

# WLW

Published by The Crosley Radio Corporation

# CROSLLEY RADIO WEEKLY

AND WLW PROGRAMS

CINCINNATI

# WLW

Manufacturers of Armstrong Regenerative Radios

VOL. V. NO. XI

MARCH 15, 1926

## "Bonzo" Is For Sale; Novelty Is Offered To Crosley Dealers

Famous PUP is Appealing to Thousands, Who Proclaim it to be Greatest of All Gloom-Chasers.

"Bonzo," that famous PUP that has been in such demand among Crosley radio dealers because of its advertising value and which has been commented upon by thousands of people as one of the most attractive novelties ever seen, is now



Nationally Famous Bonzo

for sale to Crosley dealers who can use it as a window or counter decoration or sell it to the person to whom it appeals as a novelty.

It is known that there is a market for "Bonzo." Many persons have asked us to sell him. For a while it was impossible to obtain these PUPS in sufficient quantities even to meet the requirements of our dealers, but increased production now permits us to offer them in quantities. These must be purchased direct from the factory, with money accompanying order. The price to dealers is 75c each.

Parents will purchase "Bonzo" for their children; girls will buy them (Continued on Page 4.)

## Crosley Factories Crowded With Workers Making New Four and Five Tube Radios; Plants Are Operating At Full Capacity

Never before in the history of The Crosley Radio Corporation has there been such activity in the factories at this time of the year. Every foot of space in the large plants is being used in the production of the new four and five tube radios and Musicones.

Thousands of men and women are busily engaged in the making of these popular sets—and they are unable to produce them in quantities large enough to meet the requirements of Crosley distributors and dealers. Every effort is being made to increase this production and at the same time maintain the highest standard of efficiency and it is hoped that before very long it will be possible to accommodate the thousands of merchants who actually are begging for the new sets.

There is a "Help Wanted" sign hanging over the Employment Office door of Crosley's main plant. This is the only concern in the world making radio equipment which is operating at capacity at this time of the year. There are hundreds of other workers in many plants

contributing to the output of Crosley radio apparatus and they range from woodmen in the mahogany forests of Africa and South America to the mica mines in India. Then too, there are others who work in the rubber plantations and the mines which supply the ore from which wire is made.

This healthy condition of the Crosley concern at this time of the year when the supposed "season" of manufacturing is past, again testifies to the foresight of Powel Crosley, Jr., head of the organization, who placed four new receiving sets upon the market at the beginning of the new year. The demand for these new receivers from distributors, dealers and customers has been exceptional and duplicates the great interest shown two years ago when the popular Trirdyn and two tube 51 receiver and Musicone was announced in February.

Unfilled orders again testify to the statement made by Powel Crosley, Jr., that the saturation point would never be reached in radio

(Continued on Page 3.)

## Ohio River Transportation Is Speeded Through Broadcasting Of Water Stages; Another New Field Opened For Dealers

The Ohio River and its tributaries furnish a means of transportation with steamers and barges which depend upon the stages of the water for the rapidity with which the ships can go from lock to lock. In order to facilitate the transportation, Major W. W. Parker, U. S. Engineer Office, Cincinnati, Ohio, arranged with Lewis M. Crosley, vice-president of the Crosley Radio Corporation and former officer in charge of engineering work with this outfit, to broadcast the river stages, precipitation and weather in the Ohio Valley, through the WLW super-power station. This is the first record of radio broadcasting river stages and the results of this important work has been most beneficial to boatmen, shippers and tourists depending upon the historic Ohio River for transportation. The reports are broadcast daily at ten o'clock and Sunday at ten-thirty in the morning. Condition of the Ohio River from

Pittsburgh to Cairo, Illinois and of the Kanawha River, from Charleston to Point Pleasant, is supplied in the service through the WLW radio station. Severe storms of the past winter made it impossible for the lock masters to receive river stages by telephone and the officials of the dam at Cairo, Illinois, would have been entirely isolated if it had not been for the reports sent to them via radio broadcasting.

Business executives of chambers of commerce and officials of the Engineer Office are enthusiastic in their praise of the work radio is doing to revolutionize the method of broadcasting information of great value to everybody concerned in Ohio River transportation. Nearly every large boat along the river as well as the concerns depending upon water transportation, are installing receiving sets for the

(Continued on Page 4.)

## Dealers Advised To Reply At Once To Questionnaire

Plans to Send Inquiries Direct to Dealers Being Held Up. Pending Receipt of Replies to Questions.

Dealers who neglected to reply to the questionnaire sent to them recently are advised to do so immediately if they desire to take advantage of the plan recently adopted by The Crosley Radio Corporation of sending consumer inquiries direct to the dealer instead of to the distributor.

Every mail brings hundreds of inquiries regarding the new four and five tube radios and the Musicones. These are to be mailed direct to the authorized dealer whose reply to the recent questionnaire proves he is entitled to this type of assistance. The chances are that a number of persons in your own locality are interested in the new sets and have asked us for information regarding them before coming to you for a demonstration. Perhaps you even know them and still do not know they are live prospects. But as soon as the inquiry is received by you from Crosley headquarters you have something tangible to work on and the chances are that you will have little trouble in making a sale.

There has been a delay in putting this new system into effect because of the fact that many dealers have failed to answer the questions sent to them. They must realize that it is to their interest to give to us the information requested and that until this information is received it will be impossible to permit them to take advantage of the new inquiry distribution system.

Consumer inquiries must be given immediate consideration. Their life often is very short. The quicker a salesman can call on the person who is interested in a certain radio the better it is because there always is that danger of the consumer changing his mind or seeing something he believes would be better for him to purchase. Therefore we ask once more that you reply immediately to the series of questions included in a letter sent to you recently by Powel Crosley, Jr.

A grid leak is essential to the proper operation of the detector tube.

# Crosley WLW Programs For Week of March 14

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, March 14, 1926 Central Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship from the Seventh Presbyterian Church Madison and Cleinview aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, Organist. Prelude—"Go to Dark Gethsemane" Matthews Salutation Lord's Prayer Gloria Duet—Mozart Miss Nobles, Mr. Beddoe. Children's Sermon Hymn Pastoral Prayer Scripture Lesson Organ Announcements Offertory "Prayer op 25-3" Broellmann Solo "Lord Thou Art My Refuge" Dvorak Dan Beddoe Hymn Sermon—"Light and Life" Hymn Benediction Gloria Postlude

- 3:00 P. M.—Program of Solo and Ensemble arranged by James H. Robinson, featuring Negro Civic Welfare Singers.
- 4:00 P. M.—Organ recital by Mrs. Lillian Arkell Risford, Faculty of the College of Music of Cincinnati.
- 7:30 P. M.—Services from the Emmaus Lutheran Evangelical Church; P. L. Dannenfeldt Pastor.

- 8:30 P. M.—Concert program under the auspices of the H. and S. Pogue Company. Orchestra directed by Walter Esberger. Soloist: Glover Davis Tenor. 1. Excerpts from "The Hayden" Golden 2. Waltzes from "Lilac Dum-lino" Cuvillier 3. Overture: "The Mill on the Cliff" Reissiger 4. Characteristic: "Punchello" Herbert 5. Grand Selection: "Pia-fors" Sullivan 6. Intermezzo: "Cupid's Plea-ding" Voelker 7. Novellete "Pearls" Moret 8. Descriptive Fantasia: "Vision of Salome" Lampe 9. Melodies from "Fantasia" Hubbell Pogue Trio: Arthur Dondero violin Arthur Bowen, cello Walter Esberger, piano. (The Baldwin Piano)

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, March 15, 1926 Central Standard Time.

- 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.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 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.—Program by Monday Musical Club. Quartet: Selected Mrs. Agnus Schath, Piano. Mrs. Robert Finch, Violin. Mrs. Earl Alexander, Violin. David Hall, Cellist. Piano solo: "Waltz Caprice" De Leona Elizabeth Carnahan. Cello solo: "Liebsfreud" Kreisler Frances Stoffregen. Whistling solos: Selected Ruth Pollard Voice: "Invocation" D'Hardeiot Margie Metz

- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—P. S. Market Reports and Weather Forecast.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra, directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Concert by the Cincinnati Times-Star Orchestra. William J. Kopp, director. Soloist: Howard Harford, tenor. Program of Wars. 1. American Battle Scene Grand Realistic Tone Picture 2. Memories of the Civil War 3. Battle of San Juan Hill 4. Descriptive Military Fantasia 5. "The Fighting Allies" A Grand Selection introducing the National Airs of Serbia, Russia, France, Belgium, England, Italy and the United States of America, in order of their entrance into the war. 6. Enale: "Soldiers' Life" Austrian Retreat (Tanto) (The Baldwin Piano)

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, March 16, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stratman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 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.—French Lesson by Madame Ida Telmipida.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Historical Appreciation of music by Etelka Evans, Cincinnati Conservatory of Music. John A. Ryan, Professor of Biology, St. Xavier College.
- 7:30 P. M.—Piano Memories by the Crosley Request Lady, Mary Louise Woszeck. Prelude, op. 165, op. 3 De Koven Traumerel Strauss Birdling Grieg Chanson, Triste Tchaikovsky Anitra's Dance "Peer Gynt" Consolation, op. 19, no. 6 Scherzetto, op. 19, no. 6 Lasson

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, March 15, 1926 Central Standard Time.

- 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.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.

- Gaylord, Anderson and Clarence Miller; Louis John Johnen, Instructor.
- 9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company. Replica of concert by Symphony Orchestra thru Station WL, Oslo, Norway. 1. Suite: A Day in Venice Nevin 2. Waltz of the Flowers... Tschalkowsky 3. Overture: "Poet and Peasant" Suppe 4. Concert Waltz: "Mon Reve" (My Dream) Strauss 5. Melodie Godard 6. The Beautiful Blue Danube Strauss (The Baldwin Piano)

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, March 17, 1926 Central Standard Time.

- 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.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Selections by Petronella Trimburo.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 3:30 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 Duning, co-operating with the Settlement Schools and other institutions assisted by the Cincinnati Exchange Club. 4:30 P. M.—Official Police Bulletin.
- 6:00 P. M.—St. Patrick's Day Celebration. Banquet of the Irish Fellowship Club, Hotel Gibson Roof Garden.
- 10:00 P. M.—An Hour in the Shadow of the Shamrock, appropriate musical program featuring WLW Instrumental Trio, violin, cello and piano and the Crosley Male Quartet. Dedicated to Distributors in Georgia. Quartet: Fenton Pugh, first tenor. Russell Dunham, second tenor Richard Fluke, first bass Leland Sheehy, second bass. Walter DeVaux, accompanist. Soloist: Ed. Lush. 10:50 P. M.—Tenor solos by Ed. Lush. 11:00 P. M.—Popular organ recital by Johanna Grosse. 11:15 P. M.—Malds of Melody, Grace Donaldson and Hortense Rhodes. 11:30 P. M.—Dance Numbers by Don Bestor's Orchestra from Castle Farm. 11:45 P. M.—Concluding requests by Johanna Grosse. (The Baldwin Piano)

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Thursday, March 18, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stratman 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.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and

- Correct Time.
- 12:05 P. M.—Organ Concert by Mildred Briggs, pupil of Johanna Grosse, featuring hits from favorite light operas.
- 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.
- 2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Honoree of the Broadwell Evening School.
- 2:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 6:00 P. M.—Golf Chats by Arcaie Simpson.
- 6:15 P. M.—Musical Handshakes by Bob Groenke and Jim Mischler, the original Crosley Hello boys.
- 6:45 P. M.—"The Eyes Have It," by C. H. Hoffman.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 7:30 P. M.—Educational feature—Wild animals in Captivity.
- 7:40 P. M.—Continuation of Gibson Hotel Concert.
- 9:00 P. M.—Concert by the Greenville, Ohio, High School Band.
- 9:45 P. M.—Songs by Marguerite Rentel, contralto.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the State of Alabama. (Furnished by the French Bros-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
- 11:00 P. M.—"The Boys from Home" Raynold West and Gordon Buchanan.
- 11:30 P. M.—Don Bestor's Dance Orchestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Iowa. (The Crosley Pups in Midnight Frolics with Kay Nyme, Rin Tin Tin and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano).

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Friday, March 19, 1926 Central Standard Time.

- 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 Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. Observing "Silent Night" in Cincinnati.

## WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Saturday, March 20, 1926 Central Standard Time.

- 10:45 A. M.—Weather Forecast, River

# 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

## THE CRESCENDON.

Crosley authorized distributors and dealers are advised to feature the Crescendon in their sales arguments advanced in behalf of the new four tube 4.29 and five tube 5.38. This method of properly controlling regeneration radically improves reception because it permits signals that are barely audible to be built up to such an extent that they will fill an entire room.

Everyone knows how aggravating it is to be able to hear, very indistinctly, an announcement from some far away broadcasting station. Perhaps it is possible to hear one or two of the call letters, but the others are lost, making it absolutely impossible to find out what station is tuned in. Or perhaps music might be being received, but too indistinctly to be enjoyed. Thousands have experienced such unhappy moments and have wished that they had some extra knob they could pull or turn that would result in the station coming in louder.

The new Crosley 4.29 and 5.38 have just such a knob. It controls this Crescendon. By moving the knob very weak signals are amplified, you might say, until they can be heard throughout an entire room, or possibly a house. This Crescendon, or Knob of Mystery, has been recognized as one of the wonders of radio and has been welcomed everywhere, especially by lovers of tuned frequency sets.

## RUNNING FULL BLAST.

The Crosley factories in Cincinnati are running full blast. Every table in the three plants in which radios are made is filled with skilled workers who are turning out the new four and five tube radios. Never before has such activity been seen at this time of the year—and we are told it is seen in no other radio factories. The predictions of Powel Crosley, Jr., have come true. Announcement of his new receivers has prolonged the radio season. There will be no let-up this year. Prosperity is faced by those who co-operate with Crosley.

Corrosion in aerial and lead-in contacts is a common cause of poor reception.

# Old Fashion Grandmas Defeat Flappers In Radio Contest



Mrs. Margaret Pochner (in oval) won the contest conducted by the Crosley WLW broadcasting station, Cincinnati, to determine the popularity of the old-fashioned and flapper grandmother. The winner is seventy-one years old and is the grandmother of 17 children. She is, of course, the old-fashioned type. The other pictures show Mrs. Anna Worley, 73 years old, the oldest in the contest and Mrs. Charles Daniels, 34 years old, the youngest. The total ages of the 13 grandmothers in the contest was 665 years.

# Flapper Grandmothers Lose Radio Contest

The modern type of grandmother lost to the old-fashioned kind in the contest conducted by the Crosley Radio broadcasting station WLW, Cincinnati. Votes were received from all parts of the country, the voters indicating their choice through a postal card. Thirteen grandmothers were entered in the contest, six of the old-fashioned type and seven representing the modern type. A total of 5,058 postal cards were received up to the time the contest closed. The number of cards were counted and not the total votes on the cards. The old-fashioned grandmothers received 3,103 votes and the modern type got 1,955 votes. Each of the grandmothers received a number and their identity was kept secret, although a description of the ladies was given by J. Anthony Bill, nationally-known photographer, and Alvin Richard Plough.

Mrs. Margaret Pochner, seventy years old, and grandmother of seventeen children, 1919 Kentucky avenue, Cincinnati, received 757

votes and won the first prize. Her voting number was 7. Those in the order of total votes were: Mrs. Paul Meyder, No. 8, second, 702 votes; Mrs. Anna Worley, No. 9, third, 692 votes; Mrs. Belle Cox, No. 1, 648 votes, fourth; Mrs. Charles Daniels, No. 2, 460 votes, fifth; Mrs. E. G. Brown, No. 5, 447 votes, sixth; Mrs. C. L. Hafner, No. 11, 331 votes, seventh; Mrs. Jenny Stone, No. 10, 115 votes, eighth; Mrs. Anna Springmeier, No. 3, 228 votes, ninth; Mrs. Nora Reiners, No. 14, 137 votes, tenth; Mrs. Nettie Schopper, No. 12, 115 votes, eleventh; Mrs. Fanny Kann, No. 6, 111 votes, twelfth, and Mrs. J. Burry, No. 4, 103 votes, thirteenth.

Mrs. Anna Worley, 4333 Tower avenue, St. Bernard, 73 years old, representing the old-fashioned grandmothers, was the oldest in the contest and Mrs. Charles Daniels, 1920 Powers street, Cincinnati, 34 years old, was the youngest. The total ages of all the grandmothers in the contest was 665 years.

# Programs Dedicated To Distributors Of Crosley Merchandise

Concerts Arranged to Reach the Greatest Number of People in Territory Covered by Jobber.

Several programs each week are dedicated to distributors of Crosley radio apparatus. These programs are broadcast through the WLW station in Cincinnati and arranged to reach the greatest number of listeners in the territory covered by the jobbers to whom they are dedicated. For example, programs which are intended for the far western listeners are broadcast from midnight until two o'clock in the morning, while those nearer the transmitting station are sent into the air earlier in the evening.

This unique method of dedicating programs originated with Powel Crosley, Jr., over a year ago when noon-day concerts were inaugurated for the special benefit of dealers who wanted to give demonstrations of radio sets for prospective customers employed in office buildings and stores. These noon-time programs are broadcast daily, except Saturday and Sunday.

It may be recalled that the distributors who attended the Crosley convention last July had the opportunity to broadcast to their respective territory listeners and thousands of radio fans heard them. This close co-operation between manufacturer, broadcaster, distributor, dealer and listener is indicative of the healthy condition of the radio industry.

# Crosley Factories Are Being Operated At Full Capacity

(Continued from Page 1.) apparatus. The assembling of sets by individuals in the home is rapidly being replaced by factory-built apparatus, due to the low price at which the receivers may be purchased and the excellence of the performance of standard and guaranteed equipment.

## DAILY PROGRAMS

- (Continued from Page 2)
- er Stages, Market Reports, and
- 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.—Johanna Grosse.
- 8:15 P. M.—Plectrum Concert by Mrs. Prentice Lawson and Mrs. Beverly McClain.
- 9:00 P. M.—Unique Old Fiddler; Andy Hildee, accompanied by Walter Harlan, from Warren County, Ohio.
- 9:30 P. M.—Don Bestor's Recording Orchestra from Castle Farm.

### Musicone Improves Reception With Any Type Of Receiver

Crosley Loud Speaker Eliminates Troubles of Those Who Complain About Poor Reception.

Some of your customers might be complaining about imperfect reception. They might be telling you they know their receiving set is functioning properly but for some reason or other their reception is not what it should be. Perhaps the trouble lies with their loud speaker. A Musicone is what they need and these people are real, live prospects who can be sold very easily.

It matters not what type of a receiving set the listener uses. A Musicone makes reception better. These loud speakers are being sold in enormous numbers, while other types are standing on the shelves or in the show windows of radio dealers. They will be sold all summer, both to those who are just becoming radio fans and to those "old timers" who are realizing that it is impossible to obtain perfect radio satisfaction without such a reproducer as the Musicone.

Musicones are making loyal radio listeners out of men and women who were on the verge of becoming disgusted because of poor reception. Not being perfectly acquainted with their receiving apparatus, they naturally blamed this for their inability to obtain clear reception. Musicone demonstrations have convinced them that their troubles were in the loud speaker and the addition of such a type of reproducer as the Musicone to their equipment caused them to become radio boosters.

There is a tremendous unscratched market for the Musicone. Every radio listener is an immediate prospect. By taking one of these loud speakers into the home of any radio owner, and demonstrating its superiorities over any other type on the market, a sale is made. Certain wide-awake dealers are employing salesmen to feature the Musicone exclusively. In some cases young ladies are being used to demonstrate the remarkable manner in which it improves reception. A demonstrator really is all that is needed. There is no salesmanship required because there is no sales resistance to be overcome.

Dealers must remember that Musicones can be sold twelve months in the year—and sold in such large numbers that their sales peak will be far higher than it has ever been in the history of radio.

Guy Robinson, authorized Crosley dealer in Miami, Florida, disregards the civic spirit of his city by wearing a "Palm Beach" suit.

### CROSLY DEALER'S COMPETITOR HEARS P. W. X.—BUT ON A CROSLY SET.

How F. A. Boys, Crosley dealer at Russellville, Ohio, "rubbed it in" on his competitor, is described in a letter received recently from Mr. Boys, who, while operating a three tube Crosley radio tuned in P.W.X., Havana, Cuba, and held it throughout the entire program.

Mr. Boys and his competitor are very good friends and "kid" each other continually. It so happened that one evening recently they both started out to get station P.W.X. Boys succeeded, but his competitor, who was trying to demonstrate a very expensive radio, failed.

Then Mr. Boys called his competitor on the telephone and "permitted" him to listen to the concert as it was being received on a Crosley, with a Musicone as a loud speaker. He held P.W.X. one hour and fifteen minutes, without the least break and went on to another station only when the Cubans signed off.

### "Bonzo" Is For Sale; Novelty Is Offered To Crosley Dealers

(Continued from Page 1.)

for their rooms; hunters and lovers of dogs will buy them as decorations for their dens—in fact thousands of people will be glad to have such a "beautiful" novelty.

"Bonzo" makes everyone laugh. He drives the grouches away immediately. Never have we seen the man who could look at this PUP without smiling and expressing a desire to own one. Send your order immediately for half a dozen of these PUPS that have become nationally famous because of the prominent position they have occupied in the windows of Crosley dealers in all sections of the Country.

### Transportation On River Is Speeded By Aid Of Radio

(Continued from Page 1.)

purpose of gaining time in handling the river commerce.

The above item is of especial interest to Crosley dealers in cities and villages along the Ohio River and its tributaries. It shows how a new field has been opened for them, creating a demand among river men and shippers for radio receiving sets. They will cooperate with station WLW by purchasing Crosley receiving sets and Musicones.

### Crosley Set Owned By Champion Radio Listener Of Texas

Super Trirdyn Used by William Floyd in Winning Beautiful Everts-News Trophy, a Loving Cup.

William L. Floyd, Box 162, Paris, Texas, is the champion radio listener of Texas, having been awarded the beautiful Everts-News trophy, a loving cup, for best reception during the recent International Tests. Mr. Floyd used a Crosley Super-Trirdyn in these tests and speaks most highly of the operating qualities of this type of receiver.

Among the foreign stations he heard, and from which he received verification of reception, are 2LO, London; EAJ7, Madrid, Spain and OAX, Lima, Peru.

Mr. Floyd became interested in radio about a year ago, or at the close of International Test Week of last Winter. He noticed in the windows of the Hall Electric Company, in Paris, Texas, a reproduction of an advertisement published by The Crosley Radio Corporation in which it was stated that owners of Crosley radios had been successful in tuning in European stations. Recognizing these to be the very fulfillment of his desires so far as radio was concerned, he purchased one of the Super Trirdyn sets and immediately became a red-hot radio fan. During the tests of last January, he was determined to prove

to his friends that he could get stations they never could—and he did.

The beautiful loving cup won by Mr. Floyd has been artistically engraved and now occupies a prominent place in his "radio corner."

The source of current in a receiving set should have a greater voltage than that needed at the end in order to take care of the loss in voltage due to the conductor, the drop in the source and the useful drop from the work accomplished.

The heart of a vacuum tube is the filament.

We broadcast daily at 11:00 a. m. and 1:30 p. m.

Financial News

Market Reports.

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

CROSLY

RADIOS

Distributed by THESE JOBBERS

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

ILLINOIS

National E & A Supply Co.

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

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

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

# THOUSANDS

INQUIRING ABOUT

THESE ENTIRELY NEW FOUR AND FIVE TUBE

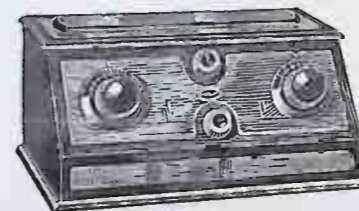
# CROSLY RADIOS

BETTER—COST LESS

### Four and Five Tube Radios

Featuring The CRESCENDON An Exclusive Crosley Device

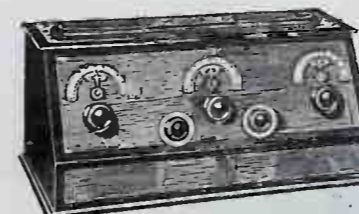
Crosley 4 Tube 4-29



\$29.00

The new 4-29 is a four tube radio consisting of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature—a new amplifying device improving volume and selectivity. It is equivalent to one or more additional tubes of tuned radio frequency amplification. Stations from coast to coast easily heard on a Musicone or any other type of loud speaker.

Crosley 5 Tube 5-38



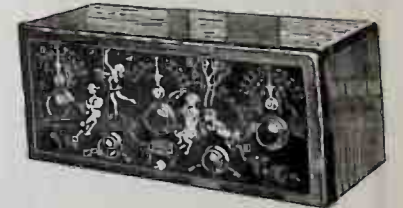
\$38.00

The 5-38 consists of two stages of tuned radio frequency amplification, detector, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification. In volume, selectivity, sensitivity and tonal qualities, the 5-38 is really a wonder. The cabinet, like that of the 4-29, is of hardwood, with handsome two-tone mahogany finish. The Crescendon makes the 5-38 superior to any ordinary five tube sets on the market.

### Five Tube Radios With

R. F. L. CIRCUIT and Incorporating True Cascade Amplification

Crosley 5 Tube R. F. L.-60



\$60.00

The R. F. L.-60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

Crosley 5 Tube R. F. L.-75



\$75.00

This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley R. F. L.-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries.

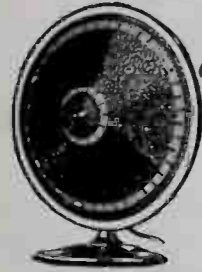
Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

THE CROSLY RADIO CORPORATION CINCINNATI

# ADVERTISEMENTS

## FOR CROSLY DEALERS

Give your radio a real chance



### CROSLY Musicone

Get the thrill of hearing all musical instruments and all ranges of the human voice free from distortion and overtones—mellow and clear.

So sensational has been the Musicone's success that by January 1st it will have replaced 500,000 horn-type speakers.

Remember there is only one Musicone. It is made by Crosley and its secret is the Crosley patented actuating unit, not THE CONE.

now \$14.75

CROSLY RADIO BETTER COSTS LESS for sale by

The advertisements shown here now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes and order accordingly. The M stands for Mat and the E for electrotype. Be sure to order by number.

## LOUDER please!

### CROSLY CRESCENDON

adds to tuned radio-frequency radios that missing element so much to be desired at times—more volume. This principle is available to but few radio manufacturers, of which Crosley is the sole licensee in the popular-price field. Found exclusively

in the New CROSLY 4-29



\$29 4 TUBES

and the CROSLY 5-38



\$38 5 TUBES

Dealer's Name

M-649  
E-649

M-648  
E-648



CROSLY 4-29

\$29.

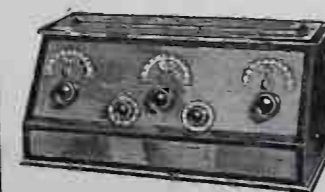
A powerful set with one stage of non-oscillating radio-frequency amplification, and two stages of audio amplification with detector controlled

### with the CRESCENDON

a radio principle of increasing volume in tuned radio-frequency sets available only to Crosley in the field of popular-priced radio.



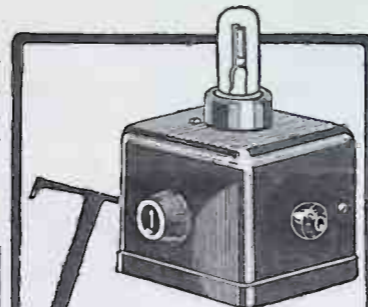
Also in the CROSLY 5-38



\$38. 5 TUBES

Dealer's Name

M-647  
E-647



### Trans-Atlantic reception

Using the same basic circuit as the "Pup," older Crosley 1-tube models have reported trans-Atlantic reception.

Built like a battleship but priced like a toy, this improved one tube Crosley gives you radio's best at radio's lowest prices.

Tune through local programs—match any set station for station on headphones. Begin radio right with the biggest radio value.

At authorized Crosley Dealers.

\$9.75 WITHOUT ACCESSORIES

### CROSLY RADIO BETTER COSTS LESS for sale by

M-650  
E-650

# Crosley Sales and Service Manual

## SERVICE HINTS

### Underwriters' Rules (Continued).

If desired, a separate operating grounding connection and ground may be used, the grounding conductor being either bare or provided with an insulating covering.

N. Wires inside buildings shall be securely fastened in a workman-like manner and shall not come nearer than two inches to any electric light or power wire not in conduit unless separated therefrom by some continuous and firmly fixed non-conductor, such as porcelain tubes or approved flexible tubing, making a permanent separation. This non-conductor shall be in addition to any regular insulating covering on the wire.

O. Storage battery leads shall consist of conductors having approved rubber insulation. The circuits from storage batteries shall be properly protected by fuses or circuit breakers rated at not more than 15 amperes and located preferably at or near the battery.

The lightning arrester must be of a type approved by the National Board of Fire Underwriters. If used outdoors, it must be approved for outdoor use.

The Lightning Ground.—According to regulations, the lightning grounding conductor shall run in as straight a line as possible from the lightning arrester to the ground conductor. Bends in the wire should be avoided because when lightning is on its way to the ground, it is going too fast to turn corners and is likely to leap to a nearby object or wall. The water pipe system mentioned before makes the best lightning ground. Other permissible grounds may be made to the steel frames of buildings or to an artificial ground, such as piped driven into the ground.

IMPORTANCE OF UNDERWRITERS' RULES. It is important that the underwriters' rules be followed in making every radio installation, for if they are not followed, it will not be possible to collect (under the terms of many fire insurance policies), for damages caused by fires of unknown origin, fires of which the radio equipment may be suspected as the source, etc. Even disregarding this fact, it is to the best interest of the set owner to have his equipment installed according to these regulations, as they insure him the maximum of protection from fire or from damage to his equipment by lightning discharge. As a matter of fact, lightning arrestors and lightning protective equipment are called upon to prevent damage to

the installation perhaps a thousand times to every one time that they perform the function of preventing a fire. Nearby lightning flashes often cause heavy electrical discharges from the aerial, through the set, to the ground, and unless these are suitably guarded against by protective devices (which shunt them into a path around the set, directly to the ground) the equipment may be considerably damaged. Such discharges have no importance from the standpoint of starting fires, however. Fire hazard is only due to direct hits of lightning, and direct hits are so few and far between as to be practically unheard of.

LIGHTNING ARRESTORS. The function of a lightning arrester is, then, to provide a short, low resistance path from the aerial to the ground for lightning discharges, without allowing the radio signal charges to leak to the ground through this path. The simplest form of arrester consists of two metal points mounted on an insulating base so that they are held a fraction of an inch apart. The aerial is connected to one of these points, and the aerial lead wire continued from there to the set. The other point is connected to a short, heavy ground wire. Under ordinary conditions, the air between the points is sufficient of an insulator to prevent charges leaping across the gap from the aerial to the ground. When a high-voltage charge is set up across the gap by a nearby lightning flash, the air between the points becomes ionized (that is, certain modifications are brought about in the air molecules by the high voltage which make it a conductor instead of an insulator) and the gap is practically short-circuited. This ionizing effect is helped by sealing the points into a bulb and partially evacuating it. Certain gases ionize (become conductors) at very low voltages. Neon gas, for instance, while a very good insulator in its ordinary state, becomes very highly ionized and a very good conductor under the influence of a difference of potential of fifty volts. Since the feeble radio currents never set up such a voltage, and since strong lightning discharges always create a greater voltage, neon tubes serve very effectively as lightning arrestors.

Storage batteries of the wet type should be given a drink of water occasionally.

## SALES HINTS

### Motion Picture Show Advertising

One of the cheapest and most effective forms of advertising for the dealer in a town of moderate size is the use of slides at the local "picture show." For quite a small sum it can usually be arranged with the theater proprietor to display the slides at every show. In this way, the store's name and product is brought before a large number of good prospects at a moment when they have nothing else to occupy their minds.

To cover this field of advertising, we are preparing special lantern slides. These may be purchased by any authorized Crosley dealer at the rate of three for one dollar. The slides are excellently colored, and will be supplied with the dealer's inscription (name, address, etc.) already put on, so they will be ready for use when received. Get in touch with your local motion picture house proprietor and you will be surprised how little three months showing of these slides will cost you.

Another Crosley service which has recently been put into effect, while not direct advertising, is perhaps even more valuable in communities where it can conveniently be used. A great number of requests are constantly received by the factory for speakers on radio subjects. It is often impractical to send a factory man to make such a speech, as the transportation and other costs are too great to justify it. To take care of groups who wish a speaker and to whom it would be impractical to send a factory man, several series of lantern slides have been prepared illustrating the manufacture of radio equipment, the theory of radio transmission, reception, etc. Each series of slides is accompanied by a prepared talk, which may be read by the lecturer, or modified by him and delivered in his own style. The following sets of slides are now available:

1. Manufacture of Radio Parts and Cabinets.
2. How Radio Sets are Assembled.
3. The How and Why of Radio.
4. Facts About the Radio Industry, its Growth, etc.

Within the near future it is hoped to add a series illustrating a trip through WLW broadcasting station and studios, and various other series of interest primarily to dealers and distributors, such as high spots of selling and servicing radio, etc.

These slides are available to any group or organization, or to any

Crosley dealer who has arranged for them to be used before such a group. The only requirements are that the borrower agree to care for them, to pay for any slides that he breaks at the rate of fifty cents each, and to return the slides within one week of the date on which he receives them. There is no charge for this service.

An excellent opportunity for free publicity is afforded Crosley dealers by this arrangement. Chambers of Commerce, Rotary Clubs, Kiwanis Clubs, Schools, Churches, and many other organizations welcome the opportunity to listen to a talk on radio. There is a sufficient variety of slides available to provide material of interest to all these organizations. The live Crosley dealer will find it easy to arrange for such lectures, and it will not be difficult to obtain someone either in the employ of the store, or a member of the organization to read the prepared talk. The service costs the dealer nothing, and is excellent publicity for him, especially as this is a form of indirect advertising which is demanded by people rather than forced upon them.

In order to borrow slides, the dealer should write to the Crosley Radio Corporation, Educational Department, stating the date for which the slides are desired, the series desired, and the organization before which the lecture is to be presented. Before definite arrangements are made with any organization, the dealer should inquire from the Corporation about the possibilities of obtaining slides, for the particular date desired, as the number of sets is limited, and the demand great, and it may therefore be necessary in some cases to make arrangements for a later date.

### Weather Reports

Reports of the weather are broadcast through the Crosley WLW station every day. This affords the listeners an opportunity to arrange their plans with regard to proper apparel for out-of-doors.

### Avoiding Unightly Scratches

When marking a panel for instrument holes, draw all scratch lines on the back. Then it will not be necessary to remove the lines with emery cloth. But, before drilling, be sure the holes are in the correct position.

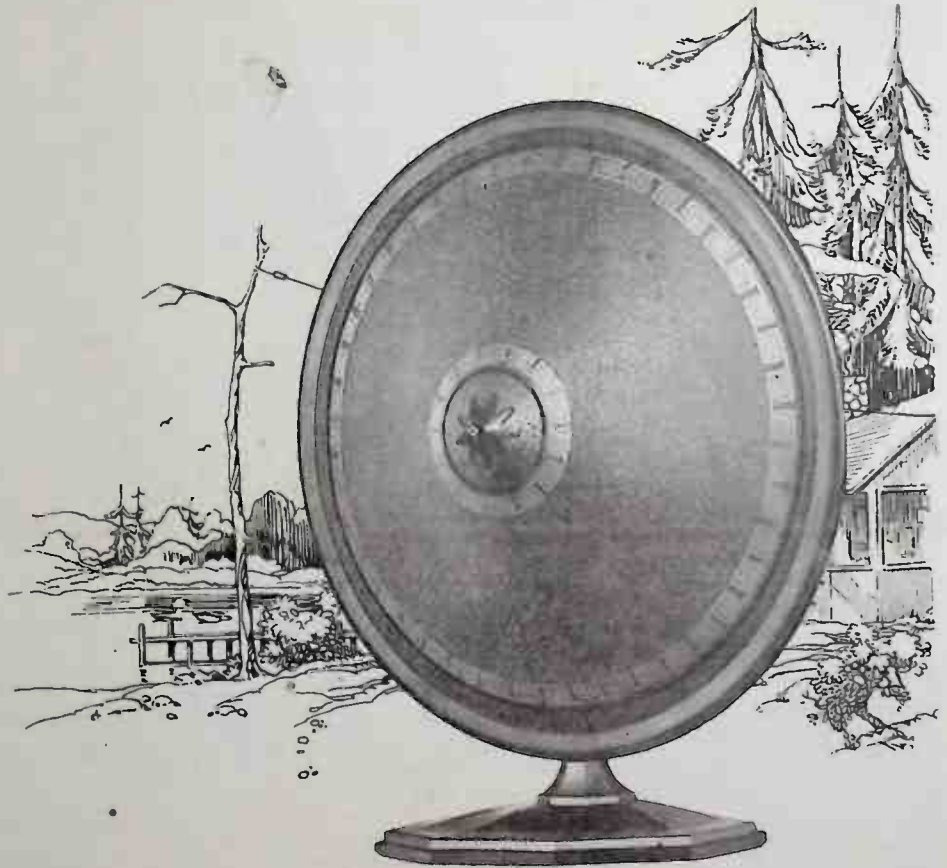
# Sales Figures Show Musicone Is The Fastest Selling Radio Reproducer On The Market

## Improves Reception With Any Type Of Radio

Radio reception received a great step forward when Crosley gave the Musicone to it. It was a revolutionary idea in loud speakers—not only in appearance but in performance. The looks have been imitated—but the performance no—because it's the patented actuating unit of the speaker that is responsible for the clear, mellow tones—not the cone shape. And this actuating device is owned and manufactured solely by Crosley.

The Musicone makes good radio better. In different performing sets are improved. If you are not satisfied with your radio maybe it's a Musicone you need. The Musicone is truly orthophonic. Sound reproduction will be as perfect as the set that receives it. The Musicone not only reproduces the lowest bass and highest trebles—notes lost entirely on many speakers—but reproduces them perfectly.

**\$14.<sup>75</sup>**



## THE MUSICONE DELUXE



This mantel, clock type of cabinet delicately griled mahogany houses attractively the Musicone. The reproducing mechanism is the same as the regular Musicone model. There is no difference in quality of reproduction. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet radio. Size is 12<sup>1</sup>/<sub>4</sub>" high. Price..... **\$23.50**

The Crosley Radio Corporation

CINCINNATI