has become so great as to greatly minimize their public service.

"Radio stations in the United States now fall into the following classes. Amateurs, 15,111; ships, 1,901; land stations, 558; broadcasting, 536; making a total of 18,096 stations. The principal administrative problems, however, are confined to the broadcasting class. "The 536 broadcasting stations must operate on a total of eighty-nine wave lengths. There are no more in the broadcasting band. It is simply a physical fact, and many of these wave lengths are below effective use. No two stations can operate at the same time in the same vicinity on the same wave length. There must be certain separations between them. The problem has been to try to divide eighty-nine wave lengths among more than 500 stations, which means an average of over six sta-

tions to each wave length. Satisfactory division has been a mathematical impossibility. Only by time division, power limitations, geographical separation and other expedients has it been possible to preserve any order at all in the ether. There are some 250 applications for new stations before the department now. If they were allowed, and the number thereby increased by nearly 50 per cent, the whole broadcasting service will be effectively destroyed. From the viewpoint of public service, we need fewer stations rather than more. The present bill permits the correction of this condition.

"I think, therefore, that in discussing this bill, we may take three facts as settled; first, radio legislation is absolutely and immediately essential if we wish to prevent chaos in radio communications, especially broadcasting; second, the bill now proposed has already received substantial approval and third, principles declared in this bill have received the approbation of both the radio industry and the radio public.

"The distinctive features of this draft, which I consider of the greatest importance, are as follows: "1. The bill affirmatively asserts the Federal government over all phases of radio communication in so far as such communication constitutes or affects interstate or foreign commerce. I believe that Federal supremacy is absolutely essential if this system of communication is to be preserved and advanced. There can be little question of the interstate character of this service. Every word broadcast traverses state lines. "2. It provides an administrative organization by which Federal control is to be exercised. It requires a Federal license as a prerequisite to the operation of a transmitting station. This license system has been in effect since the passage of the act of 1912, and has demonstrated its soundness in spite of other deficiencies in that law. "3. It retains complete control in the Federal government of all channels of radio communications. It declares that there shall be no ownership or vested right in wave lengths and that the period of use allowed under the license shall be limited to five years, subject to renewals. "4. It recognizes that the public interest is paramount in all forms of radio activity. To that extent, the bill adopts as its service the principle which has been found so effective in the state regulations of public utilities. It recognizes that the interest of the public as a whole supersedes the desire of any individual. This is a new and highly desirable feature in the radio law. "5. It vests in the Secretary of Commerce the power to grant or refuse licenses, but this power is

so limited as to obviate the possibility of its arbitrary exercise. The Secretary is required to make his determination with public benefit as the test was standard. There is a complete check upon either arbitrary, unjust as erroneous action by an appeal to the courts, by which any controverted question is determined independently and de novo. I have always taken the position that unlimited authority to control the granting of radio privileges was too great a power to be placed in the hands of any one administrative officer, and I am glad to see the checks and reviews which are imposed upon that power under this bill.

"6. The bill provides for a national commission of nine members to which may be referred any question upon which the Secretary of Commerce desires their judgment. There are many purely administrative questions in the detail of administrative regulation, such, for instance, as the assignment of a particular wave length to a given station, which may properly be left to the judgment of a single official. But there are other broader and more important matters such, for instance, as the determination of the persons who are to exercise radio privileges under the rule of public interest, which involve a large element of discretion and in which it is wise to have the consensus of several minds. Such decisions, especially where the questions become controversial, should properly be made by a board rather than an individual. To draw a legislative line between these two classes of functions is difficult. It seems to me the line lies at the point of controversy over privileges. The judgment of the board is made final and binding, subject only to an appeal to the courts. I consider this a highly important provision.

"7. Applicants desiring to engage in broadcasting or commercial communications are required to obtain permits in advance of the construction of the stations. This is a valuable provision, since it allows the applicant to know the wave length on which the station will operate and the power which it may use before he actually begins construction, and to erect his station accordingly. "8. The bill authorizes the revocation of station licenses for failure to operate or for violation of law. This is another step in the recognition of the sound principle that public service is the basis for the license privilege. The exercise of this power is likewise subject to court review. "In the main, this bill accords with what I believe to be the present public necessity."

With the ordinary receiver having three to five and one quarter ampere tubes, the 90 ampere-hour storage battery is all that is necessary.

# The Newest Achievements of POWEL

Industrialist—Pioneer Radio

## The Crowning Accomplishment In a Career of Radio Leadership

If you have waited for a very low priced radio that gave you all the volume, all the purity of tone, all the selectivity and sensitivity of the costliest set you ever heard—

—visit the nearest Crosley dealer and see the four new instruments that constitute the latest and greatest radio achievement of Powel Crosley, Jr.!

Here, at prices so low as to be literally revolutionary, are three 5-tube sets and one 4-tube set—entirely new in principle, design, circuit, and appearance—entirely unique in the results they give on distant and local stations—entirely unprecedented in the value they now introduce.

Emphasizing the amazing performance and value of two of these sets is the Crescendon, a new and exclusive Crosley feature—an extra volume control by which average incoming signals can be built up until the music booms throughout the house, if desired. For the first time now, this basic principle of extra volume control is offered on low priced 4 and 5-tube tuned radio frequency radio sets, its use having heretofore been restricted to one set costing several times as much as the new Crosleys on which it is introduced.

An examination of the new Crosley sets—and a comparison of results with any radio on the market—will clearly reveal why their announcement is destined to be regarded as the outstanding radio triumph of Powel Crosley, Jr. Radio, with all its romance, knows no more magic name than Crosley—simply and solely because Crosley engineering, manufacturing, and distribution genius has pioneered the advancement of radio to its present place in American life.

Powel Crosley, Jr., was the first to offer radio parts at prices that enabled millions to build their own sets; first to market a complete crystal set below \$25; first to offer sets using tuned radio frequency amplification and first to combine it with regeneration and the reflex principle; first to erect and operate a remotely controlled super-power broadcasting station; and first to develop an instrument reproducing the entire range of the human voice and music—

—the now famous Crosley Musicone (\$14.75) which, in its first year, became the largest selling loud speaker in the world and which today is replacing other types of speakers with a rapidity that is determined solely by the production capacity of one of the largest radio plants in the world.

As a direct result of this unflagging leadership in radio, there are more Crosley sets in use today than any other make. This fact stands first as a tribute to Crosley quality and value. But it also lends emphasis to the unqualified statement that the new Crosleys offer a measure of performance and appearance never before available at anywhere near the price!

Crosley dealers everywhere are demonstrating the new Crosley sets. We invite you to visit the nearest one. We urge you to go anticipating more than the unusual that the public has come to expect when viewing Crosley achievements of this nature. We ask you emphatically and directly to look for the most startling revelation in radio ever announced in the entire history of the industry—and we predict that your expectations will be more than satisfied!

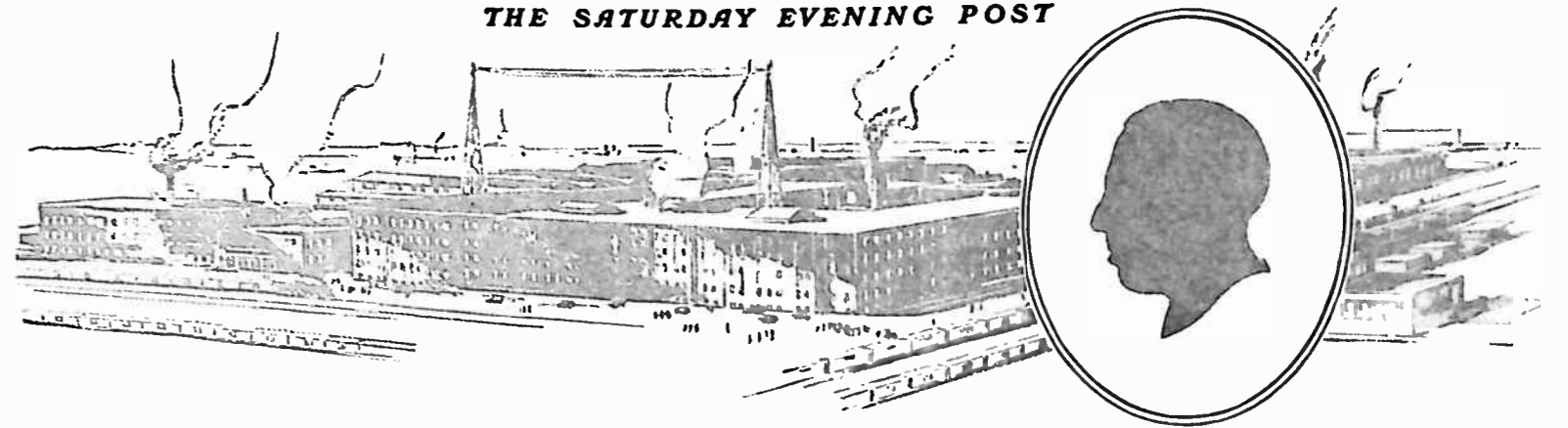
Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

West of the Rocky Mountains all prices as published are 10% higher

THE CROSLLEY RADIO CORPORATION, CINCINNATI, OHIO

Owning and operating WLW first remote control super-power broadcasting station in America

CROSLLEY

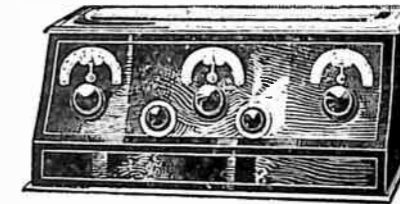
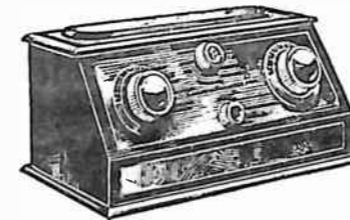


# CROSLLEY JR.

Builder—Master of Mass Production

## Four Entirely New Radio Sets—

Definite improvements on ideas heretofore found only in the high priced field!



### The Crosley 4-29 and 5-38 New 4 and 5 Tube Radios

With a New Amplifying Device Improving Volume and Selectivity

The Exclusive Crosley Reserve Volume Feature

Crosley 4-tube—4-29

Crosley 5-tube—5-38

Using only four tubes, this attractive set delivers an extraordinary performance because the Crescendon control is equivalent to one or more additional tubes of tuned radio frequency amplification. Scarcely audible signals from distant low-powered stations can be built up to dancing volume, and local high-powered stations cut down to a whisper without impairing the tonal quality. Attractively cabineted in hardwood, finished in two-toned mahogany, the 4-29 is destined to win a popularity that will be sensational even according to Crosley standards. Without accessories

\$29

On the basis of exhaustive laboratory tests during development, the 5-38 is offered as capable of exactly duplicating any standard 5-tube set in volume, selectivity, sensitivity, and tonal qualities. In addition it incorporates the Crescendon for extra volume on those distant stations which do not ordinarily operate a loud speaker to satisfaction. Imagine any good 5-tube set listed into the realm of the extraordinary simply by the turn of a dial—and you have the new Crosley 5-38! Hardwood cabinet, hand-rubbed mahogany finish. Without accessories

\$38



### Genuine R. F. L. Circuit Five Tube Sets

Incorporating TRUE CASCADE Amplification

Crosley 5-tube—RFL-60

An entirely new and patented circuit that provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Thus is achieved a cumulative amplification heretofore deemed impossible and closely approaching the theoretical maximum of efficiency per tube. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. A set so marvelous in its performance that its appearance on the market will automatically create a new standard of comparison. Solid mahogany cabinet, oil rubbed finish. Without accessories

\$60

Crosley 5-tube RFL-75

This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley RFL sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged and reappear at the same point on the dials as long as the wave length is unchanged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley RFL-75 stands unchallenged. Hear it once and no other radio set will ever quite satisfy you. The solid mahogany, duo-toned cabinet holds all batteries. Without accessories

\$75



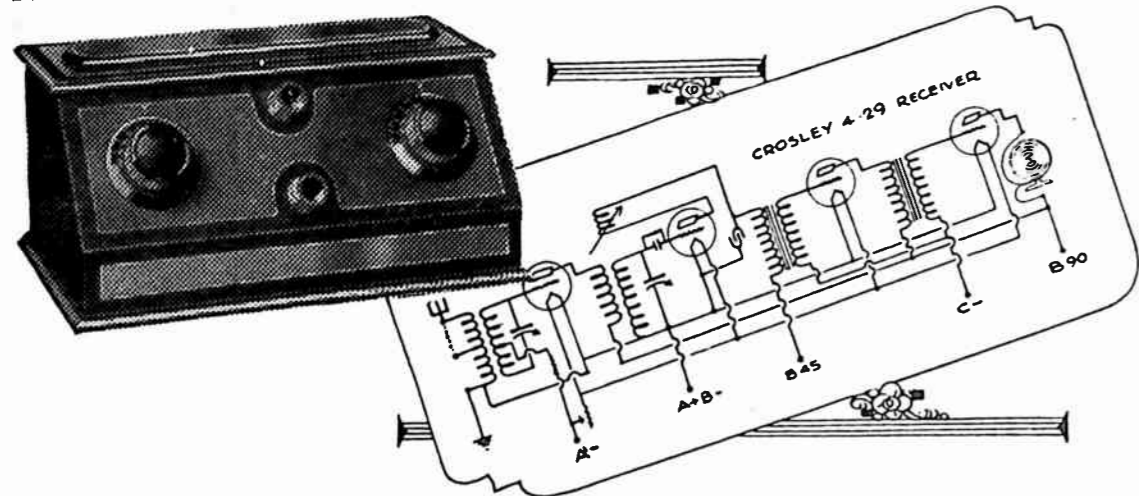
RFL-75

### The CRESCENDON

How often have you been receiving some very attractive distant program in volume insufficient to operate the loud speaker satisfactorily—and wished that there was some knob or dial you could turn to build that volume up and flood the house with music? Heretofore, no set provided such a knob or dial which, almost by magic, would swell that signal into a full, impressive crescendo. Now it is offered as an exclusive Crosley feature—alone a sufficient reason for selecting a Crosley above all other sets. It is the Crescendon. Every radio owner and lover should not fail to have it demonstrated by the nearest Crosley dealer.

RADIO

### LATEST TYPE FOUR-TUBE RECEIVER



The Crosley 4-29 shown above, is the new four-tube receiver with a new circuit—one stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, with two stages of audio frequency amplification. The Crescendon control of the detector tube is equivalent to one or more additional tubes of radio frequency amplification, giving this receiving set unusual pep, selectivity, sensi-

tivity and volume—all of which mean wonderful performance. Distant broadcasting stations of reasonable power are brought in without the use of the amplification gained by means of the Crescendon. But, when more volume is desired, a gradual pulling out of the knob of this device, located on the front of the panel, builds up the volume, amplifying the scarcely audible signal on the loud speaker until music is sufficiently loud to dance to. The volume of local stations can

be reduced without destroying the tonal quality, or, it can be built up to practically full volume of the original rendition in distant studios of stations with reasonable power. This receiver has the two-tone mahogany finish cabinet with the popular sloping panel. Tubes with the new type base, for storage battery or dry cell may be used. The Crosley Radio Corporation makes this receiver which sells for twenty-nine dollars.

of regeneration and balanced radio frequency amplification, a receiver incorporating regeneration becomes the ideal type of receiver from the point of view of elimination of radiation, as well as taking advantage of the wonderful efficiency of regeneration in amplification, selectivity and volume.

So, again allow us to observe that radiation is not synonymous with regeneration.

**CROSLLEY**  
RADIO  
Distributed by  
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

DEALERS  
Send For Our New Catalog.  
Ask How to Become a Crosley  
Franchise Dealer. Let us tell you  
about the new Crosley sets.

**OHIO RUBBER**  
228 W. 7th St. Cincinnati

The JOHNSON-ELECTRIC  
Supply Company  
331 Main St. 232 E. Fifth St.  
CINCINNATI  
Radio and Electrical Supplies of  
Quality  
Write Us for Dealer Proposition

ILLINOIS  
National E & A Supply Co.  
Distributors of  
CROSLLEY Sets, MUSIC MASTER  
reproducers, TOWER headsets,  
EVEREADY batteries,  
and complete line of Supplies.  
PEORIA, ILLINOIS.

We broadcast daily at  
10:45 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.

### Regeneration Does Not Mean Radiation

(Continued from Page 1.)  
oscillation, or in a state wherein it radiates, cannot receive broadcast signals and the oscillations must be controlled before satisfactory performance can be received. On the other hand, a tuned radio frequency with its first tube in the state of oscillation while not performing satisfactorily, cannot be controlled, and, consequently, continually emits interference. An ideal combination is a circuit wherein a muffler tube is used between a regenerative tube and the antenna. Thus regeneration can be used in a receiving set without any radiation. In this combination

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 567  
326 Walnut Street

**SELL YOUR CROP  
OF  
TOBACCO  
AT THE  
KENTON LOOSE LEAF  
TOBACCO WAREHOUSE  
Covington, Ky.**

### Thousands Become Radio Fans During International Tests

Embryo Fans Ready to Purchase New Receiving Sets After Listening to Concerts in Homes of Friends.

International Radio Week for 1926 accomplished its purpose despite the fact that the elements did everything in their power to prevent satisfactory trans-Atlantic reception. Terrific storms at sea played havoc with shipping and broadcasting stations willingly stood-by to permit reception of calls for assistance from disabled vessels. On top of this the Aurora Borealis caused a tremendous amount of interference, especially during the early part of the week.

But despite all this, International Radio Week accomplished its purpose—that of creating new interest in radio reception. Those who have watched developments closely predict hundreds of thousands of persons have become interested in radio as a result of these distance tests and are preparing to purchase receiving sets with which they can participate in future experiments. Radio set owners, as a rule, are proud of their apparatus and invite their friends to their homes to show them what they can accomplish. thousands of men, women and chil-

These gatherings of friends were especially numerous during Radio Week, the result being that many dren had an opportunity, for the first time, of listening to concerts coming from some far-away broadcasting station. These embryo fans will look over the market and pick out receiving sets that have great value and still are priced right. They will select the Crosley sets, because in these there is a combination of efficiency and reasonable price found in a very few other types of radio receivers. They will select Crosley radios because advertising has taught them that in this line of merchandise there is real quality and a guarantee backed by a corporation that produces more receiving sets daily than any other manufacturing concern in the world. They will come to you, as an authorized dealer and demand these "Better—Cost Less Radios."

# Crosley Sales and Service Manual

## SERVICE HINTS

### THE AERIAL

**Types of aeriels.** Of the different types of aeriels, a single wire strung horizontally is usually the most convenient to erect, and is quite effective. A single vertical wire is extremely effective, if it does not come too near buildings, trees, or other objects, but it is usually impractical to erect one. **Protection from lightning.** The outdoor aerial should be properly protected from lightning. With proper installation, an outdoor aerial is a safeguard, rather than a menace, from lightning. A lightning arrestor should be used, and a ground wire, at least as heavy as the aerial lead-in wire, run from the arrestor to the ground. Vacuum type arrestors are usually recommended as the best. Neon tubes serve admirably well. The underwriters recommend, in addition to the arrestor, an antenna grounding switch, though they require only the use of an arrestor.

**Protection from electric lines.** Do not support an aerial from electric power line poles, or from telephone poles, and do not let the aerial come so near electric wires as to endanger its touching them in a wind storm, or falling on them. Such practice, besides being dangerous, tends to increase trouble from local interference.

**Avoiding interference from power lines.** When power lines are close, preferably build the aerial at right angles to them, or as near to right angles as is practical. A vertical aerial would be excellent for stations surrounded by power lines on all sides. However, as stated above, vertical aeriels are often inconveniently effective if too near to, or surrounded by buildings and other objects.

**Indoor aeriels in the attic.** There is sufficient space and height from the ground in some attics to construct an aerial of the most desirable size. In such cases, there is little reason for choosing an outdoor site, unless a longer and higher aerial could be installed outside with convenience. There is one case in which attic aeriels are impracticable—when the house has a metal roof. Occasionally persons report good results by using the metal roof itself as an aerial, but such instances are the exception rather than the rule.

**Short indoor aeriels.** When it is impracticable to erect aeriels of the most effective length either outside or inside, shorter aeriels must be resorted to. In cities, especially it is often necessary to install an aerial in the room of an apart-

ment. Such short aeriels are decidedly less effective than the longer aeriels described above, but they do have the advantage of causing the set to be more selective. The most convenient form of indoor aerial is made by stringing 150 feet or so of insulated wire (No. 18 bell wire or lamp cord) twice around the room. It may be concealed behind the picture moulding, or run at the top of the floor baseboard. One end of the wire should be connected to the aerial post of the set, and the other end left free and covered with tape. For temporary purposes, a 50 foot length of lamp cord strung along the floor will often serve quite well.

**Other types of indoor aeriels.** The successful use of bedsprings and other objects as aeriels has often been reported, but these instances are exceptional. It is best to follow the methods outlined above for installing an indoor aerial.

**Comparative efficiency of outdoor aeriels and loops.** Estimates of prominent radio men place the efficiency of the average loop aerial at not more than five per cent of that of a good outside aerial. For that reason, it is usually necessary to use a great many tubes in order to obtain fair distance reception in connection with a loop aerial. As the initial cost of good loop sets employing eight or ten tubes, together with the cost of upkeep, is beyond the means of the average individual, by far the majority of sets are designed with the smaller number of tubes, for operation on an outdoor or indoor aerial. Instances are often reported in which such sets give excellent results when operated on loops. Many letters have been received from owners of Crosley Trirdyns, for instance, employing but three tubes, in which quite good distance reception was obtained with loops. These reports should be regarded as the exception rather than the rule, however, and the use of loop aeriels should not be recommended. A simple indoor aerial made by stringing a wire around the picture moulding is just as convenient as a loop and is so much more effective that it should always be recommended for Crosley indoor installations.

To prevent screws dropping into the set when working in inaccessible places, twist a length of small wire around the head so it may be held in place until starting with the driver.

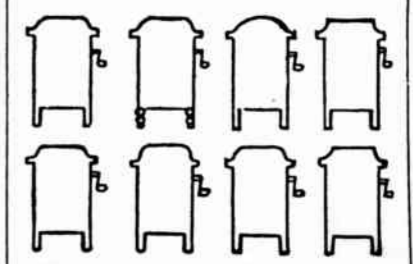
## SALES HINTS

### Time Payments.

To be convinced that this is a time-payment age, one has but to look through the advertising pages of a city newspaper. One sees "ad" after "ad" with captions like the following:  
"Marx, the Credit King. Buy Your Clothes for \$1 Down."  
"Automobiles Sold On Time. Liberal Terms, Easy Payments."  
"You Don't Have to Have Cash to Buy Your Furniture from Us. Come In and Make Your Selection. We'll Do the Rest."  
"Phonographs and Player Pianos Sold. Extended Payments Cheerfully Arranged."

Almost every article purchasable, from necessities to luxuries, can be bought on time. And of the products with which radio comes into strongest competition—phonographs, automobiles, player pianos—by far the majority are sold on time. How can the radio dealer successfully meet such a situation without adopting some scheme for selling radio on extended payments? It is not a matter of choice with him; it is a case of necessity, of being forced to it by keen competition.

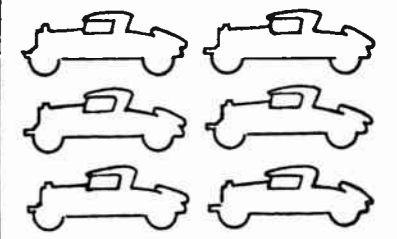
Time-payment selling has many more good points than bad points—and with modern methods of handling the financing through companies organized for that purpose, the dealer profits with practically no risk. Extend payments greatly enlarge the field of prospects. There are a hundred people who can pay ten dollars a week for fifty weeks for a product, to every one who can produce a hundred dollars ready cash on the spur of the moment. More prospects means greater sales—and greater sales means more money for the dealer.



There are said to be eight times as many more phonographs sold since the extensive use of time-payment plans for this product begun.

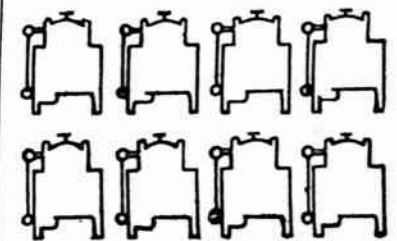
Just consider what time-payment selling has done for some other industries. It is estimated that extended payment plans increased the sales of phonographs by eight times; of automobiles by five times,

and of washing machines by eight times. These surprising results could no doubt be obtained through the intensive application of deferred payments to the merchandising of radio. The dangers of deferred payments practically all



Automobile sales are six times what they were before the introduction of time-payments.

come from inability to finance properly such a scheme, or through lack of experience and consequent lack of knowledge as to just how a time-payment plan should be worked out. These evils are overcome if the dealer handles such purchases through the proper sort of a finance company.



Washing machine sales have increased eight times since time-payment selling methods were introduced.

Realizing that this is true, that the dealer should not be expected to finance such sales himself and that he should have the advantage of some standardized scheme for backing him up in this type of selling, The Crosley Radio Corporation has made arrangements with the Household Utilities Finance Corporation to finance the extended payment sales of all Crosley dealers who wish to take advantage of this service. The Household Utilities Finance Corporation consists of specialists in this line, who have worked out a plan which amply meets the needs of the Crosley dealer, and at the same time removes all elements of risk from his shoulders. This plan will be described in detail in the article for next week.

A crystal detector, as well as a vacuum tube detector, can be amplified to almost any degree.

## Birthday of WLW Is Celebrated With 30-Hour Program

(Continued from Page 1.)

live in the constant atmosphere of dreams and plans for the future.

"I can safely prophesy reception of broadcast entertainment eventually from every nation on the globe. The only thing needed now is more power in the broadcasting station.

"I can safely prophesy moving pictures in your homes, and not only moving pictures, but radio vision. This will be brought about by a vision microphone, set up to catch the things you would like to see in various parts of the world—that the moving scene picked up by this vision microphone will be transmitted through a broadcasting station and received in your own home on a moving picture screen. This, I believe, will be made possible within the next five years.

"Another development that may come before a great while is the transmission of heat and energy by radio."

Crosley dealers and distributors were especially interested in the "marathon" because it gave to them an unusual opportunity to test radio receiving sets at any period of the day or night, and to ascertain the volume of the station at any hour. It was interesting to note the clear reception obtained during

the day by listeners at distant points. At the time eastern stations were complaining about night reception, WLW was tearing through the air with tremendous volume and perfect modulation.

### RADIO PROGRAMS

(Continued from Page 2)

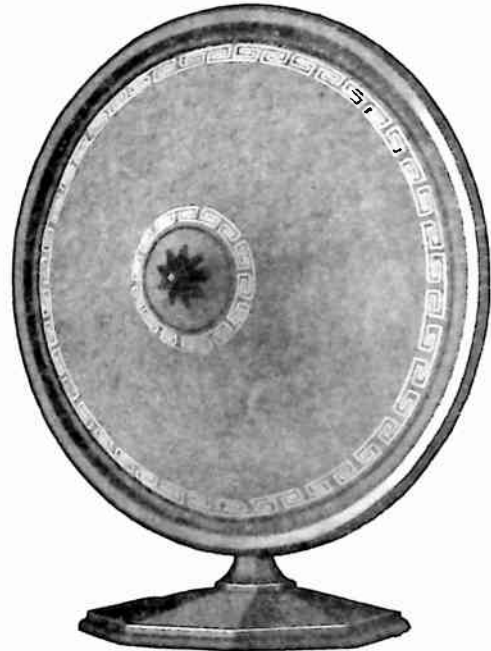
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady.
- 7:30 P. M.—Safety Talk for Children.
- 7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Barnyard Symphonies featuring Uncle Charlie Warner and his famous Coon Dog Orchestra from Georgetown, O.
- 9:00 P. M.—Broadcast of normal and abnormal heart sounds by means of an electric Stethoscope, in connection with the Public Exhibition of the Instruction of Medical Students, under the auspices of the Public Health Federation.
- 9:15 P. M.—Dance selections from Castle Farm.  
(The Baldwin Piano)

### CROSLY BOOSTER AVAILABLE

Loyal Crosley Booster, experienced in sales and service work, desires position with country store selling radio. Can handle department. Advertising and book-keeping experience. Write Robert H. Day, Monarch, Montana.

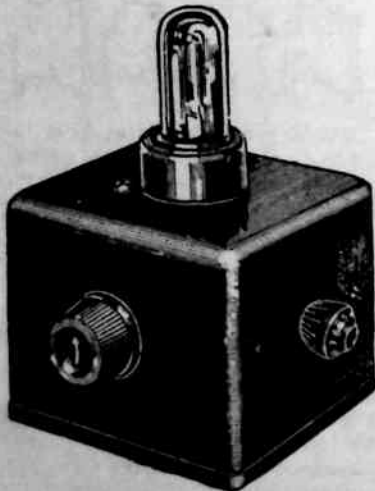
When using battery chargers it is absolutely necessary to connect the positive terminal of the charger to the positive of the battery.

# RADIO MUSIC ALWAYS BETTER WITH A CROSLY MUSICONE



Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

## THE CROSLY PUP



# \$9.75

A Genuine  
Armstrong  
Regenerative  
One Tube  
Radio

With a Range of  
1500 Miles or More

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

# \$14.75

The Crosley Radio Corporation  
CINCINNATI

The Crosley Radio Corporation  
CINCINNATI

## Disturbances May Be Overcome Before Next Year's Tests

Committee Chairman Pleased With Results Obtained in Face of Severe Handicaps.

Results of the recent International Radio Week tests are being tabulated for the information of the thousands of radio listeners and hundreds of broadcasting stations which participated in the event. Transmission and reception were severely handicapped through atmospheric interference but Powel Crosley, Jr., chairman of the Executive Committee, who just returned from a conference with those in charge of the work in New York City, expressed himself as being pleased with the results. In a statement given out before he left for a month's vacation aboard his motor-yacht, "Muroma," in Florida, he said

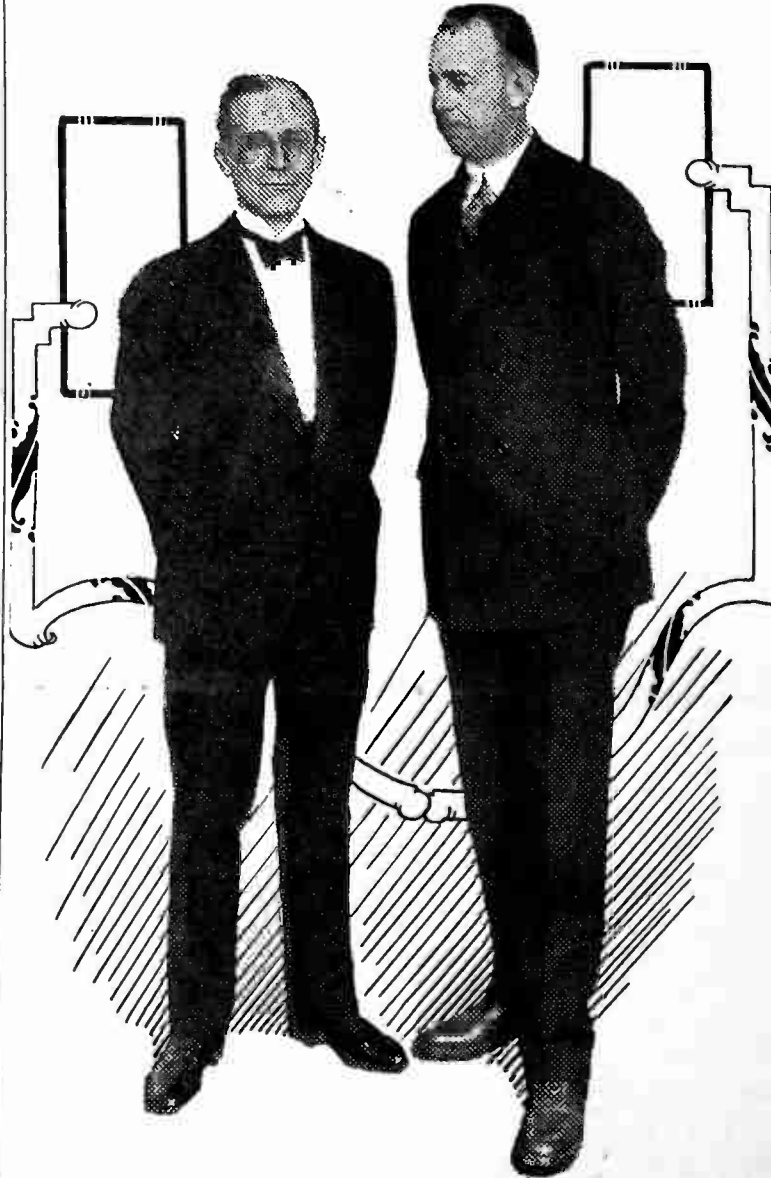
"The possibility of another test next year will be discussed at the meeting of the organization in charge of the annual radio week in Atlantic City on May 10th. The thousands of listeners who participated in the tests had the opportunity to study the difficulties encountered by those in charge of the tests—atmospheric and man-made interference, as well as the "outlaw" and joker broadcasters. Engineers are already working upon the elimination of disturbances which interfered with distant reception.

"Despite all the hinderances, the tests were successful from the viewpoint of advancement of the radio art and there is no question of the value of the data which are being gathered from the thousands of reports made by listeners. Both listeners and broadcasters were benefited through the tests because of the exceptional quality of the programs offered."

### Shut-In Program

A program of music and inspirational talks is given every Wednesday afternoon at four o'clock through the Crosley WLW broadcasting station, for the especial benefit of shut-ins. This worthy program is under the direction of William Duning and many excellent artists give their time to this work.

## CINCINNATI EXECUTIVES



Col. C. O. Sherrill, (left), city manager of the City of Cincinnati, has appointed Powel Crosley, Jr.'s, broadcasting station, WLW, the official mouth-piece of the city. Messages of importance to listeners all over the country will be sent through the station. Police reports are given twice a day.

### Opportunity For Men

A cooking school via radio has been inaugurated by the Crosley WLW broadcasting station under the direction of Mrs. Ralph E. Auch, Dietician. Hints on the art of cooking and some recipes are broadcast every Wednesday afternoon at 3:30 o'clock. Letters have been received from men as well as women, which shows there are a lot of the male sex interested in the culinary art. Perhaps some of the husbands are checking up their brides' stories of food preparation.

### Hopes Aviator Will be Picked Up in Europe

Joe Whitehouse, operator of the Crosley WLW super-power broadcasting station near Harrison, O., was conducting the night test with Captain W. H. Murphy, of McCook Field, Dayton, Ohio, when the radio audience heard the former tell the aviator who was flying 5,000 feet above the field, that he "hoped he would be picked up in Europe." The flyer made a safe landing on the Ohio field. Of course, Joe meant the signals.

## Radio News Reports Of Vital Interest To Business Houses

Broadcasting of Market and River Reports Opens New Field for Dealers.

Broadcasting of crop, market, river and weather reports by the various radio stations throughout the United States has opened a new field for Crosley authorized dealers, who, with a little sales effort should be able to place a receiving set in every office and business house in the community.

Business men are beginning to realize that what is known as a "ticker service" is available at the price of a radio. This service includes complete market and crop reports, opening and closing quotations from the stock exchanges of the larger cities, weather forecasts which are of vital importance and river stage reports that are of tremendous value to shippers and business houses in or near river cities.

Proof of the great interest taken in the broadcasting of these services is found in the large number of complaints received by phone and mail in case the reports are not received in time by the station operators. This happened once in the WLW studios and ten minutes after the time set for broadcasting the phone starting ringing. Scores of complaints were received and for several weeks thereafter letters kept coming in from business men who told of the inconvenience caused them.

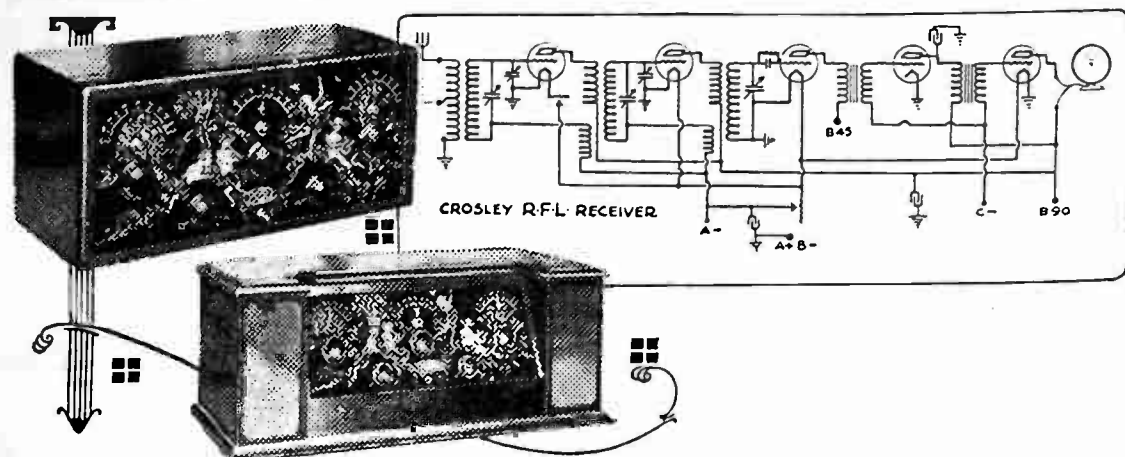
Naturally there are dealers who must be educated to the advantages of having a receiving set in their offices. This is the task that must be undertaken by Crosley dealers, who have a wide variety of receiving sets to offer. One demonstration at market broadcasting time will convince the merchant or shipper that a radio is a necessity.

Dealers in river cities and towns have reported vastly increased sales since the broadcasting of river stage reports was started by WLW. Others inform us that news tickers have been removed from certain offices, and radio sets installed in their places. Still others who had desired this ticker service, but who did not feel able to pay for it, are more than satisfied with radio as a substitute. As we stated, a new field has been opened and Crosley dealers should take immediate advantage of it.





### SQUEALS ELIMINATED IN THESE NEW RECEIVERS



Several unique features have been introduced in the two new receivers pictured above. These new five-tube receivers are known as Crosley R. F. L.-60 and R. F. L.-75, according to the style of cabinet used, the latter being large enough to contain the dry-cell type of battery equipment. The initials have been taken from Radio Frequency Laboratories, in which Stuart Ballantine and Dr. L. M. Hull designed and perfected this circuit.

Elimination of the annoying squeals found in some types of radio receivers, is accomplished in this new balanced circuit, over the entire band of wave-lengths. The new method of balancing permits of maximum amplification at long

wave-lengths as well as at short wave-lengths. This has not heretofore been accomplished in balanced-type receivers.

Balancing is accomplished in these sets through the use of a true Wheatstone bridge in each stage of radio-frequency amplification. The Wheatstone bridge has been used for many years as a laboratory device for balancing currents. The manner in which it has been incorporated in these sets for preventing squeals is entirely new and novel.

The circuit consists of two stages of radio-frequency amplification balanced by the new method, a detector, and two stages of audio-frequency amplification. A high degree of selectivity results from the use of three tuning circuits. Two specially

designed audio-frequency transformers give unusual volume, combined with faithful reproduction of voice and music.

Figures of Pan and Terpsichore have been woven into an artistic design in gold for the panels, which are colored Adam brown, so as to harmonize with the beautiful two-tone mahogany cabinets. Numerals have been incorporated in the panel design, with pointers of rose gold. Vacuum tubes with the new type base may be used, and the storage type is recommended. These receivers are made by The Crosley Radio Corporation, Cincinnati, and the R. F. L.-60 sells for sixty dollars and the R. F. L.-75 for seventy-five dollars.



The problem of broadcasting over an area where the same language is spoken, such as in the United States, for example, is comparatively simple.

On the European continent, however, the programs of any one country can easily be heard in six other nations. In India, where broadcasting is getting a start, there are 19 different languages.

These latter facts give food for serious thought. Will radio be the means of bringing about a universal language, which would undoubtedly lead to a brotherhood of mankind and possibly lasting world peace? If not this, at least it seems that one or two of the present spoken languages will dominate in international radio programs, and through this domination one or more of these languages will become universal.

If either of these two suppositions occur, the result would seem to make for better relations between nations. People who understand each other thoroughly seldom war upon each other.

Prejudices are broken down and national points of view are appreciated. The radio is just another step which is making for better world understanding.

This movement was launched with the steam locomotive, and has gained impetus through the steamboat, the motion picture, the motor car and the airplane.

Two recent events indicate this world neighborliness will be extended. One is the arrangement for international broadcasting between this country and England in 1926, and the other is the request of the Soviet in Moscow for the introduction of American radio apparatus.

In the light of the marvelous mechanical development in the last quarter of a century, it is not presumptuous to picture worldwide broadcasting, with the necessary adoption of one universal or three or four dominant languages as the mediums for these programs.

#### RADIO PROGRAMS

- (Continued from Page 2)
- 7:30 P. M.—Safety Talk for Children.
- 7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Julius Zebelean, violinist.
- 8:15 P. M.—Uncle Jake Rutz and his Pumpkin Vine Orchestra.
- 8:30 P. M.—Radio presented by Schuster-Martin School.
- 9:00 P. M.—Popular Dance Music from Castle Farm.
- (The Baldwin Piano)

**CROSLY RADIOS**  
Distributed by  
**THESE JOBBERS**  
OHIO, KENTUCKY, INDIANA

Send For Our New Catalog. Ask How to Become a Crosley Franchise Dealer. Let us tell you about the new Crosley sets.  
**OHIO RUBBER**  
228 W. 7th St. Cincinnati

**The JOHNSON-ELECTRIC Supply Company**  
331 Main St. 232 E. Fifth St. CINCINNATI  
Radio and Electrical Supplies of Quality  
Write Us for Dealer Proposition

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

## THE CROSLY PUP

Genuine Armstrong Regenerative  
One Tube Radio



ONLY \$9.75  
Without Accessories

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

The  
**CROSLY RADIO CORPORATION**  
CINCINNATI, OHIO

# P-R-O-L-O-N-G

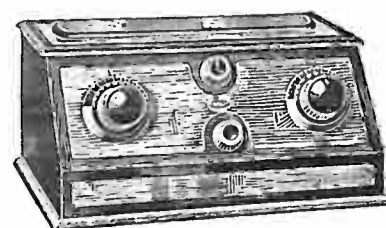
YOUR RADIO SEASON  
BY FEATURING THESE ENTIRELY NEW

## CROSLY RADIOS

BETTER—COST LESS

Four and Five Tube Radios  
Featuring The CRESCENDON  
An Exclusive Crosley Device

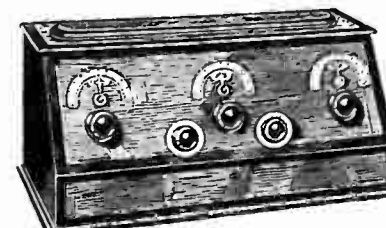
Crosley 4 Tube 4-29



\$29.00

The new 4-29 is a four tube radio consisting of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature—a new amplifying device improving volume and selectivity. It is equivalent to one or more additional tubes of tuned radio frequency amplification. Stations from coast to coast easily heard on a Musicone or any other type of loud speaker.

Crosley 5 Tube 5-38

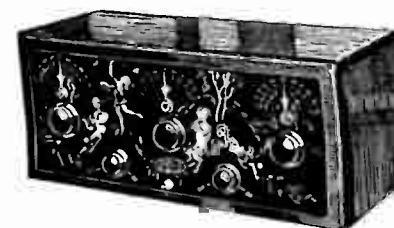


\$38.00

The 5-38 consists of two stages of tuned radio frequency amplification, detector, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification. In volume, selectivity, sensitivity and tonal qualities, the 5-38 is really a wonder. The cabinet, like that of the 4-29, is of hardwood, with handsome two-tone mahogany finish. The Crescendon makes the 5-38 superior to any ordinary five tube sets on the market.

Five Tube Radios With  
R. F. L. CIRCUIT and Incorporating  
True Cascade Amplification

Crosley 5 Tube R. F. L.-60



\$60.00

The R. F. L.-60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

Crosley 5 Tube R. F. L.-75



\$75.00

This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of experienced operators. Stations can be accurately logged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley R. F. L.-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

**THE CROSLY RADIO CORPORATION**  
CINCINNATI

# ADVERTISEMENTS

## FOR CROSLEY DEALERS

The advertisements shown below now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes

and order accordingly. For instance, if you desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-634. If you desire an electrotype, ask for E-634. The M stands for Mat and the E for electrotype. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.



### 4-TUBE CROSLEY 4-29

This set will create as much enthusiastic demand as the famous Crosley 2-tube set brought out two years ago. It is a wonder in the scope and character of its performance.

It delivers volume. It has great distance getting ability. Its amplification is true. Its tone is sweet.

What more can you ask?

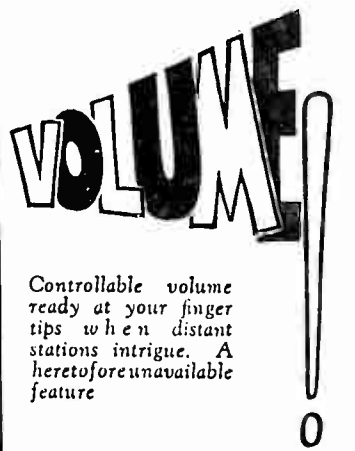
# \$29.

### with the CRESCENDON

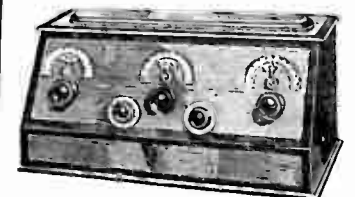
An exclusive Crosley device of reserve volume obtainable only in Crosley radio. Nothing like it ever before offered in popular priced radio.

Dealer's Name

M-634  
E-634



### VOLUME in the New CROSLEY



### 5-38

Tuned radio frequency ideas without their limitations are offered the public in this new set. Such an announcement is possible because of the

### CRESCENDON

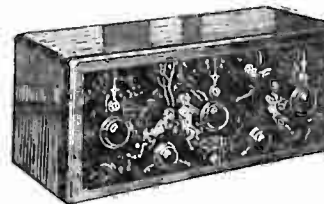
an exclusive Crosley feature offered solely by him.

# \$38.

Dealer's Name

M-637  
E-637

### Never before under \$100 5 TUBE Super-Radio Performance



### CROSLEY RFL-60

Powel Crosley, Jr., has been told he could never make this type of radio to sell at such a popular price. So he put the problem up to America's foremost radio experts.

It took time, but it has been done—five tubes, great range, tremendous volume, perfect balance, beautiful and clear amplification.

Crosley mass production method of building makes the low price possible.

# \$60.

Dealer's Name

M-642  
E-642

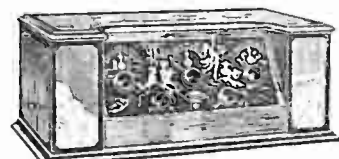
### ASK Any Radio Engineer

What the Wheatstone bridge introduced into each stage of radio frequency means in the way of perfect tone and clear, undistorted sound?

And ask him, too, about the greater volume and higher degree of selectivity such a device creates in a set.

These desired radio ideas are incorporated in the

### CROSLEY



### RFL-75 5 TUBES \$75.

This remarkable set is the direct result of eminent research at Powel Crosley's demand for the BEST tuned radio-frequency set possible. Keen engineering and mass production make it possible at this low price.

Compact Model \$60

Dealer's Name

M-645  
E-645

# Crosley Sales and Service Manual

## SERVICE HINTS

### TROUBLES THAT MAY BE CAUSED BY AERIALS

Erecting the lead-in for an outdoor aerial. In the first place, the lead-in wire should, if possible, be a continuation of the aerial wire. This is far preferable to soldering it to the aerial. If it is impossible to use a continuation of the aerial wire as a lead-in, scrape both wires clean where the connection is made, and solder them tightly together. In any case, the lead-in wire should preferably be No. 14 or larger, in order to comply with the requirements of underwriters in certain localities. Perhaps the most common method of bringing the lead-in wire into the house is to drill a hole in a window sash and to run it through a porcelain tube placed in the hole. Persons who wish to take the utmost precautions have a hole drilled in the window pane and bring in the antenna lead-wire through a special lead-in bushing placed in this hole. It is hardly necessary to go to this extreme in insulating the lead-wire, though it is a fact that the general tendency is to take the utmost care in insulating the aerial and then to lose the value of these precautions through improper insulation of the aerial lead-wire. The question arises as to whether it is good policy to pass the ground wire through the same window as the aerial lead-wire. Cases have been reported where the lead-in and ground wires were actually placed in the same bushing without apparently impairing the efficiency of the installation. Of course, both were insulated wires. This practice is, however, to be avoided wherever possible. It would be advisable to separate the ground wire and aerial lead-in wire as far as possible.

Lack of volume often indicates that the aerial installation is poor. The aerial insulation should be examined, and all joints inspected to see whether or not they are tightly soldered. In examining insulation, attention should especially be paid to the lead-in insulator. Unsoldered joints should be soldered, after first scraping clean and bright the surfaces that come into contact. If the aerial is too short, or not high enough, volume will be sacrificed. Small wires may give the aerial a sufficiently high resistance to cut down signal volume considerably. Wire as large as No. 14 should preferably be used. Inability to receive distant stations would indicate the same defects in the aerial system as lack of volume, of course. There is another factor often of importance in this connection, and that is the

directional effect of the aerial. The ordinary antenna consists of a horizontal wire, from one end of which is brought a lead wire to the set. With such an aerial, reception will be best in direct line with the horizontal portion of the aerial, and especially in the direction along the flat top toward the end where the lead wire is fastened to the aerial. That is, signals coming toward the lead-wire end of the aerial will be received best. This often accounts for the better reception of stations located in one part of the country than of those located in other parts. Of course, the shielding effect of steel buildings, etc., often compensates for the directional effect of the aerial to a certain extent and makes it less noticeable.

Lack of selectivity may often be improved by shortening the aerial, or, if trouble is experienced from certain local stations toward which the lead-in end is pointing, by changing the direction of the aerial. The use of small indoor aerials considerably increases selectivity, but at the expense of volume.

Continual squealing of regenerative sets is sometimes caused by too short an aerial, or by a broken lead or broken connection somewhere in the aerial system. Sets often tend to regenerate so strongly that unless loaded by the proper kind of an aerial they will oscillate continuously.

Local interference in the form of continuous humming picked up from power lines may often be overcome by erecting the aerial perpendicular to the power lines. It should be placed as far away from them as practical. The shorter the aerial the less the pick-up will be, in general, but of course shortening the aerial necessitates sacrificing volume.

Aerials have been much maligned as causes of fading, when as a matter-of-fact they are seldom responsible. Aerials so erected that they could swing readily in the wind, and placed close to steel buildings so that the swaying of the aerials changed the constants of the circuits considerably, have been known to "detune" sets and cause the signal to fade. With the average aerial, built at a considerable distance from all metal objects, the detuning effect due to swaying is hardly noticeable, however. Never-the-less it is good practice to so build aerials that they cannot swing any considerable amount.

## SALES HINTS

### THE CROSLEY FINANCE PLAN

In co-operation with the Household Utilities Finance Corporation, 39 South LaSalle Street, Chicago, Ill., The Crosley Radio Corporation has arranged for the financing of installment accounts of authorized Crosley dealers. Any authorized Crosley dealer who wishes to take advantage of this plan may do so.

Under this plan, when the dealer sells a set on time-payments, he must secure from the customer a down payment of 25% of the amount of the sale, and must arrange for payment of the balance in not more than ten equal monthly installments. The dealer may use his own form of chattel mortgage or time-payment contract. It is recommended, but not required, that he have it filed.

After the down payment has been secured and the set delivered, the chattel mortgage is sent to the Finance Company for purchase. The Finance Company will remit to the dealer the balance due on the contract, less the finance charge and a 25% reserve. The finance charge is applied only to the unpaid portion of the contract, and varies in accordance with the time allowed for completing payments, as follows:

4 months or less.....	4 1/4 %
5 months.....	4 1/2 %
6 months.....	5 %
7 months.....	5 1/4 %
8 months.....	5 1/2 %
9 months.....	5 3/4 %
10 months.....	6 %

In paying each installment, the dealer may deduct a sufficient amount so that after having completed all payments he will have retained a total equal to the reserve fund. For instance, if the balance due on a set is \$100, arranged to be paid in ten monthly installments of \$10 each, the Finance Company will pay the dealer \$75 and retain \$25 as a reserve.

Then the dealer, instead of paying \$10 each month to the Finance Company and receiving at the end of ten months the \$25 reserve fund, may deduct from each monthly payment one-tenth of \$25, or \$2.50, so that at the end of the ten months he will have paid but \$75, and will have kept for himself the total of the reserve fund (\$25). This method of financing is advantageous to the dealer and is superior to other plans, as most companies require that the reserve fund be kept intact until all payments have been made, at which time it is turned over to the dealer. Thus, under most plans, the dealer would be required to pay \$10 a month for ten months, receiving at the end of that time \$25;

whereas under this plan he has to pay but \$7.50 each month, placing him under considerably less of a burden.

The dealer collects the installments due at the end of each month and forwards the amount collected, less the reserve fund deduction, to the Finance Company. The reserve fund deduction cannot be made, of course, if the payments become delinquent.

The finance charge, cost of collections, bookkeeping, etc., should be charged to the consumer, of course, in the total price he pays for the equipment. It is generally considered to be good policy to add 10% to the cash selling price to cover these items. Thus a set selling for \$75 cash would be sold for \$82.50 on time-payments.

An example of a typical transaction follows:

Cash price of Crosley	
R. F. L-60.....	\$ 60.00
Musicone.....	14.75
Tubes, batteries, aerial, etc.	40.25
Total Cash Price.....	\$115.00
Add 10% for time-payment financing.....	11.50
Time-Payment Price.....	\$126.50
5% down payment required.....	31.63
Balance of contract, sold to Finance Co.....	\$ 94.87
25% reserve held by Finance Company.....	\$ 23.72
Financing charge, 10 monthly installments, 6%.....	5.69
Total retained by Finance Company.....	29.40

Cash paid to Dealer by Finance Company.....	\$65.46
Dealer collects each month.....	\$9.49
Less 1-10 of Reserve Fund.....	2.37

Amount dealer must pay Finance Company each month.....\$7.72

Thus in the above example the dealer receives immediately in cash \$97.09 (\$31.63 as down payment and \$65.46 from the Finance Company) or but \$17.91, less than the cash price of the equipment. In addition, he retains from the monthly collections a total of \$23.72, making a grand total of \$120.81 paid to him for the set. This is \$5.18 more than the cash price of the set. Thus, even though the Finance Company charges \$5.69 for handling the contract, the \$11.50 added to the cash price in determining the time-payment price more than covers this, and the dealer receives practically the full cash price immediately for the set without being inconvenienced or put to any appreciable risk.

## THE LANGUAGE OF MUSIC

Radio has opened up two new languages to many people, that of electricity and that of music. Electrical terms, as applied specifically to the technical art of radio, have been explained so often in the radio magazines that any reader can readily inform himself as to their meaning. But to those who have not had a musical education many musical words are confusing. This is especially so as most of the technical terms employed in music are of an Italian origin because much of the early development of music was accomplished in Italy.

A knowledge of these terms adds to an appreciation and understanding of the music to which they refer. To know that a barcarole is a boat song whose rhythm pictures the water lapping against the sides of a Venetian gondola or that a berceuse is a cradle song or lullaby, gives a clue to the meaning of the music itself.

Many of the commoner terms indicate the manner in which the composition should be performed so as to bring out the composer's thought. Thus allegro represents a rapid rhythm, adagio slowness, and andante a medium pace. Forte means loud, piano soft, crescendo a steady increase in loudness, and diminuendo a steady decrease.

The interlude or intermezzo so frequently played by the better orchestras is literally the instrumental passage between the verses of a song, just as an overture forms the introduction to an opera. An etude is an instrumental piece designed to illustrate a problem or difficulty in the technique of any instrument.

All of these terms, and many more whose pronunciation is as unfamiliar to the average announcer as is their meaning, are defined in any dictionary. Consequently there is no excuse for ignorance of them. In fact, radio is so popularizing music that no person desiring to be considered as well-informed can afford to overlook this knowledge.

As you read through the programs for the week make a list of the words whose meaning you do not understand. Look them up in the dictionary and think of the definition as the piece is played or sung. You will be surprised at how

much more the music means to you. By a little application in this direction a person having no ability to sing or play can learn to feel much of the real meaning that is involved in the finer compositions.

### Machine-Wound Coils More Accurate Than Those Made by Hand

Modern methods of manufacturing radio apparatus, as well as other products where mass production and speed are essential, utilize automatic machinery for the work. When Lewis M. Crosley, Vice President of The Crosley Radio Corporation, was made supervisor of production, he had automatic machinery installed in all of the plants as a means of speeding up the output to meet the demands for radio receivers.

Before automatic machinery completely replaced the hand method of winding inductance coils, it was not always possible to be assured of accuracy, due to the opportunity for error when the human factor entered the work. But with the present system of automatic machine coil winding, there is no chance for mistakes being made, each inductance coil is wound accurately and perfectly spaced, important factors assuring uniformity of low-loss construction. Scraping defective coils is now unnecessary.

Every Crosley receiver uses inductance coils, from the small one-tube "pup" to the new five-tube R. F. L. 60 and 5-38 models. These coils are wound with different sizes and coverings of wire, according to their use in the various circuits.

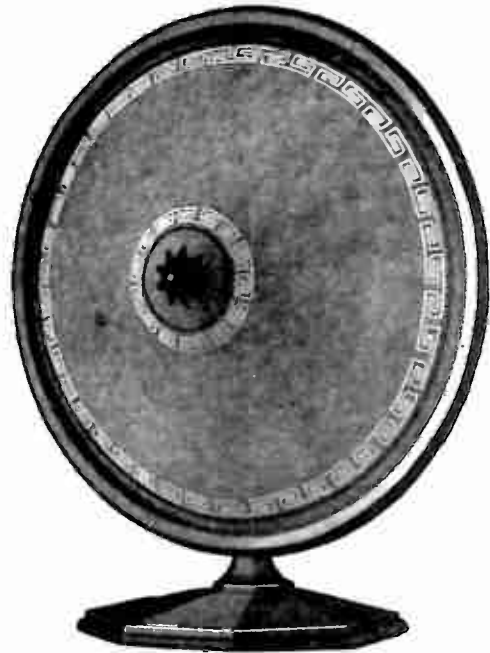
When the first great wave of enthusiasm swept the country a few years ago, the average person knew very little about the apparatus they bought. Today, thanks to newspapers and magazines with radio departments, the public has become better informed of technical terms and engineering specifications.

### A Good Customer

Finkelstein was a good customer of Abe and Mawruss, manufacturers of ladies' dresses. He was, however, getting lax about his payment of invoices, and Abe suggested that Mawruss write him a strong but diplomatic letter calling his attention to this laxity.

Mawruss worked for several hours over the letter, then showed it to Abe for his approval. After reading it over carefully, Abe said: "By golly, dot's a wonderful letter. Strong and to der point, aber not personal or insulting. But you got a couple mistakes in it, Mawruss. 'Dirty' you should spell mit only von 'r' and 'cockroach' begins mit a 'c'."

# RADIO MUSIC ALWAYS BETTER WITH A CROSLY MUSICONE



Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

## \$14.75

The Crosley Radio Corporation  
CINCINNATI

SELL YOUR CROP  
OF  
TOBACCO  
AT THE  
KENTON LOOSE LEAF  
TOBACCO WAREHOUSE  
Covington, Ky.