

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XVII.

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APRIL 26, 1926

Radio Sales Still are Increasing By Leaps and Bounds

Study of Past History and Present Trends Proves Saturation Point is Still Far Off.

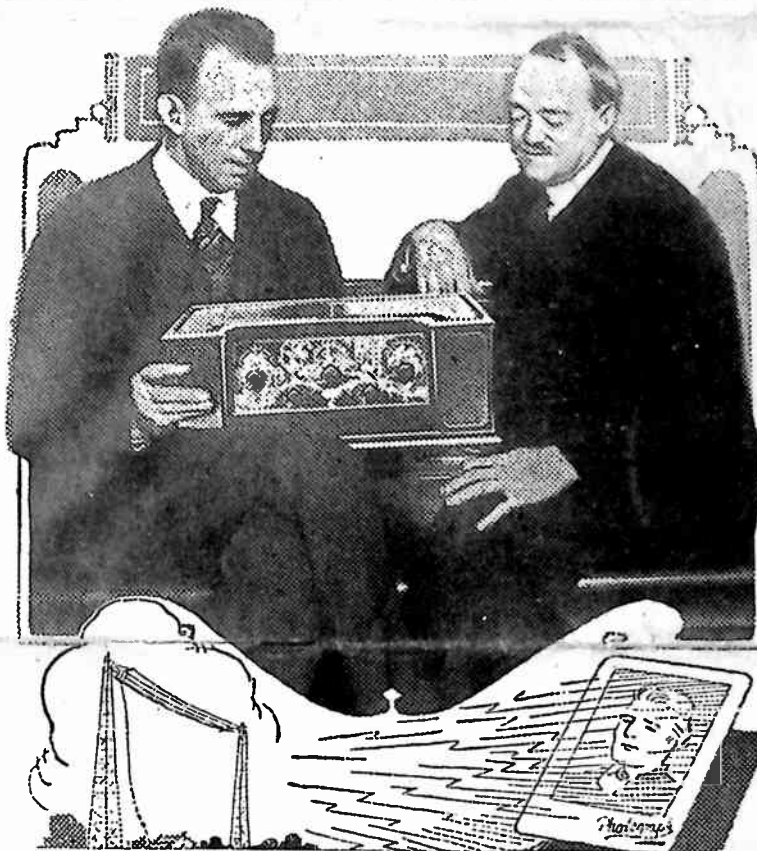
The question is often asked, "When will radio selling reach the saturation point, and sales begin to decline?" Some answer that such a condition will never be reached. Others say that it is just around the corner. Certainly a study of past history and of present trends will prove conclusively to anyone that the saturation point (if there ever will be such a thing) is not close enough to begin to worry about it as yet—that, on the contrary, the sales demand, instead of decreasing, is still increasing by leaps and bounds.

sales of radio equipment have practically doubled each year. From sales of \$60,000,000 in 1922, there was a jump to \$120,000,000 in 1923, then to \$300,000,000 in 1924, and to approximately \$600,000,000 in 1925. Thus, for three years in succession radio sales have doubled every year. It would be unreasonable to expect sales suddenly to start falling off very rapidly in the light of this well established trend.

Of course, radio sales cannot keep doubling each year for the next ten years. If they were to do this, by 1936 they would reach the astounding figure of \$620,000,000,000, enough to pay the national debt of the United States and the debts of all foreign countries to the United States, and leave a surplus of \$596,000,000,000. But when there does come a shading off in the rate of increase of total radio sales, it will be gradual. Instead of a sudden decline to almost nothing, indicating saturation, we may look for steady increases in the demand for radio sets, for the next few years at least.

If radio sales did not increase at all during the years to come, dealers' possibilities of making money in radio would still be enormous. In a field doing an annual business of \$600,000,000, there is plenty of opportunity for making money. But with all indications pointing toward a constant increase in the total demand each year, no dealer need worry about the problem of saturation.

Inventor Discusses Radio Movies



C. Frances Jenkins, inventor of transmitting photographs by radio, is discussing the possibility of broadcasting moving pictures through the air within the next ten years. He is talking to Powel Crosley, Jr., a firm believer in the future development of tele-vision.

Radio Listeners are Interested In Results, Not Terms

The average purchaser of an automobile, washing-machine or radio set, is not interested about their complete mechanical specifications. He is primarily concerned with results. This is a change from the type of prospective buyer a few years ago, when radio made itself known to thousands of amateur set builders who busied themselves with ratios, ohms, frequencies, etc.

The trend of radio receivers is toward the simply-operated type, bearing out the prediction made by Powel Crosley, Jr., some years ago, that the radio set of the future would be as easy to operate as the phonograph.

(Continued on Page 5.)

Series of Picture Slides Is Prepared For Crosley Dealers

Several series of motion picture slides are now available for free use by Crosley dealers and distributors. These show how radio sets are made, explain the fundamentals of radio transmission, etc. Dealers will find these slides valuable in helping them to advertise their stores. They may arrange to borrow a projection lantern from a local school or club, and announce a lecture to be given at their store on a certain night, inviting the public to attend. A printed lecture accompanies the slides. The dealer, or one of his men, may read this talk, or deliver a talk of his own describing the slides. Such a free lecture will create a large amount

(Continued on Page 5.)

Summer Reception Far Better Due To Use of Super Power

Better Merchandising Policies Also Resulting in Continuation of Demand for Crosley Radios.

Radio manufacturers, distributors, and dealers have been surprised at the continued demand for sets throughout the spring months this year. Evidently the old idea that the summer season is dead for radio has become a myth. Two important influences are at work overcoming the usual summer slump. These are better merchandising policies and super-power broadcasting.

The method now used of selling Crosley merchandise through a limited number of authorized dealers has enabled these dealers to carry good stocks of equipment, without fear of unfair competition, well into the spring months, and has inspired them to go out aggressively after spring and summer sales. The results have been surprising, sales keeping up steadily with no decline throughout January, February and March.

Super-power broadcasting has helped to make summer sales easy through improving summer receiving conditions. The results already attained with super-power broadcasting indicate that we may look forward, into the not-far-distant future, to a time when summer reception will be on a par with winter reception. This betterment of summer broadcasting is doing much to increase the popularity of radio during the warm months of the year.

Crosley Little Symphony

The trend of musical appreciation has been towards the better-class music and away from the jazz type, although there are thousands of radio devotees who still like to hear the umph-pah of the saxophones and the twang of the syncopated banjos. The Crosley Little Symphony orchestra has been organized to play every Monday evening, beginning at ten o'clock during April and then at eight o'clock during May. William J. Kopp, musical director of the WLW broadcasting station, conducts the orchestra during this period.

Crosley WLW Programs Week of April 25,

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Sunday, April 25th, 1926** Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Theme of the service of worship—"The Spirit of God in Nature." Lesson title—"The Sin of Hate" (Gen. 4:1-12). Superintendent—the Rev. Cecil D. Smith. Teacher, Doctor Henry H. Meyer. Editor-in-Chief of Sunday School Publications, Methodist Book Concern. Music—Miss Ruth Grove, soprano; Mrs. Robert Grove, contralto. Accompanist—Mrs. Harriet Pyne Grove. (A special feature of this program will be the singing of several old songs by Miss Ruth Grove; composed by Mrs. Harriet Pyne Grove.)
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Studermann, organist Prelude—"Prelude and Fugue in B Flat".....Bach Salutation The Lord's Prayer Gloria Organ Interlude Duet—"Love Divine, All Love Excelling".....Straliner Miss Clark, Mr. Beddoe Children's Sermon Hymn Scripture Lesson Pastoral Prayer Chimes Announcements Offertory—"Cantilena".....Dubois Solo—"There is No Death".....O'Hara Mr. Beddoe Prayer Hymn Sermon Hymn Benediction Gloria Postlude
- 5:00 P. M.—Concert by Negro Spirituals, arranged by James H. Robinson of the Cincinnati Community Chest.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp. 1. Overture—"Romantic".....Kela Bela 2. Waltz Suite—"The Fairy Doll".....Bayer 3. Anvil Polka.....Carlow 4. Selections—"Merry, Merry"..... 5. Funeral March of a Marionette.....Gounod 6. Caprice—"Danny and His Hobby Horse".....Fryor 7. Airs from "La Favorite".....Donizetti Soloist: Glover Davis, tenor Wilbert Little, accompanist (The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Monday, April 26th, 1926** Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Exercises un-

- der 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.
- 1:40 P. M.—Spray service information from the Ohio Agricultural Experiment Station.
- 3:00 P. M.—Children's Concert from the College of Music.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—U. 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.
- 10:00 P. M.—The Crosley Little Symphony Orchestra, directed by Wm. J. Kopp. Soloists—The Crosley Male Quartet: Fenton Pugh, first tenor Russel Dunham, second tenor Richard Fluke, baritone Leland Sheehy, bass Walter De Vaux, accompanist Gladys Land, soprano Overture—"The Bronze Horse" Waltz Scherzo.....Oscar Strauss Reminiscences of Grieg.....Godfrey Rhythmic Paraphrase—"Tannhauser".....Lange Selections from "The Waltz Dream".....Strauss Petite Serenade.....Horton Excerpts from "Maytime".....Romberg Finale—Slavonic Rhapsody.....Friedman (The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Tuesday, April 27th, 1926** Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz 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.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 1:30 P. M.—Business Reports.
- 1:40 P. M.—Spray Service Information from the Ohio Experimental Station.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon of Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Madame Ida Teimpidis.
- 4:30 P. M.—Official Police Bulletin.
- 6:00 P. M.—Norrine Gibbons and her girl friend.
- 6:30 P. M.—Mary Barbara, the Sweetheart of Radio—"The Marvelous Voice of Mysterious Age."
- 6:50 P. M.—Weather Forecast, Market Reports and Baseball Scores.
- 7:00 P. M.—Talk on Aeronautics under the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
- 7:20 P. M.—Bartone Opera series, presenting one familiar aria from a well-known opera, beginning with "Pagliacci."
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.

- Prelude, Op. 165, No. 2.....De Koven
- Minuet in A.....Boccherini
- Meditation ("Thais").....Massenet
- Le Coucou, Op. 34, No. 2.....Arensky
- Humoresque.....Tschalkowsky
- 8:00 P. M.—Cincinnati Conservatory of Music String Quartet dedicated to Crosley Distributors in Louisiana. P. M.—Lyric Male Quartet—Wm. Drexellus, 1st tenor Erwin Meyer, 2nd tenor Edwin Weidinger, 1st bass John Dodd, 2nd bass Howard Evans, accompanist
- 9:00 P. M.—Concert program sponsored by The Formica Insulation Company. The Formica Symphony Orchestra, William Stoess, director. Part one: Descriptive Music of Persian Atmosphere, chosen from the works of Bucalossi, Grieg, Rimsky Korsakov, Finden, Cul, David and Beethoven. Reading by Louis John Johnen: "The Rubaiyat".....Omar Khayyam "AWAKE! For the Sun, who scater'd into flight The Stars before him the Field of Night, Drives Night along with them from Heav'n, and strikes The Sultan's Turret with a Shaft of Light." Part two: Turkish March.....Beethoven Overture: "Undine".....Lortzing Selections from "Sarl".....Kahlman (The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Wednesday, April 28th, 1926** Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch 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 P. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, player-role artist and popular Hebestreit.
- 1:30 P. M.—Market Reports.
- 1:40 P. M.—Spray Service Information from the Ohio Agricultural Experiment Station.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-in Program, directed by William Duning, co-operating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 4:45 P. M.—Gardening the Radio Way, by Uncle Bert.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"The Significance of Forest Restoration" by W. S. Sterrett, Secretary of the Cincinnati's Lumberman's Club.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—Program featuring Thoroughbred Artists, sponsored by The Dayton Rubber Manufacturing Co., Dayton, Ohio. The Thoroughbred Instrumental Trio. (Continued on Page 3.)

- 11:00 P. M.—"Harmonica Bob" Mr. Collier of Dayton, Ohio, in a program of operatic, classic and popular melodies.
- 11:15 P. M.—"Spring Birds" whistling imitations by Donald Bain.
- 12:30 P. M.—Organ Solos by Johanna Grosse. (The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Thursday, April 29th, 1926** Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz 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 Prigge, 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.)
- 1:30 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
- 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.—Fourth in a series of talks by Mrs. Jessie Adler, Asst. Prosecutor of Hamilton County, Ohio. Subject: "The Civic Responsibilities of Mothers."
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 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 distributors in Maine, (furnished by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, barjo, 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.
- 10:40 P. M.—Ray Sullivan, the popular tenor, in popular songs.
- 11:00 P. M.—Cliff Lang, composing pianist.
- 11:30 P. M.—Popular Dance Music 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 Nyne, Rin, Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

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

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

THE RADIO AGE.

Civilization and advancement is divided into ages. In the Nineteenth century the steam age took the spotlight. This was the period which saw the advancement from the old sailing ship on the seas to the steam propelled craft, and from the ox carts which treked across the plains to the railroad.

At the beginning of the Twentieth century the automobile age and this new science has gripped public imagination to such an extent that nothing else in science or commerce can compare with it for supremacy.

The peculiar thing about the various ages is that all of them at their inception had as many doubters as believers. Few believed that ships could be successfully propelled by steam engines. It was thought the engines would be too heavy to allow the ship to stay afloat.

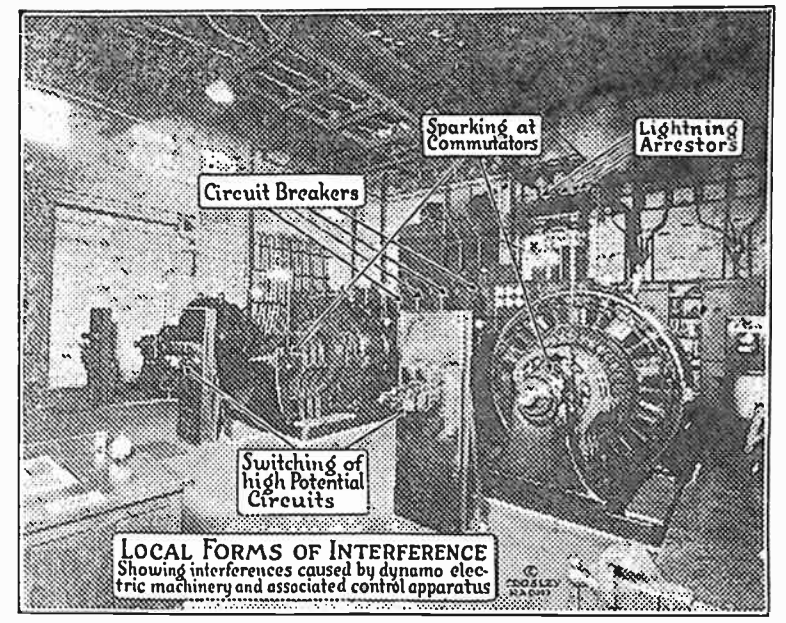
The familiar cry at the beginning of the automobile age was "get a horse." Until a few years ago there was an obstinate coterie of older people who steadfastly maintained they would never ride in a "horseless carriage" to their dying day. They called automobiles "contraptions" and "chariots of the devil."

And now in the radio age one hears the protest: "I wouldn't have one of the things in the house." However, it may be said to the credit of radio that this science is winning the doubters with greater celerity than the other milestones of progress. Those who "wouldn't have one of the things in the house" are now getting them in as soon as possible. They are fascinated by radio even more than our forefathers were by the advent of steam travel and with the introduction of the automobile.

Directs With Piano

Walter Esberger, leader of the Pogue Concert orchestra, which plays for the Crosley WLW radio audience every Sunday evening, from eight-thirty until ten, directs his musicians and plays the piano at the same time.

Interference May Be Traced



LOCAL FORMS OF INTERFERENCE Showing interferences caused by dynamo electric machinery and associated control apparatus

There are many kinds of equipment in electric power stations which may cause interference to radio reception. Sparking at the commutators of the generators is an especially common cause of interference in small towns having a direct current light supply. This trouble may usually be overcome by connecting two, two m. f. condensers in series-across-the-power lines, and grounding the middle point, where the condensers are connected. Suitable choke coils placed in the lines also reduce the interference. Power companies are almost always glad to adopt these measures if they believe that they will be of help to radio listeners in the community.

The circuit breakers and switches in a power station sometimes cause interference, but these disturbances are but momentary, occurring when the circuits are made or broken. It is therefore usually unnecessary to use the methods outlined above for overcoming the disturbances caused by such devices.

Faulty lightning arrestors are a part of the station equipment that sometimes is responsible for trouble. Trouble from this source is easily located and when encountered may be overcome by replacing the arrestor with one which is functioning properly. By no means all of the sources of

electric power interference are confined to the power station and its distribution lines. The most persistent interference can often be traced to various electric devices used about the home. Violet ray machines are often serious offenders. Usually the owners, when located, can be prevailed upon to use the machines only in the daytime, when one does not wish to "listen-in" over the radio. Mechanical battery chargers also cause interference. Here, again, the owner should be persuaded, if possible, to use his device only in the daytime. More rarely, such devices as electric bleaching machines, physicians' x-ray equipment, telephone bell ringers, etc., are encountered. In the case of bleaching machines and of bell ringers, it has been found possible to eliminate the interference in many instances by the means outlined above for overcoming interference. If troubled with telephone interference, the set owner should be careful to use a ground connection other than the telephone ground. In persistent cases of interference, where the source cannot be located, or where the owner of the equipment fails to take the proper measures for overcoming the trouble when notified of the disturbance he is causing, the district Radio Inspector should be notified.

Kentucky's Place in the Live Stock and Horse World Told Via WLW

Thomas B. Cromwell, secretary of the Thoroughbred Horse Association, a national organization of breeders, owners, trainers, riders and lovers of thoroughbred horses, with headquarters in Lexington, Kentucky, has made arrangements for a series of talks to be broadcast through the Crosley WLW sta-

tion, Cincinnati. These talks will cover a wide range of topics but in back of them will be the idea of informing the world of the opportunities for stock-raising in the famous Blue Grass State.

Professor John Julian Kooper, head of the Dairy Department, College of Agriculture and Experiment Station, University of Kentucky, will speak at eight-fifty Tuesday evening, April 20th, at 8:50 o'clock, taking

Mystery Play Ends.

The final act of the famous radio mystery play, "A Step On The Stairs," which is being broadcast through the Crosley WLW station, Cincinnati, will be given Saturday evening, May first, at eight-thirty o'clock. The artists giving this mystery series are from the Schuster-Martin School and are under the direction of Helen Rose.

DAILY PROGRAMS

(Continued from Page 2.)

WLW Program

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

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E. Schultz, Physical Director.
- 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.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. (The Baldwin Piano)

WLW Program

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

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 1:40 P. M.—Spray Service Information.
- 6:50 P. M.—U. S. Market Reports. Weather Forecast and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley organ Request Lady.
- 7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Last instalment of Raddario, "A Step on the Stairs," thrilling mystery play.
- 9:00 P. M.—Happy Hollow Entertainers, Eliza, Sidney, Howard and James Stone.
- 10:00 P. M.—Popular Dance features from Castle Farm. (The Baldwin Piano)

for his subject "Kentucky's Advantages As a Live Stock State."

John E. Madden, owner of famous Hamburg Place Nursery of thoroughbred (running) horses and standard bred (trotting and pacing) horses, Lexington, Kentucky, who for nine years successfully has headed the list of thoroughbred horse breeders in America, will speak at eight-fifty o'clock, Tuesday evening, April 27th. His subject will be "Kentucky Horses."

Professor John Julian Kooper, head of the Dairy Department, College of Agriculture and Experiment Station, University of Kentucky, will speak at eight-fifty Tuesday evening, May 4th. His subject will be, "Dairy Development in Kentucky."


ADVERTISEMENTS

FOR CROSLLEY DEALERS

The advertisements shown below 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. For instance, if you

desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-635. If you desire an electrotype, ask for E-635. The M stands for Mat and the E for electrotype. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.

NEW



CROSLLEY 4-29

A real Crosley triumph. Powel Crosley, Jr.'s leadership in popular radio again definitely emphasized.

Nothing like it has ever been offered. Perfect radio performance to please the most exacting is assured with these

4 TUBES and the CRESCENDON

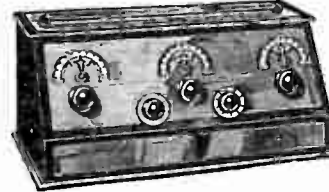
Crosley incorporates this new feature, the Crescendon, exclusively. It is a reserve volume control giving finer and better performance to first-class tuned radio-frequency circuits.

\$29.

Dealer's Name

M-635
E-635

CROSLLEY 5 TUBE RADIO



The 5-38 \$38.

A corking good five-tube set, doing all the things claimed of good five-tube sets, beautifully made and finished and, according to the Crosley mass production plan, produced at a very low cost per unit. A remarkable value at that, BUT, in addition,

with the CRESCENDON

a new Crosley idea, it becomes a radio value of startling significance.

This new idea introduces greater volume into heretofore limited tuned radio-frequency circuits.

Exclusively Crosley

Dealer's Name

M-639
E-639

ABSOLUTE BALANCE



CROSLLEY R.F.L. 5 Tube

RFL-60

A set of remarkable range, volume on distant stations, clarity of sound from all stations and a marked degree of selectivity.

All of these characteristics are more pronounced in this set than in any other of its type because of the effort, study and skill behind its development.

Without the Crosley methods of mass production under which it is built its cost would be at least twice its price.

\$60.

Dealer's Name

M-640
E-640

CROSLLEY 5 TUBES PERFECTLY BALANCED



THE NEW RFL-75

A result of study and long investigation of a group of eminent radio engineers at Powel Crosley, Jr.'s, demand for perfectly balanced tuned radio frequency that could be sold at popular prices.

Not a radio built to meet a price, but expert designing hand in hand with mass production creating a value by far the greatest Crosley has ever offered to the world.

This set is fool-proof. Just set the dials. No fishing and fumbling. Once logged, always there. Tremendous volume and marvelous clarity.

\$75.

Compact Model Is \$60

Dealer's Name

M-644
E-644

Series of Picture Slides Is Prepared For Crosley Dealers

(Continued from Page 1).

of local interest in the dealer's store.

Distributors will find these slides valuable for use at conventions of their dealers or salesmen. It will be interesting to their salesmen to learn how radio sets are made in modern factories, using quantity production methods. The talks will help to familiarize them with Crosley equipment, and to help them, later, in making sales.

Several radio clubs have already requested the loan of these slides, and there is an opportunity for Crosley distributors and dealers to obtain free publicity by arranging with local radio clubs, or other organizations interested in radio to use the service. Clubs will welcome the chance to use the slides and prepared lectures, and will be glad to announce that the entertainment is furnished through the courtesy of the dealer, or distributor, and The Crosley Radio Corporation.

Three series of slides, with prepared talks, are now available, as follows:

1. Manufacture of Radio Sets and Parts.
2. Fundamentals of Radio.
3. Statistics of the Radio Industry.

Other series, showing views of the WLW broadcasting station and its equipment, methods of installing and servicing radio sets, etc., are in course of preparation.

The slides are sent free of charge to any Crosley dealer or distributor, or to any radio club that requests them. The only requirement is that the borrower agrees to return them within a week after receiving them. Requests for the slides should be made at least a month in advance, as they are greatly in demand. Any projection lantern using standard 3 1/4 by 4 inch slides will serve for showing them.

In testing a telephone cord for an open circuit, a common pin may be used to stick into first one side and then the other, thus cutting out, and usually revealing the defective phone, or cord terminal.

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

Radio Listeners are Interested In Results, Not Terms

(Continued from Page 1).

Although the circuit used in the new Crosley R. F. L-60 and 75 models is more complicated than those used in the 4-29 and 5-38 sets, the buyer is rarely interested in how the concerts are brought into their musicone reproducers, asking only that voice and music be heard clearly.

In questioning some radio dealers, it was learned they encounter no sales resistance because of the various circuits used in the many types of sets. What the prospective customer asks most frequently, is the distance and audibility of reception of the receivers. There is not quite the demand for long-distance work as previously, due to the excellent programs of some of the high-power and chain-broadcasting stations.

Midnight Program

There is always a good comedy and light type of program broadcast by the Crosley Sky Terriers, beginning at midnight on Thursdays. It has a big following among listeners to the WLW radio station, Cincinnati.

TUNE IN!

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

Financial News

Market Reports.

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

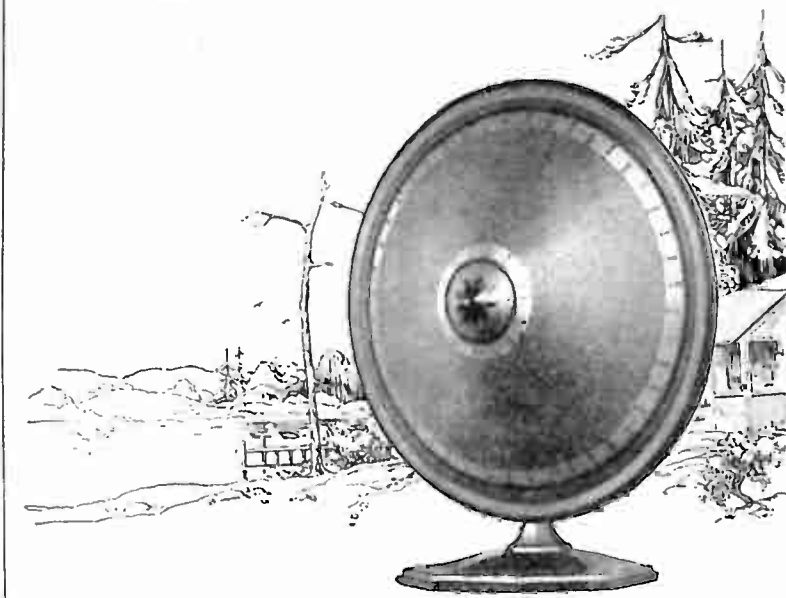
and Live Stock

Quotations.

THE FIFTH THIRD NATIONAL BANK OF CINCINNATI

The JOHNSON-ELECTRIC Supply Company
331 Main St. 232 E. Fifth St. CINCINNATI

Radio and Electrical Supplies of Quality
Write Us for Dealer Proposition



Even Your Customers Help You Sell the CROSLLEY MUSICONES

Connecticut Listener Instrumental In Selling Fifteen to His Friends

"970 Townsend Ave.,
New Haven, Conn.

"The Crosley Radio Corporation,
Cincinnati, Ohio.

"Gentlemen:

"Last August I bought a Crosley Musicone, and since that time I have known what real radio enjoyment is, and I have been such a Crosley Musicone booster since then that I have been instrumental in my friends buying Musicones to the total of 15.

"However, I must confess unfaithfulness which occurred about a month ago. I wanted a change, regardless of cost, and so I listened to and had on trial every cone speaker I guess that is made, and after it was all said and done, I kept my Musicone and decided that I wouldn't sell it for \$100 if I couldn't replace it with another Musicone, and my experience made me even a more enthusiastic Musicone booster, if possible, than I was before.

"And here's a good one, too. A man who is very deaf heard my Musicone the other night, and said he could hear it better and clearer than any other speaker he had ever heard, and spoke especially about the wonderful tones it produced.

"And boy. If you could hear a piano solo on mine—no fooling, you'd think the piano was in the room.

"Yours very truly,
"Stephen L. Cooke."

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.

\$14.75

The Crosley Radio Corporation CINCINNATI

Crosley Sales and Service Manual

SERVICING THE CROSLY MUSICONE

The Musicone is so simply and ruggedly built that there is very little to be serviced about it but there are a few minor adjustments which a dealer may be called upon to make from time to time.

If the cone fails to deliver the usual volume of sound, another cone, known to be good, should be tried on the same set, in order to determine whether the trouble is in the Musicone itself or is in another part of the equipment. If the Musicone is at fault, a very simple adjustment will probably correct the difficulty. By means of a long-shanked screwdriver, tighten the two screws (marked "7" in figure 1 and figure 2) about an eighth of a turn. This may be done from the rear, without removing the cone. Try the speaker again, and if still more volume is desired, tighten the screws further. If this adjustment fails to remedy the trouble, remove the cover case from the electrical unit of the Musicone and inspect the armature (shown as "2" in figure 3). If the armature is skewed so that it touches one of the pole pieces, or is not evenly spaced, as shown in the diagram, adjust one or the other of the screws (7) until it is straightened up.

When the adjustment screws are tightened too much, the cone some-

times will chatter on a loud signal. Chattering Musicones should therefore have these screws loosened. Chattering is also sometimes caused by the cone not being firmly clamped to the lever rod (8). In early Musicones the cone was held to the rod by means of a small collar fitted with a set screw. To

may be removed and replaced by one secured from the factory. If the Musicone is allowed to fall so that the driving rod (8) is bent, this may usually be straightened out after removing the cone, and resoldered to the lever (4) if necessary. If impossible to straighten it, a new one may be obtained

The coils on the bobbins may be tested with a circuit tester to locate a broken or burnt out wire, in case the cone fails to operate, though this is practically an unknown source of trouble. There are three terminals to which the bobbin coils are connected. One lead from each coil is attached to the center terminal, and the two outer leads of the coils are connected to the outer terminals. Thus the coils may be tested one at a time, or both together, by choosing the proper terminals. For a circuit tester, a 40-watt lamp bulb may be used, in series with the light lines and two contact points.

In rare instances, the rubber pads (6) holding the armature might become damaged, or the armature itself might be exposed to corroding influences. Damaged rubber pads or corroded armatures should be replaced. Musicone armatures are now plated with cadmium, in order to protect them to the greatest possible degree from corrosion. They will withstand the most severe weather conditions. For instance, many of them have been in continuous service for some time in the tropics, where the atmosphere is very damp throughout a large part of the year, with no effect on the armatures.

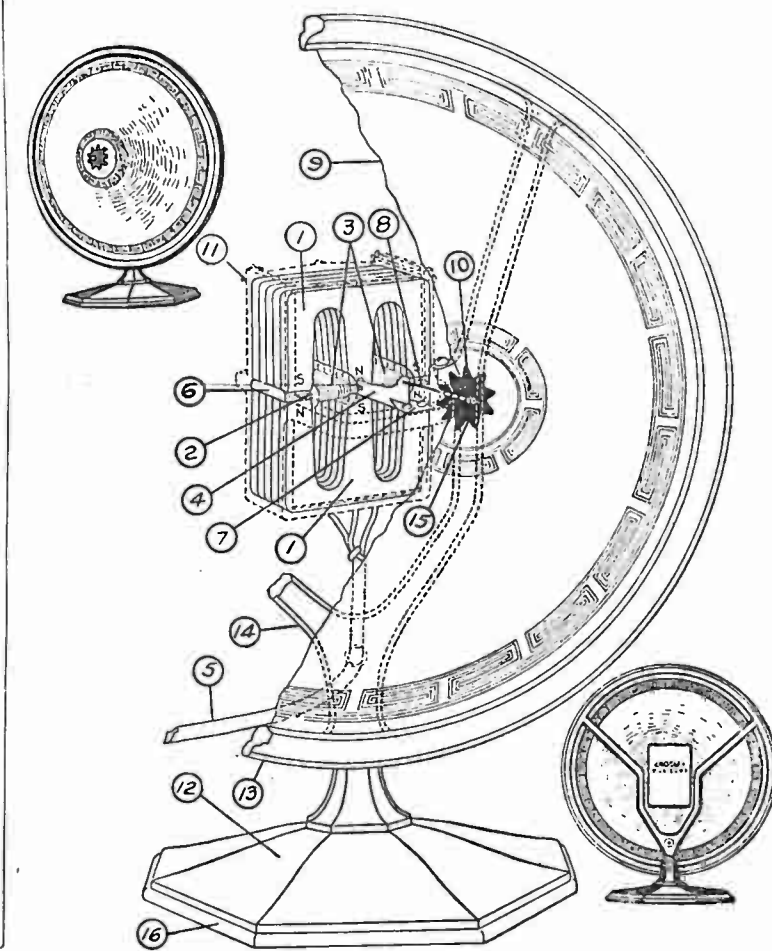


FIGURE 1

When the adjustment screws are tightened too much, the cone some-

Should the cone be damaged i-

from the factory. Should the set screw in the clamping collar (10) of one of the earlier Musicones be broken by tightening it too much, it will be necessary to unsolder the lever rod (8) and remove the cone and driving rod, replacing these with a new lever rod, inner and outer cone clamps and nuts, and a new cone, obtained from the factory.

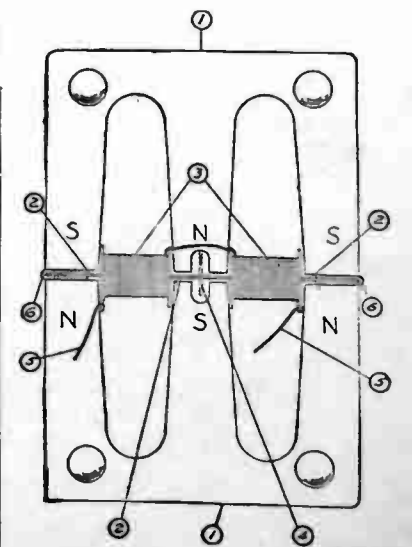


FIGURE 3

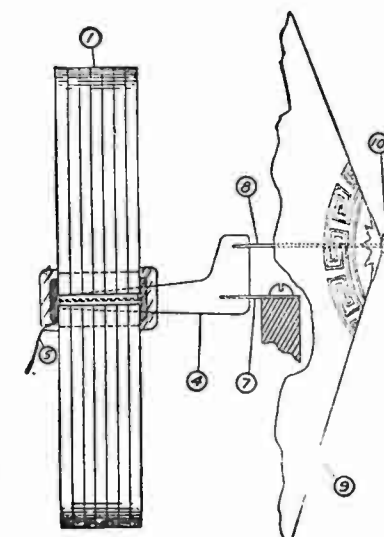
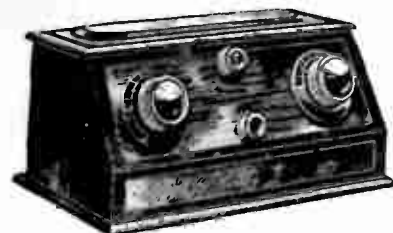


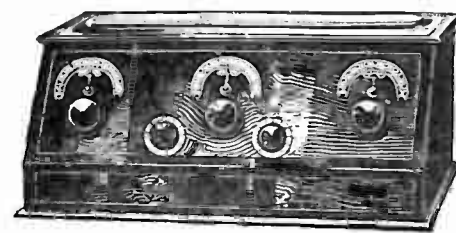
FIGURE 2



The Crosley 4-tube—4-29 in which the Crescendon is equal to one or more additional tubes of tuned radio frequency amplification . . . \$29



The Crescendon —an amazing new volume control exclusive to Crosley sets. Hear it!



The Crosley 5-tube—5-38 All the volume, selectivity and purity of tone available in the best 5-tube set—plus the Crescendon . . . \$38

Widespread Popularity Marks Another Great Success

Spectacular as has been each stride in radio achieved by Powel Crosley, Jr., never before has a Crosley success received such prompt and widespread recognition. Here in the radio plant which has made more radios than any other factory in all the world, every man and machine is going at top speed, every hour is a crowded hour, every night a working day, as the result of orders for the four new Crosley sets.

Even the sweeping success of the Crosley Musicone did not match this merciless demand upon an organization tuned to mass production. With the first demonstrations by Crosley dealers, public approval was expressed in orders that have increased in volume day by day and show no inclination to relax.

This popularity is distributed quite evenly between the four new 4- and 5-tube sets. Thousands who had formerly believed that

worth while reception was exclusive to high priced sets, have found in Crosley 4-29 and 5-38 all that they could ask of radio. The accurate selectivity and pure tone of these instruments would be enough. That magnificent volume achieved through the Crescendon is the final touch.

And in Crosley "RFL" types there is a revelation for all. For here true cascade amplification makes its first appearance. Here what was considered impossible in expert opinion has been achieved by amplification closely approaching theoretical maximum efficiency per tube!

What a joy to find, and in a low priced set, rare beauty, rich tone, volume subject only to your desire, and no howling at any pitch by any mishandling under any conditions.

Each instrument delights the ear, fires the enthusiasm of the lay technician, converts the staunchest skeptic to love of radio.

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, OHIO
Powel Crosley, Jr., President

Owning and Operating WLW, first remote control super-power broadcasting station in America



The Crosley 5-tube—RFL-60 A set of marvelous performance and beautified by the artistic decorative panel . . . \$60



The Crosley 5-tube—RFL-75 Simplicity and speed in tuning, fidelity of tone and decorative beauty, enhanced by the art panel . . . \$75

Add 10% to all prices west of the Rockies

CROSLY RADIO

BETTER—COSTS LESS FOR THE ENTERTAINMENT CORNER

FEDERAL RADIO STORES

DISTRIBUTORS OF STANDARD RADIO PRODUCTS
EXECUTIVE OFFICE
110 Columbus Street
Telephone C-10000 1926
NEW YORK

April 2, 1926.

- DE FOREST
- RADOLAN
- ROWENBET
- PATHE
- FRED EISEMANN
- PADA
- STRONBERG CARLSON
- CROSLY
- FRESHMAN
- HARTLEY & HARTLEY
- ATHLETIC KENT
- SONORA RADOLAN
- KIMBERLY FRANK
- AMBASSADOR PRODUCTS
- BRAMER-TULLY
- HERALD SPEAKERS
- HALDWIN
- WESTERN ELECTRIC
- MUSIC MASTER
- MANHATTAN
- MAGNATON
- BRANDER
- AGME
- DUBLIER
- CUNNINGHAM
- WESTINGHOUSE
- EVEREADY
- BRIGHT STAR
- BEACON BATTERIES
- BURGESS
- RAY-VAG
- ELUDE

The Crosley Radio Corporation,
Cincinnati, Ohio.

Attention: Powell Crosley

Dear Sir:-

We wish to call your attention and compliment you on your new line of Receivers. Every day satisfied customers either phone or visit us and comment upon the remarkable distances their Crosley Sets have covered.

One customer for example, Mr. H. Frankenberg, 337 Pulaski Street, Brooklyn, N. Y. claims that within fifteen minutes after he connected his 4-29 Crosley, he succeeded in hearing eight distant stations all over 1500 miles, and within one week 32 additional distant stations. We believe this quite an achievement.

Frankly, we believe that Crosley sets will pull us through the dull summer season.

A very important fact, we believe, at this moment should be of interest to you, and that is, that our new line of Crosley Receivers are the ONLY sets we have been able to sell here for full list price, and for cash only, since we have no deferred payment plan.

Yours very truly,
FEDERAL RADIO STORES

A. Schwartz

AS:R

The letters reproduced here are typical of those received from New York distributors of Crosley radios.

HERBERT JOHN CORPORATION

1150 Broadway
Goodrich Building
New York

March 26, 1926.

Mr. W. B. Fulghum,
c/o The Crosley Radio Corp.,
Cincinnati, Ohio.

Dear Mr. Fulghum:

We beg to acknowledge receipt of your kind favor of the 22nd inst., and can assure that we are fully sold on the new CROSLY line. However, ours is a highly competitive market and with the dumping of various manufacturers' merchandise at out prices legitimate lines are moving very slowly.

It may interest you to know that thus far we have not had a single Crosley set returned because of defect nor have we had to respond to any service calls from our dealers. This will also acknowledge receipt of the little Crosley Primer which is a very clever little piece of work. Assuring you of our continued cooperation, and with kindest regards, we remain,

Yours very truly,

HERBERT JOHN CORPORATION
Herbert John
President

"For Better Radio"

HJ-St.

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XVI.

Published By The Crosley Radio Corporation

APRIL 19, 1926

Radio Is Destined To Give Education To Every American

Broadcasting Will Make United States Citizens Best Educated People of Time, Superintendent Says.

To give every one in the United States a high school education is the part radio is destined to play in twentieth century schooling, according to Ira Cammack, superintendent of schools of Kansas City, Mo., and a pioneer in teaching by radio.

"Radio will make United States citizens the best educated people of all time," Superintendent Cammack predicted, "in two ways—first, by conveying instruction to adults who were compelled to leave school prematurely, and, second, by making methods of teaching children more practical."

"Boys in Kansas City whistle grand opera music more than jazz tunes.

"Why. Because radio has made their musical education much more than a weekly hour of singing 'do-re-me-fa' and so on up the scale.

"To teach the civics lesson on 'How the President of the United States Is Inaugurated,' we last year assembled the children in their school auditoriums, where, from radio loud speakers installed there, they actually heard Chief Justice Taft administer the oath of office to President Coolidge and the President's inaugural address. Thus radio improves the old method of simply making children memorize the oath of office from a book."

Radio broadcasting of agricultural and home economics information makes educators realize that this would not be necessary had these facts been learned at school, and prods them to teach this practical knowledge thoroughly in classrooms, Superintendent Cammack added.

Appreciating that some Americans always will have to go from classroom to workshop before completing high school courses, educators plan to convey to them by radio the education from which they otherwise might be averted.

Mexico's government is giving its citizens a grammar school education by radio. Educators of the United States, through broadcasting stations at universities, already have started to carry this movement

(Continued on Page 4)

Musicones Being Sold In Large Numbers By Crosley Radio Dealers Who Employ Sales Force Of High School Students

An ever increasing demand for Musicones is reported by those dealers who followed the suggestion made in these columns some time ago in regard to the employment of special salesmen or saleswomen for the handling of these radio reproducers. Certain of the dealers have expressed surprise at the manner in which their salesmen have been able to dispose of these loud speakers in such large numbers and in the larger cities have increased the staff of employees who do nothing but demonstrate and sell the Musicone.

A high school boy or a young lady makes an ideal Musicone salesman. Naturally all work on a commission basis. There is no necessity for the Musicone salesman to be a radio expert. He need know nothing about the technicalities of radio reception. All he does is compare the Musicone with the loud speaker the prospect has been using. The difference is so pronounced that selling is but a matter of taking orders.

These young men and women are

assigned to certain territories, usually the ones in which they live and are well known. They call, during the evening, at the home of every person who is known to have a receiving set. This information is very easily obtainable because in a majority of cases there is an outside aerial that serves as a notice that a radio listener lives within. They wait until they feel almost certain that the receiving set is in operation. Then they go to the front door and ask for permission to demonstrate the Musicone. Neatly dressed high school boys and girls always are welcomed, and within a few minutes the salesman is demonstrating the superiorities of the Musicone and incidentally selling one of these cone type reproducers.

These young sales men and women welcome the opportunity of making a little spending money in this interesting manner, and dealers can well afford to pay them a reasonable commission in order to profit through volume sales.

Why Tubes Need Filament Light

The fact that a radio bulb does emit light is entirely an incidental feature of its operation. What is desired in a tube is a flow of little particles of electricity called "electrons," and the easiest way to obtain it is to burn certain kinds of wires in glass bulbs from which the air has been exhausted.

The temperature must be quite high in order to make the flow copious, and most wires must be heated white-hot by the current from the "A" battery for proper operation. Of course, the incandescent wire, or "filament," as it is correctly called, emits considerable light, but this phenomenon has absolutely no connection with the functioning of the tube from the radio standpoint.

It is quite possible to obtain a stream of the minute electrons in a tube by the use of certain substances known as "radioactive" materials, but their expense and rarity make their practical application extremely limited. Radium and radium compounds are foremost in

this radioactive group, so the cost of tubes equipped with filaments of this precious element can easily be imagined. No "A" battery, incidentally, would be required for such tubes, as the flow of electrons from radioactive compounds is automatic and continuous.

Certain less expensive chemical compounds of high electron emitting properties have been successfully employed in radio tubes. The wire which ordinarily must be burned at white heat is coated with a layer of one of these compounds, and the tube is then operated at a mere dull cherry-red heat.

In many of the modern tubes, of both the coated and uncoated varieties, little or no light is visible through the glass, because of the inner coating of mercury which lines the bulbs. The heaviness of this coating varies considerably, as will, therefore, the amount of light that penetrates through it, so no significance can be attached to the brilliance of the illumination.

Judges Soon Will Name Winners Of \$1,000 Radio Prize

Pedigreed Puppy Awarded to Cincinnati Man for Best Report on Reception in December.

Three judges are studying carefully the thousands of letters received by The Crosley Radio Corporation in connection with the one-tube radio contest and before long will announce the winner of one grand prize of \$1,000 in cash.

In selecting the winner of this prize, the judges are considering every letter received and will base their decision on the following factors:

Reports of distant stations heard.
Reports of a large number of stations heard in a given length of time

Reports of remarkable selectivity demonstrations.

Reports of happiness one-tube receiving sets have brought to some dark corners of the world.

The name of the winner of the \$1,000 prize will be announced in advertisements in national publications.

Winners of the December prizes have just been announced. Pedigreed puppies are being awarded to those who send in the best reports on reception during certain months. In addition to the puppies Crosley receiving sets also are being awarded to the winners, any one of whom also will have an opportunity of winning the grand prize.

December winners follow: First prize—a pedigreed puppy—P. L. Hill, 663 Derby avenue, Winton Place, Cincinnati, O.

Second prize—a three-tube Crosley Super-Tridyn Special—Mrs. Charles H. Heath, R. F. D. 1, Frenchtown, New Jersey.

Third prize—a three-tube Crosley 52 radio receiver—B. D. Kash, 2852 Richmond street, Philadelphia, Pa.

The puppy won by Mr. Hill is a brother of the famous movie dog—Strongheart—and comes from the Sunbeam Farm Strongheart Kennels, of New Brunswick, N. J.

Winners of the January and February contests will be announced very shortly. The January prize will be a puppy from the famous police dog "Deeka," of the Big Mountain Kennels, Weston, Vt., and the February prize will be a Cairn

(Continued on Page 3.)

Crosley WLW Programs For Week of April 18

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Sunday, April 18th, 1926
Central Standard Time.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Theme of the service of worship—"The Spirit of God in Human Relationships"
Theme of the lesson—"The Beginning of Sin" (Gen. 3:1-12)
Superintendent—Miss Ida Angelman
Teacher—Doctor Wade Crawford Barclay, Associate Editor of Curriculum and Teachers' Publication, Methodist Book Concern
Music—Bethesda Nurses Glee Club
Organist—Miss Helen Allinger

10:30 A. M.—Weather Forecast and River Stages.
11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Clewview Aves.
Jesse Halsey, Minister
Dan Beddoe, Soloist
Adolph H. Studermann, organist
Prédude—"Hymn in C".....Whitling
Salutation
The Lord's Prayer
Gloria
Organ Interlude
Duet—"Ye Have Taken Away My Lord".....Mendelssohn
Miss Clark, Mr. Beddoe
Children's Sermon
Hymn
Scripture Lesson
Pastoral Prayer
Chimes
Announcements
Offertory—"Andantino"
Solo—"My Soul Is A-thirst for God (The Holy City)".....Gaul
Mr. Beddoe
Prayer
Hymn—"Divine Vocation"
Hymn
Benediction
Gloria
Postlude

5:00 P. M.—St. Mary's Seminary Choir in Polyphonic Music under the direction of John J. Fehring.
7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp.
Soloist: Amy Hattersley, soprano.
1. Overture to the Comic Opera "The Gondoliers".....Sullivan
2. Serenade for Violin.....Drdla
3. Airs from the Musical Comedy—"King Dodo".....Lueders
4. Dance Characteristic—"The Butterfly's Couquetry".....Voelker
5. Scenes from "Trovata".....Verdi
6. Humorous Intermezzo—"Pulcinello".....Aletter
7. Rhythmic Paraphrase on "Monastery Bells".....Lange
8. Finale—"The Beggar Student".....Millocker
(The Baldwin Piano)

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.
1:40 P. M.—Spray service information from the Ohio Experimental Station.
3:00 P. M.—Market Reports.
4:00 P. M.—Concert by the Monday Musical Club.
4:30 P. M.—Official Police Bulletin.
4:50 P. M.—U. 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.
10:00 P. M.—The Crosley Little Symphony Orchestra, presenting a PROGRAM OF MODERN MUSICAL COMEDIES.
1. Orange Blossoms
2. Pink Lady
3. Sunny
4. Kalinka
5. Rose Marie
6. Music Box Revue
7. No, No, Nanette
8. Louis 14th
9. Stepping Stones
10. The Vagabond King
The Crosley Male Quartet:
Fenton Pugh, first tenor
Russel Dunham, second tenor
Richard Fluke, baritone
Leland Sheehy, bass
Walter De Vaux, accompanist
(The Baldwin Piano)

10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
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Fenton Pugh, first tenor
Russel Dunham, second tenor
Richard Fluke, baritone
Leland Sheehy, bass
Walter De Vaux, accompanist
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Tuesday, April 20th, 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.
12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
1:30 P. M.—Business Reports.
1:40 P. M.—Spray Service Information from the Ohio Experimental Station.
3:00 P. M.—Market Reports.
4:00 P. M.—Sermon of Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
4:10 P. M.—French Lesson by Madame Ida Telmidis.
4:30 P. M.—Official Police Bulletin.
6:00 P. M.—Norrine Gibbons and her girl friend.
6:30 P. M.—Mrs. R. S. Montgomery, contralto.
6:50 P. M.—Weather Forecast, Market Reports and Baseball Scores.
7:00 P. M.—Talk on Aeronautics under the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
Speaker: Capt. G. E. Brower.

7:20 P. M.—Crosley Popular Science Series. Talk on "Wild Flowers" by Sylvia Geisler, field representative of the Cincinnati Wild Flower Society.
7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woeszek.
Largo (New World Symphony)
.....Dvorak
Music Box, Op. 69Frml
Valse.....SerenadePoldini
Will O' the WhispJungmann

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Monday, April 19th, 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 Exercises under the auspices of Parkway Y. M. C. A.

7:50 P. M.—Whistling solos by Frances Sellers.
8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in editions of wit and melody, a potpourri of days, dedicated to Crosley Jobbers in the State of Florida, featuring: The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.
8:50 P. M.—Talk by an official of The Thoroughbred Horse Association on "Kentucky Grasslands," under auspices of the Formica Insulation Company, Formica Symphony Orchestra, William Sloess, director.
(Replica of concert thru Station WL, Oslo, Norway.)
1. Suite: "A Day in Venice"
.....Nevin
2. Waltz: "Air de Ballet"
.....Chaminade
3. Overture: "Poet and Peasant"
.....Strauss
4. Concert Waltz: "Mor Reve"
.....Godard
5. Adagio Pathétique.....Godard
6. Romance in F.....Tschalkowsky
7. The Blue Danube.....Strauss
8. March Finale.....Selected
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Wednesday, April 21st, 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 P. M.—Weather Forecast and Correct Time.
12:05 P. M.—Irene Downing, Popular Player-roll Artist, and Petronella Trimbur, organist.
1:30 P. M.—Business Reports.
1:40 P. M.—Spray Service Information from the Ohio Agricultural Experiment Station.
3:00 P. M.—Market Reports.
3:30 P. M.—Crosley Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and some of My Best Recipes."
4:00 P. M.—Shut-in Program, directed by William Duning, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
4:30 P. M.—Official Police Bulletin.
4:45 P. M.—Gardening the Radio Way, by Uncle Bert.
6:50 P. M.—Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
7:30 P. M.—"The Significance of Forest Restoration," by W. S. Stenatt, Secretary of the Cincinnati Lumbermen's Club.
7:40 P. M.—Continuation of Hotel Gibson concert.
10:00 P. M.—Dayton Rubber Manufacturing company program, featuring the Thoroughbred Trio and other entertainers.
11:00 P. M.—Latoria Melody Boys, Carroll Burdicks and Elmer Brennan.
11:15 P. M.—Popular Organ Request Program by Johanna Grosse.
(The Baldwin Piano)

7:30 P. M.—"The Significance of Forest Restoration," by W. S. Stenatt, Secretary of the Cincinnati Lumbermen's Club.
7:40 P. M.—Continuation of Hotel Gibson concert.
10:00 P. M.—Dayton Rubber Manufacturing company program, featuring the Thoroughbred Trio and other entertainers.
11:00 P. M.—Latoria Melody Boys, Carroll Burdicks and Elmer Brennan.
11:15 P. M.—Popular Organ Request Program by Johanna Grosse.
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Friday, April 23rd, 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.

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Thursday, April 22nd, 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 Prigge, 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.
1:30 P. M.—Market Reports.
1:40 P. M.—Spray Service Information.
2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano recital by Adelaide Apfel.
4:30 P. M.—Official Police Bulletin.
5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
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.—Third in a series of talks by Mrs. Jessie Adler, Asst. Prosecutor of Hamilton County, Ohio. Subject: "The Civic Responsibilities of Mothers."
7:40 P. M.—Continuation of Hotel Gibson Program.
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 Flanigan, saxophone; Frank Bratt, saxophone; Ridge Ebdon, trumpet; Roy Goodlander, trombone; Doc Fry, bass and drums; Vincent Reubenbauer, drums and effects.
10:40 P. M.—Ray Eullivan, the popular tenor, in popular songs.
11:00 P. M.—Irene Downing and Tommy Reynolds.
11:30 P. M.—Popular Dance Music 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 Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm).
(The Baldwin Piano)

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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

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

GREATER SIMPLICITY

The design of broadcast receivers during the next five years will tend continually toward greater simplicity of design, if plans of manufacturers for the 1926-27 season may be taken as an indication of the trend of developments. Attention of prominent radio engineers appears to be concentrated on the problem of eliminating the complicated features, multiplicity of controls, freak coils and condensers, and other characteristics which made radio receivers during the amateur days (and indeed many of them up until the present time) highly complex devices.

No doubt records that have been made time after time by the simpler sets is in a large measure the impelling force that has been responsible for the present movement. Reports of record-breaking distance reception by little sets of but one or two tubes, incorporating efficient circuits, have proven that the number of tubes is not always the deciding factor in set performance; and the public's idea of a "big" set has accordingly changed from one of eight or nine tubes to one of but four or five tubes. Engineers have found, in turn, that efficiency depends more on keeping the "inner works" simple, designing the circuit in such a way that each part performs its function with maximum facility, than in making use of complex hookups and abortive forms of parts incorporated in the circuit.

This same tendency is recorded in the early history of the automotive industry. The automobile of ten years ago was a heavy, cumbersome affair, with many dials on the dashboard, and many gadgets to turn as controls. This was especially true of the better class of machines. As development work was continued, it was found possible to obtain equally good, and even better, results with simpler, lighter methods of construction. Thus, simplification of design has brought many of the high-priced automobiles within the moderate-priced class. The lighter, simpler automobiles of today out-perform their forebears, are more efficient, easier to operate and more pleasing to the eye. No doubt radio will go through the same period of constructive development, eventually reaching the stage where all sets will be comparatively simple in construction and in principles involved, and moderate in cost.

Reception Will Be Greatly Improved When Number of Stations Is Reduced

By POWEL CROSLY, Jr.,
Member Fourth National Radio Conference

In talking to many Radio men, Distributors, Dealers and others who should be more familiar with the technical side of radio broadcasting, we have been surprised to hear the statement made that receiving sets of all kinds are not sufficiently selective on the lower band of wave lengths from 200 to just below 300 meters.

There seems to be a generally false impression that the howling, whistling and interference, the lapping over of stations on the lower broadcasting bands—occupied by the so-called Class "A" broadcasting stations—is due to the lack of selectivity in the receiving sets.

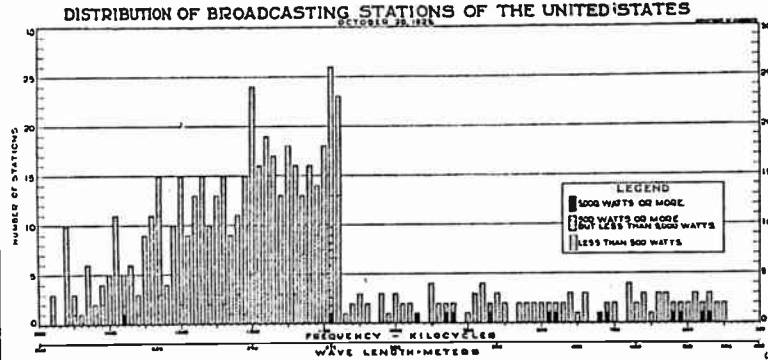
It must be remembered that the broadcasting stations on the lower bands have exactly the same separation in kilocycles, and although it is true that the wave lengths draw closer together with the same separation as to kilocycles, the stations on the lower bands could very readily be separated if there were but a single station located on each wave channel.

The accompanying illustration shows where the real difficulty lies,

as ever on the two wave channels, so provision was made to separate the Class "B" stations over a band from approximately 300 meters to 445 meters, with the exception of 360 meters which was still reserved for Class "A" stations that did not desire to go below 300 meters, and a band between 200 and 300 meters for Class "A" stations.

At first, those stations which were unable to qualify for Class "B"—either by power or equipment—were placed in the Class "A" band. An effort has been made continually to prevent interference on the same wave length between Class "B" stations, in the range from slightly below 300 meters to 545 meters, therefore, the Class "B" band has been less subject to interference, excepting where the station has swung from its allotted frequency, because it has been so arranged that there is either a division of time or a wide separation of distance between any two stations operating on the same wave length in the Class "B" band.

At first when the Class "A" band was established, it was a simple



This illustration was distributed at the radio conference in Washington in November. To fully understand it, we must go back into the history of broadcasting.

At first all broadcasting stations were located on one wave length—360 meters. As the number of stations increased, the interference between several stations on the one wave length became so great, that it was necessary to provide an additional channel. So stations were classified. The Class "B" stations and higher powered stations were placed on 400 meters; Class "A" stations remained on 360 meters. Soon the trouble was just as bad

problem to allot the wave lengths to the lower powered stations so that they could be separated by sufficient distance to cause little interference, but, as the Class "B" band soon became completely occupied by Class "B" stations, higher powered stations were compelled, when they came in, to take their position in the Class "A" band. As a result in many cases, several 500 watt stations and even 5000 watt stations, as well as stations of less than 500 watts, were piled on top of each other on the same frequency or wave length. Many of the Class "A" stations were lacking in accurate frequency measuring equipment, and, as a consequence of the piling up of stations on the same frequency and the swinging of frequency of the various stations, a situation now exists in the so-called Class "A" band where there is hardly a wave length that is free from interference between two or more stations, which causes that

Judges Soon Will Name Winners Of \$1,000 Radio Prize

(Continued from Page 1).

Terrier from the Robinscroft Kennels, of Riverside, Conn.

It was but a short time ago that anyone who wanted to join the legion of radio fans either bought or made a crystal radio receiving set. These outfits using minerals were satisfactory for a short time, but their owners soon wanted to hear something more than local stations and so they secured vacuum tube outfits being of the one-tube variety.

There are very few dealers reporting sales of crystal outfits now, due to the fact that one-tube receivers may be purchased for less money than crystal sets cost a few years ago. And the results are more satisfactory as evidenced by the thousands of letters which have been received by Powel Crosley, Jr., since his announcement of the awards of six pedigreed puppies and \$1,000 as the capital prize to be given to owners of home or factory built one-tube sets who write the best account of reception with their apparatus.

Remarkable distance records have been made with single-tube radio receivers. A man in the Cincinnati Y. M. C. A. dormitory tuned in a signal from a Los Angeles station with sufficient clarity and volume to permit the use of a pair of head phones.

The one-tube receiver is also known as the stepping stone to the multi-tube set. Thousands of owners of four and five tube receivers can trace their desire for a larger and better outfit to the start they got in radio reception with a single-tube set.

The radio beginner of today either buys a single-tube receiver or one of the multi-tube outfits. The crystal set is no longer considered.

Exercises Until June

The healthful exercises which are being broadcast through the Crosley WLW station, Cincinnati, at seven-thirty in the morning, will continue until the first of June, when officials of the Y. M. C. A. believe it will be too warm to do this work indoors. E. E. Schultz, Physical Director of the Y. M. C. A., will continue to give them.

Artist Returns

Irene Downing, popular player-roll recording artist, is back among the Crosley WLW broadcasting celebrities, after a tour of the principal stations of the East. She will give a concert with Tommy Reynolds, singer, Thursday night, April 22, at eleven o'clock.

Radio Is Destined To Give Education To Every American

(Continued from Page 1).

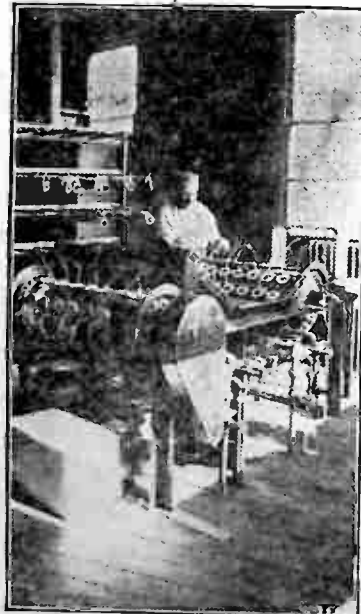
at least one step higher, Cammack pointed out.

That radio is destined to have a much larger place in education both in school and out than now is realized is the opinion advanced by Joy Elmer Morgan of the National Education Association. Mr. Morgan cites as an example that among our 25,000,000 school children in the United States there are probably a million who are studying approximately the same thing at the same time.

"It would be possible to take some selection in literature that every child should know and have it read by some such beautiful master voice as Julia Marlow." Mr. Morgan went on. "It would be possible on holidays, such as Washington's birthday, to have noted authors read from their own selections. No child could listen to Edwin Markham read his noble poem, 'Lincoln, the Man of the People,' without getting a fuller appreciation of Abraham Lincoln and a fine feeling for poetry.

"It would be possible to have musical selections, both vocal and instrumental, played to a national audience of school students. Geography could be made a rich adventure by introducing frequent talks by men and women who had recently visited areas which the children

COIL INSULATION



Thousands of inductance coils are automatically dipped in a special insulating preparation in the parts plant of the Crosley radio concern. This large machine insures a perfect insulation of the covered-wire coils.

TWO HANDSOME(?) RADIO MEN



Pictured above are none other than Frank Ryan and E. C. (Buck) Rayner, field representative and publisher, respectively, or perhaps respectfully, of Radio Digest. These two are 100% for better radio despite the fact that in this pose they might resemble a pair that is ready for the "third degree." Anyhow, everyone connected with radio is glad to admit they are good fellows. (That good enough for you, Frank?)

were studying. There are also large possibilities for radio in the improvement of instruction.

"Were there a radio in every school it would be possible to broadcast master lessons and recitations in various subjects which would be rich in suggestions to younger and inexperienced teachers. There is another angle that is more important. Teaching is an arduous occupation. There are long hours of uninterrupted strain. To break this strain a few times during the day by genuinely helpful inspirational material over the radio would enable the teacher to come back into the day's work with fresh vigor. These are just a few of the possibilities.

"Every state school system, every city school system of any size, the United States bureau of education or department of education, and every manufacturer of radio should have an expert at work studying the possibilities of using this new tool, probably the greatest contribution to the advancement of popular intelligence since the invention of movable type at the middle of the fifteenth century."

Farm Bureau Talks

A representative of the Ohio Farm Bureau supplies an interesting ten-minute talk every Wednesday evening at seven-thirty through the Crosley WLW broadcasting station, Cincinnati.

Odd Fellows' Reunion

A program of particular interest to Odd Fellows will be broadcast Saturday evening April 24th, at nine o'clock, through the Crosley WLW station, Cincinnati.



So many startling things happen every day that in many cases they pass by without receiving the full credit that is due them. Only a few days ago long conversations were carried on by wireless between men in London and New York. This was the first time the actual exchange of conversation by wireless was carried on in any test that bore the semblance of an official one.

Yet the astounding scientific value of this was passed over as of only ordinary interest together with other news that made the front pages the morning after the tests. This successful exchange of voices in a connected conversation across 3,000 miles of water means everything. In fact scarcely anyone in this generation can fortell just exactly what it will actually mean.

We all know that communication by voice by wireless between all parts of the world is a possibility but we do not yet know the greater possibilities that this advance in the science of radio may offer. It is not difficult to imagine the transmission of photographs by wireless, though at the same time it is possible that before long the actual taking of a photograph at 3,000 miles by wireless may not be beyond the realm of possibility.

The steering of ships and the guiding of airplanes and trains by radio seems within the imagination yet hardly anyone has envisioned the possibility of radio being the

agency that in future ages may prevent war. It might be such a weapon for defense and offense that its use by all concerned would neutralize any attempt at armed conflict.

DAILY PROGRAMS

(Continued from Page 2)
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.
12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent Night"
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, April 24th, 1926
Central Standard Time.

10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Correct Time.
1:30 P. M.—Business Reports and Stock Quotations.
6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball scores.
7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley organ Request Lady.
7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
8:00 P. M.—Shoestring Orchestra from Sardinia, Ohio.
8:30 P. M.—Radario, "A Step On the Stairs," thrilling mystery play—ninth installment.
9:00 P. M.—Odd Fellows Reunion.
(The Baldwin Piano)

Old lady: Poor man. And is there a way to get rid of those cooties?

Tramp: Dat's easy. I take a bath in de sand and den rubs down wit alcohol. De cooties den gets drunk and kills each odder trowin' rocks.

—Okla. Whirlwind.

DOG-GONE FUNNY



Powel Crosley, Jr., owns a large kennel of hunting dogs. He also is the manufacturer of thousands of "pups", (one-tube radio receivers). The expression of the papier-mache dog seems to indicate it is enjoying the program tuned-in by its "master."

ADVERTISEMENTS

FOR CROSLY DEALERS

The advertisements shown below 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. For instance, if you desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-636. If you desire an electrotpe, ask for E-636. The M stands for Mat and the E for electrotpe. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.



A NEW CROSLY 4-Tube Radio

Any one with radio experience will not believe it possible at the price until they have heard it.

with the CRESCENDON

an exclusive Crosley feature enabling owners to add more power and volume.

\$29.

Dealer's Name

M-636
E-636



The New 5-38

Crosley always said he would never make a five-tube set until he could give the world an honest one at popular prices.

Now he offers a real triumph. Startling performance. Marvellous tone. Almost incredible at such a price, and

with the CRESCENDON

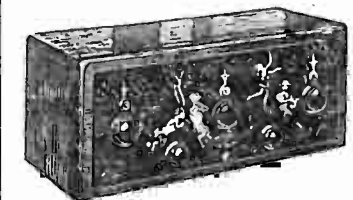
it becomes an unapproachable radio value. The Crescendon is a Crosley feature for introducing additional volume into a tuned radio-frequency circuit.

\$38.

Dealer's Name

M-638
E-638

CROSLY'S TRIUMPH!



5 TUBE R.F.L.-60

Said Crosley: "I want a radio that will actually give people all they have been led to believe they would get in the tuned radio-frequency type of receiver." Eminent radio engineers have at last produced it.

Stations once logged ALWAYS in the same place.
High degree of selectivity.
Tremendous volume.
Fidelity of tone.

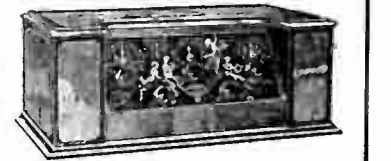
Crosley's application of his mass production ideas have enabled the world to own REAL radio reception as low as

\$60.

Dealer's Name

M-641
E-641

CROSLY 5 TUBE



RFL-75

\$75.

Complete Wheatstone bridge used in each stage of radio-frequency amplification. Ask any radio engineer the significance of that.

Great Volume
Perfection of balancing in radio-frequency stages permits more efficient coupling units and greater amplification.

True Amplification
The Wheatstone bridge in radio-frequency amplification balancing independent of wave length prevents chance of distortion.

Highly Selective
Losses in radio-frequency circuits have been greatly reduced.

Never Before at Such a Price!

Dealer's Name

M-643
E-643

Reception Will Be Better When Fewer Stations Are On Air

Continued from Page 3) whistling and howling that is so noticeable below 300 meters. No radio receiving set in the world will separate two stations beating upon each other or interfering with each other. Of course it is true that those people located near to such a station will not notice the interference so much as the people located at a distance. Now this condition can only be improved by a lessening in the number of broadcasting stations. The Department of Commerce now realizes that the broadcasting band is inadequate to take care of the number of broadcasting stations which now exist. If a demand were made to put more of the Class "A" stations in the Class "B" band, the stations which exist on the lower wave stations would simply be extended and there would be unsatisfactory reception over the entire broadcasting band. However, it is believed that gradually the number of broadcasting stations will be reduced until eventually it will be possible to have satisfactory reception on every wave length. But, at the present time, it must be recognized that it is a matter of luck only when the distant listener is able to hear a satisfactory program from a station located in the Class "A" band. That luck is based upon being fortunate enough to hear one station operating alone on its wave length, or, at least one station which so far dominates that wave

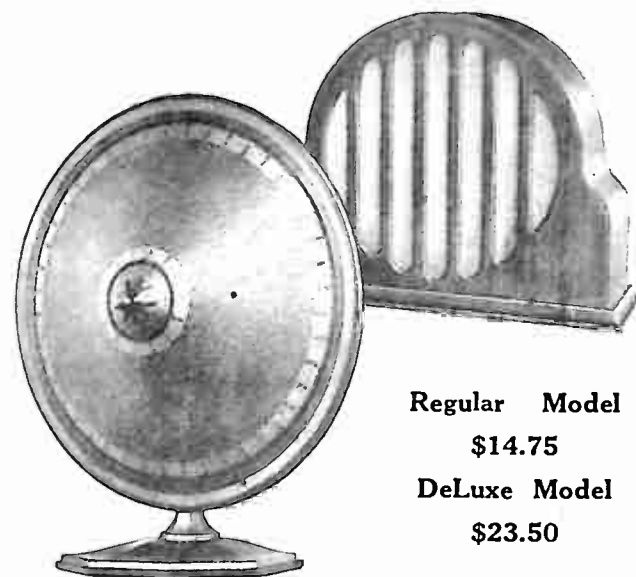
length in power, that these powerful and more distant stations operating on the same wave length will not cause a heterodyning beat-note, which is unpleasant. The point I desire to make, is that the design of a receiving set cannot create this difficulty. The element of selectivity in a receiving set has no bearing whatsoever upon creating this condition. So called straight lined frequency condensers are of no assistance. The only cure is the element of time, and that most fundamental law of nature—the survival of the fittest.

CROSLY LINE POPULAR WITH NEW YORK JOBBING HOUSE

The Herbert-John Corporation, of New York, has taken on the Crosley line, and after handling the Better-Cost Less products for over a month, officials of the Company are of the opinion that the Crosley line will be the largest seller in New York City.

These people travel seven men in Metropolitan New York, and have built up a large concern thru always giving their dealers, lines that will make them the most profit.

Mr. Herbert Well is President of this concern, and is well known in New York business circles. Mr. Well says that he has never taken on a line that has shown the possibilities the Crosley line has already shown him. Of all the sets they have shipped out during the last month, they have not had a single return or complaint.



Regular Model \$14.75
DeLuxe Model \$23.50

The Fastest Selling Radio Reproducer!

OF COURSE ITS A

CROSLY MUSICONE

"Gentlemen:

I have been using one of your Musicones for the past year and it was with this speaker that I received your recent heart beat test. I have tried out, under numerous conditions, a large number of cone and horn type speakers and I find your Musicone is the best I have ever used.

"Yours very truly,

"Frank Blain,
"575 St. Clair Ave.,
"Detroit, Mich."

"Gentlemen:

"Just a word in praise of the Musicone which I hooked up to my set this evening. A musical education is not required of any person to appreciate the difference in the quality of reproduction of the Musicone. It does not make music, it reproduces it.

"Yours very truly,
"Cecil Sparks,
"Sparks, West Va."

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 Crosley Radio Corporation
CINCINNATI

Crosley Sales and Service Manual

SERVICE HINTS

Headphones and Loudspeakers

Choice of Headphones. As in the case of other accessories, the dealer should supply only phones that he knows to be reliable. A dissatisfied customer is too great a liability for the dealer to risk creating one through supplying his patrons with accessories that do not function properly.

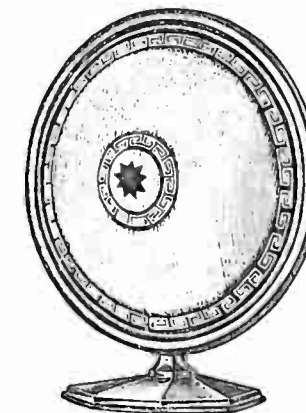
Many persons consider the resistance of headphones to be a measure of their quality. This is by no means true. In standard practice, all phones are wound with about the same size of copper wire. Their resistance is then a measure of the amount of wire on the coils. It is possible, however, to build phones with resistance wire, greatly increasing the amount of resistance for each coil turn. Thus a 3000 ohm headset wound with ordinary wire might be very sensitive, while one of the same resistance, wound with fewer turns of high-resistance wire, might be very poor in comparison. For best results with vacuum tubes of the type now in general use, headphones of considerably greater resistance than ordinary telephone receivers should be used. As a general average, phones of from 2,000 to 3,000 ohms are found to be quite satisfactory.

Servicing Headphones. Properly constructed headphones are very rugged. There is little about them that can get out of order. If they are not tampered with, practically but two things can happen to injure them. First, they may be subjected to especially rough usage, and dropped continually, in which case it is possible that the permanent magnets upon which their coils are wound may become demagnetized. They must then be sent to the factory for repairs, since the dealer is not equipped for properly magnetizing the cores. Second, by short-circuiting the phones about a high potential source of heavy current, the coils may be "burnt out." In order to repair them, it is then necessary to rewind the coils completely. This, again, is a job for the factory, and should not be attempted by the dealer.

Before the dealer decides that phones are damaged or defective, he should test them in comparison with other phones known to be good. This test may be made with a set, under actual receiving conditions.

Choice of Speakers. Again, the dealer's choice of speakers to sell with sets should take into consideration the fact that he can afford to supply nothing but the best if he wishes to retain the confidence

of his customers. Crosley dealers, of course, know the superior merits of the Musicone, which they have demonstrated for themselves by actual trial, and supply it with their sets.



Horn Type versus Cone Type Speaker.

There are certain fundamental reasons why the cone type speaker is rapidly replacing horn type speakers in the American market. In the first place, it is impossible to build a commercial horn type speaker which will not distort. Every speaker horn has a certain "natural period." When a musical note of this period, or frequency, is reproduced through the speaker, the horn takes up the vibrations and amplifies them until they are very loud. At other frequencies, far from this "natural period," the horn does not respond. As a consequence, musical notes near the "natural period" of the horn are reproduced unusually loud, while those at other extremes of the musical scale are unnaturally weak. Thus the programs are distorted. In cone type speakers, the purpose of the cone is merely to push the air and set it into motion. The whole cone moves as a rigid unit, not taking up any particular frequency and unduly amplifying it.

A feature of the Musicone not found in other speakers is that the edge of the cone is unclamped, or "free-floating." This means that no distortion is introduced through the bending and warping of the cone as the driving mechanism pushes it backward and forward. The entire cone is free to move as a single rigid unit. This helps to explain the superior quality of reproduction of the Musicone as compared to other cone type speakers. The important factor causing the Musicone's superior functioning is, however, its unique patented electrical unit.

SALES HINTS

Use the Telephone for Selling.

In many businesses the telephone plays a very important part in the sales plan. Groceries, for instance, find daily calls to their customers, taking their orders for delivery later in the day, bring in a large amount of business that would otherwise never be obtained. Wholesale provision houses do a large part of their business over the telephone. In fact, all retailers and wholesalers dealing in staple lines of merchandise find it to their advantage to supplement the calls of their salesmen by the telephone. The use of telephone selling in radio has not been very extensive, because few radio dealers realize the possibilities that it affords. The experience of one Crosley dealer will open the average radio retailer's eyes to the opportunity for selling radio by telephone. This is what he says:

"As soon as I had my stock in and arranged, I called up four of

and kept going after it, summer and winter. I have discovered that radio can be popularized in the summer as well as in the cold weather. How? Merely by going right ahead as if hot weather meant nothing at all, making no mention whatever of poor reception or any of the other usual radio bugaboos."

There are many equally notable examples as this of success in using the telephone for radio selling. One small town dealer actually plugged all the way through the local telephone directory—and even called up folk on rural routes. He made from ten to sixty telephone calls a day. "Pretty soon," he says, "I had my story down pat. I was a little awkward at first, but the novelty of the idea soon wore off, and I went to it without hesitation. Of course I got a lot of turn downs, but I also got a lot of sales. And by doing some of this telephone



the town's accepted social and business leaders. I told them that I had a big surprise for them down at my shop, and invited them to come and see it, without telling them what it was. They came, of course, out of curiosity if nothing else. I worked hard on these four prospects, and finally sold three of them. The sale of these three sets was the nucleus of a business which, six months later, amounted to \$38,000.

"I knew that if I sold and satisfied the big men of the town, the little fellow would fall in line too. It was merely a study in small town psychology. All of the neighbors came in to see and hear this new wonder, and went away with the determination to get one themselves some day.

"I have never abandoned my intensive telephone campaign, however. I called up all the neighbors, and their neighbors, and so on, until the time came that I no longer needed to go after the business. But I went after it, nevertheless,

I was advertising my store and business to a definite number of people in the most direct possible way. It wasn't long before people recognized my place as the liveliest radio store for miles around."

Another dealer follows an excellent plan of telephone selling. He waits until he can tune in a good concert, so that it is loud and clear on the loudspeaker near his telephone. Then he calls a party, Mrs. Jones for instance, and says: "Mrs. Jones, would you like to hear the dance orchestra playing in the Waldorf Astoria, New York . . . ?" This surprise demonstration is a very forceful opening for talking the wonders and pleasures of radio.

Of course, the dealer cannot expect to close a great many sales simply by means of the telephone. What the telephone will do, in the main, is to secure for him live prospects. But out of a number of live prospects there are sure to be some sales, and a big part of the job is done when the prospect's interest is secured.

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

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THE FIFTH THIRD NATIONAL BANK CINCINNATI

The JOHNSON-ELECTRIC Supply Company 331 Main St. 232 E. Fifth St. CINCINNATI Radio and Electrical Supplies of Quality Write Us for Dealer Proposition

DIRECTOR G. GROSSEL, MILWAUKEE

PERCY H. DOOLE, VICE PRES. & GEN. MANAGER

ELECTRIC COMPANY


Good Quality - Goods Quick


DISTRIBUTORS OF
HIGH GRADE ELECTRICAL MATERIAL

MILWAUKEE, WIS. March, 1926.

IN ALL LETTERS TO F. W. GROSSEL
ADDRESS ALL LETTERS TO THE COMPANY


PHONE BROADWAY 8400
23-25 CHIEF STREET





NO "ORPHAN" RADIO RECEIVERS LEFT IN YOUR STOCK

if you support **THE CROSLLEY RADIO CORPORATION**



in its effort to serve the buying public with correctly and popularly priced sets. Crosley has survived five strenuous years of competition during which period many makes of "Orphan" Receivers have been thrown on the market.

Powel Crosley, Jr., is not exactly a philanthropist when it comes to Radio merchandising, but it can be truthfully said of him that he is darn practical in his application of merchandising methods, and we're happy to say that we have soaked up our share of his success by pushing his products.

Crosley is out to get the volume business on a quality set with a price range to serve everyone, and we want our dealers to line up with the "LEADER IN THE FIELD" and prepare to do a selling job on a real line with responsible firms back of it.

If you have not already seen the new CROSLLEY line, consisting of four and five tube sets, priced from \$29.00 to \$75.00, write us and our representative will call.

Yours truly,

On how to avoid "Orphans" during 1926.

G-Q ELECTRIC CO.
F. W. Grosel
President

FWG:MER

This is an example of the type of letters being sent out by Crosley Radio Distributors. This one has come to our attention and we feel that it is a very excellent example of a sales letter, and therefore, are reprinting it.