

Cone-Type Speakers Rapidly Replacing Radio Headphones

Evolution of Reproducer Described by Manufacturer in Citing Demand for "Best in Radio."

Manufacturers of head-sets report the sales of their products have not been as large this season as in the past. They attribute this to the excellent reproducing qualities of the cone-type speakers which have largely replaced the old-fashioned horn-type affairs. In this connection, Powel Crosley, Jr., a leading figure in the radio industry and manufacturer of both head-sets and cone-type reproducers, such as the Musicone, makes this observation:

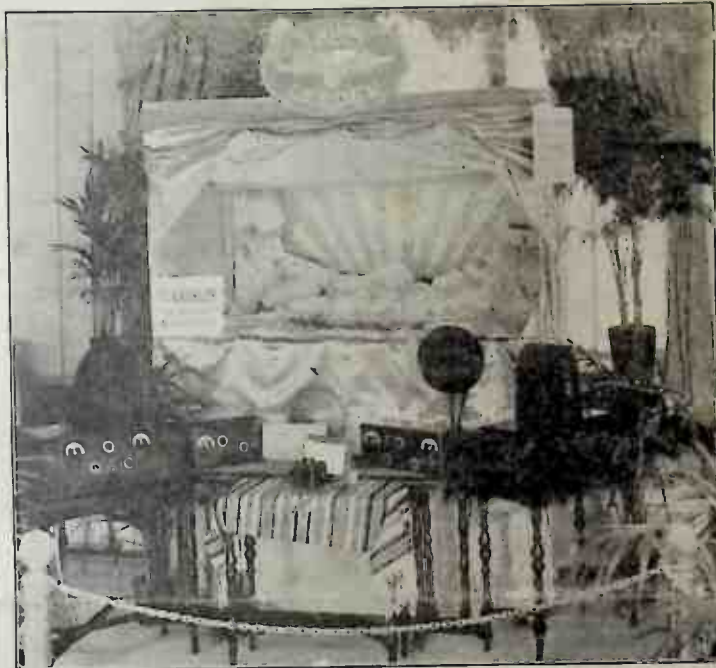
"In the early days of radio, people were not so well acquainted with the vast possibilities of radio reception and the radio 'bugs' in those days had to keep whatever they were fortunate to tune-in to themselves. Others in the household did not want to the 'annoyed' or have their conversation interrupted while someone in a broadcasting station operated a phonograph to supply music for the air.

"As programs became better and stars of the operatic and concert stage were induced to broadcast, interest in radio became more widespread. Then, too, studio directors added talks and novelties to interest the women and children. With the increase in variety in programs there came a greater increase in the popularity of radio and a demand was created for some instrument which would make it possible for several persons to listen to the program at the same time in the same room.

"The first loud-speaker was fashioned from a single head-phone unit with a paper horn attached. The evolution from that simple bit of apparatus has been gradual, until it is now a common thing to find buyers of radio sets including the cone-type reproducers as a necessary part of the equipment. Head-phones are also bought, although in smaller quantities than in the past. Phones are used mostly for the purpose of tuning-in the stations, prior to using the speakers."

The best reception comes when the aerial is at least as high as other surrounding objects and from 40 to 100 feet long.

Leonard Weeks' North Pole Stunt Featured In Radio Show Exhibit



When the MacMillan explorers were in the vicinity of the North Pole, Leonard Weeks, of Minot, N. D., was one of the very few radio fans who were able to keep in consistent communication with MacMillan's operator. Weeks used a Crosley one tube receiving set, and his success was featured by the Lee Hardware Company in a booth at a recent radio show in Shreveport, La. The booth, a picture of which appears above, attracted a great amount of attention and aroused considerable interest in Crosley radios. The Lee Hardware Company is a distributor of Crosley products.

Many Will Purchase Radios To Listen To International Tests

New Interest in Distant Reception is Aroused on Eve of Trans-Atlantic Broadcasting Experiments.

The wide-spread publicity that is being given to International Radio Week by newspapers and magazines is creating a great amount of interest in radio reception and is causing thousands of persons to consider purchasing receiving sets. Crosley dealers are advised to take advantage of this new demand and to let these prospective buyers know they are selling radios with which it is possible to hear this international broadcasting.

During the tests last winter an untold number of Crosley owners

(Continued on Page 3)

Every Radio Fan Is Musicone Prospect; Comparison Urged

Dealers Urged to Send Salesmen Into Homes of All Radio Owners for Musicone Demonstrations.

Compare the Musicone with any other type of loud speaker, regardless of price. Make this comparison while your customers are in your store, or send your salesmen into the homes of people you know own receiving sets and have him make the comparison there. Do not be afraid to "buck against" the very best on the market. One demonstration will prove the Musicone is superior to all.

It must be remembered, though, that a demonstration is essential. Radio buyers are realizing a per-

(Continued on Page 3)

New Crosley Radios Being Ordered In Great Quantities

Jobbers Realizing Demand Will be Tremendous—Prolongation of Active Buying Season Certain.

Prolongation of the radio season is a certainty, Crosley dealers inform us, as a result of the recent announcement of new four and five tube receiving sets. Orders for these new receivers are piling in and production is being increased so rapidly that shipments in large quantities will be made within a very short time.

The public always is interested in "something new." It is aroused immediately by any radical announcement. The new four and five tube radios now being offered by The Crosley Radio Corporation have caused a nationwide comment among dealers and they will be the topic of all radio conversations when an announcement is made to the consumers in the great advertising campaign now being released. Millions will read about the four and five tube radios offered by Crosley—thousands will come to you to buy them.

Crosley dealers must be prepared to accommodate those customers who will demand the new sets. They must have them in stock as quickly as possible. Careful buying is recommended—but this buying must be done immediately. Distributors are anticipating their demands as closely as they can, but will welcome orders from the dealers. The rule of priority will be observed in the distribution of these new radios, and so it is of vital necessity that dealers send their orders to their jobbers at once.

Those radio jobbers and dealers who have had an opportunity of seeing the new sets in the factory are loud in their praise. They realize there will be an immediate market for them. "Give us multiple tube radios at reasonable prices," is the call that has been heard everywhere. Crosley dealers will be the first to answer this call. Judging from the large orders being placed by distributors, all of them have recognized the possibilities of the new sets and have realized that they will prolong the active buying season at least several months.

Crosley WLW Programs For Week of January 24th

SUNDAY RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.
Jan. 24th. Central Standard Time. 422.3 Meters—710 K. C.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
10:45 A. M.—Weather Forecast and River Stages.
11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves. Jesse Halsey, Minister
Dan Beddoe
Adolph H. Stadermann, Organist
Prelude — "Processional Prelude" Whiting
Doxology
Salutation
Lord's Prayer
Gloria
Organ Interlude
Solo—"My Soul is Athirst for God" Gaul
Dan Beddoe
Scripture Lesson—Matt. 6
Hymn No. 294—"How Firm a Foundation"
Pastoral Prayer
Chimes
Announcements
Offertory
Solo—"Stainless Soldier" Dickinson
Dan Beddoe
Prayer
Hymn No. 257—"Thou Art the Way"
Sermon—"The Language of the Spirit"
Hymn No. 306—"Fight the Good Fight"
Benediction
Gloria
Postlude
3:00 P. M.—Organ recital by Elmer Dimmermann, organist, Phillips Evangelical Church, including favorite hymns.
7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick McMillan, Pastor.
8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; Orchestra under the direction of the well-known hand master, Walter Esberger.
1. Coronation March
2. Overture: "Semiramis" Meyerbeer
3. Tenor Solos Rossini
9:00 P. M.—Part Two—Pogue Orchestra in International Radio Week Test Program.
Address by Col. C. O. Sherrill, City Manager.
4. Four Indian Love Lyrics Woodforde-Pinden
5. Grand Waltzes: "The Merry Widow" Lehár
6. Descriptive: "By the Swaine River" Middleton
7. Grand Opera Mirror, Gounod
8. Excerpts from "Aleria" Victor Herbert
Soloist: George Muhlhäuser, tenor.
(The Baldwin Piano)

MONDAY RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.
Jan. 25th. Central Standard Time. 422.3 Meters—710 K. C.

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

3:00 P. M.—Market Reports.
3:30 P. M.—"Higher Forces of the Mind"—Talk by M. V. Whitcomb, psychologist.
4:00 P. M.—Children's Hour — by younger pupils from the Cincinnati College of Music.
6:45 P. M.—Hon. W. L. Harding, ex-Governor of Iowa. Talk: "The Deepest St. Lawrence."
6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.
Soloist: Mrs. Carol Mathes Tlemeyer, soprano.
7:30 P. M.—Y. M. C. A. Basket Ball Question Box.
7:40 P. M.—Continuation of Hotel Gibson Concert.
8:00 P. M.—The Cincinnati Times-Star Program, featuring "A Trip to Europe," by the Times-Star Orchestra especially for our overseas listeners; Wm. J. Kopp, director, and Howard Hafford, tenor.
10:00 P. M.—The Cincinnati Post program featuring popular dance numbers by Bill Schulthels' Orchestra.
Soloist: Helen Doyle, "the radio nightingale."
(The Baldwin Piano)

TUESDAY RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.
Jan. 26th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stratman of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Devotions under the auspices of the Parkway Y. M. C. A.
10:45 A. M.—Weather Forecast, River Stages and Market Reports.
11:55 A. M.—Correct Time and Weather Forecast.
12:05 P. M.—Organ Concert by Petronella Trimbauer.
12:30 P. M.—Noon concert from Hotel Gibson; orchestra directed by Robert Visconti.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports
4:00 P. M.—Talk by Ralph Schmidt of Ft. Thomas, Ky.
4:10 P. M.—French Lesson by Madame Ida Teimplids.
6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Musical Appreciation Series—Talk on the Appreciation of Music, with instrumental and vocal illustrations, conducted by Miss Etaka Evans, of the Cincinnati Conservatory of Music.
7:20 P. M.—Popular Science Series.
7:30 P. M.—Piano Memories—Piano Classics the whole world knows, by Mary L. Wosecek, the Crosley Piano Request Lady.
7:50 P. M.—Talk on Dogs, Mrs. Harriet L. Price, Owner of Robinson Kennels, Riversdale, Conn. Subject: "The Cairn Terrier."
8:00 P. M.—Old Time Review by the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, featuring The Musicone Music Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.
9:00 P. M.—Concert of American Compositions in connection with International Radio Week Test Programs, featuring the Formica Orchestra, William Stoess, director, under the auspices of the Formica Insulation Company.
1. The Stars and Stripes Forever" Sousa
2. Overture: "Calypso" Brand
3. American Suite
..... T. W. Thurban
(a) March: "Mighty America"

2:00 P. M.—Market Reports.
2:30 P. M.—"Higher Forces of the Mind"—Talk by M. V. Whitcomb, psychologist.
4:00 P. M.—Children's Hour — by younger pupils from the Cincinnati College of Music.
6:45 P. M.—Hon. W. L. Harding, ex-Governor of Iowa. Talk: "The Deepest St. Lawrence."
6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.
Soloist: Mrs. Carol Mathes Tlemeyer, soprano.
7:30 P. M.—Y. M. C. A. Basket Ball Question Box.
7:40 P. M.—Continuation of Hotel Gibson Concert.
8:00 P. M.—The Cincinnati Times-Star Program, featuring "A Trip to Europe," by the Times-Star Orchestra especially for our overseas listeners; Wm. J. Kopp, director, and Howard Hafford, tenor.
10:00 P. M.—The Cincinnati Post program featuring popular dance numbers by Bill Schulthels' Orchestra.
Soloist: Helen Doyle, "the radio nightingale."
(The Baldwin Piano)

(b) Serenade: "The Song of the Bells"
(c) Sketch: "Arrival of the Coontown Cadets"
4. "Plantation Dreams"
5. Medley of "Once-upon-a-time" hits Lampe
Including: "You'll Always be the Same Sweet Baby," "Sooner or Later," "You'll Find a Little Bit of Ireland," "Come Back to Arizona," "That Midnight Frolic of Mine," "Memories," "Chin-Chin," "My Dreamy China Lady," "They Didn't Believe Me," "Underneath the Stars," and "Leadin' Up the Mandy Lee."
6. Auld Lang Syne March
..... Fillmore
9:20 P. M.—Musical Handshakes, Bob Groenke and Jim Mischler. (The Baldwin Piano)

WEDNESDAY RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.
Jan. 27th. Central Standard Time. 422.3 Meters—710 K. C.

Special Note: With the exception of the silent hour 10:00 to 11:00 P. M., WLW will broadcast continuously during twenty-four hours, in honor of the fourth anniversary of the Birthday of the Crosley Radio Station WLW. Due to the length of this special broadcast, it is impossible to give program in detail.
7:30 A. M.—Setting up exercises by William Stratman of the Physical Department of the Central Parkway Y. M. C. A.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
9:00 A. M.—Piano recital by Adelaide Apfel.
10:45 A. M.—Weather Forecast, Market Reports and River Stages.
11:55 A. M.—Correct Time and Weather Forecast.
12:05 P. M.—Noon request by Irene Downing, player-roll artist.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
3:30 P. M.—Kroger Cooking Chats conducted by Judith Louise Anderson, Dietician, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Company.
4:00 P. M.—Shut-In Program under the direction of Mr. and Mrs. William Dunning; co-operating with the Settlement Schools and all other institutions, assisted by the Cincinnati Exchange Club.
5:00 P. M.—Organ recital by Margaret Martin.
(a) Andante from Sonata
..... Gullmant
(b) Evensong Martin
(c) Intermezzo Hueter
(d) Polichinelle Herbert
(e) Theatrical Feature.
6:00 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra directed by Robert Visconti.
8:00 P. M.—Concert and entertainment "extraordinaire" by The Syrian Temple Shrine Band; Henry Fillmore, director.
9:00 P. M.—Address by Powel Crosley, Jr.
9:10 P. M.—Continuation of Shrine Concert.
10:00 P. M.—11:00 P. M.—Silent in compliance with International Radio Test Week.
11:00 P. M.—The Robert Alter Trio Robert Alter, Vox-Ferro (hand-saw)
Rosemary Stoess, piano
William Stoess, violin
11:30 P. M.—Johanna Grosse, editor and organist of the Crosley Musical News. Melodious flashes of Current Events.
12:00 P. M.—Dance selections from Castle Farin.
12:30 A. M.—Night-Howls from the

FRIDAY RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.
Jan. 29th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stratman, Physical Director.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
10:45 A. M.—Weather Forecast, River Stages and Market Reports.
11:55 A. M.—Correct Time and Weather Forecast.
12:05 P. M.—Noonday Organ Recital by Erwin E. Schenk.
12:30 P. M.—Noonday concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"SILENT"
10:15 P. M.—10:30 P. M.—Special International DX Test. Capt. W. H. Murphy, McCook Field, Dayton, Ohio, will transmit from an airplane 5,000 ft. high to
(Continued on Page 6)

Crosley Sky-Terrier Club; featuring Kay-Nyne and Chief Barker.
"Historical Radarlo" — "WLW" First Broadcasting with a cast of old favorite stars and Robert Stayman, announcer.
(The Baldwin Piano)

THURSDAY RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.
Jan. 28th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stratman of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
10:45 A. M.—Weather Forecast, River Stages and Market Reports.
11:55 A. M.—Correct Time and Weather Forecast.
12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse.
12:30 P. M.—Health Talk by Dr. Carl Wilzbach.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano recital by Adelaide Apfel and pupils.
6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
7:30 P. M.—The "Eyes" Have It—Dr. C. H. Kaufman.
7:40 P. M.—Continuation of Hotel Gibson concert.
8:00 P. M.—International Music Night—presenting foreign musicians playing their native instruments (through the courtesy of the American House) Scotch Bagpipes
Swiss Zithers
Hungarian Czembalom
Syrian Lute
Russian Balalaka
P. M.—The "Eyes" Have It—Dr. C. H. Kaufman.
11:00 P. M.—Popular Concert by the Doherty Melody Boys, (furnished by the French Bros.-Bauer Company), Frank Penderghast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flannigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.
11:40 P. M.—Irene Downing, popular player-roll artist with "Sentimental" Tommy Reynolds.
(The Baldwin Piano)

FRIDAY RADIO PROGRAM W L W
The Crosley Radio Corporation, Cincinnati, Ohio.
Jan. 29th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stratman, Physical Director.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
10:45 A. M.—Weather Forecast, River Stages and Market Reports.
11:55 A. M.—Correct Time and Weather Forecast.
12:05 P. M.—Noonday Organ Recital by Erwin E. Schenk.
12:30 P. M.—Noonday concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"SILENT"
10:15 P. M.—10:30 P. M.—Special International DX Test. Capt. W. H. Murphy, McCook Field, Dayton, Ohio, will transmit from an airplane 5,000 ft. high to
(Continued on Page 6)

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

AN ATTRACTIVE CROSLY WINDOW



The picture shown above is that of a window display of the Kansas City Light and Power Company. This method of featuring Crosley radios and centering sales efforts on this popular line has been profitable to this company, having resulted in the sale of many of these "Better—Cost Less" radios.

A MARVELOUS INVENTION

Twenty-seven years ago, wireless was used for the first time (at least as far as present records show) to relieve the mind of a mother as to the welfare of her son. "Among the other services fulfilled by the Wireless Co. in that same year (1898)," says D. Mazotto, an Italian writer, in an early book on wireless, "the one which took place between the Royal yacht 'Osborne', with the Prince of Wales on board, and the Queen's Residence, Osborne House, is very interesting, and this was effected not only whilst the yacht was anchored at Cowes Bay (about two miles from Osborne House), and which was not even visible, as the hills of East Cowes lay between, but also during the frequent excursions that the Prince made in open sea."

We can picture with what delight the royal mother welcomed this marvelous invention. It must have seemed wonderful to her to be able to be assured of her son's health, even when his yacht was anchored out of sight, beyond the futs of intervening land. Even more to be wondered at must have been the possibility of communicating with him when the yacht was actually out at sea.

Modern radio broadcasting has gone even further in the matter of assuring mothers of the safety of their children. Lost children have actually been found, and people brought together by radio. From WLW, the Crosley station at Cincinnati, for instance, messages have been broadcast several times with the object of locating lost persons. In some of these instances, the individuals in question have actually been found by radio and restored to their homes.

Radio has meant a great deal to the families of the thousands of artists who perform nightly in front of the microphone. Mothers, fathers, aunts, uncles, cousins—all can listen in to the artistic members of their family as they perform over the air. One can imagine that radio fans are frequently surprised at unexpectedly tuning in long lost acquaintances who are broadcasting from distant stations. Picture the excitement when the ardent listener turns the dials, and after a look of amazement says, "Well, if that isn't old Davy Jones, giving a talk on how to grow corn. I haven't seen or heard of him in years." Broadcasting is truly a large fact-

Every Radio Fan Is Musicone Prospect; Comparison Urged

(Continued from Page 1)
fect loud speaker is necessary if satisfactory reception is to be obtained. They want to hear before they buy. And experience has proven that they buy the Musicone when they hear how perfectly every sound is reproduced by it.
Perhaps you grow weary of reading our suggestions that you send your salesmen into the homes of radio owners for the purpose of demonstrating this loud speaker. But we are merely trying to emphasize the value of this method of equating your customers with the superlatives of the Musicone. Such demonstrations can be conducted by high school boys or college students, many of whom are glad to obtain this opportunity of earning a little spending money by working a few hours every evening. Certain Crosley dealers have an organized sales force consisting of young men who are conducting house-to-house campaigns and demonstrating the Musicones wherever there is a radio set. One dealer has informed us he has several attractive young ladies who have been very successful in this home-demonstration work.

It must be remembered that the Musicone improves reception with any type of receiver. The improvement is so pronounced that the listener is amazed.
Immediate deliveries are being made on the Musicone, despite the ever increasing demand. Thousands are being made and shipped daily. These are going into every state in this country and into a large number of foreign countries, proving there is an international demand.

Many Will Purchase Radios To Listen To International Tests
(Continued from Page 1)
heard European stations. This year Crosley radios are better than they were then, and greater power is being used by the broadcasters. Taking these two conditions into consideration, it is a certainty that many Crosley owners will be able to hear the concerts being broadcast from the great stations in Europe and South America.
There is a fascination attached to distant reception that sells radio. Last year dealers reported the sale of thousands of Crosley receivers to persons who purchased them in order to be able to listen to the international tests. This year there will be a repetition of this buying, but on a larger scale.

tor in civilization. Contributing as it is toward the bringing of people of all kinds and classes together, it is making the world more cosmopolitan. Probably no other single invention has done, and will do, in years to come so much for the progress of the world as radio.

Keeping Your Radio Cabinet Like New

Modern radio cabinets are made with the same care and finish as fine furniture, and just as much pains should be used in cleaning and polishing them, if their original beauty is to be preserved. It is only necessary to follow a few simple rules in order to keep cabinets in the best of condition, according to experts of the Crosley cabinet factory.

Before polishing a cabinet, the dust should first be wiped off with a piece of cheesecloth. A mixture of equal parts of benzine and paraffin oil should then be applied, with a clean piece of cheesecloth. Finally, all traces of the oil should be thoroughly polished away. Regular rubbing with oil in this way will not only preserve the finish of the cabinet, but actually improve it in the course of time. Under no circumstance should a prepared polish be used, nor any kind of oil other than paraffin.

Scratches accidentally made through the finish, in such a way as to expose the natural color of the wood, may be covered up by the use of a little mahogany or walnut stain (according to the finish of the cabinet). After the scratched or rubbed part has been stained, a thin coat of shellac should be applied to it. This should be allowed to dry thoroughly, and another thin coat of shellac applied. After the second coat has thoroughly dried, the whole cabinet should be carefully polished, as outlined above.

HAWAIIAN LISTENER HEARS WLW ON TRIRDYN

How a Crosley Super-Trirdyn owner in the Hawaiian Islands heard WLW, about 6,000 miles away, is described in the following letter:
"Kohala, Hawaii, T. H.
"Dec. 15, 1925.

"The Crosley Radio Corporation, Cincinnati, Ohio.
"Gentlemen:
"It may be of interest to you to know that I have been receiving from your station, WLW, with my Super Trirdyn Special, and on several occasions have been able to get it with the loud speaker.

"Last night, the 14th, I picked up your station at 7:30 our time, and heard the orchestra playing pieces of opera and of old time melodies, etc. Then I heard your announcement about wanting to hear from Boy Scouts who had one-tube receivers, to find out who could receive the longest distance.

"As the Hawaiian Islands are in the neighborhood of 6,000 miles away from your station, it proves what a wonderful set the Trirdyn Special is.
"Yours truly,
"R. W. Smythe."

Care in Placing Tubes

When placing the tubes in the sockets, be careful how they are handled. Many tubes have been injured through rough usage. The tubes will not stand the rough treatment given them by many fans. The tips are sometimes broken and thus make poor contacts. Do not take the tubes out of the sockets any oftener than is absolutely necessary.

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

FIVE TUBE R. F. L.-60



Without Accessories

\$60.00

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

FIVE TUBE 5-38



Without Accessories

\$38.00

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

THE R. F. L. CIRCUIT IN THE R. F. L.-60 and R. F. L.-75

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

THE CRESCENDON IN THE 4-29 and 5-38

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

FIVE TUBE R. F. L.-75



Without Accessories

\$75.00

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

FOUR TUBE 4-29



Without Accessories

\$29.00

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

THE CROSLEY RADIO CORPORATION
CINCINNATI, OHIO

CROSLEY RADIOS ARE LICENSED UNDER ARMSTRONG U. S. PATENT NO. 1,113,149 OR UNDER PATENT APPLICATIONS OF RADIO FREQUENCY LABORATORIES, INC.

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

FIVE TUBE R. F. L.-60

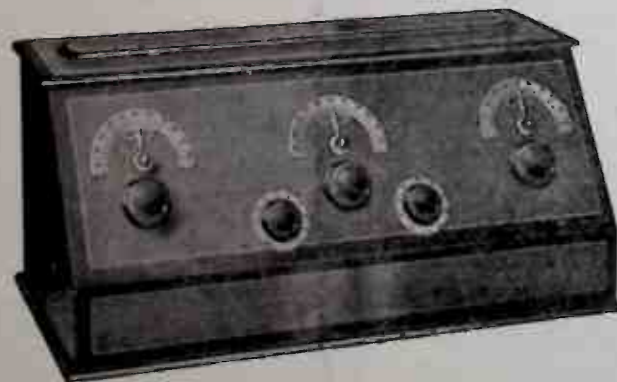


Without Accessories

\$60.00

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

FIVE TUBE 5-38



Without Accessories

\$38.00

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

THE R. F. L. CIRCUIT IN THE R. F. L.-60 and R. F. L.-75

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

THE CRESCENDON IN THE 4-29 and 5-38

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

FIVE TUBE R. F. L.-75



Without Accessories

\$75.00

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

FOUR TUBE 4-29



Without Accessories

\$29.00

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

THE CROSLEY RADIO CORPORATION
CINCINNATI, OHIO

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

Higher Power Adds To The Interest In Broadcasting Tests

Third Trans-Atlantic Radio Experiments to be Most Successful of All, Chairman Says.

There are two outstanding factors that should make the third international radio broadcast tests, in January, the most successful of these events, according to Powel Crosley, Jr., chairman of International Radio Week.

"The great difference between this year's tests and those which have preceded it," states Mr. Crosley, "lies essentially in the period which we have selected. The previous tests were held during the early part of winter, while this test will be held the latter part of January when receiving conditions will be better than at any other time of year. This has been the unanimous opinion of experts and the many great associations organized in the radio industry.

"The second important factor that will make for greater success is the fact that there are more high powered stations in this country and Europe than heretofore, and there will be, by the time the tests are under way, a direct short wave tie-up between our headquarters at Garden City and most of the countries taking part.

"Another interesting feature this year will be the arrival of the foreign programs well in advance. Previously one of our greatest troubles were caused by lack of accurate knowledge of what was being broadcast by the foreigners.

"We are going to arrange to have tonight's program in tomorrow morning's paper and in this way make it possible for the listeners in any part of the country to make a check-up.

"In the past, many listeners heard all sorts of things, some of them based on fact. This year one or two false numbers will be inserted in the programs. These numbers will appear in the newspapers but will not actually be played. Thus we can check up on the accuracy of reports we receive."

Takes Part Of Small Broadcasting Station.

Powel Crosley, Jr., took the stand on behalf of the little broadcaster at the Hoover Conference in Washington recently. It had been suggested that broadcasting problems, such as division of time, etc., be thrashed out locally by district meetings of the broadcasting stations involved. By this plan, all of the stations in Chicago, for instance, would meet to decide upon issues for that city, the stations of New York City would meet to de-

Neat Dealer "Adv."



COMPLIMENTS OF
GEO. LIEB
AUTHORIZED
Crosley Sales & Service Station

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**CROSLY RADIO**  
BETTER - COST LESS  
ATKINS IOWA

|                   |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|
| 1926 JANUARY 1926 |    |    |    |    |    |    |
| 3                 | 4  | 5  | 6  | 7  | 8  | 9  |
| 10                | 11 | 12 | 13 | 14 | 15 | 16 |
| 17                | 18 | 19 | 20 | 21 | 22 | 23 |
| 24                | 25 | 26 | 27 | 28 | 29 | 30 |

The picture shown above is that of a calendar being distributed by George Lieb, an authorized Crosley dealer. The calendar is of hammered tinplate, with gold borders and black type. This advertisement is being appreciated by Mr. Lieb's customers and will keep his name before them all year.

clude New York questions, etc. "Such a plan would seriously endanger the little broadcaster", said Crosley. "In Cincinnati, for instance, we have three large broadcasting stations. The influence that these three big stations control would be sufficient to completely dominate the actions of any newer and smaller station.

"Broadcasting is not local in its effect. The listeners of each broadcasting station are scattered over a large territory, often several states, or the entire United States. Problems of broadcasting effect not only the people of the city nearest which the station is located, but the people of many other cities. It therefore seems logical to divide the country into districts at least as large as states, and to refer disagreements to committees made up of representatives of all of the broadcasting stations within each of these districts, rather than to rely upon local meetings to settle disputes.

"By such a plan of district broadcast supervision, prompt action would be assured, and at the same time, the interests of the small broadcaster would be protected."

The storage battery of a radio set requires greater attention than the automobile battery, because there is no generator to keep it charged as the current is used.

### RADIO PROGRAMS

(Continued from Page 2)  
W L W, from which point the message will be rebroadcast to aviators in Europe through the Crosley Super-Power Station. (The Baldwin Piano)

**SATURDAY  
RADIO PROGRAM  
W L W**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
Jan. 30th. Central Standard Time.  
422.3 Meters—710 K. C.

- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse; the Crosley Organ Request Lady.
- 7:30 P. M.—Childrens' Safety Talk.
- 7:40 P. M.—Meeting of the Seckartary Hawkins Radio Club.
- 8:00 P. M.—South Sea Serenaders in a program of Hawaiian Music.
- 9:00 P. M.—Popular Dance Music from Castle Farm.
- 10:15 P. M.—10:30 P. M.—Special International DX Test. (The Baldwin Piano)

Keep the ground wire as short and as direct as possible.

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

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

**OHIO, KENTUCKY, INDIANA**

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

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

**OHIO, KENTUCKY, INDIANA**

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

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

### If you wish to BUY or SELL SECURITIES

Or own some about which you **DESIRE INFORMATION COMMUNICATE WITH US**  
Our Statistical Department Is At Your Service

**WESTHEIMER & CO.**  
Members of—  
The New York Stock Exchange  
The Cincinnati Stock Exchange  
Telephone Main 567  
**326 Walnut Street**

We broadcast daily at  
10:45 a. m. and 1:30 p. m.

**Financial News  
Market Reports.  
Government Bond  
Quotations  
Call Money Rates  
Foreign Exchange, Grain  
and Live Stock  
Quotations.  
Bond Department**

**THE  
FIFTH-THIRD  
NATIONAL BANK  
of Cincinnati.**

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

**ILLINOIS**

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

**TEXAS**

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

# Crosley Sales and Service Manual

## SERVICE HINTS

### BATTERIES (Continued)

#### Use As "A" Batteries.

As "A" batteries, storage batteries are of chief value for use with the larger tubes, such as the 201-A and 200 types. They are a more constant source of current supply than dry cells, and are more economical when several of the larger tubes are used.

#### As "B" Batteries.

As "B" Batteries, storage batteries deliver a constant current and have a low internal resistance, insuring the best quality of reception. Their initial cost is, however, high, and their economy over long periods of time, somewhat doubtful.

#### As "C" Batteries.

Storage cells are very seldom employed as "C" batteries because of the limited requirements as to current drain and voltage from this type of battery. The cost of a storage battery for use in this way is usually considered an unnecessary investment.

#### Comparative Advantages and Disadvantages.

Storage cells are best adapted to heavy current requirements, and are particularly advantageous where a steady source of current of low internal resistance is needed. They are, however, high in price, heavy, and inconvenient to handle. They are recommended for use as "A" batteries with the larger tubes, and for use as "B" batteries in installations where cost is not a consideration but the best quality of reproduction obtainable is desired. As "C" batteries, they are not generally recommended.

#### Testing.

Inasmuch as some of the acid of the electrolyte reacts chemically to form lead sulphate as the battery is discharged, the electrolyte becomes a weaker solution as the battery becomes more and more discharged and its specific gravity as tested with a hydrometer becomes correspondingly less. Thus the hydrometer test of specific gravity may be applied as one method of determining the state of charge of a battery. The reading for fully charged batteries will depend upon the strength of electrolyte used by the manufacturer, but radio batteries will average from 1.250 to 1.300. A discharged battery (that is one sufficiently discharged to require a new charge) will have a specific gravity of 1.100 or 1.150. The battery manufacturer's recommendations should, however, be followed in every case in determining the state of charge.

The state of charge may also be

determined by testing the voltage in use (preferably while connected to a set, with the tubes turned on). When fully charged the voltage should be about 2.0. When the voltage drops below 1.85 or 1.8, the cells should be recharged. This method of testing should be used as a check on the hydrometer method, as it sometimes happens that the electrolyte of a cell has been mixed abnormally strong, through some mistake, and the specific gravity will test high even when the cell is fully discharged.

#### Length of Charge.

The exact method to be followed in charging will depend to some extent on the type of battery and type of charger, but, in general, the charge should be continued until the specific gravity reading is that recommended by the manufacturer, the cells are all gassing uniformly, and successive voltage readings at fifteen minute or half hour intervals fail to show any increase.

In order to make sure that all of the sulphate is reduced, the battery should be given a slight overcharge from time to time. This may be done by continuing the charge after the specific gravity reading has come up to normal for one or two hours.

#### Care of Acid Storage Batteries.

The following rules should be observed:

- (1) Do not allow the battery to be over-discharged.
- (2) Do not allow the battery to be over-charged (except for the periodic over-charge recommended above.)
- (3) Replace evaporated electrolyte by pure distilled water. The tops of the plates should always be covered by electrolyte.
- (4) Do not add acid unless the electrolyte is spilled. Then follow the directions outlined under the heading "Replacing Electrolyte".
- (5) Do not bring flames near the vent caps of cells.
- (6) In case a cell heats up abnormally, or there are other indications of an internal short circuit, examine it for buckled plates or broken spreaders. After the short circuit has been removed, subject the cell to several alternations of charge and discharge before placing it in service.
- (7) In case of ordinary sulphation, due to over-discharge, external short circuit, etc., subject the battery to several alternations of charge and discharge before putting it back into service.

## SALES HINTS

### Salesmen — Canvassers

Radio is a specialty sales proposition, and dealers who sell specialties miss an opportunity to make much greater profits if they depend on sales to people who come into their stores alone. Outside selling efforts is one of the cornerstones upon which the biggest and best radio dealers have built their superstructures of success. Outside selling effort is especially valuable in radio, because it is a product which must be demonstrated, and often it is impractical to demonstrate it anywhere but in the homes of prospects.

secure men who have a wide acquaintance in a community. In country districts, for instance, rural free delivery mail carriers often make excellent radio salesmen. Before the Crosley Authorized Dealer Plan went into effect, there were several rural free delivery carriers as Crosley dealers. Some of these sold as many as one hundred sets during the winter season. A Canadian dealer reports that one of his best salesmen is a gas collector.

There are two points about radio canvassing that it is well to remember: (a) It is, as a rule, a young



The success of music merchants in canvassing sales of phonographs stands as an example to enterprising radio dealers who want to adopt the methods which will bring them the greatest returns. If phonographs are sold so largely by home demonstrations, surely the same principle applies with greater force to radio, because of the peculiar nature of radio that makes its operation a matter of location, and that therefore makes the home demonstration imperative before almost any sale is closed.

#### KINDS OF CANVASSERS

Salesmen canvassers may be divided into three classes:

- (1) Those who devote their full work day to canvassing.
  - (2) Those who work at selling and canvassing as a part-time proposition.
  - (3) "Scouts", who do no direct selling, but merely locate prospects.
- The second class of salesmen is especially valuable to the radio dealer, as radio demonstrations must be made at night, and therefore night is the proper time for making sales. Students, postmen, piano salesmen, insurance salesmen, milk and grocery delivery men, ice-men and phonograph salesmen, implement agents, all are possible part-time radio salesmen.
- It is especially advantageous to

man's game, and (b) "high-pressure type" men are not so desirable as quieter men who will be welcome in the home and can readily adapt themselves to the family circle.

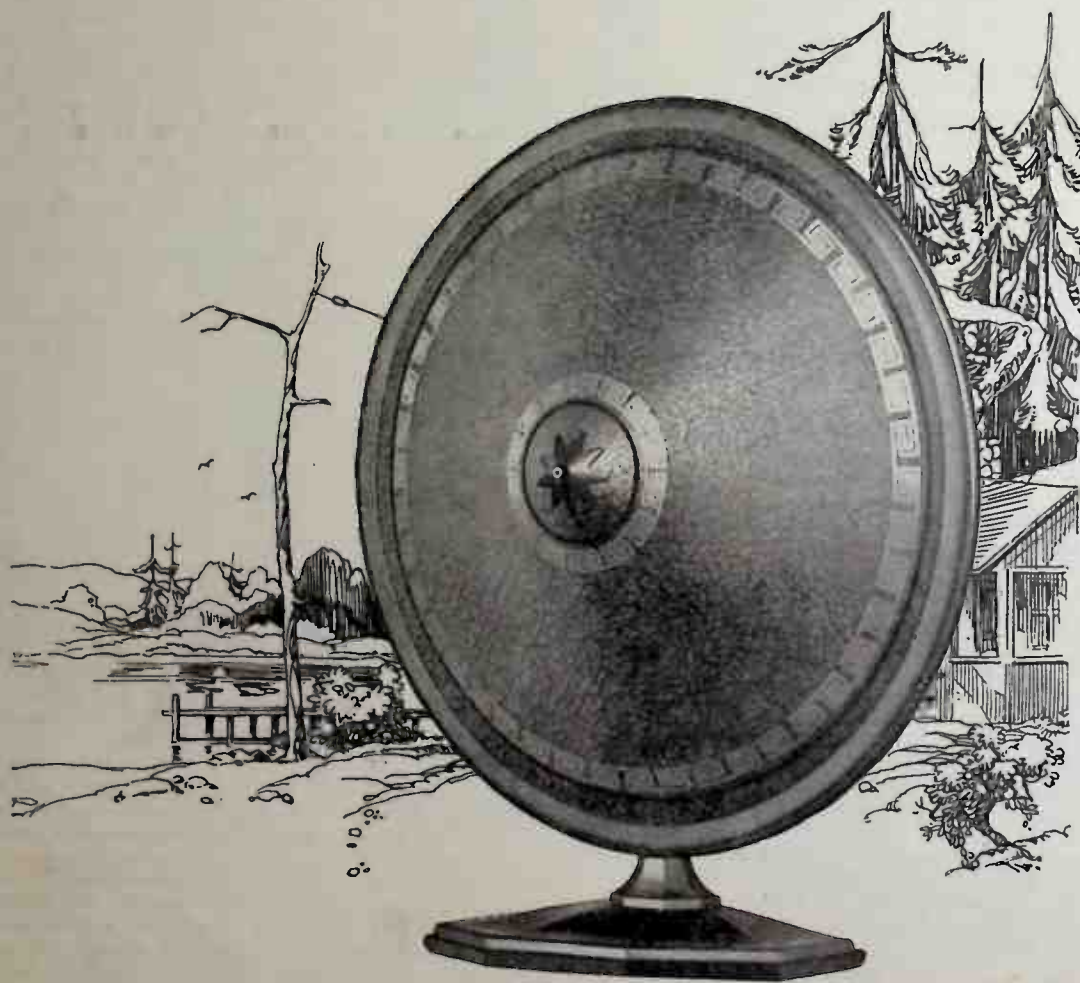
#### HOW TO SECURE SALESMEN

Often old customers can suggest men who they believe to be well qualified as radio salesmen. In small communities the dealer will, of course, know just about whom to consider. In large cities, it will usually be necessary to run an advertisement in the "Want Ad" columns of the local paper. The advertisements below are examples which have proven successful in different communities in bringing desirable applicants.

Young Man Wanted to sell leading nationally-advertised radio sets. Whole or part time. Technical knowledge not necessary. Good commission offered. Call tonight at 6:30. .... Radio Co. ....

Put Evenings to Profitable Use introducing leading nationally-advertised radio sets to friends and neighbors. Complete range of models, fit every purse. Easy payment plan. Liberal commission. Call in person tonight at 7. .... Radio Supply, ....

# ALWAYS BETTER RECEPTION WITH A CROSLEY MUSICONE



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

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

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

**\$14.75**

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

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

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

## THE CROSLEY RADIO CORPORATION

CINCINNATI