

Ideas Brought Back From Hunting Trip By Powel Crosley, Jr.

Manufacturer Returns from Bird-Shooting Expedition With Many Plans to Aid His Dealers in Selling Radio Sets.

After having enjoyed two weeks of hunting on the 2,300 acre plantation owned by Mr. and Mrs. Joseph Cuper, near Hazelhurst, Miss., Powel Crosley, Jr., is back at his desk supervising the production and merchandising of his four and five tube radio sets. This much-needed rest did the "boss" a world of good, and he returned with an abundance of ideas that will assist Crosley jobbers and dealers in selling the new receivers.

Mr. Crosley is a "died-in-the-wool" bird hunter and a marksman of no mean ability. Although he is a bitter opponent of those hunters who start out to kill everything in sight, he never came back to the plantation home without enough birds for the next morning's breakfast, even though there were quite a number of mouths to feed. He is the justly proud owner of a kennel of exceptionally good shooting dogs which assisted him in making the great woods of southern pine ring with the banging of his 28 gauge shot-gun.

This hunting trip, demonstrated the importance of having a radio receiving set in every hunting camp, no matter whether that be in a log cabin or in such a comfortably furnished home as Mr. Crosley visited in Mississippi. One of the new style R. F. L. radios, installed in a portable cabinet, was taken to the plantation by Mr. Crosley, who, by means of this, was able to keep in consistent communication with business and home affairs. Every evening the welcome message that "All is well at home," was received by Mr. Crosley, having been broadcast from his station, W L W, in Cincinnati. And then, after the messages were received from home, there would be an abundance of radio music with any number of broadcasting stations from which to choose. After a day in the woods and fields this music was welcomed most heartily and served to help pass the long hours between hunts.

Bob Stayman, editor of the Crosley Radio Weekly, was the guest of

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Artistically Designed Panels Add To Attractiveness of New R.F.L. Sets Buyers Eyes Attracted Immediately

Figures of Pan and Terpsichore have been woven into an artistic design for the panels of the new 5 tube R. F. L.-60 and R. F. L.-75 radio receiving sets, harmonizing perfectly with the beautiful mahogany cabinets. These newly

have been incorporated in the panel design, with pointers of rose gold. A very neatly designed trade mark is a gentle reminder that the set is one of the hundreds of thousands made by The Crosley Radio Corporation.



CROSLEY R. F. L.-75

designed panels, so beautifully brought out in dull gold with an adam brown back-ground, are real works of art and immediately attract the eye of the prospective radio customer who demands the very best in appearance as well as operating efficiency.

The mahogany cabinets,

In admiring the beauty of these new works of art, one is bound to note the contrast between them and the panels of a few years ago. First receiving sets made by the Crosley Corporation, believed then to be exceedingly attractive, are regarded now as crude when compared with the new sets. Many ra-



CROSLEY R. F. L.-60

and new panels blend exquisitely and combine to form an article of furniture that corresponds most favorably with the surroundings in the most beautifully furnished home.

These new panels are the "very latest" in radio. The numerals

dio listeners owned sets that never knew cabinets and panels often were made of soap boxes or pieces of unfinished wood. Then came the ordinary black panels, without engravings of any kind, and when manufacturers learned they could

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Production Savings Given to Buyers of Crosley Radio Sets

Dealers Urged to Impress Upon Public That Receiver Does Not Have to be Expensive to be Good.

Crosley dealers are advised to impress upon the local public, through their sales arguments, advertising, etc., that a radio receiving set does not have to be expensive to be good. The thousands of merchants who are handling Crosley radios know this; otherwise they would not be selling these sets. But there are many prospective customers who believe it is necessary to invest a huge amount of money in a receiver in order to obtain satisfactory results.

Ever since Powel Crosley, Jr., entered the radio business his sole determination has been to produce receiving sets and loud speakers that could be sold at reasonable prices and still give equal or better results than the more expensive apparatus. In this he has been successful, the proof being in the many thousands of Crosley radios that have been sold.

Quantity production has been the solution of the price problem so far as this Cincinnati manufacturer is concerned. Raw material is not purchased by the "gross" or by the "ton", but by the car load and often by the train load. Mass buying has brought about a saving of millions of dollars, which in turn have been turned over to the buyers of Crosley merchandise. Hundreds and often thousands of each type of receiving set are made and tested every day—and there never is an excess stock of finished work on hand. Never has there been junking in the Crosley factories, and never has there been any so-called "dumping". Production is so flexible that it can be increased or reduced at a moment's notice—a feature that often results in tremendous savings.

This is the story to tell those men and women who believe a radio set must be expensive to be good.

The business of The Crosley Radio Corporation is founded upon a paradox. Other manufacturers believe they will be successful in building high-priced receivers while Powel Crosley, Jr., often referred to as "the Henry Ford of Radio,"

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Crosley WLW Programs For Week of February 7,

SUNDAY RADIO PROGRAM
WLW
 The Crosley Radio Corporation, Cincinnati, Ohio.
 Feb. 7th. 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, Soloist Adolph H. Stadermann, Organist

Prelude—"Allegro Moderato in F minor"Rink

Doxology

Salutation

Lord's Prayer

Gloria

Organ

Duet—"I Will Magnify Thee, O Lord"Mosenthal sung by Miss Clark and Mr. Beddoe

Children's Sermon "Scars" Hymn 284—"God is the Refuge of His Saints" Scripture Lesson Pastoral Prayer Announcements

Offertory "Idylle"Faulkes Solo "O Lord Most Holy"Frank sung by Mr. Beddoe

Prayer

Hymn 236 "Jesus Lover of My Soul"

Sermon "Knowing and Doing" The Minister Hymn 177 "I Know That My Redeemer Lives"

Benediction

Gloria

Postlude

3:00 P. M.—Organ Recital by John Fehring, organist of St. Peter's Cathedral. Polyphonic music by the choir from Mt. St. Mary Seminary, directed by Mr. Fehring.

7:30 P. M.—Services of the First Presbyterian Church of Walhills, Dr. Frederik 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 "William Tell"Rossini

Prelude and Siciliana, Mascagni

Un Sennet D'AmourMaret

Selections from "The Singing Girl"Merbert

Creme de la CremeTobani

Melody of Southern Songs

Grand Selection "Carmen"Fillmore

Finale "Paean of Triumph"Bizet

Soloists: Mr. Adolph Silberbach, Cornet Mr. George Muhlhauer, Tenor (The Baldwin Piano)

MONDAY RADIO PROGRAM
WLW
 The Crosley Radio Corporation, Cincinnati, Ohio.
 Feb. 8th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman 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 Services conducted by Rev. George H. Kuse.

1:30 P. M.—Business Reports.

2:00 P. M.—Market Reports.

4:00 P. M.—Concert by the Monday

Musical Club.

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.—Theatrical Feature—Interviews by Alvin Richard Plough.

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

8:00 P. M.—The Cincinnati Times-Star Program, featuring the Times-Star Orchestra conducted by Wm. J. Kopp, musical director of WLW. Soloist: Howard Hafford, tenor. 1. Overture "Bohemian Girl" Baife

2. Waltz "Wedding's Delight" (Hochzeltstuecke)Strauss

3. Intermezzo—"L'Amico Fritz" (Friend Fritz)Masengal

4. Selections from "The Grand Duchess"Offenbach

5. Allegretto from the Second SymphonyBrahms

6. Excerpts from Gounod's "Faust" (A Rhythmic Classical Paraphrase)Lange

7. Scenes from "Gloconda"Ponchielli

8. Final—"Hail to the Spirit of Liberty"Souza (The Baldwin Piano)

TUESDAY RADIO PROGRAM
WLW
 The Crosley Radio Corporation, Cincinnati, Ohio.
 Feb. 9th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman 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 Telmpidis.

6:50 P. M.—Y. M. C. A. Basket Ball Question Box.

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

7:00 P. M.—"The Historical Appreciation of Music" by Miss Etelka Evans from the Cincinnati Conservatory of Music, with appropriate illustrations.

7:20 P. M.—Crosley Popular Science Series, presenting Dr. J. G. Porter, Director of the Cincinnati Observatory. Subject: The Distances of the Stars as Revealed by Their Light.

7:30 P. M.—Piano Memories—Piano Classics the whole world knows, by Mary Louis Woszczek, the Crosley Piano Request Lady. Prelude in CBach

Fifth NocturneLeybach

The FlattererChaminade

ElegieMassenet

Cradle SongBrahms-Granger

PolonaiseMacDowell

7:50 P. M.—Donald Bain—"Chanting and his Harem," chicken imitations.

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 Johnen, 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—"Prize of Victory"Scouton

2. Overture—"Hungarian Lustspiel"Keler-Bela

3. Two Classic Gems: (a) Souvenir d'AmourConte

(b) CanzonettaGodard

4. Reading: "The Raven"Edgar Allen Poe

Louis John Johnen

5. Spanish Waltz: "Espanita"Rosey

6. Popular requests: (a) Teach Me to Smile (b) Only a Rose (The Vagabond King) (c) I Never Knew

7. Final: "Our Nominnee March"Walter Esberger (The Baldwin Piano)

WEDNESDAY RADIO PROGRAM
WLW
 The Crosley Radio Corporation, Cincinnati, Ohio.
 Feb. 10th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman 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 Co.

4:00 P. M.—Shut-in Program, directed by William Dunning, 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.—Special Program. Popular Dance Music furnished through the courtesy of The Cincinnati Post.

10:03 P. M.—Bill Schoultz's Cincinnati Post Orchestra. Bill Schoultz, violin and director Alvin Morris, saxophone Albert Goetz, tenor William Schmidt, saxophone (alto) Frank Grou, trumpet (first) Clifford Yager, trumpet (second) Christine Schoultz, piano Carl Merkel, bass and tuba Carl Martin, drums and effects Helen Doyle, the radio nightingale, Bert Lindsay, Ray Sullivan and Hortense Rhoades. (The Baldwin Piano)

THURSDAY RADIO PROGRAM
WLW
 The Crosley Radio Corporation, Cincinnati, Ohio.
 Feb. 11th. Central Standard Time. 422.3 Meters—710 K. C.

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

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

10:45 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 Milton

dred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.

12:30 P. M.—Health Talk by Dr. Carl A. Wiltzbach, 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.

2:00 P. M.—Market Reports.

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

4:30 P. M.—Tribute to Abraham Lincoln by M. V. Whitacre.

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.—Three Minute message from the U. S. Civil Service Department.

10:00 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 Flanagan, saxophone; Frank Bratt, saxophone; Ridge Bhudau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.

11:00 P. M.—Special feature from Dayton, Ohio. The Venetian Trio; Verona Ziebler, violin Genevieve Mead, cello Anne MacDonald, piano and voice

12:15 A. M.—Night Howls by The Crosley Sky Terrers with Kay Nyne, organist; Chief Barker, and dance music from Castle Farm. (The Baldwin Piano)

FRIDAY RADIO PROGRAM
WLW
 The Crosley Radio Corporation, Cincinnati, Ohio.
 Feb. 12th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stradman, 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.

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

12:05 A. M.—Organ Concert. Lincoln's Birthday Program.

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

SATURDAY RADIO PROGRAM
WLW
 The Crosley Radio Corporation, Cincinnati, Ohio.
 Feb. 13th. 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 Seckatary Hawkins Radio Club.

8:00 P. M.—St. Valentine's Day Feature: The Third Annual WLW Beauty Contest for Grandmothers. (Continued on Page 3)

Crosley Radio Weekly

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

ADVERTISING THE NEW 4 AND 5 TUBE SETS

In this issue of the Radio Weekly there is reproduced one of the series of full page advertisements appearing in the Saturday Evening Post and other nationally read publications. The display reproduced here is to be followed by a two-page merchandising spread in which the new four and five tube Crosley radios will be illustrated and described for the benefit of the millions of men, women and children who have been awaiting multiple tube receivers at reasonable prices.

These advertisements are creating a new field for Crosley dealers. They are placing before the eyes of millions a new value in radio. They are prolonging the radio buying season and are reviving the interest that usually lags to a certain extent after the Christmas holidays. Within a short time every person who is the least bit interested in radio will be talking about the very low prices being asked by Crosley for his new four and five tube sets. And still others will become interested in this greatest of all pastimes upon reading about the possibilities of purchasing quality merchandise at such reasonable prices.

Production of these new radios is progressing satisfactorily and quantity shipments soon will be made. Orders calling for thousands of each type have been received, and they are piling up as each mail arrives. Jobbers and dealers have welcomed them—an indication that the buying public will follow suit. Shipments from distributors will be made in accordance with the rule of priority, and so it is of vital importance that authorized dealers study local conditions carefully and order an ample supply of these new sets to meet the requirements of their customers. Dealers will be happily surprised at the tremendous demand for these receiving sets providing they have a stock large enough to meet the new market.

RADIO PROGRAMS

(Continued from Page 2)

The radio audience will be asked to vote for their choice number one, the modern, bobbed-hair, dancing type, and number two, the home-loving old-fashioned kind. Details to be announced later.

9:00 P. M.—Dance Music from Castle Farm. (The Baldwin Piano)

Production Savings Given to Buyers of Crosley Radio Sets

(Continued from Page 1)

stands absolutely alone in the low-price field and makes more radio receivers in a single day than any other manufacturer in the world. Even at this early period in the new radio season the forecast for the year shows a tremendous output of receivers to be shipped to all parts of the world.

There is some very definite mathematical ratio whereby the demand for an article increases as the price is diminished. This ratio of increase is much greater than directly in proportion to the reduction in price. In other words, although it might be supposed that there are one-half as many people who can afford to buy a \$50 radio set as there are who can afford to purchase a set for \$100, the percentage is much greater. The percentage is believed to be at least 25 to 1, which means that 25 people can afford to buy a \$50 set to one person who can afford to purchase one for \$100. This ratio increases as the price is reduced. For every 25 people who can afford to buy a \$50 radio set, Crosley believes that there are a thousand who can afford to buy one for \$25.

To further explain the foundation of his business upon a paradox, the head of the Crosley organization told of seeing two advertisements, one for Ford in which it was stated 12,000,000 cars were on the road and the other advertisement which told of the 2,000,000 Chevrolets now in use. Now there is only a difference of about \$100 between the cost of both automobiles. For further illustrating the ratio argument, he suggests that there is a demand for ten times as many of his Model 51 two tube regenerative receivers, which sell complete for about \$25, as there is for any radio selling for \$100. By reason of the fact that 10 purchasers of the \$25 receivers will require more accessories than the man who buys one set for \$100, the dealers will make more money and the ratio of profit is greater.

Here Chick-Chick

It will be a case of "here, chick-chick," when the radio listeners hear imitations of chickens and other familiar barn-yard fowl, by Donald Bain. He will do his imitating, Tuesday night, February 9th, at seven-fifty, through the Crosley WLW station.

WLW "Red" Singer

You've heard a lot of "blues" singers, but now along comes Russell (Red) Green, lyric tenor, who is going to participate in the Crosley WLW programs, Thursday, February 11th, at 12:40 noon.

Pure Linen Used to Make Parchment Paper For Conical Diaphragms of the Musicone; Demand For These Speakers Still Soaring

Pure linen rags are used to make the parchment paper which has been selected by Charles W. Peterson, inventor of the Crosley Musicone, for use in the conical diaphragms of his speaker.

The cone must be extremely light and rigid to reproduce faithfully the high notes. This specially selected parchment is stronger for a given weight than any other paper. This paper is much more expensive than the highest grade ledger paper. The white parchment paper is lithographed in a solid soft brown color and then the leathery mottling is lithographed on top of the color in a darker shade of brown after which two more operations are required to put on the dark brown line and the decorative border in gold.

After the paper has been cemented in the shape of a cone, it is sewed to strengthen the seam so it will not come apart in any kind of weather conditions. An extra precaution is taken to insure rigidity under all atmospheric conditions, by spraying the paper cones with water-proof lacquer.

While the sounding boards of violins, pianos and many other musical instruments utilize wood, this artificial parchment has the same musical qualities as wood but is much stronger in the thin form in which it is used.

There is no disagreeable metallic sound reproduced from this paper diaphragm as is often the case when metal is used in many of the horn-type loud-speakers.

There need never be any so-called "off-season" for the dealers who push the sale of these Musicones. In Summer and Winter the demand for them is tremendous. Thousands are being sold to persons who already own loud speakers but who realize the superiorities of the Musicone.

Army Air Service Tests Are Soon To Be Repeated

Dayton, O.—Capt. W. H. Murphy, radio officer of McCook field, made a recent flight and talked from his airplane with men in the laboratory. His conversation went first to the Crosley radio station, WLW, near Harrison, Ohio, and was relayed from there to the field laboratory. The same procedure was followed in the exchange of conversation.

According to Capt. Murphy, this was the first experiment of its kind and shows, he said, that stations with weak sets can increase their distance by co-operating in this manner with strong sets.

The set in Murphy's plane was capable of broadcasting only 100 miles. Through WLW, the conversion could be heard 600 miles in the morning. This means it is possible to utilize radio for mobilization work, should it be necessary to close-in upon an enemy. Should the occasion demand, a scout plane could be sent into the air, find the enemy camp and then the operator could give directions from there, in code, which would enable the army to close-in from all sides and surround the unit under observation.

silicone are so noticeable that they must have them in order to obtain the best in radio. It matters not what type of receiving set is purchased, the buyer will demand a Musicone immediately upon hearing its tonal qualities compared with any other kind of loud speaker, regardless of price.

The authorized dealers who are selling Musicones in the large numbers—and certain of them actually are selling scores of them daily—declare their success is due to making comparisons either in their stores or in the homes of their prospective customers. They obtain the names of radio owners, paying no attention to whether these people own Crosley radios or not, and then send their salesmen to their homes with a Musicone. Everyone knows the average listener is eager to "play" with something better in radio, and salesmen report exceptional success in their efforts to demonstrate this radically different loud speaker.

The difference is so great, both in the reproduction of every possible note and in the elimination of extraneous noises, that sales are made immediately, and the salesman not only sells a Musicone but obtains valuable information in regard to the requirements of the listener as to new batteries, tubes and even new receiving sets.

Progressive dealers must have outside salesmen who may be high school or college boys or trained radio men. In certain instances girls with pleasing looks and personalities have been very successful as radio "salesmen" because, with all due respect to the abilities of those girls, there is but little need of a salesman being a radio expert in order to sell Musicones. A demonstrator really is all that is required.

The possibilities of super-power have just been touched. It may be observed that homes equipped with receiving sets may be utilized in times of war for getting messages direct to headquarters throughout the country.

There are 925 broadcasting stations throughout the world.

DEMAND CREATED BY EXTENSIVE ADVERTISING

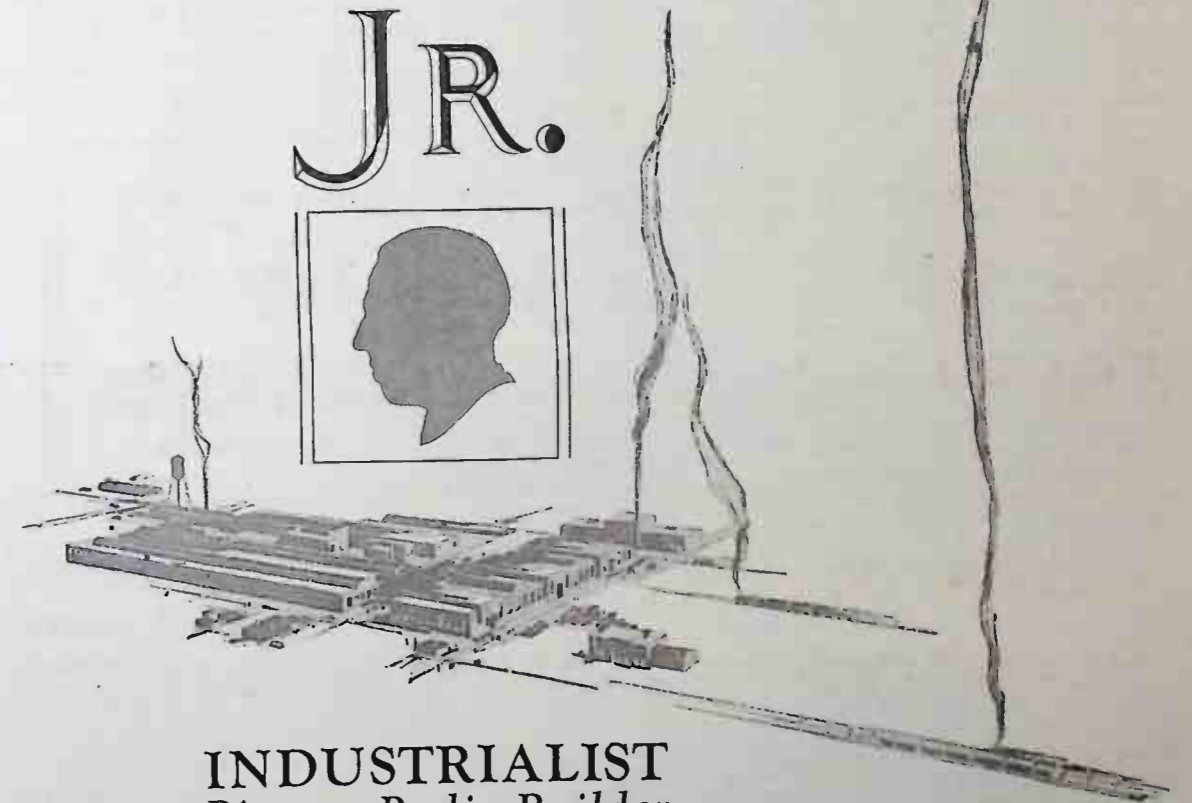
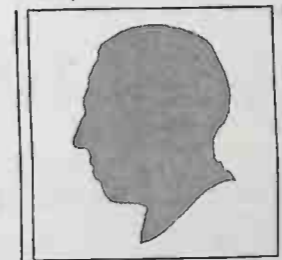
At the right is a reproduction of a full page advertisement appearing in the current issue of the Saturday Evening Post. A similar advertisement was published in the Post last week and a two page spread will be published in that magazine next week. Similar advertisements are appearing in many other widely read publications, creating a nation-wide demand for Crosley radios. Dealers must take advantage of this publicity. Be sure to order your new sets immediately so you can meet the requirements of your customers.

THE CROSLEY RADIO CORPORATION

CINCINNATI

POWELL CROSLEY

JR.



INDUSTRIALIST Pioneer Radio Builder

At a time when products of his manufacturing genius were already known to millions, Powell Crosley, Jr., boldly diverted his energies to the development of radio reception, then scarcely known beyond the laboratory walls.

Pioneering both in engineering trends and manufacturing practices, Mr. Crosley has been a vital factor in making radio and broadcasting as much a part of American life as motion pictures and the motor car.

There is scarcely a milestone in the development of popular radio on which his shadow has not been the first to fall. And his announcement of December 26th concerned a milestone that dwarfed all others in its importance — four entirely new radio receiving sets:

- The Crosley 4-29 (4-tube) . . . \$29.00
- The Crosley 5-38 (5-tube) . . . 38.00
- The Crosley R. F. L.-60 (5-tube) . 60.00
- The Crosley R. F. L.-75 (5-tube) . 75.00

These are now being demonstrated by Crosley dealers and will be completely described in a forthcoming issue of the Saturday Evening Post.

Practical Names Are Given To Radio Sets; Each Has a Meaning

Crescendon is New Word for Dictionary—Prices Included in Names of New Sets.

Selecting names for new radio apparatus is just as big a task as naming Pullman cars. The difference between the names given to radio equipment and sleeping cars is in the practicability of the former, for each name has a real meaning with regard to the use for which the particular object is to be put.

A survey is made of trade names and radio terms whenever a new product is introduced. The Crosley Radio Corporation recently needed names for the four new models for 1926 and selected them for their comprehensiveness in telling the whole story in a few letters and numerals. For example, the "Crosley 4-20 and 5-38", mean the receivers have been made by the concern whose name they bear, while the first numeral indicates the number of tubes used and the figures following the hyphen, tell the prices of the sets. This same arrangement is true in the other two models, the "Crosley R. F. L. 60 and 75." In these latter sets, the three initials indicate they employ the circuit designed and perfected in the Radio Frequency Laboratories by Stuart Ballantine and Dr. L. M. Hull. The price is indicated by the numerals following the three initials. The number of tubes is not given in the title, although five are used in the latter sets, the difference in the numerals indicating the cost, according to the type of cabinet used.

The Crescendon is a new name and indications point to its becoming used in connection with radio as are other terms which have been taken up by radio fans. The name was chosen by Powel Crosley, Jr., to indicate the use of the unique device employed on two of the receivers made by his concern and was taken from the word "crescendo", which means an increase in volume of sound. That is exactly what the device does—it makes possible the building up of volume of signals received from distant broadcasting stations of reasonable power.

Prizes were awarded to radio listeners for slogans to be used in connection with the Crosley musicone reproducer and the first one was given for, "best for sound reasons", which is now used in describing the cone-type speaker.

Do not remove the cap from the receivers or look for suspected trouble inside. Even if it exists, it is unlikely that it could be corrected.



EVERYBODY likes surprises. Much of the popularity of broadcasting and reception may be attributed to the element of surprise which enters into it. First, there is the surprise of receiving distant stations with receivers designed especially for local reception. The next surprise, is found when tuning-in to a station and some celebrity or musical organization which is not a regular feature of broadcasting, is heard in a recital or dance music program.

Programs should not be made up entirely of surprise attractions. Favorite entertainers should have their regular time on programs so the listeners will know when to tune-in for the particular type of entertainment they desire.

THE time has come for studio directors to realize the popularity of broadcasting rests with the listeners and entertainment should be provided which will interest the greatest number of them. Dance music is very popular, especially so, when played in the new style of syncopation. Semi-classical music is also a favorite with the operatic and classic program coming next.

Talks, unless given by the President of these United States; college professors and authorities, should not be broadcast, for the simple reason that unless the listener hears the discourse from the very beginning, much of the interest is lost and the station from which a talk is given is easily tuned-out. No radio talk should be over ten minutes long.

Speakers Adjusted In Final Testing

The new style of Crosley musicone reproducer has a knurled nut holding the paper cone in position. Some purchasers have had the mistaken idea that this nut was for the purpose of adjusting the tonal qualities of the speaker, but this is not so. Every instrument is adjusted properly by the testers in the acoustical laboratory before the reproducers are packed. Adjustment is made inside of the unit and not by means of the nut.

Sunday School

Sunday School services are conducted every Sunday morning by the Methodist Book Concern officials through the Crosley WLW broadcasting station. They begin Sunday mornings at 9:30.

Before removing wires to make repairs, mark both sides with a number. This will avoid the possibility of a mistake and make assembly easier.

Ideas Brought Back From Hunting Trip By Powel Crosley, Jr.

(Continued from Page 1.) Mr. Crosley during the visit in Mississippi. Mr. Crosley has about completed his plans for a Florida trip with members of his family. His yacht, the Muroma, is moored off Miami and he expects to pass several weeks cruising through the waters of the Atlantic and the Gulf of Mexico.

The Making Of A Lug

To make a lug on stranded wire strip off one half inch of insulation, turn the fine wires back over the insulation remaining, wind three turns of bus bar tightly around the strands and then make a half-loop in the bus bar that extends beyond the end of the flexible wire.

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

DEALERS
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

When winding coils be sure the form is moisture-proof and non-tallie.

If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department Is At Your Service

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ILLINOIS

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

TEXAS

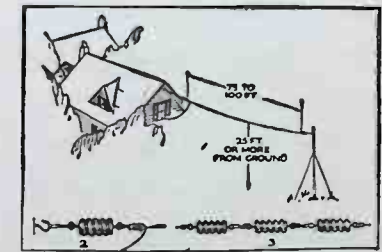
Radio Equipment Co. of Texas
Distributors in Texas for CROSLY RADIO APPARATUS EVEREADY BATTERIES CUNNINGHAM TUBES and OTHER QUALITY LINES
1319-1321 Young Street
Dallas, Texas

Crosley Sales and Service Manual

SERVICE HINTS

THE AERIAL

Size of aerial. The most suitable aerial for Crosley sets is one from 75 to 150 feet long (including lead-in) and twenty-five or more feet high. In order to build such an aerial it will usually be found necessary to choose some out of door site, though some houses have attics in which a 50 to 75-foot aerial may be easily erected. It is well to bear in mind that the higher the aerial is, and the longer (up to certain limits), the more energy it will pick up and the louder the signals will be. Height is a more important factor than length in determining signal strength and distance. On the other hand, the longer and higher the aerial, the more the disturbing influences, such as static, interference from power lines, etc., which will be picked up. (The ideal aerial must, therefore, be a compromise between these two factors. We suggest a length of from 75 to 150 feet (including lead-in), as the most suitable all-around average for Crosley sets. In cities where the installation is surrounded by a number of sources of interference, a shorter aerial may be desirable. In the country, far from broadcasting stations and other causes of disturbance, a longer aerial may be better, from the standpoint of the greater volume and distance obtainable.



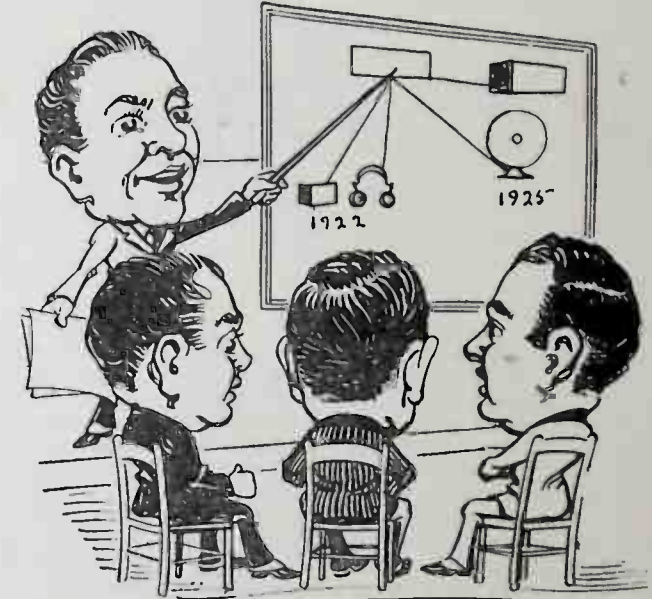
Supporting an outside aerial. Almost any convenient objects, such as houses, trees, barns, poles, etc., may be used for supporting outside aerials. Care should be taken, however, to place the aerial insulators well out beyond projections, such as tree limbs, or the gutters of house roofs. This precaution is necessary to insure that the effective part of the aerial (the part between the insulators) will not be brought into contact with objects when it sways in the wind. The aerial wire should be stretched tight enough so that there is little swaying in windy weather. Some little slack must, however, be left, in order to insure against the wire breaking from over-tension. One system of keeping the aerial taut,

without putting an undue strain on it, consists in supporting one end by means of a counter-weighted rope passed through a pulley attached to the support. The aerial wire should be thoroughly insulated from the supports. Only the very best insulators should be used. It is preferable to use a string of insulators, one after another, as their effectiveness is considerably lowered in wet weather. In cities, a string of insulators is always advisable, as soot collects on them in time, and considerably impairs their efficiency.

Comparison of the efficiency of different kinds of aerial wire. There is considerable difference of opinion as to the best aerial wire to use. Many authorities recommend ordinary bare copper wire, size No. 14 to No. 18 B. & S. gauge. If a continuation of the aerial wire is used as a lead-in, the size of the wire in some localities must be at least No. 14 in order to comply with underwriters' requirements. Though stranded wire or ribbon of the same diameter or thickness is theoretically slightly more efficient than ordinary round wire, it is doubtful whether or not there is sufficient difference in efficiency to be detected in ordinary reception. Bare wire, especially aluminum, is often objected to for outdoor use because it corrodes. As most of the radio current travels in the surface layers or skin, of the wire, this corroded portion increases the resistance of the aerial and reduces its effectiveness. Enameled wire overcomes this objection, and is ever increasing in popularity on that account. Fabric-covered wires should not be used, as their sheathing absorbs water when it rains, and their effectiveness is thereby reduced. Soot collected on aerial wires is often blamed for reduction in aerial efficiency. It is more probable, however, that notable reduction in signal strength can, in such cases, be traced to sooty insulators. The effect of corrosion and soot on the aerial wire itself is by no means so important as its effect on the joint where the lead-in is connected to the aerial. If this joint is well-soldered, or if a continuation of the aerial wire is used as a lead-in, without any break or connection, corrosion will not cause any trouble in this quarter. If, however, the lead-in wire is merely twisted about the aerial wire, and not soldered to it, the connection may become bad in a very short time.

SALES HINTS

TRAINING SALESMEN—CANVASSERS



Have a Weekly "Get-Together" With Your Salesmen—It Pays!

Salesmen should not be merely hired and then left to their own devices. The wise dealer will carefully train and direct them. He will do this because:

1. It will enable them to produce a greater volume of sales.
2. It will assure that they will make sales wherever sales are possible. Failure of a canvasser to sell a good prospect often makes it difficult for the dealer himself to sell him later.
3. Every salesman out canvassing is a representative of the dealer's store. The better his appearance, his approach, and his methods of selling, the better reputation he will create for the store he represents. For every promise the salesman makes, for every word he voices, the dealer is held responsible. It behooves the dealer, therefore, to see that his salesmen create a good impression for him.
4. House-to-house canvassing is one of the most difficult kinds of salesmanship. The successful canvasser must have every trick of the trade at his command. Unless they are periodically encouraged, canvassers are liable to lose heart. That is why the "mortality" among canvassers is so high. As it costs money to train salesmen, the dealer should use every means of keeping them encouraged and permanently on his staff.

an enthusiastic believer in the value of the product he is selling. The dealer himself, or one of his older men, should take the new man into a quiet place and one by one demonstrate to him and drive home the talking points of the line. He should be encouraged to ask questions, and they should all be satisfactorily answered. He should be encouraged to voice all his doubts as to the merits of the sets, and every doubt should be cleared up before he is allowed to go out. "Sell" the salesman first, and he will assuredly be able to "sell" others.

Every week, or oftener, the salesmen should be called together for a "pep" meeting. Let them state their problems, and tell their troubles, but always have solutions to their problems and balm for their wounds. Send them away more sold than ever. With a manufacturer behind them who is well-known for making more radio sets than any other single radio manufacturer in the world, they may feel sure that they have a product which is right, backed by a policy that is right. They may know that there are more sound, logical reasons for buying their sets than for buying any other brand manufactured otherwise their factory would not be leading all others in the number of sets built. Let them go away from these meetings full of enthusiasm, ready to go out with renewed vigor after more sales.

Artistic Panels Add To Value Of New R.F.L. Radios

(Continued from Page 1.)

add to the eye value of their sets by engraving the panels, they realized a great sales resistance had been overcome. Later came efforts to print designs on the panels and then the transfer system was perfected.

The new circuit used in the R. F. L.-50 and the R. F. L.-75 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, 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.

These sets give maximum amplification per tube and are non-oscillating at any frequency over the broadcasting range, and consequently non-radiating, and cannot be made to oscillate even though improperly handled. Working so close to the point of maximum efficiency per radio frequency stage, they do not require regeneration to

give greater volume on any signal. This is true because the bridge circuit inherently provides such a well-proportioned balance between the various inductance and capacity elements of the amplifier stages that it allows the designer to approach very close to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

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

The stations may be accurately logged on the three dials, and will always reappear at the same point on the dials unless the wave length of the station is changed.

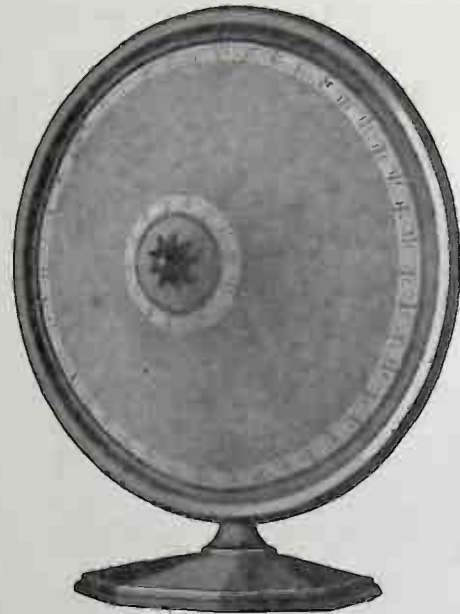
The Crosley Radio Corporation has been licensed under the patents and applications of the Radio Frequency Laboratories, and is using R. F. L. amplifier in its new Crosley five-tube receivers.

Radio phones should have the very best care possible and it is well to observe the following rules as to their treatment.

RADIO MUSIC ALWAYS BETTER

WITH A

CROSLY MUSICONE



Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

THE CROSLY PUP



\$9.75

A Genuine
Armstrong
Regenerative
One Tube
Radio

With a Range of
1500 Miles or More

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

The Crosley Radio Corporation
CINCINNATI

\$14.75

The Crosley Radio Corporation
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