

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXX.

Published By The Crosley Radio Corporation

JULY 26, 1926

Initial Orders of Third of Crosley Jobbers Greater Than Those Received From All Distributors Last Year

Salesman Sells 356 Sets And Musicones Within Five Days

Proves All Real Radio Salesmen Do Not Hail From Ohio —Others Are Trying To Outperform Revercomb

When Eugene Revercomb, Crosley salesman, removed every "red tack" from the map of the state of Ohio within one month, or, to be more specific, established an authorized dealer in every city, village and town in which there had been no Crosley representative, he really "started something."

"That's nothing," said his brother salesmen, who immediately started out to prove Revercomb's accomplishment really was nothing to get excited about.

When W. J. Decker, a salesman employed by the Standard Battery and Electric Company, Crosley distributor at Waterloo, Iowa, read, in the Weekly, about Revercomb winning the bet he had made with Walter B. Fulghum, general sales manager, he told his boss, John Hanson, that he would "show those eastern salesmen what Crosley salesmanship really was."

He grabbed a Crosley broadside, in which the new line was illustrated and described, from Mr. Hanson's desk and started out to prove that all so-called super-salesmen do not travel out of Ohio. The broadside was a hurriedly prepared affair, very crudely printed and actually doing a great injustice to the new and beautifully designed radio receivers and Musicones. Mr. Hanson had taken it back home from the Crosley convention and had shown it to every one of his employes and a number of dealers. After all this wear and tear, it presented a very displeasing appearance, and still it satisfied Mr. Decker.

Mr. Decker was gone five days and when he returned he had tucked away in his pockets orders for 356 of the new Crosley radios and Musicones. Without exception, he obtained orders from every one of

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GREAT FARM MARKET FOR CROSLEY DEALERS

Seventeen per cent of the 750,000 farmers in thirteen mid-western states intend to purchase Crosley radio receiving sets, according to the replies to a questionnaire sent out recently by Successful Farming, a magazine published in Des Moines, Iowa.

These farmers are located in the following states:

Iowa, South Dakota, Nebraska, Illinois, North Dakota, Minnesota, Kansas, Indiana, Wisconsin, Missouri, Ohio, Michigan and Oklahoma.

Authorized dealers in these states will sell 127,500 Crosley radios to the farmers alone, and the chances are that a Musicone will go with every radio.

Reports are to the effect that the wheat and corn crops are greater than ever before and that the farmers will have plenty of money to invest in radio. The dealer who canvasses the great farm fields quickly and thoroughly will sell a surprisingly large number of Crosley radios.

In Number of States, One Jobber Is Ordering More Radios and Musicones Than Were Sold in Entire State Last Season.

DISTRIBUTORS EXCEEDING SUGGESTED QUOTAS

Tremendous Profits Awaiting Authorized Dealers Who Concentrate Sales Efforts On Crosley Products—"Band Wagon" Ready to Depart for "Profit-Town."

INITIAL orders of one-third of the Crosley distributors are greater than orders received from the entire distributor organization all last season. In a number of states one distributor is ordering more Crosley radios and Musicones than were sold in the entire state last year. Likewise, in a number of states, the distributors are exceeding the quota suggested by The Crosley Radio Corporation, explaining their actions by declaring they are perfectly aware of the tremendous demand there will be for this line of "Better—Cost Less" merchandise.

Jobbers are conservative buyers. They study market conditions carefully before placing orders. They analyze the demands of their dealer trade, and order accordingly. Therefore, when these distributors start their early buying on such a stupendous scale it is a certainty that the biggest and most profitable season in history is at hand.

The greatest portion of these profits is going to the authorized dealers, who, by displaying energetic merchandising efforts will actually be amazed at the large number of Crosley receiving sets and

Musicones they will sell. The Crosley line this year is so far superior to anything heretofore offered; the prices are so extremely low and the discounts are so attractive; that ownership of a Crosley franchise will serve as a guarantee of profits exceeding by many times those of any previous season.

Never before has such a smooth course been laid out for a dealer organization. Those engaged in the sale of Crosley products have everything in their favor. Every possible requirement of the radio listener is met squarely. The new receiving sets incorporate the most efficient circuits and the most modern refinements known to radio engineers. Their cabinets are of the most up-to-date designs, with built in Musicones and compartments for batteries in the console models. And their prices are so surprisingly low that the public will realize immediately that in Crosley merchandise alone will they obtain the most for their money.

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Station WJZ Tuned In At Miami, Florida, On R. F. L.-75 Without Ground Or Aerial; Witnesses Amazed At Wonderful Results

In a sworn statement, signed by three persons, Guy H. Robinson, of Miami, Florida, tells how he was able to tune in Station WJZ, in New York, on a Crosley R. F. L.-75 without either a ground or aerial. The volume was great enough to operate a Musicone, the voice and music being heard distinctly twenty-five feet from the loud speaker.

The statement follows:
"To Whom It May Concern:

"At 9:35 o'clock, Eastern Standard Time, on the night of June 18, we were present in the store of Guy H. Robinson, at 186 N. E. 39th street, Miami, Florida.

"Mr. Robinson was using a Crosley five tube R. F. L.-75, with a U. V. 200A tube as a detector. We had the Atlanta, Ga., station WSB,

without a ground or aerial of any nature, and volume was sufficient to be distinctly understood on a Musicone.

"We then used the set with a loop, consisting of 125 feet of wire. We tuned in WJZ, New York, without a ground. Then we even disconnected the aerial, and, without either ground or aerial, and using the 200A tube, brought in that station with sufficient volume to be heard 25 feet from the Musicone.

"Static was very bad all evening. "We consider this exceptional reception, especially when weather conditions were so unpleasant.

"Signed—
"W. P. Hardin, 3638 N. E. Second street.

(Continued on Page 6)

Dealers Gladly Estimating Demands For Crosley Radios

CROSELY
CABLE ADDRESS "CROSELY"
THE CROSELY RADIO CORPORATION
June 28, 1926
CINCINNATI

TO ALL AUTHORIZED CROSELY DEALERS:

We are mailing you advertising literature describing the new line of Crosley Radio merchandise. In order to insure you the protection that the Authorized Sales and Service Station agreement incorporates, it is necessary that we know as quickly as possible whether or not you are desirous of keeping your franchise as an Authorized Crosley Dealer in good standing.

Enclosed is what we call an Authorized Crosley Sales and Service Station Purchase Schedule in triplicate, covering the period from July 1926 to January 1927. Kindly fill out these schedules, estimating your purchases by the month for the period given above. Retain one copy for yourself, send one to the Distributor through whom you wish your goods to be shipped and mail the remaining copy to us at Cincinnati.

You will also find enclosed an order blank in duplicate. We urge you to place an initial order, using this form for that purpose, send one copy to the Distributor and the remaining copy to us.

When these schedules are received in this office, the information contained thereon will be carefully tabulated on your Franchise Card.

We ask that you think this matter over carefully, as this estimate is to be taken very seriously. We know that you will be impressed with our merchandise, and will gladly place a substantial order and estimate so that we may know what to expect of you.

We have also supplied our Distributors with these schedule blanks and their salesmen will no doubt call on you shortly to discuss further with you your idea of the Crosley merchandise you intend to handle this year.

Although some Dealers will not want to place a definite large order in advance for the rest of the year, all Dealers will be willing to give an estimate of their probable purchases, and give a definite initial order to show their good faith. No new Dealers will be established this year without a definite order, nor will any of the previously Authorized Dealers be continued who do not indicate definitely that they will stock and promote the sale of Crosley products.

Wishing you the best of success for the coming Radio season, we are,

Very truly yours,
W. B. Fulghum
General Sales Manager

THE CROSELY RADIO CORPORATION
THE HOME OF WLW

WB-F-ES

AUTHORIZED CROSELY SALES AND SERVICE STATION PURCHASE SCHEDULE 1926

DESIGNING THIS OUR CROSELY SALES AND SERVICE FRANCHISE SHALL CONTINUE AND THEY BE SHALL BE CONSIDERED IN GOOD STANDING BY ESTIMATE THAT WE WILL MAKE THE FOLLOWING PURCHASES BY CROSELY PRODUCTS DURING THE MONTHS INDICATED BEING PROVIDED WE ARE CONTINUED AS A CROSELY DEALER. WE STRAIGHTEN INITIAL ORDER HERE TO.

MODEL	PRICE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
5-35 PORTABLE	\$30.00							
5-45	\$35.00							
5-50	\$40.00							
5-55	\$45.00							
5-60	\$50.00							
MUSICONE 2	\$75.00							
MUSICONE 3	\$85.00							
MUSICONE 4	\$95.00							
MUSICONE 5	\$105.00							
MUSICONE 6	\$115.00							
MUSICONE 7	\$125.00							
MUSICONE 8	\$135.00							
MUSICONE 9	\$145.00							
MUSICONE 10	\$155.00							

ORDER RECEIVED _____

COMMENTS BY DISTRIBUTOR _____

CROSELY RADIO ORDER

Name _____
Address _____
City _____
State _____
Zip _____

Ship Via _____
Date _____

Model	Qty	Price	Total
5-35			
5-45			
5-50			
5-55			
5-60			
MUSICONE 2			
MUSICONE 3			
MUSICONE 4			
MUSICONE 5			
MUSICONE 6			
MUSICONE 7			
MUSICONE 8			
MUSICONE 9			
MUSICONE 10			
Total			

Signed _____
By _____

INSTRUCTIONS Mail the yellow copy of this order to the Distributor through whom you wish your goods to be shipped. The other copy should be mailed to The Crosley Radio Corporation at Cincinnati, O.

Reproduced above are the purchase schedule, order blank and explanatory letter that have been sent to every authorized dealer. The dealers are gladly estimating the demands for Crosley receiving sets and Musicones and are ordering accordingly. The purchase schedules cover the period from July, 1926, to January 1927, dealers being expected to estimate their requirements by the month. Careful consideration on the part of the dealer is urged in order that the pro-

duction department may base its work on the combined estimates. The dealers also are urged to use the order blank in placing their initial order of the season and their monthly orders for the entire period covered in the schedules. It is pointed out in the letter that new dealers will not be established unless a definite order is given nor will any of the previously authorized dealers be continued unless they indicate definitely they will stock and promote the sale of Crosley merchandise.

Opportunity For Young Students of Music

The Cincinnati Settlement School are receiving special musical training by some of the very finest instructors without cost. They will be heard by the Crosley WLW radio

audience on Thursday evening, July 22nd at eight o'clock.

The Government of the Dutch East Indies has authorized the erection of a large radio broadcasting station and the private use of receiving sets under license.

Base-Ball Scores.

Radio fans receive the base-ball scores and late news bulletins through the Crosley WLW broadcasting station in Cincinnati at six-forty-five o'clock in the evening.

The Eyes Have It

Dr. Clarence H. Kaufman will speak upon the topic, "The Eyes Have It," every Monday evening at seven-thirty, through the Crosley WLW broadcasting station.

Crosley Radio Weekly

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

Crosley manufacturers 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.

FULFILLING PREDICTIONS

It was the unanimous opinion of distributors, who attended the recent sales convention at the factory of The Crosley Radio Corporation, that the sales of Crosley merchandise this Fall and Winter would greatly exceed those of any previous season. After careful study of the new radios and Musicones, these jobbers, who have been trained to analyze marketing possibilities in advance of seasons, predicted they would do many times the business they did last year.

In the three weeks that have elapsed since the convention, these distributors have canvassed their territories and have obtained orders in sufficient quantities to provide proof that their predictions will be fulfilled. Never before have such large orders been received and never before have such optimistic reports accompanied orders. From every jobber is coming a message teeming with optimism and every mail brings a report of some salesman's accomplishment that in former years would have been regarded as phenomenal.

In this issue we are publishing a story regarding a western salesman who sold 356 receiving sets and Musicones within five days, and now the sales manager comes in with a letter from one of our own road-men in which he had enclosed an order for 23,000 sets and Musicones received from one distributor, located on the Pacific Coast. And our Michigan salesman sent in an order from one jobber in that state which was larger than the combined orders of all jobbers in that state last year.

Now every authorized dealer should pause a moment and consider what this means. The distributors would not order this merchandise in such large quantities if they were not firmly convinced that it would be sold. And you, as dealers, are the ones who will sell it. Dealers who concentrate their efforts on the Crosley line, from which all sales resistance has been removed, will sell their share of the hundreds of thousands of Crosley receiving sets that will be disposed of during the coming Fall and Winter.

Sales Resistance Dealt Knock-Out Blow By Crosley Line, Distributors Say, After Attending Annual Convention; Tremendous Increase In Business Predicted By Jobbers

Predictions that Crosley dealers will do many times the business they did last year were made by distributors attending the recent convention. Everyone present was deeply impressed with the new line and exceptionally optimistic in regard to the possibilities for the coming season. A few of the comments on the new merchandise follow:

It is the ambition of every home in the country to own a radio receiving set. One seems out of step with the times if he does not possess one. We depend on the radio for our entertainment, and in many ways for our touch with the outside world. The buying public demands the best—why not give them the "BETTER—COSTS LESS" Crosley. The Crosley line delivers the goods and the new models shown the Crosley distributors will startle the radio buying public in style, performance and price.
Chapin-Owen Co., Inc., Rochester, New York.

The Crosley line of radio sets represents a product which makes it possible for those who are not blessed with enormous incomes to enjoy the highest class of musical entertainment and helps to uplift those in which music will mean eternal sunshine.
Reynolds Radio Company, Denver, Colo.

We have been most favorably impressed with the new Crosley models and with the improvements which have been made on the 5-38 and R. F. L-75. The new 5-50, five tube one dial control set, listing at \$50.00, should make a wonderful seller. The 5-75 console model is a wonderful value. The new super Musicone, at \$14.75 list, will greatly strengthen the line. We feel that the Crosley line with the new five tube models, in addition to the numbers which we had, is the best on the market, and that our dealers will be able to do many times the volume they did last year.
Tenk Hardware Company, Quincy, Ill.

Much progress has been made during the past year toward the stabilizing of the Radio Industry thru the elimination of many weak and irresponsible manufacturers. It would appear at this time that there will be but ten or twelve radio manufacturers as real factors in the radio field this year. Crosley, with the new line of receivers, will unquestionably dominate the field. He has a marvelous line of products priced to sell against any

and all competition. Here's to the biggest year in history.
Young, Lorish, & Richardson, Inc. Chicago, Ill.

The new Crosley radio sets are the best value I have ever seen. The new super Musicone should be very easy to sell.
James Bailey Co., Portland, Maine.

No one could have attended the fourth annual convention of The Crosley Radio Corporation without becoming filled with the greatest amount of enthusiasm over the Crosley organization as a whole, as well as the new models that are about to be placed into production. Tremendous volume of sales is assured with these radio sets, which, in my opinion, represent the greatest radio values ever offered to the public. To the Crosley organization I must sincerely extend my hearty congratulations and assurance of our co-operation.
E. M. Wilson & Son, Newark, N. J.

We are thrilled over the new models and new sales plan and feel sure that all Crosley dealers will more than ever appreciate their franchise and will recognize it as being a real asset. We were particularly impressed by the fairness and square dealings of the officials of the Crosley Corporation and wish, for the Crosley Radio Corporation, increased prosperity and good will.
Richmond Hardware Co., Richmond, Va.

The finest line of radio sets ever produced at prices so low that they

Old Batteries Used to Clean Furnaces

Few people have been able to solve the old problem of disposing of used razor blades. Now, since the introduction of the dry cell type of radio batteries, the worn-out ones are a problem, except to cast them into the refuse. If you have a furnace, it is no longer necessary to throw away the batteries, for an expert has informed Powel Crosley, Jr., that they will burn very readily and at the same time act as a cleaner for the flue. When the flames mix with the burning chemicals, there is a new composition of gases which react upon the soot in the pipes. Thus, a problem has been solved in the disposal of old batteries and a new use for them makes a practical household aid.

can be put into every home. Mr. Crosley is rendering a distinct service to the American public.
J. F. Connell, Kruse Connell Co., Indianapolis, Ind.

I am deeply impressed and highly pleased with the new Crosley radio sets. I believe for price, appearance and performance that they are unsurpassed. For years the radio industry has been passing through a period of evolution while the public has patiently awaited the final stage of stabilization. It is our strong opinion that The Crosley Radio Corporation has now weathered that long sought for stage and the public can now proceed to purchase these sets with the utmost feeling of confidence.
Doubleday Hill Electric Co., Washington, D. C.

The new line is wonderful. Powel Crosley, Jr., sure knows his stuff. The single control five tube set is a go-getter. The new consoles will balance the line and make it the most popular on the market regardless of prices.
J. H. McDonald, Brown-Roberts Hdwe. Co., Alexandria, La.

The new Crosley line is excellent in every respect. Prices are within the reach of all. The new console models will appeal to the trade in my territory due to the fact we have no basements to house batteries, etc. The small, neat and beautiful console models will grace any of the thousands of beautiful Spanish type homes. This is the set my people have been demanding. Sales resistance has been reduced to a minimum and dealers holding a Crosley franchise should congratulate themselves. More power to Powel Crosley, Jr.
G. H. Robinson, Miami, Florida.

The new Crosley line is great. The sales possibilities are wonderful. No one could help being enthusiastic after attending the fourth annual Crosley convention. Let's get to work and work hard.
M. W. Craddick, MacKenzie Radio Corporation, New York City, N. Y.

I believe the Crosley line-up for the coming season is the most ideal that could be conceived because it contains a set to meet every demand and tops the climax with a single dial 5 tube obviously efficient set.
Kenneth Ridgway, Ridgway Electric Co., Freeport, Ill.

NEW VALUES-NEW PRICES-NEW FEATURES

ALL INCORPORATED IN THESE CROSLY BETTER-COST LESS RADIOS

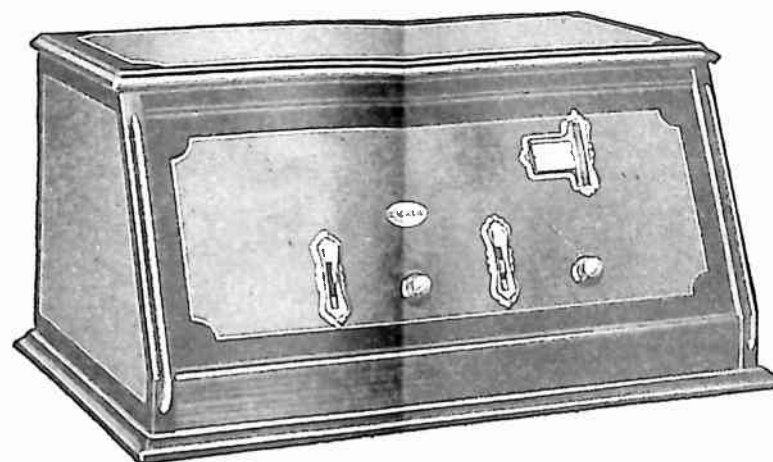
THE 4-TUBE 4-29



\$29.00

The Crosley four tube 4-29 consists of one stage of tuned radio-frequency amplification, Crescendon controlled 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. Many entirely new qualities in radio are found in this popular four tube radio, the demand for which has been far greater than had been expected. It has proved to be the fastest selling four tube set on the market this spring and summer.

THE 5-TUBE 5-50



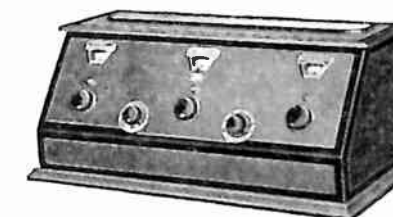
SINGLE DRUM STATION SELECTOR SOLID MAHOGANY CABINET

\$50

This new five tube radio, with its single drum station selector and installed in a solid mahogany, two-toned cabinet, is certain to dominate the medium priced field. It incorporates two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification, with means provided for

use of a power tube in the last stage. All stations found instantly on this one control, which revolves smoothly under slight pressure. Can be calibrated for wave lengths. Incorporates new shielded compartment metal chassis designed to receive extremely favorable comment for its advanced attractive features in radio set construction.

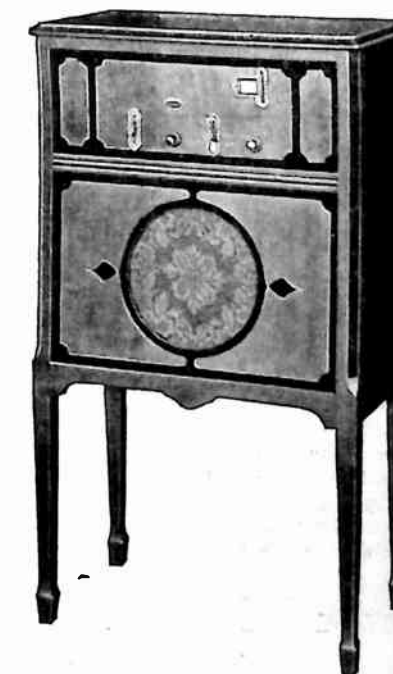
THE 5-TUBE 5-38



The Crosley 5-38 is a five tube receiver, incorporating two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification. It is identically the same as the set that has become so popular during the past Spring except it has greater eye value due to the fact that the sectors and pointers have been removed from the front of the panels, and are observed through windows. This is one of the five tube sets Powell Crosley, Jr., offered to the public after promising to do so only if he could make one better than any on the market. Sales and reports of performances since its introduction indicate that it is measuring up to Mr. Crosley's promise.

\$38.00

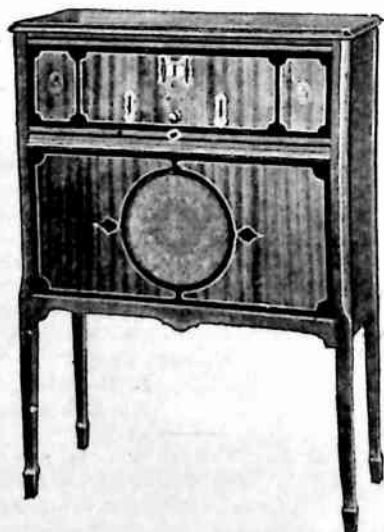
THE 5-TUBE 5-75



The five tube 5-75, in its beautiful solid mahogany two-toned console cabinet, with built-in Musicone, is another most startling value in the new Crosley line. The receiving set itself is the same as that used in the 5-50, with its single drum station selector, shielded chassis, power tube adaptability, etc. This set was heartily approved by the distributors at the Crosley convention and was believed by them to be greatly underpriced. In the 5-50 and 5-75 there are two adjustment levers which permit very sharp tuning when nearby stations spread broadly over the dial. Under varied conditions, these levers, when once adjusted, need not be touched again. Many other attractive features, found only in very high priced equipment, are incorporated in these new receivers.

\$75

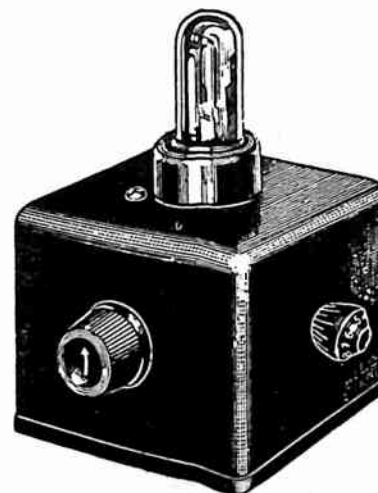
THE 5-TUBE R. F. L.-90



The R. F. L.-90 is a five tube receiving set, using the now-famous non-oscillating R. F. L. circuit and incorporating the new double drum station selector. This circuit, with the new metal chassis, installed in a beautiful solid mahogany two-toned console cabinet, with a built-in Musicone, forms a radio for which there will be an immediate and tremendous demand. It includes the very latest of radio refinements, is exceptionally attractive in appearance and meets the requirements of those listeners who are most particular about the appearance of their set. There is ample space inside the cabinet for batteries or battery eliminators, making it absolutely self-contained. The R. F. L.-90 is a genuine long-distance receiver, utilizing a circuit that has become exceptionally popular and has proven its worth during the past year.

\$90

THE ONE TUBE PUP



The Crosley "PUP" is a genuine Armstrong regenerative radio receiver. Brings in distant stations in an amazing manner. Easy to operate—exceptionally economical. It is the ideal radio for the person who is satisfied with head-phone reception.

\$9.75

The "PUP" is an improvement over the Crosley single tube radio with which many listeners have tuned in trans-Atlantic stations. It is not a toy, but a real, long-distance receiver for which there is an enormous market. We suggest that every dealer place an order immediately for a reasonable number of these now-famous Crosley "PUPS".

THE 5-TUBE R. F. L.-75



NOW **\$65.00**

Price of the popular R. F. L.-75 has just been reduced to \$65.00 due to savings effected in elimination of decorated bakelite panels and the substitution of wood panels with windows that permit the operator to observe the otherwise concealed dials. Pointers have been eliminated from the front panels. These changes, while affecting a saving, have, at the same time, made the set actually more attractive. Like the R. F. L.-90, this radio incorporates the famous, non-oscillating and non-radiating R. F. L. circuit. Perfect balancing is achieved by introducing the Wheatstone bridge into each stage of amplification—a clever engineering feature instantly recognized by radio technicians—and appreciated by the laymen in the selectivity and tone this set affords.

4-TUBE 4-29 PORTABLE



The Crosley four-tube 4-29 Portable is an absolutely self-contained receiving set with which its owner can "take his entertainment with him" wherever he goes. It is an ideal set to feature at this time of the year, when listeners are looking for radios that can be taken to camps, etc. The set itself is the same as the Crosley 4-29, which has become so tremendously popular since it was announced at Christmas time. It now is offered in a neatly designed portable cabinet in which there is ample room for the necessary batteries, head phones, etc.

\$33

†Crosley Radios are manufactured under Armstrong U. S. Patent No. 1,113,149 or under patent applications of Radio Frequency Laboratories, Inc.

Radio Industry Drawing High-Class Executives Into Its Fold

The radio industry is taking executives from long-established commercial and financial fields. Because of the very youth of the radio business, there are opportunities for people with vision and a capacity for hard work. The time has passed when "get-rich-quick" opportunists can fool a public which is rapidly finding out through reading newspapers and magazines, of the truth about radio and what to buy. Those who survive in radio are the ones who have the interests of the business at heart and are willing to become associated with reputable concerns.

An opportunity to enter the radio industry was recently presented to John L. "Jack" Limes, by Powell Crosley, Jr., president of The Crosley Radio Corporation of Cincinnati, who was seeking an assistant sales manager to aid with the increased duties of the department in anticipation of the big business that is to be done this year. Walter B. Fulghum, sales manager, has prepared sales quotas that total twenty-five million dollars worth of radio business this year and it can be seen from this figure that there will be an exceptional amount of detail work to be done.

Although Jack Limes is a newcomer in the radio business, he has had a lot of selling experience in the music industry. For the past few years he was sales manager of the Krell Piano Company, leaving that organization to go with Crosley. He was also with the Aeolian and Wurlitzer organizations. He is an expert accountant and has a knowledge of commercial law. Mr. Limes believes in the Crosley policy and products. His family live in Cincinnati and he calls his two boys and a girl, "Little Lime drops, but as sweet as sugar."

Station WJZ Tuned At Miami Without Ground Or Aerial

(Continued from Page 1)
"Conway Hamilton, 218 N. E. Second street.
"Witnessed by
"Frank X. Droege, 29th street and 2nd ave., N. E."

In addition to those who signed the above affidavit, there were others in Mr. Robinson's store, who were amazed at the wonderful results obtained from this set. Among those who heard it was a man who had just purchased a \$250.00 receiver and who offered to sell his entire outfit for \$60.00, the cost of his accessories.

LIKES RADIO



JOHN L. "JACK" LIMES,

Assistant Sales-Manager of The Crosley Radio Corporation. He joined the organization because he believed in the great future of the radio industry. He formerly was in the piano industry.

Salesman Sells 356 Sets And Musicones Within Five Days

(Continued from Page 1)
the authorized dealers in his territory. In addition he "lined up" a large number of new dealers, all of whom gave him orders to accompany their applications for franchise.

The next week he started out again, and the latest word from him is to be the effect that he is "hitting the same stride."

Now let's hear from other salesmen who are trying to prove that Revercomb is a "Piker" when it comes to salesmanship.

A TRIFLE IRATE

On a farm in South Georgia is posted this sign: "Trespassers will be persecuted to the full extent of 2 mean mongrel dogs which ain't never been ovably soshibil with strangers and 1 dubble barrel shotgun which ain't loaded with no sofy pillers. Dam, if I ain't tired of this hel raisin on my proputy."—Tex. Util. News.

FORM 893-16G

"Harry is mighty businesslike. I wonder how he broke the news to Phyllis's father after their secret marriage."

"He simply wrote on his business card: 'Please find your daughter attached hereto.'"—American Legion Weekly.

Orders From Jobbers Greatly Exceeding Those Of Last Year

(Continued from Page 1)

There is no sales resistance—hardly any competition. Buyers will ask for the Crosley radios, and if their dealer does not handle this merchandise they will go to the dealer who does. All the authorized dealer need do this year is let the public know that he is selling this popular line. Local advertising is essential in carrying out this work and the authorized dealer will find the money spent on "telling the world" that he handles Crosley products will be profitably invested.

And so NOW is the time to board the "Crosley Band Wagon." The trumpets are blowing and the horses are rarin' to go. Every distributor of Crosley radios already is aboard, and each is saving room for the dealers in his territory. All you need do is join in the shouting. Did you ever pause at a newspaper office at "Baseball extra" time and watch the "newsies" fighting for the positions that would permit their having the "first off the press?" Certainly you have, but have you considered the psychology of these youngsters? They know there is a tremendous demand for baseball news and they know that the first "kids" on the street "get the gravy."

Now consider yourselves as "newsies" and Crosley radios as "Baseball Extras." The demand for Crosley merchandise this season will be comparable to that for baseball extras during the World Series. Like the newsboy, you will "get the gravy" if you get out early, obtain a firm foot-hold on the "Crosley Band-Wagon," and shout "Crosley Radios" as vociferously as you can.

Newsboys will tell you that when the home team loses the demand for "extras" is not near so great as when it is victorious. That is because there is a lack of popular approval of the work of the team. With many types of radio receivers

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

there is a certain amount of interest, but there is not that great popular approval that has been given to Crosley radios. In other words, the demand for other types is similar to that for baseball extras when the home team loses, while the demand for Crosley Radios is comparable to that for these extras on the evening the home team wins.

The HOME TEAM has won for you. You are on the winning side when you shout "Crosley." Take advantage, all of you, of the opportunity that has been placed before you and pile up the profits that are within your reach.

Concentrate your sales efforts on the merchandise that is most popular. And by all means climb aboard the "Crosley Band-Wagon" today.

Time Signals.

The studio staff of the Crosley WLW broadcasting station in Cincinnati has received many letters from house-keepers in which the writers express their appreciation for the broadcasting of time-signals which enable the setting of clocks to the correct time every day. These time-signals are sent into the air at 11:55 A. M. Eastern Standard Time.

Of the 12 broadcasting stations in the Argentine Republic, 11 are in the city of Buenos Aires.

THE JOHNSON ELECTRIC SUPPLY CO.

331 Main St. Cincinnati. Wholesale Distributors CROSLY AND AMRAD RADIOS 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 OF CINCINNATI

With this Globe You can Advertise Crosley Radios

Price of Globe and Extension Arm

\$ 12.00



IMMEDIATE ATTENTION ATTRACTED BY THIS SIGN

This neat and attractive sign, which can be seen at great distances during the day and at even greater distances when illuminated at night, is certain to attract immediate attention. It is twenty inches in diameter, the frame being of silver effect and the globe decorated in three colors. Use of this sign, either in front of your store or in your window, will

permit you to tie up perfectly with the tremendous advertising campaign The Crosley Radio Corporation is to enter very shortly. The glass is so made as to withstand the hardest usage, and is said to be practically unbreakable. The regular price of such a sign is in excess of \$25.00, but we are buying them in sufficient quantities to permit the manufacturer to sell them to us for \$12.00.

CASH, CHECK OR MONEY ORDER MUST BE SENT WITH YOUR ORDER FOR THIS GLOBE

SEND ORDER TO ADVERTISING DEPARTMENT

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

\$14.75 RADIO'S MOST **\$14.75**
PERFECT REPRODUCER

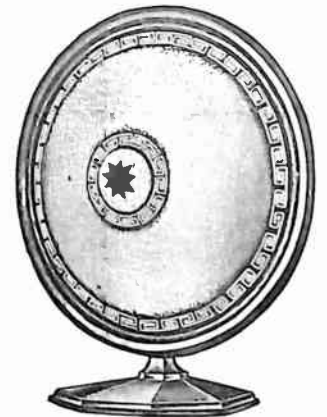
The New Crosley Super Musicone

The famous Crosley Musicone is now offered in four models, the Super Musicone, the Regular, the DeLuxe and the Musiconsole. The patented actuating movement, which has been responsible for the tremendous success of this type of loud speaker, is the same in all four types. Each also has the floating cone. With these four beautiful models, Crosley dealers are able to meet every loud-speaker demand. Distributors have predicted that hundreds of thousands will be sold during the coming season.

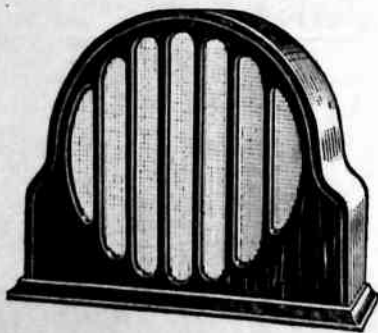
To meet the ever increasing demand for a larger Musicone, the new Super Musicone was developed. The 16-inch cone, beautifully designed on both front and back, is certain to appeal strongly to those who are particular about the appearance of their receiving set and loud speaker. The Super Musicone is considered by some to develop more resonance in bass reproduction and is particularly adapted for use in very large rooms. The success of the Musicone Regular in replacing so many thousands of old type loud speakers is a basis for presenting the larger model.



Musicone Regular



Musicone Deluxe



\$23.50 This mantel, clock type cabinet of delicately grilled mahogany houses attractively the Musicone. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet radio. Size is 12 1/4 inches high.

Recent reduction in the price of the Musicone Regular, from \$14.75 to \$12.50, has been welcomed everywhere. This type, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. Radio reception received a great step forward when Crosley gave the Musicone to it. It was a revolutionary idea in loud speakers—not only in appearance but in performance. The Musicone makes good radio better. Indifferent performing sets are improved. If your customers are not satisfied with their radio maybe it's a Musicone they need.

The Musiconsole

The Musiconsole is a beautiful console cabinet with built-in Musicone and compartments for batteries. This very artistically designed two-toned mahogany finished cabinet, serving as a table for a radio receiver, will be welcomed in the homes of the most particular listeners.

\$32.00



CROSLY RADIO

BETTER · COST LESS