

# CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

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## Device Sharpens Tuning of Single Control Receivers

**Crosley Acuminators Make  
New One-Dial Radios As  
Selective As Sets With  
Many Controls.**

A small device, recently developed by The Crosley Radio Corporation, sharpens the tuning of single-dial control radio sets, and makes these sets just as selective as more complicated sets with larger number of controls. This new device is called an "acuminator," meaning a device for sharpening or making more exact. It consists simply of a small book-type condenser, invented and patented by Powel Crosley, Jr., of Cincinnati, placed in circuit with the tuning condenser. After a station has been tuned in on the single tuning control, these acuminators are slightly readjusted until the signal is strongest.

By means of this little device it is possible to tune accurately a single dial control set even if the tuning condensers become slightly jarred out of adjustment through rough handling, or become lightly out of line through continued service and wear. Better selectivity is possible at all times than with the average single-dial set, and the advantages of single dial control are obtained without its disadvantages.

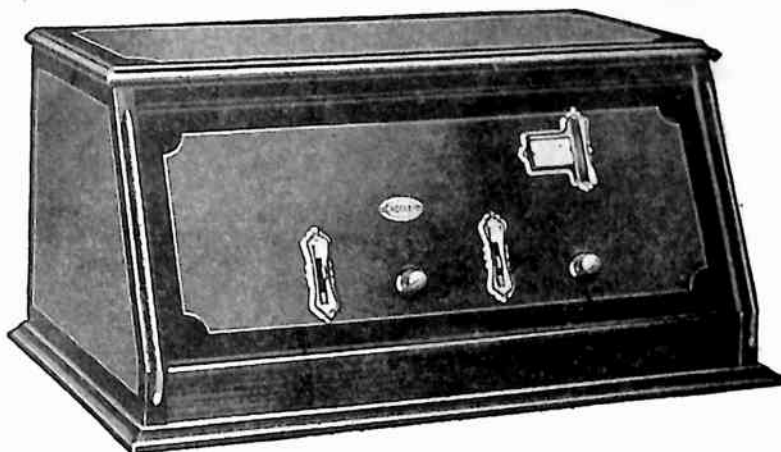
Only two of the acuminators, or "sharpeners," are necessary on a five tube set. It is merely necessary to adjust them slightly on far distant stations, when the maximum sensitivity of the set is desired. On local stations they need not be touched.

Creating names for Pullman cars is a much less difficult task than that of supplying titles for new radio equipment, because the latter must convey something of the use of the apparatus. Powel Crosley, Jr., for example, calls together various department heads whenever there is some piece of equipment to be given a name. Suggestions are made and lists compiled, which are finally given to Mr. Crosley and the most appropriate name is then used, as was the case with the new apparatus for the 1927 radio season.

One of the latest words to be

(Continued on Page 6)

## New Five-Tube Single Control Radio



Orders for the new five tube Model 5-50 are exceeding the expectations of the most optimistic officials of The Crosley Radio Corporation. It is being sold in larger numbers than any radio receiving set ever offered.

## Every Farmer Needs A Crosley Radio To Take Advantage of Special Course To Be Broadcast By The Government

The United States Department of Agriculture is to co-operate with radio manufacturers, distributors and dealers in promoting the sale of radio sets to American farmers throughout the entire country. And when Uncle Sam sets out to do a task you may rest assured that success is in the offing.

The Department of Agriculture has organized a Radio Farm School that will, in a series of lectures through the medium of Radio, further educate and assist the farmers, and every one of them should be encouraged to enroll in this national program of agricultural enlightenment.

These lectures or lessons deal with all phases of live stock, poultry, and dairy problems in a series of twenty-four short courses of eight lessons each.

The farm will be the student's laboratory. Each farmer regularly enrolled, is a student in this great "Radio Classroom" where concise, timely lessons, which dovetail with the daily farm work, will be presented in an attractive and interesting style by foremost agricultural authorities.

The live stock class meets on Monday evening for fifteen minutes; the poultry class on Wednesday; and the dairy class on Friday. Students will be given a close-up of Uncle Sam's recent in-

vestigations and recommendations which may be applied to their business. Laboratory assignments will necessitate putting into practice the subject matter taught.

Each Radio short course will be supplemented with printed copies of radio talks and a file of bulletins. Certificates signed by the Secretary of Agriculture and respective chiefs of the bureau sponsoring the courses will be issued to students.

There is no charge for any of the service mentioned.

The agricultural lessons are to be broadcast from a sufficient number of leading stations so that these talks may be received clearly and distinctly in every section of the country.

A farmer properly enrolled in this U. S. Radio Farm School who, listening in on these excellent lesson courses, will derive many benefits of varied advantages.

1st—Programs will be a consoling diversion after a hard day's toil, and will inspire the farmer with renewed interest in his work.

2nd—Talks on Live Stock, Poultry and Dairy problems broadens the farmers' education on these subjects, enabling him to become more efficient.

3rd—Improved Livestock, Poultry and Dairy products brings more

(Continued on Page 4)

## Orders For New 5-50 Far Greater Than Had Been Expected

**Hundreds of Thousands of  
These Five Tube, Single  
Control Radios to be  
Sold This Season.**

When the five tube Model 5-50, with its single control feature, solid mahogany cabinet, all-metal shielded chassis, etc., was shown to the distributors attending the fourth annual convention of Crosley Jobbers, it was agreed unanimously that this would be the fastest-selling radio ever offered. But orders being received now are far greater than had been anticipated, even the distributors admitting the demand was much greater than they had expected.

This receiver is certain to dominate the field this season. Hundreds of thousands will be sold. Orders will be filled by the distributors in the order in which they are received, and so it is of vital importance that the dealers purchase their sets immediately. Retail buying has already started, dealers report, and within a few weeks the radio stores will be crowded with listeners looking for new sets.

This popular Model 5-50 is a five tube radio, with a single control, embodied in its drum station selector, all metal shielded chassis, power tube adaptability and many exclusive features enclosed in a beautifully designed solid mahogany two-toned cabinet. It incorporates two stages of non-oscillating tuned radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification.

Six of the unusual features incorporated in the 5-50 are:  
**First—Single drum station selector.**

All stations found instantly on this ONE single control. It revolves smoothly under slight pressure. Once stations are found they are easily written on the drum. No log book to fuss with. Stations from one end of the wave band to the other are easily brought in at all times—IN THE SAME PLACE.  
**Second—Crescendon for increasing volume.**

This exclusive Crosley feature supplies the volume from distant

(Continued on Page 4)

# Crosley WLW Programs Week of August 1, 1926

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, August 1st, 1926 Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 P. M.—Church Service under the auspices of the Religious Work Department of the Central Parkway Branch, Y. M. C. A. Minister, W. Edward Roberts, Delta Ave. M. E. Church.
- 7:00 P. M.—Organ Recital by Christine Eck, Dayton Conservatory of Music.
- 8:00 P. M.—Crosley Salon Orchestra  
Soloists:  
Evelyn Nichols, soprano  
Herman Maurer, Bandoneon  
Bandoneon solos:  
Spanish March ..... Metallo  
Serenade ..... Schubert  
The Magic Charm of Gold  
Overture ..... Poerschman  
Love Story ..... Oschelt  
Minuet in G ..... Beethoven  
1. Overture—"The White Lady"  
(La Dame Blanche)  
2. Suite—"Indian Summer"  
(a) At Dawn  
(b) Dance of the Pumpkins  
(c) Love Song  
(d) At Twilight  
3. Song of India ..... Rimsky-Korsakoff  
4. Ye Who Have Yearned Alone ..... Tschalkowsky  
5. Master Melodies from Light Operas ..... Roberts  
6. Waltz: "Il Bacio" (The Kiss)  
7. Final La Golondrina (Mexican Home Sweet Home) ..... Lake  
(The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, August 2nd, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast, Time Signals.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 4:00 P. M.—Cincinnati College of Music Children's Hour.
- 6:45 P. M.—Weather Forecast, Baseball Scores.
- 7:00 P. M.—Hotel Gibson Oriental Roof Garden, orchestra directed by Robert Visconti.
- 7:30 P. M.—"Talk on Eyes," by Dr. Clarence H. Kaufman.
- 7:40 P. M.—Hotel Gibson Concert.
- 8:00 P. M.—Charleston lessons, with music by Jack Pizer's Orchestra with Bobby Jones, from the Calico Cat, feature of the Commercial Tribune.  
Soloist: Selma Sizer.
- 9:00 P. M.—Hour concert sponsored by Calumet Baking Powder Co., and Rainbo Gardens, Chicago, Ill.  
The Super Musicone Trio.  
William Stoess, violin  
Karl Topic, cello  
Rosemary Stoess, piano  
The Brotherhood Male Quartet, Hamilton, Ohio.  
(The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, August 3rd, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports and Official Police Bulletin.

- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Noon Concert.
- 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.—Children's Story Hour by Mrs. Bertha W. Edmonds.
- 6:30 P. M.—Mrs. Imogene Bennett.
- 6:45 P. M.—Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—"Your Week-end Trip," planned by the Cincinnati Automobile Club.
- 7:10 P. M.—Piano Memories by Adelaide Apfel.
- 7:30 P. M.—Castle Farm dinner music.
- 8:15 P. M.—Crosley Burnt Corkers with Musicone Male Quartette: Wm. Drexelius, 1st tenor; Edwin Meyer, 2nd tenor; Edwin Weidinger, 1st bass; John Dodd, 2nd bass; Howard Evans, accompanist; Doc Miller, Gay Anderson, end men; Louis John Johnen, interlocutor.
- 9:00 P. M.—Formica Symphony Orchestra, Wm. Stoess, director.  
Series 1. An Encyclopedia of Music.  
a. Arensky: "Elegie from Trio in D minor"  
b. Bolidou: Overture — "The Call of Bagdad"  
c. Chaminade: "LaLisonjera" (The Charmer)  
d. DeKoven: "Comic opera selection—"Robin Hood"  
e. Esberger: "By Power of Right March"  
(The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, August 4th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Irene Downing, player-roll artist.
- 12:05 P. M.—Ohio Farm Bulletin.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats, by Mrs. Ralph H. Auch.
- 4:00 P. M.—Shut-in Program, directed by William Duning.
- 6:45 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Robert Visconti's Orchestra from Oriental Roof Garden, Hotel Gibson.
- 7:30 P. M.—Address by representative of Farm Bureau Federation.
- 7:40 P. M.—Hotel Gibson Concert continued.
- 10:00 P. M.—The Cincinnati Post "pink of Programs" featuring The Post Orchestra and favorite WLW artists including: The Maids of Melody; Hortense Rhodes and Grace Donaldson, Ray MacDermott, Freda Sanker, Bill Diver and Morris MacAdow.
- 11:00 P. M.—Page's Royal Elk Synopaters; W. H. Hill, directing.  
(The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Thursday, August 5th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse.
- 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.—Modern Drama by Rev. John Edwin Price, First Unit-

- versalist Church.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 6:15 P. M.—Norrine Gibbons and Priscilla Holbrook, singers.
- 6:45 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Robert Visconti's Orchestra from Oriental Roof Garden of Hotel Gibson.
- 7:30 P. M.—"Your Week-end Tour" planned by the Cincinnati Automobile Club.
- 7:40 P. M.—Robert Visconti's orchestra.
- 10:00 P. M.—Lazarro's Imperial Serenaders from the Hotel Garfield.  
The Latonia Melody Boys  
Carol Burdick and Elmer Brennan; Nellie Brennan, accompanist  
Al Kirschner and Pep Golden.
- 11:00 P. M.—Henry Thies Castle Farm Orchestra.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers.  
(The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Tin 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, August 6th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Organ Recital.
- 1:30 P. M.—Market Reports.  
(The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Saturday, August 7th, 1926 Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Organ concert of classics by Johanna Grosse.
- 7:30 P. M.—Johanna Grosse, popular organ music. (Second part of program).
- 8:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:30 P. M.—Xylophone solos by Ray Overholtz.
- 9:00 P. M.—Henry Thies' Castle Farmers.  
(The Baldwin Piano)

### A MISTAKE SOMEWHERE

"Mother," said little Bobby, bursting into the house, "there's going to be the deuce to pay down at the grocer's. His wife has got a baby girl and he's had a 'Boy Wanted' sign in the window for a week."—Progressive Grocer.

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
CROSLLEY AND AMRAD RADIOS  
Write Us for Dealer Proposition

## Radio Is Becoming Year Round Business; Interest Is Growing

### Indications Point To 1926 Being Biggest Year in History of Radio Industry

Indications point to 1926 being the biggest year in the radio industry. Manufacturers are holding their distributor and salesmen's conventions earlier than ever before, while the big New York radio show is to be held early in September. This shows the great interest in radio and the fact that there will be a year-round business instead of seasonal as at present.

The great interest in radio may be gauged by the fact that during the year 1925 the American public spent \$500,000,000 for radio receiving sets, or ten times the amount spent for that purpose in 1922, according to Powel Crosley, Jr., president of The Crosley Radio Corporation.

"This ten-fold increase within three years gives an idea of the rapidity with which the nation is adopting the radio as a means of education and entertainment," said Mr. Crosley.

"No other factor in our present-day civilization has gained such wide popularity in such a brief time as has the radio.

"As an example, take the automobile, which is regarded by many as the wonder of the age—a thing of marvelous growth. Statistics compiled by the National Automobile Chamber of Commerce show that during the fifth year of the automotive industry 3,200 automobiles were operated in the United States.

"The radio industry is five years old and 5,000,000 receiving sets now are being used throughout the country. In other words, at the

(Continued on Page 4)

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

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## Crosley Radio Weekly

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Colerain and Sassafras Streets,  
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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.

### THE TREND OF RADIO

It is important that the man who is considering radio from a business standpoint gives careful thought to the inevitable elimination of those manufacturers who have not the manufacturing and financial resources and the research and development facilities necessary to keep them ahead of the times.

Statistics show there are some eight hundred concerns manufacturing radio, a very great majority of which have been affected by the process of elimination. The survivors will be those who have the resources and facilities to maintain leading positions in the industry—organizations with which the retail dealer can well afford to become affiliated with.

The merchant cannot gamble with a weak manufacturer; he cannot afford to establish a business with a particular brand and later be compelled to discontinue its sale, leaving his customers with "orphan" sets.

The Crosley Radio Corporation has everything that is needed to retain its leadership in the radio industry. It has everything required to keep one or more jumps ahead of other manufacturers. Financial resources and development facilities are at the fingertips of the Crosley organization. New buildings are being erected to take care of the tremendously increased business. Raw material is being purchased in train-load lots—not in anticipation of any demand, but upon actual orders received. Preparations have been made for the greatest year in the history of radio and the production department is completing plans for turning out thousands and thousands of receiving sets and Musicones daily.

Crosley authorized dealers are allies of an organization that is constructed on a firm foundation, a square shooting corporation that will be in business for years to come. It is headed by a man who tells his dealers everything. He has no secrets. He plays ball with them fairly and squarely, and treats the small merchant with the same consideration that he gives to the large one.

Truly a prosperous year is faced by Crosley dealers.

# Distributors Predict Crosley Landslide; All Competition Eliminated, They Say; New Receivers and Musicones Approved

The Crosley line is the most complete one ever offered to the public. All the sets are complete in every detail to the radio standards of today and offer the dealer the greatest sales opportunity he has known. The Crosley line will lead them all this season. Dealers enjoying the privilege of their franchise should be congratulated. The outlook for this season is most favorable.

Taylor Elec. Co.,  
Madison, Wis.

The new Crosley models look like a knock-out blow to Mr. "Sales Resistance." Having seen the previous models augmented by the new compact and consoles, knowing the Crosley performance and considering the price range of the present layout, I do not hesitate to state that this will be a Crosley Year. I consider the 1926 Crosley franchise the most valuable a radio dealer could secure.

McLendon Hdwe. Co.,  
Waco, Texas.

Considering the line of merchandise that we have seen here at the convention I am of the opinion that the dealers who get a Crosley franchise this year will be the ones who will realize the most profit in selling.

Electric Material Co.,  
Goshen, Ind.

The outlook for Crosley products in the Carolinas is most promising for the coming year. Never in the history of radio has there been such an advance revelation as has been shown at the Crosley convention.

American Hdwe. & Eqipt. Co.,  
Charlotte, North Carolina.

Never before has it been possible to obtain 100 per cent indorsement of a new line of merchandise. Always there were a few who were dissatisfied—men who were skeptical. But at the fourth annual Crosley convention the delegates were unanimous in their praise of the various sets introduced. Expressions of the opinions of a few of the distributors follow:

Judging by appearances and having entire faith in the Crosley Corporation and its ability to produce, we feel nothing has been left undone to make this the "biggest yet" Crosley year. With a line of models covering an even greater price range and at prices heretofore considered impossible, it will be impossible to not sell Crosley's. We are proud to be a part of an organization that always meets conditions and goes them one better.

Here's predicting a 1926-27 landslide  
Reichel Motor Supply Co.,  
Wichita, Kansas.

The new Crosley sets are remarkable. The prices are right. Crosley will certainly dominate the radio market this year under \$100. We look forward to a banner year.

Lucker Sales Company,  
Minneapolis, Minn.

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 who are striving to broaden themselves along musical lines and those in which music will mean eternal sunshine.

Reynolds Radio Company,  
Denver, Colorado

During many years I have known and respected Crosley radios. Recently I have been made a distributor and it has fallen to my good luck to have been placed as a distributor for the State of California, when Crosley has brought unbelievable values. Crosley is the Ford, Dodge and Buick of radio combined and lucky is the distributor, dealer or purchaser who wholesales, retails or buys anything Crosley will or may produce.

H. Earle Wright, President,  
H. Earle Wright, Inc.,  
San Francisco, Calif.

Powel Crosley, Jr., has again demonstrated his right to leadership. The new line certainly fills, exactly, the requirements and needs we have felt for some time. The furniture models are beautiful and will enable a much larger number of people to own an attractive

## YOUR ANTENNA MAY BE TOUCHING TREES

Poor radio reception at this time of the year is not always the fault of the receiving set or the broadcasting stations, according to Crosley engineers. The trouble may be due to the fact that the aerial wire put up in the winter is now being touched by the branches or leaves of a tree. The fact that the tree is "fresh and green" means there is a lot of water in it and this makes the aerial wire become a second "ground" wire.

as well as efficient and popular priced radio set. The 5-50 looks like a winner. We are exceedingly enthusiastic over prospects for the coming season particularly with the caliber of Crosley merchandise we have to offer the trade. We are all impressed with the fact that nothing has been left undone to make Crosley practically without competition this year. In every sense of the word the new line certainly "rings the bell."

Sterling Radio Co.,  
Kansas City, Mo.

The 1926 Models of the Crosley line of Radio Receiving Sets and Speakers unquestionably will set a standard of value that will stabilize the lower priced radio market. Crosley's entrance into the console field enhances the value of the entire line and should break down any resistance in making this as valuable a franchise as the radio dealer can obtain. With the careful selection of good dealer outlets, resulting in a clean selling campaign, backed up by Crosley's advertising campaign this year should be outstanding as the biggest, most successful year in the history of the Crosley Corporation and their distributors and dealers.

Kierulff & Ravenscroft,  
Los Angeles and  
San Francisco, Cal.

We have always been very enthusiastic about Crosley products but the new line-up of Crosley merchandise certainly is going to be a knockout. We feel the line is fully ten times better than any line-up previously announced by any radio manufacturer. The new line is so complete that we feel it gives distributors, dealers and the public practically everything they could desire. We feel there is going to be a landslide to the new cabinet models. We have always contended the public would eventually demand cabinet or console models which were complete without the use of tables, stands and etc. We are already getting orders from our sales force for the new sets. In our estimation the radio field never looked brighter than it does at the present time for Crosley distributors and dealers.

The Schafer Company,  
Decatur, Ind.

The Crosley line this season is certainly a dream.  
Electric Supply Co.,  
Lincoln, Neb.

## Radio Is Becoming Year Round Business; Interest Is Growing

(Continued from Page 2.)

end of the first five-year periods in the respective industries, radio and automotive, there were 1,562 radio receiving sets in operation for every automobile.

"Of course this comparison is not entirely fair to the automobile because of the price difference between the radio and the motor car. It also must be considered that the United States today enjoys a prosperity which was unknown during the early years of the automotive industry.

"But even though the lead of the radio was discounted one hundred times over it still would overwhelm the first five years of automobile production.

"And the end is not in sight because the field for radio receiving sets merely has been scratched. The 25,000,000 families in the United States maintain 18,000,000 automobiles and as yet have only 5,000,000 radio sets. The next few years will witness a remarkable change in the latter figure.

"This will come about not only through the growing popularity of the radio as a means of entertainment, but through its economic value to the farmer. At present farmers are using only a half million receiving sets. They are learning, however, that a radio set may be of as great dollars' and cents' importance as their farm machinery.

"The radio keeps the farmers posted on crop prices and conditions, and gives them the government weather forecasts—vital information which often may be the deciding factor between success and failure. In the not very distant future the radio, to borrow a phrase from the automobile manufacturers, will be standard equipment of every progressive American farm."

### Radio Fans Depend Upon Forecasts

Now that the out-of-doors time has arrived, the radio fans are turning to their receivers every day to learn the forecast of the weather as supplied through the Crosley WLW broadcasting station in Cincinnati at ten o'clock in the morning and at six-forty-five o'clock in the evening. These reports are furnished through the official Weather Bureau.

### Nocturnal Radio

A program by the Crosley "Pups" is broadcast every Thursday at midnight through the WLW station, Cincinnati. There's always a lot of fun and music.

## Every Farmer Needs A Crosley Radio To Take Advantage of Special Course To Be Broadcast By The Government

(Continued from Page 1)

money to the farmer's pocket, prompting optimism and a tendency to spend a little more which makes better business for all local merchants.

4th—Brings the farmer in closer contact with the outside world cementing a feeling of good will between he and his fellowman.

5th—Provides entertainment of the most elevating character.

One of Mr. Powel Crosley, Jr.'s pet hobbies is farming and he accordingly is in sympathy with any idea that will improve the working conditions and comfort of the home life of the American farmers and he personally would like to know that every farmer receives the benefit of these lessons and hopes that all Crosley dealers will give the idea their sincere support.

Lesson schedule courses are to be broadcast as follows:

#### LIVESTOCK COURSES Courses Open on Dates Given— Each Course Eight Weeks Duration.

Livestock Breeding, Oct. 4, Feeding Farm Animals.

Animal Health and Sanitation, Nov. 29, Live Stock Barns and Shelters.

Meats: Production, Canning, Use, Jan. 31, Hides, Wool, and Mohair.

Live Stock Equipment, Mar. 28, Work Horses, and Mules.

#### POULTRY COURSES Selecting Poultry, Breeding Stocks, Oct. 6, Common Poultry Diseases.

Incubation: Natural and Artificial, Dec. 1, Brooding of Chickens.

Lice and Mites on Poultry, Feb. 2, Poultry Houses.

Care of Poultry Flocks, Mar. 30, Preparing Fowls for Exhibition.

#### DAIRY COURSES Dairy Herd Selection and Improvement, Oct. 8, Production of Good Milk.

Feeding of Dairy Cattle, Dec. 3, Marketing Dairy Products on the Farm.

Dairy Buildings and Equipment, Jan. 28, Problems in Dairy Cattle Breeding.

Common Diseases of Dairy Cattle, Mar. 25, Dairy Herd Management.

In connection with the educative programs other special farm features to be heard from many stations next fall and winter are:

"Weekly Letter to Dad."  
"Autobiography of Infamous Bugs and Rodents."

"Chats With the Weather Man."  
"Primer for Town Farmers."

"With the Agricultural Economist."  
"Farm News Digest."

"Housekeepers' Chat."

"Fifty Farm Flashes."

The U. S. Radio Farm School offers a wonderful opportunity to arouse the interest of farmers in all parts of the country in Radio. Interest in Radio gives our Dealers the opportunity to make larger sales of Radio Sets in their community.

Now it is up to Crosley dealers to take advantage of this opportunity. It is an assured possibility that if every farmer in the United States enrolled as a member in the United States Radio Farm School, the sale of Radio Sets would increase tremendously. At least, the announcement of this elaborate and educative farm program with the opportunity to enroll in the United States Radio Farm School, should be an excellent incentive to the farmers to become properly equipped with Radio.

The Department of Agriculture is willing to furnish all Crosley Dealers, upon their request, with a quantity of enrollment cards, which they may require to be mailed to the farmers in their district.

We would suggest that all our dealers write "AT ONCE" to the Department of Agriculture, Office of Information, Washington, D. C., and ask them to send them directly a sufficient number of postal cards they wish to mail.

These postal cards, originating as they do from the Department of Agriculture, can be mailed by you without any postage. They are sent on official business and do not require a stamp.

When the dealers receive the cards from the Department of Agriculture, they may use their phone book or any other mailing list of farmers in their community, so that the only expense will be for the dealers' time and trouble in addressing the postal cards and their return should pay them large dividends in Radio Sales.

The dealer is permitted to stamp the enrollment cards that they mail out with their name and address, so that when their farmer friends have enrolled and want to buy a radio set, they will know where to get it.

NOW is the time to see the farmers, to tell them of this Radio School service, and induce them to purchase and install a Crosley Radio to get it. But be sure and take the precaution to put the dealer's stamp on the proper side. Your stamp will only be permitted on the same side with the schedule of lessons.

When the United States Department of Agriculture Radio School starts, no farmer in the United States can afford to be without a radio set.

This is the opportune and physio-

## Orders For New 5-50 Far Greater Than Had Been Expected

(Continued from Page 1)

stations that is so unfortunately missing on most 5-tube sets. On the normal radio when ears are strained to catch the stations many leagues away, a turn of the Crescendon swells the reception to room-filling volume. This device developed recently by Crosley has already given great satisfaction in the 4-29 and 5-38 models, brought out this year.

Third—Acuminators (from the verb "acuminate," meaning to sharpen) affording marvelous selectivity.

Heretofore single dial control sacrificed selectivity. Such sets used in cities where broadcasting stations were operated were practically of no value. By means of these two adjustment levers very sharp tuning is accomplished where the reception from near-by stations spreads broadly over the dial. Under average conditions when once adjusted these acuminators do not have to be touched again except on weak distant stations.

Fourth—Power tube adaptability. Means have been provided for use of a power tube in the last audio-frequency stage.

Fifth—Shielded units mounted on metal chassis, giving far greater reception efficiency.

Several new Crosley models, including the 5-50 and 5-75 and R. F. L.-90, use the new metal chassis which furnishes a substantial frame for mounting the elements. This effects excellent alignment of the gang of condensers, as well as affording a mounting for a rheostat, acuminators, crescendon, coils, sockets, transformers, and insulation terminal strip. This metal shielded chassis is divided into three compartments. Thus the units shielded from each other prevent inter-stage as well as external coupling. This improves the stability of the circuit and increases the selectivity as well. The metal shielded chassis is, indeed, a most progressive step in advanced radio design. This shielding feature has never before been offered in sets of moderate price.

Sixth—Solid mahogany cabinet. The cabinet of the 5-50 is of solid mahogany, beautifully finished in two-tone and striped in gold. Metal finishings are rose gold finish.

logical time to get their signature on the dotted line.

Every Radio Dealer in the United States should appreciate and fully recognize the wonderful sales possibilities in this Radio School idea and should immediately tie into this splendid opportunity and co-operative plan with a feeling of gratitude toward its originator, our Uncle Sam.

# Farmers Need Crosley Radios

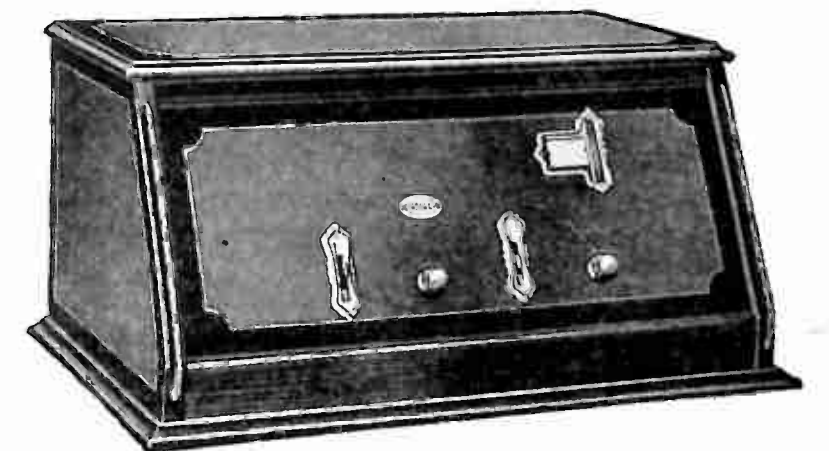
TO TUNE IN

## Special Lectures On Agriculture

Thousands Will Buy  
The New  
5 Tube Single Control

5-50

\$50.00



Every farmer in the United States will want a radio receiving set with which he can take advantage of the national program of agricultural enlightenment to be broadcast from a chain of high power stations under the auspices of the Department of Agriculture. A very educational and interesting course has been prepared by government officials for the special benefit of farmers, hundreds of thousands of whom will buy Crosley radios.

The five tube 5-50, with its single drum station selector, solid mahogany cabinet and many other refinements, will appeal to these farmers. It is priced so ridiculously low and operates so perfectly and so simply, that it will be sold on sight. Crosley dealers must take immediate advantage of this new field and send salesmen to the farm houses with the story that is told elsewhere in this issue of the Radio Weekly.

In addition to the 5-50 there are other one, four and

five tube Crosley receiving sets that will appeal to those who wish to become students in the great "Radio Classroom" soon to be opened by Uncle Sam. There is, for instance, the one tube "PUP," for \$9.75, which will be purchased by those residing within a reasonable distance of the broadcasting stations and who are satisfied with head-phone reception. The four tube 4-29, for \$29.00, and the 4-29 Portable, for \$33.00, also will please the farmers, as will the five tube 5-38, for \$38.00 and the R. F. L.-75 for \$65.00.

Those who desire more elaborate console models, with built-in Musicones, will buy the five tube 5-75, for \$75.00 or the five tube R. F. L.-90, for \$90.00.

There is a Crosley radio for every one of the hundreds of thousands of farmers who will take advantage of the special lessons on agriculture to be broadcast by the Agricultural Department.

# CROSLLEY RADIOS

BETTER • COST LESS

### Crosley Radio Sets Popular In Japan; Thousands Imported

Thoroughly Modern Broadcasting Equipment Used in Eastern Empire—Australians Interested.

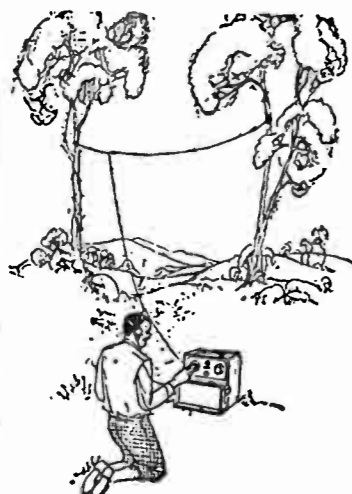
Greater interest in radio is being exhibited by the Japanese than by any other single nation, excluding Great Britain, Canada, and the United States, if exports of radio apparatus from the United States may be taken as an indication. During 1923, 1924, and 1925, Japan used approximately 13 1/2 per cent of all radio equipment exported from the United States. according to Department of Commerce reports. Interest in broadcasting is very keen, and the stations of the Japanese broadcasting companies use thoroughly modern equipment. The experience of various radio manufacturers bears out Japan's leadership in broadcasting. The Export Department of The Crosley Radio Corporation for instance, sends hundreds of thousands of dollars worth of radio sets to a single dealer in Japan annually. A large eastern factory also finds Japan one of its best markets.

More radio equipment from the United States is naturally shipped to Canada than to any other country. The United States has been the leader in the development of broadcasting, and Canada, being a next door neighbor, has almost kept pace with our own country. During the four years from 1922 to 1925 over 35 per cent of United States radio exports went to Canada. Canadian broadcasting is organized on practically the same basis as our own. The stations are privately owned and operated, and are very similar to our stations, both in equipment and in types of programs. In addition to programs from these stations, Canadian radio fans depend largely upon United States stations for their radio entertainment.

The majority of European nations, with Great Britain excepted, are just beginning to become enthusiastic over radio broadcasting. The broadcasting stations in many of these countries are owned and operated by the governments, and in quite a few instances government taxes are levied against the set owners to help pay the cost of broadcasting. Prices of the majority of sets would be considered exorbitant by Americans, although moderately priced sets are beginning to find their way into the continental markets. A radio fan in Europe has to be an accomplished linguist to understand all of the announcers that he can listen to with a sensitive set. In Paris, for instance, with a moderately sensitive receiver, it is possible to pick

### Radio Hints For Summer Fans

#### I. Hints For Radio Campers



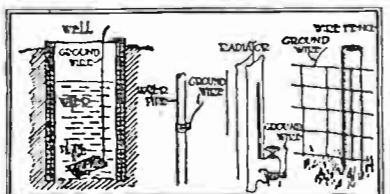
Modern portable radio sets make it easy to take one's radio entertainment along to camp. The biggest problem is to secure a good aerial and ground.

There is one suggestion with regard to the aerial that should be emphasized: take along plenty of insulators and plenty of wire. It will usually be found most convenient to string the aerial between two trees, and often it will be necessary to run a lead-in wire for some distance from the trees to the camp site. Thus an abundance of wire is essential. If several insulators are used, connected in tandem, at each end of the aerial, there will be greater surety of having an efficient aerial system, and since the set must often be operated under difficult conditions, it is advisable that advantage be taken of every possible means of making the installation efficient. Be sure that the insulators extend well out beyond all tree branches.

An important point in erecting the aerial is that the aerial wire and lead-in wire should be continuous—that is, of one piece. Do not erect the aerial, cut the wire, and then attach the lead-in wire to the aerial wire. After the insulators have been fastened to their supports, secure one end of the aerial wire to the free hole in the insulator attached to one support. Then pull the wire through the free hole in the insulator attached to the other support until the aerial is taut, and blind the wire by a few twists of the left-over wire about the aerial wire. Use the left-over wire as a lead-in. Since it is continuous with the aerial wire, there will be no possibility of defective joints to dissipate the feeble radio currents.

In erecting an aerial between trees it will probably be necessary to lay out the aerial wire on the ground first, and attach it to the insulators, fastening the insulators to the trees later (since the insulators will probably be fastened so far from the tree trunks. In order to get beyond the branches, that it would be impossible to reach them when pulling the aerial wire taut through them.) The aerial may first be attached to the insulators and secured so that it cannot slip through the insulator holes. Then the insulators may be attached to the tree trunks by ropes, and the aerial pulled taut.

Some of the other created names used by Crosley are: "musicone," for the speaker which reproduces music over the entire scale with its actuating movement and cone; "musicconsole," which embodies the musicone in a console that also has ample room for batteries; "multistat," for a rheostat that may be used with various types of multi-tubes; "sheltran," for a transformer in a metal shell; "trirdyn," for a receiver using three r's-regeneration, radio-frequency and reflex; "pup," for the small one-tube receiver and many other names which are no longer used.



Getting an efficient ground is a more difficult problem to the camper than erecting a good aerial. Powel Crosley, Jr., Cincinnati radio manufacturer, says that he gets excellent results with his portable set when on hunting trips by using a wire fence as a ground. The fence is not actually connected to the ground, of course, but acts like a condenser, with the earth beneath it as a plate. The results are practically the same as if there were a good direct connection to ground water. A grounding system of this sort is called a "counterpoise." If a wire fence is not at hand, a counterpoise may be made by simply laying the ground wire along the surface of the earth for fifty feet or so, directly below and parallel to the aerial.

Of course a direct connection to ground water is the best assurance of an efficient grounding system. If a stream is nearby, the ground wire may be laid along the bed of the stream for twenty feet or so. Wells and water pipes serve as efficient means of grounding, of course, but are seldom located conveniently near the camp site. The other methods outlined above, however, will be found both convenient and effective in the majority of cases.

up programs in a dozen different languages. Australian interest in radio has been keen for the past several years, and radio fans are rapidly multiplying in the South American countries. Argentina leads other South American countries in the amount of radio equipment purchased from the United States. Countries in the Southern Hemisphere purchased approximately 25

per cent of radio equipment exported from the United States during the four years mentioned above. Despite awakening interest in other countries, the United States continues to lead all other nations in number of radio fans and extent of broadcasting. As the pioneer nation in this new field, it will no doubt continue its leadership in future years.

### Device Sharpens Tuning of Single Control Receivers

(Continued from Page 1)

created is that of "acuminator" which was taken from the verb "acuminate," meaning, to sharpen. This is used for the two small adjustment levers on the new Crosley 5-50, five-tube receiving set with the single drum graphic station selector, which make it possible to secure very sharp tuning. Another piece of equipment is called the "crescendon," was taken from the word "crescend" or to increase the volume of sound of weak incoming signals of distant broadcasting stations. Names are not always used to designate the various types of receiver, but numbers are used, as for example, 5-50, which means the receiver utilizes five vacuum tubes and the latter figure indicates the price.

There are now two broadcasting stations in Alaska, KFIU at Juno, and KFQD, in Anchorage.

### 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

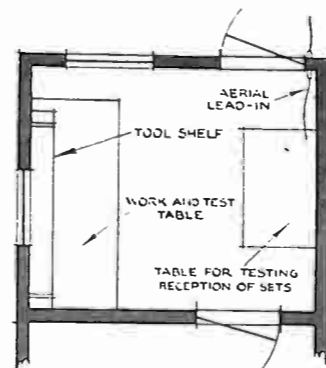
and Live Stock

Quotations.

THE FIFTH THIRD NATIONAL BANK - CINCINNATI

# CROSLY SERVICE MANUAL

## TESTING AND REPAIRING SETS



LAYOUT OF TYPICAL SERVICE DEPT.

The last service article which appeared on this page discussed the equipment necessary for a service or repair department in the average radio dealer's store. Some drawings are reproduced herewith which show further details of the service shop arrangement. The drawing above shows a typical service department layout, located in this case in a small room back of the store.

The illustrations to the right show how the test and repair table should be covered and wired. Outlets should be provided for soldering irons, and a circuit tester should be mounted near the rear of the table. This circuit tester was completely described in the last article. Details of the tester connections and construction are shown in one of the drawings reproduced herewith.

### Ten Possible Faults And Their Remedies.

As emphasized in the last article, in the vast majority of the cases in which radio sets fail to perform properly the trouble may be traced to the accessories, aerial, or ground. When the sets themselves are at fault, the trouble is usually a mechanical one (broken wire, broken soldered joint, etc.). If a set is found to be at fault after carefully checking up on all other possible causes of misperformance, it should be taken to the repair shop and subjected to a regular routine of tests. We may adopt as a standard routine test of ten important possible sources of trouble, as follows:

1. Soldered connections.
2. Clamp Joints (lugs clamped under screw heads, etc.).
3. Socket contacts.
4. Jack contacts and filament switch contacts.
5. Short-circuits in bus wires.
6. Short-circuit in variable condensers.
7. Open-circuits in coils.
8. Open-circuits in transformers.

9. Broken bus wires.
10. Loose transformer laminations.

All of these possible sources of trouble are discussed in the paragraphs that follow.

1. SOLDERED CONNECTIONS should first be tested by pressure of the fingers on the wires. If all connections seem solid to the touch, it is advisable to test each one by means of the circuit tester. As a final precaution, after failure to locate trouble in any other part of

perfect contact with the prongs of the tube when it is inserted in the socket.

4. JACK CONTACTS AND FILAMENT SWITCH CONTACTS should be examined to see that they are clean and bright and that they are making the proper connections. Insert a plug into the jack and see that the proper contacts touch, both with the plug in and with it removed.

5. SHORT-CIRCUITS BETWEEN BUS WIRES will be detected

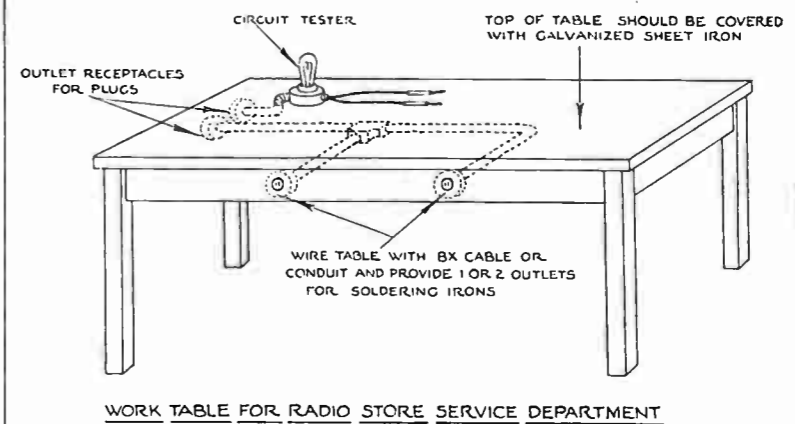
to light when the tester contacts are pressed against the coil terminals there is a broken wire in the coil and it should be replaced. When the signal volume is bad and the trouble can be traced to no other source, it may be found to be due to abrasion of the covering of the wire on the coils, allowing two or more turns of the wire to touch each other or to touch the forms on which the coils are wound. Faulty coils should be replaced.

8. OPEN CIRCUITS IN TRANSFORMERS are easier to detect in the primary than in the secondary. For testing the primary, the circuit tester may be used; the lamp bulb lighting if the coil has no break in it. For testing the secondary, the leads from the tester should be connected to the primary of the transformer. A screwdriver or other piece of metal should then be placed across the secondary terminals so as to short-circuit them. When the screwdriver is lifted from one of the secondary terminals, a slight spark should occur. This spark will probably be very faint, and it will be necessary for one to watch for it very carefully in order to see it. If no spark occurs, a break in the secondary coil is indicated. In some transformers, the resistance of the primary is too high for the bulb to light when the tester contacts are pressed to the primary terminals. With such transformers it will be necessary to watch for sparks when removing one of the contacts from its primary terminal.

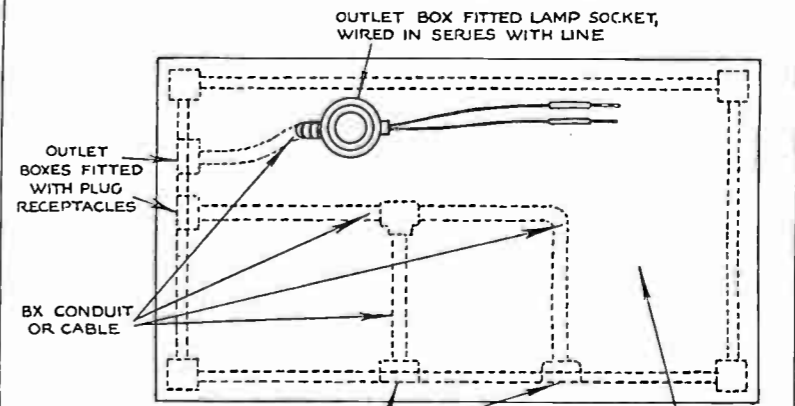
9. BROKEN BUS WIRES will be located when the soldered connections and clamp joints of the set are examined.

10. LOOSE TRANSFORMER LAMINATIONS sometimes cause a humming noise in the earphones or speaker. If the bolts holding the laminations together are loose, they should be tightened. Recently-built Crosley transformers are assembled by means of rivets, and this trouble will not be encountered with them.

In addition to these ten steps in the testing routine, there are specific tests that should be made on particular models of sets. These will be discussed in the articles that follow.



WORK TABLE FOR RADIO STORE SERVICE DEPARTMENT



TOP VIEW OF WORK TABLE

the set, it will be well to re-melt the solder on each connection with a hot soldering iron in order that any excess of flux that may be concealed in the soldered joints may be removed.

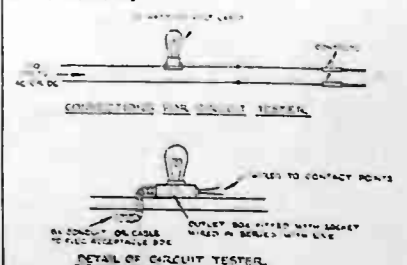
2. CLAMP JOINTS should first be examined to see that the soldered connection between the lug and the bus wire is perfect. Then unscrew the nut or machine screw holding the lug, and sandpaper the surfaces of both lug and screw head until they are quite clean and bright. Then replace the lug and tighten the screw down upon it.

3. SOCKET CONTACTS should be examined to see that they are clean and bright. Be sure that they are so bent that they make

when the wiring of the set is examined for faulty soldered connections. Touching bus wires should be bent apart.

6. SHORT-CIRCUITS IN VARIABLE CONDENSERS may be detected by fastening one of the leads of the circuit tester to the stationary plates of the condenser and the other to the rotary plates of the condenser and then rotating the condenser plates. If the lamp of the circuit tester lights at any time during the rotation of the plates it indicates that there is a short-circuit between the rotary and stationary plates.

7. OPEN CIRCUITS IN COILS may be detected by means of the circuit tester. If the bulb falls



## Station WLW Heard In North Greenland; Musicone Is Used

Crosley Reproducer Entertains Residents of Village in Arctic Region—Ice-Bound are No Longer Isolated.

You, who sit comfortably in your homes or on your front porches and hear radio concerts, should give a thought to what radio means to people far away from the opportunities for entertainment, such as the theatre, opera orchestra and concerts. A letter which H. Holten Moller, mailed last October from the Royal Danish Colony, Godhavn, Dlsko Island, North Greenland, recently received by Powel Crosley, Jr., in Cincinnati, tells of the reception of the latter's WLW super-power broadcasting station concerts. The unique part of this letter is the fact that concerts in Cincinnati were immediately heard in the most northern spot in the Arctic region and yet a letter from there to Cincinnati took many months to deliver because of the infrequent mail collection, via Copenhagen, Denmark.

Not only did the writer of the letter tell about the fine reception of American stations, but he is using a Crosley musicone reproducer, for the benefit of several of his friends who gather about the receiving set to hear the music.

Radio is making it possible for people to be ice-bound but not isolated. It supplies the Eskimo and the South African with news and music of the world. If you can but visualize future radio, when it will be possible to see as well as hear the artists, then you will realize more than ever before, the great power of this new art.

There has been a lot of talk about radio reception in the United States being interfered with through atmospheric conditions in the northern part of the continent, but the letter from the radio fan in North Greenland, seems to refute these theories of poor reception. Lack of rapid communication from this fan makes it impractical to conduct tests although it is hoped that a small transmitter may be sent there in the near future with which it will be possible for short-wave broadcasting from there to the Cincinnati WLW station.

### MAKING IT EASY

Mrs. Buy-On-Time: "How much is this hat?"

Clerk: "It's \$10 cash."

Mrs. B.: "And how much by instalments?"

Clerk: "It's \$15—\$10 down and \$1 a week for five weeks."—The Continent.

# The New

## SUPER MUSICONE

\$14.75

### The World's Most Perfect Reproducer



#### Regular Musicone

The Musicone Regular, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. It 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. Price \$12.50.

#### Musicone De Luxe

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. Price \$23.50.

### THE MUSICONSOLE

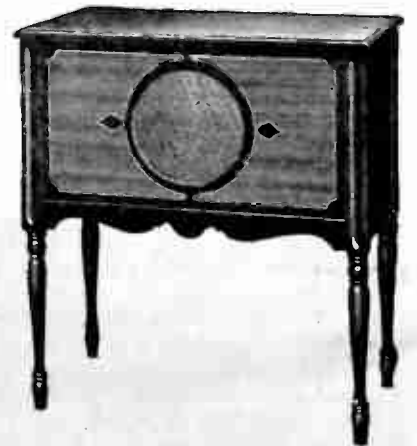
This beautiful console table with built-in Musicone will absorb unsightly radio equipment, provide the finest loud speaker radio has produced, and become a decorative motif in the furnishing of your home.

No need of unsightly wires, ugly batteries and awkward loud speaker, to give offense to the charm and beauty of a well ordered home.

The wonderful performance of the Crosley Musicone so skillfully built into this console unit is the radio sensation of an industry where the unusual is the rule and not the exception.

Built of beautiful two-toned mahogany, exquisitely finished. Modern period design in correct proportions.

\$32.00



# CROSLEY RADIOS

BETTER • COST LESS

# CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXXII.

Published By The Crosley Radio Corporation

AUGUST 9, 1926

## Tremendous Demand for Crosley Radios Astounds Industry; Dealers are Facing Most Profitable Season In History

### Crosley Five Tube 5-38 and R.F.L.-90 Are Popular Models

Recent Changes in Panels Increase Eye Value—Thousands of Both Types Being Sold.

Two of the fastest selling radios now on the market are the Crosley five tube 5-38 and the five tube R. F. L.-90, both of which have become exceptionally popular since they were announced last Winter. Both are real, long-distance receivers with which far-away broadcasting stations are tuned in with perfect clearness and extraordinary volume. Static and other forms of interference are barely noticeable, making reception satisfactory.

Recent changes in the panels of these two sets, including the removal of the pointers and sectors and the substitution of dial readings behind glass windows, have increased their popularity and have assisted in creating a demand that has amazed both distributors and dealers.

The five tube 5-38 consists of two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification. This Crescendon is a feature found in Crosley radios exclusively. It permits perfect control of volume and builds up weak 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 affecting their quality in the least. Many entirely new qualities in radio are found in this popular five tube receiver, which is growing in favor daily. Thousands and thousands will be sold within the next few months.

The five tube R. F. L.-75, the price of which recently was reduced from \$75.00 to \$65.00, is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished by the use of a complete Wheatstone Bridge in each radio frequency

### On Month's Cruise



Powel Crosley, Jr., has departed on a month's cruise on his yacht, the Muroma. With him are Mrs. Crosley, their two children, and a number of friends.

stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

The R. F. L.-75 gives maximum amplification per tube and is completely balanced, non-oscillating at any frequency over the broadcasting range, and consequently non-radiating, and cannot be made to oscillate even though improperly handled. This set, working so close to the point of maximum efficiency per radio frequency stage, does not require regeneration to give greater volume of any signal. This is true because the bridge circuit inherently provides such a well-proportioned balance between the various inductance and capacity elements of the amplifier stages that

(Continued on Page 6)

### Unusually Hearty Reception is Given to New Four and Five Tube Receiving Sets and to Four Types of Musicones.

### BIG ADVERTISING CAMPAIGN OPENS

One and Two Page "Spreads" in Most Widely Read Magazines to Tell Millions About Crosley Radios.

The tremendous increase in the sale of Crosley Radios and Musicones is the sensation of the radio industry. Everyone interested in the manufacture or sale of radio merchandise is talking about the unusually hearty reception given to the new four and five tube radios and the various types of Musicones, including the new Super Musicone.

Announcement that initial orders of one-third of the Crosley distributors called for more Crosley radios and speakers than were sold all last season has amazed the entire industry. Everyone is acquainted with the enormous production facilities of The Crosley Radio Corporation; how it produced so many thousands of sets last season, and so when the announcement was made that one-third of the distributors,

in their first orders, had purchased more sets and Musicones than were sold all last year, there is little wonder that the industry was astounded.

Crosley Radios are the sensation of the 1926-27 season. The new models, with their many refinements and exclusive features, have taken the country by storm. Radio listeners in every city and village in the United States and many foreign countries are talking "Crosley". Very shortly they will be reading, in one and two-page "spreads" in the most widely circulated magazines and newspapers, the details of the wonderful values offered by Powel Crosley, Jr., now being referred to as the "Henry Ford of Radio."

As orders pile in from distributors in all sections of the country, many interesting features are revealed. In one case a new jobber, who was appointed to take the place of a firm that had been compelled to handle a competitive line exclusively, placed an initial order that was four times larger than the other distributor purchased all last season. Orders calling for \$100,000 worth of Crosley merchandise are commonplace, not a few of the distributors purchasing two or three times that much.

Dealers must bear in mind the fact that distributors are very conservative buyers. They study their

(Continued on Page 4)

### Jumping Of Wave Lengths Condemned By Powel Crosley, Jr.

"I have no sympathy with anyone who appropriates the property of someone else without his consent," is the comment of Powel Crosley, Jr., owner of super-power broadcasting station WLW and member of the Hoover Radio Conference Committee.

"I cannot approve of the wave-length jumping which has taken place, due to the lack of legislative action to control broadcasting," he added.

"The condition which exists today reminds me of the claim jumping in the days of the '40ers. It may be recalled how prospectors struggled to locate and develop a claim; how others, unwilling to undergo the struggle and search, preferred to jump claims—so it is with broadcasting.

"The pioneers are prospectors of the air, having struggled through the test of infancy broadcasting, and created a value for wave-lengths. Newcomers, believing now that these wave-lengths have a value, are undertaking to appropriate them to their own use.

(Continued on Page 5.)

# Crosley WLW Programs Week of August 8, 1926

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

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Y. M. C. A. Church Service conducted by Rev. Stanley Wiant, Armstrong M. E. Chapel.
- 3:00 P. M.—Municipal Band Concert from Eden Park, Walter Esberger, director.
- 7:00 P. M.—Organ Recital by Mathew Hoven of St. Raphael's Church, Springfield, O. Richard Wagner
  1. Grand March from Tannhauser
  2. "O Thou Sublime Sweet Evening Star"
  3. Pilgrim's Chorus (Tannhauser)
  4. Prayer of Elizabeth (Tannhauser)
  5. Arias from Lohengrin
  6. Walther's Song from Meistersinger
  7. Minster March from Lohengrin
- 8:00 P. M.—The Crosley Male Quartet. Fenton Pugh, 1st tenor  
Russell Dunham, 2nd tenor  
Richard Fluke, baritone  
Leland Sheehy, bass  
J. Walter De Vaux, accompanist  
Soloist:  
Evelyn Nichols, soprano.  
The Super Musicone Trio.  
Wm. C. Stoess, violin  
Karl Tople, cello  
Rosemary Stoess, piano  
(The Baldwin Piano)

**WLW Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Monday, August 9th, 1926**  
Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast, Time Signals.
- 12:05 P. M.—Religious Services conducted by Rev. Geo. H. Kase.
- 1:30 P. M.—Market and Stock Reports.
- 2:00 P. M.—Market and Stock Reports.
- 6:45 P. M.—Weather Forecast, Market Reports, Baseball Scores.
- 7:00 P. M.—Hotel Gibson Oriental Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—"Talk on Eyes," by Dr. Clarence H. Kaufman.
- 7:40 P. M.—Hotel Gibson Concert.
- 8:00 P. M.—Concert by the Crosley Salon Orchestra.  
Soloists: Wm. Morgan Knox and Wm. C. Stoess, violinists.  
(1) Overture: "If I Were King"  
..... Adam  
(2) Selections from "The Mikado"  
..... Sullivan  
(3) Characteristics:  
a. Granada ..... Huertes  
b. Mignonne ..... Savino  
c. Lotus Flowers ..... McGrath  
d. Sesta ..... Hay  
e. Pomponette ..... Smale  
f. Serenade ..... Tossell  
(4) Waltz—The "Bat"  
..... Johann Strauss  
9:00 P. M.—The Calumet Baking Powder and Rainbo Garden Hour.  
(5) Concerto in D Minor for two violins ..... Bach  
(6) O Sole Mio ..... Di Capua  
(7) Finale: "The Dream Girl"  
..... Herbert  
(The Baldwin Piano)

Brighten the end of the soldering iron with a file before tinning.

**WLW Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Tuesday, August 10th, 1926**  
Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Ervin Edward Schenk, organist.
- 1:30 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.—Children's Story Hour by Mrs. Bertha W. Edmonds.
- 6:45 P. M.—Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Mary Barbara, the Sweetheart of Radio.
- 7:30 P. M.—Dinner Music from Castle Farm.
- 8:15 P. M.—The Crosley Burnt Corkers in their bi-weekly review of new jokes and old time music.  
The Musicone Male Quartet.  
Wm. Drexellus, first tenor  
Erwin Meyer, second tenor  
Edwin Weidinger, first bass  
John Dodd, second bass  
Howard Evans, accompanist  
Doc Miller and Gay Anderson, the inimitable end men.  
Louis John Johnen
- 9:00 P. M.—The Formica Insulation Co. Orchestra, under the direction of Wm. C. Stoess.  
(1) March Miniature (Nut Cracker Suite)  
..... Tschalkowski  
(2) Overture: "Merry Wives of Windsor" ..... Nicholai  
(3) Four Movements from "Ballet Egyptian"  
..... A. Luigini  
(4) "Song of India"  
..... Rimsky-Korsakov  
(5) "Ye Who Have Yearned Alone" ..... Tschalkowski  
(6) Melodies from "Naughty Marietta" ..... Victor Herbert  
(The Baldwin Piano)

**WLW Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Wednesday, August 11th, 1926**  
Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Irene Downing, player-piano artist.
- 12:45 P. M.—Ohio Farm Bulletin.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
- 4:00 P. M.—Shut-in Program, directed by William Duning.
- 6:45 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Hotel Gibson orchestra, direction Robert Visconti.
- 7:30 P. M.—Talk by representative of National Farm Radio Bureau.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 10:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including The Maids of Melody, Hortense Rhodes and Grace Donaldson, Tommy Ott.
- 11:00 P. M.—Page's Royal Elk Synopaters, W. H. Hill, director.  
(The Baldwin Piano)

The Radio-Paris post of the Compagne Francalse de Radio-phonie is giving a course in the English language by radio.

**WLW Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Thursday, August 12th, 1926**  
Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Organ Concert by Petronella Trimbur.
- 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.—Modern Drama by Rev. John Edwin Price, First Universalist Church.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano Recital by Adelaide Apfel.  
6:15 P. M.—Norrine Gibbons and Priscilla Holbrook.  
6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Hotel Gibson orchestra, Robt. Visconti, director.
- 7:30 P. M.—"Your Week End Trip," Cincinnati Automobile Club.
- 7:40 P. M.—Gibson concert continued.
- 10:00 P. M.—Henry Thies' Castle Farmers.  
10:15 P. M.—Al Kirschner and Pep Golden.  
10:40 P. M.—Irene Downing and Tommy Reynolds.
- 12:15 A. M.—Crosley Sky Terriers. (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, August 13th, 1926**  
Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Concert by Mildred Prigge, organist.
- 1:30 P. M.—Market Reports.  
(The Baldwin Piano)

**WLW Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Saturday, August 14th, 1926**  
Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Organ Concert by Johanna Grosse.  
Part One: Favorite Classics.  
Part Two: Popular Request.
- 8:00 P. M.—Meeting of the Seckartary Hawkins Radio Club.
- 8:30 P. M.—The Week-End Serenaders.  
Leo Peddenpohl, banjo mandolin  
Ed Peddenpohl, tenor banjo  
Joseph Colnat, guitar  
Real Dugan, traps
- 9:00 P. M.—Henry Thies Orchestra from Castle Farm.  
(The Baldwin Piano)

The Broadcasting Company of Great Britain now has 21 stations in its system, which serves an estimated population of 23,000,000, most of whom are said to be within crystal-set range of some one of the stations.

## Time Payment Plan Is Important Factor In Radio Receivers

### System Referred to as "An Economic Cycle That Has Proved Absolutely Sound."

A great deal of discussion has arisen lately concerning time-payment purchase of radio sets.

A great deal of the fear concerning the abuse of this method of purchasing is needless.

Powel Crosley, Jr., president of The Crosley Radio Corporation of Cincinnati, believes time-payment in the radio industry is a part of American merchandising. He recently had this to say on the subject:

"If we turn to the automobile field—and the growth of the radio industry presents a picture almost similar to the growth of the motor car industry—we find that the time-payment purchase of motor cars has been one of the greatest factors in the growth of the motor car industry. That it is almost universal in this field may be judged from the fact that it is estimated by reliable authorities that 75 per cent of all motor cars are purchased in this manner.

"But to get back to the economic part time payment has played in the motor car field. Since the time payment plan went into effect the production of motor cars has increased ten-fold.

"The time-payment plan makes for large production—large production makes for low costs. Low costs then make for greater sales. It is an economic cycle that has proved absolutely sound. That automobile prices are 29 per cent below the pre-war level is mainly accounted for by the large production which the time-payment plan has made possible.

"The same logic and the same reasoning applies equally well to the radio industry. Time-payment plans are part and parcel of our American system of merchandising. This system has been in operation long enough to prove its soundness."

## TOURISTS TUNE-IN

Several tourist camps are equipped with radio receiving sets, placed there by Crosley dealers. It is a free service but re-acts in sales by visitors who realize the value of radio entertainment as they tour.

## 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 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.

## RADIO'S BIGGEST SEASON

Crosley dealers are at the threshold of the most profitable season in the history of radio. Demand for receiving sets and Musicones, growing by leaps and bounds, is certain to exceed many times that of last season. The new four and five tube receiving sets, with their many exclusive features and their exceptionally low price, will be sold by the thousands. Crosley Musicones, now being offered in four models, also will be sold in such large numbers that dealers will be kept busy supplying the demand.

Everyone knows the coming season will send the radio sales curves sky high. And as these sales soar, so will the profits. Crosley dealers have an opportunity now of making an unlimited amount of money, providing they concentrate their sales efforts on "Better—Cost Less" merchandise, which stands in a class all by itself. There is no competition for those Crosley dealers who do not create competition. Wholehearted efforts to sell Crosley products will result in the cash register playing a merry tune from early in the morning until late at night.

Everything is being done to encourage the dealer. Recent changes in discounts will permit increased profits. Lower prices will result in more rapid turn-overs. National advertising will attract the attention of millions of prospective customers, who will realize that in Crosley radios they will obtain the best for the least money. Broadcasting stations are planning the very best of entertainment, thereby creating another demand for receiving sets and Musicones. In fact the radio dealer will find he has everything his way this year and is certain to conduct a most profitable business if he works hard and boosts Crosley merchandise.

Profits are what we are all seeking. Many obtain pleasure from their work—but they do not work for pleasure. Everyone wants to have that opportunity of making money. And none has any greater chance today than the authorized Crosley dealers.

Let's all hop to it NOW.

# Crosley Radios to be Undisputed Champions During Coming Season, Distributors Declare; Value of Dealer Franchise is Emphasized

Predictions that Crosley Radios will be undisputed champions during the coming season are being made by distributors, who are backing up their forecasts with initial orders that are much larger than those placed during the entire season of last year. These distributors are exceptionally enthusiastic about the new Crosley line of radios and Musicones. Expressions of opinions of a number of them follow:

The new Crosley line shows a foresight in technical design and appearance that should make it the undisputed champion of the low priced field for the coming season. A one dial five tube set, shielded and equipped for the use of power tubes, in a mahogany cabinet, with built-in Musicone, would be a seller at \$100.00. For \$75.00 this 5-75 model will probably be in larger demand than it will be possible to supply. This is but a single example of a line that has filled every jobber with an enormous enthusiasm and optimism for the coming year.

R. C. Allen Company,  
Philadelphia, Pa.

Without a doubt the new Crosley line will be the leader in the trade. The simplicity of control and beauty of design will appeal to those people that have hesitated about buying a radio set. The new Crosley receivers will fit into the finest homes. The Crosley dealer this Fall will possess the most valuable franchise that it is possible to obtain.

Dakota Radio Apparatus Co.,  
Yankton, South Dakota.

From general appearances, price and policy outlined, the Crosley line should dominate the Radio Market in the 5 tube class, and represent the large bulk of sets sold this coming season.

Orr Iron Company,  
Evansville, Ind.

Crosley has now what looks to be the outstanding radio values of the year and the dealer who is fortunate enough to have a license will no doubt reap a nice large radio business and a healthy profit.

Lee Hardware Co.,  
Shreveport, La.

The new Crosley radio receivers are the best line of radios that was ever offered to the radio buying public. Prices are those that will appeal to the large majority of the public and a set for everybody, whether they want just a radio

or want a radio in a cabinet that will please the most particular.  
J. H. & F. A. Sells Co.,  
Columbus, Ohio.

One thing impressing all in attendance at the fourth Crosley distributors' gathering above all else was the "Better—Cost Less" plan as worked out in the new models. 'Tis difficult to see where a dollar will buy more radios than in the new console models, 75 and 90. Crosley authorized agents, as well as distributors, would seem to be in a most favorable position to give the public an attractive addition to the household in the line of furniture as well as an efficient receiving set. We congratulate the Crosley organization one and all and pledge our best efforts to increasing the ever-widening circle of Crosley friends.

Ott-Heiskell Company,  
Wheeling, W. Va.

About five years ago Jimmie Woods insisted upon shipping me

three radio sets. This began our radio business. Since this time we have sold many sets. We have always been impressed by the fair and friendly attitude of the Crosley personnel. Our relations have always been pleasant. The new models are the best in eye and mechanical value that Crosley has ever produced. They will cement tighter our relations and our dealers.

O. D. Tucker IV & Co.,  
Little Rock, Ark.

I am very favorably impressed with the possibilities offered with the announcement of the new line of Crosley radio receivers. Surely, further developments can not add to the opportunity the radio buyer now has of purchasing real value. Simplicity, appearance, tone, selectivities—all the qualities by which radio sets are measured are represented in the new line to a higher degree than ever before.

Eshelman Supply Co.,  
Lancaster, Pa.

The Crosley line for the 1926 season is comprehensive in the types offered. The cabinets are attractive and the prices splendid. We look for a banner year in sales on the entire Crosley line.

The Campbell Iron Co.,  
St. Louis, Mo.

Crosley dealers this year have a line that should sell successfully against every competitor in its price class. Not only will they have competitive sets but these will be supplied to them by responsible jobbers who know their local problems and are always ready to help wherever sound business permits.

Julius Andrae & Sons Co.,  
Milwaukee, Wis.

From the new models displayed and the sales policy contemplated there can be no other than the greatest results yet obtained in the radio industry. Values are surely here in the Crosley line to meet anything competition demands and all there is left to do now is to go out heart and soul, both jobbers and dealers, and tie up with the well prepared sales plan of The Crosley Radio Corporation. Let's go now!

Gertler Electric Co., Inc.,  
New York City, N. Y.

Again Crosley's "Better—Cost Less" radio receiving sets have surpassed anything on the market within many dollars of their price

(Continued on Page 6)

### New Wiring Method Eliminates Trouble In Radio Receivers

Flexible Material Has Taken the Place of Heavy Bus Wire in "Better—Cost Less" Radios.

Engineers have recently found that over ninety per cent of troubles in factory-built radio receivers may be overcome by substituting flexible wiring for the stiff bus wires formerly used in radio sets. This discovery developed out of an investigation of radio set troubles by engineers of the Crosley laboratories in which they found that by far the majority of trouble was caused by faulty accessories, aerial, and ground; but that the few instances in which the radio set itself was at fault, the defect was almost always a poorly-soldered connection.

The engineers watched girls assemble sets for several days and learned that there were many wires which called for acrobatic skill in order to solder them into place. They then instructed the girls to use flexible wires, and to solder all lugs to the wires before assembling them in the set, it being possible to fit these flexible wires to the set without cutting them to the exact fraction of an inch in length while attaching them to the radio set parts. No soldering was then done on the set. The number of defective joints was immediately reduced to almost zero.

This new method of radio set wiring, by doing all soldering off the set, is expected to practically eliminate troubles in factory-built radio receivers, as soldered joints have been in the past the one part of the set which could not be easily inspected and tested. A soldered joint may appear to be good when the set is tested at the factory, and later jarring in shipment may weaken it. With soldering done under ideal conditions, however, where there are no difficult places to reach into, joints may be made sufficiently strong to withstand the roughest handling.

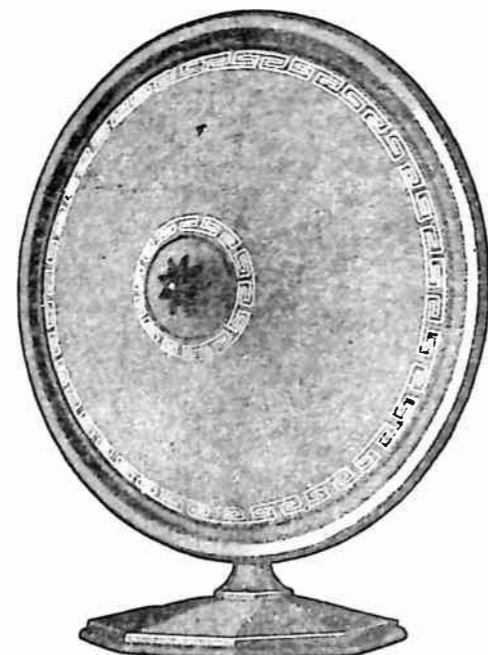
#### WHAT A \$3 AD DID

An Oklahoma girl advertised for a husband, and landed one within a very short time. The advertisement cost \$3. She paid the wedding expenses, \$9. In less than a year the husband died, says the Atchison Globe, and left his widow an \$11,000 insurance policy.

Now will you admit that it pays to advertise?—Team Work.

More than 50 short-wave stations are operating throughout the world on wavelengths of from 13.5 meters to 50 meters.

## Use This GIANT MUSICONE To Advertise The Crosley Musicone



DIMENSIONS [ 28" WIDE 32" HIGH

Price \$50.00 (Less Regular Discount)

This giant Musicone has been developed for use by Crosley dealers in advertising the Crosley Musicones. Its great size has not affected the excellent reproducing qualities of the Musicone—in fact it develops much deeper tones, attracting attention at great distances. It is a per-

fect reproduction of the regular Musicone but is so large that it attracts the eyes of customers immediately. Dealers will find this giant Musicone an excellent advertising attraction for their stores and for booths at various types of expositions. Order a giant Musicone immediately from your regular distributor.

The Crosley Radio Corporation CINCINNATI, OHIO.

### Giant Musicone Attracts Immediate Attention; Unusual Reception Excellent Advertisement For Crosley Dealers; Music And Voice Are Reproduced Perfectly Given To New Four And Five Tube Sets

A giant Musicone, twenty-eight inches wide and thirty-two inches high, which reproduces music and voice perfectly, has been developed to assist Crosley dealers in attracting attention to the four types of regular Musicones now on the market.

This is an exact reproduction of the regular Musicone, with the same patented actuating movement and floating cone. But it is large enough to attract immediate attention and volume is sufficient to permit its being heard at great distances.

This giant Musicone should be in every authorized dealer's store. It should occupy such a prominent position that it could be seen immediately by everyone entering the door. When it is so displayed, every customer will think of the Musicone immediately and will inquire about the Crosley reproducers, which are the fastest selling ones on the market.

In addition to being of great

value in the store, these giant Musicones will be valuable when displayed at various types of expositions, county fairs, radio shows, etc. It must be remembered that they operate perfectly—they are not mere "dummies" that are to be seen and not heard. These actually amaze the listeners who are interested in the perfect manner in which they reproduce the music being received from perhaps some far-away broadcasting station.

Every dealer is advised to place an order now for a giant Musicone. Order from your regular distributor.

#### Sunday Organ Recitals.

Johanna Grosse, the popular Cincinnati organist, has been engaged for a series of recitals to be given on Sunday afternoons at 3 o'clock through the Crosley WLW super-power station. These programs will include the popular as well as the classical type of music and several of the favorite hymns.

Fading is much less troublesome in daylight than at night.

(Continued from Page 1)

markets carefully before purchasing such merchandise as radio. And so when these very conservative jobbers purchase products in such tremendous quantities it is a certainty that there is a large and immediate market for the merchandise. The largest part of the profits on Crosley radios and Musicones will be earned by the dealers, who now have an opportunity of vastly increasing earning power. Remember that hundreds of thousands of Crosley Radios and even more Musicones will be sold during the next few months. You, as dealers, will sell them. You know about the recent changes in discounts and can figure for yourselves what profits you will make if you but concentrate your sales efforts on this nationally popular line of radio products.

### Month's Cruise On Yacht Is Started By Powel Crosley, Jr.

Powel Crosley, Jr., president of The Crosley Radio Corporation, has started on a month's cruise aboard his sixty-five foot motor-yacht, "Muroma." His family and guest will sail up the Hudson River, Lake Champlain, the St. Lawrence River, making stops along the way with some time spent in Quebec and then to new Brunswick where the party will do some intensive fishing.

A broadcasting station in miniature is aboard the yacht as well as a complete receiving equipment, so that it will be possible to give radio concerts when the craft is tied up to piers of the summer resorts. By means of the receiving set and Musicone reproducers, it will be possible to hear the news of the day and receive messages via the Crosley WLW broadcasting station in Cincinnati.

Just before Mr. Crosley left, he told some of the members of his executive staff that he was prepared to enjoy a vacation, free from the cares of the radio industry as the outlook for the coming season was brighter than at any previous time since it was started. Stabilization in the manufacturing branch of the industry as well as the sales divisions, has given confidence in the future of a business that was at first considered a fad. The broadcasting situation will take care of itself, he said, because the listening public will not stand for any interference with their radio entertainment from owners of broadcasting stations who "jump" wave-lengths and cause annoyance to great numbers of listeners.

### Jumping Of Wave Lengths Condemned By Powel Crosley, Jr.

(Continued from Page 1)

"I firmly believe the prospectors of the air, the pioneer broadcasters, have a common law right to their wave-lengths, which the courts will uphold, and which entitles them to the unhampered use of the wave-lengths they have pioneered. But, at the same time, there is an essential need for legislation.

"Congress should awaken to the fact that radio, which means so much to the public, should not become a foot-ball of politics."

A condenser connected in series with an aerial will reduce the wave-length of the aerial. One connected in parallel will raise the wave-length.

# TWO POPULAR MODELS

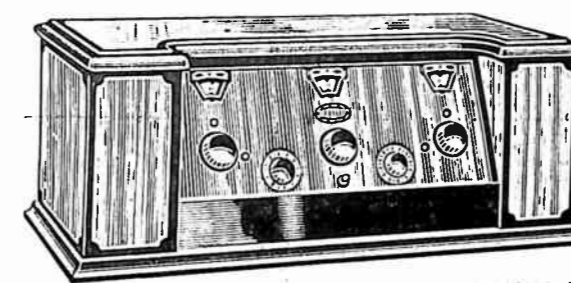
THE

# CROSLY

Five Tube R. F. L.-75

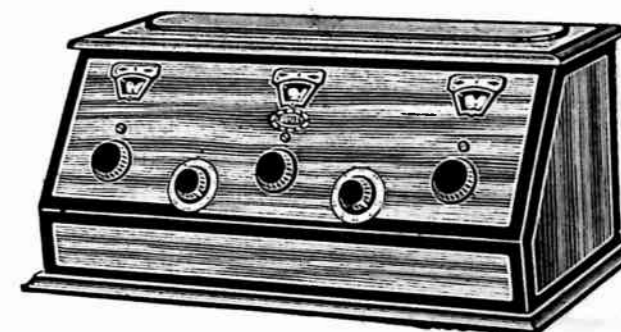
AND THE

Five Tube 5-38



PRICE \$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. 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.



PRICE \$38.00

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 Powel Crosley, Jr., offered to the public after promising to do so only if he could make one better than any on the market.

# CROSLY RADIOS

BETTER · COST LESS



### Crosley Five Tube 5-38 and R.F.L.-90 Are Popular Models

(Continued from Page 1)

It allows the designer to approach very closely to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

A remarkable degree of selectivity has been attained in the R. F. L.-75. This has been accomplished by a very material reduction in losses in the radio frequency circuits. Crosley R. F. L. receivers will be found highly satisfactory for use in congested districts within the radius of local broadcasting stations. Remember that these receivers are absolutely non-radiating, are completely fool-proof, and are especially recommended for satisfactory use in the hands of inexperienced operators.

#### BEAUTIFUL ELECTRIC SIGN FOR CROSLLEY DEALERS

On page 7 of this issue of the Radio Weekly there appear illustrations of the new electric signs prepared for authorized Crosley dealers. These signs are large enough to be seen at great distances even during the day, and at night, when illuminated, stand out like the proverbial "house afire."

Dealers must tie-up in one manner or another with the national advertising campaign being conducted by The Crosley Radio Corporation. They must let the people know they are engaged in the sale of this popular line of radio receiving sets and Musicones. And use of this electric sign, either in the window or hanging in front of the store, will be a very satisfactory way of letting buyers know they are authorized Crosley dealers.

Purchase of such signs individually would necessitate the investment of a considerable amount of money, but by buying them in large numbers we are able to obtain them for our dealers for \$12.00, F. O. B. Cincinnati. They will last a lifetime, the glass being practically unbreakable. But in case there should be an accident, the glass can be replaced very reasonably. Order your sign now.

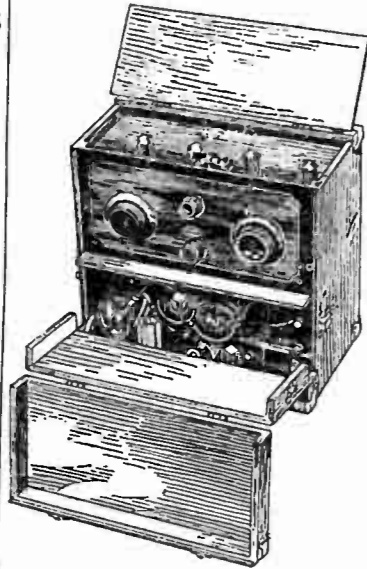
#### WATER YOUR BATTERIES

Batteries need water just as humans do—more in summer than in winter. Don't forget to look at and test your batteries once a week, is the advice of Crosley engineers.

In a variable condenser the wavelength is the longest when the plates are closest.

### Radio Hints For Summer Fans

#### II. Portable Sets For Summer.



For use in summer traveling or out-of-doors on the lawn, portable sets are most convenient. They consist usually of regular radio sets mounted in portable carrying cases, like the Crosley 4-29 portable shown above. Space is left in a lower compartment for dry cell batteries and headphones. The set shown above, as well as other portable models, will operate a loudspeaker if desired. If a loudspeaker alone is used, and no headphones are carried, the space provided for headphones may be used for the antenna and ground materials.

Before taking a portable set on a trip, the accessories should be thoroughly tested. The batteries may be tested with a voltmeter, while connected to the set and with the tubes turned on. Each dry cell "A" battery should test at least 1.4 volts, and each 22½-volt "B" battery should test at least 21 volts (45-volt "B" batteries should test 42 volts of course.) If the batteries test less than this it does not indicate that they are sufficiently run down to be discarded, but that they are not entirely fresh, and therefore are not satisfactory for taking on a long trip when the radio set will be in more or less continuous use.

Portable sets are designed for dry battery operation, so that they may be conveniently carried complete with equipment. Either 199 type or 12 type tubes may be used in them, but the 199 type will be found more satisfactory in the ma-

majority of cases, because of the extremely small amount of current used by this type of tube. Automobile tourists find it convenient to use storage battery tubes, and to connect to their automobile battery for an "A" battery. They will not have to worry about re-charging the "A" battery, since the automobile generator will take care of that. If the set is used extensively at night, however, they should avoid turning on the automobile lights while touring in the daytime (as done by many travelers to prevent over-charging of the battery) since the load of the radio set at night will usually be sufficient to prevent overcharging. It is best to take along a battery hydrometer and to test the battery from time to time to determine its state of charge.

While traveling, the tubes may ordinarily be left in the set without danger of breakage, but it is well to take the extra precaution of packing them in their original cartons and putting them in a grip or suitcase among clothes. This precaution is especially advisable in automobile touring, since the set may be subjected to considerable jarring while one is driving over rough roads.

Do not fail to take along a radio log book or broadcasting directory. It will be of great assistance in tuning to stations, and a log of the stations that you tune in will be of interest when you return home.

It is advisable to carry one or two spare tubes and a spare battery or two. This extra equipment will save doing without radio entertainment if one of the tubes is broken or burnt out or if one of the batteries becomes too far run down to be of further service. Be sure to carry a small voltmeter for testing batteries, and remember that batteries should be tested while connected to the set and with the tubes turned on.

An important point that should be remembered is that all dust accumulation should be removed from the interior of the set, especially from about the wiring and between the condenser plates, each time that the set is put in operation. Dust lowers the efficiency of radio sets, especially in damp weather. A pipe cleaner will be found convenient for cleaning dust from places difficult of access.

#### RIVER STAGES AT TEN

Broadcasting reports of the stages of the rivers at various points along the old Ohio River, is now given through the Crosley WLW broadcasting station at eleven o'clock in the morning instead of ten as in the past.

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
CROSLLEY AND AMRAD RADIOS  
Write Us for Dealer Proposition

### Crosley Radios To Be Undisputed Champions Distributors Declare

(Continued from page 3)

range. One dial control for \$50. This set is alone in the field. Beautiful console models at compact list prices assures Crosley sales for 1926.

Harrisburg Standard Elec. Corp., Harrisburg, Ills.

The Crosley Radio Corporation again gives evidence that it will keep abreast of times and make better radios that cost less in announcing refined and improved models. A compact model, 5 tubes, single dial control, to retail at \$50, console model with 5 tubes single dial control complete with loud speaker to retail at \$75. These two items are samples of the wonderful line offered the 1926-27 season. Who could want more? I predict big sales and profits for Crosley dealers.

Relner Electric Co., Detroit, Mich.

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

#### 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<sup>00</sup>

F. O. B. Cincinnati

## 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 CROSLLEY RADIO CORPORATION

CINCINNATI, OHIO

## Radio Now Part Of Regular Equipment Of Summer Campers

Large Broadcasting Stations Giving Generous Attention to Radio Needs of the Vacationer.

The summer exodus of the auto camper and tourist has begun—and the thousands hurrying away from the dust and heat of the cities to the cool retreats by forest and stream are not forgetting their radio receivers.

Realizing that a large portion of the summer audiences will be far from their accustomed sources of news and entertainment, the large broadcasting stations these months are giving generous attention in their programs to the needs of the vacationer.

Though the newspapers may be a week late—and some campers and outdoor devotees are entirely cut off from mail service—the summer cottager or camper will have his receiver at his side to keep him informed of the news of the day and to help him pass the evening.

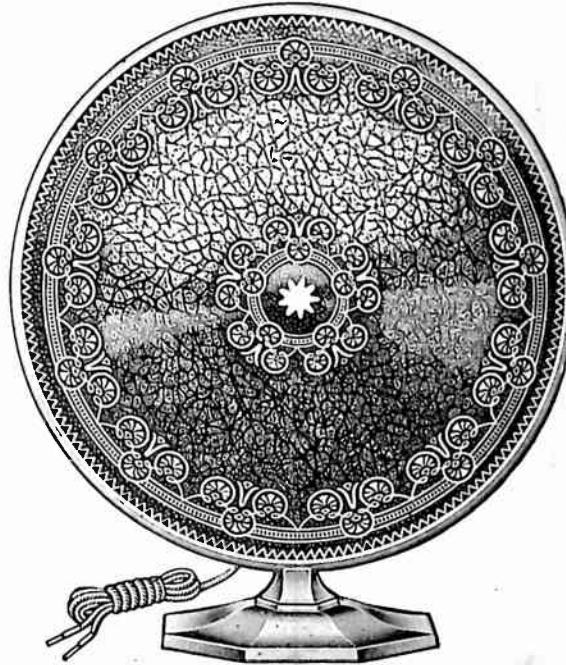
Radio reception during the summer months, especially in localities away from the crowded cities will be found greatly improved with the increased power of broadcasting stations, the re-allocation of wave lengths and the refinements in receiving apparatus.

And portability is not the only requisite for those summer campers who frequent the larger resorts. Many city dwellers are taking their larger permanent sets with them for summer use, and at a turn of the dial will have all the advantages of metropolitan entertainments, coupled with the advantage of suburban quiet. Their sole contact with the outside world in many instances will be "via radio"—a contact that will heighten their enjoyment of living close to nature and aid in furnishing the relaxation that is the basis of a real vacation.

The output of companies manufacturing radio equipment in the United States is now valued at about \$850,000,000 a year, as compared with \$2,000,000 in 1920.

Besides being broadcasting stations, the large transmitting studios must be information bureaus. All sorts of unrelated queries come in from all parts of the country.

## Radio's Perfect Reproducer



Thousands have proclaimed the Crosley Musicone to be the most perfect reproducer ever offered. The new Super Musicone, shown above, with its 16 inch cone beautifully decorated on both front and back, is certain to outsell the regular Musicone, which has been the fastest selling reproducer on the market ever since it was introduced.

## Tests With Buried Aerials Are Being Watched Carefully

A rather interesting experiment, fostered by one of the principal radio magazines, may result in the burial of the Demon Static.

It is not believed that many persons with radio sets realize it is perfectly feasible and practical to bury an antenna. The main purpose of such procedure would be to likewise bury static in these underground "aerials."

The experiments being made by persons throughout the United States will afford valuable information that will cover soil, climate, and all other factors which may have a bearing on the subject. There are hundreds of variations that may be made in the installation of an underground antenna and the results of these experiments will throw considerable light on the subject.

One experimenter had the following to say: "The volume is splendid. I obtain clear, distant, resonant and fluidic reception, en-

(Continued on Page 3)

## Radio Is Serving Mankind In Many Interesting Ways

Besides playing an increasingly important role in providing entertainment and commercial communication, radio also is serving mankind in many novel ways.

Nearly every day there comes to notice some new and valuable service performed by radio.

Of course the giving of compass directions by radio so that a ship by triangulation may determine its exact position has been in successful operation for some time. The new development along this line is the application of the same system to locating disabled submarines. The sub's S. O. S. is checked by two receiving operators in surface ships. Their triangulation of the directions from which they receive the calls indicate the exact position of the submarine.

The new navy airplane carriers have 265 loud speakers scattered throughout the ship. Orders given by a bugler stationed at a Mike are carried positively and simul-

(Continued on Page 4)

## Hearty Reception Given To Crosley 16 Inch Musicone

Hundreds of Thousands of New Super Speakers to be Sold This Winter—Every Listener Needs Musicone.

Opening of the 1926-27 radio season has brought with it a tremendous increase in the demand for the Crosley Super Musicone, which has been referred to as the most perfect reproducer on the market. Its perfect tonal qualities, its attractiveness and its price appeal to radio listeners everywhere. It matters not what type of receiving set the listener may own, he is realizing that in order to obtain perfect satisfaction he must have a Musicone.

Last season the Musicone outsold everything on the market, despite the fact that it was a radical departure from the type of loud speakers the listeners had been accustomed to using. This year changes have been made which make it of even greater value and so it is a certainty that the new models will be sold in far greater numbers than were the regular Musicones of last season.

These changes include the adoption of a sixteen inch cone, which was designed to meet an ever-growing demand for a larger speaker. The cone has been most attractively designed on both front and back, making the unit so artistic that it attracts the eye of every customer. While the patented actuating movement remains practically the same and the floating cone principle is still used, there are other refinements that make reproduction with the Super Musicone superior to that with the regular model of last season.

Comparisons and demonstrations sell the Crosley Super Musicones. Dealers report unusual success when they compare this speaker with the most expensive ones on the market. Its reproducing qualities are so far superior and its price is so reasonable that it is sold immediately. It must be remembered that hundreds of thousands will be sold during the coming Winter. You will sell your share of these and "pocket" your share of the profits, if you but concentrate your efforts on the Crosley Super Musicone.

# Crosley WLW Programs Week of August 15, 1926

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Sunday, August 15th, 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.
  - 11:00 P. M.—Y. M. C. A. Church Service conducted by Rev. A. P. Schnatz, First Reformed church.
  - 3:00 P. M.—Municipal Band Concert from Eden Park, Walter Esberger, Director.
  - 7:30 P. M.—Organ Recital by Grace Chapman, organist of the Church of the New Jerusalem.
  - 8:30 P. M.—The Crosley Salon Orchestra. Soloist: Nadyne Roberts Waters, soprano.
- Orchestra:
1. Prelude—Deluge
  2. Overture—"Undine" Saint-Saens
  3. Bandanna Sketches .. White (a) Chant (Nobody Knows de Trouble I've Seen) (b) Lament (I'm troubled in mind) (c) Slave Song (Many Thousand Gone) (d) Negro Dance (Sometimes I Feel Like a Motherless Child)
  4. Selection of Hawaiian Melodies .. Lake
  5. Two Hungarian Dances Nos. 5 and 6 .. Brahms
  6. Finale—"Kid Boots Selection" (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Monday, August 16th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
  - 11:55 A. M.—Weather Forecast, Time Signals.
  - 12:05 P. M.—Religious Services conducted by Rev. Geo. H. Kase.
  - 1:30 P. M.—Market Reports.
  - 3:00 P. M.—Market and Stock Reports.
  - 4:00 P. M.—Cincinnati College of Music Children's Hour.
  - 6:45 P. M.—Weather Forecast, Baseball Scores.
  - 7:00 P. M.—Hotel Gibson Oriental Room, orchestra directed by Robert Visconti.
  - 7:30 P. M.—"Talk on Eyes," by Dr. Clarence H. Kauffman.
  - 7:40 P. M.—Hotel Gibson Concert.
  - 8:00 P. M.—Commercial Tribune Charleston Session with Pat Patrick's Orchestra of Miami Grove.
  - 9:00 P. M.—The Calumet Baking Powder Co., and Rainbo Garden Hour.
- The Super Muselone Trio:  
William Stoess, violin  
Karl Tope, cello  
Rosemary Stoess, piano
- (1) Four Bavarian Dances
  - (2) Melodies from "The Bohemian Girl" .. Balfe
  - (3) Legend from "Lady Billy"
  - (4) Popular Numbers of 1920-23.
- (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Tuesday, August 17th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.

- 12:10 P. M.—Ervin Edward Schenk, organist.
  - 1:30 P. M.—Market and Stock Reports.
  - 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
  - 4:10 P. M.—Children's Story Hour by Mrs. Bertha W. Edwinds.
  - 6:45 P. M.—Market Reports, Weather Forecast, and Baseball Scores.
  - 7:00 P. M.—Organ Recital by Johanna Grosse.
  - 7:30 P. M.—Castle Farm Dinner Music.
  - 8:15 P. M.—Crosley Burnt Corkers with Muselone Male Quartette: Wm. Drexellus, 1st tenor; Edwin Meyer, 2nd tenor; Edwin Weidinger, 1st bass; John Dodd, 2nd bass; Howard Evans, accompanist; Doc Miller, Gay Anderson, end men; Louis John Johnen, Interlocutor.
  - 9:00 P. M.—Formica Symphony Orchestra, Wm. Stoess, director.
- Volume Two from "The Encyclopedia of Music"
- f. Frhn—"The Vagabond King"
  - g. Gounod—"Faust"
  - h. Herbert—"Kiss Me Again"
  - i. Ivanow—"Caucasian Sketches"
- (The Baldwin Piano)
- j. Jaernefel—"Berceuse"
- k. Kalman—"Sari"
- l. Lehár—"Melodies from the Merry Widow"
- m. Macdowell—"Woodland Sketch"
- (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Wednesday, August 18, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
  - 11:55 A. M.—Weather Forecast and Time Signals.
  - 12:05 P. M.—Irene Downing, player-roll artist.
  - 1:30 P. M.—Market Reports.
  - 3:00 P. M.—Market and Stock Reports.
  - 3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
  - 4:00 P. M.—Shut-in Program, directed by William Dunning.
  - 6:50 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
  - 7:00 P. M.—Hotel Gibson orchestra, direction Robert Visconti.
  - 7:30 P. M.—Talk by representative of the National Radio Farm Council.
  - 7:40 P. M.—Continuation Hotel Gibson Program.
  - 10:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including the Luttonia Melody Boys; Carol Burdick, Elmer Brennan, accompanied by Nellie Brennan; Ray MacDermott, Freda Sanker, Bill Divers, Maurice MacAdow and Ray Sullivan.
  - 11:00 P. M.—Pages Royal Elk Syncopeaters, W. H. Hill, director.
- (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Thursday August 19th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market and Stock Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Organ Concert by Petronella Trimbur.
- 12:30 P. M.—Health Talk by Dr. Carl

- A. Whizbach, Executive Secretary of the Central Y. M. C. A.
  - 1:30 P. M.—Market Reports
  - 2:00 P. M.—Modern Drama by Rev. John Edwin Price, First Universalist Church.
  - 3:00 P. M.—Market and Stock Reports.
  - 4:00 P. M.—Piano Recital by Adelaide Apfel.
  - 6:45 P. M.—Weather Forecast and Market Reports.
  - 7:00 P. M.—Hotel Gibson orchestra, Robt. Visconti, director.
  - 10:00 P. M.—Henry Thies and his Castle Farmers.
  - 10:20 P. M.—Al Kirschner (The Old Time Bird) and Pep Golden.
  - 10:40 P. M.—Irene Downing and Sentimental Tommy Reynolds.
  - 11:00 P. M.—Henry Thies and his Castle Farmers.
  - 6:45 P. M.—Weather Forecast and Time Signals.
  - 12:15 A. M.—Crosley Sky Terriers. (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, August 20th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
  - 11:55 A. M.—Weather Forecast and Time Signals.
  - 12:10 P. M.—Concert by Mildred Prigge, organist.
  - 1:30 P. M.—Market Reports.
- (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Saturday, August 21st, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
  - 11:55 A. M.—Weather Forecast and Time Signals.
  - 12:45 P. M.—Business Reports and Stock Quotations.
  - 6:50 P. M.—S. Market Reports, Weather Forecast and Baseball Scores.
  - 7:00 P. M.—Organ Concert by Johanna Grosse.
  - Part One: Favorite Classics.
  - Part Two: Popular Request.
  - 8:00 P. M.—Meeting of the Sectatory Hawkin's Radio Club.
  - 8:30 P. M.—Lawson McClain Hawaiian Quartet from Middletown, Ohio.
  - 9:00 P. M.—Henry Thies' Castle Farmers.
- (The Baldwin Piano)

## ON THE OLD PORCH

In days of old, it was not unusual to pass a porch in summer and hear the phonograph playing, as the party of merry-makers were enjoying themselves. Today, radio broadcasting has made it possible for these same groups of "porchers" to hear the original singers and entertainers. Many requests are received daily by the Crosley WLW radio studio staff for special numbers to be played for some gathering in the open.

The Chief Commissioner of Police of Victoria, Australia, plans to erect a wireless transmitting set at police headquarters and to equip two new patrol cars with transmitting apparatus.

## AND HOW?

Kid gloves are made of lambskin. Turkish baths are unknown in Turkey. Irish stew does not exist in Ireland. Catgut is really sheepgut. There is no lead in lead pencils. Camel's hair brushes are made of squirrel hair. Java coffee comes from South Africa. Egyptian cigars contain Turkish tobacco. Brussels carpets never come from Brussels. There is no wax in sealing wax. —Tex. Util. News.

## TIGHTEN YOUR AERIAL

Good weather is a good time to tighten your aerial wires. Crosley engineers advise doing this now, so they will be in good condition for all winter. Do not forget that aerial wires should be clear of tree branches—place your insulators far away from the trees and use a pulley with a weight on the end of the aerial wire if it is used with a swaying tree. High, strong winds cause aerials to tighten and break unless properly fastened.

## RADIO BRINGS HOME NEWS

Vacations are not complete without a radio set. Many requests have been received by the studio staff of the Crosley WLW broadcasting station in Cincinnati for news of the folks back home. This, however, is not permitted, but the current news topics of the day and the result if the baseball scores are broadcast, so that vacationists are given some information on their sojourn from home and office.

A potentiometer is a device which permits a lower voltage to be obtained than that of the source of the current. It is connected across the "A" battery, and its movable arm goes to the grid connection.

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

# 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 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.

## THE MAGIC OF RADIO

Why do we intelligent mortals sacrifice our sleep to tune into some far distant station during the mystic hours after midnight? The motivating force undoubtedly is the same that holds us enthralled when reading a fantastic mystery story which we know is but the dream wraiths of some author's imagination—in other words our love for the mysteries, the distant, the unknown.

This delight in obtaining voices from the ether from far away points is a manifestation of the romance of radio. Like the ancient alchemists who worked over their retorts seeking to wrest secrets from nature, we manipulate dials this way and that, trying to capture tiny electrical vibrations emanating from a thousand or more miles away.

The magic carpet, flying horse and other space annihilating devices of the geni of the Arabian Nights have become actualities through Radio. At any hour of the day or night it is possible for us to turn the magic dials and listen in to voices from afar.

No longer does the Vermont farmer think of Chicago, Detroit, Cincinnati or New Orleans as so many dots on the map. He has some knowledge of these cities. He has heard them and knows the kind of entertainment the citizens of these places prefer. So, too, the western rancher takes nightly "visits" to the metropolises of the nation, sitting with closed eyes, an invisible but aural part of an audience at some distant point.

And the enjoyment of this latest scientific achievement does not necessitate a knowledge of unknown powers. Another romance of today—mechanical production methods—has brought the radio wonder to every home.

## PLAYER ROLL ARTIST

Irene Downing and Cliff Lang, pianists often heard through the Crosley WLW broadcasting station in Cincinnati, make piano player rolls for one of the largest concerns in the music industry. These artists are very popular with the radio audience and their rolls are quickly bought by radio fans who own automatic pianos.

# Dealer's Booth At Fair



The pictures above were taken during a neighborhood fair at Los Angeles, Calif.. They show the booth of a Crosley dealer and part of an immense crowd that gathered to watch Mr. DeHoog present a Crosley four tube 4-29 radio to the holder of a lucky number. Many sales were made by this dealer during the fair.

# "Letter From Home" Might Have Some Effect On Congress

None of us enjoy endless tuning of receiving sets to get rid of the multitude of interferences that occasionally afflict the listener-in. Human patience is too often strained by these outside nuisances that cause prolonged "twiddling" of the dials.

And yet the government—congress and the budget bureau—has seen fit to allow only \$335,000 for the radio section of the department of commerce to work with during the next 12 months. This fund can hardly be said to be sufficient to insure complete policing of the air. Governmental supervision must be had and its scope must be broad enough to insure the millions of radio auditors decently fair reception.

The fund will hardly do more

# Tests With Buried Aerials Are Being Watched Carefully

(Continued from Page 1)

tirely free from the gaseous atmospheric conditions led into the set through the usual aerial antenna or loop but not entirely free from other disturbances."

In this particular set-up, two lengths of No. 14, seven-strand, insulated copper wire, each 50 feet long were used, and coiled about four feet apart and approximately four feet underground. The wires were laid in circular form and spaced each turn one above the other, with half inch separations. The spacing of the turns was accomplished by filling in with soil as each layer was placed. The ground was thoroughly soaked afterwards to obtain a good moisture content.

Who knows but that these experiments may lead to the elimination of static.

Interference can be reduced greatly by substituting a counterpoise for the usual water-pipe ground connection. This is done by running a wire around the room over the molding, about 50 feet, and connecting the end to the ground terminal of the set.

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
CROSLY AND AMRAD RADIOS  
Write Us for Dealer Proposotion

# 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**

### Universal Language Must Be Agreed Upon For Radio

Whether or not readings in foreign languages, which enjoyed a vogue some years back have a widespread appeal is a question in the mind's of program directors.

But there is an angle to such readings that should not be overlooked. The motor car and the great wealth of the United States have made foreign traveling popular with our citizens. Consequently, there arises a need for a speaking knowledge of more than our own mother tongue.

French lessons given by Madam Ida Telmpidis for the past three years through the Crosley WLW broadcasting station in Cincinnati, have been very popular and will be continued in September. Many radio listeners who planned trips to Europe, registered in the classes.

The time is not far distant when international broadcasting will come into its own. How necessary, then, that at least one foreign language be understood.

The newsboys of many European capitals can call out their wares as well as engage in conversation in three different languages. In fact, the inhabitants of Europe can speak in a number of tongues outside their own. Part of this has been due to business necessity and part to social intercourse between the inhabitants of adjoining countries.

Yet the fact remains that as linguists, we are very much behind the European and even the educated classes of the Far East. Much of the school book training in foreign languages in high schools, private schools and colleges is lost because those studying have no opportunity to hear these languages spoken after graduation. There is, undoubtedly, a large class of people interested in broadcasting in foreign languages.

#### MUNICIPAL BAND WILL BE HEARD VIA RADIO

The Board of Park Commissioners of Cincinnati, in co-operation with the Crosley WLW broadcasting station, will provide the radio audience with the excellent band concerts under the direction of Walter Esberger, every Sunday afternoon, from three until five o'clock. This concert attracts thousands to Eden Park every Sunday, where a natural amphitheater affords space for the listeners but the desire to provide music for the shut-ins in the broadcasting range of the WLW super-power station, prompted the officials to permit this feature to be made available to many more people than could crowd into the space around the band-stand. The concerts end in September.

#### ENTERTAINER'S AGE IS KEPT A SECRET

Mary Barbara, who has created so much comment as to how old she is, is returning to the Crosley WLW broadcasting studio for a special program of poems and dialogue, Tuesday evening, August 10th, at seven o'clock. This artist can rightfully claim the title of "sweetheart of radio" although many others have used it since she was first given that appellation by many of the radio listeners who wrote to her. Mary Barbara is an exclusive WLW artist. No one except the studio director has seen her and the illusion regarding her age and personality has been one of the radio mysteries for the past few years.

#### LOCAL RECEPTION

The Foreign Department of the Crosley organization received a letter from Buenos Aires telling about the 12 broadcasting stations in the Argentine Republic—11 of them are in the city from which the letter came.

Put a fresh grid lead in the set about once a year.

### Radio Is Serving Mankind In Many Interesting Ways

(Continued from Page 1)

taneously to every man aboard.

Another novel application of radio is the installation of Mikes on the stage of the Guild Theater, New York, leading through amplifiers to outlet boxes on a row of seats reserved for partially deaf persons who are provided with headsets. This arrangement enables them to hear every word spoken on the stage.

A somewhat similar idea involving a Mike before the witness chair and a loud speaker in the jury box of a Brooklyn court conquered the noise made by passing trolley cars and elevated trains.

#### USE OF POWER TUBES

Power tubes designed for use in the last stages of radio sets are designed to deliver a greater volume of signal to the loudspeaker than can be obtained with ordinary tubes without overloading them. The dry-cell power tubes

are especially effective for use in operating loudspeakers from dry cell tubes. Certain storage-battery and light-socket tubes deliver enough signal volume to furnish music for dancing in large halls. Power tubes are usually operated with higher "B" battery and "C" battery voltage than ordinary tubes and must therefore be used in sets equipped with separate "B" and "C" battery terminals for the power tubes.

#### CLUB MEETS BY AID OF RADIO BROADCASTING

Many members of the "Seekatory" Hawkins radio club, which holds meetings every Saturday evening in the Crosley WLW broadcasting studio in Cincinnati, are vacationing but still keep in touch with the club through the use of their portable radio receivers. The club meetings are broadcast at eight o'clock, Eastern Standard Time.

Wireless telephone equipment is to be installed on 36 express trains in Germany, where telephone subscribers throughout the country will be able to get into prompt communication with relatives and friends traveling on any one of the trains.

## Use This GIANT MUSICONE

To Advertise The

## Crosley Musicone

DIMENSIONS [ 28" WIDE 32" HIGH

Price \$50.00 (Less Regular Discount)

This giant Musicone has been developed for use by Crosley dealers in advertising the Crosley Musicones. Its great size has not affected the excellent reproducing qualities of the Musicone—in fact it develops much deeper tones, attracting attention at great distances. It is a perfect reproduction of the regular Musicone but is so large that it attracts the eyes of customers immediately. Dealers will find this giant Musicone an excellent advertising attraction for their stores and for booths at various types of expositions. Order a giant Musicone immediately from your regular distributor.



The Crosley Radio Corporation

CINCINNATI,

OHIO.

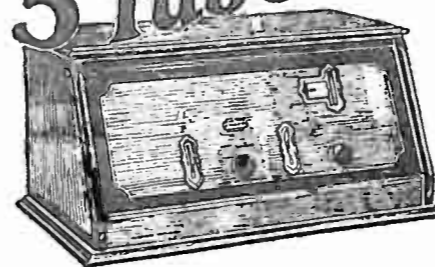
# MATS OR ELECTROTYPES

OF THESE DEALER ADVERTISEMENTS NOW READY

In addition to the advertisements shown in the circular sent to dealers, we are furnishing those shown below. Order mats whenever possible. Be sure to order by number. The "E" stands for "electrotype." The "M" for "mat." Send order to advertising department, The Crosley Radio Corporation, Cincinnati, Ohio.

## CROSLY'S NEW Single Control Radio Receivers

5 Tube 5-50 \$50.00



The sensation of the radio season! A five-tube single control radio, with a solid mahogany, two-toned cabinet, and an all-metal shielded chassis, for \$50.00. Every possible radio refinement incorporated in this wonderful radio. Consists of 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.

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.



The Beautiful CROSLY 5-75 Console Model with a built-in Musicone

The new 5-75 is the same as the 5-50, except that it is installed in a beautiful solid mahogany, two-toned, console cabinet, with a built-in Musicone and compartment for batteries. It meets the requirements of those who demand attractive as well as efficient receiving sets. These models are the most popular of the season. See them on display at our store.

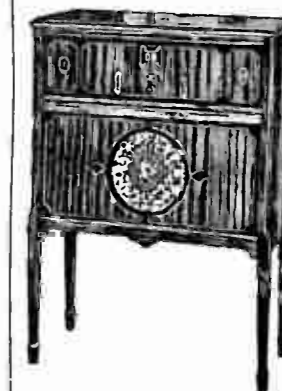
For Sale by

E-829

M-829

# Truly Deluxe Radios

## The CROSLY R.F.L. 90



The nationally-popular R. F. L. circuit, with a double-drum station selector and all-metal shielded chassis, is utilized in this new radio. The cabinet is of solid mahogany, with a beautiful two-toned cabinet, into which has been built a Crosley Musicone. There is ample room inside the cabinet for batteries. This radio will bring in stations at very great distances. Clearness, selectivity and volume amaze all listeners.

## Five tube 5-75



The 5-75 is another beautiful console type radio. It is installed in a solid mahogany cabinet, with built-in Musicone and compartment for batteries. Has new single-drum station selector and all-metal shielded chassis. Utilizes all refinements known to radio engineers. Incorporates two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency, with provision for use of a power tube in the last stage. See these new receivers on display at our store.

\$75

For Sale by

E-828

M-828

# Two-Page Crosley Advertisement

IN THE JULY 31st ISSUE OF THE  
**SATURDAY EVENING POST**

THE SATURDAY EVENING POST

## 5tube SINGLE DRUM

Now! Single Control and Selectivity

Illustrated in the above Two-Page Advertisement in the Saturday Evening Post are the New Crosley Radios and Musicones. Come in and let us explain the

**CROSLY**

THE SATURDAY EVENING POST

## STATION SELECTOR RADIO RECEIVER

\$50.00

5-TUBE SINGLE CONTROL RADIO

Crosley 1927 radio achievements fit all purses.

At \$9.75	At \$65	At \$40
At \$29	At \$75	
At \$38		

**RADIO** BETTER COSTS LESS

Illustrated in the above Two-Page Advertisement in the Saturday Evening Post are the New Crosley Radios and Musicones. Come in and let us explain the

Wonderful Values offered. Multiple Tube Sets incorporating many exclusive features at exceptionally low prices. The Crosley Musicone is the world's most marvelous reproducer

### Two New Circulars Are Now Ready For Crosley Dealers

One Features the Entire Line, While Other Features Musicones—Watch for Letter Containing Samples.

Watch for your letter containing samples of the new literature that is now ready for distribution. This letter is being sent to every distributor and authorized dealer, telling everyone about the new circulars and explaining how to order them.

There are two new circulars, one featuring the entire line and the other the four types of Musicones, including the Super, the Regular, the DeLux and the Musicconsole. Both are neatly designed and printed in bright colors that attract immediate attention. On both there is space for the dealer's imprint, and the one in which the entire line

is featured is so prepared as to permit the dealer to mail it to his prospective customers without using an envelope.

We suggest that every dealer orders enough of these announcements to circularize every possible mailing list he can obtain. The results will be surprising and an immediate reaction will be noted in the form of an increased demand for the new receiving sets and Musicones. These mailing lists can be taken from the telephone books, directories, rural lists, etc.

In addition to using them in the mails, we suggest that every dealer has a reasonable number for distribution among the customers who come into the store and for the booths at county fairs, radio shows and similar affairs. Do not order more than you need, but be sure to have enough.

Both circulars have form numbers, as you will see when the sample arrives. Be sure to order by number. For instance order 100 Number so-and-so and 150 Number so-and-so.

### Broadside Showing New Advertisements Is Sent To Dealers

Various One and Two Column Advertisements and Individual Cuts Now Ready for Distribution.

A large broadside, in which are illustrated one and two column Crosley advertisements and the various individual "cuts" used by dealers in the preparation of their own advertisements, was mailed to every Crosley dealer last week. We wish to impress upon the dealers the importance of their using these in advertising Crosley radios, and suggest that each uses as many as he believes he can afford.

There are one and two column advertisements of each model, as well as the Super Musicone and the Musicconsole. In addition there are separate cuts of the individual sets, supplied either in the form of

half-tones or wood-cuts. The half-tones are intended for use in catalogs or circulars in which coated paper is used, while the wood-cuts are for newspaper advertisements. Remember the half-tones will not print well in newspapers. We suggest that you ask your printer concerning the cuts he believes will reproduce best before placing your order.

The one and two column advertisements are furnished in either electrotype or mat form. Ninety per cent of the newspapers are equipped to use mats, and once more we suggest that you ask a representative of your newspaper which type he can use before ordering.

Every dealer must have one of these broadsides in his desk all the time. In case yours does not reach you within a reasonable time, write to us and we will see that another is sent to you.

Edward Adler, a wireless operator of Brooklyn, N. Y., holds all records for speed receiving. His time is 58 words per minute.

# CROSLY SERVICE MANUAL

## Testing and Repairing the Super-Trirdyn

When a Super-Trirdyn installation fails to perform as it should the dealer should be especially sure to see that the owner of the set is tuning it properly. Super-Trirdyns when properly installed are somewhat more selective than the average set, and must, therefore, be adjusted more carefully. Be sure that the owner turns the dials very slowly when tuning in a station. Adjust the antenna coupling control (at the left inside the set) until the best results are obtained. The rheostats (controls 4 and 5) should be set as follows, with fresh batteries.

Tubes Used	Setting Dial 4	Setting Dial 5
3-199	2.5	1
1-199 and 2-120	3.5	1
3-WD-12	8	5.5
3-201-A	5.5	4.5
2-201-A, 1-200	5.5	5

If proper tuning fails to bring in the stations as it should, then the accessories should be inspected, as outlined in a previous article. Often the reception results may be greatly improved by adjusting the "B" battery voltage on the detector tube, and by trying different values of "C" battery voltage and grid leak resistance.

Testing the Set.—In testing the set itself, follow the outline given in the last servicing article. Be especially watchful for poorly soldered joints and corroded connections. Dust around the wiring is also particularly active in lowering efficiency in this type of set.

Particular attention should be paid to the inspection of coils in the Trirdyn. Imperfect coils prevent proper reflex and regenerative action. Be sure to see that the insulation on the wiring is perfect, as the abrasion of the covering on neighboring coils frequently causes lowered efficiency.

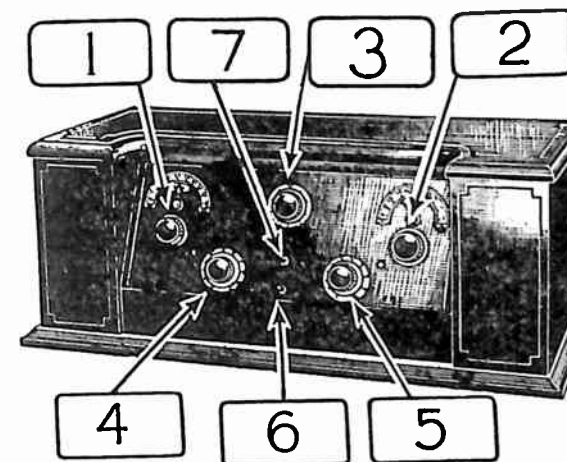


Fig. 1.—Tuning Controls of Super-Trirdyn.

A bottom view of the set is shown herewith, with the terminals used in testing marked. For instance, at the top right hand side of this illustration you will see a designation "movable antenna coil" with arrows pointing from it to two binding posts. In order to test for breaks in the movable antenna coil, press the circuit tester, contacts (described in a previous article) to the posts to which the arrow points. Follow this chart in using the circuit tester for determining whether any of the parts

of the set are at fault.

Possible Causes for Trouble.—The four troubles most frequently experienced with Super-Trirdyn installations are outlined below, together with their remedies:

Symptom: Squeals and Howls in the Loudspeaker When the Headphones Are Plugged Into the Jack. Set Works Satisfactorily When the Headphones Are Removed. This is caused by feedback between the phones and the audio-frequency amplifier circuit of the set. First, take care that the headphone or loudspeaker cords do not drape across the set or come near the left-hand end of the cabinet. Remove the loudspeaker as far from the set as possible and do not let the headphones and loudspeaker

come any closer together than necessary. If the squealing still persists, turn down the amplifier rheostat (4), and remove the last tube from its socket when using the headphones.

Symptom: Set Works Fine on Headphones But Howls When the Speaker Is Used. This is frequently caused by the loudspeaker being too close to the set, thus causing a microphonic howl when its vibrations jar the tubes in the set. Remove the loudspeaker from the set as far as possible, and separate the loudspeaker and headphone cords from each other. If these remedies do not work, try changing around the tubes in the set, or try different tubes in the set. Mounting the set on a felt pad and surrounding the tubes with felt covers sometimes helps to overcome the trouble.

Symptom: Signal Volume Louder When Using Two Tubes Than When Using Three. This may be caused by a faulty second stage transformer or faulty jack contacts. Quite often it happens when the user is accustomed to removing the last tube from its socket for headphone reception. The cause is then usually run-down batteries. With but two tubes in the set, the batteries will successfully carry the load, but when the third tube is added, the load is too great.

Symptom: Insufficient Volume: Faulty accessories, aerial or ground are the most probable causes of this trouble. If the trouble seems to be within the set itself, examine especially the soldered connections.

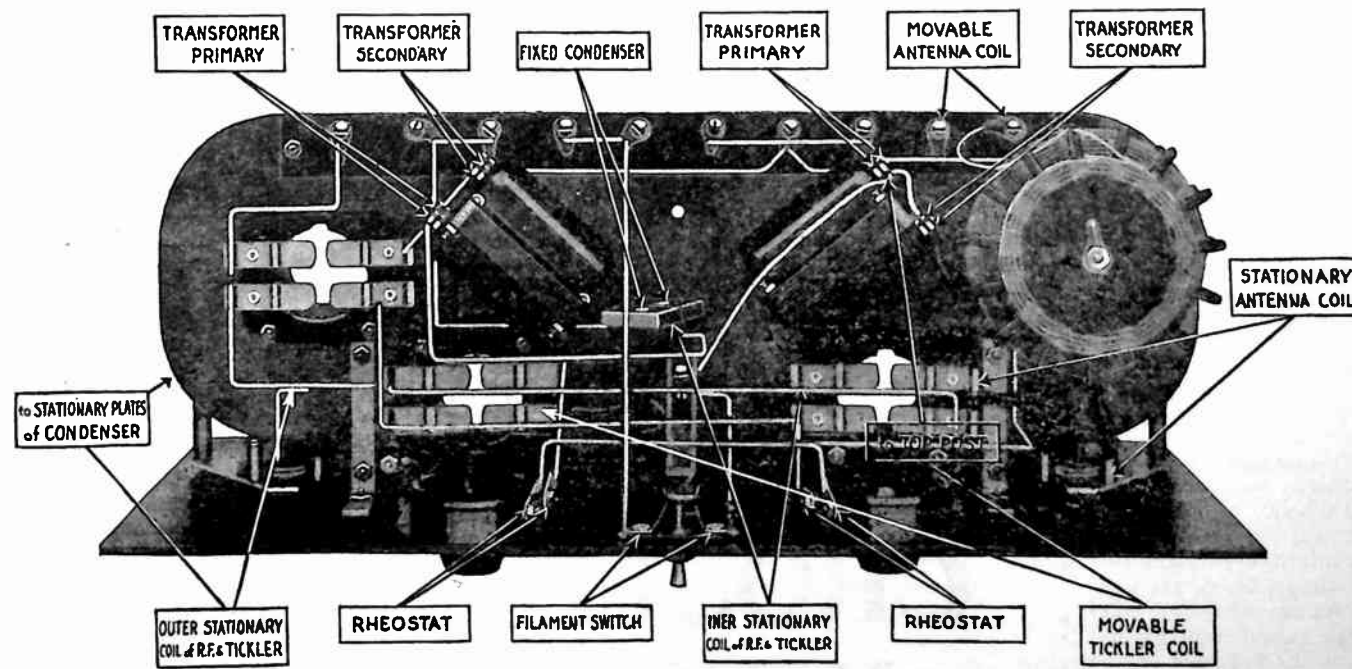


Fig. 2.—Bottom View of Super-Trirdyn. Follow This Chart in Using the Circuit Tester.

## Distant Stations Are Tuned In With Crosley R.F.L.-75

Superiority of Musicone Over  
Other Types of Reproducers  
is Emphasized by a  
Radio Listener.

Just because we are in the midst of Summer is no reason why radio listeners should not obtain Winter time reception, according to R. E. Nash, of Shelburn, Indiana, who, with a five tube Crosley R. F. L.-75 and a Crosley Musicone, tuned in stations in New York City; Denver, Colo.; Havana, Cuba; Palm Beach, Florida, and three stations in Texas on the night of July 1st.

In addition to these stations, Mr. Nash tuned in a large number of nearer ones, traveling from one city to another whenever he desired and bringing each station in with perfect clearness and all the volume that he wanted. Practically every evening he tunes in broadcasting stations at great distances—stations that owners of other types of receivers are glad to listen to during the Winter.

Mr. Nash spoke very highly of the Crosley receiving set and Musicone but emphasized the value of this type of loud speaker. He stated it reproduced tones in a manner far superior to that of any speaker on the market, it being immaterial how much volume was being produced by the receiving set. Its faithfulness in reproducing every possible note also was commented upon most favorably.

While we do not advise our dealers to state emphatically that any owner of an R. F. L.-75 can tune in such distant stations as Mr. Nash hears, especially at this time of the year, we do suggest that his results be referred to as proof that distant stations really can be tuned in with such a receiver. This R. F. L.-75 is an exceptionally popular set. It is being sold in very large numbers, the recent price reduction appealing to thousands of radio listeners. At \$65.00 this is unusual value for a five tube radio, and we suggest that every dealer carry a reasonable number in stock. Orders will be filled in the order in which they are received, and so it is of great importance that you purchase at least two or three of them at the very earliest opportunity.

### WHAT IS "STATIC"?

Static is caused by lightning flashes, often many hundreds of miles away. The lightning flash sets up a train of radio waves which, when they strike a receiving antenna, interfere with the reception of stations. No device has been discovered as yet which will eliminate static interference as experienced with the ordinary radio receiver.

# RADIO'S FASTEST-SELLING REPRODUCER

## THE CROSLY SUPER MUSICONE



Dealers everywhere are placing large orders for the new Super Musicone. It is the fastest-selling radio reproducer on the market. The new sixteen-inch cone has made a tremendous hit. Its neat design on both front and back, its perfect reproduction of every musical note and its very low price make it the most popular reproducer ever offered. Hundreds of thousands will be sold in the next few months. Be sure to have an ample supply on hand to accommodate your customers.

**\$14.75**

### Regular Musicone

The Musicone Regular, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. It 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. Price \$12.50.

### Musicone De Luxe

This mantel, clock type cabinet of delicately griled 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. Price \$23.50.

## THE MUSICONSOLE

This beautiful console table with built-in Musicone will absorb unsightly radio equipment, provide the finest loud speaker radio has produced, and become a decorative motif in the furnishing of your home.

No need of unsightly wires, ugly batteries and awkward loud speaker, to give offense to the charm and beauty of a well ordered home.

The wonderful performance of the Crosley Musicone so skillfully built into this console unit is the radio sensation of an industry where the unusual is the rule and not the exception.

Built of beautiful two-toned mahogany, exquisitely finished. Modern period design in correct proportions.



**\$32.00**

# CROSLY RADIOS

BETTER • COST LESS

# CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXXIV.

Published By The Crosley Radio Corporation

ANGUST 23, 1926

## Outlook For Radio Dealers Particularly Bright, Powel Crosley, Jr., Says, After Tour of Middle West

### Twenty Crosley Sets Sold To One Family; All Models Lauded

**"Congratulations on Joy You are Constantly Sending from Your Laboratories," Massachusetts Man Writes.**

The extent of which Crosley sets sell themselves and bring repeat orders is shown in a letter from E. O. Peirce, Cambridge, Massachusetts, who says that his family has bought a total of twenty Crosley radio sets.

Their purchases include one Model 50, eight pups, seven two-tube sets, and two three-tube sets, besides two more sets which were sold to friends. The two three-tube sets were sent across the Atlantic and installed in the homes of Pierce's uncles, two Scottish clergymen.

"You may judge from all of this that we greatly appreciate your sets," says Peirce, "their appearance, workmanship, and compactness—and feel that you are doing a wonderful work in producing such remarkable sets. As we have connected up and tried out all these sets (except one) ourselves, we know them well and admire them very much. We congratulate you most heartily on the great good that you have done in the world, and the joy that you are constantly sending forth from your laboratories."

After the first purchase by Peirce, the merits of Crosley sets alone were responsible for the additional purchases by his family. The performance of each new set was so remarkable that it led to the purchase of others. With Crosley performance to back him, every authorized dealer should be able to build up a big business in repeat orders, among the larger families in his community.

Broadcasting for the prevention of crime and detection of criminals is soon to be employed extensively in Cleveland, Ohio. Small sets with head phones are to be installed on every squad car and motorcycle.

### Sales Campaigns Are Opened as Manufacturer Addresses Series of Get-Together Meetings of Distributors and Dealers.

#### CROSLLEY SALES POLICIES EXPLAINED

**Radio Season to be the Largest and Most Profitable in History, He Tells Enthusiastic Merchants at Sales Conventions.**

Powel Crosley, Jr., president of The Crosley Radio Corporation, of Cincinnati, recently made a week's tour of the Middle West, where he was the guest and principal speaker at gatherings of Crosley distributors and dealers in St. Louis, Kansas City, Waterloo, Iowa, Omaha and Minneapolis.

The distributors in each of these radio centers conducted these meetings, which marked the beginning of the sales campaign in their respective territories. The new models of radio receivers and Musicones were displayed and sales plans were outlined.

While many invitations have been extended to Mr. Crosley to talk to various groups of radio men throughout the country, this

trip was the first one he has been able to make due to the pressure of business requiring his personal attention in Cincinnati.

"The outlook for the 1927 radio season is particularly bright and gives encouragement for the stability of the industry," Mr. Crosley said upon his return to Cincinnati. "The enthusiasm shown by the radio men from the Middle Western states indicates their firm belief in the big future of the business which has proven itself to be founded upon a firm basis and not some passing affair as some people seemed to think.

"The bumper wheat and corn crops in the Mid West indicate a prosperous year, with plenty of

(Continued on Page 4)

### New Fifty-Kilowatt Station Is Ordered To Replace W.L.W.

**New High Power Broadcaster, Together With Special Fire-Proof Building, to Cost About \$250,000.**

Powel Crosley, Jr., president of The Crosley Radio Corporation, has placed an order for the first fifty-kilowatt broadcasting equipment which Western Electric will manufacture for a few concerns. This is the first order placed and bears out the prediction made by Crosley at the Hoover Radio Conference a few years ago, that broadcasting stations must increase their power and equipment to keep abreast of the broadcasting art. This new transmitter will cost, with the new special fire-proof building to be erected near the present WLW transmitting station near Harrison, Ohio, about \$250,000.

"It has always been my firm conviction that the radio industry was founded upon sound principles and would progress, not only in the manufacturing field but in the art of radio broadcasting," Crosley said after placing the order for the new equipment.

"Broadcasting has had a rapid growth in the development of the transmitting and receiving equipment. This new station will mark the greatest advance yet made in the radio industry and the experiments conducted by the manufacturer of these powerful transmitters have proved so effective, that there need be no further anxiety about their performance.

"Real super-power, as demonstrated by the use of the fifty-kilowatt transmitter, means it will make radio transmission from Cincinnati be available to more people than ever before. This new outfit will make it possible to provide radio entertainment throughout the civilized world."

It has long been the ambition of station owners to broadcast programs from the United States that

(Continued on Page 2)

## Business Conditions Favorable For Prosperous Radio Season; Dealer Outlook Is Optimistic

By J. L. LIMES

Assistant Sales Manager,  
The Crosley Radio Corporation.

The most successful "Radio" year in history is now beckoning to Distributors and Dealers throughout the country.

General business conditions have been so favorable for the first half of this year that every one in the radio industry should be exceedingly optimistic for the second half.

How great an influence may a more or less arbitrary date have upon radio merchandising psychology! Until the year had safely left its first half in the background it seemed inevitable to many of our most seasoned forecasters that the last six months could spell anything but gloom. Now that August has ushered in nothing more for-

midable by way of change than hot weather, the gloomiest are chancing a guess that the year's total will exceed the banner year of 1925 after all. This is quite a summer we are having, in business as well as temperatures.

During the first six months of record-breaking, steel ingot production, was 9 per cent above that for the corresponding period of 1925; car loadings 3 per cent higher; building construction 13 per cent greater; automobile output about 17 per cent and mail order sales 10 per cent.

Two notable facts stand forth as business moves into the second half of 1926. One of these is that the first six months not only exceeded all expectations from the stand point of the volume of busi-

(Continued on Page 3)

# Crosley WLW Programs Week of August 22, 1926

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Eastern Standard Time. Sunday, August 22nd, 1926

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Y. M. C. A. Church Service conducted by the Tri-angel Service Club of the Central Parkway Y. M. C. A., W. C. De Roo, President.
- 3:00 P. M.—Cincinnati Park Board Concert from Eden Park by Esberger's Band.
- 7:30 P. M.—Organ Recital by J. Walter De Vaux, organist of the Northside Presbyterian Church.
- 8:30 P. M.—Crosley Salon Orchestra. 1 Overture "Raymond" A. Thomas 2 From Ballet "Symphonique Callirhoe" Chamnade (a) Pas des Echarpes (Scarf Dance) (b) Variations 3 Selection "No, No Nannette" Youman 4 Original Spanish Dances Numbers 1, 2, 3 and 5 Moszkowsky 5 Serenade "Love in Idleness" MacBeth Finale—"Chansone Joyeuse" Ravina. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Eastern Standard Time. Monday, August 23rd, 1926

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast, Time Signals.
- 12:05 P. M.—Religious Services conducted by Rev. Geo. H. Kase.
- 1:30 P. M.—Market and Stock Reports.
- 3:00 P. M.—Market and Stock Reports.
- 4:00 P. M.—Pupils from classes of Anne Cockburn.
- 6:45 P. M.—Weather Forecast, Market Reports, Baseball Scores.
- 7:00 P. M.—Hotel Gibson Oriental Room orchestra directed by Robert Visconti.
- 7:30 P. M.—"Talk on Eyes," by Dr. Clarence H. Kauffman.
- 7:40 P. M.—Hotel Gibson Concert.
- 8:00 P. M.—The Commercial Tribune Popular Hour with Pat Patrick and his Orchestra.
- 9:00 P. M.—The Calumet Baking Powder and Rainbo Garden Hour. Instrumental Trio: Violin—Carlo Mastrapollo. Cello—Renato Mastrapollo. Piano—Quincey Buss. Soloist—George Conner, tenor.

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Eastern Standard Time. Tuesday, August 24th, 1926

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Ervin Edward Schenk, organist.
- 1:30 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.—Children's Story Hour by Mrs. Bertha W. Edmonds.
- 6:45 P. M.—Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Norime Gibbons and the

- "Girl Friend," Priscilla Holbrook.
- 7:30 P. M.—Dinner Music by Henry Thies' Castle Farmers.
- 8:00 P. M.—Popular and Classical Concert by the Tenth U. S. Infantry Band of Ft. Thomas, Ky.; Warrant Officer E. G. Fischer, conducting.
- 9:00 P. M.—The Formica Insulation Co. Orchestra, under the direction of Wm. C. Stoess. Volume 3. "Encyclopedia of Music" N. Nicolo "A Ball Scene" O.—Offenbach—"Overture—"Orpheus in Hades." P.—Panella (University of Dayton March) Q.—Quiller (Song Cycle) a. Go, Lovely Rose b. Now Sleeps the Crimson Petal c. Love's Philosophy. Songs: Louis John Johnen, baritone. R.—Rimsky-Karsakoff "Song of India." S.—Saint-Saens "The Swan." T.—(a) Titli—Serenade (Duet for flute and cello). (b) Tierney "Kid Boots Selection." (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Eastern Standard Time. Wednesday, August 25, 1926

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin, and Market Reports.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Irene Downing, player-roll artist.
- 12:45 P. M.—Ohio Farm Bulletin.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
- 4:00 P. M.—Shut-In Program, directed by William Duning.
- 6:45 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Robert Visconti's Orchestra.
- 7:30 P. M.—Talk by representative of National Farm Radio Bureau.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 10:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Latonia Melody Boys, Carol Burdick, Elmer Brennan, Nellie Brennan, accompanist, Bill Divers, Freda Sanker and Ray McDermott.
- 11:00 P. M.—Page's Royal Elk Synopaters, W. H. Hill, director. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Eastern Standard Time. Thursday, August 26th, 1926

- 11:00 A. M.—Weather Forecast, River Stages, Official Police Bulletin, and Market Reports.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Organ Concert by Petronella Trimburo.
- 12:30 P. M.—Health Talk by Dr. Carl A. Willzbach, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Market Reports.
- 2:00 P. M.—Modern Drama by Rev. John Edwin Price, First Universalist Church.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano Recital by Adelaide Apfel.
- 6:45 P. M.—Weather Forecast, Baseball Scores, and Market Reports.
- 7:00 P. M.—Hotel Gibson orchestra, Robt. Visconti, director.
- 7:30 P. M.—"Your Week End Trip," Cincinnati Automobile Club.
- 7:40 P. M.—Gibson concert continued.

## New Fifty-Kilowatt Station Is Ordered To Replace W.L.W.

(Continued from Page 1)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Eastern Standard Time. Friday, August 27th, 1926

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Concert by Mildred Price, organist.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Eastern Standard Time. Saturday, August 28th, 1926

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Organ Concert by Johanna Grosse. Part One: Favorite Classics. Part Two: Popular Request.
- 8:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:30 P. M.—Apollo Club Quartet of Newcastle, Ind.
- 9:00 P. M.—Henry Thies and his Castle Farmers. (The Baldwin Piano)

## SHUT-IN PROGRAMS WILL CONTINUE

Shut-ins know no time of year. That is why William Duning continues with his work of preparing special programs with an especial appeal to the shut-ins. These concerts are broadcast every Wednesday afternoon at four o'clock through the Crosley WLW broadcasting station in Cincinnati.

## WHAT A SET MUST DO

The modern radio receiving system must perform four distinct functions in a satisfactory manner. The efficiency with which it accomplishes them determines the relative value as compared to any other set on the same basis. Crosley engineers have set forth these four things: first, the signals must be intercepted; second, the receiving system must be tuned to the same wave-length as the transmitting station; third, the radio frequency signals, inaudible in themselves, must be made audible; fourth, the signals must be amplified so as to have sufficient volume to be heard without difficulty.

## New Fifty-Kilowatt Station Is Ordered To Replace W.L.W.

(Continued from Page 1)

could be heard with regularity in all parts of the world. Now that these new giant super-power equipments are being made it will be a step towards International broadcasting.

Giant super-power, such as that WLW will use, will mean a revival of the plan to have an International language. Music is the one thing which the peoples of all nations can now understand and enjoy.

The small radio receivers will be able to pick up the signals of this 50-kilowatt transmitting station with ease. It will be possible to make the radio reception in summer far better than it is at present, due to the tremendous power to be used.

## CROSLY PLANNING A BIG DISPLAY FOR RADIO SHOWS

The Crosley Radio Corporation has contracted for large space in the New York and Chicago Radio Shows for the exhibition of their new models of radio receivers and musicone speakers. The first radio show exhibit made by Powel Crosley, Jr., only a few years ago consisted of a porcelain vacuum tube socket, wooden book-type variable condenser, crystal set and a one-tube receiver.

## A HOLE IN ONE

Powel Crosley, Jr., likes to play golf. During a recent trip through the middle western states, he had occasion to play several games with radio men. It was during one of these games that an unusual experience was encountered that could not be accounted for in any of the books on rules and regulations. The radio manufacturer made a great drive off the first tee and the ball was seen to roll in the grass near the green and then suddenly disappear. When the players reached the green there was no sign of the ball Crosley had driven so beautifully. As they looked to see if it had gone into the cup, there was an upheaval of earth and the ball shot up on the green, followed by a gopher.

An aerial that has been up for six months or more should be replaced with new antenna wire.

The highest broadcasting wave-length in the United States is 545 meters—the lowest 205 meters.

## 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 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.

## TWO POPULAR MODELS

Steadily increasing demands for the five tube 5-38 and the R.F.L.-75 are being reported by distributors in all sections of the United States. These receivers, the former equipped with the famous Crosley Crescendon and the latter employing the exceptionally popular R.F.L. circuit, have been giving perfect service throughout the summer, owners everywhere reporting long distance reception without noticeable interference.

Recent changes in the appearance of the 5-38 have increased the eye value of the set, and have helped to make it one of the season's most popular models. These changes include the removal of pointers and sectors from the panel and the substitution of windows through which dial readings are seen. Its very low price, coupled with its extreme efficiency and neat appearance, appeal strongly to the radio buyers, who, through reading about the experiences of others, are realizing it is a radio that renders genuine performance and one that can be relied upon during every season of the year.

Sales of the five tube R.F.L.-75 have increased tremendously since the price was reduced from \$75.00 to \$65.00. This genuine long distance receiver, employing a circuit that has become so popular during the past few years, incorporates many features found in no other type of radio. Its beautiful two-toned mahogany cabinet, with sloping panel, attracts immediate attention everywhere, the recent changes in the design of the panel having added greatly to its appearance. The famous R.F.L. circuit employed provides true cascade amplification, largely through the use, in each radio frequency stage, of a complete Wheatstone bridge whose balance is practically uniform at all wave lengths. The set is non-oscillating and cannot be made to howl even if mishandled. Stations can be accurately logged and returned to at will.

These sets must be part of the stock of every authorized dealer. If you have none, order them now. They are being sold in large numbers and can be sold by you if you feature them in your advertisements and window displays.

## Business Conditions Are Favorable For Big Radio Season

(Continued from Page 1)

Business done, but they actually established new high records in a great many important lines. The other is that the current level of activities is holding so well above most predictions of a few months ago that confidence has flowed back with considerable vigor into the channels of trade.

The unusual condition of mid-summer expansion in some important branches of business still attracts attention. Recent gains have been extended in several instances. There is more firmness in commodity prices and prospects for the third quarter of the year seem to be more promising than had been commonly anticipated. Financial reports for the first six months, moreover, have exceeded expectations in a number of cases, the position of various corporations has been appreciably strengthened, favorable dividend action has been taken, and more new high records in the stock market have been established.

Irregularity in commercial trends, with some unsatisfactory features, continues to be noted, but the situation as a whole reflects a gratifying stability, and in different directions there is more activity than normally appears at this season.

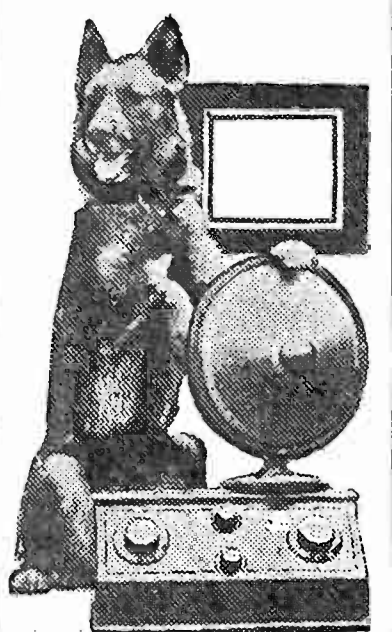
While it is true that business in some lines is dull, notably in the textile industry, in a number of industries where a severe summer decline of activity has been predicted, reports thus far indicate nothing more than a normal seasonal slackening. The volume of business, as reflected by bank transactions, carloadings, and other barometers, is considerably larger than a year ago. There is general agreement that industrial and merchandising conditions are generally sound. Foreign conditions, on the other hand, are unsettled and the road to economic stability and prosperity overseas is proving a long and arduous one.

We are expecting a total physical volume of radio business this fall and early winter to exceed greatly that of a year ago. There is no immediate prospect of any serious break in business, and neither is there prospect of a boom. Rather a gradual increase most certainly can be expected.

Easy time money is promised throughout the coming months. Commodity prices must be considered in two groups, industrial and agricultural. In industrial prices the most one can hope for is a sideways movement or slight recovery. Agricultural prices, and the grains in particular, are likely to advance during the months ahead.

Present prospects are that agri-

## Prefers Bands



Dogs like to hear radio music. This one is especially fond of its master's Crosley set and stands "at attention" whenever the receiver is tuned-in for band music.

## Club Meeting Via Radio Is Heard Aboard Vessel

"Secretary" Hawkins who conducts the regular Saturday evening meetings of his club through the Crosley WLW broadcasting station in Cincinnati, got a letter from a member of that juvenile organization who was on a trip with his parents on board the S. S. Ampala, coming from Honduras to New Orleans.

"In mid-ocean," the letter begins, "We were coming from Cebu, Honduras to New Orleans, and about 240 miles out in the ocean we heard the 'Secretary' Hawkins Club in session in Cincinnati. I am writing this as evidence of the wonderful invention which brought Cincinnati so close to us for an hour, when we had some mighty rough weather and nothing but water all around us and the clouded sky overhead."

## IMITATE THEMSELVES

The radio audience of the Crosley broadcasting station in Cincinnati often hear stars of the stage in imitations of themselves due to the fact that their contracts do not permit them to broadcast—BUT—they do it under other names as imitations. Shuh! It's a secret.

**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.

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

**THE FIFTH THIRD NATIONAL BANK—CINCINNATI**



# Scenes At Opening of Crosley Sales Campaign in Middle West



At the left is shown a group of distributors who welcomed Powel Crosley, Jr., at Kansas City. Mr. Crosley is seated in the center.

The group above consists of dealers who purchase Crosley merchandise through the Sterling Radio Company, of Kansas City. The picture at the right was taken during the luncheon attended by the dealers of the St. Louis territory.

## Waterloo and the Tribune Welcomes Powel Crosley, Jr. and Radio Distributors and Dealers of Iowa

Mr. Crosley

Waterloo is pleased to have you as our guest today. Your success in the radio field is as outstanding as Ford's success in the automobile field—The people of Waterloo love men who reach the top. You will find a warm spot in the heart of every Waterloian.



POWEL CROSLY, JR.

Mr. Dealer

You are welcome—We want you to enjoy your visit. Waterloo is a mighty good city and we love it—we want you to know it as we do—we want you to enjoy the many advantages enjoyed by our citizens—we want to know you better and we want you to get acquainted with us.

## Radio News of the World

is carried daily in the Tribune—Ours was the first newspaper to devote unlimited space to "Radio News"—We have led and will continue to lead in importance of news as it affects your industry. As a medium for advertising, it is unsurpassed. Tribune advertisers are growing daily with the Tribune.

## The Waterloo Tribune

"47 YEARS OF SERVICE"

The picture above shows a full page welcome given to Powel Crosley, Jr., and his distributors and dealers by the Waterloo, Iowa, Tribune. "The people of Waterloo love people who reach the top," the Tribune said in this unusually hearty welcome.

**The ROYCRAFT Co.**  
Wholesale Distributors  
Minneapolis  
U.S.A.

**Powel Crosley, Jr., Sounds Warning to 250 Dealers in Sales Meeting at Radisson Hotel, Minneapolis**

**Mail it NOW!**  
So We Say to You—In the Words of Powel Crosley  
Protect Yourself by Sending in Estimates of Your Requirements so That We Can Take Care of You in the Proper Manner.

Reproduced above is a circular sent out by the Roycraft Co., of Minneapolis, at the close of the convention in that city.



Mr. Crosley and a group of his friends are shown above in the studio of broadcasting station KWOX, of St. Louis, from which Mr. Crosley delivered an address.

## Outlook For Radio Dealers Is Bright, Crosley Declares

(Continued from Page 1)

money to be spent for radio equipment. Nearly every farm has its receiving set and the people look upon this form of information as to conditions of the market with as much interest as was the case when the rural mail delivery had to be depended upon for the same data.

"Another factor which clearly demonstrated the value of these get-together meetings of distributors and dealers, was the hearty spirit with which each took part in the general meetings in the various cities. With such whole-hearted co-operation between business men, there is no reason to doubt the future of our industry."

Harold J. Wrape, of the Benwood-Linze Company, St. Louis, had charge of the St. Louis meeting which was conducted in the Hotel Mayfair and was attended by sixty dealers from that territory. Mr. Crosley told about the sales policy and demonstrated the famous new line of receivers for the 1926-1927 radio season. Many valuable ideas were exchanged by the distributors and dealers at this meeting with harmony among the radio men that augurs well for the industry. The Benwood-Linze Company, Campbell Iron Co., Commercial Electric Supply Company,

Beck and Corbitt Company and the Geller-Ward & Hasner Hardware Company sponsored this meeting.

The second stop made by Mr. Crosley was in Kansas City, where H. C. Bonfig, of the Sterling Radio Company, had a two-day session planned, although but one day was participated in by the president of The Crosley Radio Corporation who addressed about 300 jobbers and dealers in the Hotel President. Bonfig arranged a second day's meeting for his dealers who came in from all sections of the Kansas City territory. These enthusiastic meetings were under the sponsorship of Sterling Radio Company, Harblson Manufacturing Co., of Kansas City; American Electric Company and Ross-Frazier Iron Company of St. Joseph and Reichel Motor Car Company of Macon.

There was an excellent meeting in Omaha, participated in by many radio dealers in that district. The meeting was held in the Hotel Fontenelle and was under the auspices of Electric Supply Company and Paxton and Gallagher, of Omaha; Electric Supply Company of Lincoln and Nebraska Bulck of the same city and Omaha. New orders were placed for the new line by the dealers who were very much impressed by Mr. Crosley's talks.

The meeting in Waterloo, Iowa, was exceptionally interesting and was the means of bringing together many dealers in that section of the country. A hall was engaged for the session with a dinner and banquet in the Russell-Lamson Hotel. John Hanson, of the Stand

ard Battery Company, arranged the details of this meeting in co-operation with Western Radio Corporation of Cedar Rapids; Terry-Durin Company of the same city and representatives of other distributors.

The final meeting of the week was held in Minneapolis, where Foster Hannaford, of the Noyes Brothers and Cutler Company, of St. Paul, and the Lucker Sales Company, W. S. Nott Co., and Roycraft Company, joined in making this gathering a big success. The meeting was held in the Hotel Radisson, and the new line created much favorable comment and resulted in a large number of orders from dealers.

"We are looking forward this year," said Mr. Crosley, in his various addresses, "to the largest radio business we have ever had, and the most profitable. In the past there have been too many people attempting to build radio receiving sets. It takes more than a desire to make money to make good radio sets. It takes an honest desire to give good merchandise, and to give good service. The principal of the survival of the fittest has eliminated this year many who were not fitted to keep in this great and growing business."

Mr. Crosley said that he believed there was much less indecision on the part of dealers about what kind of radio sets they wanted to handle, because dealers are coming to be more specialists, with the realization that it is more profitable to them to handle one line or

at the most two lines, concentrating all their efforts on these lines.

"We feel that our market is below \$100, and we want to give as much as possible for that money. We believe that is by far the biggest field."

Mr. Crosley said that the Crosley dealer is coming to feel much as the Ford dealer does, that although he may lose a few sales to the dealer who carries a higher priced set, yet he knows that on account of having a good lower priced set he will more than make up for the few losses in the long run.

"The lines of radio competition," Mr. Crosley declared, "are more closely drawn than they were a year ago. Many names have disappeared from the field. This is always true with any new industry."

Mr. Crosley said that this section of the country has always been one of the biggest territories for Crosley Instruments, accepting them readily. He said that he believed in laying the cards on the table, saying that last year they failed to make the progress they should have made, due to the fact that they did not judge soon enough what the public was going to demand. They were making the three-tube set when the public decided that the only thing they wanted was the five-tube. He spoke of the change in models which his company made, introducing them at Christmas time, and expressed himself as convinced that this was a proper move to

make in spite of the fact that they received some criticism for changing models in the middle of the year. The dealers have had a chance to see how the new models work during the spring months, and how little service they require. Mr. Crosley gave an account of the new inspection system which has been installed in the Crosley plant, with a graduate engineer and a staff of inspectors, answerable in no way to the production department, but only to the two heads of the firm, insuring unbiased inspection.

The Crosley company has analyzed the market this year, to give the public what they want. Their conclusions are that the public wants a five-tube set and single dial control, with selectivity and the ability to use a power tube. All these features are in this year's Crosley models, added Mr. Crosley.

Mr. Crosley expressed himself emphatically as opposed to frequent changes which they have made this year, they hope it will not be necessary to make frequent changes in the future. "But radio is changing necessarily," he pointed out, "and it has been imperative for any manufacturer who expects to stay in the business, and is not intent merely on big returns and a quick clean-up, to make changes in his models. I think changes will be unnecessary for some time to come." Mr. Crosley discouraged stocking in excess of needs, both for the distributor and the dealer.

### Knowledge of Radio Not Essential To Operate Receiver

"None is so blind as he who has eyes but see not" and none is so mistaken as he who believes it requires technical training to install and operate a radio receiving set.

There is scarcely a magazine or newspaper in the United States that has not carried well-written articles on the simplicity of the radio, and still there are people who are interested in the great invention but who will not purchase sets because they fear they will be unable to operate them.

"Some people unite invention with operation," Lewis M. Crosley, assistant general manager of The Crosley Radio Corporation, said recently. "The principles of radio require deep study to permit thorough understanding but the operation of a receiving set is the personification of simplicity. It is hard to understand why some people regard radio as they do. The same people who operate phonographs without a knowledge of why it works or drive automobiles without knowing thoroughly how the engine functions. Therefore, it seems somewhat unreasonable for people to be skeptical about radio.

"Some manufacturers are producing sets that a child can operate. Installation and operation directions are so simple that any person who can read, can connect-up the receiver in a short time. Some people claim they do not understand the new terms and refrain from buying a receiver, because of this. Granting this to be the case, then it must also be applied to people who purchase automobiles and yet do not know what a magnet, gear or clutch are and their names sound strange. Within a few days, however, the newness wears off; the parts become known and the complexities, as people saw them, fade into insignificance.

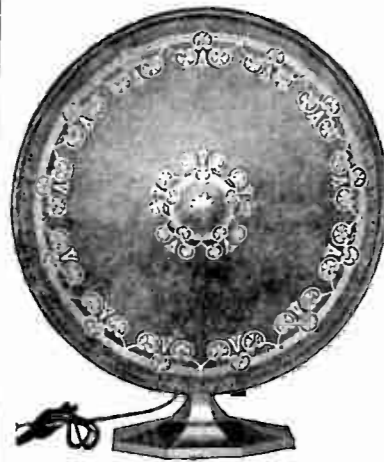
The misunderstanding under which some people still are laboring will be eliminated as they come to learn of the real simplicity of radio receiver installation and operation. This will mean many more thousands of radio fans."

IF THE HOOP SKIRT'S REVIVED IT WILL MAKE A GOOD AERIAL

The recent fashion notes from Paris, indicate a return of a modified form of the bustle with a possibility of a revival of the old hoop-skirts. Charles E. Kilgour, chief of the Crosley radio engineering department, believes the wire frames used in the hoop-skirt will make it possible for women to become walking receiving stations with small portable receivers.

## RADIO'S FASTEST-SELLING REPRODUCER

### THE CROSLY SUPER MUSICONE



#### Regular Musicone

The Musicone Regular, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. It 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. Price \$12.50.

#### THE MUSICONSOLE

This beautiful console table with built-in Musicone will absorb unsightly radio equipment, provide the finest loud speaker radio has produced, and become a decorative motif in the furnishing of your home.

No need of unsightly wires, ugly batteries and awkward loud speaker, to give offense to the charm and beauty of a well ordered home.

The wonderful performance of the Crosley Musicone so skillfully built into this console unit is the radio sensation of an industry where the unusual is the rule and not the exception.

Built of beautiful two-toned mahogany, exquisitely finished. Modern period design in correct proportions.

\$32.00

## CROSLY RADIOS

BETTER • COST LESS

Dealers everywhere are placing large orders for the new Super Musicone. It is the fastest-selling radio reproducer on the market. The new sixteen-inch cone has made a tremendous hit. Its neat design on both front and back, its perfect reproduction of every musical note and its very low price make it the most popular reproducer ever offered. Hundreds of thousands will be sold in the next few months. Be sure to have an ample supply on hand to accommodate your customers.

\$14.75

#### Musicone De Luxe

This mantel, clock type cabinet of delicately grided 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. Price \$23.50.



# CROSLY SERVICE MANUAL

## INSTALLATION AND OPERATION OF MODEL 4-29

(Instructions for Testing and Repairing This Model Will Be Given Next Week on This Page.)

#### Type of Circuit

The Crosley 4-29 is a four tube set, incorporating one stage of radio-frequency amplification, crescendon-controlled detector, and two stages of audio-frequency amplification. The crescendon principle consists in properly applied and controlled regeneration. The antenna circuit of the 4-29 is aperiodic, and loosely coupled to the local circuit, and the radio-frequency

loop operation. No hard and fast rule may be laid down as to the type of antenna construction giving best results with this set, as the influence of surrounding buildings, location, etc., has so much to do with this matter. A straight, flat-top, single-wire aerial is recommended in the instruction sheets, since it is usually quite effective and is one of the easiest types to erect. A good ground con-

#### Batteries

Batteries should be chosen, of course, to suit the tubes used. "A" and "B" battery eliminators may be installed, if desired. In making dry-battery installation with the 4-29 regular, it is recommended that eight cells in parallel be used as "A" battery for WX 12 tubes and six cells in series—parallel for 199 type tubes. The use of these extra batteries will insure longer life and more satisfactory operation than if but four cells are used for the WX 12 tubes, or three cells in series for 199's. If a "C" battery and grid leak is used, it is recommended that different values of "C" battery voltage and different values of grid leak be tried until the best results are obtained. It is also advisable to use a tapped "B" battery for the detector tube and to try different voltages until the set operates most satisfactorily.

a small wire which should be broken if a "C" battery is used. The other terminals are self explanatory.

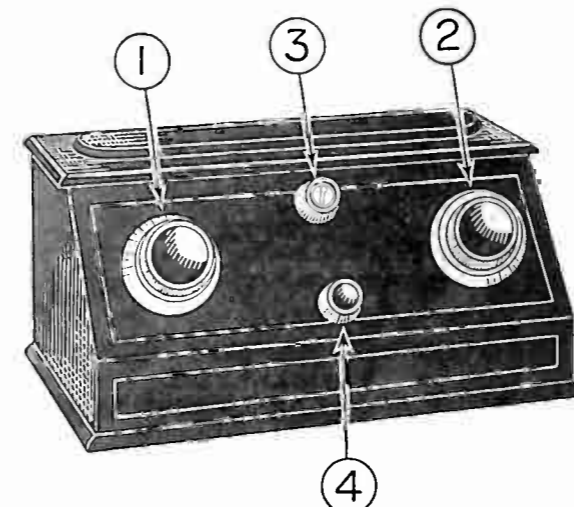
#### Tuning

This set is best tuned by the heterodyne method. That is, the signal should be picked up by means of a whistle. To do this, the crescendon control must be pulled out about three-fourths of the way. The crescendon control is marked "3" in the illustration given herewith. One rheostat is provided to control the filament current of all of the tubes (4). Caution the set owner not to turn on this rheostat too far, thus shortening the life of the tubes. There is no filament switch, so the rheostat must be turned off all of the way when the set is left. The set owner should be cautioned about this also.

After the rheostat has been properly set and the crescendon control pulled out until there is a slight hissing sound in the receivers, the heterodyne or whistle note of stations may be tuned in by turning both tuning dials (1 and 2) at the same time. These dials should be adjusted to the low spot between the two whistle peaks of a station, and the signal then

#### Connections

A diagram of connections for storage battery tubes (201-A type, or 201-A type amplifiers with a 200-A type as a detector) is shown herewith. This is the most popular tube combination. The "Sel A" and "Vol A" posts are antenna terminals. The markings



TUNING CONTROLS OF MODEL 4-29

circuit is so designed that the tube will not oscillate, thus insuring a minimum of radiation. The set is designed for loud speaker operation.

#### Special Features

All wiring of the 4-29 is done with special flexible wire. This makes it possible to solder lugs to the wires before they are attached to the set, insuring a better job. The variable condensers are of special design, with soldered plate assemblies. The crescendon feature is well known to all Crosley dealers. A sliding type crescendon control is used on this model. Transformers are standard Crosley type, of 4 to 1 ratio. All parts are attached directly to the wooden panel and cabinet, and in order to inspect the interior of the set and test its parts, the bottom of the cabinet must be removed.

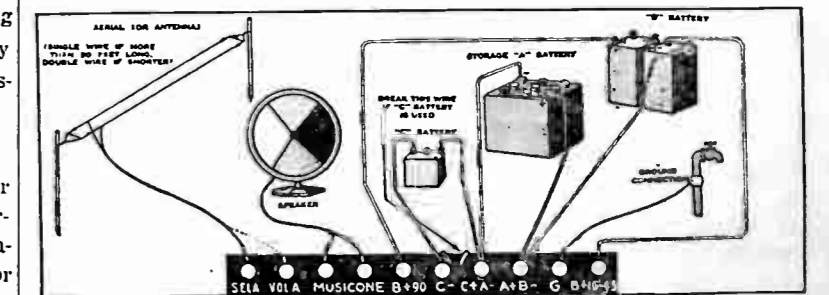
#### Aerial and Ground

Like other Crosley models, this set is designed primarily for operation from outdoor antennas from 50 to 100 feet in length. It will usually give quite satisfactory results on a short indoor aerial, however. It is not designed for

nection should always be secured. General instructions concerning grounds and aerials for Crosley sets were given in an earlier issue of this publication.

#### Tubes

Model 4-29 regular is designed for operation on either dry-cell or storage battery tubes. The combination particularly recommended for storage battery operation is a 200-A in the detector socket and 201-A's in the other sockets (or the equivalents of these tubes). For dry-cell operation, 199 type tubes (or their equivalents) are especially recommended. The detector socket in this model is the last socket at the right, from the operator's viewpoint, facing the front of the set. The order of the sockets, from left to right, is as follows: (1) radio-frequency amplifier, (2) 2nd stage audio-frequency amplifier, (3) 1st stage audio-frequency amplifier, (4) detector. Model 4-29 Portable should not be used with storage battery tubes. Neither model is wired for power-amplifier tubes.



Connections For Using Storage-Battery Tubes With Model 4-29

are intended to be abbreviations for "Selective Antenna" and "Volume Antenna." The latter post couples the antenna circuit more closely to the radio frequency circuit of the set than the former, thus resulting in greater volume but less selectivity in the average case. The dealer installing a set should disregard the meaning of these markings, however, and try both posts; using the one which gives the best results. The terminals marked "Musicone" are for connection to the loudspeaker, of course. Next follows the "B plus 90" terminal, which should be connected to the 66½ volt or 90 volt terminal of the "B" battery. Between the "C minus" terminal the "C plus A minus" terminal there is

cleared up by readjusting the crescendon control, rheostat control, and, if necessary, the tuning controls.

Caution the set owner to turn the dials slowly, as many of them pass over stations by lack of patience in tuning. We have found this to be especially true of beginners. It might also be pointed out to them that they may save considerable battery current by the judicious use of the crescendon control, pulling it out and turning back the rheostat control as far as is possible without hurting reception. The crescendon control will be found especially effectual in tuning to weak stations. Its effect will not be particularly noticeable on the local stations.

**THEN DAVE HIT HIM**

Dave Conlon, popular remote control operator at broadcasting station WLW, was called on the carpet the other night for having beaten the daylights out of a husky ducky who serves as a "Jack of all Trades" in the radio station.

The "boss" asked Dave why he had hit this negro, but he refused to answer. Repeatedly he refused to tell what had caused the disturbance. In an effort to find out what it was all about, the negro was asked why Dave had hit him with a brick.

"Boss, ah don't know," he said. "Really I didn't do nuthin' to Dave. I even can't remember when he hit me. All I remember is that I was walking through the studio singing 'Ireland Must Be Heaven, Cause My Mother Came From There.' Honest, Boss, that's all I know 'cept that Dave hit me with that brick."

**SHORT OR TALL—THE STAND'S FOR ALL**

Since there is no standard height for radio artists, it was necessary for David Conlon, remote control operator of the Crosley WLW broadcasting station in Cincinnati, to devise a special microphone stand that could be adjusted to be within the reasonable speaking height for short or tall entertainers.

**SAFETY IN SWIMMING**

Talks by expert swimmers are broadcast weekly upon the subject of "Safety In Swimming." These talks are given through the Crosley WLW station in Cincinnati, where the first swimming lessons via radio were broadcast by Stanley Brauning, coach of the Y. M. C. A. who is now in Europe with Laufer and Webb, giving exhibitions and breaking records.

**FUTURE CELEBRITIES**

Radio broadcasting has made it possible for students of music to be heard throughout the country during the recitals given every week through the Crosley WLW broadcasting station in Cincinnati. Both the College of Music and the Conservatory of Music have an hour each during which time the children students are permitted to broadcast. This is every Monday afternoon at four o'clock.

An international chess match, to be played by radio, has been arranged between the Haverford College undergraduate chess team and the students of the University of Paris.

The United States has one receiving set to every 27 inhabitants.

**TWO POPULAR MODELS**

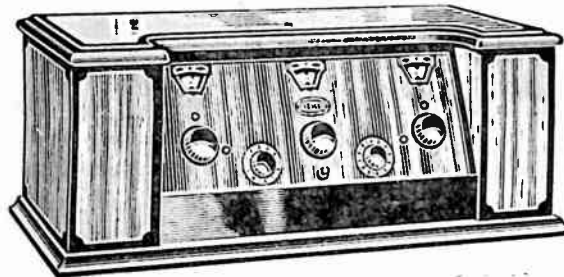
THE



**Five Tube R. F. L.-75**

AND THE

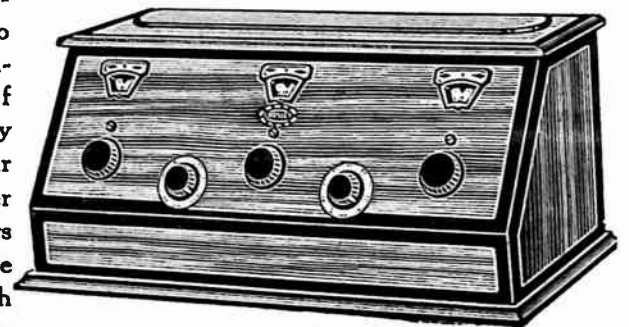
**Five Tube 5-38**



**PRICE  
\$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 substitutions of wood panels with windows that permit the operator to observe the otherwise concealed dials. 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.

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 Powel Crosley, Jr., offered to the public after promising to do so only if he could make one better than any on the market.



**PRICE  
\$38.00**

**CROSLEY RADIOS**

**BETTER · COST LESS**

# CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXXV.

Published By The Crosley Radio Corporation

AUGUST 30, 1926

## "Summer Slump" But a Myth New 5-50 Heartily Praised By To Crosley Dealer in West New York Distributor

### Gambles Musicone Against Anything On Radio Market

Tone, Volume and Selectivity  
of Five Tube R.F.L.-75 Are  
Praised by Alameda,  
California, Dealer.

The "Summer Slump" has been but a myth to R. W. Howard, proprietor of Howard's Radio Shoppe, Alameda, Calif., who gives credit to Crosley Radios for having kept his cash register playing a merry tune throughout the past several months, during which time his competitors have been complaining about not being able to sell radio merchandise.

Mr. Howard, to prove this so-called "Summer Slump" has not affected his sales, offers to permit any "justly concerned dealer" to look at his books and to see for himself the large amount of business he has been doing in Crosley radios and Musicones. He is a loyal booster of the Musicone and is "openly gambling it against anything made," and refers to the R. F. L.-75 as "having everything on the market cheated to death."

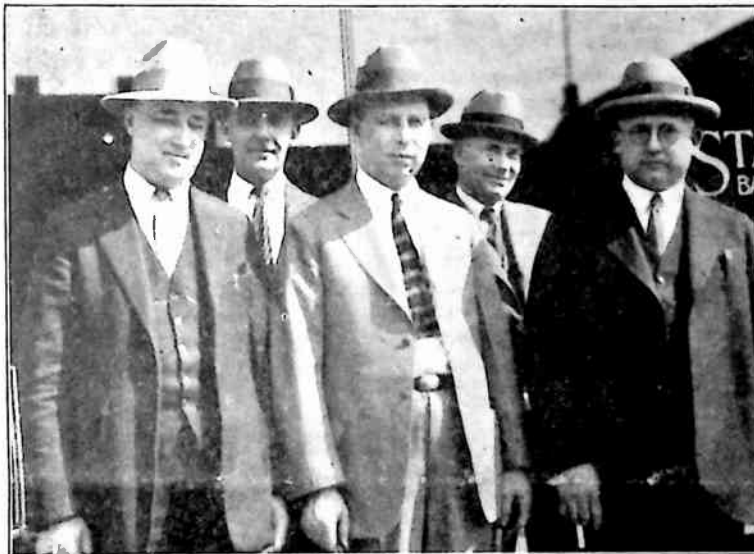
In a letter to Hall Berringer, of the Kierulff and Ravenscroft Company, of Los Angeles, the jobber from whom he purchases Crosley Radios, Mr. Howard declared:

"Isn't it possible for you to scrape up twelve of the new Musicone Speakers for us? You sent us only six and we sold them yesterday and the day before. We've never seen nor heard a speaker with such quality and beauty of design and are openly gambling it against anything made."

"THE NEW CROSLLEY R. F. L.-75 with the straight line frequency condensers and power tube, absolutely has everything on the market 'cheated to death.' It has tone, wonderful selectivity and TERRIBLE volume on distance, so much that you have to turn it down to stand it. We have always been sold on Crosley as you know,

(Continued on Page 2.)

### CROSLLEY'S IOWA BOOSTERS



In the group above are shown a few of the salesmen who sell Crosley radios in Iowa and the surrounding states. They represent the Standard Battery and Electric Company, of Waterloo, one of the pioneer jobbers of "Better—Cost Less" radios. Reading from left to right, they are: F. J. Rash, B. Hartman, F. M. Wood, John Hanson, president of the company, and W. J. Decker.

### Old Tunes Receive Greatest Applause, Although Dance Music Is Most Popular; Young Listeners Are Too Busy To Write

Dance music is the most popular type of radio program, although old tunes and "old-time" music makers draw the most applause letters, according to William Stoess, Studio Director of station WLW, Cincinnati. Stoess explains this apparent paradox by the fact that "old-time" musicians appeal to the older folks, who will take the trouble to write letters of appreciation when they are pleased, while dance music appeals to the fast-living younger generation, which has no place in its calendar for letter writing. "The younger generation, of which I am one," says Stoess, "is all take and no give."

"There is a good reason for this attitude, for the life of modern young people is crammed so full of things to do that they have no opportunity to carry out the polite

conventions of other days. Suppose a few of the younger married set gather one evening and dance to the strains of a Vincent Lopez or Paul Whitman orchestra. They may be very appreciative of this program, but in the whirl of business and social affairs how can one expect them to sit down and write an applause letter to the station from which the programme was broadcast?

"In one way, this lack of correspondence from young people is disconcerting. It gives the studio director the impression that no music is so popular with the radio audience as musical saws and "old-time" fiddlers. I believe, personally, that this impression is incorrect, and that the most popular music is that of the fine dance or-

(Continued on Page 2.)

### "We Did Not Think Such A Good Set Could Be Produced"

Distant Stations Tuned In  
While 500 and 5000 Watt  
Broadcasters In Neigh-  
borhood Are Operating.

"We knew the Crosley 5-50 was a good receiving set, but we did not realize a radio could be built to perform the way this one does," writes Joseph A. Kerr, sales promotion manager of the Weber-Rance Corporation, 225 West 57th street, New York City, in a letter to James L. Woods, Jr., New York representative of The Crosley Radio Corporation.

The Weber-Rance Corporation recently was added to the list of distributors of Crosley radios and is fighting hard to become the sales leader. The entire organization is exceptionally enthusiastic and salesmen are piling up records that are making representatives of other organizations sit up and take notice.

In his letter to Mr. Woods, Mr. Kerr said:

"After you left here last night, we connected up the Crosley five tube 5-50 receiver, and I want to say that we were surprised at the way this receiver delivered the goods. We knew it would be a good set, but we did not realize a radio could be built to perform the way this does. The Crosley 5-50 surely takes the cake."

"The tone quality is excellent. The selectivity is uncanny. We are located right in the center of a large circle of stations—stations from 500 to 5,000 watts. Still, we are able to tune them out with the 5-50 receiver. Distance rolls in like water off a duck's back. We don't think there is any radio receiver on the market that will touch it for performance."

"Frankly, we realize now why you wanted to feature the 5-50 in all your advertising. We are planning on selling a large quantity

(Continued on Page 2.)

# Crosley WLW Programs Week of August 29, 1926

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Sunday, August 29th, 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.
- 11:00 P. M.—Y. M. C. A. Church Service conducted by R. D. Martin, Price Hill Baptist Church.
- 3:00 P. M.—Municipal Band Concert from Eden Park, Walter Esberger, Director.
- 7:30 P. M.—Organ Recital by Herbert Neuman, First Presbyterian Church and faculty College of Music, Cincinnati.
- 8:30 P. M.—The Crosley Salon Orchestra. Soloist: Francis Trefzger, tenor.
  - Overture—"Miniature" from the "Nut Cracker Suite"
  - Scenes Pittoresques. Massenet (a) Angelus (b) Fete Boheme
  - Twelve Irish Songs
    - The Minstrel Boy, Mavourneen Dellish, Killarney, Come Back to Erin, Bellevue Me All, etc., The Meeting of the Waters, The Last Rose of Summer, The Pretty Little Girl Milking Her Cow, The Dear Little Shamrock, Wearin' of the Green, The Harp That Once Through Tara's Hall, The Cruiskeen Lawn.
  - Selection—"High Jinks"
  - Suite—"Gypsy Pictures"
    - (a) Fireside Tales
    - (b) A Romany Night
    - (c) The Ball at Manor Farm
  - Popular—"Sleepy Head"

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Monday, August 30th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
  - 11:55 A. M.—Weather Forecast and Time Signals.
  - 12:05 P. M.—Religious Services conducted by Rev. Geo. H. Kase.
  - 1:30 P. M.—Market Reports.
  - 3:00 P. M.—Market Reports.
  - 4:00 P. M.—Cincinnati College of Music Children's Hour.
  - 6:45 P. M.—Weather Forecast, Market Reports, Baseball Scores.
  - 7:00 P. M.—Robert Visconti's Orchestra.
  - 7:30 P. M.—Baseball Scores.
  - 7:40 P. M.—Robert Visconti's Orchestra.
  - 8:00 P. M.—Commercial Tribune feature with Pat Patrick's Orchestra of Miami Grove.
  - 9:00 P. M.—The Calumet Baking Powder Co., and Rainbo Garden Hour.
  - The Super Musicone Trio: William Stoess, violin; Karl Topie, cello; Rosemary Stoess, piano
- PART I:
- (1) Ballet Music (Faust)
  - (2) Love Song..... Flegler
  - (3) Tango..... Albiniz
  - (4) Bolero..... Fernandez-Abrós
  - (5) Narcisses..... Nevin
  - (6) Waltz from the Ballet "The Sleeping Beauty"..... Tschalkowsky
  - (7) Revue of Old Hits (The Baldwin Piano)

A "pyrex" custard cup with a hole drilled in the bottom makes an excellent lead-in insulator.

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Tuesday, August 31st, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Ervin Edward Schenk, organist.
- 1:30 P. M.—Market and Stock Reports.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—Children's Story Hour by Mrs. Bertha W. Edmonds.
- 6:00 P. M.—Broadcast of the opening exercises of the Twelfth Annual Pure Food and Health Exposition from the Cincinnati Zoological Garden.
- 6:45 P. M.—Market Reports, Weather Forecast, Baseball Scores.
- 7:00 P. M.—Continuation of Pure Food Show Banquet. Speakers:
  - Senator Frank B. Willis
  - Hon. Murray Seasongood, Mayor of Cincinnati
  - Col C. O. Sherrill
  - Judge Edward T. Dixon
  - Judge Edward Hurley
  - Hon. Charles S. Bell, County Prosecutor
- 9:00 P. M.—Formica Symphony Orchestra, Wm. Stoess, director. Theme of Program—"Waltz Memoirs"
  - Selection: "The Waltz-Dream"
  - "Tanz-Waltzer" Oscar Strauss
  - "Valses Tristes" Ferruccio Busoni
  - "Wedding of the Winds" Sibelius
  - "A Few Minutes with Johann Strauss"
  - Waltzes of Long Ago (The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Wednesday, Sept. 1st, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Irene Downing, player-roll artist.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market and Stock Reports.
- 3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
- 4:00 P. M.—Shut-in Program, directed by William Duning.
- 6:50 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Robert Visconti's Orchestra.
- 7:30 P. M.—Talk by representative of the National Radio Farm Council.
- 7:40 P. M.—Robert Visconti's Orchestra.
- 8:00 P. M.—Program for Shut-ins presented by favorite radio artists and the WLW staff. George Duning, trumpeter; Wm. C. Stoess, violinist; Louis John Johnen, baritone; Charles Ridgway, pianist; Ralph Thomas, tenor
- 10:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including the Lantonia Melody Boys; Carol Burdick, Elnora Brennan, accompanied by Nellie Brennan; Ray MacDermott, Freda Sanker, Bill Divers, Maurice MacAdow and

## Ray Sullivan.

11:00 P. M.—Pages Royal Elk Synopaters, W. H. Hill, director. (The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Thursday, Sept. 2nd, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market and Stock Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Organ Concert by Petronella Trimbur.
- 12:30 P. M.—Health Talk by Dr. Carl A. Wlitzbach, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market and Stock Reports.
- 4:00 P. M.—Piano Recital by Adelaide Apfel.
- 6:45 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Robert Visconti's Orchestra.
- 7:30 P. M.—Baseball Scores.
- 7:40 P. M.—Robert Visconti's Orchestra.
- 8:00 P. M.—Salvation Army Band, under the direction of Fred Mattison.
- 9:00 P. M.—The Cincinnati Zither Players. Horinan Maurer, Bandoneon Player.
- 10:00 P. M.—Henry Thies and his Castle Farmers.
- 10:20 P. M.—Al Kirschner (The Old Time Bird) and Pep Golden.
- 10:40 P. M.—Irene Downing and Sentimental Tommy Reynolds.
- 12:15 A. M.—Crosley Sky Terriers. (The Crosley Pups in Midnight Frolics with Kay Nye, 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, Sept. 3rd, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Concert by Mildred Prigge, organist.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Saturday, Sept. 4th, 1926 Eastern Standard Time.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Organ Concert by Johanna Grosse.
- 7:30 P. M.—Meeting of the Sockatary Hawkins Radio Club.
- 8:00 P. M.—Organ Concert by Johanna Grosse.
- 8:30 P. M.—The South Sea Serenaders.
- 9:00 P. M.—Henry Thies' Castle Farmers. (The Baldwin Piano)

Add audio frequency amplification for louder signals.

## Gambles Musicone Against Anything On Radio Market

(Continued from Page 1) but now, JUST TRY TO SELL US SOMETHING ELSE, or even try to out demonstrate one.

"We have had no 'Summer Slump' and anyone who doubts our statement (providing he is a dealer justly concerned) may look at our books—they tell the tale. Crosley Radio has done the trick. 'Here we go for the 'biggest season' known to radio retailing. 'Yours very truly. 'HOWARD'S RADIO SHOPPE. 'R. W. Howard.'"

## Old Tunes Receive Greatest Applause; Dance Music Popular

(Continued from Page 1) chestras (even though these programs do not bring as many letters) for the reasons already outlined. If a studio director could receive letters from all classes who listen in, rather than from only those who have the time or take the time to write, it would certainly help him in making up popular programmes."

## "We Did Not Think Such A Good Set Could Be Produced"

(Continued from Page 1) of Crosley sets this year. We believe the question of handling Crosley sets is not one of sales but of deliveries. The sets will sell themselves."

## IMAGINARY CIRCUS WILL BE BROADCAST TO MUSIC

William C. Stoess, studio director of the Crosley WLW broadcasting station, has arranged for the broadcasting of a descriptive musical circus with the announcements made by Louis John Johnen, program director. This will bring the effects of the "big-top" to the homes of thousands of radio listeners, who can use their imagination to supply the necessary settings as they have seen them in the real circus (and nearly everybody has seen a circus at some time).

## 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 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.

## HISTORY REPEATING ITSELF.

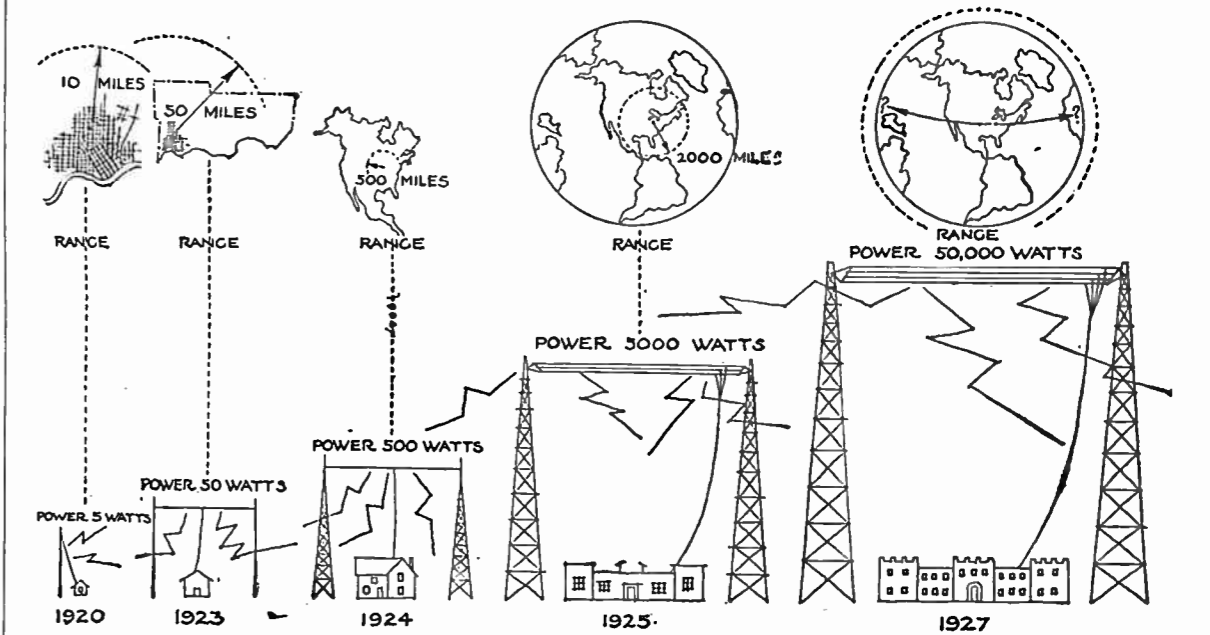
In merchandising circles the manufacturer who offers a nationally advertised, quality product at a lower price than is charged by his competitors, quickly dominates the field. Among novelty and notion stores, the ten cent stores and the twenty-five cent stores have forged ahead, achieving phenomenal successes and leaving their competitors in the dim background. In the automobile industry it has been the manufacturer of the lowest priced car who has bought coal mines and railroads and banks, in addition to producing more automobiles than any other manufacturer. These are facts that are known to everyone.

History repeats itself. It is repeating itself in the radio industry. The recent announcement of new low priced models and reduction in prices of other standard types is but another step in the Crosley domination of the radio market. People will buy properly priced receiving sets and loud speakers, providing, of course, they operate properly, and will buy them in such tremendous quantities that the manufacturer, adhering strictly to just business principles and playing ball squarely with everyone, cannot help but dominate his field.

It is just as true in the radio business as in any other that the manufacturer, who serves the greatest number of people will be the one to lead the way. The Crosley Radio Corporation was founded on this very principle—serving the greatest number of radio listeners—and actually is leading the way in all radio development. Back in the days of 1921, when Crosley radios first appeared on the market, they represented a value before unobtainable. They were quality products at lower prices. Quantity production methods and skillful engineering design made this possible—the application of the Ford principle to the merchandising of radio.

Year after year, as new models came out and prices were reduced, the same principle was adhered to. Often this required the exercise of

## ? What Will Be Range Of New 50 K. W. Station ?



"How far will the new fifty kilowatt station, to be erected by WLW, Cincinnati, in 1927, transmit during average weather conditions?" This is the question being asked by radio engineers, which only actual experiment will answer. The present five kilowatt, superpower, Crosley WLW station covers a broadcasting radius of about 2,000 miles. It may safely be predicted that the new giant station will have a range many times as great. The above drawing of stations operated by WLW in the last six years shows the evolution of a typical broadcasting station since 1920.

## Radio Beacon Guides Night Airmen And Lands Them Safely To Their Base; Experiments At Dayton Are Success

The radio beacon, guiding the aviator surely through fog, clouds, and darkness to the security of his landing field, is a recent development which already has shown complete efficiency within a radius of 200 miles.

This development will be of inestimable value, especially when used upon set courses such as those followed in airway flying and by the U. S. Air Mail Service. The radio laboratory at McCook Field, Dayton, O., for some time has been experimenting successfully with the radio beacon, using the tower at Wilbur Wright Field as a base. Now a radio beacon is to be erected at Monmouth, Ill., for the guidance of the U. S. Mail Service.

The operation of the signals is known as the interlocking signal system, an elaboration of the old equi-signal system. Three small lights, red, white and green, are installed in a row on the airplane instrument boards and connected with a receiving set. When the right and left end bulbs form an exact right angle to the direction of the signal station, two equal and interlocking signals are received which cause a relay to operate a telephone selector. This in turn causes the center white light to flash, indicating to the pilot that he is flying directly toward the station.

If the plane turns from its course, the component signals operate relays causing the selector to light either the red or the green bulb, indicating respectively that the pilot either is to the right or the left of his proper course.

## Radio Broadcasters Confining Selves To Own Wave Lengths

Predictions of Chaotic Conditions Fail To Materialize as Situation Takes Care of Itself.

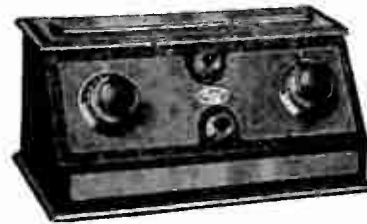
Despite fear among fans and those connected with the radio industry that the recent orders issued from Washington as a result of certain court decisions, relinquishing Government control of broadcasting stations, would result in a chaotic condition of broadcasting, with "wave-length jumping" and interference problems widespread; the situation seems to be taking care of itself, according to broadcasting authorities and stations seem to be confining themselves to their own wave lengths even without adequate Government control.

Various associations have sent out appeals to their members requesting that broadcasters cooperate with each other and confine themselves to their assigned power and wave lengths. Many owners of broadcasting stations have expressed their willingness to abide by the old regulations, and some have come forth emphatically in denouncing those who are not willing to conform to the terms of their licenses, as a matter of gentlemanly action. Powel Crosley, Jr., own-

(Continued on Page 6)

# NEW AND EXCLUSIVE FEATURES INCORPORATED IN THESE LOW PRICED CROSLLEY SETS

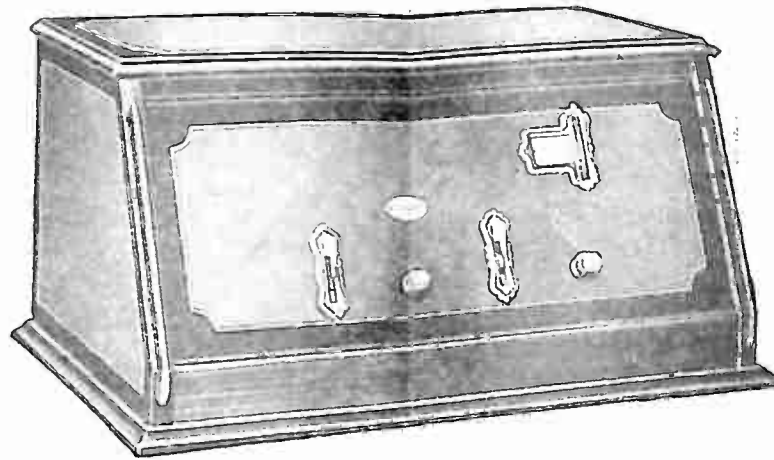
## THE 4-TUBE 4-29



**\$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



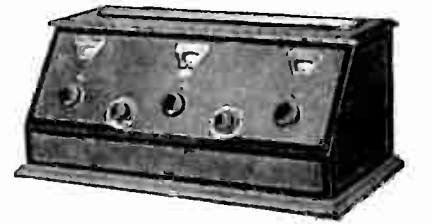
### SINGLE DRUM STATION SELECTOR SOLID MAHOGANY CABINET

**\$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.

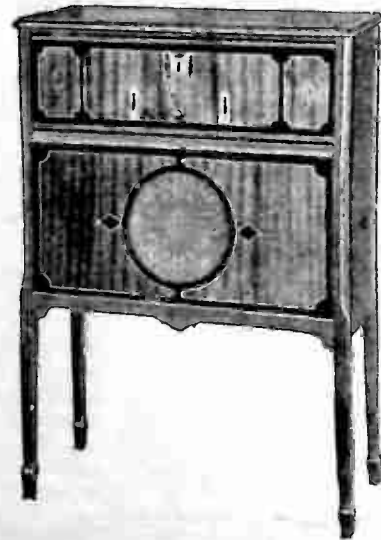
## THE 5-TUBE 5-38



**\$38.00**

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 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.

## THE R. F. L.-90



**\$90**

The R. F. L.-90 uses the now-famous non-oscillating R. F. L. circuit and incorporates the new double drum station selector. This circuit, with the new metal chassis, installed in a beautiful 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.

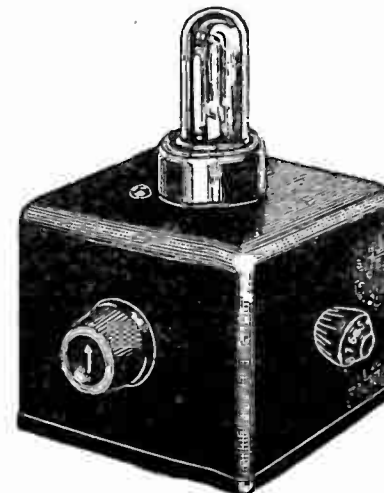
## THE 5-TUBE 5-75



**\$75**

The five tube 5-75, in its beautiful 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.

## 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 technicians—and appreciated by the laymen in the selectivity and tone this set affords.

## 4-TUBE 4-29 PORTABLE



**\$33**

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.

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

### Radio Is Assuming An Important Place In Lives Of Women

Helps Them Attain Freer and More Useful Sphere in Activities of World.

Although the nineteenth amendment to our Constitution, granting woman suffrage, and radio broadcasting came into being almost simultaneously there was, of course, no connection between the two. Yet both have worked hand-in-hand in aiding woman to attain a freer and more useful sphere in the activities of the world.

How important a place radio has taken in the lives of women is being proven daily by the thousands of letters received by directors of radio broadcasting stations throughout the country. These letters indicate that the hours the daily programs devote to women's interest is one of the most important divisions of the air time.

From the requests contained in the letters, women are deeply interested in the serious things of life. They desire to receive information of value rather than pure entertainment, in fact, show a far greater preference for educational and cultural subjects than do men.

Undoubtedly the radio has exerted a marvelous influence on the homes of our country, in fact the full extent is impossible to tabulate. But that it is large can be realized when it is considered that women in every circle, living in cities, towns and in rural sections are listening in at the same time to experts advising on home economics, dietetics, gardening, child welfare and all of the many topics which tend to make better housewives and more pleasant homes.

The advancement of women in club, musical and cultural interest also is shown by these requests that reach radio directors. Women, today, with their greater leisure brought about by labor-saving devices, desire information on parliamentary law, on art and classical music and to learn ways of retaining their health and beauty.

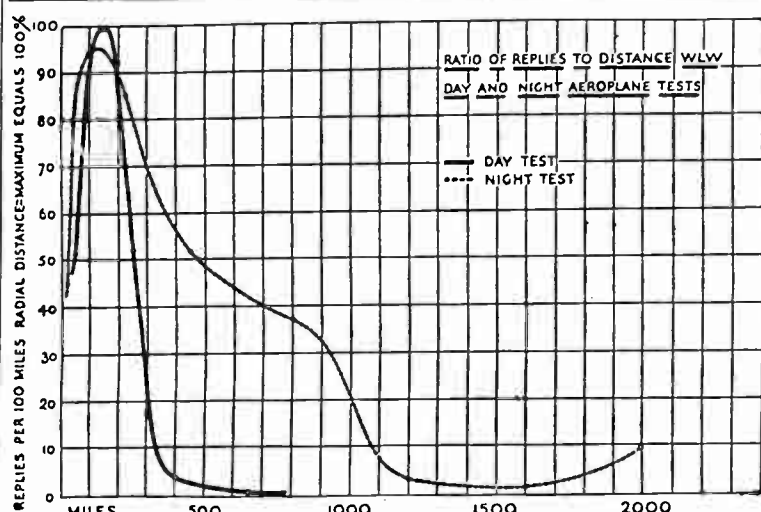
In the evening, when the day's tasks have been completed, then the women are ready to join the men folk in listening to lighter entertainment programs.

### Radio Broadcasters Confining Selves To Own Wave Lengths

(Continued from Page 3.)

er of super-power station WLW and a member of the Hoover Radio Conference Committee, issued a recent statement saying that he "has

### Night Broadcasting Better Than Day



Although the use of super-power stations has done much to make day-time broadcasting equal to night-time broadcasting, the distance covered by day programs are still much less than those covered at night. The above chart is the result of experiments carried out at the Crosley WLW station in Cincinnati in order to compare day and night broadcasting. It shows the comparative number of letters received within each zone of 100 miles, starting at Cincinnati. While there were practically the same number of listeners at day and at night within 200 miles of the station, the number of day listeners rapidly begins to fall off beyond 200 miles, while there continues to be a large number of night listeners up to 1000 miles. The large number of listeners between 1800 and 2000 miles were mostly located in California.

no sympathy with wave-length jumpers." Many other broadcasters have pledged themselves to co-operation in the matter of keeping the radio channels free from troublesome interference.

With weeks gone by since the orders were issued and broadcasting still continuing in orderly fashion, fans have little cause to fear that anything like a chaotic condition will develop within the next few months. By that time adequate legislation will probably be in effect to take care of future situations that may develop.

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
CROSLY AND AMRAD RADIOS  
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

### CROSLY BETTER—COST LESS HEAD PHONES

Every owner of a radio receiver must have head-phones. It matters not whether he has a loud speaker—head-phones are essential. Thousands and thousands of sets of Crosley phones are sold annually. Dealers should see immediately that they have a reasonable number in stock. If you have not, send your order to your distributor at once. The price and quality of Crosley phones appeal to all radio fans.



ONLY  
**\$3.00**

**The Crosley Radio Corporation**  
CINCINNATI, OHIO

The microphonic noise of a set can be partially eliminated by placing four small air-cushion feet, such as are used on typewriter legs, under each corner of the cabinet.

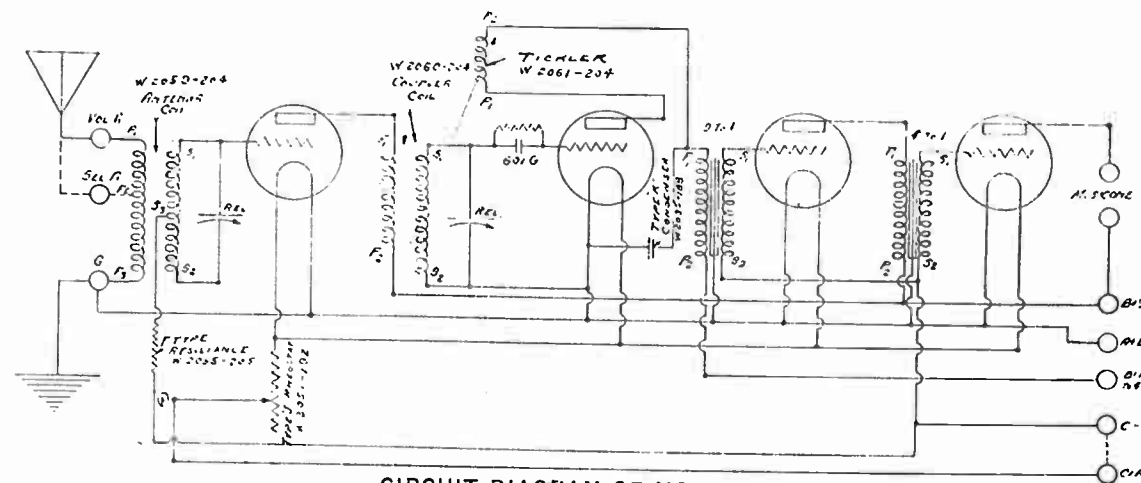
### TUNE IN!

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**

# CROSLY SERVICE MANUAL

## TESTING AND REPAIRING MODEL 4-29



CIRCUIT DIAGRAM OF MODEL 4-29

with flexible bus wire, and the lugs are soldered to the wires before the set is assembled. Thus there is practically no chance for there to be a poorly soldered connection in the set. Occasionally terminal screws work loose in the shipment of the set, and before installing sets the dealer would do well to examine all terminal screws and tighten up any that are loose.

### BROADCAST FROM DAYTON

The second annual radio show in Dayton, Ohio, under the auspices of the News, will be held September 30th to October 2nd. There will be a studio in Memorial Hall and telephone lines will carry the musical program to the Crosley super-power station near Cincinnati, from which point it will be sent into the air.

### General

As with other Crosley models, thoroughly test the antenna, ground, and accessory equipment before deciding that the fault is in the set itself. In order to test the circuit and parts of the set, the bottom of the cabinet must be removed, and the set turned upside down.

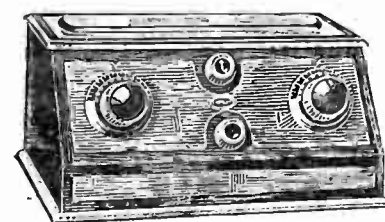
coils and see that there are no open circuits or short circuits. Tighten up all terminal screws so that good contact will be assured.

### Trouble With 4-29

Very little trouble has been reported to the factory which has been encountered with the 4-29 receiver. In practically all instances of sets that have been repaired, the trouble has been broken sub panels caused by rough handling in shipment. All of the wiring in these sets is done

### Test Chart

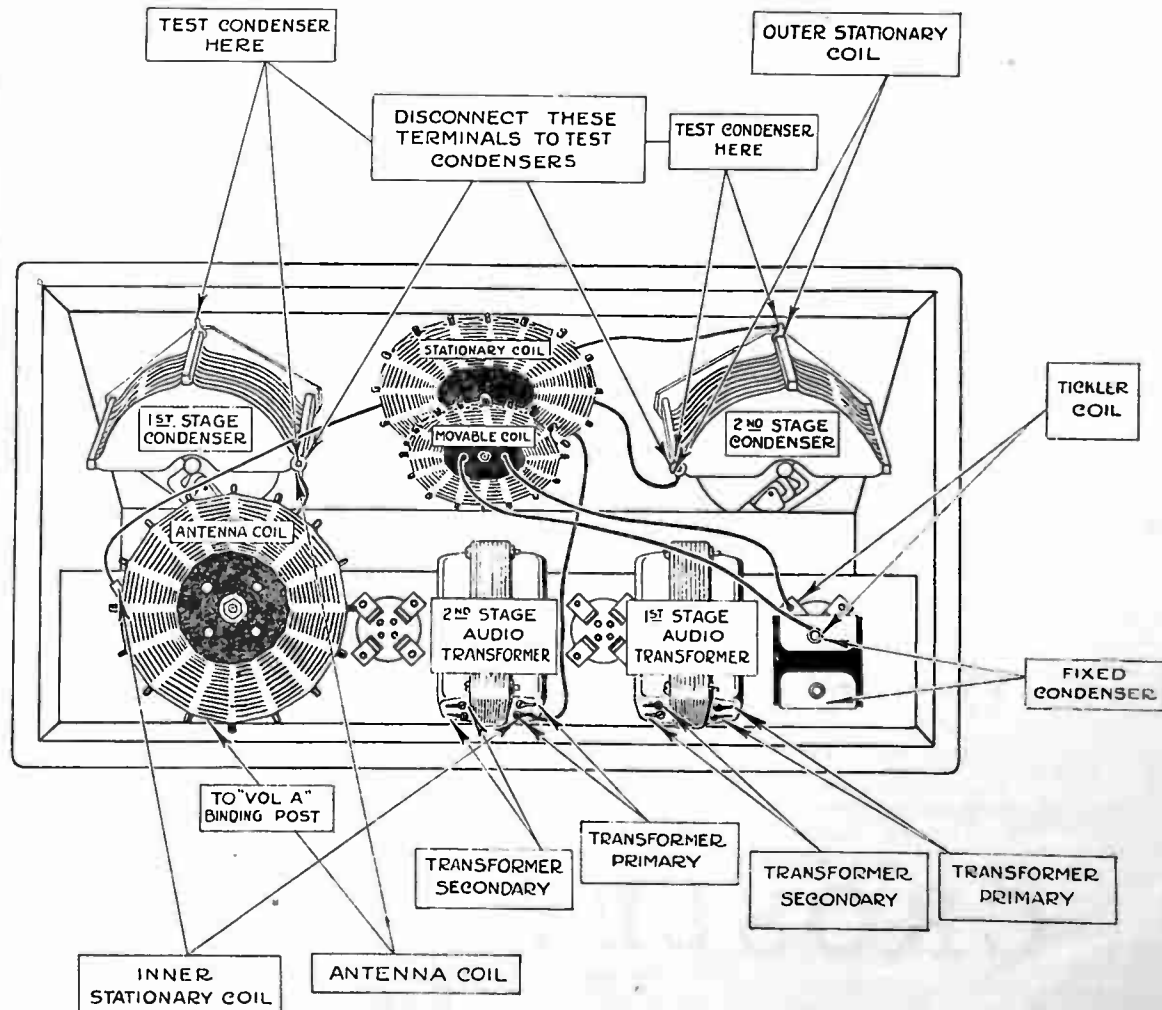
The chart below shows where to put the circuit tester contacts in order to test each part of the set. All interior wiring, with the exception of



a few lead wires from coils, has been omitted from this chart, in order to make it more simple and clear. In testing the different parts of the set, follow the instructions given in a previous article.

### Things to Note

In addition to the regular routine of test outlined in previous articles be sure to inspect the socket contacts and see that they make firm contact with tube prongs when a tube is inserted in the socket. Remove all dust from the interior of the set, especially from about wires and terminals. Carefully check up on the



# ANOTHER FULL PAGE ADVERTISEMENT IN THE SATURDAY EVENING POST

THE SATURDAY EVENING POST

August 28, 1926



**The** Crosley Musicone, announced little more than a year ago, introduced a revolutionary speaker principle and took the radio loud speaker market by storm. Its overwhelming popularity, which has involved the replacement of hundreds of

thousands of old type loud speakers, establishes beyond challenge the Musicone's superiority.

And now Powel Crosley, Jr., announces ... the Crosley Super Musicone!

This larger 16-inch cone utilizes the same

Crosley patented actuating unit as the smaller Musicone ... and this, not the cone shape, is the secret of Musicone excellence

It offers, by virtue of its larger proportions, still more superb volume. It produces, especially in the bass, still richer resonance!

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