

Disturbances May Be Overcome Before Next Year's Tests

Committee Chairman Pleased With Results Obtained in Face of Severe Handicaps.

Results of the recent International Radio Week tests are being tabulated for the information of the thousands of radio listeners and hundreds of broadcasting stations which participated in the event. Transmission and reception were severely handicapped through atmospheric interference but Powel Crosley, Jr., chairman of the Executive Committee, who just returned from a conference with those in charge of the work in New York City, expressed himself as being pleased with the results. In a statement given out before he left for a month's vacation aboard his motor-yacht, "Muroma," in Florida, he said

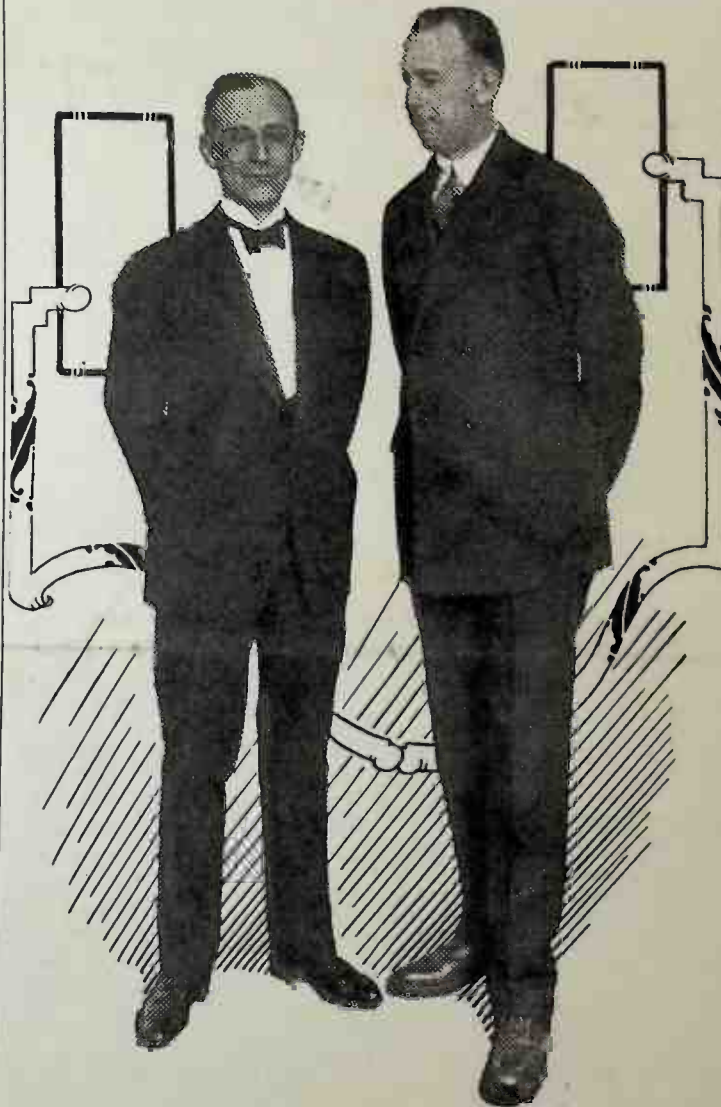
"The possibility of another test next year will be discussed at the meeting of the organization in charge of the annual radio week in Atlantic City on May 10th. The thousands of listeners who participated in the tests had the opportunity to study the difficulties encountered by those in charge of the tests—atmospheric and man-made interference, as well as the "outlaw" and joker broadcasters. Engineers are already working upon the elimination of disturbances which interfered with distant reception.

"Despite all the hinderances, the tests were successful from the viewpoint of advancement of the radio art and there is no question of the value of the data which are being gathered from the thousands of reports made by listeners. Both listeners and broadcasters were benefited through the tests because of the exceptional quality of the programs offered."

Shut-In Program

A program of music and inspirational talks is given every Wednesday afternoon at four o'clock through the Crosley WLW broadcasting station, for the especial benefit of shut-ins. This worthy program is under the direction of William Duning and many excellent artists give their time to this work.

CINCINNATI EXECUTIVES



Col. C. O. Sherrill, (left), city manager of the City of Cincinnati, has appointed Powel Crosley, Jr.'s, broadcasting station, WLW, the official mouth-piece of the city. Messages of importance to listeners all over the country will be sent through the station. Police reports are given twice a day.

Opportunity For Men

A cooking school via radio has been inaugurated by the Crosley WLW broadcasting station under the direction of Mrs. Ralph H. Auch, Dietician. Hints on the art of cooking and some recipes are broadcast every Wednesday afternoon at 3:30 o'clock. Letters have been received from men as well as women, which shows there are a lot of the unsex interested in the culinary art. Perhaps some of the husbands are checking up their brides' stories of food preparation.

Hopes Aviator Will be Picked Up in Europe

Joe Whitehouse, operator of the Crosley WLW super-power broadcasting station near Harrison, O., was conducting the night test with Captain W. H. Murphy, of McCook Field, Dayton, Ohio, when the radio audience heard the former tell the aviator who was flying 5,000 feet above the field, that he "hoped he would be picked up in Europe." The flyer made a safe landing on the Ohio field. Of course, Joe meant the signals.

Radio News Reports Of Vital Interest To Business Houses

Broadcasting of Market and River Reports Opens New Field for Dealers.

Broadcasting of crop, market, river and weather reports by the various radio stations throughout the United States has opened a new field for Crosley authorized dealers, who, with a little sales effort should be able to place a receiving set in every office and business house in the community.

Business men are beginning to realize that what is known as a "ticker service" is available at the price of a radio. This service includes complete market and crop reports, opening and closing quotations from the stock exchanges of the larger cities, weather forecasts which are of vital importance and river stage reports that are of tremendous value to shippers and business houses in or near river cities.

Proof of the great interest taken in the broadcasting of these services is found in the large number of complaints received by phone and mail in case the reports are not received in time by the station operators. This happened once in the WLW studios and ten minutes after the time set for broadcasting the phone starting ringing. Scores of complaints were received and for several weeks thereafter letters kept coming in from business men who told of the inconvenience caused them.

Naturally there are dealers who must be educated to the advantages of having a receiving set in their offices. This is the task that must be undertaken by Crosley dealers, who have a wide variety of receiving sets to offer. One demonstration at market broadcasting time will convince the merchant or shipper that a radio is a necessity.

Dealers in river cities and towns have reported vastly increased sales since the broadcasting of river stage reports was started by WLW. Others inform us that news tickers have been removed from certain offices, and radio sets installed in their places. Still others who had desired this ticker service, but who did not feel able to pay for it, are more than satisfied with radio as a substitute. As we stated, a new field has been opened and Crosley dealers should take immediate advantage of it.

Crosley WLW Programs For Week of February 21,

W L W PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, February 21st.
Central Standard Time.

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

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

11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleveview Aves.
Jesse Halsey, Minister
Dan Hedden, Soloist
Adolph H. Stadermann, Organist.
Prelude—"Communion (No. 2) in F" Lemmens
M. Stadermann
Doxology
Salutation
Lord's Prayer
Gloria
Organ Interlude
Tenor Solo "Before the Cross" LaFarge
Children's Sermon, "Washington's Birthday"
Hymn—"America"
Scripture Lesson
Pastoral Prayer
Chimes
Announcements
Offertory "Elevation in E" Saint Saens
Vocal Trio—"God Be Merciful"
Miss Irlah Clark, Miss Minnie L. Nobles, Mr. Dan Hedden
Prayer
Hymn
Sermon "The Religion of Great Americans"
Hymn—No. 461, "O Beautiful for Spacious Skies"
Benediction
Gloria
Postlude

2:00 P. M.—"The Eternal Tragedy," The Passion Play, broadcast directly from St. John's Catholic Church, Green St.

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

8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; orchestra under the direction of Walter Esberger.
1. March "Freedom of the Seas"
2. Overture "William Tell"
3. Waltzes from "It Happened in Nardland"
4. Celebrated Minuet
5. Medley of Old Time Songs
6. Selections from "Apple Blossoms"
7. Characteristic "Nola"
8. Excerpt from "Faust"
9. Popular Song "Remember"
10. Creme de la Creme
Medley of Operatic Themes
Soloists:
John Eken, trombonist
George Conyer, tenor
Henry C. Lerch, accompanist
Mr. Conyer's songs:
"Sweet Little Woman O Mine"
"Mollie Brannigan"
"Mother Oh My Mother"
(The Baldwin Piano)

W L W PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, February 22nd.
Central Standard Time.

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

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

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

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

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

4:00 P. M.—Student Recital by pupils from the class of Leo Stoffregen.

6:55 P. M.—Weather Forecast.

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

7:30 P. M.—Theatrical feature.

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

8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra.
William J. Kopp, director
Soloists:
Howard Hafford, tenor
Ewald Haun, flutist

ALL AMERICAN COMPOSERS PROGRAM

- Overture on American Airs
- "Woodland Sketches"
"To a Wild Rose"
"At an Old Trysting Place"
"From an Indian Lodge"
"Uncle Remus"
- Descriptive—"A Chinese Wedding Procession" Hosmer
- From the Cotton Fields—"Cabin Song," "Spiritual"
- "In a Bird Store"
- Selection—"The Golden Butte"
- Duet for Flute and Clarinet "Bacore"
- "Atonement of Pun"
(Intermezzo and Dance of the Nymphs)
- Selection—"The Lady in Ermine"
- Finale—"The Washington Post"

Mr. Haun, flutist, will play a Solo of his own composition. (The Baldwin Piano)

W L W PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, February 23rd.
Central Standard Time.

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

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

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

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

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

1:30 P. M.—Business Reports.

2:04 P. M.—Market Reports.

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

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

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

7:00 P. M.—Historical appreciation of music by Etelka Evans, Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Science Lecture, "Astronomy Without a Telescope," talk by Dr. Elliott Smith, Professor of Astronomy, University of Cincinnati.

7:30 P. M.—Piano Memories by the Crosley Piano Request Lady, Mary Louise Wozczek.
La Czarine
Flower Song
Gavotte
Cognatierie
Salut D'Amour
Intermezzo Russe
Aragonaise ("Le Cid")

7:50 P. M.—Talk on Great Smoky Mountains National Park of

Eastern Tennessee by A. L. Brown.

8:00 P. M.—Concert by the Tenth U. S. Infantry Band, Ft. Thomas, Ky., under the direction of Warrant Officer.

9:00 P. M.—Concert program by the Formica Concert Orchestra. Under the auspices of The Formica Insulation Company.

SPECIAL PROGRAM FOR AMERICAN MUSIC WEEK
The Star Spangled Banner
(1) Sousa
The Diplomat March
(2) Hadley
(a) The Red Rose
(b) Marguerites
(c) Jasmine
(d) Gardenia
(e) Daffodile
(3) Poem—"King Robert of Slilly"—Longfellow.
Music by Rossiter C. Cole
Reading by S. Burnett Jordan, faculty Conservatory of Music.
(4) Leighton—Spring Quartet in F Minor Scherzo Romance
(5) Fillmore—America as Patriot. (The Baldwin Piano)

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

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

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

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

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

3:30 P. M.—Kroger Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co.

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

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

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

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

10:00 P. M.—Concert by Sigma Alpha Iota Sorority of the Cincinnati Conservatory of Music.

11:00 P. M.—Crosley Male Quartet—Fenton Pugh, first tenor; Russell Dunham, second tenor; Richard A. Fluke, first bass; Leland Sheehy, second bass; Walter De Vaux, accompanist.

11:20 P. M.—Crosley Musical News; Johanna Grosse, editor and organist. (The Baldwin Piano)

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

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

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

10:45 A. M.—Weather Forecast, River

Stages and Market Reports.

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

12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.

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

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

1:30 P. M.—Business Reports.

2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.

3:00 P. M.—Market Reports.

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

5:50 P. M.—Market Reports.

6:00-8:30 P. M.—Golden Jubilee Class, 1917, Scottish Rite Reunion, Hotel Gibson.

10:00 P. M.—Three minute message from the U. S. Civil Service Department.

10:00 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the state of Alabama, (furnished by the French Bros., Piano Co.).
Frank Bendergast, piano and director; L. J. Dolcetti, saxophone, entertainer and manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Blaudau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.

11:00 P. M.—The Musicone Male Quartet.
William Drexelius,
Erwin Meyer, second tenor
Ed. Weidinger, baritone
John Dodd, bass
Howard Evans, accompanist

11:15 P. M.—Popular Dance Music from Castle Farm.

11:30 P. M.—Popular Pianist, Clarence Berger.

12:15 A. M.—Night Howls by the Crosley Sky Torriers. (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)

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

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

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

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

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

12:05 P. M.—Organ Concert.

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

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

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

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

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

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

7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady. (Continued on Page 4.)

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

EVERYONE IS PLEASED

Recent announcement by The Crosley Radio Corporation of the new four and five tube receiving sets has brought forth from distributors and dealers in all sections of the country an avalanche of congratulatory letters and telegrams. Writers of these messages become more enthusiastic in their praise of the new sets as they have an opportunity of testing them and comparing them with other far more expensive receivers in which the same number of tubes is used. An example of the welcome accorded these four and five tube radios is found in the following letter received from the Oklahoma Standard Radio Company, Crosley distributors in Oklahoma City:

"The new sets are a decided success. We received the shipments, for which we are very thankful, and we proceeded to distribute them as successfully as possible. They were not in our house over thirty minutes until they were on their way. From the reports we received everyone is delighted and a few remark phenomenal reception. Some are so unreasonable, nevertheless truthful, that we do not like to repeat them. It was a Crosley that received the daylight reception all day long the date of your twenty-three hour period of broadcasting. So far no other in this vicinity was able to receive the program."

Hundreds of other enthusiastic dealers and jobbers could be similarly quoted, and will be from time to time in the Radio Weekly. These messages come from merchants who have studied carefully the radio market and who are able to recognize immediately merchandise that will be welcomed by consumers. They know there will be a ready market for the new Crosley radios and realize that these sets will result in a prolongation of the radio-buying season.

Player-Roll Artist

Irene Downing, player-roll artist, has been a regular attraction of the Wednesday noon concerts broadcast through the Crosley WLW station for many months. She plays many request selections for listeners who write to her.

Dealer's Competitor Is Forced To Admit 4-29 Is "Real Radio"

Music From Crosley Radio Heard Across Street While That From Other Set Could Not be Heard Across Room.

How a Crosley dealer convinced a competitor that the new four tube set he was selling is described in the following letter:

Kimmunity, Ill., Jan. 30, 1926.
"The Crosley Radio Corporation, Cincinnati, Ohio.
"Dear Sirs:
"Just a line to let you know that I just received one of the new Crosley models, A 4-29, tonight. I was going down the street with this set under my arm, when another party, who is selling radios here, called me in and wanted to know what that little radio was. I told him it was one of the new Crosley models. He looked it over and then said: 'That is too small a radio to be any good.' He had a five tube set hooked up and working (I will give you the name if you want it). He was getting WBBM, Chicago, but you could not hear them across the room. He looked the Crosley all over and then said: 'Hook it up on my aerial and see how it works.' I told him I would and the first station I got was the same station he had—WBBM. It was so loud you could hear out on the street. He looked at me and then at the radio, and another party who was in there said to him: 'That is a real radio,' and he said: 'I guess you are right.' Then I moved the right hand dial one point and got WOK, Chicago, as clear as a bell. I sure think this is one of the best sets for the money on the market.
"I am not selling anything but Crosley radios and Musicones—they cannot be beat. I expect to do a good business on these models here.
"Yours very truly,
"Crosley Radio Shop,
"Ora L. Schwabe, Mgr."

Serenades

William Kopp, director of the Times-Star Concert Orchestra, heard every Monday evening through the Crosley WLW station, has prepared a two-hour program of famous serenades. Of particular interest to fans throughout the world is the Suite of Serenades by Victor Herbert, which include, Spanish, Chinese, Cuban and Oriental.

By adding a few turns and increasing the distance between them, the efficiency of a loop will be increased.

WANTED—PROOF PRESS

Has any newspaper publisher a small proofpress suitable for use in the advertising department of a large manufacturing concern? If so, please send description and price immediately to Box 3—The Crosley Radio Corporation, Cincinnati, Ohio.

Radio Broadcasting Aids Newspapers When Wires are Down in Storm

Cincinnati, O., Feb. 8.—Radio broadcasting came to the rescue of local newspapers when telephone and telegraph wires were temporarily out of service during a severe storm. It was during an early morning test by Captain W. H. Murphy, in a Martin Bomber, flying over McCook Field, Dayton, Ohio. He was informing the operators of the Crosley WLW broadcasting station of the altitude flight of his buddy, Captain Macready, who was out of sight when Murphy was 5,000 feet high. He reported Macready was climbing to break the 40,000 foot altitude record held in France.

A broadcasting outfit was in the ship used by Murphy and by means of it, he sent his report through the WLW broadcasting station and then it was telephoned to the newspapers on a local wire.

Captain Murphy broadcast a special message to aviators in Europe upon the occasion of International Radio Week, from ten-fifteen to ten-thirty in the evening. This was the first time broadcasting from an airplane had been attempted at night.

An aerial may go bad through a broken wire, broken insulator, sooty insulator, wet insulator (temporarily) or through touching objects.

Physicians Will Make New Heart-Beats Test Through Crosley WLW

The radio audience will have an opportunity to listen to an unusual experiment to be conducted by physicians in the Crosley WLW broadcasting studio, when normal and abnormal heart-sounds will be broadcast. An electrical stethoscope will be used in connection with the studio microphone.

This test will demonstrate the method of teaching students analysis of heart beats.

The apparatus has filters which will enable the physicians to tune in or out the high or low sounds or murmurs of the heart.

This unique test will be one of the features of the exhibition of methods of teaching medical students and will be under the auspices of the Public Health Federation

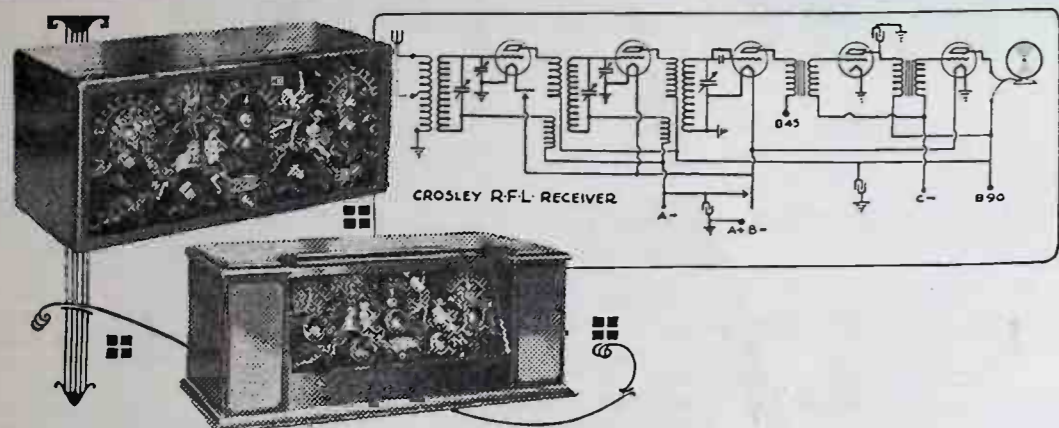
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Financial News
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THE
FIFTH-THIRD
NATIONAL BANK
of Cincinnati.

SQUEALS ELIMINATED IN THESE NEW RECEIVERS



Several unique features have been introduced in the two new receivers pictured above. These new five-tube receivers are known as Crosley R. F. L.-60 and R. F. L.-75, according to the style of cabinet used, the latter being large enough to contain the dry-cell type of battery equipment. The initials have been taken from Radio Frequency Laboratories, in which Stuart Ballantine and Dr. L. M. Hull designed and perfected this circuit.

Elimination of the annoying squeals found in some types of radio receivers, is accomplished in this new balanced circuit, over the entire band of wave-lengths. The new method of balancing permits of maximum amplification at long

wave-lengths as well as at short wave-lengths. This has not heretofore been accomplished in balanced-type receivers.

Balancing is accomplished in these sets through the use of a true Wheatstone bridge in each stage of radio-frequency amplification. The Wheatstone bridge has been used for many years as a laboratory device for balancing currents. The manner in which it has been incorporated in these sets for preventing squeals is entirely new and novel.

The circuit consists of two stages of radio-frequency amplification balanced by the new method, a detector, and two stages of audio-frequency amplification. A high degree of selectivity results from the use of three tuning circuits. Two specially

designed audio-frequency transformers give unusual volume, combined with faithful reproduction of voice and music.

Figures of Pan and Terpsichore have been woven into an artistic design in gold for the panels, which are colored Adam brown, so as to harmonize with the beautiful two-tone mahogany cabinets. Numerals have been incorporated in the panel design, with pointers of rose gold. Vacuum tubes with the new type base may be used, and the storage type is recommended. These receivers are made by The Crosley Radio Corporation, Cincinnati, and the R. F. L.-60 sells for sixty dollars and the R. F. L.-75 for seventy-five dollars.



The problem of broadcasting over an area where the same language is spoken, such as in the United States, for example, is comparatively simple.

On the European continent, however, the programs of any one country can easily be heard in six other nations. In India, where broadcasting is getting a start, there are 19 different languages.

These latter facts give food for serious thought. Will radio be the means of bringing about a universal language, which would undoubtedly lead to a brotherhood of mankind and possibly lasting world peace? If not this, at least it seems that one or two of the present spoken languages will dominate in international radio programs, and through this domination one or more of these languages will become universal.

If either of these two suppositions occur, the result would seem to make for better relations between nations. People who understand each other thoroughly seldom war upon each other.

Prejudices are broken down and national points of view are appreciated. The radio is just another step which is making for better world understanding.

This movement was launched with the steam locomotive, and has gained impetus through the steamboat, the motion picture, the motor car and the airplane.

Two recent events indicate this world neighborliness will be extended. One is the arrangement for international broadcasting between this country and England in 1926, and the other is the request of the Soviet in Moscow for the introduction of American radio apparatus.

In the light of the marvelous mechanical development in the last quarter of a century, it is not presumptuous to picture world-wide broadcasting, with the necessary adoption of one universal or three or four dominant languages as the mediums for these programs.

RADIO PROGRAMS

- (Continued from Page 2)
- 7:30 P. M.—Safety Talk for Children.
- 7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Julius Zebelean, violinist.
- 8:15 P. M.—Uncle Jake Rutz and his Pumpkin Vine Orchestra.
- 8:30 P. M.—Katarlo presented by Schuster-Martin School.
- 9:00 P. M.—Popular Dance Music from Castle Farm. (The Baldwin Piano)

CROSLY RADIOS

Distributed by
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

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

OHIO RUBBER
228 W. 7th St. Cincinnati

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

Radio and Electrical Supplies of Quality
Write Us for Dealer Proposition

ILLINOIS

National Supply Co.

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

PEORIA, ILLINOIS.

THE CROSLY PUP

Genuine Armstrong Regenerative One Tube Radio



ONLY \$9.75
Without Accessories

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

The **CROSLY RADIO CORPORATION**
CINCINNATI, OHIO

P-R-O-L-O-N-G

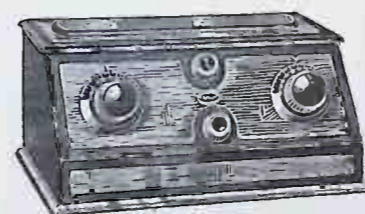
YOUR RADIO SEASON
BY FEATURING THESE ENTIRELY NEW

CROSLY RADIOS

BETTER—COST LESS

Four and Five Tube Radios
Featuring The CRESCENDON
An Exclusive Crosley Device

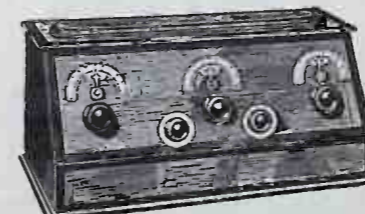
Crosley 4 Tube 4-29



\$29.00

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

Crosley 5 Tube 5-38



\$38.00

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

Five Tube Radios With
R. F. L. CIRCUIT and Incorporating
True Cascade Amplification

Crosley 5 Tube R. F. L.-60



\$60.00

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

Crosley 5 Tube R. F. L.-75



\$75.00

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

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

THE CROSLY RADIO CORPORATION
CINCINNATI

ADVERTISEMENTS

FOR CROSLEY 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-634. If you desire an electrotype, ask for E-634. 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.



CROSLEY

4-29

This set will create as much enthusiastic demand as the famous Crosley 2-tube set brought out two years ago. It is a wonder in the scope and character of its performance.

It delivers volume. It has great distance getting ability. Its amplification is true. Its tone is sweet.

What more can you ask?

\$29.

with the **CRESCENDON**

An exclusive Crosley device of reserve volume obtainable only in Crosley radio. Nothing like it ever before offered in popular priced radio.

Dealer's Name

M-634
E-634



CROSLEY



5-38

Tuned radio frequency ideas without their limitations are offered the public in this new set. Such an announcement is possible because of the

CRESCENDON

an exclusive Crosley feature offered solely by him.

\$38.

Dealer's Name

M-637
E-637

Never before under \$100
5 TUBE
Super-Radio Performance



CROSLEY
RFL-60

Powel Crosley, Jr., has been told he could never make this type of radio to sell at such a popular price. So he put the problem up to America's foremost radio experts.

It took time, but it has been done—five tubes, great range, tremendous volume, perfect balance, beautiful and clear amplification.

Crosley mass production method of building makes the low price possible.

\$60.

Dealer's Name

M-642
E-642

ASK Any Radio Engineer

What the Wheatstone bridge introduced into each stage of radio frequency means in the way of perfect tone and clear, undistorted sound?

And ask him, too, about the greater volume and higher degree of selectivity such a device creates in a set.

These desired radio ideas are incorporated in the

CROSLEY



RFL-75
5 TUBES
\$75.

This remarkable set is the direct result of eminent research at Powel Crosley's demand for the BEST tuned radio-frequency set possible. Keen engineering and mass production make it possible at this low price.

Compact Model \$60

Dealer's Name

M-645
E-645

Crosley Sales and Service Manual

SERVICE HINTS

TROUBLES THAT MAY BE CAUSED BY AERIALS

Erecting the lead-in for an outdoor aerial. In the first place, the lead-in wire should, if possible, be a continuation of the aerial wire. This is far preferable to soldering it to the aerial. If it is impossible to use a continuation of the aerial wire as a lead-in, scrape both wires clean where the connection is made, and solder them tightly together. In any case, the lead-in wire should preferably be No. 14 or larger, in order to comply with the requirements of underwriters in certain localities. Perhaps the most common method of bringing the lead-in wire into the house is to drill a hole in a window sash and to run it through a porcelain tube placed in the hole. Persons who wish to take the utmost precautions have a hole drilled in the window pane and bring in the antenna lead-wire through a special lead-in bushing placed in this hole. It is hardly necessary to go to this extreme in insulating the lead-wire, though it is a fact that the general tendency is to take the utmost care in insulating the aerial and then to lose the value of these precautions through improper insulation of the aerial lead-wire. The question arises as to whether it is good policy to pass the ground wire through the same window as the aerial lead-wire. Cases have been reported where the lead-in and ground wires were actually placed in the same bushing without apparently impairing the efficiency of the installation. Of course, both were insulated wires. This practice is, however, to be avoided wherever possible. It would be advisable to separate the ground wire and aerial lead-in wire as far as possible.

Lack of volume often indicates that the aerial installation is poor. The aerial insulation should be examined, and all joints inspected to see whether or not they are tightly soldered. In examining insulation, attention should especially be paid to the lead-in insulator. Unsoldered joints should be soldered, after first scraping clean and bright the surfaces that come into contact. If the aerial is too short, or not high enough, volume will be sacrificed. Small wires may give the aerial a sufficiently high resistance to cut down signal volume considerably. Wire as large as No. 14 should preferably be used.

Inability to receive distant stations would indicate the same defects in the aerial system as lack of volume, of course. There is another factor often of importance in this connection, and that is the

directional effect of the aerial. The ordinary antenna consists of a horizontal wire, from one end of which is brought a lead wire to the set. With such an aerial, reception will be best in direct line with the horizontal portion of the aerial, and especially in the direction along the flat top toward the end where the lead wire is fastened to the aerial. That is, signals coming toward the lead-wire end of the aerial will be received best. This often accounts for the better reception of stations located in one part of the country than of those located in other parts. Of course, the shielding effect of steel buildings, etc., often compensates for the directional effect of the aerial to a certain extent and makes it less noticeable.

Lack of selectivity may often be improved by shortening the aerial, or, if trouble is experienced from certain local stations toward which the lead-in end is pointing, by changing the direction of the aerial. The use of small indoor aerials considerably increases selectivity, but at the expense of volume.

Continual squealing of regenerative sets is sometimes caused by too short an aerial, or by a broken lead or broken connection somewhere in the aerial system. Sets often tend to regenerate so strongly that unless loaded by the proper kind of an aerial they will oscillate continuously.

Local interference in the form of continuous humming picked up from power lines may often be overcome by erecting the aerial perpendicular to the power lines. It should be placed as far away from them as practical. The shorter the aerial the less the pick-up will be, in general, but of course shortening the aerial necessitates sacrificing volume.

Aerials have been much maligned as causes of fading, when as a matter-of-fact they are seldom responsible. Aerials so erected that they could swing readily in the wind, and placed close to steel buildings so that the swaying of the aerials changed the constants of the circuits considerably, have been known to "detune" sets and cause the signal to fade. With the average aerial, built at a considerable distance from all metal objects, the detuning effect due to swaying is hardly noticeable, however. Never-the-less it is good practice to so build aerials that they cannot swing any considerable amount.

SALES HINTS

THE CROSLEY FINANCE PLAN

In co-operation with the Household Utilities Finance Corporation, 30 South LaSalle Street, Chicago, Ill., The Crosley Radio Corporation has arranged for the financing of installment accounts of authorized Crosley dealers. Any authorized Crosley dealer who wishes to take advantage of this plan may do so. Under this plan, when the dealer sells a set on time-payments, he must secure from the customer a down payment of 25% of the amount of the sale, and must arrange for payment of the balance in not more than ten equal monthly installments. The dealer may use his own form of chattel mortgage or time-payment contract. It is recommended, but not required, that he have it filed.

After the down payment has been secured and the set delivered, the chattel mortgage is sent to the Finance Company for purchase. The Finance Company will remit to the dealer the balance due on the contract, less the finance charge and a 25% reserve. The finance charge is applied only to the unpaid portion of the contract, and varies in accordance with the time allowed for completing payments, as follows:

whereas under this plan he has to pay but \$7.50 each month, placing him under considerably less of a burden.

The dealer collects the installments due at the end of each month and forwards the amount collected, less the reserve fund deduction, to the Finance Company. The reserve fund deduction cannot be made, of course, if the payments become delinquent.

The finance charge, cost of collections, bookkeeping, etc., should be charged to the consumer, of course, in the total price he pays for the equipment. It is generally considered to be good policy to add 10% to the cash selling price to cover these items. Thus a set selling for \$75 cash would be sold for \$82.50 on time-payments.

An example of a typical transaction follows:

Cash price of Crosley	
R. F. L-60	\$ 60.00
Musiconic	13.75
Tubes, batteries, aerial, etc.	10.25
Total Cash Price	\$115.00
Add 10% for time-payment financing	11.50
Time-Payment Price	\$126.50
5% down payment required	31.63
Balance of contract, sold to Finance Co.	\$ 94.87
25% reserve held by Finance Company	23.72
Financing charge, 10 monthly installments, 6%	5.69
Total retained by Finance Company	29.40
Cash paid to Dealer by Finance Company	\$65.46
Dealer collects each month	\$9.49
Less 1-10 of Reserve Fund	2.37
Amount dealer must pay Finance Company each month	\$7.12

Thus in the above example the dealer receives immediately in cash \$97.09 (\$65.46 as down payment and \$65.46 from the Finance Company) or but \$17.91, less than the cash price of the equipment. In addition, he retains from the monthly collections a total of \$23.72, making a grand total of \$120.81 paid to him for the set. This is \$5.15 more than the cash price of the set. Thus, even though the Finance Company charges \$5.69 for handling the contract, the \$11.50 added to the cash price in determining the time-payment price more than covers this, and the dealer receives practically the full cash price immediately for the set without being inconvenienced or put to any appreciable risk.

THE LANGUAGE OF MUSIC

Radio has opened up two new languages to many people, that of electricity and that of music. Electrical terms, as applied specifically to the technical art of radio, have been explained so often in the radio magazines that any reader can readily inform himself as to their meaning. But to those who have not had a musical education many musical words are confusing. This is especially so as most of the technical terms employed in music are of an Italian origin because much of the early development of music was accomplished in Italy.

A knowledge of these terms adds to an appreciation and understanding of the music to which they refer. To know that a *barcarole* is a boat song whose rhythm pictures the water lapping against the sides of a Venetian gondola or that a *berceuse* is a cradle song or lullaby, gives a clue to the meaning of the music itself.

Many of the commoner terms indicate the manner in which the composition should be performed so as to bring out the composer's thought. Thus *allegro* represents a rapid rhythm, *adagio* slowness, and *andante* a medium pace. *Forté* means loud, *piano* soft, *crescendo* a steady increase in loudness, and *diminuendo* a steady decrease.

The *interlude* or *Internezzo* so frequently played by the better orchestras is literally the instrumental passage between the verses of a song, just as an overture forms the introduction to an opera. An *etude* is an instrumental piece designed to illustrate a problem or difficulty in the technique of any instrument.

All of these terms, and many more whose pronunciation is as unfamiliar to the average announcer as is their meaning, are defined in any dictionary. Consequently there is no excuse for ignorance of them. In fact, radio is so popularizing music that no person desiring to be considered as well-informed can afford to overlook this knowledge.

As you read through the programs for the week make a list of the words whose meaning you do not understand. Look them up in the dictionary and think of the definition as the piece is played or sung. You will be surprised at how

much more the music means to you. By a little application in this direction a person having no ability to sing or play can learn to feel much of the real meaning that is involved in the finer compositions.

Machine-Wound Coils More Accurate Than Those Made by Hand

Modern methods of manufacturing radio apparatus, as well as other products where mass production and speed are essential, utilize automatic machinery for the work. When Lewis M. Crosley, Vice President of The Crosley Radio Corporation, was made supervisor of production, he had automatic machinery installed in all of the plants as a means of speeding up the output to meet the demands for radio receivers.

Before automatic machinery completely replaced the hand method of winding inductance coils, it was not always possible to be assured of accuracy, due to the opportunity for error when the human factor entered the work. But with the present system of automatic machine coil winding, there is no chance for mistakes being made, each inductance coil is wound accurately and perfectly spaced, important factors assuring uniformity of low-loss construction. Scraping defective coils is now unnecessary.

Every Crosley receiver uses inductance coils, from the small one-tube "pup" to the new five-tube R. F. L. 60 and 5-38 models. These coils are wound with different sizes and coverings of wire, according to their use in the various circuits.

When the first great wave of enthusiasm swept the country a few years ago, the average person knew very little about the apparatus they bought. Today, thanks to newspapers and magazines with radio departments, the public has become better informed of technical terms and engineering specifications.

A Good Customer

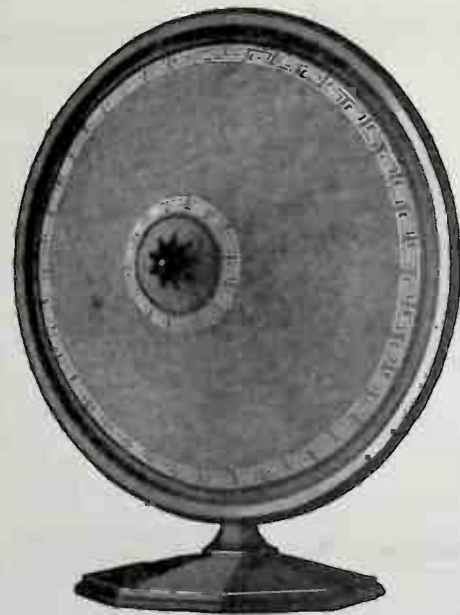
Finkelstein was a good customer of Abe and Mawruss, manufacturers of ladies' dresses. He was, however, getting lax about his payment of invoices, and Abe suggested that Mawruss write him a strong but diplomatic letter calling his attention to this laxity.

Mawruss worked for several hours over the letter, then showed it to Abe for his approval. After reading it over carefully, Abe said: "By golly, dot's a wonderful letter. Strong and to der point, aber not personal or insulting. But you got a couple mistakes in it, Mawruss. 'Dirty' you should spell mit only von 'r' and 'cockroach' begins mit a 'c.'"

RADIO MUSIC ALWAYS BETTER

WITH A

CROSLY MUSICONE



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

\$14.75

The Crosley Radio Corporation
CINCINNATI

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