

Prompt Response To Service Calls Asset To Dealers

**Men Who are Sent Into Homes
to Make Repairs Must be
Gentlemen in Manners
and Dress.**

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

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

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

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

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

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

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

Crosley dealers are one jump

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

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

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

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

"Dear Sirs:

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

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

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

"Wishing your company greater success, I am,

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

An interesting letter on the Crosley "Pup" follows:

"Gentlemen:

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

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

(Continued on Page 6)

Crosley's New Four And Five Tube Sets Welcomed Everywhere

**All Competition is Eliminated,
Dealers Say, in Announcing
Their Decision to Drop
Other Lines.**

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

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

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

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

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

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

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

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

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

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

(Continued on Page 6.)

Crosley WLW Programs For Week of January 31st

SUNDAY RADIO PROGRAM WLW

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

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

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

11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Clearview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, Organist
Prelude "Prelude and Fugue in A minor" Bach
Doxology
Salutation
Lord's Prayer
Gloria
Organ Interlude
Vocal Trio—Miss Minnie Nobles, Miss Iliah Clark, Mr. Dan Beddoe
Children's Sermon
Hymn 265 "Jesus There Thy People Meet"
Scripture Lesson
Pastoral Prayer
Chimes
Announcements
Offertory—"Andante in C" Silas
Solo—Mr. Dan Beddoe
Prayer
Hymn 267 "Prayer Is the Soul's Sincere Desire"
Sermon "Teach Us To Pray"
Hymn 304 "Christians Seek Not Yet Repose"
Benediction
Gloria
Postlude

3:00 P. M.—Organ recital by Lillian Tyler Plogstedt, organist for the Cincinnati May Festival Association and Director of music at the Rockdale Avenue Temple.

7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills. Dr. Frederick McMillan, Pastor.

8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; Orchestra under the direction of the well-known band master, Walter Esberger; Overture—"Poet and Peasant" (request) Suppe
Waltzes—"Southern Roses" Strauss
Norwegian Dances No. 1 and No. 2 Grieg
Operatic Melodies Tobani
Album Leaf Wagner
Egyptian Serenade from "Zolaiah" Zamenick
Selections from "The Prima Donna" Herbert
Reverie—"Stolen Moments" Friedmann
March—"The Conciliator" Scouton
Soloists:
Arthur Bowen, Cellist
John Eiken, Trombonist
(The Baldwin Piano)

MONDAY RADIO PROGRAM WLW

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

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

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

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

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Children's Hour — by younger pupils from the Cincinnati College of Music.

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

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

7:30 P. M.—Y. M. C. A. Basket Ball Question Box.

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

8:00 P. M.—The Cincinnati Times-Star Program, featuring "An Evening of Serenades" by the Times-Star Orchestra conducted by Wm. J. Kopp, musical director of WLW.
Soloist: Howard Hafford.

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

TUESDAY RADIO PROGRAM WLW

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

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

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

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

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

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

6:30 P. M.—Theatrical Feature—Interviews by Alvin Richard Plough.

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

7:00 P. M.—Musical Appreciation Series from the Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Popular Science Series by member of the Faculty of St. Xavier College.

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

1. Prelude, Op. 28, No. 7 Chopin
2. Minuet, from Op. 49, No. 2 Beethoven
3. The Secret Gaultier
4. Souvenir Drdla
5. Berceuse ("Jocelyn") Godard
6. Amaryllis Louis XIII
7. Spanish Dance, Op. 12, No. 1 Moszkowski

7:50 P. M.—Concert by Trilbyn Instrumental Trio (violin, cello, and piano).

8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of

other days, featuring The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnson, Interlocutor.

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

1. March—"Follow The Flat"
2. Overture—"Opera Land" (compiled) Linke
3. Violin solo with Orchestra—Prelude—"Le DeLuge"
4. "Way Down South" An Interval of Plantation Echoes.
5. Selection: "Sally" Kern
6. Popular Hits.

- (a) Smile a Littlebit
- (b) You Told Me To Go
- (c) Kentucky's Way of Saying "Good Mornin'."
(The Baldwin Piano)

WEDNESDAY RADIO PROGRAM WLW

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

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

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

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

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

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

1:30 P. M.—Business Reports.

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

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

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

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

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

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

10:00 P. M.—The seventh in a series of "Pep" Concerts by Fraternities from the University of Cincinnati; Delta Zeta in song and instrumental features.

10:30 P. M.—Reading: "When Melinda Sings" West and Paul L. Dunbar Charles Meade, The Man from the Creek, with descriptive piano accompaniment by Geo. Winter.

10:40 P. M.—The Crosley Male Quartet: Fenton Pugh, first tenor; Russel Dunham, second tenor; Richard Fluke, first bass; Leland Sheehy, second bass; Walter De Vaux, accompanist.

11:00 P. M.—"The Boys from Home," Ronald Buchanan in popular songs.

11:15 P. M.—Crosley Musical News, Johanna Grosse, editor and organist. (Musical flashes of current events.)

11:40 P. M.—Pianologues by "Newport" Carl Bamberger. Concluding selections by Johanna Grosse, organist.
(The Baldwin Piano)

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

THURSDAY RADIO PROGRAM WLW

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

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

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

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

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

12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from Russell Janey's Musical Play "The Vagabond King."

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

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

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

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

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

10:00 P. M.—Cincinnati Post Program of popular features.

12:00 A. M.—Dance Music from Castle Farm.

12:30 A. M.—Night Howls, a snappy program by the Crosley Sky-Terriers with Kay-nyne, Rintin-Kan, and Chief Barker. (Concluding Dance Selections from Castle Farm)
(The Baldwin Piano)

FRIDAY RADIO PROGRAM WLW

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

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

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

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

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

12:05 P. M.—Organ Concert.

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

SATURDAY RADIO PROGRAM WLW

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

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

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

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

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

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

7:30 P. M.—Safety Talk for Children.

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

8:00 P. M.—Annual Banquet and Dance given by the combined Engineers Association under

(Continued on Page 3)

Crosley Radio Weekly

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

RADIO EXPERIMENTS.

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

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

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

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

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

Free Cooking Lessons

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

Successful Two-Way Communication By Radio



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

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

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

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

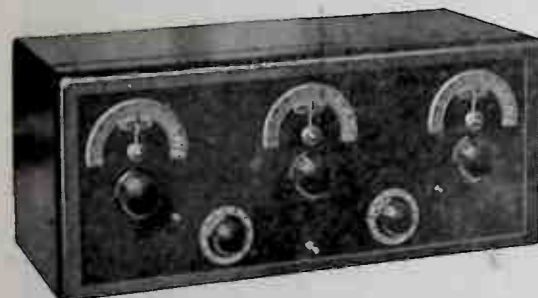
former's to the telephone and then the line was connected with the transmitter and by means of the broadcasting set aboard the airship, a two-way conversation was held. In a few days an experiment is to be made with General Saltzman, Chief Signal Officer, in Washington, D. C., and the airplane, with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

RADIO PROGRAMS

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

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

FIVE TUBE R. F. L.-60

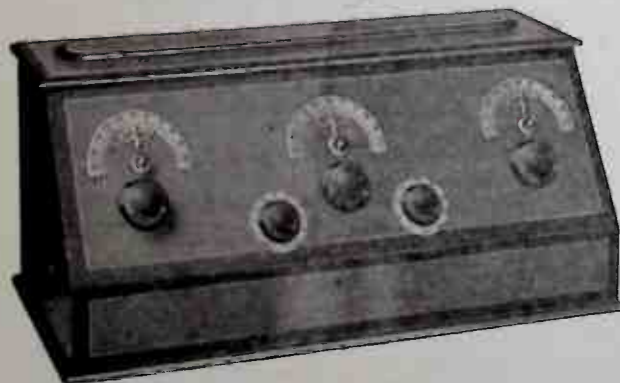


Without Accessories

\$60.00

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

FIVE TUBE 5-38



Without Accessories

\$38.00

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

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

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

THE CRESCENDON IN THE 4-29 and 5-38

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

FIVE TUBE R. F. L.-75



Without Accessories

\$75.00

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

FOUR TUBE 4-29



Without Accessories

\$29.00

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

THE CROSLEY RADIO CORPORATION
CINCINNATI, OHIO

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

Crosley's New Four And Five Tube Sets Welcomed Everywhere

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

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

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

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

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

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

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

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

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

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

New Executive Broadcasts

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

RADIO LEADER AND HIS PUP



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

Prompt Response To Service Calls Asset To Dealers

(Continued from Page 1)

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

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

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

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

Musicone Is One Of Seven Wonders Of Radio, Operator Says

(Continued from Page 1)

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

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

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CROSLY BETTER—COST LESS RADIO Distributed by THESE JOBBERS

OHIO, KENTUCKY, INDIANA

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

OHIO, KENTUCKY, INDIANA

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

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

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

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

French Taught

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

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

Financial News

Market Reports.

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD NATIONAL BANK of Cincinnati.

ILLINOIS

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

TEXAS

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

Crosley Sales and Service Manual

SERVICE HINTS

BATTERIES (Continued)

ALKALI STORAGE CELLS

Internal Construction

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

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

The Plates

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

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

The Electrolyte

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

The Container

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

Danger from Overcharging and Overdischarge.

The Edison cell is practically unaffected by overcharge or overdis-

charge, or by lying idle in the discharged condition.

USE as "A" Battery

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

USE as "B" Battery and "C" Battery

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

Comparative Advantages and Disadvantages

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

Testing and Charging

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

Broadcasts Five Programs

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

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

SALES HINTS

Salesmen — Canvassers

HOW TO COMPENSATE SALESMEN.

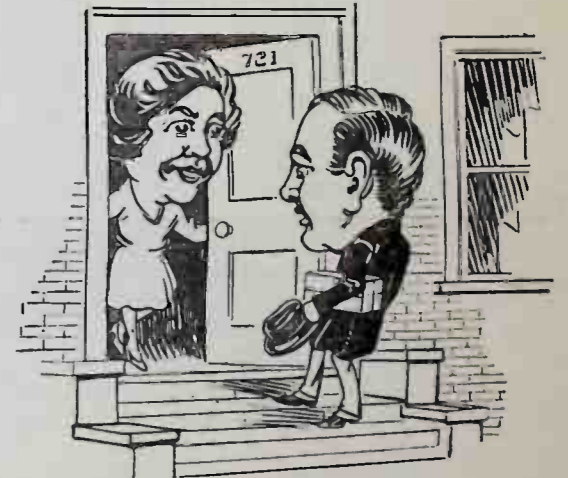
No general rules as to amount of compensation can be made which will be applicable in every case. What is adequate compensation in one locality may not be adequate in another. The dealer should be familiar enough with his particular city, however, to know what rates of pay are sufficient.

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

salesmen who can be thoroughly trusted.

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

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



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

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

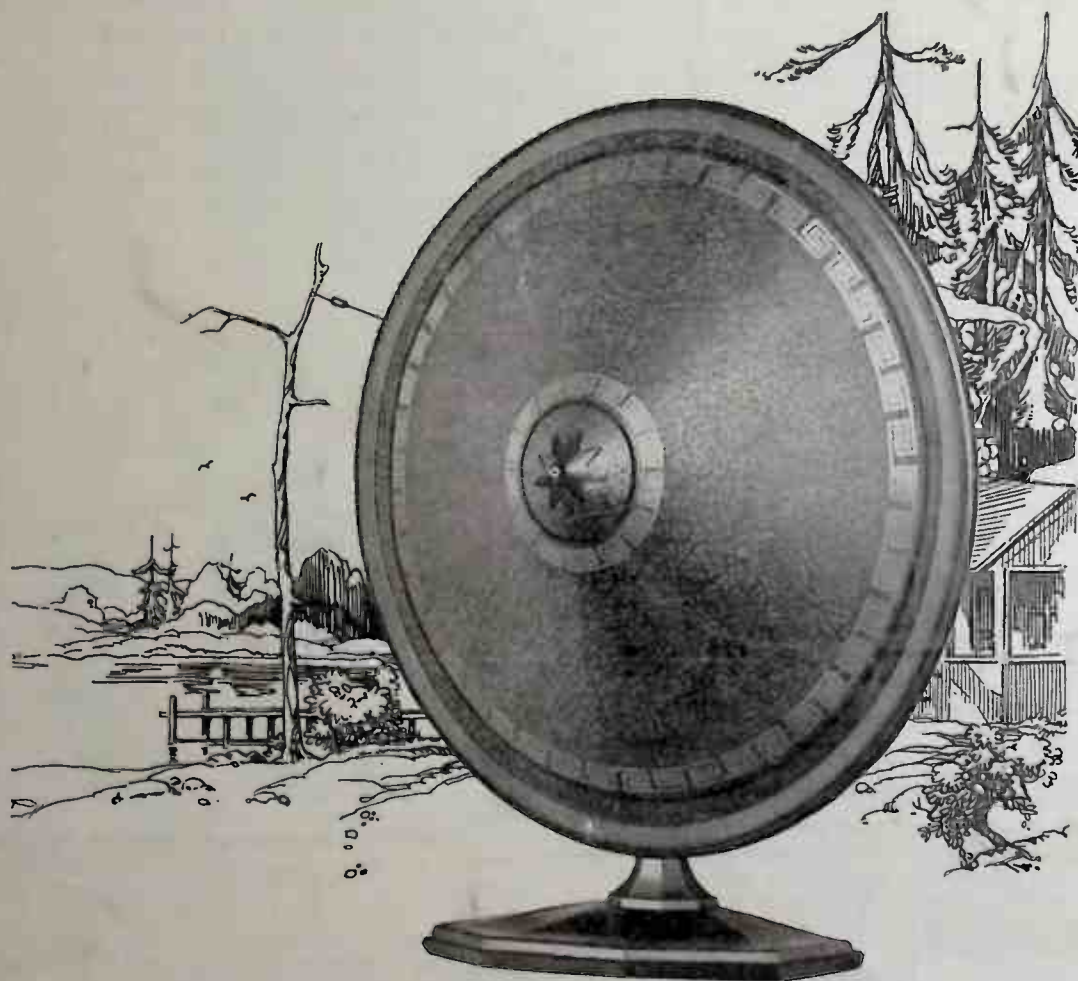
Many dealers make it an inflexible policy not to pay commissions until after sets have been in consumers' homes for several days, believing that a set cannot be considered sold until it has been in use for some time. This policy is not necessary, however, with old

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

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

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

ALWAYS BETTER RECEPTION WITH A CROSLEY MUSICONE



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

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

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

\$14.75

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

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

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

THE CROSLEY RADIO CORPORATION

CINCINNATI