

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

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MAY 3, 1926

R.F.L.-75 Is Praised By "Kid Mayor" of Wisconsin Village

Youthful Executive, Who Erased Town's \$85,000 Debts, is Enthusiastic Booster of Crosley Radios.

Newspapers and magazines have published, during the past several months, column after column about the achievements of Paul Ungrodt, the 23 years old radio and hardware dealer, who, as mayor of the village of Washburn, Wisconsin, has succeeded in pulling the town out of a slough of indebtedness by the application of business methods in the handling of the village's funds.

Ungrodt is known as the "Kid Mayor" of Washburn, but despite his youth he has been able to accomplish what his older predecessors had never been able to do. When he announced his candidacy for the highest office in the village, which has a population of more than 3,000, the voters laughed at him. However, when he explained to them the manner in which he planned to meet the \$85,000 debts of the village, they began to take interest and elected him mayor by an overwhelming majority. That was several years ago. Now the debts have been paid and Washburn is a prosperous village. Ungrodt will be re-elected and will serve one more term. Then he will return to his radio and hardware business, believing he will have rendered sufficient service for one citizen.

This so-called "Kid Mayor" is an authorized Crosley dealer and a loyal booster of Crosley merchandise. In spite of the strenuous duties in connection with the office he holds, he has been able to build a profitable business, helping his father to succeed when other merchants in the village failed with the slump that followed the close of the World War. Ungrodt is proud of the Crosley franchise he owns and values it very highly. He thinks a great deal of the Crosley R. F. L. receiving sets, and, in a letter sent recently to the E. Garnich & Sons Hardware Company, Ashland, Wisconsin, jobbers from whom he buys Crosley radios, he said:

"The Crosley R. F. L.-75 is certainly a dandy. I have tested it

(Continued on Page 4)

Final Tests For All Crosley Radio Sets Made Under Worst Possible Conditions; Poor Aerial and Ground Connections Used

After the engineers have finished their experiments with new radio apparatus, and more especially receiving sets, they are not put into production without being subjected to another and more severe test. This test consists of installing the receiver in the private radio laboratory in the home of Powel Crosley, Jr., where he has especially erected a very poor antenna and ground connection. He has a good aerial as well, but it is not used for testing purposes. If a receiver will operate upon the poor equipment under adverse conditions of reception, it is safe to predict that the average radio listeners will be able to obtain results of a satisfactory nature with any of the apparatus made by The Crosley Radio Corporation in its Cincinnati factories.

An example of one of the tests made with a new receiver was dis-

closed when Mr. Crosley told of attaching a short piece of wire to a wire fence which he used for an antenna and then, with a long piece of wire stretched upon the ground for a "ground" connection, he tuned in stations within a reasonable distance.

Another type of experiment is conducted with receivers and that is the tube tests. Receivers are subjected to various makes of tubes and it has been found that the standard, reliable tubes will give good satisfaction in receivers while hundreds of so-called "boot-leg" tubes which are sold at extremely low prices will not give satisfaction. Many of these inferior tubes will light, but not function for radio work—just as an ordinary electric light bulb will provide light, but lack the other necessary qualities to make them of use in radio reception.

Farmers Considering Radio As Utility As Well As Provider Of Entertainment; Tremendous Saving of Money Announced

Receiving sets are considered a utility as well as a means of providing entertainment for farmers. This was shown in a report of a recent survey submitted to Powel Crosley, Jr., director of the National Farm Radio Council.

Farmers are now receiving market reports via radio from twenty-four to forty-eight hours earlier than they did before broadcasting was utilized. With this advantage of earlier market reports, there was reported a tremendous saving of money by the farmer in knowing the condition of the market before shipping produce. In the digest of the reports from forty-three states, more than forty-six per cent showed specific examples of how they saved money through the reception of the reports.

Weather reports, particularly in truck and fruit territory, enabled the growers to take protective measures which saved them thousands of dollars a year. These

weather reports are given at ten, twelve and seven o'clock daily, through the Crosley WLW broadcasting station, Cincinnati.

Another interesting fact was disclosed in the survey of the time the farmers "listen-in." It was shown they devote a greater part of their noon hour to radio reception and the farm audience in the afternoon was not very large. In Illinois, Indiana, Minnesota and New York the audience before noon averages around thirty per cent of the total farm radio audience in those states. The return from Pennsylvania was less than two per cent which listened to the morning programs.

The maximum farm audience listening to radio was around eight-thirty in the evening and from that time on the percentage of listeners drops off. Talks are broadcast through the WLW station every Wednesday evening which have an especial appeal to farmers and are given at seven-thirty o'clock.

Feminine Fans Are Adjudged Winners Of Radio Contest

One of Famous 'Deeka's' Puppies Won by Pennsylvania Woman in One-Tube Contest.

First, second and third prizes in the January section of the one-tube radio contest conducted by The Crosley Radio Corporation have been awarded to feminine fans, whose letters on reception were adjudged to be the best of the hundreds received.

First prize, one of the famous "Deeka" puppies, was won by Florence E. Beam, Box 208, Willock, Pennsylvania.

Second prize, a Crosley Super-Trirdyn three tube radio receiver, was won by Clara Bell McCaslin, of Franklin, Indiana.

Third prize, a Crosley three tube 52 special DeLuxe radio receiver, was won by Mrs. L.V. Tangeman, 7028 South Chicago avenue, Chicago, Ills.

The very excellent reports on reception and the benefits radio is bringing to those who cannot afford other means of amusement are proof of the great interest women are taking in radio and demonstrate the abilities of feminine fans to bring in distant broadcasting stations. It was especially interesting to the judges to note the manner in which the winner of the first prize prepared her report, which contained proof that she had heard 57 different stations with her one-tube radio. In her report were verifications from that many studio managers.

The prize awarded to her comes from the famous Big Mountain Kennels, of Weston, Vermont, and his father, "Deeka", is the nationally-known Doberman Pinscher police dog which has traced so many criminals and which is a regular "member" of several New England Police Departments. "Deeka's" A.K.C. registered name is Albert von der Rudolfsburg.

These prizes have been awarded monthly to those who sent in the best reports on reception with a one tube radio. Another will be awarded to the winners for February, after which the winner of the grand prize of \$1,000 in cash will be announced. The February prize

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Radios Are Used To Great Advantage In Spring And Summer

Exceptionally Interesting Programs Being Prepared by Studio Directors—Higher Power to Aid Listeners.

With the improvements made in receiving apparatus within the last two years, radio should now be used to great advantage and with great pleasure throughout the spring and summer as well as in the fall and winter—in fact, throughout the entire year.

There never should have been any such term as the "radio season"—a fallacy created and fostered chiefly by the radio manufacturers themselves who lacked sufficient faith and vision to perceive that radio is an all-year-round commodity—no longer a "luxury," in the usual acceptance of the word, but a quasi-necessity in every home, everywhere.

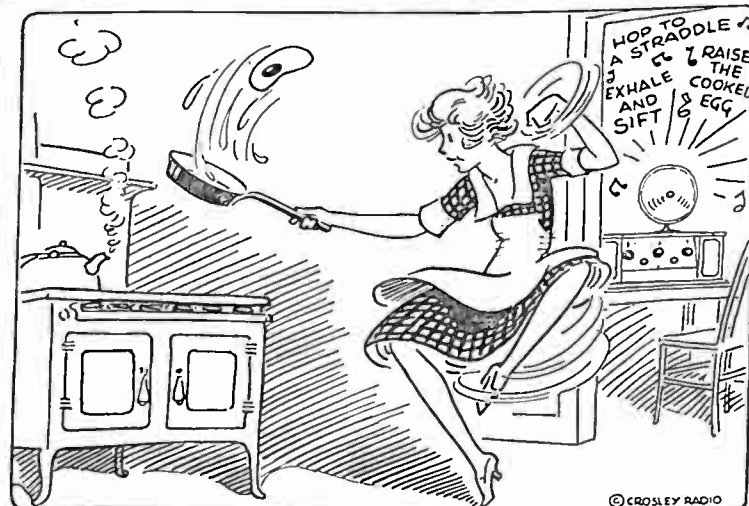
From the very outset of broadcasting and participation by the public, as a whole, in the joys and advantages of reception, the radio manufacturers should have educated the people in the use of receiving sets in the milder and hot weather months of the year to as great an extent as in the cooler and cold periods. If they had taken this course, the public would have clamored for more and better broadcasting in the warmer months and the resultant programs from the broadcasting stations would have been just as acceptable and delightful in these months as in the winter solstice.

But the radio manufacturers, in the initial stages of the industry's development, were content to limit their activities to a few months of the year, in preparation for meeting a demand which they arbitrarily fixed as beginning with the cold weather. As a result of this shortsighted policy, there was at first only a short manufacturing period and an almost equally short marketing season.

The public, not knowing otherwise, naturally concluded that there was only a brief period of good reception and hence used its receiving sets for only a few months—in the cold weather—and then stored them away for another winter or sold or "scrapped" them.

If the radio manufacturer had done his full duty by the consuming public, at the beginning of his operations in this field, he would have elucidated, demonstrated and expatiated upon the desirability of using radio receivers in the spring and summer as well as in the fall and winter. If he had done this, he would not now be faced with the task of eradicating the erroneous impression which he himself has conveyed that there is only one ra-

Cooking and Reducing Get Mixed



Humorous complications arose when a radio fan in a town in Illinois was asked by his bride of a month, to copy the daily menu broadcast by a radio station. Besides tuning in the station providing the menu, he got the morning setting-up exercises through the Crosley WLW station. Here is what he handed his bride:

"Hands on hips, place one cup of flour on the shoulder, raise knee, depress toes, and wash thoroughly in one half cup of milk. In four counts, raise and lower left foot and mash two hard-boiled eggs through a sieve. Repeat six times, inhale one-half teaspoon salt, one

teaspoon baking powder, and one cup of flour. Then breathing naturally, exhale and sift. Attention. Jump to a squatting position of quick time. Twist sideways and forward right and left as far as possible and beat egg swiftly and briskly, arms forward over head. Raise the cooked egg with the flour and in four counts make a stiff dry dough, which is stretched at the waist. Thighs flexed, lay flat on the floor and roll into marbles the size of a walnut. Hop to a straddle in boiling water but do not boil at a gallon. After ten minutes remove and wipe with a rough towel and serve with fish soup."

dio season each year, and that this is a relatively short period in the cold months.

However, it's never too late to mend. There is still time this year and in the years to come to wipe out the old fallacy of only one radio season yearly by showing plainly and unmistakably that there is just as much entertainment and "uplift" to be obtained from radio in warm weather as in cold.

The programs of the broadcasters are going to be just as interesting and instructive this spring and summer, as they have been during the winter months and there will be far more leisure time in which to enjoy and profit by these programs than there ever was in the colder periods. There will be less interference this spring and summer than in the past, as this is being materially eliminated by the use of higher power by the broadcasting stations and by the production of receiving sets which can more easily cut out interference that has not hitherto been removed by the use of the higher transmitting power.—(Radio Guide).

Remove the paper covering from an old dry cell, fasten the receiver's ground wire to the negative and positive terminals and bury it in the ground. As it remains moist it will make a good ground for a year.

R.F.L.-75 Is Praised By "Kid Mayor" of Wisconsin Village

(Continued from Page 1).

thoroughly at all hours of the day and find that it pulls in everything from 0 to 100 on the dials. Last Sunday night I got the finest reception from a dozen different stations that I have had since Christmas. Conditions were not perfect but the receiver did its stuff beyond criticism. I heard more stations than I ever knew existed."

New Popular Program

Another new popular program has been added to the broadcasting schedule of the Crosley WLW broadcasting station of Cincinnati. This program will be broadcast every Wednesday evening from eleven until twelve o'clock with a number of entertainers and a large jazz band and will be under the auspices of the Cincinnati Post's radio department. Further details of this program will be given later. The first program will be put into the air April 21st.

Crosley Radio Best, Says Man Who Tried 75 Different Sets

(Continued from Page 3.)

and several Texas and Florida stations.

"During the past fourteen months I have listened in over 3,000 hours, daylight reception included. My present machine (Model 75) gives me very good service during the day from the following stations: WJZ, WOR, WRC, or WCAP, WOO and WCAU. This result was never obtained from any other machine except a two tube set with an all wave coupler that I use for DX, work.

"Courteously yours,
"E. Wilson
"Portsmouth-Cradock, Va."

"Gentlemen:

"I just cannot hold back any longer. I must tell you what I think of your new sets. They are by far the greatest values ever offered. This day at noon I tried out the new model (six tube single dial) and I have to admit that it is almost as good on daylight reception as your 4-29 but cannot hold the 5-38 a light. With the 5-38 I receive daily from your station at noon the time signals and entertain often at noon at a drug store with one Musicone over the side walk and one on the inside with concerts from WSB about 200 miles away and from WSMB about 700 miles away and often hear WJZ and some others. All this in the day time, to say nothing of what I do at night.

"I have seen only one other set that would equal the 5-38 and that is an eight tube set that cost \$235.00 with tubes, batteries and speaker.

"I have not really praised the set highly enough. But every word of this statement can be proven by a number of listeners here.

"Just keep up the good work. You have the world beaten.

"Sincerely, an enthusiastic dealer,
"A. S. Blanks Radio Service,
"A. S. Blanks,
Colquitt, Georgia."

"Gentlemen:

"We have just received a log sheet from our good Crosley dealer, Mr. Frank L. Beal, of the Beal Electric Co., of Tilden, Nebraska.

"These stations were logged on the 5-38 receiver on February 12, between 6 P. M., and midnight. Two, Mr. Beal and Mr. Wheelan, of Tilden, will verify listening to these stations on this receiver. The list follows:

- Chicago, Ill., (eight stations); Clay Center, Nebr.; Dallas, Texas, (two stations); Shenandoah, Iowa; Council Bluffs, Iowa; St. Louis, Mo., (two stations); Nashville, Tenn.; Hastings, Nebr.; New Orleans, La.; Denver, Colo.; Lincoln, Nebr.; Manhattan, Kansas; Mexico City; Waco, Texas; Kansas City, (Continued on Page 5.)

Crosley Musicones Are Subjected To Severe Tonal Tests

Reproducer is Exceptionally Popular Because of Absolute Faithfulness in Reproducing Music and Voice.

Before the advent of the popular cone-type speaker, many queer sounds were credited with being radio music and voice, when in reality the sounds were weird squeaks. One of the reasons for the popularity of the Crosley Musicone reproducer is found in its absolute faithfulness in reproduction of music and voice, from the lowest bass tones to the highest falsetto. In obtaining this wide range of tone, there are many factors which enter into the construction and testing of the reproducing unit, which are not found in any other speaker. One of these is the tonal adjustment in the testing laboratories.

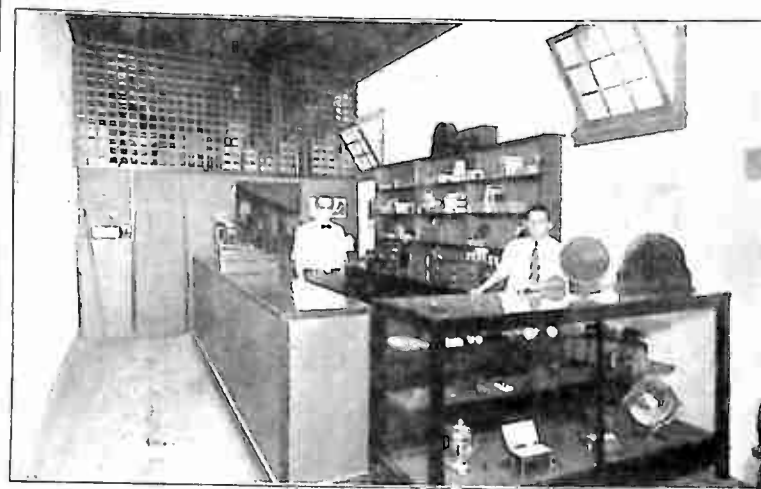
In making tone tests, the tips of the Musicone cord are placed across 110 volts of alternating current passing through a special device. This current is much stronger than the speaker would receive in the ordinary course of use in homes. Despite this tremendous alternating current voltage, the coils of wire are not injured, even though they are subjected to the current for half a minute. The magnets do not become de-magnetized, either. In putting the reproducing unit through such a test as this, the inspectors are assured of the armature moving at the maximum

Prize Winners



This charming miss is petting one of the prize puppies given by Powell Crosley, Jr., as the reward for the best report of reception with a one-tube radio set. The dog was won by D. C. Dolan, Atlantic City, N. J. The funny little "pup" on the girl's lap, is a mascot of the WLW broadcasting station.

CROSLY RADIO SHOP IN FLORIDA



The above picture is that of the Radio Shop of Guy H. Robinson, at Miami, Florida. For some time Mr. Robinson handled Crosley radios exclusively, but recently he added a complete line of electric fixtures, appliances, etc. Mr. Robinson formerly was Assistant Sales Manager of The Crosley Radio Corporation and is well known in the radio industry.

distance and the best tones are obtained.

Definite tone and sensitivity tests must be passed by the unit and finished cone before it is ready for delivery. The knurled nut on the front of the paper cone is there to keep the paper in place and not for the purpose of adjustment as some people seem to think. Adjustment is made with two small screws inside of the case and are a part of the reproducing unit.

Crosley Radio Best, Says Man Who Tried 75 Different Kinds

(Continued from Page 4.)

Mo.; Hot Springs; San Antonio, Texas; Minneapolis, Minn.; Atlanta, Ga.; Jefferson City, Mo.; New York City, N. Y.; Fort Worth, Texas; Davenport, Iowa; Memphis, Tenn.; Columbus, Mo.; Omaha, Nebr.; and Des Moines, Iowa.

"I am sure you will be pleased to know how the new receiver is operating, and we have received numerous letters from our dealers as to the wonderful reception they are getting from these new sets.

"Yours very truly,
"Electric Supply Co.
"E. C. Nickerson,
"Manager
"Omaha, Nebraska."

Market Reports

The morning hour for giving the reports of conditions of the market has been changed from 10:45 to 11:00 o'clock for the convenience of the hundreds of business concerns which tune in to the Crosley WLW broadcasting station to obtain news for which they would have to otherwise wait several hours.

Radio Taking City And Town to Farmer; Benefits Are Cited

Farm Home Without Receiving Set Will be Exception Within Next Few Years.

It has been estimated that at least 500,000 farm homes are equipped with radio receiving sets. It won't be many years before the farm home without a radio will be the exception.

The motor car has done much to take the farmer to the city and town for entertainment and education, but the radio, without the slightest inconvenience, is taking the city and town to the farmer. It matters little where a farmer lives, there are stations which he can get easily, if he has the right kind of set he can bring the whole country to his door.

Entertainment is always going to be the big attraction of radio to the farmer. The Dakota farmer who tells how he gets Chicago market quotations regularly over his radio is an example of other possibilities of the radio.

To the family in the city the radio is primarily a means of entertainment. To a very large number also, it is a means of education. But it cannot be denied that entertainment offers the principal attraction of radio. But to the man on the farm, radio offers entertainment and education, and also information valuable to the man engaged in the business of agriculture.

Feminine Fans Are Adjudged Winners Of Radio Contest

(Continued from Page 1)

will be a Cairn Terrier from the kennels of Mrs. H. F. Price, of Riverside, Conn. Cairn Terriers are the smallest of the Scottish Terriers and are probably the oldest terrier know. From 12 to 13 pounds is their best weight. Names of the February winners will be announced very shortly.

Musical Auto Draws Crowd On Busy Street

A mystified crowd gathered about a touring car which was parked on a busy street in Norwood, Ohio, a few evenings ago. From the dark recesses of the rear there came forth beautiful music which held the attention of the crowd. No one was in the automobile and it was impossible to see anything more than a small box on the rear seat. Some of the spectators thought it was a music box and would soon run down but it continued to give forth music.

The driver of the auto came out of a nearby store and could not make out the reason for the crowd around his machine. He, too, soon heard the music and crowding his way to the car, began to drive off, leaving the people as mystified as before.

The mystery was solved when a voice from the rear of the automobile told of the music which was coming from the Crosley broadcasting station, WLW, in Cincinnati. The box of mystery was a portable receiving set which the owner was taking to his home.

RADIO DRILLING



This is one of a number of machines used to automatically drill the holes in the panels used for the new Crosley radio sets. It drills two panels at one operation.

DAILY PROGRAMS

(Continued from Page 2.)
 or Stages and Official Police Bulletin.
 11:00 A. M.—Market Reports.
 11:55 A. M.—Weather Forecast and Correct Time.
 12:05 P. M.—Organ Concert by Mildred Prilge, 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.
 1:30 P. M.—Market Reports.
 2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
 3:00 P. M.—Market Reports.
 4:00 P. M.—Piano recital by Adelaide Apfel.
 4:30 P. M.—Official Police Bulletin.
 5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
 6:45 P. M.—"The Eyes Have It," by Dr. C. H. Kauffmann.
 6:50 P. M.—Weather Forecast and Market Reports.
 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
 7:30 P. M.—Last talk in a series by Mrs. Jessie Adler, Asst. Prosecutor of Hamilton County under the general title, "A Mother's Civic Responsibilities."
 7:40 P. M.—Continuation of Hotel Gibson Program.
 8:00 P. M.—Program by Sigma Alpha Iota Sorority from Cincinnati College of Music.
 8:00 P. M.—Accordion duets by Adolph and Eleanor Hedlund.
 9:45 P. M.—Scenes from "The Two Orphans" and "Rigoletto," given by Harry Quilman.
 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
 10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley distributors in Texas. (furnished by the French Bros.-Bauer Co.)
 Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
 10:40 P. M.—Irene Downing and "Sentimental" Tommy Reynolds.
 11:00 P. M.—Popular Dance Music from Castle Farm.
 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Oregon. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm).
 (The Baldwin Piano)

Schultz, Physical Director.
 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
 11:00 A. M.—Market Reports.
 11:55 A. M.—Weather Forecast and Correct Time.
 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
 1:30 P. M.—Market Reports.
 (The Baldwin Piano)

WLW Program
 The Crosley Radio Corporation, Cincinnati, Ohio.
 422.3 Meters—710 K. C.
Saturday, May 8th, 1926
 Eastern Standard Time.

10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
 11:55 A. M.—Weather Forecast and Correct Time.
 1:30 P. M.—Business Reports and Stock Quotations.
 6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.
 7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
 8:00 P. M.—Johanna Grosse.
 8:15 P. M.—Shoestring Orchestra Old Time Fiddlers from Sardinia, Ohio.
 8:45 P. M.—Lawson-McClain Hawaiian String Quartet.
 9:30 P. M.—Dance Music from Castle Farm.
 (The Baldwin Piano)

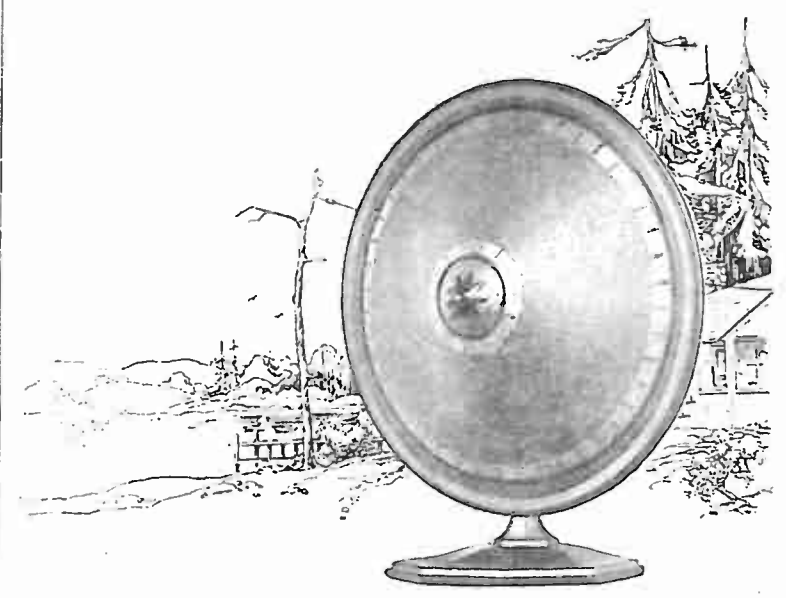
TUNE IN!

We broadcast daily at
 11:00 a. m. and 1:30 p. m.
 Financial News
 Market Reports.
 Government Bond
 Quotations
 Call Money Rates
 Foreign Exchange, Grain
 and Live Stock
 Quotations.

THE FIFTH THIRD
 NATIONAL BANK—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

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



**Even Your Customers
 Help You Sell the
 CROSLY MUSICONES**

Connecticut Listener Instrumental In
 Selling Fifteen to His Friends
 "970 Townsend Ave.,
 "New Haven, Conn.

"The Crosley Radio Corporation,
 "Cincinnati, Ohio.
 "Gentlemen:
 "Last August I bought a Crosley Musicone, and since that time I have known what real radio enjoyment is, and I have been such a Crosley Musicone booster since then that I have been instrumental in my friends buying Musicones to the total of 15.
 "However, I must confess unfaithfulness which occurred about a month ago. I wanted a change, regardless of cost, and so I listened to and had on trial every cone speaker I guess that is made, and after it was all said and done, I kept my Musicone and decided that I wouldn't sell it for \$100 if I couldn't replace it with another Musicone, and my experience made me even a more enthusiastic Musicone booster, if possible, than I was before.
 "And here's a good one, too. A man who is very deaf heard my Musicone the other night, and said he could hear it better and clearer than any other speaker he had ever heard, and spoke especially about the wonderful tones it produced.
 "And boy. If you could hear a piano solo on mine—no fooling, you'd think the piano was in the room.
 "Yours very truly,
 "Stephen L. Cooke."

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

Crosley Sales and Service Manual

SERVICE HINTS

Service Calls
 Whether or not his customers phone him asking for service on their sets, it is well worth while for a dealer to make a practice of periodic service calls. If he sends a service man to inspect his customers' sets every three or four months he will not only increase the good will of his customers toward him, thereby doing a certain amount of indirect advertising for himself, but he will gain a large amount of business in replacements of accessories that otherwise might be given to other stores. When the service man calls to look over the set, it will be quite easy for him to learn of live prospects who have seen the customer's set and liked it, and these names will help to make several sales of sets.
 The old saying that "a satisfied customer is the best form of advertising," is as true for radio as for any other line of merchandise. If the customers may be kept satisfied by service calls at infrequent intervals, it is surely worth the slight expense necessary. The chances are that the sale of accessories resulting from these calls will considerably more than pay for the time of the man making them.
 It is not necessary that the serv-man carry highly-elaborate equipment with him. A few simple tools will suffice. The following are suggested:
 1 small, double-scale voltmeter.
 1 Screwdriver.
 1 pair of pliers.
 1 2-inch camel's-hair brush.
 Some pipe cleaners, such as are used in cleaning the stems of ordinary smoking pipes.
 Some fine emery paper or sand paper.
 The service man need spend but ten or fifteen minutes inspecting the customer's set. First he should carefully remove all dust from the wiring and between the condenser plates. The camel's-hair brush is provided for removing dust from ordinary places, and the pipe cleaners for use between the plates of the rotary condensers and in other places difficult of access by means of the brush. Then all terminals should be tightened. Corroded, or dirty terminals should be loosened, and the wire and terminal thoroughly cleaned and brightened with the sand paper. They should then be tightened until good contact is assured. Then the batteries may be tested by means of the voltmeter. They should be tested with the tubes turned on. Dry-cell "A"

batteries should test 1.1 volts or more per cell, and dry cell "B" batteries should test 17 volts or more per 22½ volt block, or 34 volts or more per 45 volt block. Storage "A" batteries testing less than 1.8 volts per cell should be recharged.
 If the testing is done at night, it might be well to take along some good tubes, so that the customer's tubes may be tested in comparison with them under actual receiving conditions. If any of the accessories are below standard and the owner is informed of this fact, he will quite naturally give the service man an order for new accessories on the spot.
 Finally, the service man should inspect the customer's aerial and ground system. He should see that all connections are tight and that there are no breaks in wires. If the lead-in insulator is dirty, he should clean it. When convenient, it would be well for him to clean the aerial insulators.
 These periodic service calls are not intended for taking care of individuals who are actually having trouble and who have phoned the dealer for help; but, by making minor adjustments and replacements, to insure satisfactory operation and forestall trouble. In order to handle trouble calls, the service man should be outfitted somewhat differently. The equipment necessary and the method of procedure best adopted to locating the causes of unsatisfactory performance will be outlined in the article next week.
Concert Soloist
 Mrs. Carol Mathes Tlemeyer is a coloratura soprano and one of the few who possess a good radio singing voice. She sings solos every Monday evening, through the Crosley WLW broadcasting station, from the Florentine Room of the Hotel Gibson where her husband is a member of the orchestra. He is an expert musician and flute soloist.
Piano Studies
 If any radio listener is interested in music and its application to the piano, Mary Louise Wosezcek, known as the "Crosley piano request lady," will surely have some selection on her weekly program which should interest him. These recitals are given every Tuesday evening through the WLW broadcasting station, at seven-thirty o'clock.

SALES HINTS

Keeping A Report Book.
 If you have never kept a Radio Report Book, begin to do so at once. It costs nothing but a few minutes time, and its value to you will be immeasurable.
 All you require is an ordinary scrap book, large enough to take the usual size letterhead, and you are ready for action.
 First of all, paste in all the voluntary testimonials that you have received from owners of Crosley radio sets, together with each owner's list of stations received. Then get after those people you have

doors down the avenue, who wouldn't trade his Crosley set for any other on the market. Such letters bring the sales argument close to home, and go a long way toward convincing a man.
 To judge how valuable testimonials are, you have but to examine a few advertisements of manufacturers, and see which ones hold your interest the most. The chances are that the most convincing advertisements or literature that you find will contain testimonial letters from individuals



who have not written you. Ask each one for a list of stations he has recorded, together with anything else he likes to say about his radio set, paying particular attention to volume, distance, selectivity, ease of operation, and economy of upkeep.
 And when you have gotten this list together, you will have one of the finest sales arguments in the world. It will help you close many a doubtful sale, where conditions have been against you. In many cases it will make possible a sale over the counter, without even a demonstration. It will back up your advertising, and support your sales talk. In case of possible dispute about the operation of your sets, it is invaluable evidence.
 When it comes to breeding confidence, the original written report of a party in your territory is worth more than hundreds of dollars worth of advertising, or many hours spent in verbal eloquence.
 In selling Mr. Jones, it is a big advantage if you can show him a letter from Mr. Smith, across the street, who is getting wonderful reception with his Crosley receiver, and another from Mr. Brown, two

who have used the manufacturers' products and are enthusiastic about them. You are in much better position to make use of testimonials than is the manufacturer, for it is possible for you to show your prospects letters from persons with whom they are personally acquainted.
 This is a sales idea that no one can afford to pass up; it will cut down your sales cost, increase your volume, and improve your turnover to an astounding extent.
 Get a testimonial book underway immediately. Send out a letter to all past customers asking for a testimonial. See that every sale you make adds another testimonial to the Radio Report Book.
Minstrel Jokes
 One of the popular features of the Crosley WLW broadcasting programs is the Burnt Corker Review. This is an organization of instrumentalists, singers and comedians, who provide an hour of favorite songs and stories, Tuesday evenings, at eight o'clock. Louis John Johnen, program director of the station, is interlocutor.

“We Have Not Had A Single Crosley Radio Returned To Us Because Of Defect, Nor Have We Had To Respond To Any Service Calls From Any Of Our Dealers.”

HERBERT-JOHN CORPORATION, 1780 BROADWAY, N. Y. C.

Successful operation of a new testing system prevents an imperfect radio receiver being shipped from the factories of The Crosley Radio Corporation. Every receiving set and every Crosley Musicone is subjected to the most thorough examination by radio experts before it is passed on to the shipping room. That explains why the Herbert-John Corporation and other Crosley distributors are not being asked to respond to service calls from their dealers nor to have defective sets returned to them for repairs. Crosley jobbers and dealers are aware of these conditions and are welcoming the new merchandise that requires a minimum amount of servicing. They know that when a Crosley radio or

Musicone is sold it STAYS SOLD and satisfies the customer, who will come back for batteries and other accessories as they are needed. Crosley radios are being sold in large numbers and will continue to be sold throughout the Summer. Their efficiency, coupled with their very low prices, appeals to everyone. Buyers are welcoming the merchandise that does not require servicing and both dealers and distributors are obtaining larger profits because they are not compelled to “handle the set two or three times.” Crosley dealers should carry a complete line in stock at all times. There is a nation-wide demand for these products that can be met only by those merchants who carry a complete line of Crosley Radios and Musicones.

For simplicity and speed in tuning, fidelity of tone and decorative beauty, the new four and five tube Crosley radios stand unchallenged by anything twice the price. They are so marvelous in performance that their appearance on the market has created a new standard of comparison. Such sets as the R. F. L.-60, for \$60.00, and the R. F. L.-75, for \$75.00—both five tube radios—introduce new qualities in broadcast reception. In addition to these, there are the four tube 4-29, for \$29.00, and the five tube 5-38, for \$38.00, incorporated in which is the Crosley Crescendon which increases the weak signals of distant stations to full volume without distortion and still permits loud, near-by station signals to be softened practically to a whisper.

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.

CROSLLEY RADIOS

BETTER · COST LESS

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXIV.

Published By The Crosley Radio Corporation

MAY 10, 1926

Real Radio At Last, Says New York Man Regarding R.F.L.-60

Stations in California and England Tuned in With Musicone—Volume and Tone are Excellent.

"At last I have heard a real radio," said a customer in the radio store owned by the Himes Brothers, at Oswego, New York, after he had been permitted to listen to broadcasting stations in various parts of the United States, including California, and to a station in Bournemouth, England. The set used in this demonstration was a Crosley R. F. L.-60, a five-tube radio that sells for but \$60.00.

E. L. Himes, president; A. E. Himes, manager and E. E. Himes, assistant manager, signed the following:

(Continued on Page 3.)

Vacation Equipment Must Include Radio; Elaborate Programs Are Being Prepared For Special Benefit Of Summer Listeners

No vacation is really a success without a radio receiver. This is the season of the year when radio fans are looking towards their vacations and the great out-of-doors.

Broadcasting stations are arranging programs for the summer which will be nearly as elaborate as those given in winter. Then, too, there are more powerful stations operating now than in past years, making it easier to tune-in to one of them and be assured of hearing a concert, sermon or jazz band. Plans are now completed for a full summer schedule of programs to be given through the Crosley WLW super-power station in Cincinnati.

It is also interesting to note the increased efficiency of the radio sets this year as compared with

those previously used by vacationists. They have a greater range of reception and are adapted for much sharper tuning.

There are some simple rules which radio fans may use in connection with their planned vacation trips with radio sets. Be sure all wires are tightly soldered and the receiver works perfectly before it is taken upon the trip. Carry a couple of extra vacuum tubes and spare dry cell batteries if the trip is one which makes it impossible to find a supply base at a reasonable distance. Handle the cone speaker with care and see that all aerial and ground connections are made just as good as possible. Too many people slight the ground connection, not only on a vacation trip but in a permanent installation.

Types Of Breathing Will Be Broadcast From Crosley WLW

Physicians Again Turning to Radio as an Instantaneous Method of Diagnosis

Physicians are again turning to radio as an instantaneous method of diagnosis. Varying types of breathing will be broadcast through the Crosley WLW station in Cincinnati, Wednesday evening, May 12th, at nine o'clock. This experiment will be conducted in connection with National Hospital Day, and Dr. Julien Benjamin will have charge of this feature. Physicians and students in various cities will be asked to listen-in to this test and report their diagnosis of the breathing sounds. It may be recalled that the sound of heart-

(Continued on Page 6.)

TEN COMMANDMENTS OF 16,000 DEALERS

An Extensive Survey Shows Some of the Problems Faced by Dealers, Their Grievances Against Radio, and Their Most Successful Selling Policies

By Powel Crosley, Jr.

What sixteen thousand radio dealers have to say about how to sell radio and how not to sell it is worth listening to, isn't it? I have always felt that more could be learned about actual problems faced by the dealer, and the best methods he finds of solving them by going direct to dealers and talking with them, than by sitting in one's office and theorizing about it.

When The Crosley Radio Corporation adopted its plan of selling through authorized dealers only, a very extensive survey was made to determine the problems faced by dealers, their grievances against radio, and their most successful selling policies. Since then, new dealers added to the lists have been carefully questioned about these matters. All of this inquiry into the matter of the dealer's attitude has resulted in the collection of some interesting and useful information.

The sixteen thousand retailers that now comprise the Corpora-

tion's selling force are typical of the entire radio field. They represent almost every type of radio outlet. Most of them have had experience in selling several different types of equipment, reflecting all manner of set designs, price ranges, etc. What they have to say is therefore applicable to almost any radio dealer anywhere. Their opinions, "the ten commandments of sixteen thousand radio dealers," may be summed up as follows:

First, watch the market. Study new models introduced in the early summer months in anticipation of the Fall trade, estimate the demand for each model, and place orders early. No dealer should be caught at the height of the radio season without sets to sell. He must plan ahead, consider every factor, estimate his probable sales, and place sufficient orders for future delivery to protect himself. Then let him carefully watch the market.

If his supply proves to be insufficient when the radio demand is at

the peak, he should not pyramid his orders; demanding three or four times as many sets as he needs, from several distributors, in the hopes that a part of them will be shipped—enough to supply his immediate needs. The scheme of ordering ten times as much of a product as is required, so that the request will receive the best of attention and then cancelling the balance of the order as soon as the first tenth of the shipment is received, is an old, old one, and certainly very poor business practice. Often the man who plays such a game finds that things move too fast for him, and is left with an immense overstock at the end of the season. Then he is placed in a very difficult position, and deservingly so. If sufficient forethought is used in ordering for future delivery during the early summer months, radical action will not be necessary to obtain sets during the radio season's height.

After the fifteenth of December the dealer should be more careful

in observing sales trends and regulating his stocks accordingly. There is a mob psychology about the distribution movement. When the public buys, dealers become enthusiastic; distributors, pressed for goods by the dealers, develop a great wave of enthusiasm, and burden the mails with orders to the manufacturers. Everybody wants more and more sets, largely because everybody else is asking for more and more sets. As soon as the fickle public turns its attention to other things, however, the dealer's enthusiasm wanes, and he passes on the sad news to the wholesaler. Wholesalers become despondent. Business is rotten, everybody says so, therefore it must be. Then comes the great wave of cancellations. As the pendulum swings either way, the manufacturer bears the brunt of the burden. The dealer should bear the least of it, for he is in most intimate contact with the consumer market. There is lit-

(Continued on Page 4)

TEN COMMANDMENTS OF SIXTEEN THOUSAND DEALERS

(Continued from Page 1)

the excuse for a manufacturer to be overstocked at the end of the season, and there is less reason why a dealer should be caught in such a situation. Therefore, let him watch the market.

Second, build sales on a servicing platform. This fundamental rule of radio selling has been stated so often in so many different ways that it is difficult to add anything new to what has already been said on the subject. But a rule of such importance is worth reiterating.

Carefully organized servicing is profitable, not alone from the standpoint of increased sales and satisfied customers, but from actual direct returns through the sale of accessories. A year ago, the most moderately priced sets cost twice as much as the accessories necessary to operate them. In many instances now, the accessories cost considerably more than the set. Thus the sale of accessories is becoming an increasingly large percentage of the dealer's profit. And it is adequate servicing that brings customers for replacement to the dealer's doorstep.

One need hardly cite the automobile industry as an example of the value of well-organized servicing. A certain motor car manufacturer, now one of the best known in the country, started some years ago with very little capital and with nothing distinctive to offer in the line of merchandise. He manufactured a good, reliable car, at a reasonable price, but there were no unusual talking points about it. One simple policy is said to have been responsible for his notable success—that of offering a year's free service with every car sold. Conditions have changed, of course, his servicing is now handled in a different way. But it was a well-organized servicing plan that made this manufacturer successful.

Another instance might be cited—that of a certain successful radio dealer who offers to service any make of set—not only those of the kind that he sells—at cost price. Since he adopted this policy, his sales have increased enormously. Persons owning all makes of sets call upon him for service, and afterwards return to him for additional radio purchases.

Third, test every set and every piece of equipment before it leaves the store. When a complete installation is sold, the set should be tried with the tubes, batteries, speaker, etc., with which it is to be used, under exactly the same conditions which it will meet in the consumer's home. The tubes should be changed around, and different values of grid leak and "B" and "C" voltages tried until the very



Rowel Crosley Jr.

In the accompanying article Mr. Crosley, president of The Crosley Radio Corporation, explains many of the problems faced by radio dealers and offers interesting suggestions to assist them in merchandising radio receiving sets.

best combination is found. Then after the set is installed, the dealer may be sure that the purchaser will get the maximum of satisfaction.

Fourth, concentrate upon one or two chosen lines. What automobile dealer would consider selling Packards, Buicks, Studebakers, and Dodges from the same salesrooms? Such diversification would only contribute to the confusion of the consumer, and hinder closing the sale.

Over-diversification has been one of the greatest evils of retailing radio in the past few years. A dealer who stocks many makes of sets cannot hope to be thoroughly sold on all of them. Some will not receive his whole-hearted support. Would it not be better for him to concentrate on one or two lines, on which he is thoroughly sold, and expend his selling efforts with the maximum of efficiency?

Fifth, provide adequate display facilities. Radio is becoming more and more a fine furniture product. Attractiveness of design plays a large part in the sales demand for a set. Fine furniture must be properly displayed to take full advantage of its beauty, and to attract the consumer to the full extent of its potential possibilities.

Attention should be given first to adequate window display, in order that customers may be attract-

ed to the store. Next, the interior display should be so arranged that maximum emphasis is given to the decorative qualities of the set. Grouping sets with fine furniture, rugs, etc. help to bring out their attractive features.

Sixth, sell on deferred payments. How often has it been said that this is a time-payment age? Certainly, it is true. Credit has become a national institution, no longer confined to companies in business, or to those with big assets to back them, but available to anyone, if he has a steady income. From the pages of our great national magazines we are greeted by invitations to "purchase out of income," automobiles, washing machines, player pianos,—even clothing.

It is no longer a mark of social degradation to "buy on time." The custom has become so universal that wealthy as well as poor feel that they can do it without injury to their pride. With such widespread use of this means of selling, how can a radio dealer expect to obtain maximum sales without resorting to the same methods?

Fortunately, the path to time-payment selling has been made easy for the dealer. Large radio manufacturers have arrangements for the financing of their dealers' deferred payment sales, and finance companies offer plans which relieve other dealers from the burden of supplying the necessary capital.

Seventh, advertise. The radio store that expects to do big business must plan to advertise extensively. To many kinds of stores, advertising is not nearly so essential. Grocery stores, for instance, will do a certain amount of business because of their location whether or not they spend a cent for advertising. To drug stores, also the location is much more important than advertising.

Radio, however, is a product more comparable to automobiles, one for which people will travel long distances in order to get just exactly the kind of equipment that they desire. Radio is a permanent addition to the home, an acquisition that deserves long thought and consideration before the purchase; not an every day necessity like bread or clothes. Advertising plays the important part of moulding the likes and desires of the prospect during this more or less lengthy period of consideration. It shapes the background of prejudice, formed before the final decision to purchase is made.

Let the dealer who handles "XYZ" sets keep this name and product ever before the public, so that prospective purchasers are led to think of radio in terms of "XYZ." Then when they become suffi-

ciently interested to go to a store and look at a set, they will hunt up the XYZ dealer; or when radio canvassers call to arrange demonstrations the XYZ man will find himself most welcome to them all.

Eighth, canvass for sales. It is not enough to attract the public to one's store. Maximum sales call for more aggressive methods of selling—for bearding the lion in his own den. Canvassing is an important factor in building radio sales. Its value can be judged from the success with which it has been used in the music industry—a commercial field readily comparable to radio. A surprisingly large percentage of phonographs are sold through canvassers.

Ninth, sell by demonstrations. By far the majority of people seem to think concretely more readily than abstractly. Talk to a man and ask him to picture a great building in flames, firemen rushing past dangerous walls, a street in which is formed a mad jam of the automobiles of those who have come to see the catastrophe, the wail of sirens as fire engines try to dash through the mob, stretchers emerging from the flames bearing injured ones to ambulances—describe these things to a man in most forceful language; then take him to an actual fire and see how much more vivid is his impression.

That which we see, and hear, and feel becomes much more closely interwoven into our lives than that which we merely hear about. Therefore, when it is desired to sell a man a radio set, do not stop with telling him about it. Show him the set, bring it to his home, demonstrate it under actual operating conditions. Let him look at it, hear it, feel it, operate it himself. Let the impression of that set be so lastingly imbedded in his memory that he cannot cease thinking about it.

And the tenth commandment is, don't dump. The radio dealer who watches the market properly and buys with due regard to seasonal conditions has no need to become panicky at the end of the season. Good merchants realize that for everyone to reap the maximum of profits, the stability of an industry must be maintained. It is not the good merchants who have contributed toward radio being painted as a wildcat business.

Let those who feel a serious purpose in this business of radio selling, who mean to make a permanent income of it rather than an opportunists' paradise, let those dealers apply the sound principle of merchandising used in other lines, and refrain from that greatest evil of the radio industry—dumping.

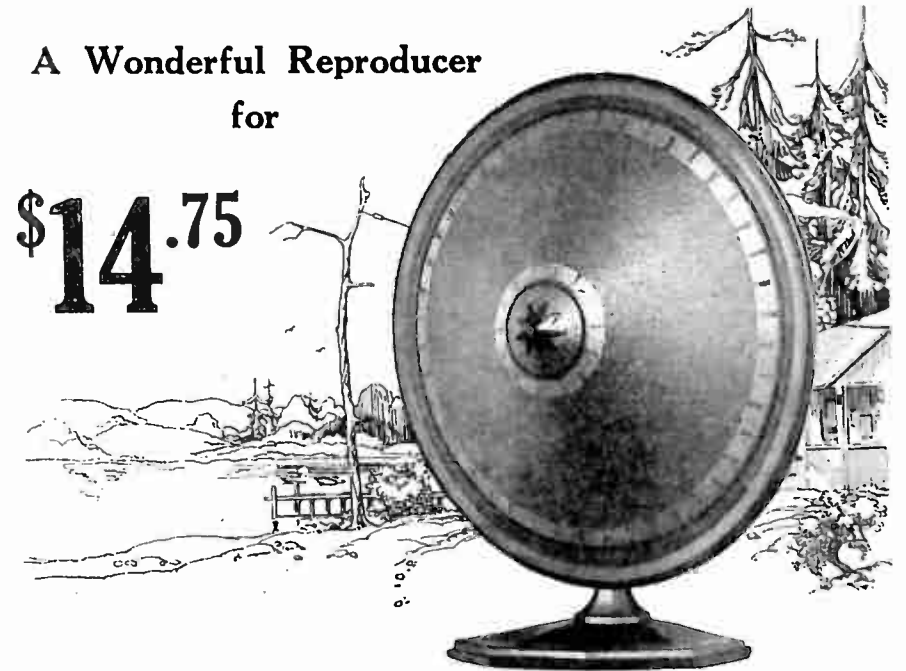
(Reprinted from Radio Dealer.)

RADIO LISTENERS HAPPIER WHEN THEY OWN A MUSICONE

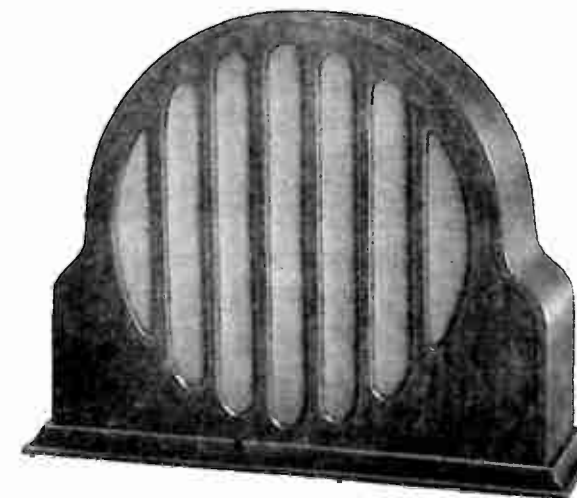
Real radio happiness is enjoyed by owners of the Crosley Musicone. They obtain perfect satisfaction from their receiving set. They hear every musical note and every word spoken—and they hear it just as perfectly as do those in the far-away broadcasting station. This Musicone has been referred to as one of the revelations of radio, an instrument that serves as a link between the studios and the listeners. It is the fastest selling reproducer on the market today and is certain to hold this leadership throughout the Spring and Summer. Demonstrations are what sell the Musicones. Comparison with other types of loud speakers reveals such a great difference that listeners buy the Musicone and discard their old reproducer. Wide-awake dealers are selling the Musicone in as large numbers as they did last Winter. Every dealer can do the same if he exerts just a little more energy. Concentration of loud speaker sales efforts on the Musicone will result in greatly increased sales and larger profits.

A Wonderful Reproducer for

\$14.75



THE BEAUTIFUL MUSICONE DELUXE



Increase in the number of sales of the Crosley Musicone DeLuxe is reported daily. This reproducer, with its charming appearance and remarkable efficiency, is in demand everywhere. It is so artistically designed and so comparatively small that it has been welcomed by radio listeners who accept nothing but the best in radio. This unit is occupying prominent places in the living rooms, dens, etc., of the most beautifully furnished homes in America. It holds positions that have been filled by the most expensive bric-a-brac and is welcomed where even receiving sets are barred by the house-wives, who permit extension cords to lead from the radio in a more obscure position to the Musicone DeLuxe. This mantel, clock-type cabinet of delicately grained mahogany, houses attractively the Musicone. The reproducing mechanism is the same as the regular Musicone model. There is no difference in quality of reproduction.

PRICE

\$23.50

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

NEWSPAPER ADVERTISEMENTS FOR CROSLEY DEALERS

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

Supplied FREE In Either
Mat or Electrotpe Form

ORDER BY NUMBER

"M" for "MAT"

"E" for "ELECTROTYPE"

Newspaper advertising by Crosley authorized dealers has resulted in increased business for them. Our records show those who advertise consistently buy Crosley radios in larger numbers than those who do not advertise. Their sales volume is greater, their turn-over is more rapid and their PROFIT IS LARGER. Advertisements similar to those reproduced on this page are supplied to Crosley dealers free of charge, in either "mat" or "electrotpe" form. We advise you to ask a representative of the publication in which you plan to advertise whether he prefers a "mat" or "electrotpe" and order accordingly.

ATTENTION, NEWSPAPERMEN!

We suggest that you take these advertisements to the Crosley dealers in your city and tell them about the advantage of their using them. We will send "mats" or "electrotypes" to newspaper offices providing we are informed for whom they are to be used.

Send Your Order To

ADVERTISING MANAGER,

The Crosley Radio Corporation

CINCINNATI, OHIO

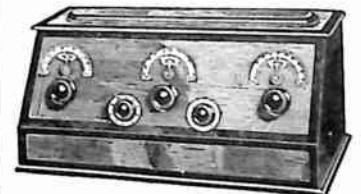
VOLUME

Controllable volume ready at your finger tips when distant stations intrigue. A heretofore unavailable feature

0

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

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XX.

Published By The Crosley Radio Corporation

MAY 17, 1926

Crosley Salesman Accomplishes That Which "Can't Be Done"; Removes Every "Red Tack" From State of Ohio In Four Weeks

Crosley Radios and Musicones Leaders In Popularity Vote

Replies to Questionnaire Sent to Mid-Western Dealers Reveal Extreme Popularity of Crosley Products.

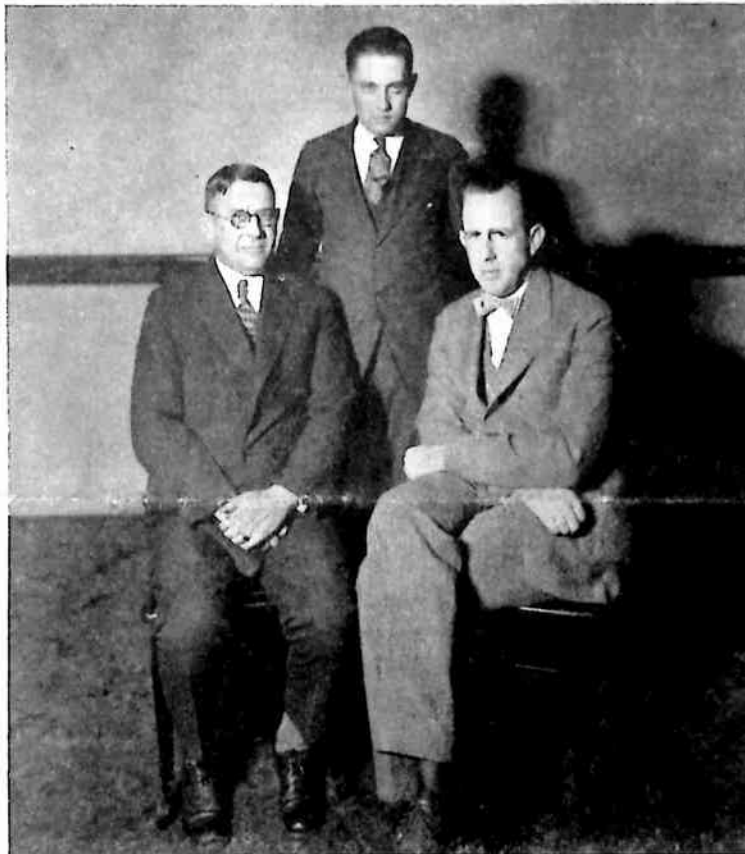
Popularity of Crosley Radios and Crosley Musicones is demonstrated most vividly in an unprejudiced and authentic report on replies sent to a large number of radio dealers in the Kansas territory. The questions were sent out by an advertising agency in behalf of one of its clients whose name was not mentioned anywhere in the questionnaire or the letter that accompanied it and compilation was made without the interests of any company or organization in mind.

The report covers questions affecting not only the present status of the retailers' activities, but also indicates the trend that may be expected in a number of these activities. Opinions of approximately 500 radio retail dealers are incorporated in the report made by the advertising agency, which conducted the work without notifying a single radio manufacturer.

Of particular interest to dealers who are engaged in the merchandising of Crosley radios are the answers to the question: "What is your best selling set; also your second best and third best?" Crosley was first as first choice, first as second choice and first as third choice. For first choice Crosley radios had 34.78% of all the "votes" cast, as against 14.67% for the nearest competitor, 10.32% for the third most popular, 8.69% for the fourth most popular and 7.06% for the fifth. For second choice Crosley again was first with 28.57% of the "votes," as against 17.85% for the nearest competitor, 6.54% for the third, 5.35% for the fourth and 2.97% for the fifth. For third choice as the most popular line, Crosley radios lead with 29.48% of the "votes," as against 13.39% for the nearest competitor, 6.25% for the third, 2.67% for the

(Continued on Page 6)

Sets Pace For Salesmen



In the above picture Eugene Revercomb, Crosley salesman, who removed every "red tack" from the state of Ohio within four weeks, is shown standing behind Powel Crosley, Jr., president of The Crosley Radio Corporation, and Walter B. Fulghum, general sales manager.

Revercomb Gives Credit to Jobbers For "Accomplishing the Impossible," Establishes Precedent for Salesmen

By Eugene K. Revercomb.

Distributors who sell Crosley merchandise to authorized dealers in Ohio deserve full credit for the removal of every "red tack" from the map that hangs in the office of Walter B. Fulghum, general sales manager of The Crosley Radio Corporation. By the removal of every "red tack" I mean the authorization of a Crosley dealer in every town in the state that has a population of over 300.

These distributors and their salesmen worked with me day and

night during the four weeks that were set aside for me to accomplish the task that seemed to be an impossible one. They combed the great State of Ohio as it never had been combed before and when the four weeks were up they announced that there was at least one authorized dealer in every city, village and town.

Mr. Fulghum tells me I was able to do this simply because I was too inexperienced as a salesman to realize that it was an impossible

(Continued on Page 4)

Dealer Established In Every Community Of Reasonable Size

General Sales Manager Loses Bet and Buys Dinner for "Bunch" After Salesman Establishes Precedent for Co-Workers.

By John Loofbourow.

This is a story of how a man pulled three hundred and sixteen red tacks in one month. At first thought, that may seem to have been an easy task—but in order to do it he was compelled to travel twenty-five hundred miles in twenty-five nights, and work every minute of as many days. Each tack was a problem in itself. Each required a carefully planned and laid-out campaign. Gone at haphazardly, few of them could have been budged. Yet by the end of the month, every tack had been pulled, and more than \$10,000 worth of sales were chalked up on the board, representing what the job meant in dollars and cents.

When Eugene Revercomb was given the job of Official Red Tack Puller for the State of Ohio, he made a bet with his boss, W. B. Fulghum, general sales manager of The Crosley Radio Corporation. "Give me one month," he said, "and I'll pull every red tack in the state." "Go to it," said his boss, "but you'll find you're biting off more than you can chew. I'm from Missouri. Show me, and I'll buy you a dinner."

The sales manager had no serious expectations of buying a dinner. He felt that the task of Revercomb was to try to accomplish what was an almost superhuman one, even for an experienced salesman. And this young man, being the "baby" of the sales force, surely could not accomplish what older, more experienced men would look upon as their Waterloo. But Revercomb was determined to carry on, to apply once more the principle of that old saying of the Engineer Corps of the United States Army and Navy. "Yes, we

(Continued on Page 4)

Dealer Established In Every Community Of Reasonable Size

(Continued from Page 1.)

know it can't be done, but here it is."

Why all this fuss about red tacks? Just this: Each red tack on the map of the State of Ohio represents a town of 300 population or over in which there was no Crosley dealer. Most of them were little towns, which the distributors did not think worth bothering about—cross-road villages and out-of-the-way railroad stations. But the big boss knew that there was business in these towns, and he wanted them worked—he wanted the red tacks pulled.

Revercomb went home the Saturday night after he had tackled the job, and thought it over. Had he bitten off more than he could chew? Certainly he could not visit 316 towns in twenty-five days? That would be humanly impossible. But he had an idea, and he proceeded to work it out.

He got a map of the state, divided up by counties. Then he found out which counties were covered by each distributor in the state. And to these contributors he told his story. Many of them were skeptical at first. "We can't do any business in those little one-horse places," they would say. "Why it wouldn't even pay us to send a man down there." But he argued with them until he convinced them that it was worth a try, at least; and now they put him on the back, and thank him for bringing them \$10,000 worth of business that they had never thought of going after (to say nothing of the business that these new accounts will bring in the future.)

It took a week to tell the story to the five distributors who helped to play the game. It took five days of hard work selling the idea, all day Saturday checking up, and five jolting nights, pounding the rails in sleepers. Then he had to start making the rounds all over again, to check up on the tacks being pulled.

That second Saturday, when Revercomb came back to the office, things did not look so bright. A whole week had been spent in getting things started, and during the second week, progress had been slow. "How about that dinner?" asked his boss. "I don't have to worry about it, do I?" But he was not ready to give up the ship at that stage of the game. "Just wait and see," Revercomb said, and went back, fully determined to win.

At the end of the third week, prospects looked brighter. To their great surprise, the distributors found this unworked, virgin terri-

Revercomb Gives Credit to Jobbers For "Accomplishing the Impossible," Establishes Precedent for Salesmen

(Continued from Page 1)

task. I entered his office one afternoon four weeks ago when he and several of the men in the sales department were bemoaning the fact that there were too many towns in Ohio in which there were no author-

RED TACKS

In the office of Walter B. Fulghum, general sales manager of The Crosley Radio Corporation, there are large maps of every state. These maps are dotted with red and black tacks, the red ones at cities and towns in which authorized Crosley dealers are wanted and the black ones at towns in which there are dealers who handle the Crosley line. "Pulling the red tacks" means the authorizing of dealers, and so when Eugene Revercomb pulled every red tack from the map of Ohio he established a dealer in every town that had a population large enough to permit a merchant to operate a successful radio business.

ized dealers. Being in charge of the Ohio territory, I naturally was the "goat." Nevertheless, it hurt me to think that I really was responsible for red tacks, and so without considering the "impossibility" of the job, I bet Mr. Ful-

tory highly productive. They began to be convinced that the tack-pulling scheme was not a bad one after all. And then they got down to real, concentrated effort.

On his fourth round, success greeted Revercomb everywhere. He came back to the office with every tack pulled. There were 100 new, live dealers established, and an additional list of 84 good prospects. About 152 towns has been found which were too small to merit a Crosley outlet. And the work had brought \$10,000 in cash sales.

There is a moral in this story for every Crosley dealer, distributor, and salesman. In spending four weeks lining up what they had thought to be worthless prospects, five Ohio distributors earned for themselves an immediate cash income of \$10,000, and established accounts which will probably bring them at least \$100,000 during the year. This proves definitely that wherever there are any people, there are possibilities for Crosley sales. The Crosley dealer, or distributor, who does not work a territory because he thinks that it is "too small to bother with" is overlooking a good bet.

hum a dinner that within four weeks I would remove every "red tack" from the map. Mr. Fulghum went a step farther and offered to buy a dinner for the entire sales department if he lost.

Then I started out. I called upon one distributor after another and pointed out the towns in which there was no Crosley representation. I went into many of the towns with the jobber salesman and proved to them that dealers could be established and on every hand we found merchants who were more than glad to sell Crosley radios.

At the end of the second week we had made fair progress, but I was still a long way from winning that dinner. I told the distributors about this bet and impressed upon them the importance of their participating with me in a "conspiracy" to compel Mr. Fulghum to buy a meal for myself and for the bunch in the office. When the close of the third week rolled around the red tacks started to disappear and when the "closing date" arrived there was not a red one to be seen. I had been told that "it could not be done" but had proven that it could. It had been put over with the assistance of such distributors as the Aiken Radio Company, Toledo; the Hardware & Supply Company, Akron; the Johnson Electric Company, Cincinnati; the J. H. & F. A. Sells Company, Columbus; the George Worthington Company, Cleveland.

The meal was a good one, and "a good time was had by all but myself." Mr. Fulghum took all the "joy out of life," so far as I was concerned, but intimidating facetiously that accomplishment of this task was pure luck on my part. He said I did not know enough to realize I had started out to do the impossible. Had I had more experience, he said, I would have "realized that it never could have been done." But I do not agree with him. This task was done through downright hard work in co-operation with the distributors and their salesmen. We demonstrated the possibility of placing a Crosley dealer in every town in the United States.

Mr. Fulghum, one of the greatest "kidders" I know, hinted at a conspiracy between the sales department boys and myself, in a joking way, of course, to compel him to pay for the dinner. He intimated that we might have thrown away a large number of the "red tacks," but we had orders from every one of the dealers we had established, and the amount of business done as a result of the four weeks' campaign was well in

Solution Of Salt And Water Adds To Value Of "Ground"

Experiments Conducted by Crosley Engineers Proves Simple Solution Gives Added Conductivity.

"The salt of the earth" added to water in proper portions, makes an exceptionally good improvement in conductivity for "grounds" where rods and pipes have been driven into the earth for use with radio receivers.

An experiment conducted by engineers in the Crosley radio laboratory showed that a strong solution of common table salt, about one pound to a gallon of water, poured in the immediate vicinity of the pipe or rod driven into earth, will give added conductivity. It is the conducting powers of the soil which surrounds the rods and pipes that makes radio "ground" connections good or bad. A dry ground is not as good as a wet one and the salt solution forms an electrolyte when mixed with the natural mineral salts of the earth.

Dry earth is not a good conductor of electricity while a wet ground is the ideal way to make a connection when no other form, such as a water pipe in the home, is available. This salt solution will be found ideal for use on farms where there is no modern plumbing or while on camping trips in dry country.

When using the radio receiver in summer and the earth is dry, use the solution to a greater extent than would be the case when the earth is moist from rains. The solution should be used when the receiver is to be used in dry weather, while an occasional bucket of water will give additional moisture when the receiver is about to be used.

TROPHY FOR RADIO MANUFACTURERS' TOURNAMENT

Powel Crosley, Jr., Vice-President of the Radio Manufacturers Association, has donated a large silver and gold loving cup as a trophy for the winner of the golf tournament to be held for members of the organization during the week of May 10th, on the Atlantic City Country Club course. This golf tournament will be held in connection with the annual meeting of the radio manufacturers.

excess of \$10,000, which is not bad considering the time of the year. I wish to thank the distributors who helped me in putting this job over and want them to realize that I am ever at their command, eager to assist them in every way possible.

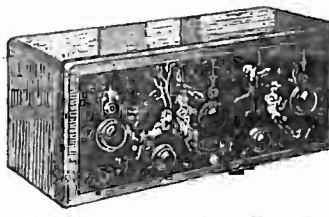
NEWSPAPER ADVERTISEMENTS

FOR CROSLEY DEALERS

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

Supplied FREE In Either Mat or Electrotpe Form

ORDER BY NUMBER

"M" for "MAT"

"E" for "ELECTROTYPE"

Newspaper advertising by Crosley authorized dealers has resulted in increased business for them. Our records show those who advertise consistently buy Crosley radios in larger numbers than those who do not advertise. Their sales volume is greater, their turn-over is more rapid and their PROFIT IS LARGER. Advertisements similar to those reproduced on this page are supplied to Crosley dealers free of charge, in either "mat" or "electrotpe" form. We advise you to ask a representative of the publication in which you plan to advertise whether he prefers a "mat" or "electrotpe" and order accordingly.

ATTENTION, NEWSPAPERMEN!

We suggest that you take these advertisements to the Crosley dealers in your city and tell them about the advantage of their using them. We will send "mats" or "electrotypes" to newspaper offices providing we are informed for whom they are to be used.

Send Your Order To

ADVERTISING MANAGER,

The Crosley Radio Corporation

M-642
E-642

CINCINNATI, OHIO

CROSLEY

5 TUBES

PERFECTLY BALANCED



THE NEW RFL-75

A result of study and long investigation of a group of eminent radio engineers at Powel Crosley, Jr.'s, demand for perfectly balanced tuned radio frequency that could be sold at popular prices.

Not a radio built to meet a price, but expert designing hand in hand with mass production creating a value by far the greatest Crosley has ever offered to the world.

This set is fool-proof. Just set the dials. No fishing and fumbling. Once logged, always there. Tremendous volume and marvelous clarity.

\$75.

Compact Model Is \$60

Dealer's Name

M-644
E-644

Musicones for Outdoor Radio



On the Veranda

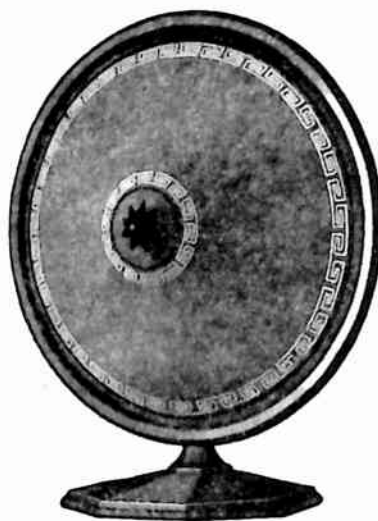
Most Popular And Fastest Selling Speaker On Market



At the Summer Cottage



On the Lawn



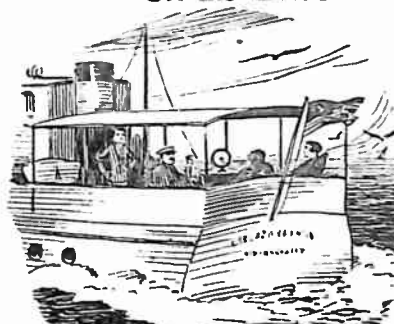
Price \$14.75



On the Canoe



In the Boys' Camp



In the Yacht



At Lawn Parties

Lovers of out-door life will take their radio with them wherever they go this Summer. With the radio there must be a Musicone if perfect reception is to be expected. Demand for this reproducer is far greater than that for any other—and is growing daily. It is necessary wherever there is out-door radio. Dealers are advised to take advantage of this demand, which will increase with the advent of warm weather. Be certain you have an ample supply in stock. If you have not, send your order to your distributor immediately. One demonstration sells a Musicone. Bear that in mind at all times.

The Crosley Radio Corporation
CINCINNATI



At Fishing Camps



At the Tourist Camp



At the Golf Club

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXIV.

Published By The Crosley Radio Corporation

MAY 10, 1926

Real Radio At Last, Says New York Man Regarding R.F.L.-60

Stations in California and England Tuned in With Musicone—Volume and Tone are Excellent.

"At last I have heard a real radio," said a customer in the radio store owned by the Himes Brothers, at Oswego, New York, after he had been permitted to listen to broadcasting stations in various parts of the United States, including California, and to a station in Bourne-mouth, England. The set used in this demonstration was a Crosley R. F. L.-60, a five-tube radio that sells for but \$60.00.

E. L. Himes, president; A. E. Himes, manager and E. E. Himes, assistant manager, signed the fol-
(Continued on Page 3.)

Vacation Equipment Must Include Radio; Elaborate Programs Are Being Prepared For Special Benefit Of Summer Listeners

No vacation is really a success without a radio receiver. This is the season of the year when radio fans are looking towards their vacations and the great out-of-doors.

Broadcasting stations are arranging programs for the summer which will be nearly as elaborate as those given in winter. Then, too, there are more powerful stations operating now than in past years, making it easier to tune-in to one of them and be assured of hearing a concert, sermon or jazz band. Plans are now completed for a full summer schedule of programs to be given through the Crosley WLW super-power station in Cincinnati.

It is also interesting to note the increased efficiency of the radio sets this year as compared with

those previously used by vacationists. They have a greater range of reception and are adapted for much sharper tuning.

There are some simple rules which radio fans may use in connection with their planned vacation trips with radio sets. Be sure all wires are tightly soldered and the receiver works perfectly before it is taken upon the trip. Carry a couple of extra vacuum tubes and spare dry cell batteries if the trip is one which makes it impossible to find a supply base at a reasonable distance. Handle the cone speaker with care and see that all aerial and ground connections are made just as good as possible. Too many people slight the ground connection, not only on a vacation trip but in a permanent installation.

Types Of Breathing Will Be Broadcast From Crosley WLW

Physicians Again Turning to Radio as an Instantaneous Method of Diagnosis

Physicians are again turning to radio as an instantaneous method of diagnosis. Varying types of breathing will be broadcast through the Crosley WLW station in Cincinnati, Wednesday evening, May 12th, at nine o'clock. This experiment will be conducted in connection with National Hospital Day, and Dr. Julien Benjamin will have charge of this feature. Physicians and students in various cities will be asked to listen-in to this test and report their diagnosis of the breathing sounds. It may be recalled that the sound of heart-

(Continued on Page 6.)

TEN COMMANDMENTS OF 16,000 DEALERS

An Extensive Survey Shows Some of the Problems Faced by Dealers, Their Grievances Against Radio, and Their Most Successful Selling Policies

By Powel Crosley, Jr.

What sixteen thousand radio dealers have to say about how to sell radio and how not to sell it is worth listening to, isn't it? I have always felt that more could be learned about actual problems faced by the dealer, and the best methods he finds of solving them by going direct to dealers and talking with them, than by sitting in one's office and theorizing about it.

When The Crosley Radio Corporation adopted its plan of selling through authorized dealers only, a very extensive survey was made to determine the problems faced by dealers, their grievances against radio, and their most successful selling policies. Since then, new dealers added to the lists have been carefully questioned about these matters. All of this inquiry into the matter of the dealer's attitude has resulted in the collection of some interesting and useful information.

The sixteen thousand retailers that now comprise the Corpora-

tion's selling force are typical of the entire radio field. They represent almost every type of radio outlet. Most of them have had experience in selling several different types of equipment, reflecting all manner of set designs, price ranges, etc. What they have to say is therefore applicable to almost any radio dealer anywhere. Their opinions, "the ten commandments of sixteen thousand radio dealers," may be summed up as follows:

First, watch the market. Study new models introduced in the early summer months in anticipation of the Fall trade, estimate the demand for each model, and place orders early. No dealer should be caught at the height of the radio season without sets to sell. He must plan ahead, consider every factor, estimate his probable sales, and place sufficient orders for future delivery to protect himself. Then let him carefully watch the market.

If his supply proves to be insufficient when the radio demand is at

the peak, he should not pyramid his orders; demanding three or four times as many sets as he needs, from several distributors, in the hopes that a part of them will be shipped—enough to supply his immediate needs. The scheme of ordering ten times as much of a product as is required, so that the request will receive the best of attention and then cancelling the balance of the order as soon as the first tenth of the shipment is received, is an old, old one, and certainly very poor business practice. Often the man who plays such a game finds that things move too fast for him, and is left with an immense overstock at the end of the season. Then he is placed in a very difficult position, and deservedly so. If sufficient forethought is used in ordering for future delivery during the early summer months, radical action will not be necessary to obtain sets during the radio season's height.

After the fifteenth of December the dealer should be more careful

in observing sales trends and regulating his stocks accordingly. There is a mob psychology about the distribution movement. When the public buys, dealers become enthusiastic; distributors, pressed for goods by the dealers, develop a great wave of enthusiasm, and burden the mails with orders to the manufacturers. Everybody wants more and more sets, largely because everybody else is asking for more and more sets. As soon as the fickle public turns its attention to other things, however, the dealer's enthusiasm wanes, and he passes on the sad news to the wholesaler. Wholesalers become despondent. Business is rotten, everybody says so, therefore it must be. Then comes the great wave of cancellations. As the pendulum swings either way, the manufacturer bears the brunt of the burden. The dealer should bear the least of it, for he is in most intimate contact with the consumer market. There is lit-

(Continued on Page 4)

Crosley WLW Programs Week of May 9, 1926

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, May 9th, 1926
Eastern Standard Time.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Theme of the service of worship—"Appreciating Our Mothers." Lesson title—"Victory Through Faith and Courage" (Gen. 14:13-24). Superintendent—The Rev. Edwin L. Taylor. Teacher—The Rev. Lyndon B. Phifer. Music—Children's Chorus from the Westwood Methodist Episcopal Church, under the direction of Mrs. Edwin Weber. Accompanist—Miss Ruth Weber.

10:30 A. M.—Weather Forecast and River Stages.
10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.

Jesse Halsey, Minister
Dan Beedoe, Soloist
Adolph H. Studermann, organist
3:00 P. M.—Mother's Day organ recital by Johanna Grosse.
7:30 P. M.—Services of the Emmaus Evangelical Lutheran Church, John and Bauer Aves., Cincinnati, minister.
8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp.

Soloist—William Morgan Knox, violinist.
1. Overture—"Zampa" . . . Herold
2. "Adoration" (Violin Solo)
3. Waltz "Women's Praise"
4. Selection "Pinafore" . . . Sullivan
5. (a) "Song My Mother Taught Me" . . . Dvorak
(b) "Londonderry Air,"
An old Irish melody.
6. Scenes from "Rigoletto" . . . Verdi
7. Romance—"Bright Star of Hope" . . . Halsey
8. Ballet Suite—"Egyptian" . . . Luigini
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, May 10th, 1926
Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Exercises under the auspices of Parkway Y. M. C. A.
10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.

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.—Concert by the Monday Musical Club.
4:30 P. M.—Official Police Bulletin.
6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
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.—The Crosley Little Symphony Orchestra, directed by Wm. J. Kopp.

1. March—"Boy Scouts of America" . . . Sousa
2. Overture—"Stradella"
3. Indian Lullaby—"Dream On"
4. Selection—"The Blue Kitten"
5. Tarantella—Duet for Flute and Clarinet . . . St. Saens
6. Gems from Gilbert and Sullivan's "Yeoman of the Guard."
7. Waltz "Sons—"A Night of Love"
8. Suite of four numbers—"May Days and Grey Days"
9. Finale—Ballet Music from Kiralfy's "Excelsior"

Crosley Lyric Male Quartet:
Wm. Drexelius, first tenor
Erwin Meyer, second tenor
Edwin Weidinger, first bass
John Dodd, second bass
Howard Evans, accompanist
Soloist—Sarah Rosenberg, Pianist

Selections:
Air de Ballet . . . Moszkowski
Oriental . . . Manzaures
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, May 11th, 1926
Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.

12:10 P. M.—Noon Concert from Hotel Gibson, orchestra directed by Robert Visconti.
12:30 P. M.—Harmonica solos by Amos Lawrence Crabb.
3:00 P. M.—Market Reports.
4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
4:10 P. M.—French Lesson by Madame Ida Telmplids.
6:00 P. M.—Morrine Gibbons and her girl friend.
6:30 P. M.—Mary Barbara, the Sweetheart of Radio.
6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.

7:00 P. M.—Talk: "Spring Birds," Dr. Benedict, Professor of Botany, University of Cincinnati.
7:20 P. M.—Talk on Aeronautics under the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
"Radio Beacons" by Capt. Murphy.
7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.
Largo Haendel
Pizzicato ("Sylvia") . . . Delibes
Kamennoi-Ostrow . . . Rubinstein
Murmuring Brook . . . Foidini
Marche Pontificale . . . Gounod

7:50 P. M.—Talk on "Inventions" by Leo T. Parker, authority on patents.
8:00 P. M.—Concert by Tenth Infantry Band of Ft. Thomas, Ky., under direction of Warrent Officer E. G. Fischer, dedicated to Crosley distributors in Massachusetts.
9:00 P. M.—Concert by the Formica Insulation Co. Orchestra under the direction of Wm. C. Stoesch; sponsored by the Formica Insulation Co., makers of electrical insulation and silent gear materials.
"A BOUQUET OF MELODY"
1. Introduction

2. Violets
3. Lilly of the Valley
4. Dafodils
5. Gardenia
6. Concert Waltz—"Southern Roses" . . . J. Strauss
7. Jasmine
8. Marguerites
9. (a) A Red Rose
(b) Midst the Petals
10. (a) Lotus Flowers
(b) The Blue Lotus Dance
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, May 12th, 1926
Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch, Y. M. C. A.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.

12:05 P. M.—Popular request by Irene Downing, player-piano artist and Marjorie Hebestreit.
1:30 P. M.—Market Reports.
3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
4:00 P. M.—Shut-in Program, directed by William Duning, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
4:30 P. M.—Official Police Bulletin.
5:00 P. M.—Gardening the Radio Way, by Uncle Bert.
6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.

7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
7:30 P. M.—"Why We Need a Federal Blue Sky Law," by Reed M. Windgarden, General Manager, Ohio Farm Bureau Investment Service Co.
7:40 P. M.—Continuation of Gibson orchestra concert.
8:00 P. M.—Act from Plotow's "Martha" presented by the Cincinnati College of Music, dedicated to our distributors in Mississippi.
9:00 P. M.—National Hospital Day Program concert by the Glee Clubs from the Cincinnati General Hospital, Good Samaritan Hospital, Bethesda Hospital, Jewish Hospital.
Addresses by Dr. A. C. Bachmeyer, Superintendent of the Cincinnati General Hospital and Miss Ruth H. Bridge, School of Nursing and Health, University of Cincinnati.
Diagnosis of Breathing Sounds broadcast by Dr. Julian Benjamin.

10:00 P. M.—Thorobred Entertainment sponsored by The Dayton Rubber Manufacturing Company.
The Dayton Thorobred Trio
Verona Ziehler, violin
Genevieve Mead, cello
Ann Macdonald, piano and voice.
The Dayton Thorobred Male Quartet:
1st tenor, Frank Fritch
2nd tenor, D. W. Mikesell
Baritone, A. W. Forsythe
Bass, Royal J. Greene

11:00 P. M.—THE CINCINNATI POST PROGRAM, featuring a popular Cincinnati Dance Orchestra and Post Entertainers.

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Thursday, May 13th, 1926
Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz 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.
10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.

12:05 P. M.—Organ Concert by Mildred 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.
1:30 P. M.—Market Reports.
2:00 P. M.—Ethical Study of the Modern Drama conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano recital by Adelaide Apfel.
4:30 P. M.—Official Police Bulletin.
5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
6:50 P. M.—Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

7:30 P. M.—"The Eyes Have It," by Dr. C. H. Kauffman.
7:40 P. M.—Continuation of Hotel Gibson Program.
8:00 P. M.—Max Terhune, whistler and imitator, Anderson, Ind.
10:00 P. M.—Three minute message from the U. S. Civil Service Department.
10:03 P. M.—Popular Concert by the Doherty Melody Boys (furnished by the French Bros.-Bauer Co.)
Frank Pendergast, 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 Reubenbauer, drums and effects.
11:00 P. M.—The Latonia Melody Boys, Carol Burdicks and "Curly" Brennan.
11:30 P. M.—Castle Farm Dance Orchestra.

12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, May 14th, 1926
Eastern Standard Time.

7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E. Schultz, Physical Director.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.
12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
1:30 P. M.—Market Reports.
(The Baldwin Piano)

(Continued on Page 6)

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

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

GET OUT AND SELL

Crosley Radios are being sold in direct ratio to the efforts of the dealers. Those who are endeavoring to maintain the profitable business they built during the past Winter are meeting with success and are selling receiving sets and accessories in surprisingly large numbers. They are working somewhat harder, it is true, but they are profiting and are building a foundation for a more tremendous business that will come to them in the near future.

On the other hand there are a comparatively few dealers who are "watchfully waiting" for better days. They are of the opinion that there is no excuse for trying to sell radios for the simple reason that customers are not coming into their stores in as large numbers as they did a few months ago. Their policy is all wrong and when the big season comes around again they will be surprised to learn that their more progressive competitors have succeeded in taking from them the customers they had been relying upon.

Dealers who hope to be successful in the radio business must get out and sell. There is no alternative. Consistent advertising, house-to-house calls, telephone calls and use of the mails are of vital necessity in the maintenance of a prosperous all-year-round business. Radios are being sold. That is proof that they can be sold. But work is necessary. The salesman or dealer who lurks cannot succeed. And in connection with this, it is interesting to scan the "Diary of a Hard-Luck Salesman," written by Harry Daniel and published in Thrift Magazine. Mr. Daniel tells in the following manner, why certain dealers and salesmen are not selling radios:

- 9:11—Looked over racing results.
- 9:46—Stopped to see show window circus put on by lady advocating hair tonic.
- 10:05—Held curb stone conference with old acquaintance.
- 10:37—Helped one thousand other people watch messenger boy feeding pigeons.

Hundreds Ask For New Broadcasting Station Licenses

More Than 400 Applications on File Even Though "SRO" Sign is Flying From Hoover's Office.

Applications for new broadcasting station licenses from practically every state continue to flood the radio section of the department of commerce. To date there are on file 419 requests for permits to construct broadcasting stations, together with applications for the use of wave lengths or a share of the time on some channel through the ether.

Although the "S. R. O." sign was put out, following the decision of the fourth national radio conference that seats in the air were all filled, potential owners of broadcasters seem more anxious than ever to get on the air. There are now 533 active stations, and yet from almost every large city the daily mail to the commerce department brings requests for permits to build stations and to broadcast. Instead of dying out, the interest is broadening, or perhaps the desire to get on the air for some particular reason, seems to be increasing rapidly.

During the past ten days over sixty new applications have come to Secretary Hoover's office. All that can be done is to list these requests, after telling these projectors of new stations that the air is saturated, and that there are no more broadcast channels available, for use either exclusively or by splitting time. There have been too many stations and there are still too many to suit the department and the fans.

Pending the enactment of radio

- 11:00—Called on prospect. No luck.
- 11:02—Had measure taken for new pipe.
- 11:30—Phoned my favorite boyish bob. Closed big deal for Saturday night.
- 12:45—Time out for lunch.
- 2:10—Joined excited posse watching man put on new tire.
- 2:31—Called on prospect. This fish is dead and buried from the eyebrows back.
- 2:33—Watched derrick lifting steel beams. Very educational.
- 3:12—Had argument with guy for stepping on my foot.
- 3:35—Called up prospect I forgot I had a date with. No luck.
- 3:49—Joined class studying modern methods of moving safe.
- 4:15—Called on prospect. No luck.
- 4:17—Decided to cross street.
- 4:32—Bulletin: Landed safely!
- 4:41—Quit for the day. Lotta hard work. No luck.

legislation, which is expected soon, the department is sitting on the lid of the license box; even after the law is amended, it is doubtful if the lid will ever be lifted unless a large number of present licenses sign off for good. Few stations are quitting the ether; they seem to like the game, and those which do close down are mostly small stations, unlikely to be replaced unless the immediate community is not served with broadcasts and the public demands a replacement station.

Among the individuals and organizations seeking broadcast licenses many desire high power; two want to use 5,000 watts; one wants 3,500 watts, another 1,500 watts and 18 request 1,000 watts if they are licensed. Besides these applicants, 33 existing stations have requested an increase in power during the past six weeks.

Real Radio At Last, Says New York Man Regarding R.F.L.-60

(Continued from Page 1)
Following letter in which they told how a skeptical customer was forced to admit the radio he thought was "too small" was a "real radio."
"Osvego, New York,
"April 16th, 1926.

"The Crosley Radio Corporation, Gentleman:
"When a customer stepped into our store the other evening and asked to see a radio, we showed him one of your new five-tube R. F. L.-60 receivers. He thought that was too small to be of any practical value, but was amazed when we entertained him with music from all parts of the United States, and finally from England. The set worked like a top, with excellent volume and tone. A Crosley Musicone was being used as a loud speaker. First we tuned in Syracuse. 'That's not very far away,' he said, so we went on tuning in other New York stations. Then we went to Chicago and up through Canada. From Canada we jumped to Florida and tuned in Miami Beach. Two stations in Texas were next, and then came Iowa, Michigan and Kansas. WLW, your station in Cincinnati, was coming in fine so we listened to it until midnight. By that time the customer was very deeply interested and was surprised when we said that now we would go after 'distant stations.'

"We tuned in KFI, Los Angeles; KGO, Oakland, Calif., and KOA, Denver, Colo., listening to them with the Musicone until 2:30 a. m. At 3 a. m. we were playing with the dials when we heard faint music. We tuned more sharply and even we were amazed to hear the announcer say it was station GBM, Bournemouth, England, broadcasting. That was enough for the customer, who declared emphatically: 'At last I have heard a real radio.' 'He bought the R. F. L.-60. 'Very truly yours,
"Himes Brothers."

Radio Listeners Are Most Severe Critics In World

Work of Most Famous Artists Often Brings Criticisms—Remarks Are Welcomed by Studio Directors.

The radio audience is one of the most severe bodies of critics in the world. Just why this condition should exist has not yet been satisfactorily explained. Perhaps it is due to the fact that the programs are furnished to them without any further cost than the price they pay for their receiving apparatus. In many foreign countries there is a tax placed upon the license and the money goes toward the maintenance of the broadcasting stations. Here, in the United States, the radio programs are free for the listeners.

There is a tendency upon the part of the radio audience of today to be more critical in their likes and dislikes of the programs they hear. An indication of this has been found in the thousands of letters which arrive at the Crosley WLW broadcasting studios every week. These letters come from all types of radio listeners and it is through these letters that the studio executives are able to judge the popularity of the programs they offer.

One of the chief reasons for the radio audience becoming so critical may be attributed to the fact that there are now many stations broadcasting good programs and with the improved radio receivers, it is possible for the listeners to choose what they desire to hear, instead of having to be content with the programs of their local stations, as in past years.

Radio is bringing the world's greatest artists and organizations into the homes of the listeners through the medium of their little receiving sets. And, too, it is not infrequently the case that some of the great artists of the concert stage do not make good with the radio audience as a whole. It has been the experience of many studio directors that the radio audience seems divided—eighty-five per cent enjoying the popular type of program and the other fifteen per cent appreciating the highly classical. Both types may always be found upon the Crosley WLW programs.

Bournemouth, England, broadcasting. That was enough for the customer, who declared emphatically: 'At last I have heard a real radio.' 'He bought the R. F. L.-60. 'Very truly yours,
"Himes Brothers."

TEN COMMANDMENTS OF SIXTEEN THOUSAND DEALERS

(Continued from Page 1)

the excuse for a manufacturer to be overstocked at the end of the season, and there is less reason why a dealer should be caught in such a situation. Therefore, let him watch the market.

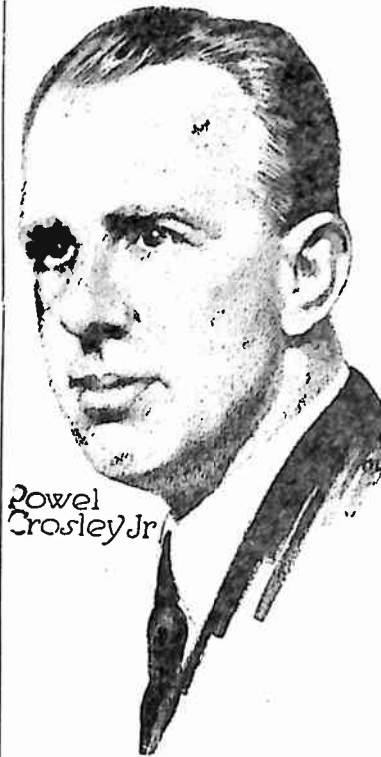
Second, build sales on a servicing platform. This fundamental rule of radio selling has been stated so often in so many different ways that it is difficult to add anything new to what has already been said on the subject. But a rule of such importance is worth reiterating.

Carefully organized servicing is profitable, not alone from the standpoint of increased sales and satisfied customers, but from actual direct returns through the sale of accessories. A year ago, the most moderately priced sets cost twice as much as the accessories necessary to operate them. In many instances now, the accessories cost considerably more than the set. Thus the sale of accessories is becoming an increasingly large percentage of the dealer's profit. And it is adequate servicing that brings customers for replacement to the dealer's doorstep.

One need hardly cite the automobile industry as an example of the value of well-organized servicing. A certain motor car manufacturer, now one of the best known in the country, started some years ago with very little capital and with nothing distinctive to offer in the line of merchandise. He manufactured a good, reliable car, at a reasonable price, but there were no unusual talking points about it. One simple policy is said to have been responsible for his notable success—that of offering a year's free service with every car sold. Conditions have changed, of course, his servicing is now handled in a different way. But it was a well-organized servicing plan that made this manufacturer successful.

Another instance might be cited—that of a certain successful radio dealer who offers to service any make of set—not only those of the kind that he sells—at cost price. Since he adopted this policy, his sales have increased enormously. Persons owning all makes of sets call upon him for service, and afterwards return to him for additional radio purchases.

Third, test every set and every piece of equipment before it leaves the store. When a complete installation is sold, the set should be tried with the tubes, batteries, speaker, etc., with which it is to be used, under exactly the same conditions which it will meet in the consumer's home. The tubes should be changed around, and different values of grid leak and "B" and "C" voltages tried until the very



Rowel Crosley Jr.

In the accompanying article Mr. Crosley, president of The Crosley Radio Corporation, explains many of the problems faced by radio dealers and offers interesting suggestions to assist them in merchandising radio receiving sets.

best combination is found. Then after the set is installed, the dealer may be sure that the purchaser will get the maximum of satisfaction.

Fourth, concentrate upon one or two chosen lines. What automobile dealer would consider selling Packards, Buicks, Studebakers, and Dodges from the same salesrooms? Such diversification would only contribute to the confusion of the consumer, and hinder closing the sale.

Over-diversification has been one of the greatest evils of retailing radio in the past few years. A dealer who stocks many makes of sets cannot hope to be thoroughly sold on all of them. Some will not receive his whole-hearted support. Would it not be better for him to concentrate on one or two lines, on which he is thoroughly sold, and expend his selling efforts with the maximum of efficiency?

Fifth, provide adequate display facilities. Radio is becoming more and more a fine furniture product. Attractiveness of design plays a large part in the sales demand for a set. Fine furniture must be properly displayed to take full advantage of its beauty, and to attract the consumer to the full extent of its potential possibilities.

Attention should be given first to adequate window display, in order that customers may be attract-

ed to the store. Next, the interior display should be so arranged that maximum emphasis is given to the decorative qualities of the set. Grouping sets with fine furniture, rugs, etc. help to bring out their attractive features.

Sixth, sell on deferred payments. How often has it been said that this is a time-payment age? Certainly, it is true. Credit has become a national institution, no longer confined to companies in business, or to those with big assets to back them, but available to anyone, if he has a steady income. From the pages of our great national magazines we are greeted by invitations to "purchase out of income," automobiles, washing machines, player pianos,—even clothing.

It is no longer a mark of social degradation to "buy on time." The custom has become so universal that wealthy as well as poor feel that they can do it without injury to their pride. With such widespread use of this means of selling, how can a radio dealer expect to obtain maximum sales without resorting to the same methods?

Fortunately, the path to time-payment selling has been made easy for the dealer. Large radio manufacturers have arranged for the financing of their dealers' deferred payment sales, and finance companies offer plans which relieve other dealers from the burden of supplying the necessary capital.

Seventh, advertise. The radio store that expects to do big business must plan to advertise extensively. To many kinds of stores, advertising is not nearly so essential. Grocery stores, for instance, will do a certain amount of business because of their location whether or not they spend a cent for advertising. To drug stores, also the location is much more important than advertising.

Radio, however, is a product more comparable to automobiles, one for which people will travel long distances in order to get just exactly the kind of equipment that they desire. Radio is a permanent addition to the home, an acquisition that deserves long thought and consideration before the purchase; not an every day necessity like bread or clothes. Advertising plays the important part of moulding the likes and desires of the prospect during this more or less lengthy period of consideration. It shapes the background of prejudice, formed before the final decision to purchase is made.

Let the dealer who handles "XYZ" sets keep this name and product ever before the public, so that prospective purchasers are led to think of radio in terms of "XYZ." Then when they become suffi-

ciently interested to go to a store and look at a set, they will hunt up the XYZ dealer; or when radio canvassers call to arrange demonstrations the XYZ man will find himself most welcome to them all.

Eighth, canvass for sales. It is not enough to attract the public to one's store. Maximum sales call for more aggressive methods of selling—for bearding the lion in his own den. Canvassing is an important factor in building radio sales. Its value can be judged from the success with which it has been used in the music industry—a commercial field readily comparable to radio. A surprisingly large percentage of phonographs are sold through canvassers.

Ninth, sell by demonstrations. By far the majority of people seem to think concretely more readily than abstractly. Talk to a man and ask him to picture a great building in flames, firemen rushing past dangerous walls, a street in which is formed a mad jam of the automobiles of those who have come to see the catastrophe, the wail of sirens as fire engines try to dash through the mob, stretchers emerging from the flames bearing injured ones to ambulances—describe these things to a man in most forceful language; then take him to an actual fire and see how much more vivid is his impression.

That which we see, and hear, and feel becomes much more closely interwoven into our lives than that which we merely hear about. Therefore, when it is desired to sell a man a radio set, do not stop with telling him about it. Show him the set, bring it to his home, demonstrate it under actual operating conditions. Let him look at it, hear it, feel it, operate it himself. Let the impression of that set be so lastingly imbedded in his memory that he cannot cease thinking about it.

And the tenth commandment is, don't dump. The radio dealer who watches the market properly and buys with due regard to seasonal conditions has no need to become panicky at the end of the season. Good merchants realize that for everyone to reap the maximum of profits, the stability of an industry must be maintained. It is not the good merchants who have contributed toward radio being painted as a wildcat business.

Let those who feel a serious purpose in this business of radio selling, who mean to make a permanent income of it rather than an opportunists' paradise, let those dealers apply the sound principle of merchandising used in other lines, and refrain from that greatest evil of the radio industry—dumping.

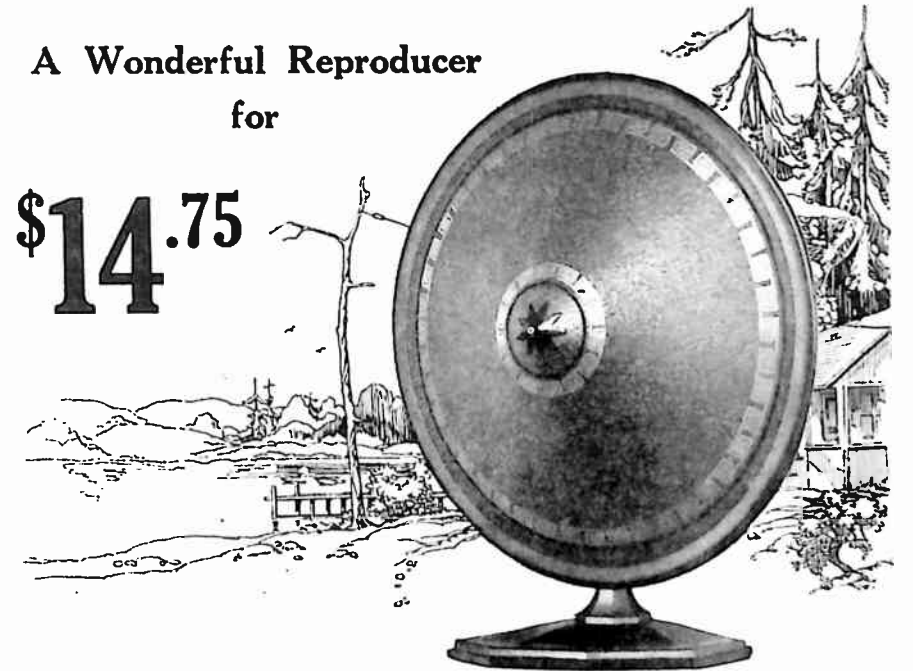
(Reprinted from Radio Dealer.)

RADIO LISTENERS HAPPIER WHEN THEY OWN A MUSICONE

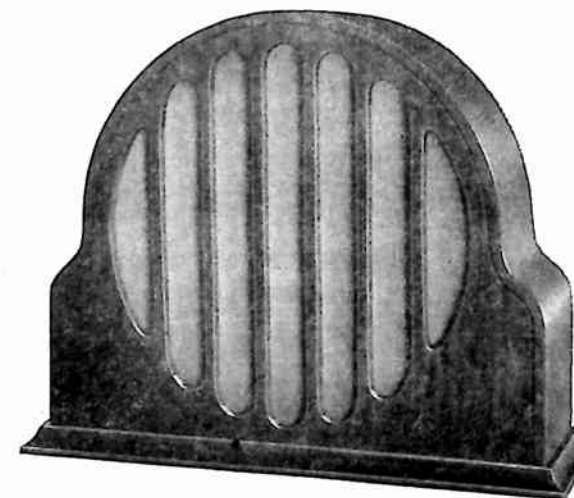
Real radio happiness is enjoyed by owners of the Crosley Musicone. They obtain perfect satisfaction from their receiving set. They hear every musical note and every word spoken—and they hear it just as perfectly as do those in the far-away broadcasting station. This Musicone has been referred to as one of the revelations of radio, an instrument that serves as a link between the studios and the listeners. It is the fastest selling reproducer on the market today and is certain to hold this leadership throughout the Spring and Summer. Demonstrations are what sell the Musicones. Comparison with other types of loud speakers reveals such a great difference that listeners buy the Musicone and discard their old reproducer. Wide-awake dealers are selling the Musicone in as large numbers as they did last Winter. Every dealer can do the same if he exerts just a little more energy. Concentration of loud speaker sales efforts on the Musicone will result in greatly increased sales and larger profits.

A Wonderful Reproducer for

\$14.75



THE BEAUTIFUL MUSICONE DELUXE



Increase in the number of sales of the Crosley Musicone DeLuxe is reported daily. This reproducer, with its charming appearance and remarkable efficiency, is in demand everywhere. It is so artistically designed and so comparatively small that it has been welcomed by radio listeners who accept nothing but the best in radio. This unit is occupying prominent places in the living rooms, dens, etc., of the most beautifully furnished homes in America. It holds positions that have been filled by the most expensive bric-a-brac and is welcomed where even receiving sets are barred by the house-wives, who permit extension cords to lead from the radio in a more obscure position to the Musicone DeLuxe. This mantel, clock-type cabinet of delicately grided mahogany, houses attractively the Musicone. The reproducing mechanism is the same as the regular Musicone model. There is no difference in quality of reproduction.

PRICE \$23.50

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

Religion Important Factor In Modern Programs For Radio

Crosley WLW First to Broadcast Sunday School Services for Benefit of Listeners.

Someone has said the "r" in radio also stands for "r" in religion. This fact may be verified by simply tuning in to some of the broadcasting stations on Sunday. The first station to introduce Sunday School services was that of Crosley WLW, which came on the air over three years ago with an hour's session beginning at nine-thirty in the morning. It is conducted by the editorial staff of the Methodist Book Concern of Cincinnati. Mary E. Moxey and Cecil D. Smith are interested in this branch of the religious activities of WLW.

Rev. Jesse Halsey, of the Seventh Presbyterian Church, is heard every Sunday morning, while Rev. Frederick N. McMillin, of the First Presbyterian Church of Walnut Hills, is heard on Sunday evenings as is Rev. P. L. Dannenfelt, of the Emaus Lutheran Church, who is heard on one Sunday evening each month. W. G. Kershner, of the Y. M. C. A., is heard every morning at eight o'clock, with the exception of Saturday and Sunday, in religious exercises.

Rev. George A. Kase is heard every Monday noon in Lutheran Institutional talks. Rev. D. A. Green, of Poplar Street Church, and others are often heard on the Wednesday afternoon programs for shut-ins. Archbishop McNicholas, of St. Peter's Cathedral has been "on the air" several times.

Types Of Breathing Will Be Broadcast From Crosley WLW

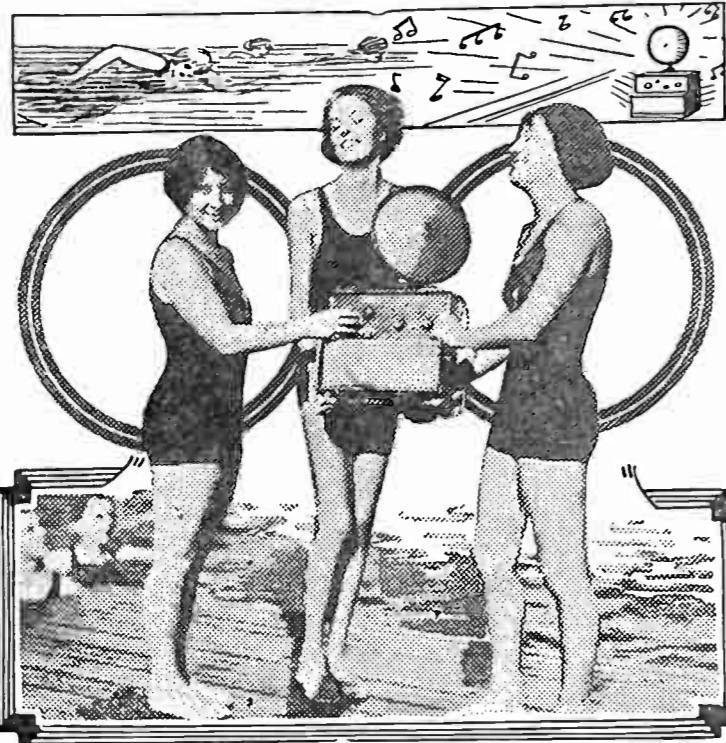
(Continued from Page 1). beats were recently broadcast with excellent results.

Dr. A. C. Bachmeyer, superintendent of the Cincinnati General Hospital, will give an interesting talk to the general public, while Miss Ruth H. Bridge of the School of Nursing and Health of the University of Cincinnati, will broadcast a five-minute talk.

Of especial interest to the radio listeners and especially to former patients, the Glee clubs made up of nurses from the Cincinnati General, Christ, Deaconess, Good Samaritan, Bethesda, and Jewish Hospitals, will broadcast a special program of songs.

Argentina and Brazil have organized radio trade associations.

WHO SAID THE RADIO SALESMAN HAD A HARD LIFE?



Selling Crosley Radios and Musicones to such pretty bathing girls as are shown above is one of the "tough tasks" assigned to salesmen. Walter Fulghum, general sales manager of the Crosley organization, took one look at the picture and immediately offered to trade jobs with the salesman. Incidentally our publicity man, Alvin Plough, just had to offer a helping hand to this hard-working salesman, and naturally insisted on taking the above picture.

DAILY PROGRAMS

(Continued from Page 2.)

WLW Program
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Saturday, May 15th, 1926 Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.

RADIO SET OPERATED IN CAVE 465 FEET BELOW SURFACE

HORSE CAVE, KY. Paul Skoggs, a radio enthusiast, just made a test with a radio receiver at 465 feet below the surface of Hidden River Cave, near here. The receiver was about a mile from the entrance to the cave. He tuned-in stations from New York, to Denver and from Fort Worth to Detroit. The object of the test with the Crosley two-tube receiver, was to obtain data about fading, static and general radio reception.

- 7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Final Old Fiddlers concert of the season by Uncle Charley Warner of Georgetown, Ohio.
- 9:00 P. M.—Berea College Night—a program of mountain ballads, with accompaniments and selections on unusual mountain instruments. Address by Pres. Hutchins.
- 10:00 P. M.—Uncle Charley Warner.
- 10:30 P. M.—Dance Selections from Castle Farm. (The Baldwin Piano)

THE JOHNSON ELECTRIC SUPPLY CO.
331 Main St. Cincinnati.
Wholesale Distributors
CROSELY RADIO
Write Us for Dealer Proposition

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

Russian Station Is Heard In India With Two-Tube Set

Crosley Receiver Brings in a Station 3,500 Miles Away —Boost for High Power Seen.

A report of the remarkable reception of radio in India has just been received by Powel Crosley, Jr., of Cincinnati. The East India Radio Company, Grosvenor House, Calcutta, India, reported hearing Moscow, Russia, Station R. D. W. which used 12 kilowatts power, on Christmas night, 1925, at 12:30 A. M., Calcutta Time. This remarkable reception was obtained with a little Crosley two-tube receiver and an external lissen 2 coil holder with a lissenagon 150 coil in the aerial and a 75 coil in the reaction. The station broadcast on a wave-length of 1450 meters.

The distance between the broadcasting station in Moscow and the two-tube receiver in Calcutta, India, is 3,500 miles and yet the report told of hearing the station quite clearly.

This record bears out the prediction made a few years ago by Powel Crosley, Jr., the well-known radio manufacturer, who claimed higher power would make the broadcasting stations heard at greater distances and that the little one and two-tube receivers would not be obsolete and could be used for reception in years to come.

Daily morning prayers are a radio innovation.

TUNE IN!

We broadcast daily at 11:00 a. m. and 1:30 p. m.
Financial News
Market Reports.
Government Bond Quotations
Call Money Rates
Foreign Exchange, Grain and Live Stock Quotations.

THE FIFTH THIRD NATIONAL BANK - CINCINNATI

Crosley Sales and Service Manual

HINTS FOR RETAIL RADIO SALESMEN

(The following manual for retail radio salesmen has been prepared by D. H. Pollitt, advertising manager of the Canadian Crosley Corporation. It will be continued on this page next week.)

By D. H. Pollitt.

This Sales Manual has been prepared with the idea of helping you make more money. It is the result of an exhaustive survey of existing conditions in the retail field, plus interviews and close contact with a number of radio salesmen who have achieved marked success.

Future experience undoubtedly will yield more effective sales tactics than these, but we do know that the plan outlined herein has already proved highly successful, and its use is strongly recommended as standard practice until more effective methods have been developed.



What Is Your Real Competition?

Think of the average prospect with an income of \$2,000 a year. After paying for food, home, clothing, and the strict necessities of life, he can squeeze out about \$150.00 for new purchases.

The fight today for that \$150.00 is intense. The radio salesman must make his proposition more attractive, more desirable to Mr. and Mrs. Prospect than:

An automobile, a phonograph, a piano, a washing machine, a vacuum cleaner, a suite of furniture, an electric stove, a holiday trip, theaters, movies, dances and countless similar attractions.

If the man who sells any of the above paints a better picture—makes these things more wanted than a radio set—HE wins.

Here is your real competition—not other radio salesmen. And here is work for true creative salesmanship.

Idea Behind Radio Salesmanship. Figure out why people buy a radio receiving set. When you really understand the motives that prompt people to buy, your selling ideas become clear, definite and purposeful.

People do not buy a car because it has a six-cylinder engine, or

balloon tires. They buy it for what it does, for what it gives—not for what it is. Some buy it for pleasure, for the convenient, comfortable transportation it brings, others for the health it means. Some even buy for pride—to "keep up with the Jones's."

In other words—automobiles are bought for what they do, not for what they are made of.

Radio receiving sets are bought not for the tubes, condensers and the dials they are made of, but for their marvelous faculty of bringing through the air music, entertainment, inspiration and news that is being broadcast from more than 600 stations on the continent.



The salesmen who are making money in radio today are the ones who do a creative selling job—they sell the wonderful concerts that are being broadcast; they sell the thrill and fascination of picking out distant station after station; they sell famous orchestras playing the very last-minute dances; they sell famous preachers, great statesmen, news when it's hot.

Compare present-day radio programs with those of twelve months, six months, or even three months ago, and you will realize the tremendous strides that have been made; improvements in quality and variety that are coming along so steadily and consistently that a comparison is needed to appreciate their full importance.

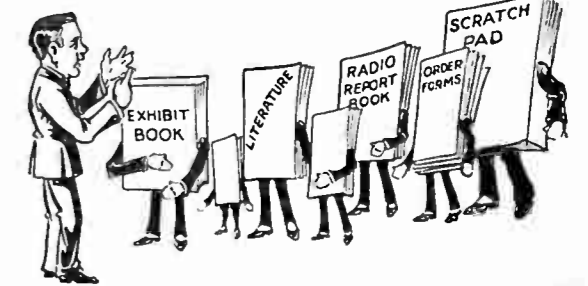
And stop to consider its full significance to you. Day by day it is steadily improving the value of the equipment you are selling, for it enables the consumer to secure a higher value of return for the investment he is called upon to make.



Fitting Yourself to Sell Radio. Investigation of successful radio

salesmen—men who have made money at it—shows that definite qualifications are necessary. Anyone can acquire these qualifications. Briefly they are:

- (1) Be a real radio fan yourself. Not a radio "bug"—with your head full of circuits, transformers, condensers, etc.—but a "fan." ENJOY radio—listen to every program you can—so that you speak with enthusiasm of the entertainment radio brings.
- (2) Know every Crosley set you sell—what it will do and what it will not do.
- (3) Familiarize yourself with competitive lines—their merits and demerits—their prices.
- (4) Be so familiar with the Instruction Book of each set that you could almost install one in the dark.
- (5) Always go out with your full selling equipment.
- (6) Know how to write out an order.
- (7) Study Crosley advertising.
- (8) Study this Sales Primer till you make it a part of yourself.
- (9) Keep interested in your customers.
- (10) Be friendly, cheerful, smiling—ALWAYS.
- (11) Remember you represent a big institution with a nation-wide reputation to maintain—a leader. Act with the dignity, poise, the assurance that leadership gives.



The Crosley Salesman's Selling Equipment.

A radio salesman can no more hope to do an effective selling job without tools than a mechanic can do a repair job. The tools that you, as a Crosley salesman require for every job of selling, are:

- (1) Your Exhibit Book. The brain records more quickly through the eye than through the ear. One picture is worth a thousand words. This book awakens interest. It gives you prestige, substance and authority. But, above all, it does a great deal of silent selling.
- (2) A Supply of Literature. Always have at least ONE DOZEN COMPLETE SETS of all Crosley literature. Keep them in

clean, attractive condition. (3) A Radio Report Book.

This is the finest testimonial and recommendation you could have. To turn over its pages, is to whet the appetite of your prospect.

(4) Order Forms and Time-Payment Forms.

Business recognizes only the WRITTEN order. Never get yourself into the position where you have to go back for the signed order—it may never be signed.

(5) A Large Size Scratch Pad. And a sharpened pencil. Illustrate your points. Write down prices and monthly payments.



Avoid Technical Phrases and Technical Discussions.

If you were put in the cab of a locomotive engine and told to drive it, you would probably be baffled by the number of valves, and controls. But to a locomotive engineer they present no problem at all.

Words like "circuits," "radio frequency," "selectivity," "amplification," "regenerative," "vario-

coupler," "transformer," etc., may present no difficulty to you. You are familiar with them, but there was a time when they were "Greek" to you. Don't put your prospect in the cab of a locomotive engine.

Avoid as much as possible technical phrases. Talk in simple language—forget you ever heard technical radio expressions. Remember you are selling radio because it brings entertainment, adventure, pleasure, thrills! You are selling Crosley radios because they get what's in the air—easily and with superbly pleasing tone.

(To be Continued)

Radio is described by United States Senator Dill, of Washington, as one-way mass communication.

NEWSPAPER ADVERTISEMENTS FOR CROSLY DEALERS

4 TUBE



CROSLY
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

Supplied FREE In Either
Mat or Electrotpe Form

ORDER BY NUMBER

"M" for "MAT"

"E" for "ELECTROTYPE"

Newspaper advertising by Crosley authorized dealers has resulted in increased business for them. Our records show those who advertise consistently buy Crosley radios in larger numbers than those who do not advertise. Their sales volume is greater, their turn-over is more rapid and their **PROFIT IS LARGER.** Advertisements similar to those reproduced on this page are supplied to Crosley dealers free of charge, in either "mat" or "electrotpe" form. We advise you to ask a representative of the publication in which you plan to advertise whether he prefers a "mat" or "electrotpe" and order accordingly.

ATTENTION, NEWSPAPERMEN!

We suggest that you take these advertisements to the Crosley dealers in your city and tell them about the advantage of their using them. We will send "mats" or "electrotypes" to newspaper offices providing we are informed for whom they are to be used.

Send Your Order To

ADVERTISING MANAGER,

The Crosley Radio Corporation

CINCINNATI, OHIO

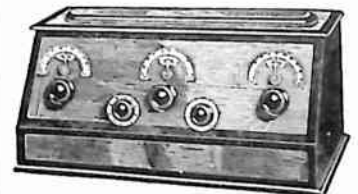
VOLUME

Controllable volume ready at your finger tips when distant stations intrigue. A heretofore unavailable feature

0

in the New

CROSLY



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

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXI.

Published By The Crosley Radio Corporation

MAY 24, 1926

Radio Is Assisting In Maintenance Of Industrial Peace

Broadcasting of Music Bringing About More Peaceful Spirit and Greater Contentment.

A nation which enjoys good music will never turn Bolshevik and singing workmen will do better work and lead happier lives. Radio broadcasting is rapidly making it possible for the workers of the world to hear the world's greatest musicians and with the advance of broadcasting as the greatest agency known for the dispensation of music, the powers of the musical art are given even greater significance than ever before.

Radio is carrying music into more than a million homes where none was found before, according to Powel Crosley, Jr., owner of radio station WLW, of Cincinnati. In addition to creating an interest in classical music, organ recitals and orchestral compositions, Mr. Crosley says the music of the jazz bands, the efforts of the home talent pianists on the smaller stations and vocal music, is working for the more peaceful spirit of the nation and the greater enjoyment and contentment of its citizens.

Music may be sad or martial or it may come under almost any other classification, although in the main, it is cheerful. Cheerful people, in his opinion, are rarely afflicted with self-pity, which is usually the basis for unrest or political or social disorders.

"One of the greatest examples of the contentment brought about by music is in the life of the negro," said Mr. Crosley. "Members of this race are generally believed to have more natural music and rhythm in them than members of other races. In the cotton fields in the South, the negroes sing practically during the entire day and through this outlet they develop a contentment that not only helps to make the work easier, or at least less monotonous, but keeps them on more friendly terms with each other.

"Another example is found with the boatmen along the Volga river in Russia. For years their boat songs have been known to the entire world and it is through the medium of music that these sturdy

(Continued on Page 4)

Elements Defied By Crosley Musicone Which Has Been In Operation A Year On Shelf In Front Of Indiana Store

Ability of the Crosley Musicone to withstand heat, cold, rain, snow, etc., has been demonstrated by the proprietor of the Berman Radio Shop, at South Bend, Indiana, who has had one of these reproducers in operation in front of his store every day for the past year. It has not been removed from the shelf above the door of his store since he placed it there early last Spring, and it has not required the slightest attention except when it was necessary to melt the ice that gathered about the cone.

Such a demonstration as this has been accepted by radio engineers as a marvelous one and as ample fulfillment of claims that the Musicone is so sturdily constructed as to permit successful operation in localities that are subjected to the most severe changes of weather. Owners of other types of cone reproducers complain about dampness affecting the quality of reception but those who listen today to the Musicone in front of this South Bend store testify that the elements have had no effect upon its clarity and tonal qualities.

During the past year, thousands of people have paused in front of the Berman Radio Shop and commented upon the difference between the music received there and that coming from the loud speakers at other radio stores. The horrible tin-punny noise that came from other stores, due partly to the "overloading" of loud-speakers, was missing from the music that came from the Berman Shop. Perhaps the owner of the latter shop was using just as much volume as his noise-making competitor, but it was impossible for him to "over-load" the Musicone and the music coming from his store was as clear and the tonal qualities were as perfect as could be desired.

And down in Miami, Florida, Guy H. Robinson, Crosley distributor, entertains those who live and work three and four squares from his place of business with music being received from distant stations, he also using a Musicone. Music and announcements from stations as far away as WJZ are heard several squares from Robinson's store.

Radio Predictions Of Powel Crosley, Jr., Cited By Editorial Writer In Criticism Of Senatorial Bickering Over White Bill

Predictions of Powel Crosley, Jr., president of The Crosley Radio Corporation, regarding the great developments that will be made in the radio industry during the next few years, are cited in an editorial appearing in the Dayton, Ohio, News, and the Miami, Florida, News, under the heading "Regulation of Radio." In the editorial, which follows, congress is criticised for "bickering" over non-essential clauses of the White Bill:

Members of congress, many of whom have not the slightest conception that there is any problem to radio broadcasting other than the purchase of a balanced receiving set with its equipment, are foolishly trying to write a law which they would have settle for all time the problem of radio regulation. It might pay them well to take a practical view, which is to

accept the advice of experts for immediate regulation by a definite directing agency with the least possible detail in fixed legislation, and they might profit to this end by listening to the chance remarks of Powel Crosley, a "professional amateur" in radio, rapidly becoming to radio what Henry Ford is to the automobile industry. Mr. Crosley is called a professional amateur because he has reached the place he now occupies in industry by seeking all the time to learn, and with the thought that neither himself nor the industry is far beyond the beginners' class.

The house of Representatives has passed what is known as the White bill for regulation of radio activity, to take the place of the law toward order, but which was passed when there was no thought

(Continued on Page 4)

Tremendous Amount Of Radio Business In Smaller Villages

Distributors Advised to Send Salesmen Into Every Town That Has Population of 300 or More.

Removal of every "red tack" from the map of the state of Ohio, or the authorization of a dealer in every city, town and village with population large enough to permit the successful operation of a radio business, proves receiving sets can be sold practically as easily at this time of the year as at any other and should serve as an "eye-opener" for those distributors who are displaying signs of relaxing their efforts to merchandise radio products.

The small town dealers authorized by Eugene Revercomb, Crosley salesman, working in co-operation with certain of the Ohio jobbers, welcomed the opportunity of adding radio to their "line," many stating they had not done so before simply because the proposition had not been suggested to them. Initial orders of the newly authorized dealers in Ohio exceeded \$10,000, and repeat orders already have been sent in by a number of them. Crosley distributors who obtained this new business could have had it several years ago had they but realized the vast amount of trade obtainable in the smaller towns.

It is admitted that small town merchants are necessarily conservative. If they were not they would soon be out of business. They must consider carefully everything they buy and must be certain there is a ready market for their merchandise. And so when the Ohio distributors of Crosley radios sold to these small town merchants \$10,000 worth of receiving sets and Musicones it is an absolute certainty that there was an immediate market for that much merchandise.

Exactly the same conditions prevail in practically every other state, in each of which there are hundreds of small town dealers who would be glad to handle Crosley radios if the proposition were but placed before them. There is an unlimited amount of business in the smaller communities that is but waiting for some distributor to come in and take.

Crosley WLW Programs Week of May 23, 1926

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, May 23rd, 1926
Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.
Jesse Halsey, Minister
Dan Beddoe, Soloist
Adolph H. Stadermann, organist
- 11:00 A. M.—Worship
Prelude—"Traumerer" Schumann
Doxology
Salutation
The Lord's Prayer
Gloria
Organ Interlude
Duet—"Come Blessed Saviour"
Miss Clark, Mr. Beddoe
Children's Sermon
Hymn
Scripture Lesson
Pastoral Prayer
Chimes
Announcements
Offertory—"Meditation"
Solo—"Sing Ye Praise"
Mr. Beddoe
Prayer
Hymn
Sermon—"Healthy Teaching"
Benediction
Gloria
Postlude
- 3:00 P. M.—Organ Recital by Chas. J. Young, organist of St. George's Church, Coryville.
- 4:00 P. M.—Program by the Woodward High School Glee Club, directed by E. Jane Wisenall.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp.
Soloist: Helen Remley, coloratura soprano
1. Overture—"The Queen's Secret"
Thomas
2. "Adoration"
Borowski
3. Waltz—"You and You"
Strauss
4. Selection—"Wildfire"
Youmans
5. Old Irish Melody London-derry
Granger
6. Excerpts from "Gloria-Gioconda"
Leococ
7. Fox-trot—"Flamin' Mamie"
Whiteman
8. Finale—"Mile Modiste"
Herbert
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, May 24th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Exercises under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—U. S. Market Reports.

Weather Forecast and Baseball Scores.

- 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.—Crosley Salon Orchestra.
Soloists:
Josephine Ringheisen, pianist
Ida Blacksen, soprano
Overture: "The Magic Flute"
Mozart
Selection: "The Serenade"
Victor Herbert
Group:
(a) Canzonetta... D'Ambrosio
(b) Japanese Reverie... Bartlet
(c) Souvenir d'Amour... Conte
Waltz: "Spring, Beautiful Spring"
Lincke
Serenade... Toselli
Lotus Flowers... McGrath
Medley of the latest Musical Comedy Hits.
Waltz: "Reverie"
Waldteufel
March: Finale—"General Pershing"
Vandersloot
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, May 25th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Madame Ida Telmpidis.
- 6:30 P. M.—Boy Scout Band from Wilmington, Ohio.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Message from the Civic Pride Association of America, "The Value of Garden Beauty."
- 7:10 P. M.—Talk on Aeronautics under the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
"Aerial Defense" by Major Milling.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woszek.
Prelude, Op. 28, No. 20. Chopin
Dance of the Hours ("La Gioconda")... Ponchielli
Song of the Volga Boatman—Russian Folk Song.
Music Box, Op. 69... Frlml
Chanson Indoue ("Sadko")... Rimsey-Korsakow
Valse, Op. 64, No. 2... Chopin
- 7:50 P. M.—Trade Marks, Trade Names, Inventions and Patents, talk by Leo T. Parker.
- 8:00 P. M.—The Crosley Burnt Corkers in their old-time review, presenting the Musiconce Male Quartet:
Wm. Drexelius, 1st tenor
Erwin Meyer, 2nd tenor
Edwin Weldinger, 1st bass
John Dodd, 2nd bass
Howard Evans, accompanist
Doc Miller, Gay Anderson, end men
Louis John Johnen, Interlocutor
- 9:00 P. M.—Concert by the Formica Symphony Orchestra, Wm. Stoess, director. (Sponsored by The Formica Insulation Co.).

"Program of Hungarian Music"

- Part One:
1. Overture: "Hungarian Lust-spiel"
Keler-Bela
2. Hungarian Fantasia
Theo. Moses Tobani
3. Hungarian Folk Songs
Bertha Paszty, soprano
Martha Vehr, accompanist
- Part Two:
4. Concert Waltz: "Vienna Life"
Joh. Strauss
5. Humoresque
Dvorak
6. Selection: "The Merry Widow"
Lehar
7. Excerpts from "Sari"
Emmerich Kalman
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, May 26th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, player-roll artist and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-in Program, directed by William Duing, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—Gardening the Radio Way, by Uncle Bert.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"Investment Pitfalls" by Reed M. Winegardner, General Manager, Ohio Farm Bureau Investment Service Co.
- 7:40 P. M.—Continuation of Hotel Gibson Orchestra concert.
- 8:00 P. M.—Soprano Solos.
- 8:15 P. M.—Concert by the Cincinnati Conservatory of Music, orchestra under the direction of Ralph Lyford.
- 9:30 P. M.—Zither Solos, Louis Wezert.
- 10:00 P. M.—Thorobred Entertainment sponsored by The Dayton Rubber Manufacturing Company.
The Dayton Thorobred Trio
Verona Zieher, violin
Genevieve Mead, cello
Ann Macdonald, piano and voice.
The Dayton Thorobred Male Quartet:
1st tenor, Frank Fritch
2nd tenor, D. W. Mikesell
Baritone, A. W. Forsythe
Bass, Royal P. Greene
- 11:00 P. M.—The Cincinnati Post Program, featuring a popular Cincinnati Dance Orchestra and Post Entertainers.
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, May 28th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz 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.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Concert by Mildred 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.
- 1:30 P. M.—Market Reports.
- 2:00 P. M.—Ethical Study of the Modern Drama conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"The Eyes Have It," by Dr. C. H. Kaufman.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 8:00 P. M.—Program by the Junior Orchestra of the Cincinnati College of Music, under the direction of Umberto Neely.
- 9:00 P. M.—Recital of original compositions by pupils of Sidney C. Durst, of the Cincinnati College of Music.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys (furnished by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Chuck Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
- 11:00 P. M.—Henry Thies and his orchestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, May 28th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E. Schultz, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 1:30 P. M.—Market Reports.
(The Baldwin Piano)

(Continued on Page 6)

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

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

MODERN NECESSITY.

The modern home, with its iceless refrigeration, oil-burning furnace and many other conveniences, eventually may include as standard equipment complete wiring for the installation of radio receiving sets.

Radio rapidly is assuming such importance and gaining such general acceptance that within a few decades the family without a receiving set will be regarded as unprogressive as the family without a telephone.

In the days when the automobile was a luxury new residence construction did not include garage facilities unless specifically so ordered. No provision was made for housing of automobiles because they were regarded as comparatively rare luxuries not possessed by the average family. Today the automobile is a common necessity. Therefore good residences seldom are built without garages.

The radio has increased in popularity until now it has become almost a modern necessity. It is logical, therefore, that the average home construction should include wiring for the convenient installation of a radio receiving set.

A building contractor at Oakland, Calif., recently displayed a home completely wired for radio. He placed a receiving set in the living room and built in concealed connecting wires which permitted the use of a loud speaker or ear phones in any room. It is significant that the exhibition of the "radio home" was made entirely on the contractor's own initiative and was in no way sponsored or promoted by the radio industry.

Beloved "Traumerer"

Schumann's "Traumerer" will be played as the prelude on the organ by Adolph H. Stadermann, for the services of worship to be broadcast from the Seventh Presbyterian Church, Cincinnati. The radio audience of the Crosley WLW station will hear the selection at eleven o'clock, Sunday morning, May 23rd.

Syracuse, N. Y., Man Hears Lima, Peru, Station With a Crosley One Tube Radio Receiving Set

STATION O.A.X.

LIMA, PERU

Owned and operated by the Peruvian Broadcasting Co.

Wave Length—500 meters

Type—"Q" Marconi transmitter

Power—1,500 watts in antenna

Station Rating—6 K. W.

Plate Voltage—11,500 v

Hours of Broadcast—11:30 AM to 11:30 PM

Official time (E. S. T.)

Silent night—Wednesday

STATION O.A.X. LIMA, PERU



The Peruvian Broadcasting Co. thank you for your kind attention, and take pleasure in confirming your reception of Station O.A.X. on the night of 24 al 30 de Enero de 1926.
Trusting you will enjoy our future concerts yours sincerely PERUVIAN BROADCASTING CO. 707 HEDON 312 LIMA PERU

The pictures above are those of the verification card received from Station OAX, Lima, Peru, by Harry Leo, 121 Randall avenue, Syracuse, N. Y., who tuned in that distant station on a Crosley one tube radio.

Proof that he tuned in Broadcasting Station OAX, at Lima, Peru, has been received by Harry Leo, of 121 Randall avenue, Syracuse, New York, who is the proud owner of a Crosley one tube Armstrong regenerative radio receiver. It was on the evening of January 24th that Leo tuned in this far-away broadcasting station. Then, on the evening of January 30th, he again heard Station OAX, and just recently received his verification card, which is reproduced above.

As the card shows, Station OAX is owned and operated by the Peruvian Broadcasting Company. A type "Q" transmitter is used and the wave length is 380 meters. The power used is 1,500 watts with a plate voltage of 11,500 volts.

In a letter to Powel Crosley, Jr., president of The Crosley Radio Corporation, Mr. Leo, after telling

Going Abroad?

If you are going to make a tour of France you will be interested in the series of lessons which Madame Ida Telmpidis is giving in French through the Crosley WLW broadcasting station. These French lessons are broadcast every Tuesday afternoon at four o'clock.

Melon Doherty's Boys

Melon Doherty and his Melody Boys have been providing the Crosley WLW radio audience with popular dance music of the jazz variety every Thursday evening, at ten o'clock. This organization plays under the auspices of French Bros.-Bauer company of Cincinnati.

Radio Is Improving Musical Taste Of American People

Requests for Jazz Music Decreases from 80% to 5% —Work of Famous Artist Broadcast.

The radio is improving the musical taste of America.

While it is true that the radio programs still include and undoubtedly always will include much popular music, the proportion of the classics and of really good music on the air has been steadily increasing.

A compilation of the "request mail" received over a two-year period by the broadcasting directors of two prominent radio stations, reveals that the proportion of fans asking for jazz music decreased from 80 per cent during the first year to 5 per cent during the second year.

The music from Carnegie Hall now is available to the radio listener. So is that of the Metropolitan Opera house stars and of the Philharmonic and the Detroit Symphony Orchestras.

Unexcelled artists have succumbed to the lure of the radio and their pure notes are carried gratis into the homes of the country's vast radio audience. The list is a long one. It includes such talent as Josef Hofmann, Ignace Paderewski, John McCormack, Arturo Toscanini, Schumann-Heink, Louise Homer, Mary Garden, Titta Ruffo, Frances Alda, Lucrezia Bori and a score of others equally famous.

But jazz, essentially American, never will lose its popularity. Nothing ever can replace it as dance music. Even while America's musical taste gradually is elevated through increasing familiarity with the enduring classics, popular music will still retain a secure position as the "musical frosting" on our radio programs.

Dramatic Soloist

Helen Remley, one of the few sopranos with a "good radio voice" will be heard as soloist through the Crosley WLW broadcasting station, on Sunday evening, May 23rd, at nine-thirty o'clock. Miss Remley is a favorite with the WLW listeners and has received hundreds of letters complimenting her on the excellence of her coloratura soprano voice.

Minstrel Show

The Crosley Burnt Corkers provide almost an hour of fun and melody on Tuesday evenings, beginning at eight o'clock, through the WLW station, Cincinnati.

Dealer Is Surprised At Ease With Which Musicones Are Sold

Demonstrations Result in Sale of Three Crosley Reproducers in as Many Homes in One Evening.

"How are the Musicones going?" we asked the proprietor of a suburban radio store the other evening.

"Fair," he replied. "But we do not expect to sell many at this time of the year."

"Why not?" we asked him. "Oh, people do not come in like they did during the winter," he answered.

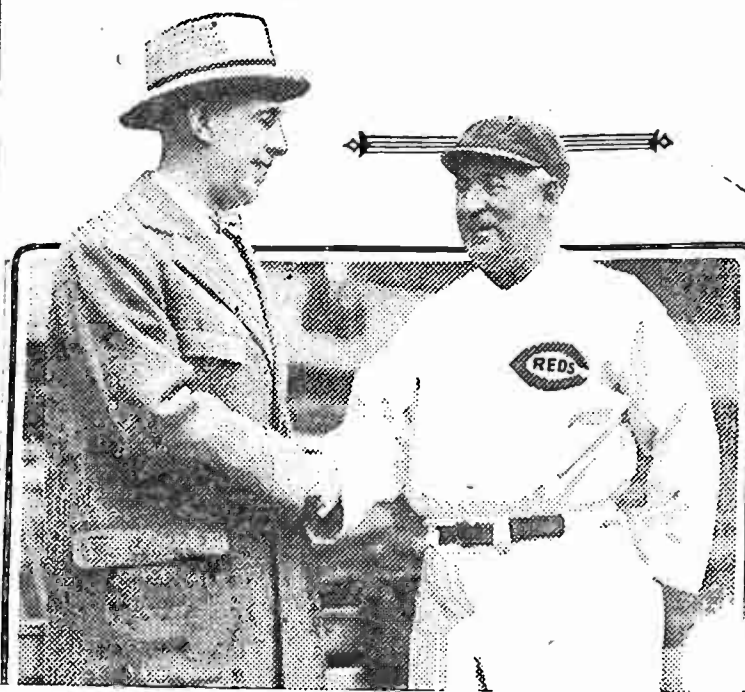
That is the one and only reason certain dealers are not selling Musicones in large numbers. They are waiting for people to come in. In a joking way, and still with seriousness between every word, we told this dealer that he was too lazy to be prosperous and finally bet him a carton of cigarettes that we could sell three Musicones that evening within a radius of three squares of his store.

After supper we called at the home of an aged couple. We knew they were radio fans and we knew they had one of the old horn type loud speakers. Passing their home on other evenings we had heard the music coming from their house—music that sounded like that of a burlesque orchestra. This lovable old couple welcomed us when we asked for permission to demonstrate the Musicone and ten minutes later, when we started to leave, they asked that they be permitted to keep the Crosley reproducer, admitting it provided the first real music they had heard since they purchased their radio. We sold that one.

Then, to get the "atmosphere" of a rapid change from the home of this couple, we went to the apartment occupied by a bride and bridegroom. They also, we knew, had a radio and within a few minutes we were demonstrating the superiorities of the Musicone over the type of loud-speaker they owned. We sold that one also.

From there we went across the street to the cottage home of a working-man, who, with his wife and three children were gathered around their receiving set. The music was horrible and at first we believed something was wrong with their radio. Upon investigating, however, we learned the trouble was in the loud speaker, for which they had paid \$25.00. We removed this speaker and attached the Musicone. The change was wonderful and was noticeable even in the faces of the small children. This working-man purchased the Musicone after being permitted to pay for it

TWO BASE BALL ENTHUSIASTS



Manager John Hendricks of the Cincinnati Reds is congratulating Powell Crosley, Jr., on the excellent graphic description of the base ball game broadcast through WLW. Crosley was at the microphone.

at the rate of three dollars per week.

Then we led the dealer to the neighborhood drug store and reminded him of the carton of cigarettes, which he readily purchased (and which we divided with him.)

It must not be taken for granted that every salesman can have the luck we did, but our evening's work clearly proved it is possible to sell Musicones everywhere by means of home demonstrations. Dealers can afford to employ high school boys and girls to demonstrate these reproducers during the evening. It is an easy matter for the dealer to obtain the names of radio owners in his territory and then to send to each home a neatly dressed boy or girl who can, without the least knowledge of radio, demonstrate the Crosley Musicone. The difference between the Musicone and any other reproducer on the market is so pronounced and the price is so reasonable that listeners buy it immediately. The Musicone will be your best-selling radio accessory this Summer if merchandised properly.

New Physical Instructor.

Edward E. Schultz, physical director, of the Cincinnati Y. M. C. A., will be heard as instructor in the Crosley WLW broadcasting station's large class of radio "reductionists" or physical culture students. His lessons are broadcast in the mornings at seven-thirty o'clock, with the exception of Saturday and Sunday. He has taken the place of "Bill" Stradtman, who is now physical director of the Business Men's Club of Cincinnati.

Radio Is Assisting In Maintenance Of Industrial Peace

(Continued from Page 1.) workmen have added so much interest to their task.

Music in all its diversified forms is reaching out to regions which heretofore only knew the local folk-songs. The greatest opera stars may now be heard by the light-house keeper during his lonely vigil and by the sheep herder tending his flock in the mountains or plains with probably not another human being for miles around.

"It is no exaggeration to say that these people who have always led and must continue to lead isolated lives, are hearing music in all its forms, which they have never heard before and which they never hoped to hear before the advent of radio.

"The progress made in the improvement of radio programs has been remarkable in the short time that has elapsed since the first program was sent into the air, and with the rapid strides being made in further development along these lines, the isolated listener within the very near future is promised just as good musical programs as if he were listening to a concert in the most celebrated hall in the world."

A 500-watt station in Iowa is reported to have been heard on a remote North Pacific island off Alaska.

Radio Predictions Of Crosley Cited In Senate Attack

(Continued from Page 1.)

of anything but commercial stations using wireless telegraphy. The White bill represented the joint views of various interests built around the central thought advanced by Secretary of Commerce Hoover that the public interest is foremost and that all wave-lengths belong to the people, not to be licensed for sale or granted in perpetuity. The central idea of the proposed legislation was to provide for federal license for all broadcasting stations in the United States, with international assignment and division by treaty and agreement. The house rejected an amendment which would have made radio slander a crime as libel is and as it did so the district attorney of Chicago found himself the victim of radio slander without apparent recourse. What the bill provided merely was a plan for regulation with the secretary of commerce in control.

In the interstate and foreign commerce committee of the senate a large membership is in conflict over regulatory details. The chairman would have a law placing radio control in the hands of the Interstate Commerce Commission, as are the telegraph and telephone. Why his contention, in view of the senate support of a bill to regulate aviation which placed control with the secretary of commerce, is hard to understand. And yet, while the conflict goes on, radio is presenting new problems daily.

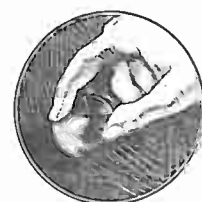
As Mr. Crosley sees development the high-powered stations of the present are obsolescent, and within a few years will have been superseded by those more powerful for elimination of static interference. Within five years, or ten at the most, radio vision will accompany radio sound. Radio power and radio heat are in the offing. Perhaps all these developments will come while congress still is bickering over non-essentials; and their coming may provide the way to have congress function in a way more pleasing.

Russian Folk Song

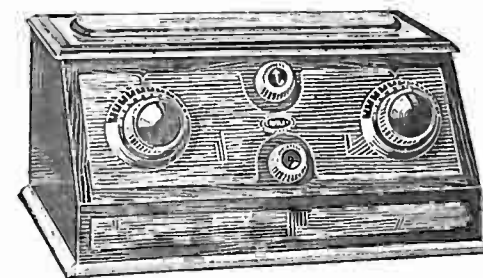
Mary Louise Woseczek, the Crosley "piano request lady," will play the popular Russian folk song, "Volga Boatman," through the WLW broadcasting station, Cincinnati, Tuesday evening, May 25th, at seven-thirty o'clock.

Do not press on the metal which is seen through the hole in the cap of head phones. This diaphragm is made of very thin metal and must be a perfect plane to vibrate as intended.

The CRESCENDON



in the Crosley four tube 4-29 and the Crosley five tube 5-38, enables these two highly efficient radios to give almost unbelievable results and has lifted them away and beyond all competition. It is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet with these sets, loud nearby stations can always be softened practically to whispers.

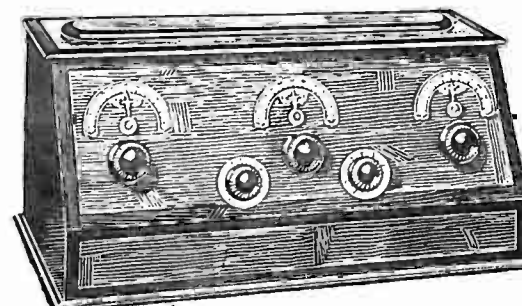


CROSLLEY 4 TUBE 4-29

\$29.00

Without Accessories

Demand for this four tube radio has been far greater than had been expected. It has proved to be the fastest selling four tube set on the market this spring. In addition to the excellent qualities of an ordinary four tube radio, it has the Crescendon, which is equivalent to one or more additional tubes of tuned radio frequency amplification.



CROSLLEY 5 TUBE 5-38

\$38.00

Without Accessories

All the volume, selectivity, sensitivity and purity of tone available in the best five tube sets on the market—plus the Crescendon. That is what customers are finding in the Crosley 5-38. Because of its excellent qualities and its very low price, this radio has been in great demand everywhere. Truly a remarkable radio at a remarkable price.

New Qualities In Radio

The Crosley four tube 4-29 consists of one stage of tuned radio-frequency amplification, Crescendon control detector and two stages of audio-frequency amplification. Ample volume to operate a loud speaker is provided, even when stations at very great distance are being received. The Crosley Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio-frequency sets, to such an extent that they fill an entire room. Volume of local stations can be cut to almost a whisper without destroying the quality, or can be built up to practically full volume of the original rendition in distant studios. Many entirely new qualities in radio are found in this popular four tube radio.

Fast-Selling Receiver

The Crosley 5-38 is a five tube radio receiver, consisting 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 really is a wonder. Stations from coast to coast are heard by owners. One of the chief features of the 5-38, which makes it far better than any other ordinary five tube tuned radio-frequency set, is the Crescendon, which provides satisfactory volume control and permits very weak signals to be built up to such an extent that they fill an entire room.

Crosley manufactures Radio Receiving Sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

CROSLLEY RADIOS

BETTER • COST LESS

Studio Manager Combing Field For Original Talent

Many Skillful But Heretofore
Relatively Unknown Per-
formers Being Brought
to Microphone.

Directors of radio broadcasting
stations, whose programs once
merely reflected the brilliance of
borrowed artist, gradually are
changing the situation in some de-
gree by developing their own en-
tertainers.

It is true that a great proportion
of the radio entertainment now on
the air is provided by vocalists and
instrumentalists from the opera,
the orchestra, the concert hall and
the stage.

But the partial reversal of this
arrangement already is becoming
apparent. The broadcasting direc-
tors, realizing that the predominant
appeal of their programs still is
the entertainment element are
adopting the roles of impresarios.

They are combing the field of
original talent and bringing before
the microphone many skillful but
hitherto relatively unknown per-
formers. Thus broadcasting is
creating new reputations instead
of contenting itself with the capital-
ization of old reputations. The
broadcasting stations employ a
growing number of popular enter-
tainers whose reputations have
been gained exclusively through ra-
dio "appearances."

It has come to the point now
where local radio artists have an
enthusiastic following somewhat
similar to the zealous following
that the members of the local
theatrical stock companies enjoy,
save that the following is ten to
fifty times larger. Many of these
entertainers have taken fictitious
names that fit in with their roles
and capitalize on the "mystery" ele-
ment by holding off for a long time
the revelation of their real identity.
Eventually the day may come
when the opera, the stage and the
concert hall will draw talent from
the broadcasting rooms in response
to the public's demand to see as
well as hear its radio entertainers.

Aerial Defense

"Aerial Defense," will be dis-
cussed by Major Milling while fly-
ing over McCook Field, Dayton,
Ohio. His talk will be transmitted
from an airplane and then picked
up with a receiver in the Crosley
WLW super-power broadcasting
station near Harrison, Ohio, and
then re-broadcast. This stunt will
be provided for the radio audience
on Tuesday evening, May 25th, at
ten minutes past seven o'clock.

TELL IT TO THE TROUBLE MAN

"Srite inna middleavva pro-
gramma set goes compleely ded."
"Sherray battries."
"Nowittaint meyay battries.
Themsall noo."
"Hownoo?"
"Chamean hownoo? Theywasnoo
wenna gottem."
"Owellats diffrint. Howabout
yabees? Hominy jolts ya usein?"
"Niney jolts. Igotta hole niney
upmeyawm jussa cuplanites ago."
"Wellatso good test. Yagotta
seebattry?"
"NowIyant gotta seebattry. Sain-
ta alfabit radio."
"Wellen atsatrubbil. Sa see-
battry."
"Itelya Iyant gonno seebattry."
"Sure swait in tellinya. Yagot
toomuch askallation."
"Yaint gotnothin. Rite inna
middleavva programma setgoes
compleely ded."
"Tididnt fadeout like?"
"NowItelya. Itwent ded ded
ded."
"Owitwent ded threetimes onya?"
"Thassawisecrack."
"Dagetsawr fella Imony tryinto
helpya. Yasure ittaint yerray
battries?"
"Acaws Iyam. Lissen willya.
Rite inna middleavva programma—"
"Themmay battries ca giveya
alotta trubbil—"
"Lissen willya. Rite inna
middle—"
"Yenh yatolme. Ireely think
yahadawta getta seebattry."
"Willyo lissen aminnit. Iynint
tolya."
"Wellawrite. Whattizzit?"
"Rite inna middleavva program
afool kid pushes aradio ofenna
table."

—Copyright by "Life."

DAILY PROGRAMS (Continued from Page 2.)

W L W Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, May 29th, 1926
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, Riv-
er Stages, and Official Police
Bulletin.
- 11:55 A. M.—Weather Forecast and
Correct Time.
- 1:30 P. M.—Business Reports and
Stock Quotations.
- 6:50 P. M.—U. S. Market Reports,
Weather Forecast, and Baseball
Scores.
- 7:00 P. M.—Popular Organ concert
by Johanna Grosse, the Crosley
Organ Request Lady.
- 7:30 P. M.—Meeting of the Secka-
lary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Lawson-MacClain Ha-
waiian String Quartet.
- 9:00 P. M.—Henry Thels and his or-
chestra from Castle Farm.
- 9:30 P. M.—Lawson-MacClain Ha-
waiian String Quartet.
- 10:00 P. M.—Henry Thels Orchestra.
(The Baldwin Piano)

A storage battery should never be
allowed to stand idle for any length
of time after it has been comple-
tely discharged as sulphation is there-
by caused and the battery may be
ruined.

Radio Receivers Will Not Wear Out If Used Carefully

Accessories Probably Need
Replacing if Set Fails to
Function as it Did
When New.

Manufacturers often receive let-
ters from radio set owners who be-
lieve their sets are "worn out"
after continuous use for several
months because they do not bring
in concerts as clearly as they did
at first. Many persons believe ra-
dio sets "wear out" in a short time,
just as automobiles do. There is
nothing in a radio set to wear out.
When it ceases to bring in stations
properly, the accessories probably
need replacing. Dry batteries last
but a few months. Storage bat-
teries must be recharged frequently
and given a "drink" of water occa-
sionally, if they are to continue to
deliver the required current.

Tubes become "paralyzed" after
they have been in service for many
months, and must be replaced.
There are very few moving parts
in a radio set, and it is only be-
tween moving parts that wear oc-
curs. The bearings of the tuning
condensers, upon which the wear
is greatest are usually so large that
they will last several years without
adjustment. Other parts will last
indefinitely. Tests are being made
continuously in the engineering
laboratories of The Crosley Radio
Corporation.

Rough treatment can, of course,
cause injury to parts inside the set.
If the set is dropped on the floor,
or tampered with, repairs may be
necessary, although this would
hardly be considered as "wearing
out."

There is one factor which may
cause a set to lose its efficiency
without its being treated roughly.
Dust in a set, especially around
wiring and between the plates of
condensers, sometimes is respon-
sible for leakage of the feeble radio
currents, and consequent loss of
efficiency. This dust may be re-
moved by means of a soft cloth
and a pipe cleaner to get into the
difficult places.

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

HANDLING A WOMAN ELEC- TRICALLY

(From the Irish Radio Journal)
When a woman is bored—Exciter.
If she gets too excited—Controller.
If she won't come when you want
her to—Coaxer.
If she is willing to come half-way
—Meter.
If she is willing to come all the
way—Receiver.
When she gets there—Oscillator.
If she was too fast to stop—Dis-
patcher.
If she is an angel—Transformer.
If she is a devil—Converter.
If she tries to double-cross you—
Detector.
If she proves your fears are wrong
—Compensator.
If your fears are right—Arrester.
If she goes to pieces—Coherer.
If she goes up in the air—Con-
denser.
If she is hungry—Feeder.
If she sings foully—Tuner.
If she gets cold—Heater.
If she gets too hot—Cooler.
If she is a "nice" girl—Shocker.
If you have one just like her—Al-
ternator.
If she is too fat—Reducer.
If she fumes and sputters—Insu-
lator.
If she becomes upset—Reverser.
And when you get tired of her—
Electrocutor.

**THE
JOHNSON ELECTRIC
SUPPLY CO.**
331 Main St. Cincinnati.
Wholesale Distributors
CROSLY RADIO
Write Us for Dealer Proposition

TUNE IN!

We broadcast daily at
11:00 a. m. and 1:30 p. m.
Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain
and Live Stock
Quotations.

THE FIFTH THIRD
NATIONAL BANK—CINCINNATI

Crosley Sales and Service Manual

HINTS FOR RETAIL RADIO SALESMEN

By D. H. Pollitt.

(The following is Part III of a
manual for retail radio salesmen
prepared by D. H. Pollitt, advertis-
ing manager of the Canadian Cros-
ley Corporation.)

Some salesmen find it effective to
make a double canvass of territory
—calling the first time simply to
hand in literature and ask people
to read it.

A Crosley salesman in Montreal
always sends a personal letter first,
in which he encloses a list of sta-
tions heard on a certain night.

APPROACHING PROSPECTS

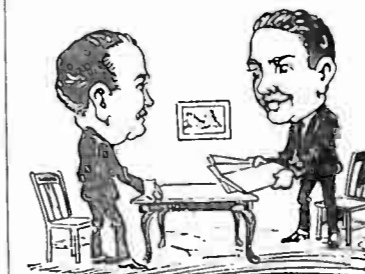
Keep clearly in mind that you
have one purpose in view—to get
a DEMONSTRATION. You are not
calling to get acquainted or to argue
about radio, or to discuss whether
the prospect can afford it, but sim-
ply to get a Demonstration.

The first rule of salesmanship is
—SMILE.

The second—take the offensive
and keep it, trying all the time to
get a point of contact.

morning's newspaper. It's the ra-
dio page, and at the top here it
announces such and such concerts
for tomorrow night. Would you
like to hear them.....?"

Leave A Reminder



Whenever you call on a prospect
and the interview is inconclusive,
always leave with him a reminder.
Give Crosley literature, if possible
on exactly the radio you think he
can afford. You may find it val-
uable to have a number of copies
on which you have written in ink,
or rubber stamped, your name and
telephone number.



SECURING THE DEMONSTRATION

Some Objections and Answers
The trained, successful specialty
salesman has a quick, ready reply
for every objection and "stall" the
prospect offers.

"I Can Get Along Without a Ra-
dio Set."

You can get along without a new
suit of clothes or a less expensive
home than you now live in, or
cheaper food on your table. But
you don't do so—why? Because,
every man wants—and is entitled
—to have the best possible stand-
ards of living. Modern science and
invention has brought us many new
conveniences. It has added to our
joy of living—and every man owes
it to himself and his family to en-
joy to the full all that the world
offers him. I know you can do
so without a Radio if you make
up your mind to do so, but why



HERE ARE SOME "ATTACKS"

"Mr. Jones, who bought a radio
set from us, has given me this card
of introduction to you and I simply
want to let you know that I will
gladly bring along a set to your
home and demonstrate it. You'll
not be under any obligation to buy.
I'll just come along and show you
in five minutes how to operate it
and you can listen in to some real
concerts. There's a dandy concert
on tomorrow night in New York—
suppose I bring it along then...."

"Mr. Jones, I dropped you a let-
ter the other day, and being on the
street I thought I would call and
see if you were interested. I am
busy every night giving demonstra-
tions, but I happen to be free at
8 o'clock, I wonder if....."

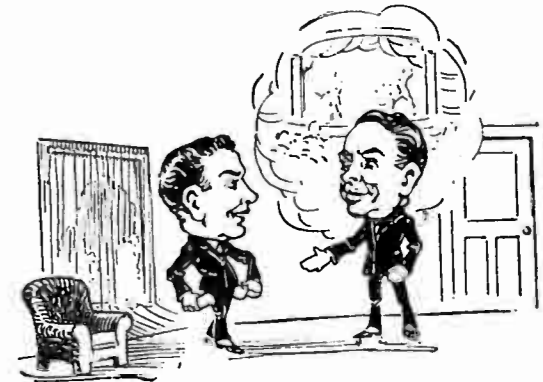
Here's one worth trying:—"Mrs.
Jones, this week we are offering a
special FREE DEMONSTRATION
of the famous Crosley Radio Sets.
For this week only we can arrange
to bring a set to your home,
etc....."

Or this:—"Here's a copy of this

should you? Why should you miss
all the happiness, the pleasure, the
inspiration, the comfort and good
cheer that comes to you through
the air from the 600 or more broad-
casting stations all over the con-
tinent? Believe me, your home
life would acquire new interest for
all, if you had this marvel of mod-
ern science. Honestly, you think
so, don't you?"

demonstration involves no obliga-
tion—that I simply want you both
to hear a Crosley Radio and dis-
cover for yourselves whether you
would consider buying one. She
won't even picture all the happi-
ness it is going to bring into her
lonely hours."

If you want a useful argument
to twist conversation, try this:
"Refer to any of the leading



"No—I Can't Afford It."

Mr. Prospect, it won't cost you
more than the price of a 'show'
every week. Crosley has arranged
a Time Payment Plan so that you
can pay for your set while you are
enjoying the entertainment it gives
—just like paying for a theatre
ticket. So that point shouldn't
stand in the way of your having
a demonstration in your own
home."

"I'm Too Busy To Talk To You Now"

"I can appreciate that. But ra-
dio brings to you such wonderful
entertainment that I feel sure a
demonstration will be a revelation
to you. I don't want to take your
time now—but suppose you make
an appointment to give me two mi-
nutes of your time. How about to-
morrow morning at ten o'clock?"

When The Prospect Wants To Ask His Wife

In your first approach, you may
find out that the prospect is partly
interested, but will not let his in-
terest have free rein until he first
consults his wife. Try to arrange
to explain the pleasure of owning
a Crosley Radio to all interested
parties at the same time.

Say to him, if he holds off agree-
ing to a demonstration:—"If you
were to go home to your wife and
mention the matter of a radio set
she would be pleased. But she
does not know how perfect the
new Crosley Radios are. She does
not know the thrill and fascina-
tion of getting station after sta-
tion—miles and miles away. She
will not realize clearly that this

daily newspapers, to national mag-
azines, or to any standard farm
paper, and you'll know from the
advertising that I'm selling a set
made by a big institution that is
making a success with its sets
from coast to coast. Why not make
an appointment so that I can call
at your home and in a few mi-
nutes I'll explain the whole thing
to you both together."

This will give you a chance to
get into the home and feel out
what kind of set you are most like-
ly to sell.

Hums Not Always Due to Loose Connections

Letters have been received by
the engineering staff of the Cros-
ley radio laboratory, complaining
about humming sounds in re-
ceivers. The first thought and sug-
gestion is to look for loose connec-
tions in the receiver. If all connec-
tions have been found to be
tight, it is then time to look to
outside interference as the offend-
ing cause. Sometimes this hum
can be traced to a possible de-
fective transformer, heating pad,
sewing-machine motor, violet ray
machine, or x-ray apparatus, or a
number of things foreign to radio.
Public service corporations supply-
ing light and power are always
eager to assist in locating trouble
and remedying it if possible.

A radio club, the first in Poland,
has been organized in Poznan. The
object of the club is to arouse in-
terest in radio communication
(throughout the country, and to fos-
ter the development of the radio
industry.

Musicones for Outdoor Radio



On the Veranda



On the Lawn



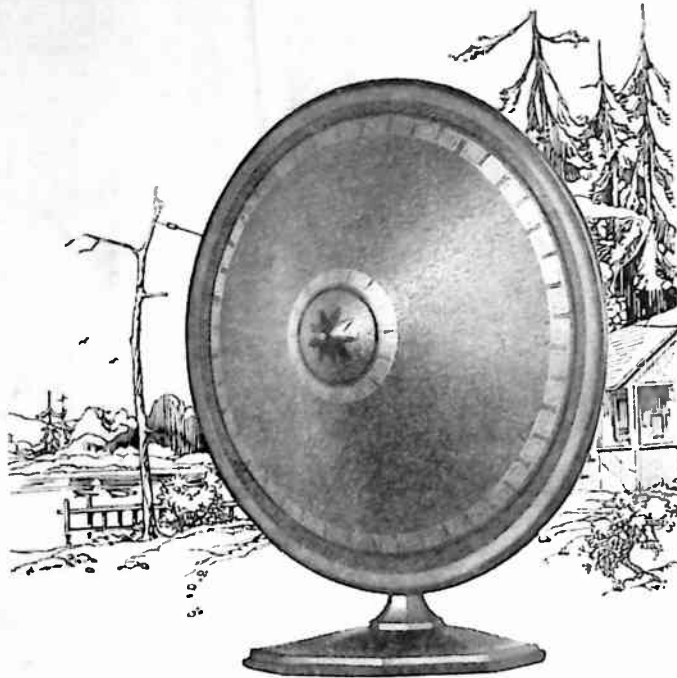
In the Boys' Camp



At Lawn Parties



At the Tourist Camp



PRICE \$14.75

With the coming of Summer, when everyone is planning to get away from the drudgery of every-day life and to seek recreation in the great out-of-doors, the number of Musicone "prospects" increases tremendously. On every hand one sees a place where a Musicone would be welcomed. Wherever there is radio, there must be a Musicone—and radio will be everywhere this Summer. It matters not what sort of a vacation your customers are planning, they will be glad to include a radio and Musicone in their equipment, providing you, as a dealer, tell them about the pleasures to be derived from them. On the other hand, there are the thousands of people who will remain at home and pass the hot Summer evenings on their own porches or lawns. They also need a Musicone to provide amusement and entertainment for them. Such a reproducer as the Musicone can be moved to the porch or lawn very easily by using an extension cord. It will pay you, as a Crosley dealer, to keep in close touch with your customers and to make sure that each and every one has a Crosley Musicone. If you have not a reasonable number in stock, send an order to your distributor immediately. The Musicone will be your biggest Summer seller.

The Crosley Radio Corporation

CINCINNATI



At the Summer Cottage



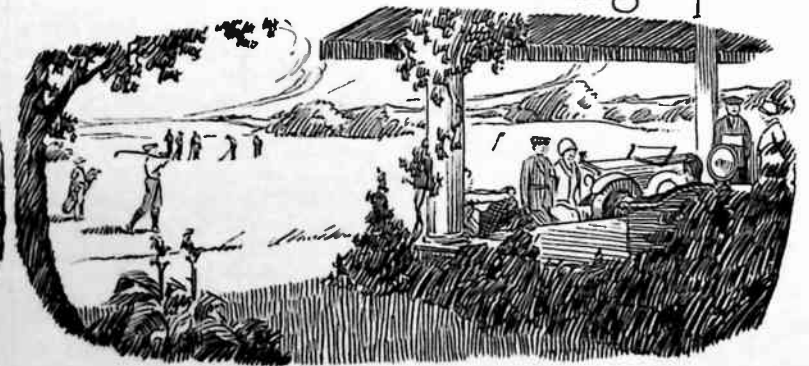
On the Canoe



In the Yacht



At Fishing Camps



At the Golf Club

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXII.

Published By The Crosley Radio Corporation

MAY 31, 1926

Musicone Incorporated In Beautiful Console Cabinet; New Four Tube Portable Radio Receiver Is Announced

Tremendous Market Is Ready For Crosley's \$33.00 Portable Set

Popular Crosley 4-29, Four-Tube Radio, is Incorporated in Absolutely Self-Contained Portable Cabinet.

A four-tube absolutely self-contained portable radio receiving set for \$33.00.

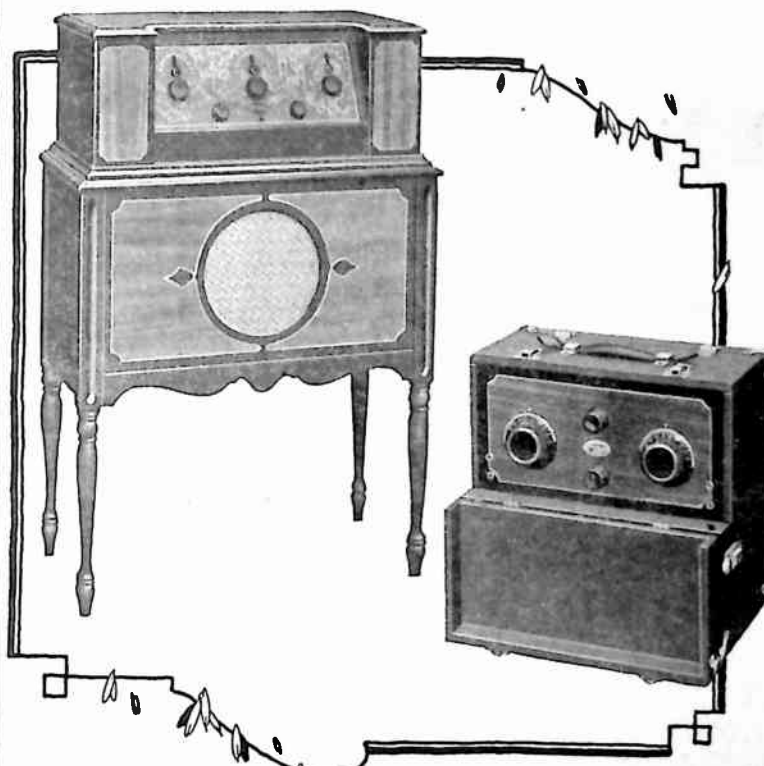
That is what The Crosley Radio Corporation is offering as a certain sales-builder for its thousands of dealers throughout the country. Because of the nation-wide popularity of the Crosley four-tube 4-29, thousands and thousands of which have been sold since it was announced at Christmas time, it was decided to incorporate the same circuit in a portable radio and to call the new receiver the Crosley 4-29 Portable.

The new set consists of one stage of tuned radio frequency amplification, Crescendon controlled detector and two stages of audio frequency amplification. This Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio frequency sets, to such an extent that they fill an entire room. It really is equivalent to one or more tubes of radio frequency amplification. The Crescendon is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet, with these sets loud, near-by stations can always be softened practically to a whisper.

It is known that at this time of the year there is a tremendous demand for portable radios. Such sets are valuable both to those who travel and to those who remain at home. Although designed primarily for the benefit of those who desire to "take their entertainment with them," the Crosley 4-29 Portable sets are certain to be purchased by those who want a receiver that can be carried easily from one room to another, to the porch or out on the lawn. Being absolutely self-contained, this change from one place to another can be accom-

(Continued on Page 3)

TWO BIG SUMMER SELLERS



Illustrated above are the Crosley Musiconsole mounted on which is a five tube R. F. L.-60 and the 4-29 Portable, both of which are to be rapid sellers during the coming months. The Musiconsole is a beautifully designed cabinet in which there is a built-in Musicone and in which there is room for radio batteries. The 4-29 Portable is a four tube radio incorporated in an absolutely self-contained portable cabinet.

Columbus Listener Wins Pedigreed Pup In Crosley One-Tube Radio Contest; Other Prizes Are Awarded to "Fans"

The winner of the last of the monthly prizes offered by Powel Crosley, Jr., for the best record of reception with a home or factory-built one-tube radio receiver has just been selected. The first prize is awarded to J. G. Fleming, 1242 Harrison avenue, Columbus, Ohio. He will receive a pedigreed Cairn Terrier from the Robinscroft Kennels, owned by Mrs. H. F. Price of Riverside, Connecticut. Cairn Terriers are the smallest of the Scottish Terriers and are probably the oldest terriers known. They weigh from 12 to 15 pounds. This famous breed was introduced into this

country by the owner of this kennel whose champion "Prometheus" is at its head.

Two hundred and two different broadcasting stations were logged by Mr. Fleming, not including the three in his own city. The greatest distance was KPO, San Francisco, 1,000 watts, and KGO, 4,000 watts, both about 2,200 miles. He heard the former station 5 times and the latter 18 times. The distant station most frequently heard was KFI, Los Angeles, about 2,100 miles, 51 times. The largest number of stations heard in one eve-

(Continued on Page 3)

Musiconsole Welcome Addition To Home Of All Radio Listeners

Artistic Cabinet, Which is Stand for Radio, Contains Room for Batteries and Has Built-In Musicone.

In designing the new \$30.00 Musiconsole, which is a Crosley Musicone built into a console cabinet in which there is room for all batteries required in the operation of a radio receiver, The Crosley Radio Corporation placed special stress upon the production of a unit of which the housewife would be proud.

For months designers have been working on a cabinet that would sell on sight to the person who demanded the very best in radio, and the result of their efforts is found in the Musiconsole which includes everything in art, beauty and charm that can be desired.

This Musiconsole is to be a great Summer seller. The operating unit—a regular Crosley Musicone—has been proclaimed by thousands to be the finest radio reproducer on the market. That alone would sell the Musiconsole, but in addition to this feature there is the attractive cabinet, so artistically designed, with its shelf for batteries.

Such a combination as the Musiconsole and the Crosley R. F. L.-75, illustrated on this page, will be welcomed everywhere. Even those who already own radios will purchase the Musiconsole, realizing it is the very thing they need to modernize their receiving set and to provide perfect loud-speaker service.

Every wide-awake Crosley dealer should order a reasonable number of these new units immediately. At least one should be on display in every radio store. These Musiconsoles are to be featured in national advertising, and it is certain that there will be an immediate demand for them everywhere.

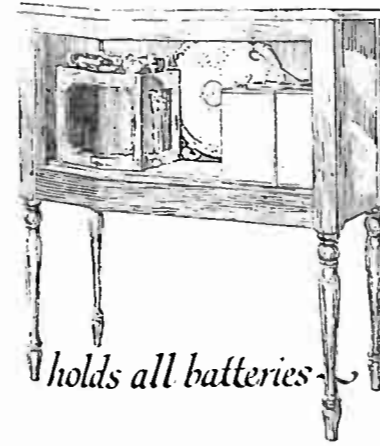
Small circulars for dealer distribution are being prepared and will be ready for you very shortly.

(Continued on Page 3)

The CROSLY MUSICONSOLE



Summer is either an alibi or a pleasant climate in which to work!



holds all batteries

THIS beautiful console table with built-in Musicone will absorb the finest loudspeaker radio has ever produced and become a decorative motif in the furnishing of your home.

No more need ugly wires, batteries and awkward horn mar the charm and beauty of a well furnished room. No longer must the radio offend the eye in its attempt to please the ear.

The Crosley Musicone, so cleverly incorporated in the design of this console, proves its superiority in the loud speaker field, both by the tremendous quantity sold—the thousands of loud speakers it is replacing and the preference shown by individuals the country over when questioned.

This is the first concealed loud speaker that has not sacrificed something to its disguise. Yet in the MUSICONSOLE it is part of the design—modest—retiring—but 100 per cent efficient.

The MUSICONSOLE holds all batteries—wet and dry. The Musicone suspended inside behind the silken screen of the outside design is securely hidden—protected and yet loses not one iota of its golden tones. The MUSICONSOLE is solidly constructed—a beautiful job of cabinet work—exquisitely finished—solid mahogany in two tones.

IS THE hot weather an alibi for you or a pleasant climate in which to work?

Figures show less than 5 per cent of the population go away vacationing. As many people stay home evenings during the summer as any other time of the year—and when they are home they listen to the radio—IF THEY HAVE ONE.

Remember back when radio gave the phonograph no competition. Wide awake dealers made money in the summer time selling talking machines.

Radio must be sold in the summer. People won't walk in and take them from you.

High power stations break through static. Country reception at noon in summer is often better than city reception in the evening.

Remember! Summer time is a season through which most competitors sleep.

Two Toned Mahogany Finish

\$30

CROSLY RADIOS

BETTER • COST LESS

INTO the MUSICONSOLE has been built what has been termed the "greatest 1925 development in radio"—the CROSLY MUSICONE.

This loud speaker has replaced thousands of old type speakers in the last 12 months. A recent survey among radio dealers, made by outside interests searching for general radio information, disclosed the following:

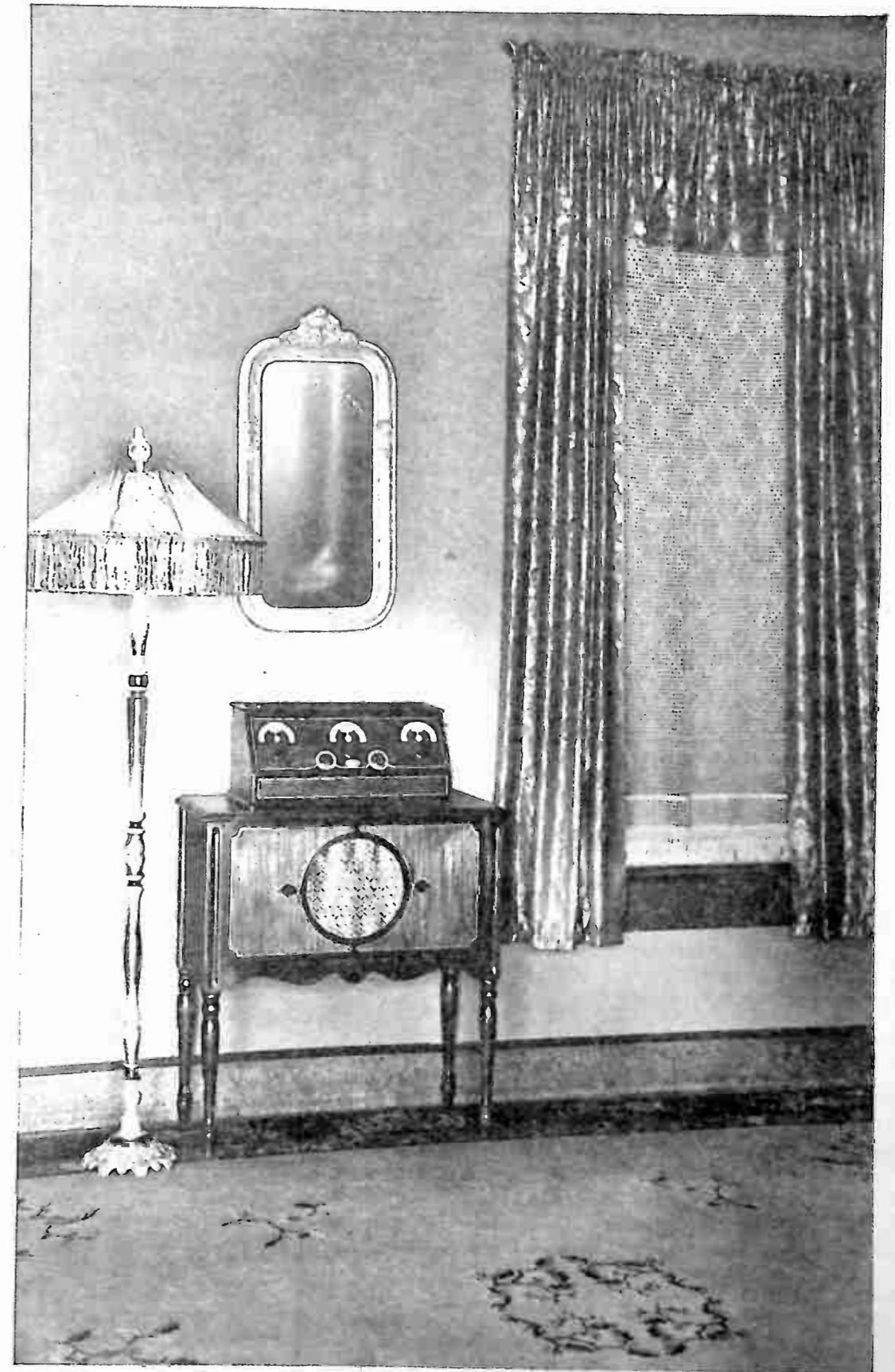
- 40 per cent said the MUSICONE was the best seller.
- 10 per cent said the _____ was the best seller.
- 9.5 per cent said the _____ was the best seller.
- 8. per cent said the _____ was the best seller.

As this question shows the trend toward Crosley Musicones so did a recent question to a large group of individuals as to whether they preferred the horn to the cone type speaker. 70 per cent said "cone."

With such acceptance and such a speaker to sell as the Crosley Musicone the way is clearly marked for ALL dealers.

Tones from the Musicone are exquisite. No note is too unusual to choke its perfect performance. Trick sounds—guttural bass to flute—like soprano amaze and delight the ear.

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.

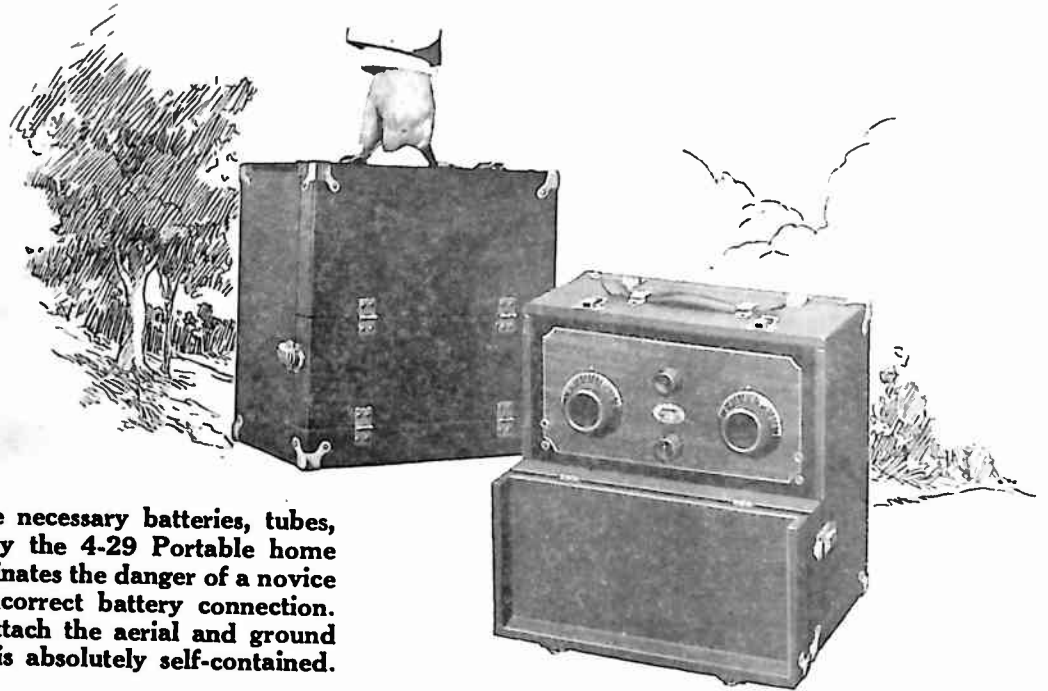


Announcing the NEW

\$33. ~~CROSLLEY~~ Portable 4-29 \$33

FOUR TUBE

Your Customers
Will
"Take Their
Entertainment
With Them"



Dealers can install all the necessary batteries, tubes, etc., so the customer can carry the 4-29 Portable home absolutely complete. This eliminates the danger of a novice damaging his tubes through incorrect battery connection. All the customer need do is attach the aerial and ground wires and tune in. The 4-29 is absolutely self-contained.

SINCE the announcement of the Crosley four-tube 4-29, the popularity of the set has grown by leaps and bounds. This four-tube receiver established an entirely new standard of value in the radio world. For the first time the public was able to buy a receiving set at such a remarkably low price.

Since its announcement, there has been an insistent demand on the part of jobbers, dealers and individuals for a Portable 4-29. Here it is. The same wonderful receiver that is now known so well as the 4-29, in a leatherette covered, portable case.

Unlike most portable receivers, the case of the 4-29 Portable has ample room for a real power plant of batteries instead of a limited space for flashlight batteries, which have a very short life, even on dry cell tubes.

Although the Crosley 4-29 Portable is so arranged that you can readily "take your entertainment with you" wherever you go, the style of the case and the whole assembly is so attractive that thousands of these receivers will be used in the homes primarily, with the idea that when de-

sired they can be carried along wherever you go.

Thus, of course, the Crosley 4-29 Portable will appeal to those people who are traveling extensively, or who travel occasionally. The traveling salesman will take the Crosley 4-29 Portable with him to while away the evening hours when there is nothing else to do. He can drop a wire out of his hotel window, attach another wire to the radiator, and bring in stations within a reasonable range, and enjoy all of the pleasures of radio wherever he goes. The same is true of the camper and the automobile tourist.

The Crosley 4-29 Portable is so light and convenient, and can be used so efficiently on a small antenna, that it is recommended for canoes, motor boats, yachts and for travelers on ocean voyages and on board trains.

Of course, if a radio receiver is desired for use at one place, the Crosley 4-29 Portable will give, in the way of service, everything that can be obtained from the 4-29 Regular, but this new portable receiver adds the portability feature to the advantages of the standard 4-29, which was designed primarily for use in one place.

Crosley manufactures Radio Receiving Sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

CROSLLEY RADIOS

BETTER · COST LESS

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXI.

Published By The Crosley Radio Corporation

MAY 24, 1926

Radio Is Assisting In Maintenance Of Industrial Peace

Broadcasting of Music Bring-
ing About More Peaceful
Spirit and Greater
Contentment.

A nation which enjoys good music will never turn Bolshevik and singing workmen will do better work and lead happier lives. Radio broadcasting is rapidly making it possible for the workers of the world to hear the world's greatest musicians and with the advance of broadcasting as the greatest agency known for the dispensation of music, the powers of the musical art are given even greater significance than ever before.

Radio is carrying music into more than a million homes where none was found before, according to Powel Crosley, Jr., owner of radio station WLW, of Cincinnati. In addition to creating an interest in classical music, organ recitals and orchestral compositions, Mr. Crosley says the music of the jazz bands, the efforts of the home talent pianists on the smaller stations and vocal music, is working for the more peaceful spirit of the nation and the greater enjoyment and contentment of its citizens.

Music may be sad or martial or it may come under almost any other classification, although in the main, it is cheerful. Cheerful people, in his opinion, are rarely afflicted with self-pity, which is usually the basis for unrest or political or social disorders.

"One of the greatest examples of the contentment brought about by music is in the life of the negro," said Mr. Crosley. "Members of this race are generally believed to have more natural music and rhythm in them than members of other races. In the cotton fields in the South, the negroes sing practically during the entire day and through this outlet they develop a contentment that not only helps to make the work easier, or at least less monotonous, but keeps them on more friendly terms with each other.

"Another example is found with the boatmen along the Volga river in Russia. For years their boat songs have been known to the entire world and it is through the medium of music that these sturdy

(Continued on Page 4)

Elements Defied By Crosley Musicone Which Has Been In Operation A Year On Shelf In Front Of Indiana Store

Ability of the Crosley Musicone to withstand heat, cold, rain, snow, etc., has been demonstrated by the proprietor of the Berman Radio Shop, at South Bend, Indiana, who has had one of these reproducers in operation in front of his store every day for the past year. It has not been removed from the shelf above the door of his store since he placed it there early last Spring, and it has not required the slightest attention except when it was necessary to melt the ice that gathered about the cone.

Such a demonstration as this has been accepted by radio engineers as a marvelous one and as ample fulfillment of claims that the Musicone is so sturdily constructed as to permit successful operation in localities that are subjected to the most severe changes of weather. Owners of other types of cone reproducers complain about dampness affecting the quality of reception but those who listen today to the Musicone in front of this South Bend store testify that the elements have had no effect upon its clarity and tonal qualities.

During the past year, thousands of people have paused in front of the Berman Radio Shop and commented upon the difference between the music received there and that coming from the loud speakers at other radio stores. The horrible tin-panny noise that came from other stores, due partly to the "overloading" of loud-speakers, was missing from the music that came from the Berman Shop. Perhaps the owner of the latter shop was using just as much volume as his noise-making competitor, but it was impossible for him to "over-load" the Musicone and the music coming from his store was as clear and the tonal qualities were as perfect as could be desired.

And down in Miami, Florida, Guy H. Robinson, Crosley distributor, entertains those who live and work three and four squares from his place of business with music being received from distant stations, he also using a Musicone. Music and announcements from stations as far away as WJZ are heard several squares from Robinson's store.

Radio Predictions Of Powel Crosley, Jr., Cited By Editorial Writer In Criticism Of Senatorial Bickering Over White Bill

Predictions of Powel Crosley, Jr., president of The Crosley Radio Corporation, regarding the great developments that will be made in the radio industry during the next few years, are cited in an editorial appearing in the Dayton, Ohio, News, and the Miami, Florida, News, under the heading "Regulation of Radio." In the editorial, which follows, congress is criticised for "bickering" over non-essential clauses of the White Bill:

Members of congress, many of whom have not the slightest conception that there is any problem to radio broadcasting other than the purchase of a balanced receiving set with its equipment, are foolishly trying to write a law which they would have settle for all time the problem of radio regulation. It might pay them well to take a practical view, which is to

accept the advice of experts for immediate regulation by a definite directing agency with the least possible detail in fixed legislation, and they might profit to this end by listening to the chance remarks of Powel Crosley, a "professional amateur" in radio, rapidly becoming to radio what Henry Ford is to the automobile industry. Mr. Crosley is called a professional amateur because he has reached the place he now occupies in industry by seeking all the time to learn, and with the thought that neither himself nor the industry is far beyond the beginners' class.

The house of Representatives has passed what is known as the White bill for regulation of radio activity, to take the place of the law toward order, but which was passed when there was no thought

(Continued on Page 4)

Tremendous Amount Of Radio Business In Smaller Villages

Distributors Advised to Send
Salesmen Into Every Town
That Has Population
of 300 or More.

Removal of every "red tack" from the map of the state of Ohio, or the authorization of a dealer in every city, town and village with population large enough to permit the successful operation of a radio business, proves receiving sets can be sold practically as easily at this time of the year as at any other and should serve as an "eye-opener" for those distributors who are displaying signs of relaxing their efforts to merchandise radio products.

The small town dealers authorized by Eugene Revercomb, Crosley salesman, working in co-operation with certain of the Ohio jobbers, welcomed the opportunity of adding radio to their "line," many stating they had not done so before simply because the proposition had not been suggested to them. Initial orders of the newly authorized dealers in Ohio exceeded \$10,000, and repeat orders already have been sent in by a number of them. Crosley distributors who obtained this new business could have had it several years ago had they but realized the vast amount of trade obtainable in the smaller towns.

It is admitted that small town merchants are necessarily conservative. If they were not they would soon be out of business. They must consider carefully everything they buy and must be certain there is a ready market for their merchandise. And so when the Ohio distributors of Crosley radios sold to these small town merchants \$10,000 worth of receiving sets and Musicones it is an absolute certainty that there was an immediate market for that much merchandise.

Exactly the same conditions prevail in practically every other state, in each of which there are hundreds of small town dealers who would be glad to handle Crosley radios if the proposition were but placed before them. There is an unlimited amount of business in the smaller communities that is but waiting for some distributor to come in and take.

Dealer Is Surprised At Ease With Which Musicones Are Sold

Demonstrations Result in Sale of Three Crosley Reproducers in as Many Homes in One Evening.

"How are the Musicones going?" we asked the proprietor of a suburban radio store the other evening.

"Fair," he replied. "But we do not expect to sell many at this time of the year."

"Why not?" we asked him. "Oh, people do not come in like they did during the winter," he answered.

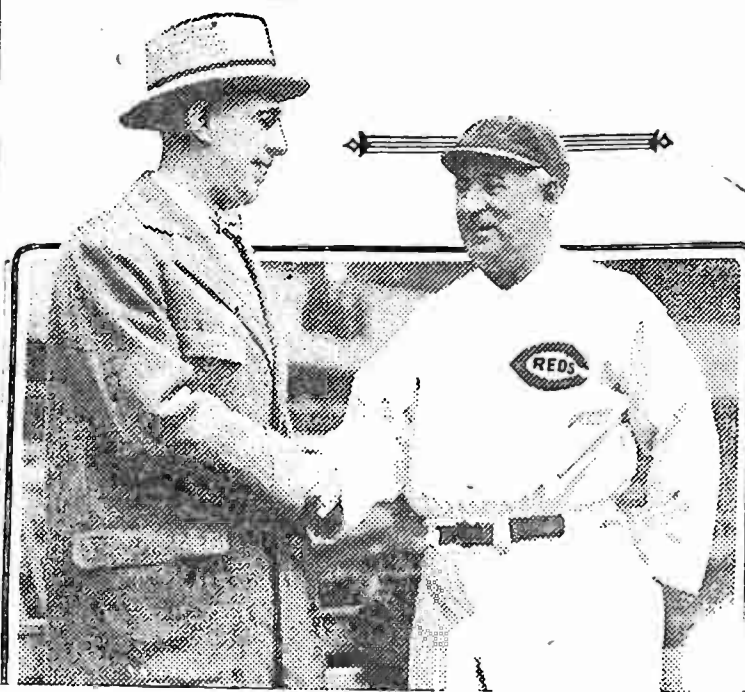
That is the one and only reason certain dealers are not selling Musicones in large numbers. They are waiting for people to come in. In a joking way, and still with seriousness between every word, we told this dealer that he was too lazy to be prosperous and finally bet him a carton of cigarettes that we could sell three Musicones that evening within a radius of three squares of his store.

After supper we called at the home of an aged couple. We knew they were radio fans and we knew they had one of the old horn type loud speakers. Passing their home on other evenings we had heard the music coming from their house—music that sounded like that of a burlesque orchestra. This lovable old couple welcomed us when we asked for permission to demonstrate the Musicone and ten minutes later, when we started to leave, they asked that they be permitted to keep the Crosley reproducer, admitting it provided the first real music they had heard since they purchased their radio. We sold that one.

Then, to get the "atmosphere" of a rapid change from the home of this couple, we went to the apartment occupied by a bride and bridegroom. They also, we knew, had a radio and within a few minutes we were demonstrating the superiorities of the Musicone over the type of loud-speaker they owned. We sold that one also.

From there we went across the street to the cottage home of a working-man, who, with his wife and three children were gathered around their receiving set. The music was horrible and at first we believed something was wrong with their radio. Upon investigating, however, we learned the trouble was in the loud speaker, for which they had paid \$25.00. We removed this speaker and attached the Musicone. The change was wonderful and was noticeable even in the faces of the small children. This working-man purchased the Musicone after being permitted to pay for it

TWO BASE BALL ENTHUSIASTS



Manager John Hendricks of the Cincinnati Reds is congratulating Gowel Crosley, Jr., on the excellent graphic description of the base ball game broadcast through WLW. Crosley was at the microphone.

at the rate of three dollars per week.

Then we led the dealer to the neighborhood drug store and reminded him of the carton of cigarettes, which he readily purchased (and which we divided with him.)

It must not be taken for granted that every salesman can have the luck we did, but our evening's work clearly proved it is possible to sell Musicones everywhere by means of home demonstrations. Dealers can afford to employ high school boys and girls to demonstrate these reproducers during the evening. It is an easy matter for the dealer to obtain the names of radio owners in his territory and then to send to each home a neatly dressed boy or girl who can, without the least knowledge of radio, demonstrate the Crosley Musicone. The difference between the Musicone and any other reproducer on the market is so pronounced and the price is so reasonable that listeners buy it immediately. The Musicone will be your best-selling radio accessory this Summer if merchandised properly.

New Physical Instructor.

Edward E. Schultz, physical director, of the Cincinnati Y. M. C. A., will be heard as instructor in the Crosley WLW broadcasting station's large class of radio "reductionists" or physical culture students. His lessons are broadcast in the mornings at seven-thirty o'clock, with the exception of Saturday and Sunday. He has taken the place of "Bill" Stradtman, who is now physical director of the Business Men's Club of Cincinnati.

Radio Is Assisting In Maintenance Of Industrial Peace

(Continued from Page 1.)

workmen have added so much interest to their task.

Music in all its diversified forms is reaching out to regions which heretofore only knew the local folk-songs. The greatest opera stars may now be heard by the light-house keeper during his lonely vigil and by the sheep herder tending his flock in the mountains or plains with probably not another human being for miles around.

"It is no exaggeration to say that these people who have always led and must continue to lead isolated lives, are hearing music in all its forms, which they have never heard before and which they never hoped to hear before the advent of radio.

"The progress made in the improvement of radio programs has been remarkable in the short time that has elapsed since the first program was sent into the air, and with the rapid strides being made in further development along these lines, the isolated listener within the very near future is promised just as good musical programs as if he were listening to a concert in the most celebrated hall in the world."

A 500-watt station in Iowa is reported to have been heard on a remote North Pacific island off Alaska.

Radio Predictions Of Crosley Cited In Senate Attack

(Continued from Page 1.)

of anything but commercial stations using wireless telegraphy. The White bill represented the joint views of various interests built around the central thought advanced by Secretary of Commerce Hoover that the public interest is foremost and that all wave-lengths belong to the people, not to be licensed for sale or granted in perpetuity. The central idea of the proposed legislation was to provide for federal license for all broadcasting stations in the United States, with international assignment and division by treaty and agreement. The house rejected an amendment which would have made radio slander a crime as libel is and as it did so the district attorney of Chicago found himself the victim of radio slander without apparent recourse. What the bill provided merely was a plan for regulation with the secretary of commerce in control.

In the interstate and foreign commerce committee of the senate a large membership is in conflict over regulatory details. The chairman would have a law placing radio control in the hands of the Interstate Commerce Commission, as are the telegraph and telephone. Why his contention, in view of the senate support of a bill to regulate aviation which placed control with the secretary of commerce, is hard to understand. And yet, while the conflict goes on, radio is presenting new problems daily.

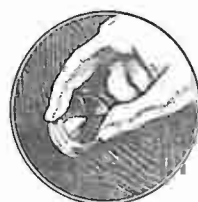
As Mr. Crosley sees development the high-powered stations of the present are obsolescent, and within a few years will have been superseded by those more powerful for elimination of static interference. Within five years, or ten at the most, radio vision will accompany radio sound. Radio power and radio heat are in the offing. Perhaps all these developments will come while congress still is bickering over non-essentials; and their coming may provide the way to have congress function in a way more pleasing.

Russian Folk Song

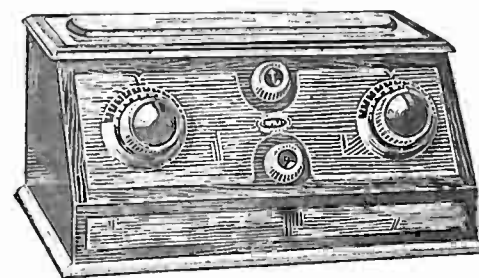
Mary Louise Woseczek, the Crosley "piano request lady," will play the popular Russian folk song, "Volga Boatman," through the WLW broadcasting station, Cincinnati, Tuesday evening, May 25th, at seven-thirty o'clock.

Do not press on the metal which is seen through the hole in the cap of head phones. This diaphragm is made of very thin metal and must be a perfect plane to vibrate as intended.

The CRESCENDON



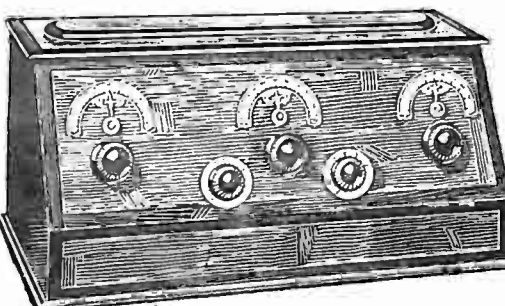
in the Crosley four tube 4-29 and the Crosley five tube 5-38, enables these two highly efficient radios to give almost unbelievable results and has lifted them away and beyond all competition. It is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet with these sets, loud nearby stations can always be softened practically to whispers.



CROSLLEY
4 TUBE
4-29

\$29.00

Without
Accessories



CROSLLEY
5 TUBE
5-38

\$38.00

Without
Accessories

All the volume, selectivity, sensitivity and purity of tone available in the best five tube sets on the market—plus the Crescendon. That is what customers are finding in the Crosley 5-38. Because of its excellent qualities and its very low price, this radio has been in great demand everywhere. Truly a remarkable radio at a remarkable price.

Crosley manufactures Radio Receiving Sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

CROSLLEY RADIOS

BETTER • COST LESS

Studio Manager Combing Field For Original Talent

Many Skillful But Heretofore
Relatively Unknown Per-
formers Being Brought
to Microphone.

Directors of radio broadcasting
stations, whose programs once
merely reflected the brilliance of
borrowed artist, gradually are
changing the situation in some de-
gree by developing their own en-
tertainers.

It is true that a great proportion
of the radio entertainment now on
the air is provided by vocalists and
instrumentalists from the opera,
the orchestra, the concert hall and
the stage.

But the partial reversal of this
arrangement already is becoming
apparent. The broadcasting direc-
tors, realizing that the predominant
appeal of their programs still is
the entertainment element are
adopting the roles of impresarios.

They are combing the field of
original talent and bringing before
the microphone many skillful but
hitherto relatively unknown per-
formers. Thus broadcasting is
creating new reputations instead
of contenting itself with the capital-
ization of old reputations. The
broadcasting stations employ a
growing number of popular enter-
tainers whose reputations have
been gained exclusively through ra-
dio "appearances."

It has come to the point now
where local radio artists have an
enthusiastic following somewhat
similar to the zealous following
that the members of the local
theatrical stock companies enjoy,
save that the following is ten to
fifty times larger. Many of these
entertainers have taken fictitious
names that fit in with their roles
and capitalize on the "mystery" ele-
ment by holding off for a long time
the revelation of their real identity.
Eventually the day may come
when the opera, the stage and the
concert hall will draw talent from
the broadcasting rooms in response
to the public's demand to see as
well as hear its radio entertainers.

Aerial Defense

"Aerial Defense," will be dis-
cussed by Major Milling while fly-
ing over McCook Field, Dayton,
Ohio. His talk will be transmitted
from an airplane and then picked
up with a receiver in the Crosley
WLW super-power broadcasting
station near Harrison, Ohio, and
then re-broadcast. This stunt will
be provided for the radio audience
on Tuesday evening, May 25th, at
ten minutes past seven o'clock.

TELL IT TO THE TROUBLE MAN

"Srite inna middleavva pro-
gramma set goes compleely ded."
"Sherray battries."
"Nowittaint meyay battries.
Themssall noo."
"Hownoo?"
"Chamean hownoo? Theywasnoo
wenna gottem."
"Owellats diffrint. Howabout
yabees? Hominy jolts ya usein?"
"Niney jolts. Igotta hole niney
upmeyawm jussa cuplanites ago."
"Wellatso good test. Yagotta
seebattry?"
"NowIyant gotta seebattry. Sainfa
alfabit radio."
"Wellen atsatrubbil. Sa see-
battry."
"Itelya Iyant gonno seebattry."
"Sure swatt Im tellinya. Yagot
toomuch askallation."
"Iyant gotnothin. Rite inna
middleavva programma setgoes
compleely ded."
"Tiddnt fadeout like?"
"NowItelya. Itwent ded ded
ded."
"Owitwent ded threetimes onya?"
"Thassawisecrack."
"Dagetsawr fella Imony tryinto
helpya. Yasure ittaint yerray
battries?"
"Acaws Iyam. Lissen willya.
Rite inna middleavva programma—"
"Themmay battries ca giveya
alotta trubbil—"
"Lissen willya. Rite inna
middle—"
"Yenh yatolme. Ireely think
yahadawta getta seebattry."
"Willyo lissen umlanit. Iyant
tolya."
"Wellawrite. Whattizzit?"
"Rite inna middleavva program
afool kid pushes aradio ofenna
table."

—Copyright by "Life."

DAILY PROGRAMS

(Continued from Page 2.)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, May 29th, 1926
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, Riv-
er Stages, and Official Police
Bulletin.
- 11:55 A. M.—Weather Forecast and
Correct Time.
- 1:30 P. M.—Business Reports and
Stock Quotations.
- 6:50 P. M.—U. S. Market Reports,
Weather Forecast, and Baseball
Scores.
- 7:00 P. M.—Popular Organ concert
by Johanna Grosse, the Crosley
Organ Request Lady.
- 7:30 P. M.—Meeting of the Secka-
lary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Lawson-MacClain Ha-
walian String Quartet.
- 9:00 P. M.—Henry Thies and his or-
chestra from Castle Farm.
- 9:30 P. M.—Lawson-MacClain Ha-
walian String Quartet.
- 10:00 P. M.—Henry Thies Orchestra.
(The Baldwin Piano)

A storage battery should never be
allowed to stand idle for any length
of time after it has been comple-
tely discharged as sulphation is there-
by caused and the battery may be
ruined.

Radio Receivers Will Not Wear Out If Used Carefully

Accessories Probably Need
Replacing if Set Fails to
Function as it Did
When New.

Manufacturers often receive let-
ters from radio set owners who be-
lieve their sets are "worn out"
after continuous use for several
months because they do not bring
in concerts as clearly as they did
at first. Many persons believe ra-
dio sets "wear out" in a short time,
just as automobiles do. There is
nothing in a radio set to wear out.
When it ceases to bring in stations
properly, the accessories probably
need replacing. Dry batteries last
but a few months. Storage bat-
teries must be recharged frequently
and given a "drink" of water occa-
sionally, if they are to continue to
deliver the required current.

Tubes become "paralyzed" after
they have been in service for many
months, and must be replaced.
There are very few moving parts
in a radio set, and it is only be-
tween moving parts that wear oc-
curs. The bearings of the tuning
condensers, upon which the wear
is greatest are usually so large that
they will last several years without
adjustment. Other parts will last
indefinitely. Tests are being made
continuously in the engineering
laboratories of The Crosley Radio
Corporation.

Rough treatment can, of course,
cause injury to parts inside the set.
If the set is dropped on the floor,
or tampered with, repairs may be
necessary, although this would
hardly be considered as "wearing
out."

There is one factor which may
cause a set to lose its efficiency
without its being treated roughly.
Dust in a set, especially around
wiring and between the plates of
condensers, sometimes is responsi-
ble for leakage of the feeble radio
currents, and consequent loss of
efficiency. This dust may be re-
moved by means of a soft cloth
and a pipe cleaner to get into the
difficult places.

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

HANDLING A WOMAN ELEC- TRICALLY

(From the Irish Radio Journal)
When a woman is bored—Exciter.
If she gets too excited—Controller.
If she won't come when you want
her to—Coaxer.
If she is willing to come half-way
—Meter.
If she is willing to come all the
way—Receiver.
When she gets there—Oscillator.
If she was too fast to stop—Dis-
patcher.
If she is an angel—Transformer.
If she is a devil—Converter.
If she tries to double-cross you—
Detector.
If she proves your fears are wrong
—Compensator.
If your fears are right—Arrester.
If she goes to pieces—Coherer.
If she goes up in the air—Con-
denser.
If she is hungry—Feeder.
If she sings foully—Tuner.
If she gets cold—Heater.
If she gets too hot—Cooler.
If she is a "nice" girl—Shocker.
If you have one just like her—Al-
ternator.
If she is too fat—Reducer.
If she fumes and sputters—Insu-
lator.
If she becomes upset—Reverser.
And when you get tired of her—
Electrocutor.

**THE
JOHNSON ELECTRIC
SUPPLY CO.**
331 Main St. Cincinnati.
Wholesale Distributors
CROSLY RADIO
Write Us for Dealer Proposition

TUNE IN!

We broadcast daily at
11:00 a. m. and 1:30 p. m.
Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain
and Live Stock
Quotations.

**THE FIFTH THIRD
NATIONAL BANK—CINCINNATI**

Crosley Sales and Service Manual

HINTS FOR RETAIL RADIO SALESMEN

By D. H. Pollitt.

(The following is Part III of a
manual for retail radio salesmen
prepared by D. H. Pollitt, advertis-
ing manager of the Canadian Cros-
ley Corporation.)

Some salesmen find it effective to
make a double canvass of territory
—calling the first time simply to
hand in literature and ask people
to read it.

A Crosley salesman in Montreal
always sends a personal letter first,
in which he encloses a list of sta-
tions heard on a certain night.

APPROACHING PROSPECTS

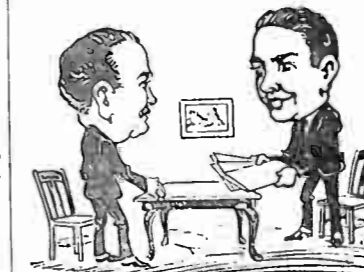
Keep clearly in mind that you
have one purpose in view—to get
a DEMONSTRATION. You are not
calling to get acquainted or to argue
about radio, or to discuss whether
the prospect can afford it, but sim-
ply to get a Demonstration.

The first rule of salesmanship is
—SMILE.

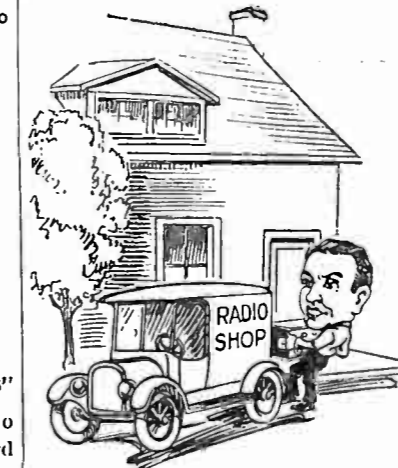
The second—take the offensive
and keep it, trying all the time to
get a point of contact.

morning's newspaper. It's the ra-
dio page, and at the top here it
announces such and such concerts
for tomorrow night. Would you
like to hear them.....?"

Leave A Reminder



Whenever you call on a prospect
and the interview is inconclusive,
always leave with him a reminder.
Give Crosley literature, if possible
on exactly the radio you think he
can afford. You may find it val-
uable to have a number of copies
on which you have written in ink,
or rubber stamped, your name and
telephone number.



SECURING THE DEMONSTRATION

Some Objections and Answers
The trained, successful specialty
salesman has a quick, ready reply
for every objection and "stall" the
prospect offers.

"I Can Get Along Without a Ra-
dio Set."

You can get along without a new
suit of clothes or a less expensive
home than you now live in, or
cheaper food on your table. But
you don't do so—why? Because,
every man wants—and is entitled
—to have the best possible stand-
ards of living. Modern science and
invention has brought us many new
conveniences. It has added to our
joy of living—and every man owes
it to himself and his family to en-
joy to the full all that the world
offers him. I know you can do
so without a Radio if you make
up your mind to do so, but why

should you? Why should you miss
all the happiness, the pleasure, the
inspiration, the comfort and good
cheer that comes to you through
the air from the 600 or more broad-
casting stations all over the con-
tinent? Believe me, your home
life would acquire new interest for
all, if you had this marvel of mod-
ern science. Honestly, you think
so, don't you?"

demonstration involves no obliga-
tion—that I simply want you both
to hear a Crosley Radio and dis-
cover for yourselves whether you
would consider buying one. She
won't even picture all the happi-
ness it is going to bring into her
lonely hours."

If you want a useful argument
to twist conversation, try this:
"Refer to any of the leading



"No—I Can't Afford It."

Mr. Prospect, it won't cost you
more than the price of a 'show'
every week. Crosley has arranged
a Time Payment Plan so that you
can pay for your set while you are
enjoying the entertainment it gives
—just like paying for a theatre
ticket. So that point shouldn't
stand in the way of your having
a demonstration in your own
home."

"I'm Too Busy To Talk To You Now"

"I can appreciate that. But ra-
dio brings to you such wonderful
entertainment that I feel sure a
demonstration will be a revelation
to you. I don't want to take your
time now—but suppose you make
an appointment to give me two mi-
nutes of your time. How about to-
morrow morning at ten o'clock?"

When The Prospect Wants To Ask His Wife

In your first approach, you may
find out that the prospect is partly
interested, but will not let his in-
terest have free rein until he first
consults his wife. Try to arrange
to explain the pleasure of owning
a Crosley Radio to all interested
parties at the same time.

Say to him, if he holds off agree-
ing to a demonstration:—"If you
were to go home to your wife and
mention the matter of a radio set
she would be pleased. But she
does not know how perfect the
new Crosley Radios are. She does
not know the thrill and fascina-
tion of getting station after sta-
tion—miles and miles away. She
will not realize clearly that this

daily newspapers, to national mag-
azines, or to any standard farm
paper, and you'll know from the
advertising that I'm selling a set
made by a big institution that is
making a success with its sets
from coast to coast. Why not make
an appointment so that I can call
at your home and in a few min-
utes I'll explain the whole thing
to you both together."

This will give you a chance to
get into the home and feel out
what kind of set you are most like-
ly to sell.

Hums Not Always Due to Loose Connections

Letters have been received by
the engineering staff of the Cros-
ley radio laboratory, complaining
about humming sounds in re-
ceivers. The first thought and sug-
gestion is to look for loose connec-
tions in the receiver. If all connec-
tions have been found to be
tight, it is then time to look to
outside interference as the offend-
ing cause. Sometimes this hum
can be traced to a possible de-
fective transformer, heating pad,
sewing-machine motor, violet ray
machine, or x-ray apparatus, or a
number of things foreign to radio.
Public service corporations supply-
ing light and power are always
eager to assist in locating trouble
and remedying it if possible.

A radio club, the first in Poland,
has been organized in Poznan. The
object of the club is to arouse in-
terest in radio communication
throughout the country, and to fos-
ter the development of the radio
industry.

Musicones for Outdoor Radio



On the Veranda



On the Lawn



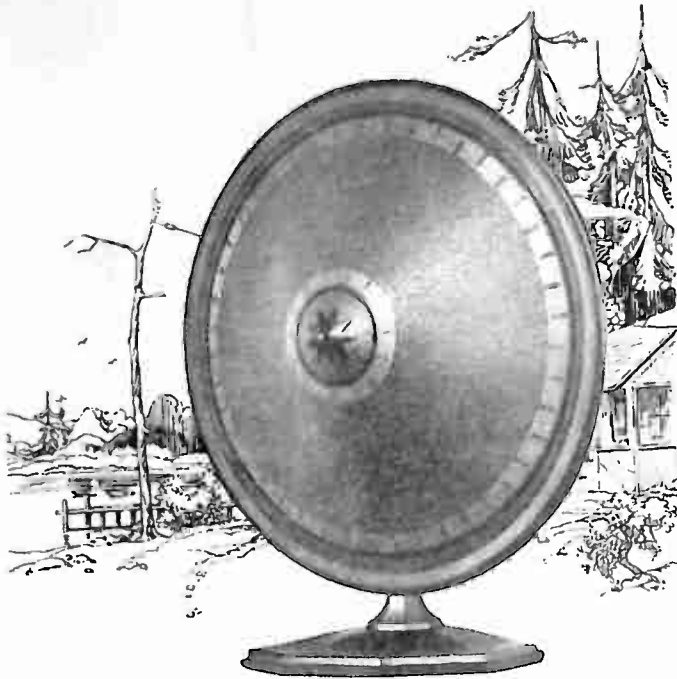
In the Boys' Camp



At Lawn Parties



At the Tourist Camp



PRICE \$14.75

With the coming of Summer, when everyone is planning to get away from the drudgery of every-day life and to seek recreation in the great out-of-doors, the number of Musicone "prospects" increases tremendously. On every hand one sees a place where a Musicone would be welcomed. Wherever there is radio, there must be a Musicone—and radio will be everywhere this Summer. It matters not what sort of a vacation your customers are planning, they will be glad to include a radio and Musicone in their equipment, providing you, as a dealer, tell them about the pleasures to be derived from them. On the other hand, there are the thousands of people who will remain at home and pass the hot Summer evenings on their own porches or lawns. They also need a Musicone to provide amusement and entertainment for them. Such a reproducer as the Musicone can be moved to the porch or lawn very easily by using an extension cord. It will pay you, as a Crosley dealer, to keep in close touch with your customers and to make sure that each and every one has a Crosley Musicone. If you have not a reasonable number in stock, send an order to your distributor immediately. The Musicone will be your biggest Summer seller.

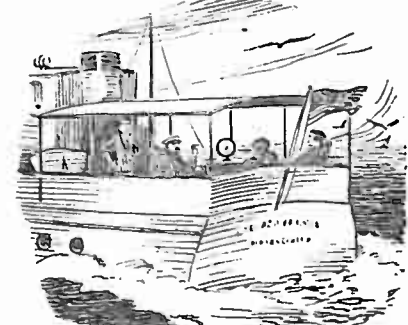
The Crosley Radio Corporation
CINCINNATI



At the Summer Cottage



On the Canoe



In the Yacht



At Fishing Camps



At the Golf Club