

Atlantic City Fan Wins Irish Terrier In One Tube Contest

Philadelphian Wins Super-Trirdyn, and New York Girl, Crippled Eighteen Years, Wins Third Prize.

Announcement has just been made of the names of the November winners of the one tube radio contest being conducted by The Crosley Radio Corporation. First prize, an Oldtown Irish Terrier, was won by D. A. Dolan, Kenapac Court, Atlantic City, N. J., whose letters of verification proved he had tuned in 59 broadcasting stations, using a one tube Crosley Pup. In addition to the 59 stations, Mr. Dolan reported tuning in a large number of others and gave such an interesting account of his one tube reception that the judges decided he was entitled to first prize.

Second prize, a Crosley \$60.00 Super-Trirdyn radio receiver, was won by B. D. Kashi, 2852 Richmond street, Philadelphia, Pa., who had the second largest number of verified reports and who also sent in a very interesting account of the manner in which he tuned in an exceptionally large number of stations with his radio, which also was a one-tube Crosley PUP.

Third prize was awarded to Miss Jennie Miller, 139 West Seneca street, Oswego, New York. This is a three tube Crosley 52 Special De-Luxe, valued at \$32.50. Miss Miller, who has been a cripple for 18 years, won third prize on her report of the manner in which radio has brought happiness into the dark corner of the world in which she lives.

Similar prizes will be awarded to those who sent in the best reports on reception during December. These will be announced in the near future. The first prize for December will be of a lineage of which his owner will be proud. He will be Etzel Von Lautersee, brother of Strongheart, the famous movie dog, and will come from the Sunbeam Farm Strongheart Kennels, New Brunswick, N. J.

The Oldtown Irish Terrier, won by Dolan, is a pedigreed puppy from the kennels of Wilmot J. Evans, Jr., Boston, Mass.

Rubber for placing under storage batteries can be obtained from old automobile inner tubes, which will prove to be a good acid-proof shield.

City Manager Appoints Crosley WLW As Cincinnati's Official Radio Station; Police Information Being Broadcast

Col. C. O. Sherrill, City Manager, recently appointed the Crosley WLW broadcasting station the official mouthpiece of the city, following the offer of Powell Crosley, Jr., radio manufacturer and owner of the station, to give every possible assistance to the city officials in their work.

Frequent messages designed to further the work of the city officials are to be given through the station, not only by Colonel Sherrill, but by members of his official family. These messages will be broadcast at intervals to acquaint the citizens of the city and those interested in the new form of government now in use in the city with the progress of work that is being undertaken.

The police department will be instructed to use WLW's super-power

equipment in broadcasting information that will enable listeners to assist in the apprehension of criminals. All police information, except, of course, emergency news, will be broadcast shortly after ten-forty-five in the morning and about four-thirty in the afternoon.

New traffic rules will be broadcast for the out-of-town travelers who may come to the city.

Special attention will be given messages dealing with law enforcement, as Colonel Sherrill who is head of this work, is greatly interested in having the co-operation of all citizens.

Work of the charter form of government, now in operation, will be brought to the attention of citizens throughout the land.

Radio Is Changing Nation's Home Life; Benefits Are Cited

Home life in America is changing, due to the radio receiving set and the fascination it holds for every member of the family. There are programs which appeal to all classes, from the bed-time story for the kiddies, to the operas and sporting event results for the older ones. Radio is no respecter of persons and once the virus is in the blood, there is no anti-toxin.

Radio is bringing happiness to the home. Invalids are made happier by means of the radio receiver. Music and inspirational talks are broadcast from stations throughout the country. Religion is entering homes which never before knew the consoling effect of the music of the choir or the uplifting remarks of the ministers. Joy and laughter is to be had for the turning of the dial, while the sharing of sorrow is there when the events of the day's news brings such messages as the death of Cardinal Mercier or entombed miners.

Nearly every home will have its radio receiver in the future. It will be just as important a part of home equipment as is the

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Cleaning Time For Radio Is At Hand; Suggestions Made

With the advent of spring days and greater daylight, there comes the opportunity to do some "cleaning-up" on radio aeriels and apparatus. Wire which is exposed to the elements for any length of time is apt to sag and unless the connections have been carefully made and soldered, there is also a chance of corrosion. All parts of the aerial should be examined, broken insulators replaced, and dirty ones cleaned. Especially examine the joint between the lead-in wire and the aerial (unless the lead-in is continuous with the aerial, and no joint is used), making sure that the two wires are tightly soldered together. See that there are no breaks in the lead-in or aerial wires, and that the lead-in insulator is in good condition.

Then the set should be subjected to a thorough inspection. Dust in the set, especially between the plates of tuning condensers and about lugs, considerably lowers the set's efficiency. In damp weather this effect is especially noticeable, for then the moist dust acts as a conductor, dissipating the weak radio currents. All dust that has col-

(Continued on Page 4.)

"Activity In Crosley Factories Is Greater Than In All Others"

More Work Being Done in "Better—Cost Less" Plants Than in All Others Combined, Traveling Man Says.

Recently a traveling man, who is in very close contact with every large radio manufacturing concern in the United States, stated there was more activity in the Crosley factories than in all the other radio plants combined. Perhaps this was somewhat of an exaggeration; possibly not. But he was amazed to see more than 1,000 men and women busily engaged in the making of receiving sets at this time of the year. And he had time to visit but one of the several Crosley factories, all of which are running full blast.

Crosley radios are being turned out today in numbers almost equal to those produced in November. Orders are piling in from all sections of the country, even dealer begging us to supply certain distributors in order that they might obtain the merchandise they need so badly. Production is being increased rapidly and raw materials is being ordered in such tremendous quantities as to permit volume production for several months to come.

Indications now are that there will be no off-season for Crosley authorized dealers. There appears to be no let-up in sight. Jobs, always wisely cautious at this time of the year, are placing big orders for deliveries at intervals over the next three months. The public buying as never before at this season, and on a scale almost equal to that of the early winter period.

Radio reception is better now than it has been during the past winter. A sort of an atmospheric curtain that has hindered radio reception to a certain extent this winter has lifted and distant stations are booming in with greater volume than ever before. Radio buyers are hearing about this improved reception and are buying receiving sets. They know there is obtainable now the very type of merchandise they have been awaiting—and can afford to pay. The new Crosley line is being welcomed everywhere. Never before has such enthusiasm

(Continued on Page 4.)

Crosley WLW Programs For Week of March 28

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, March 28th, 1926 Central Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Singers—Children's Chorus from the Westwood Methodist Episcopal Church, under direction of Mrs. Edwin Weber. Soloist—Mrs. Edwin Weber. Accompanist—Miss Ruth Weber. Superintendent—The Rev. Lyndon B. Pfifer, Assistant Editor Adult and Home Publications, Methodist Book Concern. Teacher—Dr. Henry H. Meyer, Editor-in-Chief Sunday School Publications, Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Clevview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, organist. Prelude—"Calvary's Mourning Mountain Climb" ... McFarlane Salutation The Lord's Prayer Gloria Organ Interlude Trio—"O Thou, in All Thy Might" ... Rubenstein Miss Clark, Miss Nobles, Mr. Beddoe Children's Sermon Hymn Scripture Lesson Pastoral Prayer Chimes Announcements Offertory—"Adagio in A minor" Solo—"The Palms" ... Baue Mr. Beddoe Prayer Hymn Sermon—"Tears and Triumphs" Hymn Benediction Gloria Postlude
- 4:00 P. M.—Organ Recital by Johanna Grosse.
- 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 the well-known bandmaster, Walter Esberger. Soloist: Ralph Thomas, tenor Charles Ridgeway, accompanist

- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Popular piano selections by Jimmy Kelly.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 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.
- 8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra. William J. Kopp, director Soloist: Howard Hafford, tenor Compositions by Italian Composers.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, March 30th, 1926 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 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.—Correct Time and Weather Forecast.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Madame Ida Teimplidis.
- 4:30 P. M.—Official Police Bulletin.
- 6:00 P. M.—Norrine Gibbons and her girl friend.
- 6:20 P. M.—Talk on Dogs by R. L. Davis, well known dog authority.
- 6:30 P. M.—Mary Barbara, the Sweetheart of Radio. "The Marvelous Voice of Mysterious Age."
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Historical Appreciation of music by Etelka Evans, Cincinnati Conservatory of Music.
- 7:30 P. M.—Crosley Popular Science Lecture, "The Big Trees of California," by Willis T. Sparhawk.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Wosieczek. Nocturne, Op. 9, No. 2... Chopin The Squirls' Song, Op. 13... Koeppke Petite Valse, Op. 10, No. 2 Karganoff Paphion... Grieg Angelus... Massenet
- 7:50 P. M.—Third in a series of talks on "Why Go To College." Topic: "Fraternalities and Clubs," by Richard Brown, Vice President

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, March 29th, 1926 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.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

- 8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Crosley Jobbers in the State of Kansas featuring: The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen; Interlocutor.
- 9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company. Formica Symphony Orchestra, in a program of Rudolph Friml. (1) Selections from "You're in Love." (2) a Romance (3) Excerpts from "Katinka." (4) a Berceuse (5) Melodie (6) Finale: Music from the comedy-opera "The Firefly."
- 10:00 P. M.—Dance Selections from Castle Farm. (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, March 31st, 1926 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.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Selections by Petronella Trimbauer.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—Kroger cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co.
- 4:00 P. M.—Shut-in Program, directed by William Duning, co-operating with the Settlement Schools and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:45 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson, Robert Visconti, director.
- 7:30 P. M.—Farn Bureau Talk: "Direct To Packer Shipments of Livestock," by H. L. Evans.
- 7:40 P. M.—Continuation of Hotel Gibson Concert. Special Holy Week Feature.
- 8:00 P. M.—"Music and the Church" a paper by Mrs. John A. Hoffmann, President of Clifton Musical Club. Musical illustrations by members of the Club.
- 9:00 P. M.—The Crescendon String Quartet: W. C. Stoess, 1st violin Karl A. Payne, 2nd violin Ubert Neely, viola Arthur L. Knecht, cello
- 9:30 P. M.—Bern Schubert in humorous readings.
- 9:45 P. M.—Crosley Male Quartet. Fenton Pugh, first tenor Russell Dunham, second tenor Richard Fluke, baritone Leland Sheehy, bass Walter De Vaux, accompanist
- 10:00 P. M.—University of Cincinnati Men's Glee Club, Richard A. Fluke, director.
- 10:30 P. M.—Song recital by Ralph Thomas, lyric tenor, accompanied by Charles Ridgeway.
- 11:00 P. M.—The Crosley Male Quartet.
- 11:15 P. M.—"The Maids of Melody," Hortense Rhodes and Grace Donaldson.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Friday, April 2nd, 1926 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.
- 10:00 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.
- 12:30 P. M.—Noonday Concert from

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

RADIO AND WOMEN

Ever since Eve started decorating herself in the Garden of Eden, which has since proven a real expense to husbands throughout the world, women have played the leading role in dressing up everything that has come in their province. While women have not always given us the beauties that make civilization outstanding, practically all of the arts and decorations have been due to women's unending desire for the beautiful.

The development of radio receiving sets within only a few years from a mass of coils, wires, switches and knobs to the beautiful cabinets containing the 1926 sets, is due wholly to this woman influence. And this development of attractive exterior has done nearly as much to popularize radios in the home as has the mechanical advancements.

Only five years ago Friend Husband was permitted to tinker with his set in the kitchen. When he succeeded in getting good reception Wife was pleased, but still held that, regardless of how good the music was, he could not bring "that thing" into the living room. Then nicely finished boxes enclosed the radio's "innerds," and radio made its debut in the front of the house.

Since then women have become keen radio fans. Today they form a large portion of the radio and buying public. They still demand an attractive looking set, but also want one that will give them distance, good reception and selectivity.

If anything were needed to assure the permanency of radio, the entrance of women as a potential force was the clinching argument. When any device is once admitted into the home its success is assured, and the radio sets of today are so artistic that they have come to be regarded as a piece of furniture that adds to the appearance of the home.

Friml Program

The Formica concert orchestra, under the direction of William G. Stoess, will give an hour of music by Rudolph Friml, through the Crosley WLW broadcasting station, Cincinnati, Tuesday evening, March 30th, at nine o'clock.

WOMEN'S WORK



Testing condensers used in the new Crosley receivers is done by women. Two contacts, attached to an electric lamp are used to inspect the condensers for short-circuits. The lamp lights if there is a "short."

Tune-In On The Opening Reds Vs. Chicago Base-Ball Game

"Garry" Herrmann, President of the Cincinnati Base Ball Club, has again granted the Crosley WLW broadcasting station the privilege of broadcasting the play-by-play description of the opening base ball game between the Reds and Chicago Cubs, Tuesday afternoon, April 13th, from Redland Field, Cincinnati. This will be the third of the Red's opening games to be broadcast direct from the field by the WLW radio station. Powel

Rapid Advances In Radio are Forecast; Transmission of Heat and Pictures Seen; Great Developments Predicted by Crosley

Who can foretell what radio reception and broadcasting will be fifty years from now? The telephone is 50 years old, having been first used successfully by Alexander Graham Bell and his laboratory assistant on March 10, 1876. Great advances have been made in communication since that eventful day.

Radio is rapidly becoming an integral part of the daily life of this age. It is used in homes, offices, boats, factories and many places where telephones are found as well as thousands of places where there would be no contact with the world except for the receiving set. The development of the receiving set and the broadcasting station as it is now used, has been made within the last eleven years.

What will be the type of radio equipment fifty years hence? Powel Crosley, Jr., one of the pioneers

Radio Is Changing Nation's Home Life; Benefits Are Cited

(Continued from Page 1.) furnace, living room or bath. Radio will be found wherever people live and even now, in its infancy, it is to be seen in the igloo of the Esquimo and the tree-huts of the South Sea Islanders.

High power stations have been installed throughout the country, making it possible for the owner of a receiver in a home in almost any part of the country to enjoy the broadcast concerts. With the advent of international language, in addition to music, everyone may enjoy the programs of the world while comfortably seated in their homes.

Crosley, Jr., who is an ardent roofer for the Reds, will again handle the microphone from the roof of the grand-stand.

Daily bulletins of the activities of the Reds will be broadcast by the Crosley station. These "hot" news bulletins will be sent by Tom Swope, from the training quarters in Florida. He is editor of the Sports department of the Cincinnati Post. The bulletins will be broadcast during the dinner-hour program.

Be sure to have your batteries charged up for the event and tune-in for the Umpire's "Play ball!"

If there is a steady sound like a motor running, look around for a loose or broken connection.

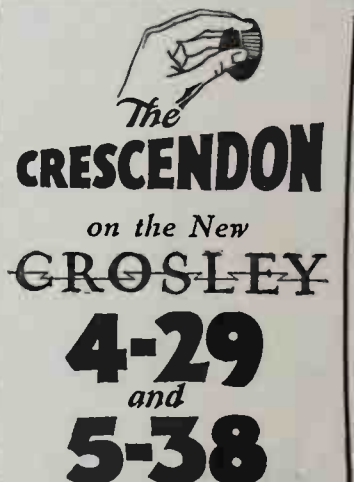
DEALERS!

Use This "ADV"

IN YOUR LOCAL NEWSPAPERS

For Electrotpe, Order E-646

For Mat, Order M-646



Is an Exclusive Crosley Feature

that increases the power of these already efficient sets far beyond the normal amplification four and five-tube sets deliver. It adds that missing element so often exasperating in tuned radio-frequency sets—additional volume in reserve.

4 TUBES— Tests prove this little marvel better than any set on the market under \$50. \$29.

5 TUBES— Results expected at \$100 and up delivered even better in this set by actual tests. \$38.

Dealer's Name

M-646 E-646

CROSLY RADIO

FOUR ENTIRELY NEW SETS

Definite Improvements On Ideas Heretofore Found Only In the Higher Priced Field



**THE CROSLY 4-29 and 5-38
NEW 4 and 5 TUBE RADIOS**

With A New Amplifying Device Improving Volume and Selectivity



The Exclusive Reserve Volume Feature

Crosley 4-Tube 4-20

Using only four tubes, this attractive set delivers an extraordinary performance because the Crescendone control is equivalent to one or more additional tubes of tuned radio frequency amplification. Scarcely audible signals from distant low-powered stations can be built up to dancing volume, and local high-powered stations cut down to a whisper without impairing the tonal quality. Attractively cabined in hard-wood, finished in two-toned mahogany, the 4-20 is destined to win a popularity that will be sensational even according to Crosley standards. Without accessories. **\$29**

Crosley 5-Tube 5-38

On the basis of exhaustive laboratory tests during development, the 5-38 is offered as capable of exactly duplicating any standard 5-tube set in volume, selectivity, sensitivity, and tonal qualities. In addition it incorporates the Crescendone for extra volume on those distant stations which do not ordinarily operate a loud speaker to satisfaction. Imagine any good 5-tube set lifted into the realm of the extraordinary simply by the turn of a dial—and you have the new Crosley 5-38! Hardwood cabinet, mahogany finish. **\$38** Without accessories.

**RFL-60
Genuine RFL Circuit
Five Tube Sets
Incorporating True Cascade Amplification**

Crosley 5-Tube RFL-60
An entirely new and patented circuit that 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. A set so marvelous in its performance that its appearance on the market will automatically create a new standard of comparison. Solid mahogany cabinet. Without accessories. **\$60**

Crosley 5-Tube RFL-75
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 RFL 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 RFL-75 stands unchallenged. The solid mahogany duo-toned cabinet holds all batteries. Without accessories. **\$75**



The CRESCENDONE

How often have you been receiving some very attractive distant program in volume insufficient to operate the loud speaker satisfactorily—and wished that there was some knob or dial you could turn to build that volume up and flood the house with music? Heretofore, no set provided such a knob or dial which, almost by magic, would swell that signal into a full, impressive crescendo. Now it is offered as an exclusive Crosley feature—alone a sufficient reason for selecting a Crosley above all other sets. It is the Crescendone. Every radio owner and lover should not fail to have it demonstrated by the nearest Crosley dealer.

For Sale by

E-654

USE

THIS

“ADV”

IN YOUR LOCAL

NEWSPAPER



It will permit you to tie-up

in fine style with our

National Campaign



Furnished Either in Mat

Or Electrotpe Form



If you want an electro-

type, ask for E.654. If

you can use a mat, ask

for M-654.

Send Your Order To

THE CROSLY RADIO

CORPORATION

CINCINNATI

OHIO

Crosley Sales and Service Manual

SERVICE HINTS

TUBES

The UX base differs from the UV base in that it is supplied with longer prongs, designed to fit a special push socket. All UX tubes will fit this type of socket, including UX 199. The catch pin has been moved down in proportion to the lengthening of the prongs, and the diameter of the base (in all except the 199) remains the same, so that UX base tubes (except the 199) will fit UV sockets, as supplied in the older Crosley models. UV base will not fit UX sockets, however, and as the new Crosley sets (models 5-38, 4-20, and RFL) are supplied with UX sockets, UX base tubes, must be used in them. The base of UX 199 is spaller in diameter than that of the other tubes, and an adapter must therefore be used to fit it to UV sockets, though it will fit the standard UX socket without an adapter.

Danger from overloading. The 199 and 201-A type tubes use special filaments that require very little current. The filament consists of a fine thoriated tungsten wire. Thorium is the active element and is brought to the surface of the wire by heating. During the process of manufacture of these tubes, they are burned with no "B" battery connected for a sufficient length of time to create a highly active thorium layer in the outer surface of the filament. When they are put into service, this active layer emits electrons at a very low temperature, say cherry-red. The electrons are pulled away from the filament by the "B" battery and the active element gradually dissipated.

If while in use with "B" battery connected the filament is heated above the proper temperature, the active element is very rapidly forced out of the surface layer, and the filament ceases to function properly. The tube is then said to be "paralyzed." Failure of tubes of this type to operate is seldom due to the filament burning out—it is usually the result of the active substance having been forced out of the outer filament surface, or perhaps out of the entire filament. If burned at their normal filament temperature, the tubes do not become inactive until after many hours of service. However, if burned with slightly too much filament current, their life is materially reduced.

Inasmuch as the volume goes up when these tubes are overloaded, there is always the temptation for the operator to burn them with too high a filament current, thereby shortening their life. The 201-A type of tube is not so sensitive to

this overloading as the 199 type. When customers complain of 199 type tubes going bad within a few days, it is almost certain that they have been overloading them. The 11 and 12 type tubes use a filament the active element of which is a metallic oxide which has been mechanically coated on the filament wire. Elements have, however, been added to the oxide coating in order to make it less sensitive to filament overloading. The life of these tubes is not, therefore, so liable to be seriously reduced by their being overloaded in an attempt to get the maximum amount of volume from them. The dealer should caution purchasers not to burn his tubes with the rheostat turned on too far. Tubes of the 200 type have a plain metallic tungsten filament, and are designed to burn bright, like the ordinary incandescent lamp. There is very little danger of injuring them from overloading, as they work best at filament temperatures well within the safety range. Failure to operate after an extended period of service is, with this type of tube, generally due to the filament being burned out.

Rejuvenating tubes. When tubes with thoriated tungsten filaments fail to operate, it is generally due to the active element having been forced from the outer portion of the filament, either through continued use, or through overloading the filament. As some of the active element often remains in the innermost portions of the filament, it is sometimes possible to force this out into the surface layers, and thus add considerably to the active life of the tube. It is said that this can be done in approximately 30 per cent of the cases, by burning the tube for about 30 minutes with slightly more than the ordinary filament current, and with the "B" battery disconnected. Preferably use alternating current. This may be obtained from an ordinary toy transformer connected to 110 volt A. C. power supply. There is no surety that this method will rejuvenate the tube, though it is said often to be quite effective, especially with tubes of the 201-A type. The WD-11 and 12 tubes, with mechanically oxide coated filament, cannot be rejuvenated by this method.

Maids of Melody

Hortense Rhodes and Grace Donaldson are known as the Crosley "Maids of Melody." They broadcast through the WLW Station, Cincinnati, Wednesday evenings.

SALES HINTS

Building A Mailing List

One of the most effective ways of developing sales is through advertising by mail. The most important factor in the success of such a campaign is the mailing list. Even a poor letter, folder, or other matter may produce business if sent to a good list, but the best letter and the best appeal in the world has not a chance if the mailing list is poor.

Let your mailing list, therefore, be a live, up-to-date part of your business-getting organization—let it have the full amount of attention it deserves—over-estimate rather than subordinate its importance.

A mailing list should not be a mere collection of names. There are certain well-defined classes of

producing possibilities of direct by mail advertising.

The following sources may suggest some ways in which you can build an effective mailing list:

Names suggested by customers.

City directory (selected streets in the best residential districts).

Telephone directory (a telephone is an index of financial standing).

Telephone directory (classified advertising columns).

Voters' lists.

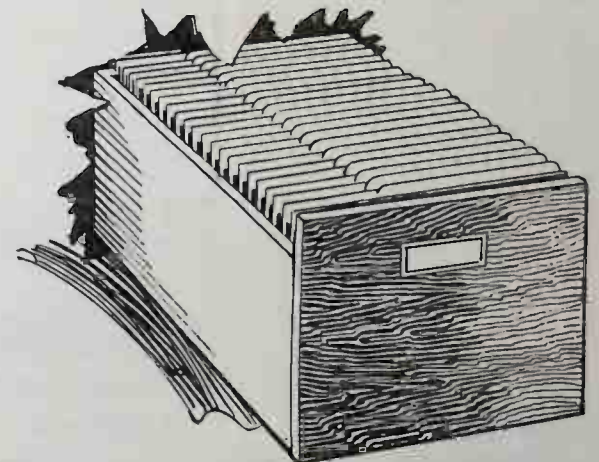
County clerk's records.

Membership lists of clubs and lodges.

Automobile license records.

Property owners' list.

Taxpayers' list (above minimum amount).



individuals most likely to buy radio equipment from you. Your mailing list should be a compact record of your prospective buyers—people who can unquestionably afford a radio set and who can be influenced by your business appeal. Apply the acid tests of financial standing, mentality, habits, ambitions and desires to people before putting their names on your list.

A radio dealer may have a mailing list of anywhere from 500 to 50,000 names, depending on the city in which he is located. The average radio dealer should have a list of 1,000 to 3,000 prospects—a list, which, if properly worked, should bring in real sales. Experience has shown that a hand-picked, carefully culled list of this character can be made to produce at least 10 per cent return in sales. In other words, a prospect list of 3,000 names should produce 300 sales by mail promotion; that is, apart from sowing seed from which salesmen-cannvassers should harvest. Even a 1 per cent return would be 30 sales—a fact which indicates the sales-

License records (many classes of stores have to obtain licenses).

Payrolls of factories and stores.

Business men's associations (Rotary, Kiwanis, etc.).

Postmaster (or Postman) for rural route lists.

Blue books, society registers, directory of directors (which are published in larger cities).

News items (on society page of local newspapers).

Other merchants (exchange of lists).

Membership lists of churches, church societies, etc.

County and city employees.

Prospects supplied from manufacturer's advertising.

We strongly urge every Crosley dealer to compile a good mailing list as early as possible—before the big 1926-27 selling season opens.

Our advertising plan includes the provision of expertly-planned literature and direct-mail material, and our advertising department is always glad to co-operate in preparing or checking over direct mailing plans for our dealers.

Boy In Switzerland Hears Cincinnati Radio Station

Those who participated in the International Radio Week tests in this country may not have been quite as fortunate in tuning-in distant broadcasting stations as their fellow listeners across the ocean. A letter has just been received by George J. Gruen, prominent Cincinnati manufacturer of watches, in which his son told of hearing the Crosley WLW station broadcasting. A portion of his letter is interesting because of its report of reception in Switzerland:

"We heard a few stations in Switzerland and from Paris and

London. In the evening I was invited to listen to radio concerts and did so until one-thirty in the morning. We heard Mexico City and some American station — we just heard the last part of the announcement, U. S. A., and then a jazz band started to play. Just as we were ready to learn what station it was, some station in France comes along and spoils the whole show. During the international tests last week, WLW Cincinnati, was heard in London, Paris, Vienna, Berlin, etc.—"

The rest of the letter was personal and only concerned young Gruen's father. This is only one of several verifications of the reception of American stations being heard abroad.

DAILY PROGRAMS

(Continued from Page 2)
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 3rd, 1926
Central Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ Request Lady.
- 7:30 P. M.—Meeting of the Seekatory Hawkins Radio Club.
- 8:00 P. M.—Preble County Fiddlers in old fashioned dance music.
- 8:30 P. M.—"A Step on the Stairs," sixth installment of the Radio Digest prize mystery play, produced in collaboration with the Schuster-Martin School of the Drama.
- 9:30 P. M.—Dance Music from Cas-the Farm.
(The Baldwin Piano)

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

**SELL YOUR CROP
OF**

TOBACCO

AT THE

**KENTON LOOSE LEAF
TOBACCO WAREHOUSE**

Covington, Ky.

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

- Financial News
- Market Reports.
- Government Bond
Quotations
- Call Money Rates
- Foreign Exchange, Grain
and Live Stock
Quotations.

Bond Department

**THE
FIFTH-THIRD
NATIONAL BANK**
of Cincinnati.

**CROSLY
RADIOS**

Distributed by
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

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

ILLINOIS

National E & A Supply Co.

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

**The Fastest Selling
Radio Reproducer
On the Market!**

IT'S A

CROSLY MUSICONE



Regular Model

\$14.75

DeLuxe Model

\$23.50

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