

## Crosley Sales And Service Plan Is Remarkable Success

**Very Few Changes Made in Awarding of Franchises, Even Though 15,000 Have Been Granted.**

Reports from dealers and distributors throughout the country indicate that the new Crosley Sales and Service plan is a notable success. Some 15,000 authorized dealers have been appointed up to this time. Of these appointments less than 300 have been changed. This number is surprisingly small when one considers that natural causes, such as proprietors of stores retiring or moving to other locations, deaths, etc., make occasional changes necessary.

Of course, mistakes are now and then made in the routine of appointing dealers. The Corporation always strives, however, to correct such mistakes in the minimum of time. Fortunately such mistakes are the exception, and do not cause much difficulty.

The small number of changes that have been made is evidence of two things: first, that Crosley distributors have used excellent judgment in recommending the dealers now acting as Authorized Crosley Sales and Service Stations; and second, that the Corporation itself stands squarely behind its dealers.

The Corporation wishes to avoid changes wherever possible. It feels a certain loyalty to its dealers, and believes in backing them to the fullest extent. Every dealer who is enthusiastically selling Crosley is regarded as one of the great Crosley family, and it is earnestly desired that he permanently continue his connection with the Corporation.

### Handle Phones Carefully

Headphones, when well made, are delicate instruments, and should be handled just as carefully as a fine watch. One should never let them drop, or handle them roughly, any more than one would willingly let a glass tumbler fall on the floor. Though headphones will often stand considerable rough treatment without serious damage, as witnessed by reports from owners of Crosley phones who have repeatedly dropped them without apparent injury, strict adherence to the rules of care outlined here is the best assurance of good reception.

## Crosley Directs Airplane By Radio During Series of Interesting Tests In New Method of Air Communication

Captain W. H. Murphy, United States Signal Corps, stationed at McCook Field, Dayton, Ohio, has been conducting a series of experiments with engineers in the broadcasting station of The Crosley Radio Corporation in an effort to prove whether or not two-way radio communication between an airplane, flying at an altitude of about 5,000 feet, and a ground station, is practical.

Three tests have been made, and others have been planned for the near future. The tests already made have proven to be exceptionally successful, Captain Murphy's conversation with the engineers at WLW having been heard, not only in the station but also by listeners within a radius of several hundred miles.

The plane piloted by Captain Murphy has been equipped with a 500 Watt transmitter of the most modern design, with power supplied by two small generators. Listeners reported the volume and modulation were excellent and they were ex-

ceedingly interested in listening to the officer broadcasting from such a great height.

During one of the tests, Powel Crosley, Jr., handled the transmitter and receiver in the WLW studio. He was conversing with Captain Murphy when the latter expressed a desire to land near the broadcasting station at Harrison, Ohio. Being without his map, the officer asked Mr. Crosley to direct him to Harrison. Mr. Crosley told him exactly how to get to the station, but it seemed that Captain Murphy could not locate the huge towers. Mr. Crosley then asked one of the operators at Harrison to try to locate the plane, using the powerful glasses in the station. This operator reported to Mr. Crosley that he could not see the plane but could hear it in the north-west. Mr. Crosley then told Captain Murphy to bear to the south-east. This was done and the officer flew directly over the station.

Army officers stated later that this  
(Continued on Page 3)

## California Listener Hears WLW On PUP; "Tis Young and Small But Some HE Dog," He Says, In Letter Praising One Tube Set

How a radio listener in California listened to a concert broadcast by Station WLW, owned by The Crosley Radio Corporation, in Cincinnati, is described in the following letter:

"The Crosley 'Pup' may be young and small but it is some he dog.

"Curiosity got the better of me yesterday and I bought a Crosley Pup—hooked it up with a dry cell and an old 'B' battery and received delightful music from local stations. During the 'silent' half hour, last evening, I swung the dial for distance. Got Los Angeles, Salt Lake and Denver, and at 7:45, Pacific Time, I picked up a tenor solo by one Howard Hafford and the announcement WLW. This was followed by a fine orchestra for fifteen minutes until KGO came on and put me out of commission.

"The 'Pup' now has a permanent position with my three other sets.

"Respectfully yours,

"F. B. Willard,

"Saratoga, California."

And here is one from E. L. Davezac, of 1414 Milwaukee St., Denver, Col.:

"About three weeks ago I purchased one of your Crosley Pup and since then it has been a constant pleasure. I find, to my surprise, that I am able to tune out local stations with wonderful ease and get distant stations.

"On November 14th, I picked up Station KFWO, Avalon, Calalina Island, California. It was about 7:50 Mountain Time. There was a woman announcer, but I failed to record the name of the piano solo that was being played.

"Chicago comes in easily. I have picked up at various times WBBM WOK, and WSBC.

"This is probably old stuff to you but I think it good distance for a one tube set. I should be very much pleased to hear if better records have been made with only a 22-1-2 volt 'B' Battery."

## Every New Circuit Is Tested Carefully In Crosley Laboratories

**Engineers Always on Lookout for Something Better to Offer to Radio Jobbers and Dealers.**

In order to retain a high position in the radio world, a manufacturer must be "on his toes" continually. That explains why Powel Crosley, Jr., never wears out the heels of his shoes. But, to be more serious, it is something for a radio manufacturer to keep experimenting with something new all the time. It is almost impossible to pick up a radio magazine without seeing some new circuit and every mail brings to us a number of hook-ups described by their originators as "something revolutionary." Not one of these is overlooked. Engineers in the Crosley laboratories give every circuit obtainable a thorough trial, sets using from one to twelve tubes being made and discarded just as rapidly as engineers report they are no better than the ones now being manufactured.

When better radios are made, they will be offered to Crosley customers at typical Crosley prices. About five years ago Mr. Crosley adopted the slogan "Better—Cost Less" and has used that as a foundation for the tremendous business in which he is now engaged. It has been in the past, and always will be, his desire to produce better radios that cost less. Systematized buying on extensive scales has permitted his selling receiving sets at ridiculously low prices. But in manufacturing these radios on a quantity production basis he has turned out merchandise that has more than satisfied his customers.

Every promise made by Mr. Crosley to the trade has been kept. There has been no so-called "dumping." Wherever the necessity has arisen both dealers and distributors have been protected. In many instances the stock of one distributor has been transferred to another instead of filling the second man's order from the factory. Fairness has been shown at every turn—and always will be.

Crosley dealers are on the alert continually. They know that when "something better" is available, it will be offered by Crosley. They have watched him in the past and are watching him now—watching for something better in radio.

# Crosley WLW Programs For Week of January 3rd

## SUNDAY RADIO PROGRAM W L W

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

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

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

11:00 A. M.—Morning Worship of the Seventh Presbyterian Church, Madison and Cleinview Aves. Jesse Halsey, Minister Dan Beddoe, soloist Adolph H. Stadermann, organist

Prelude—"Prayer in A flat" (The Baldwin Piano)

Doxology Salutation The Lord's Prayer Gloria

Organ Interlude Solo—"O Thou Faithful Unto Death"—Mr. Beddoe

Scripture Lesson—Hebrews 13 Hymn 47 "O God Our Help" Prayer

Chimes Announcements Offertory "Hymn of XVI Century"..... Arcadelt-Liszt

Solo—"Open the Gates"—Knapp Hymn 470 "Great God We Sing Thy Mighty Hand"

Sermon—"Things That Cannot Be Moved" Hymn 471 "Ring Out Wild Bells"

Benediction Gloria Postlude

3:00 P. M.—Organ recital by C. Hugo Grimm, featuring favorite hymns.

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, the well-known band master.

1. Overture—"Martha".....Flotow 2. A Song of Love—"Blossom Time".....Romberg

3. Berceuse from "Jocelyn".....Godard 4. Minuet "Faderewski"

5. Selections from "The Serenade".....Herbert 6. The Flatterer....Chaminade

7. Excerpts from "The Firefly".....Primi 8. Finale—"Men of Valor" (March).....Klohr

Soloists: Helen Remley, soprano Arthur Demko, pianist Arthur Bower, cellist (The Baldwin Piano)

## MONDAY RADIO PROGRAM W L W

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

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 the Parkway Y. M. C. A.

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

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—CHILDREN'S MUSICAL HOUR—recital by young pupils of the Cincinnati Conservatory of Music.

6:20 P. M.—Special Theatrical Feature.

6:45 P. M.—The "Eyes" Have It, Dr. C. H. Kaufman.

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

7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.

Soloist: Mrs. Carol Mathes Tlemeyer, soprano.

7:30 P. M.—Y. M. C. A. Basket Ball QUESTION BOX.

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

8:00 P. M.—BAND CONCERT furnished by THE CINCINNATI TIMES-STAR, Ohio's greatest newspaper.

Armo Band from Middletown, Ohio, Direction of Frank Simon, P. M.—Cincinnati Post Program.

Freda Sanker and Her Boys—"The" Dance Orchestra.

Norrino Gibbons and Her Girl Friend.

Two hours of songs and dance music. (The Baldwin Piano)

## TUESDAY RADIO PROGRAM W L W

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

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 the 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 by Petronella Trimbur.

12:30 P. M.—Noon concert from Hotel Gibson; orchestra directed by Robert Visconti.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

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

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

7:00 P. M.—MUSICAL APPRECIATION SERIES.

7:20 P. M.—MARY BARBARA, the Sweetheart of Radio—Crosley's Child Marvel.

7:30 P. M.—PIANO MEMORIES—Piano Classics the whole world knows, by Mary L. Wozeczek, the Crosley Piano Request Lady.

The Warrior's Song... Heller Minuet from "Don Juan" Mozart Waltz.....Scharwenka

7:50 P. M.—TALK ON "DOGS"—"Something About Exhibiting," by F. W. Avery, proprietor of the Jefferson Collie Kennels, Wauseon, Ohio.

8:00 P. M.—Old Time Review by the CROSLY BURN'T CORKERS, comedians and instrumentalists. In a potpourri of wit and melodies of other days, featuring THE MUSICONE MALE QUARTET, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.

8:45 P. M.—MUSICAL HANDSHAKES with the CROSLY HELLO BOYS, Bob Groenke and Jim Mischler.

9:00 P. M.—CONCERT PROGRAM UNDER THE AUSPICES OF THE FORMICA INSULATION CO., featuring THE FORMICA CONCERT ORCHESTRA, Wm. C. Stoess, director.

Overture: "Crown Diamonds".....Auber Two Classics:

(a) Souvenir d'Amour....Conte (a) Air de Ballet...Chaminade

Orchestral feature: "Hiawatha" With a background of music and poetry..... Longfellow

1. From an Indian Lodge..... MacDowell 2. The Love Scene of Hiawatha Minnehaha (Music by Langey)

3. The Death of Minnehaha (Indian Lament).....Borch 4. The Coming of the White Man (Ave Maria).....Gounod

5. The American Indian (Dance of the Sun Feast).....Waller Two Rhythmic Paraphrases arranged by Arthur Lange

(a) Waters of Minnelonka.....Lleurance (b) Fatale Oriental including:

1. Dance Arabe.....Tschalkowsky 2. Marche Slave.....Tschalkowsky 3. Scheherazade.....Rimsky-Korsakow

4. Orientale.....Cesar Cul Popular Hits:

(a) Cross My Heart, Mother (b) Remember (c) I'm Sittin' on the Top of the World (The Baldwin Piano)

## WEDNESDAY RADIO PROGRAM W L W

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

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 the Parkway Y. M. C. A.

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

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

3:30 P. M.—CROSLY COOKING SCHOOL—conducted by Mrs. Edna H. Auch, Dietician. "Hints on the Art of Cooking and Some of my Best Recipes."

4:00 P. M.—SHUT-IN CONCERT, William Dunning, co-operating with the Settlement Schools and other Institutions; assisted by the Cincinnati Exchange Club.

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

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra directed by Robert Visconti.

7:30 P. M.—Talk by a representative of the FARM RADIO COUNCIL.

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

8:15 P. M.—(From Gym of the Central Parkway Y. M. C. A.) BASKETBALL GAME—Y. M. C. A. Versus Kenyon College.

10:00 P. M.—THE VENETIAN TRIO from the Miami Hotel, Dayton, Ohio. Ann MacDonald, piano; Genevieve Mead, cello, and Vernon Zieher, violin.

10:20 P. M.—Radio Drama by Charles Meade, "LASCAR" Paul de Pez.

10:30 P. M.—Interval of Classics by the MU PHI EPSILON Sorority of the College of Music of Cincinnati.

11:00 P. M.—THE CROSLY MALE QUARTET in a program of Spirituals

Fenton Pugh, first tenor Russel Dunham, second tenor Richard Fluke, first bass Leland Sheehy, second bass Walter DeVaux, accompanist

11:20 P. M.—CROSLY MUSICAL NEWS; JOHANNA GROSE, Editor and Organist. (Musical Flashes of Current Events)

11:40 P. M.—Planologues by "Newport" Carl Bamberger, including (a) "Doggone the Piano" (b) "Planoffage" (c) "Sometime" (d) "Sleepy Time Gal" and other hits

12:00 P. M.—Concluding organ selections by JOHANNA GROSE (a) Sonya (b) Brown Eyes, Why Are You Blue? (c) Oriental March (The Baldwin Piano)

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## THURSDAY RADIO PROGRAM W L W

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

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 auspices of the 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 by Mildred Prigge, pupil of JOHANNA GROSE.

12:30 P. M.—Health Talk by Dr. Carl Wilzbach.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

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

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

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra directed by Robert Visconti.

7:30 P. M.—Lessons in "BRIDGE" by Mrs. Guy Purdy.

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

9:00 P. M.—Joint Recital by the Studio Staff of the WLW Super-Power Station. WILLIAM C. STOEES, Violinist LOUIS JOHN JOHNNEN, Baritone

Sonata for violin in D minor Mr. Stoess.....Veraclini

(a) Where E'er You Walk.....Handel (b) Mary.....Richardson

(c) Gypsy John.....Clay Mr. Johnen The Prize Song from "Die Meistersinger".....Wagner

Mr. Stoess Torador Song (Carmen).....Thomas

(a) Hymn to the Sun.....Rimsky-Korsakow (a) Serenade "Pierrot".....Randelger

(c) Spanish Dance.....Kreislerr Mr. Stoess (a) A Page's Road Song.....Novello

(b) Kinky Head.....Edward Morris (c) The Wandering Jew.....Edward Morris

Mr. Johnen Accompaniments by Rosemary Stoess

9:50 P. M.—DONALD BAIN in "A TRIP TO THE FARM"—Whistling, Imitating, Mimicking. 1. Birds of the Woods 2. Birds of the Fields and Marshes

3. Birds and Animals Around the Farm House

10:00 P. M.—POPULAR CONCERT BY THE DOHERTY MELODY BOYS (Furnished by the French Bros.-Bauer Company), Frank Penderghast, piano and director; J. L. Doherty, banjo, entertainer and MANAGER; Chuck Flannigan, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass, and tuba; Vincent Ruebenbauer, drums and effects.

10:40 P. M.—Irene Downing, popular player-roll artist with "temperamental" Tommy Reynolds.

11:00 P. M.—THE CROSLY SALON ORCHESTRA of strings and reeds in a concert of familiar Waltzes, including the Beautiful Blue Danube by Strauss.

11:45 P. M.—Dance Music from Castle Farm.

12:15 P. M.—NIGHT-HOWLS, a snappy program by the CROSLY SKY-FERRIERS with KAY-NYNE and CHIEF BARKER. Concluding Dance Selections from Castle Farm. (The Baldwin Piano)

(Continued on Page 3)

## Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone: Park 3200 Robert F. Stayman Editor

Alvin Plough Associate Editor

## AFTER-CHRISTMAS BUYING

Merchandising experts closely allied with the radio industry are predicting an extensive after-Christmas buying campaign and have issued warnings to both dealers and distributors to be prepared for a heavy demand on the part of those hundreds of thousands of people who either received money as gifts or who were disappointed in not receiving a radio set as a Christmas present.

It is known that due to the nationwide "give a radio as a Christmas gift" campaign, there were many persons who more or less expected to receive such a present. Being disappointed, there is nothing for them to do now but go to the nearest store and purchase radios for themselves. Also there are the thousands who received money for Christmas. In many instances this money will be used in purchasing receiving sets.

Radio broadcasting is growing more entertaining all the time. It seems that every station is trying to "put on" something better than the others—the result being a series of vastly improved programs. And as these improvements become more pronounced the demand for receiving sets increases. Reception is better now than ever before. Broadcasting stations at very great distances are coming in with great volume and perfect clearness. Interferences have been eliminated to a marked degree and wave-lengths have been divided so as to prevent one station hindering the work of another.

Yes, radio is better today than ever before—and it is becoming improved all the time. It is becoming a necessity rather than a luxury. People are realizing this and are buying or planning to buy on tremendous scales. Radio dealers have been doing exceptionally well. Their stores have been crowded with Christmas shoppers. Our authorized dealers report an extraordinary demand for Crosley radios, each selling three and four times as many as he did during the corresponding season of last year. Wide-awake and progressive dealers have been prospering—the few complaints being heard coming from those merchants who either have not centralized their sales efforts or are not trying to sell.

Prepare now for an after-Christmas buying campaign. It is com-

## Son Starts Dad Making Radios



\$130 was too much to pay for a radio set to be used as a toy for this boy. That was four years ago. Father realized there were many parents willing to spend a few dollars for a receiver and started making low-price ones. Today the father, Powel Crosley, Jr., is a leader in the industry. This is a picture of his son, Powel, Third, who inspired his dad through a desire to own a set.

## CROSLY SALES MEETING HELD BY BIGELOW-DOWSE CO., OF BOSTON

The Bigelow-Dowse Company, of Boston, recently held a dealers' meeting at the Hotel Lenox in Boston, to teach the radio dealers to sell more radio sets. The Bigelow-Dowse people handle the Crosley line exclusively.

Mr. Miller of the Bigelow-Dowse Company, acted as chairman. Walter B. Fulghum, Sales Manager of the Crosley Radio Corporation, gave an interesting talk on radio merchandising, and Mr. Nugent, Advertising Manager of the Herald-Traveler gave an address on advertising.

Dealers were in attendance from all over New England. The interest in the Crosley line was shown by the large attendance of over 300 dealers, some coming more than 100 miles to attend the meeting.

## RADIO PROGRAMS

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### FRIDAY RADIO PROGRAM W L W

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

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

Stradtman, Physical Instructor.

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

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

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

1:30 P. M.—Business Reports and Stock Quotations. (The Baldwin Piano) "SILENT"

## RIVER BULLETINS ON RADIO WELCOMED BY OHIO VALLEY

### U. S. Army Engineer Officer in Cincinnati Originated Plan Which Is Now In Effect—Condition of Streams "On Air" Every Day at 10:45 A. M.

The following article will be of special interest to Crosley dealers in cities and towns along the Ohio River. They are advised to show it to every person interested in the stage of the river and to prove to him the importance of having a Crosley radio in his home or office in order that he can obtain this valuable information hours before it is published in the daily papers.

Through the efforts of Major W. W. Parker of the U. S. Engineers, Cincinnati, navigators, shippers, farmers and others for a stretch of 1,000 miles along the Ohio river, from Pittsburgh to Cairo, are receiving complete river and weather information by radio each morning.

At 10:45 a. m., Central Standard time, Crosley WLW broadcasts the official news of the weather, its prospects, the river and its stages, any unusual conditions or prospects in the tributaries of the Ohio, and whether the many dams on the thousand-mile stretch are up or down. Never, in all the history of the river, has there been so important a few minutes of gossip for rivermen, farmers, shippers, etc.

The service has been in order since last Tuesday morning and already is a tremendous success. Major Parker required less than three weeks to get the idea started. After considerable correspondence and interviews the officer called upon the Crosley radio interests and the result was that that powerful broadcasting station not only endorsed the idea as one of the greatest forward steps in Government service but pledged itself to handle the service.

Incidentally, a form sheet report has been devised by Major Parker for the use of Government officials on boats and in charge of locks.

"Reports from these officials," said Major Parker, "are to the effect that the service is broadcast to them with complete clearness and they have no difficulty in recording the figures."

The service is not only of great value in the Cincinnati district of Federal engineering but is important to the districts of Pittsburgh, Huntington and Louisville. In addition to the state and stage and prospects of the Ohio river along a thousand-mile front the radio information has to do with reports from the Allegheny, Monongahela, Muskingum, Kanawha, Cumberland, Kentucky and Tennessee rivers and the smaller streams including the Licking, Big Sandy and the Marias. Many of these tributaries sometimes go upon a rampage and flood or ice break-ups and bring about serious changes in the Ohio river.

Through the co-operation of the weather bureau Major Parker's system is enabled to get complete reports upon the air from WLW within 30 minutes after the weather bureau has concluded its survey of the morning and prepared its predictions for the day. The reports are broadcast on Sundays and holidays as well, and at the same hour. As a result those interested may tune in on their sets at home and thus keep abreast of the weather and river situation. The Parker idea is regarded as one that will eventually lead up to the most important public service radio has yet provided.

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

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

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

1:30 P. M.—Business Reports and Stock Quotations. (The Baldwin Piano) "SILENT"

## SATURDAY RADIO PROGRAM W L W

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

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.

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

7:00 P. M.—Popular Organ concert by JOHANNA GROSE, the Crosley Organ Request Lady.

7:30 P. M.—Children's Safety Talk by Victor Strauss.

7:40 P. M.—Meeting of the SECKATARY HAWKINS RADIO CLUB.

8:00 P. M.—BARNYARD SYMPHO-

NIES by CHARLIE WARNER and his famous COON DOG ORCHESTRA from GEORGETOWN, OHIO. (The Funeral will be Tomorrow).

9:00 to 9:30 P. M.—H. T. Barritt, musical saw, chimes, oboe, and musical glasses.

9:30 to 10:30 P. M.—Music from Castle Farm.

## Crosley Directs Plane By Radio In Series of Tests

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was the first time an airplane had been directed to a given point by radio, except when code was used. They were well pleased with the experiments and are making elaborate preparations for additional ones on which to base a report upon the practicability of such methods of communication and upon their value during an emergency or in case of war.

# WORLD'S GREATEST PORTABLE RADIO SET

REPRINTED FROM RADIO DIGEST—ILLUSTRATED—NOV. 21, 1925

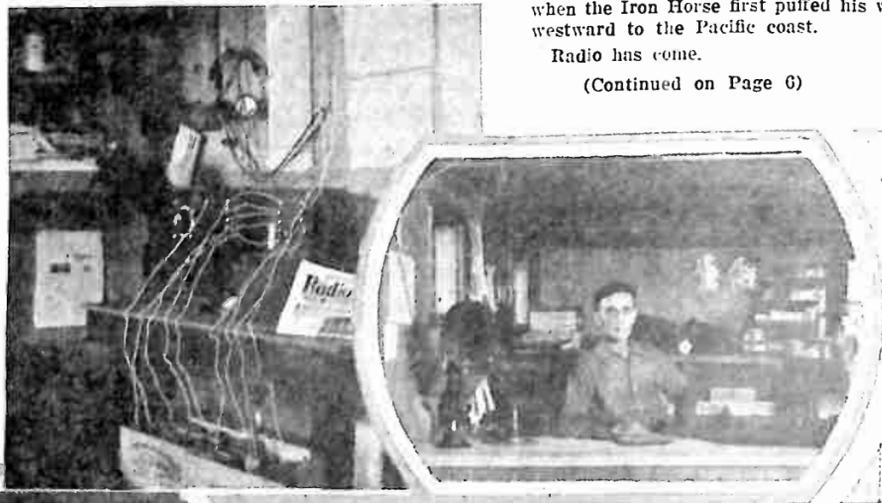
### THE RADIO IN CAMP

A construction camp, when far from a town, is a lonesome place when the sun goes down:  
For the day's work is done, the men all fed,  
And all but myself have retired to bed.

'Tis then that the Radio proves its worth,  
And livens me up with music and mirth:  
The loneliness goes as I listen and hear,  
Both music and voices from far and near.  
(From Indl-Gest) GEORGE

**T**HEY are still building trails through deserts and the wilderness for the Iron Horse. Horny handed men of toil are still cleaving mountains, hewing trees and laying rocky beds for the steel rails destined to bear on their slender backs limitless tons of human and mercantile traffic for ages to come.

Human brawn and human hearts are still enacting the drama of the pioneer. In one respect, however, there is a wonderful difference now than that which

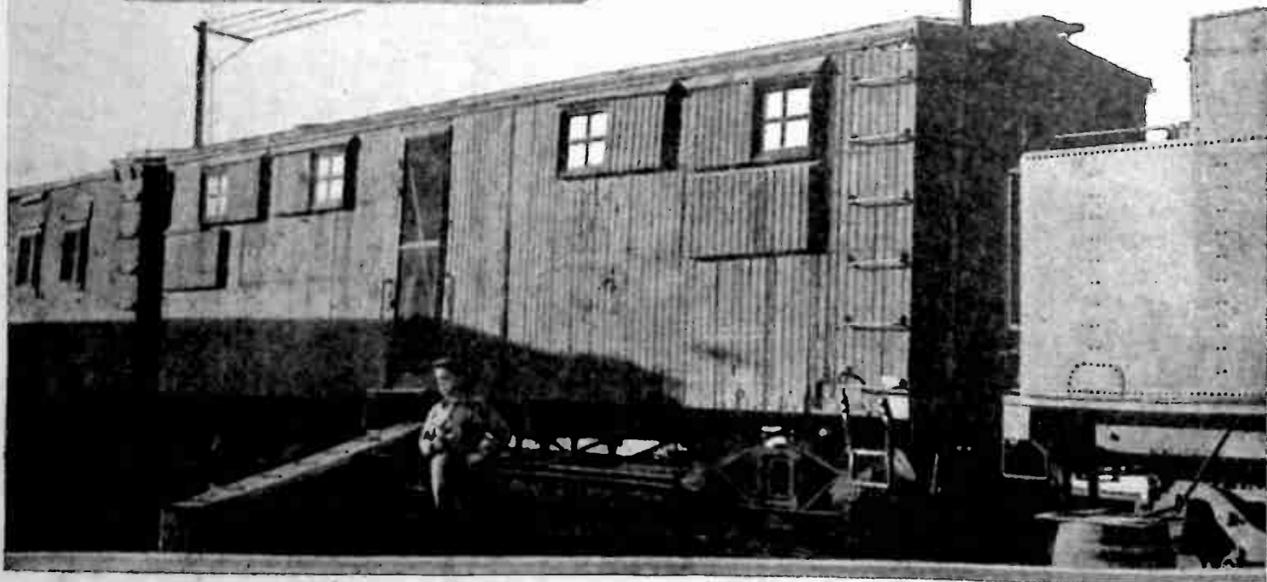


existed in the middle of the last century when the Iron Horse first puffed his way westward to the Pacific coast.  
Radio has come.

(Continued on Page 6)



Indl calls this the largest "portable receiving set" in existence. You have to get inside the cabinet, which happens to be a box car, to turn the dials. But it isn't any too big for the purpose it serves in bringing the outside world to the hard working men of the C. B. & Q. R.R. now building a railroad line into a remote region of Colorado. George Donaghy, whose contributions are familiar to Radio Digest readers, is shown directly above in his commissary office. Beside this picture is the set described in his story. Even a private compartment in a "side-door Pullman" may be made tidy as shown in Geore's den at the left. Below is the general view of this remarkable "receiving set," part of the construction gang's train. When evening comes the men gather around while George tunes in cities from all sections of the country. The loud speaker is placed so that all can hear. The distant howl of the coyote and the hoot of the owl are mingled with strains from dining rooms of the greatest hotels. They receive the world news of the hour as it has developed since the evening before.



# Every Person Who Buys a Radio This Winter Will Need a Crosley Musicone



Every radio listener is talking about the Musicone. It is greatly outselling any loud speaker on the market. Buyers of all types of receivers are demanding it. Price—\$14.75.

### World's Largest Portable Radio

(Continued from Page 4)

And through Radio much of the loneliness of the long, star-lit nights has been banished. Dreary chirping of the desert insects has been drowned out by voices from the gay and brilliant centers of the cities, wafted instantaneously through the great, blue spaces to the isolated camp.

We have today the story of George Donaghy, commissary clerk in a railroad construction camp somewhere in the interior of Colorado. George only hints at his surroundings, saying nothing of the assembled crew of weather beaten men crouching on the tie piles and kegs with flickering lantern light touching the highlights of their dark faces as they listen in silence to the lilting notes that pour from the side door of the old box car, where George has placed the loud speaker to his receiving set.

No argument about silent nights where George Donaghy is. He gets everybody everywhere, it seems and he is duly thankful for the increasingly cold nights when the programs come clearer and louder.

Almost as marvelous as the Radio itself is the fact that so many men who live work-a-day lives find keen zest in understanding the why and how of Radio and that these men be found even in such remote places as railroad construction camps.

Because George Donaghy is that kind of a man his comrades are made happy. But George gets his enjoyment from the fact that he has developed what he had to such a high point of efficiency.

You can see the ardent radio fan shining through this letter. It follows:

"A Radio in a railroad construction camp is a great boon to its owner and to the many workers in the camp. It provides, when the camp is located between towns, the only form of amusement obtainable outside of card playing and horseshoe pitching. Newspapers are not always readily obtained and news items broadcast by the various stations within range keep those in the camps posted on much that is going on.

"The set illustrated herewith is a two tube Crosley portable, Model 51, with a one stage amplifier added. In order to secure as much volume as possible for the loud speaker, the amplifier was supplied with separate batteries. Programs from such places as Los Angeles, 980 miles; San Francisco, 1,090 miles; Minneapolis, 580 miles; Chicago, 775 miles; Davenport, 625 miles; San Antonio, 775 miles; Cincinnati, 970 miles and New Orleans, 990 miles come in with sufficient volume to be heard at some

distance from the car in which the set is located. Denver, 130 miles distant, is the nearest broadcasting station and, of course, comes in loud and clear at all times unless static is present.

"The furthest reception points noted during the summer on ear-phones were: East, Altoona, Pa., 1,260 miles; North, Minneapolis, 580 miles; South, New Orleans, 990 miles and West, San Francisco, 1,090 miles. Pittsburgh, Pa., though heard regularly through Hastings, Nebr., was caught direct a number of times. Many of the long distance stations picked up on the phones during the summer are now heard plainly on the loud speaker.

"The tubes in use with this set are the C-301A are each of four No. 6 cells connected in series, giving six volts to each A battery. The B batteries are each made up of four 22½ volt cells, giving 90 volts.

"When using earphones with this arrangement a very small turn of the amplifier rheostat will bring a distant and weak signal up so it is plainly heard. However, at this season of the year this is not often necessary, for, as stated above, long distances are now being handled by the loud speaker which could only be heard through the phones during the summer."

George, incidentally the same George whose name is familiar to readers of Radio Digest in the Indi-Gest column where his clever verses and comment always are welcomed, describes the pictures included in his letter as follows:

"1. The exterior of the commissary clerk's car in which he carries a stock of tobaccos, work clothing and various supplies needed by the men employed on the truck and boarded in the camp.

"The next car to this contains his supply of groceries, meats and staple foods. Following this car come the diners, kitchen and men's sleeping cars.

"2. This shows the interior of one-half of the car, the counter, loud speaker and in back are the stock shelves.

"3. Opposite end of same car showing clerk's room and the Radio.

"4. The Crosley portable, Model 51, on stand with batteries on shelf below. The wires to the

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

loud speaker may be noted running up the wall at back.

"When used as a portable set the batteries are contained in the cabinet, which has room for three No. 6 cells and three units of B battery 22½ volts for use with ear-phones. The ground, when the cars are on a siding which joins the main line, is secured by joining the ground wire to the truck of the car.

"When on a spur, which is a track laid especially for the outfit and disconnected from the main line as soon as the cars are run on it, a ground rod must be used. The one used with this set is a ¼-inch rod six feet long, five feet of which are in the ground.

"The truck connection, when the cars are on a siding, needs no ground rod with it as the main line gives a surface as long as the entire railway system and reaches water or some other good ground, somewhere near. The aerial used is a two wire antennae but the wire is continuous being run through the insulators and the ends jointed. The car is thirty-

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

four feet long and the aerial is thirty-one feet long.

GEORGE DONAGHY, Eckley, Colorado."

### Health Talks

Dr. Carl Wilzbach, Physical Director of the Cincinnati Y. M. C. A., has been giving weekly talks upon the subject of "Health" through the Crosley WLW broadcasting station. The time is 12:30 and the day is Thursday.

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 BETTER—COST LESS RADIO Distributed by THESE JOBBERS

OHIO, KENTUCKY, INDIANA

**DEALERS!** Send For Our New Catalog. Ask How to Become a Crosley Franchise Dealer. **OHIO RUBBER** 228 W. 7th St. Cincinnati

OHIO, KENTUCKY, INDIANA

**The JOHNSON-ELECTRIC Supply Company** 331 Main St. 232 E. Fifth St. CINCINNATI Radio and electrical supplies of quality. Write us for Dealer proposition.

When handled with care, a storage battery should last at least five or six years.

ILLINOIS

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

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# Crosley Sales and Service Manual

## SERVICE HINTS

### BATTERIES (Continued)

In the service article last week, a table was given showing the approximate life in service of dry-cell "A" batteries. It is impracticable to estimate the life of dry-cell "B" batteries, because so many factors enter into the consideration, such as size of the battery, etc. In general, dry "B" batteries should last several months in service 2 to 4 hours a day. For greatest economy, the larger sizes should be used, especially when it is necessary to furnish current for several of the larger tubes.

**Use of Dry-Cells as "A" Batteries.** Dry cells have come into widespread use as "A" batteries, chiefly because of their convenience and low initial cost. It is estimated that about 60 percent of vacuum tube set installations employ dry "A" batteries. With the smaller tubes, dry "A" batteries are a satisfactory and economical source of current. It is not so practicable to use them with the larger tubes, such as the 201-A and 200 types. The new dry-cell power tubes (120 type) make it possible to get sufficient output for good loud speaker reproduction with dry-cell "A" batteries.

**Use of Dry-Cells as "B" Batteries.** As "B" batteries are required to give a high voltage and small current, dry batteries have always been popular for this purpose, since a number of small dry cells may be assembled into a high-voltage unit at a comparatively moderate cost. There is only one objection to the use of dry-cell "B" batteries, and that is that some of the inferior grades give trouble due to high internal resistance, which may cause the radio set to squeal. For average purposes, dry cells fill the battery need satisfactorily and economically.

**Use of Dry-Cells as "C" Batteries.** Dry-cells are almost universally used as "C" batteries, as the convenient and cheaper than storage are so small as to make it undesirable to use storage cells for this purpose.

**Advantages and Disadvantages.** Dry cells are best adapted to intermittent service (2 to 4 hours a day, perhaps) where the current requirements are fairly low (say below 0.25 ampere per cell.) They are not economical for continuous service, or for heavy currents. The ever increasing popularity of the "self-contained set", with compartments for the batteries, is largely responsible for the widespread use of dry-cells. They are more convenient, and cheaper than storage batteries, occupy less space, weigh

less, and are free from acids and other such objectionable features. On the other hand, they do not deliver as steady a current, and, especially in "B" battery use, sometimes cause reception trouble because of internal defects. As "A" batteries, they are recommended only for use with the smaller tubes, such as the 199 type, 120 type, and 12 type. As "B" and "C" batteries they may economically be used with any tube. In using them with more than two 199 type tubes or with a combination of 199's and 120's, it is desirable to connect six cells in series, parallel as an "A" battery, since that will greatly prolong their life per cell. Two cells in parallel per tube will also insure longer life per cell than one with 12 type tubes (see table of life in service printed last week).

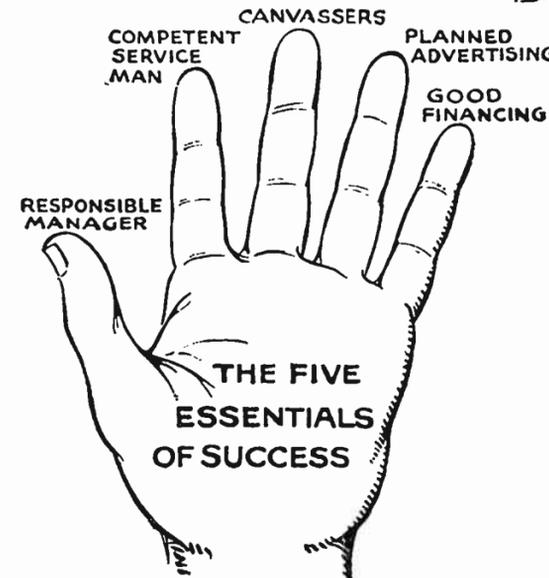
**Testing.** The dealer should test every dry-cell before it passes into the customer's hands. The test should be made with a volt-meter, while the battery is connected to tubes, and the current is turned on. Batteries may conveniently be tested while connected to a set, while the tubes are lit. The voltage of batteries, especially dry-cells, falls considerably when current is being drawn from them, due to the dissipation of energy within the cell (caused by its internal resistance) and to certain internal chemical actions; and therefore, if their unloaded or "open-circuit" voltage is read, it may be quite deceiving, as it may be considerably higher than the terminal voltage actually delivered when the set is in operation. When dry-cell "A" batteries test less than 1.4 or 1.5 volts per cell and dry-cell "B" batteries test less than 21 to 22.5 volts per 22.5 volt unit or 42 to 45 volts per 45 volts unit, they are not in condition to be sold. After the voltage of dry-cell "A" batteries falls below 1.1 per cell and that of dry-cell "B" batteries falls below 17 volts per 22.5 volt unit, or 34 volts per 45 volts unit, they should be discarded.

### Three Soloists

Helen Remley, soprano; Arthur Dondero, violinist, and Arthur Bowen, cellist, will be the soloists on the Pogue concert, Sunday evening, January 4th, to be broadcast through the Crosley WLW station. Walter Esberger will conduct the concert orchestra. The program will start at 8:30 in the evening, following the services from the First Presbyterian Church of Walnut Hills.

## SALES HINTS

### THE FIRST ESSENTIALS OF SUCCESS



Radio is Specialty Selling. It is vital for anyone selling radio to realize one important fact—selling radio is specialty selling. One cannot sell radio by the same methods that he sells groceries, drugs, or dry goods. The purchase of radio is an out-of-the-ordinary purchase—an investment. People, as a general rule, do not buy out-of-the-ordinary things, they must be sold. The kind of selling that makes people purchase insurance, or automobiles; that makes merchants purchase cash registers, or computing scales; that makes business men purchase adding machines, dictaphones, and typewriters, is the kind of selling needed for radio. It calls for specialty salesmanship—inside and outside the store. Moreover, radio brings in its train a service problem—a problem that has a bearing on good will and reputation, and therefore on sales and profits. With these two thoughts clearly in mind, one will realize that to be successful in retailing radio requires organizing and planning.

**Put Someone in Charge.** The first essential in organizing a radio store or department is responsibility. In the smaller store, or course, the proprietor himself naturally takes charge. In the larger store, radio should become a distinct department, with a manager in charge. The responsibility will be entirely upon his shoulders. It will be his work to see that the department makes money, that proper selling plans are developed, that sets are well displayed in the store and win

does, that effective advertising is used, that stock is kept moving, that demonstrations are made as efficiently as possible, and that servicing is adequate but not extravagant.

**Have a Competent Service Man.** The radio dealer must expect a service problem, just as an automobile dealer does, but not to the same degree. Batteries will run down, poor tubes will be found, receiving conditions in some localities will be bad, some folks will tinker with their sets and get them out of order—for a dozen and one reasons the radio dealer will get calls from perplexed (and occasionally indignant) customers. This condition can only be met by having a competent serviceman. Servicemen are not difficult to get. In every community there are young men who have become quite expert with radio sets and can quickly locate trouble. They can be hired for a reasonable wage—on a whole or part-time, as conditions dictate.

To the big store, a service department is an inevitable necessity. To the small-town dealer, servicing is perhaps the best possible weapon against mail-order competition. To the "neighborhood" dealer in the larger cities, service represents his greatest opportunity.

First settle these two questions of responsibility and servicing—do it in the most efficient and clean cut manner possible—and you will have started on the road to profitable business and success.

# WATCH

**For The Startling Announcement  
To Be Made Next Week**

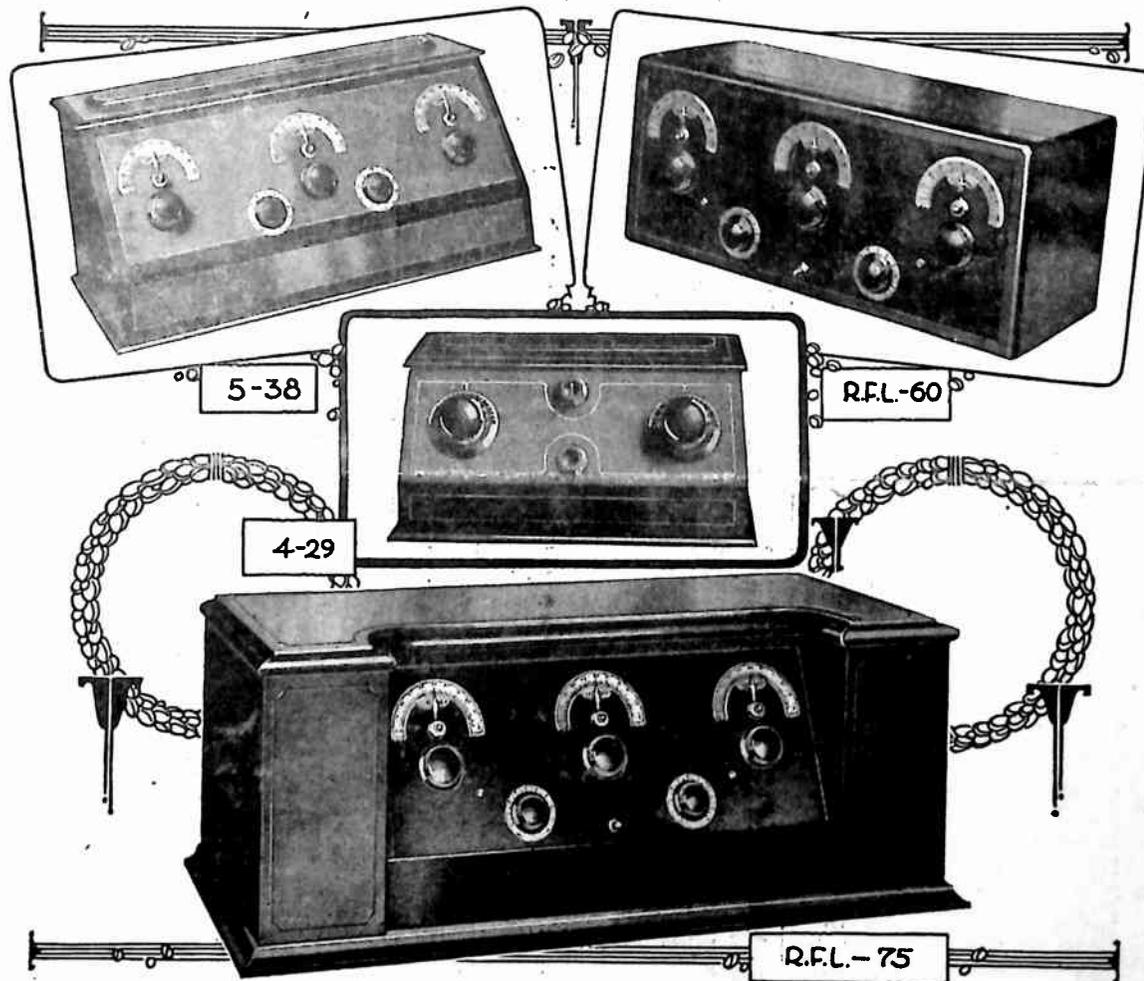
**by**

**Powel Crosley, Jr.**

Complete details will be published in the next issue of the Crosley Radio Weekly.

# New Four And Five Tube Radios Added To Crosley Line; Tremendous New Market Created For Authorized Dealers; Famous R. F. L. Circuit Is Incorporated In Two Models

They're Better and Cost Less



Illustrated above are the new Crosley four and five tube radios. The 4-29 is a four tube set. The others use five tubes.

## Multiple Tube Sets At Very Low Prices Heartily Welcomed

Knob of Mystery, Known as the Crescendon, Is Part of Standard Equipment of Two Models — Powerful Advertising Campaign Is Planned.

Crosley has hit the "Bull's Eye" again.

Announcement of his new four and five tube radios, made to the trade last week in the form of a huge broadside, has been welcomed everywhere—dealers realizing there is a tremendous and immediate demand for these multiple tube receivers that are priced so ridiculously low.

Crosley's new radios are radically different from other four and five tube sets. Recent development of the Crescendon and the R. F. L. circuit, the former used in the 4-29 and the 5-38 and the latter in the R. F. L.-60 and the R. F. L.-75, makes these truly super-radios, outperforming in volume and selectivity anything on the market.

For many months Crosley dealers have been insisting that Mr. Crosley give them four and five tube receiving sets. They have felt the demand for these types of radios, especially if offered at typical Crosley prices. Mr. Crosley has endeavored to meet their requirements but despite the fact that he and his engineers tested every possible circuit it was impossible for him, until recently, to find a better hook-up than that used in the Trirdyns. But during his investigations he learned about the Crescendon and the R. F. L. circuit and after a long series of tests decided that by utilizing them he could produce better multiple tube radios than those now being sold—and he could sell them for less.

Now they are realities and he intends to tell the world about them. They will be announced to the public in one of the most powerful and dramatic advertising campaigns ever released. There will be full page advertisements in the Satur-

(Continued on Page 8)

## The Crescendon---That Knob of Mystery

By Powel Crosley, Jr.

Let us imagine we are sitting in front of a four or five tube radio. It matters not what type of receiver it is. Just any of the many four or five tube sets on the market today. We have good tubes, well charged batteries, a good aerial and a perfect operating loud speaker. Or perhaps these accessories are NOT as efficient as they might be—it makes no difference in this instance. But we must imagine we

are tuning some sort of four or five tube radio.

We turn the condenser dials here, there and everywhere and finally strike a station. We hear music very faintly but are unable to hear the call letters. We turn up the rheostats and tune more sharply. The results are that we can hear the call letters now providing we stand very near the loud speaker. This lack of volume is beginning to get on our nerves. There are sta-

(Continued on Page 8)

## Military Band to Radio

The 10th Infantry Band of Ft. Thomas, Kentucky, will provide a program of popular music for radio listeners through the Crosley WLW station, Wednesday evening, January 13th, at eight o'clock. This is one of the most popular musical organizations appearing on the programs of that Cincinnati station.

"Scotch" will be on tap as the source of Scotland music from the Hotel Gibson when Robert Visconti plays a special program with his orchestra Wednesday, January 20.

# Crosley WLW Programs For Week of January 10th

## SUNDAY RADIO PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

- 9:30 A. M.—School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:00 A. M.—Morning Worship of the Seventh Presbyterian Church, Madison and Glenview Aves. Jesse Halsey, Minister. Dan Beddoe, soloist. Adolph H. Stadermann, organist.
  - Prelude—Petit Offertoire in C Minor
  - Exultation
  - Lord's Prayer
  - Gloria
  - Solo "Four Out Thy Heart"
  - Mr. Beddoe
  - Scripture Lesson XII
  - Hymn 187 "Ye Servants of God"
  - Pastoral Prayer
  - Announcements
  - Offertory Andante
  - Solo "How Many Hired Servants"
  - Mr. Beddoe
  - Prayer
  - Hymn 229 "Hark, My Soul"
  - Sermon
  - Hymn 183 "All Hail the Power"
  - Benediction
  - Gloria
  - Postlude
- 3:00 P. M.—Organ Recital by J. Alfred Sechl, A. A. G. O.
  - Exultemus (Let Us Rejoice)
  - Song of Hope
  - Humoresque
  - Shepherd's Tale
  - Pastorale
  - Group of familiar Hymns
  - Saki (Persian Suite)
  - Deep River
  - Rustle March
- 7:30 P. M.—Services from the Emmaus Evangelical Lutheran Church; John and Bauer Aves.; P. L. Dannenfeldt, Pastor.
- 8:30 P. M.—Concert program furnished by THE H. & S. ROGUE COMPANY; orchestra under the direction of Walter Esberzer, the well-known band master.
  - Selections from "The Dollar Princess"
  - Intermezzo "Lallah Rookh"
  - Overture "Light Cavalry"
  - Cornet Solo: "Sweetest Story Ever Told"
  - Mr. Adolph Silberack
  - Excerpts from "Eva"
  - Nocturne in F
  - Chopin Waltzes from "High Jinks"
  - Melodies from "El Capitan"
  - Sousa Trio for Violin, Piano and Cello
  - Arthur Dondoro, violin
  - Arthur Bowen, cello
  - Walter Esberzer, piano
  - Glover Davis, tenor
  - (The Baldwin Piano)

## MONDAY RADIO PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

- 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 the Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Religious Service conducted by Rev. Geo. H. Kase.

- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Concert by Monday Musical Club.
- 6:30 P. M.—Special Theatrical Feature.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner hour concert by the Hotel Gibson; Robert Visconti, director.
  - Soloist: Mrs. Carol Mathes Tiemeyer, soprano
- 7:30 P. M.—Y. M. C. A. BASKET BALL QUESTION BOX.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—THE CINCINNATI TIMES-STAR PROGRAM. Chamber Music Concert under the direction of Robert Visconti, assisted by the CINO MALE QUARTET, in "Sea Chanties." Quartet—Fenton Pugh, first tenor; Russell Dunham, second tenor; Richard Fluke, first bass; Leland Sheehy, second bass; Walter Devaux, accompanist.

## TUESDAY RADIO PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

- 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 the 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 by Petronella Trimbaur.
- 12:30 P. M.—Noon concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Talk by Ralph Schmidt of Ft. Thomas, Ky.
- 4:10 P. M.—French Lesson by Madame Lda Telmipids.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—MUSICAL APPRECIATION SERIES, from the Cincinnati Conservatory of Music.
- 7:20 P. M.—Crosley Popular Science Series, "Hunting American Coal Balls," by Dr. Hobart Hoskins, assistant Prof. of Botany, University of Cincinnati.
- 7:30 P. M.—PIANO MEMORIES — Piano Classics the whole world knows, by Mary Louise Woseczek, the Crosley Piano Request Lady.
  - The Swan
  - The Celebrated Minuet
  - .....Saint Saens
  - .....Paderewski
  - To a Water-Lily
  - .....MacDowell
  - Waltz from "Faust"
  - .....Gounod
- 7:50 P. M.—TALK ON DOGS—"Entering Your Dog at a Show," by F. W. Avery, Proprietor of the Jefferson Collie Kennels, Wanscon, Ohio.
- 8:00 P. M.—Old Time Review by the CROSLY BURNT CORKERS, comedians and instrumentalists, in a potpourri of wit and melodies of other days, featuring THE MUSICOME MALE QUARTET, assisted by Gaylord Anderson and Clarence Miller, Louis John Johnen, Interlocutor.
- 8:45 P. M.—MUSICAL HANDSHAKES with the CROSLY HELLO BOYS, Bob Groenke and Jim Mischler.
- 9:00 P. M.—CONCERT PROGRAM UNDER THE AUSPICES OF THE FORMICA INSULATION CO., featuring THE FORMICA CONCERT ORCHESTRA, Wm. C. Stoess, director.
  - March: "Follow the Flag"

- 2. Overture: "Finlandia" Sibelius
- 3. Two numbers from "A Thousand and One Nights" Karl Bleyle
  - Arabian Serenade
  - The King of the Spirits
- 4. Selection: "Kid Boots" Harry Tierney
- 5. Popular Group:
  - Down by the Winegar Wolks
  - Let Us Waltz Until We Say Goodbye
  - Bam Bam Bammy Shore (The Baldwin Piano)

## WEDNESDAY RADIO PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

- 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 the 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.—COOKING SCHOOL — conducted by Mrs. Ralph H. Auch, Dietician. "Hints on the Art of Cooking and Some of My Best Recipes." Auspices of The Kroger Grocery & Baking Co.
- 4:00 P. M.—SHUT-IN PROGRAM, directed by William Duning, cooperating with the Settlement Schools and other Institutions assisted by the Cincinnati Exchange Club.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.
- 7:40 P. M.—Continuation of the Hotel Gibson concert.
- 8:00 P. M.—THE TENTH INFANTRY BAND, Ft. Thomas, under the direction of E. G. Fischer, Warrant Officer, 10th Infantry. March "The Hustler." Afford Overture: "The Golden Hive" Brepant Grand Fantasia "Home, Sweet Home, the World Over" Lampe Waltzes: "Golden Showers" Selection from "The Pink Lady"
- 9:00 P. M.—A Musical and descriptive "Hour in the Alps" with the CINCINNATI ZITHER PLAYERS—Ruth Hohe, Chas. Hohe, A. Roehrich, and Swiss Yodeling.
- 10:00 P. M.—The Sixth in a series of "Pep" Concerts by Fraternities from the University of Cincinnati; ALPHA TAU OMEGA, in song and instrumental features.
- 10:30 P. M.—THE TRIRDYN INSTRUMENTAL TRIO: William Stoess, violin; Arthur Knecht, cello; Rosemary Stoess, piano.
  - Deep River
  - Parade of the Tin Soldiers
  - Barcarole ... Tschalkowski
- 10:45 P. M.—Reading: "THE OLD MAN and JIM" James Whitcomb Riley
- .....Charles Meade
- Descriptive piano accompaniment by George Winter.
- 10:55 P. M.—THE CROSLY QUARTET singing: "Glory of the Dawn," "Swing Low Sweet Chariot," "Mellande in de Wood," "Serenade" (Shubert), "The Mystery of Night," and "The Builder."

## FRIDAY RADIO PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

- 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.—Noonday Organ Recital by Erwin E. Schenk.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
  - "The Baldwin Piano"
  - "SILENT"

- 11:15 P. M.—CROSLY MUSICAL NEWS, JOHANNA GROESSE, Editor and Organist. (Musical Flashes of Current Events).
- 11:40 P. M.—Pianologues by "Newport" Carl Bamberger
- 12:00 P. M.—Midnight request program by JOHANNA GROESSE, organist. (The Baldwin Piano)

## THURSDAY RADIO PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

- 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 auspices of the 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.
- 12:30 P. M.—Health Talk by Dr. Carl Wilzback.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel and pupils.
- 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.—The "Eyes" Have It, Dr. C. H. Kaufman.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—POPULAR CONCERT BY THE DOHERTY MELODY BOYS (Furnished by the French Bros.-Bauer Company) Frank Derperghast, piano and director; L. J. Doherty, banjo, entertainer and MANAGER; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Biudau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Rueben-player-roll artist with "Sentin-bauer, drums and effects.
- 10:40 P. M.—Irene Downing, popular player-roll artist with "Sentimental" Tommy Reynolds.
- 11:00 P. M.—Dance Music from Castle Farm.
- 11:30 P. M.—Whistling and Imitations (Barnyard Echoes), Chas. Starr, Newton Falls, Ohio.
- 12:15 P. M.—NIGHT-HOWLS — a snappy program by the CROSLY SKY-TERRIERS with KAY-NYNE and CHIEF BARBER. Concluding Dance Selections from Castle Farm. (The Baldwin Piano)

## FRIDAY RADIO PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio. Central Standard Time. 422.3 Meters.

- 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.—Noonday Organ Recital by Erwin E. Schenk.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
  - "The Baldwin Piano"
  - "SILENT"

## Crosley Radio Weekly

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

### FOUR NEW RADIOS

Four new radios for a newly created market. That is the good news we are broadcasting this week.

These new sets now offered by The Crosley Radio Corporation, merchandised properly by you, will mean prosperity. They will send your sales curve sky-high. They will sell rapidly—and they will STAY SOLD.

These multiple tube radios hit the Bull's Eye of Trade. They are exactly what the masses have been demanding—four and five tube receivers at reasonable prices. For certain unexplainable reasons radio listeners have demanded sets that require four or five tubes. Heretofore it has been impossible for The Crosley Radio Corporation to produce these that would exceed in efficiency such three tube sets as the Trirdyn, but recent development of the Crescendon and the R. F. L. circuit now permit the manufacture of better four and five tube receivers at prices far below anything on the market.

There will be a certain amount of "dumping" on the part of those dealers who are worried about being overstocked with merchandise for which there will be no demand. Crosley dealers need not fear this. They can even advertise the fact that they are maintaining prices because they are offering receiving sets that are so radically different, so greatly superior and so ridiculously low priced.

Crosley authorized dealers are advised to tell their customers to wait. They are advised to warn their customers against buying merchandise that is being "dumped" on the market. They are advised to tell their customers to be patient just a few days and to study carefully the new Crosley models before investing their Christmas money in radios.

### Radio Musical Newsreels

Johanna Grosse, organist of the Crosley WLW staff, broadcasts a novelty number every Wednesday through that Cincinnati station. It is a sort of musical news-reel, with descriptive comments on the events of the day. It is the sort of music one hears in the movie theaters when the current events are thrown upon the screen.

## New Four and Five Tube Radios Added To Crosley Line

(Continued from Page 1)

day Evening Post, supported by large space in local newspapers and full pages in a long list of radio and general publications. Before long millions of people will be reading and talking about the new four and five tube sets being made by Crosley—and they will come to Crosley authorized dealers to buy.

Crosley 4-29 and 5-38 are new sets using a new circuit and equipped with a new feature—the Crescendon. This Crescendon control of the detector tube is equivalent to one or more additional tubes of radio frequency amplification.

The 4-29 consists of one stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, with two stages of audio frequency amplification. Distant stations of reasonable power are brought in without use of amplification gained by means of the Crescendon, but when more volume is desired, a turn of the knob amplifies the volume to any reasonable degree. The volume on local stations can be cut down to a whisper without destroying the quality, or it can be built up as greatly as desired without loss of perfect reception.

The 5-38 is a five tube radio plus the Crescendon. It duplicates the excellent performances of any five-tube radio, and in addition, has this mysterious dial which permits increased volume, range and selectivity. Music or voice from a distant station hardly understandable on any set booms out and fills the room, thanks to the Crescendon. The 5-38 incorporates two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification as well as the Crescendon. It has three indicators or scales. The venier controls enable the operator to adjust and log the three dials so the same stations come in at the same places night after night.

The 4-29 and 5-38 have a real wallop that appeals to those who desire great distance, great volume and perfect selectivity. Both cabinets are hardwood with a mahogany two-toned finish.

The R. F. L. circuit, incorporated in the Crosley R. F. L.-60 and R. F. L.-75, provides true cascade amplification in a radio frequency amplifier. These sets give maximum amplification per tube and are completely balanced, non-oscillating at any frequency over the broadcasting range, and consequently non-radiating, and cannot be made to oscillate even though improperly handled. Working so close to the point of maximum efficiency per radio frequency stage, they do not require regeneration to give greater volume on any signal. This is true because the Wheatstone bridge circuit inherently provides such a well-

### THE R. F. L. CIRCUIT

During the past two years more and more frequently have appeared mentions in the technical and radio magazines of a new circuit invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by The Radio Frequency Laboratories, Inc.

This is known as the R. F. L. circuit, which is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification, per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

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

proportioned balance between the various inductance and capacity elements of the amplifier stages that it allows the designer to approach very closely to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

A remarkable degree of selectivity has been attained in the Crosley R. F. L. five-tube receivers. This

### "I SAID I WOULD WHEN I COULDI"

"Last July I was urged to put more tubes in Crosley Radios. I refused because I could NOT conscientiously produce, with 5 tubes, any marked improvement over my Trirdyn 3-tube receivers.

"As long as I could equal and better the performance of 5-tube sets on the market with 3 tubes—even though the public judges radio by the number of tubes in a set and 5 tubes is the line of least sales resistance—I could not honestly use more tubes.

"But, I said I would when I could!

"I pledge you now 4 and 5 tube sets, by far our greatest radio development, that will have no competition in quality, looks and performance within \$50 of their prices."

Powel Crosley, Jr.

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

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

The R. F. L.-60 and R. F. L.-75 are identical except they are installed in different type of cabinets. The cabinet of the R. F. L.-75 is large enough to house necessary dry cell batteries. Both are of solid mahogany with the popular two-toned finish.

## The Crescendon

(Continued from Page 1) tions within hearing distances that we cannot hear. We can tune them but are unable to hear them distinctly. Many of us have been in just such a predicament—and many of us have threatened to "throw the darned old radio out of the window."

But instead we pause a moment and visualize how wonderful it would be, when we have that station almost within our grasp, to turn a knob that might be somewhere on the panel and have that station come in with tremendous volume so we could hear it in the attic, in the cellar—anywhere without having our ears "glued" to the loud speaker. We wish that some inventor would come to us on the magical carpet of Aladdin and place this Wonder Knob on our receiver. We sit back in our chair and dream of how marvelous it would be if we could but turn this Knob of Mystery and increase the volume without causing any distortion.

Now we are awakened. The dream has come true. The Crescendon is a reality. The Knob of Mystery is before us. It is part of the equipment of the new Crosley Models 4-29 and 5-38, four and five tube receiving sets. Turn the Wonder Knob—the Crescendon—and volume is increased without the loss of tone excellence.

Engineers have proclaimed the Crescendon one of the wonders of radio. It is the link that has been missing from four and five tube receivers. Some time ago I promised Crosley distributors to manufacture four and five tube radios when I could make them better than those already on the market. I had dreamed of the Knob of Mystery and was determined to produce these types of radios just as soon as I could place such a knob on the panels of my radios. Now I have it. It is the Crescendon, about which you will hear a great deal from now on.

# HOLD YOUR RADIO MARKET!

CUT PRICE SALES AND "UNLOADINGS" SHOULD NOT AFFECT CROSLY DEALERS.

THE NEW CROSLY LINE MEETS ALL COMPETITION!

WITH the announcement of these new four and five tube radios, Powel Crosley, Jr., is opening a tremendous field for authorized dealers. Multiple tube receivers have been in great demand but heretofore the public has not been able to pay the prices asked. This sales resistance is removed by the low prices asked for the new four and five tube Crosley radios. Low in prices, high in quality—perfectly in line with the Crosley motto—"Better—Cost Less." These new radios will be in the hands of distributors

within a very short time. Orders from dealers will be filled in the order in which they are received. Therefore it is imperative that you send in your order immediately. The new line will be announced to the public in one of the most powerful and dramatic advertising campaigns ever released. There will be four full pages in the Saturday Evening Post within three weeks. This will be supported by large displays in local newspapers and full pages in a long list of radio and general publications.

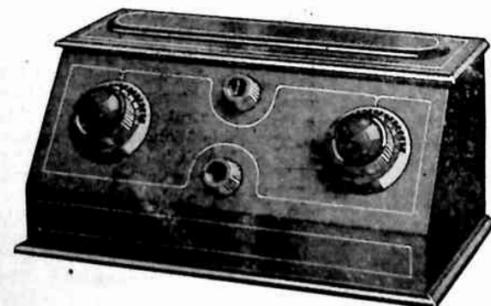
TELL YOUR CUSTOMERS TO WAIT!

THOUSANDS of persons will welcome these new radios at such low prices. Many owners of smaller receivers will discard their old sets and buy new ones. Still others who do not own radios will grasp the opportunity of buying multiple tube receivers at heretofore unheard-of prices. You realize it is a most opportune time to announce such radically improved radios. Countless thousands have received money as Christmas gifts. They are planning to use this in buying receiving sets and will be

glad to take advantage of this greatest of all radio bargains. There are many features in the new Crosley radios that are found in no other sets on the market. They are features that Mr. Crosley has been looking for ever since he realized there was a great demand for multiple tube radios. Among these are the CRESCENDON, which properly controls regeneration with tuned radio frequency amplification, and that feature incorporated in the R. F. L. sets which permits true cascade amplification in a radio frequency amplifier.

## NEW 4 AND 5 TUBE RADIOS—ANOTHER CROSLY TRIUMPH!

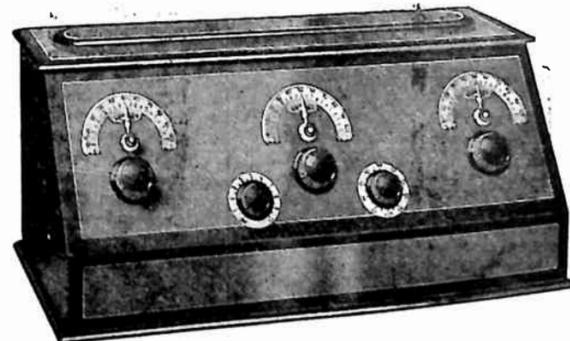
4 TUBE CROSLY 4-29



\$29.00

WITHOUT ACCESSORIES

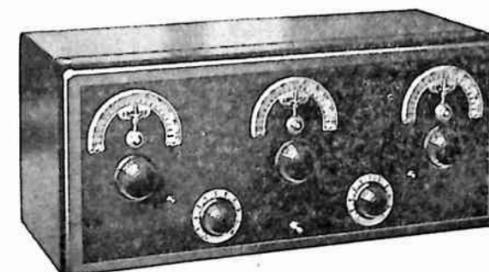
5 TUBE CROSLY 5-38



\$38.00

WITHOUT ACCESSORIES

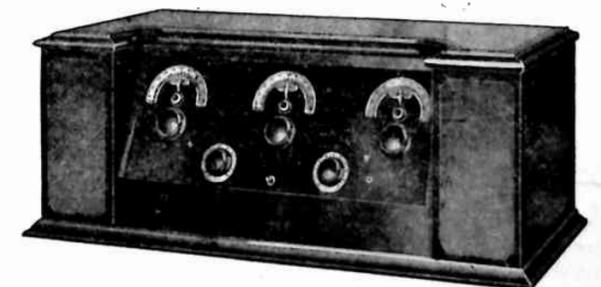
5 TUBE CROSLY R. F. L.-60



\$60.00

WITHOUT ACCESSORIES

5 TUBE CROSLY R. F. L.-75



\$75.00

WITHOUT ACCESSORIES

### FEATURING THE NEW CRESCENDON

CROSLY 4-29 and 5-38 are new sets using a new circuit and equipped with a new feature—the Crescendon. This Crescendon control of the detector tube is equivalent to one or more additional tubes of radio frequency amplification.

The 4-29 consists of one stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, and two stages of audio frequency amplification. Distant stations of reasonable power are brought in without use of amplification gained by means of the Crescendon, but when more volume is desired, a turn of the knob amplifies the volume to any reasonable degree. The volume on local stations can be cut down to a whisper without destroying the quality, or it can be built up as greatly as desired without loss of perfect reception.

The 5-38 is a five tube radio plus the Crescendon. It duplicates the excellent performances of any five-tube set, and, in addition, has this mysterious dial which permits increased volume, range and selectivity. Music or voice from a distant station, hardly understandable on any other set, booms out and fills the room, thanks to the Crescendon. The 5-38 incorporates two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification as well as the Crescendon.

The 4-29 and 5-38 have a real wallop that appeals to those who desire great distance, great volume and perfect selectivity. Both cabinets are hardwood with a mahogany two-tone finish.

### FEATURING R. F. L. CIRCUIT

THE R. F. L. circuit incorporated in the Crosley R. F. L.-60 and R. F. L.-75 provides true cascade amplification in a radio frequency amplifier. These sets give maximum amplification per tube and are completely balanced, non-oscillating at any frequency over the broadcasting range, and consequently non-radiating. They cannot be made to oscillate even though improperly handled. Working so close to the point of maximum efficiency per radio frequency stage, they do not require regeneration to give greater volume on any signal. This is true because the Wheatstone bridge circuit inherently provides such a well-proportioned balance between the various inductance and capacity elements of the amplifier stages that it allows the designer to approach very closely to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

A remarkable degree of selectivity has been attained in the Crosley R. F. L. five-tube receivers. This has been accomplished by a very material reduction in losses in the radio frequency circuits. Crosley R. F. L. receivers will be found highly satisfactory for use in congested districts within the radius of local broadcasting stations.

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

The R. F. L.-60 and R. F. L.-75 are identical except they are installed in different types of cabinets. The cabinet of the R. F. L. 75 is large enough to house necessary dry cell batteries. Both are of solid mahogany with the popular two-tone finish.

CROSLY RADIOS ARE LICENSED UNDER ARMSTRONG U. S. PATENT NO. 1,119,140 OR UNDER PATENT APPLICATIONS OF RADIO FREQUENCY LABORATORIES, INC.

FOUR NEW RADIOS

Following is an epitomized description of the new radios now offered by The Crosley Radio Corporation:

The 4-29—One stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, and two stages of audio frequency amplification. A four-tube radio with coast-to-coast range. Price—\$29.00.

The 5-38—Two stages of radio frequency amplification, regenerative detector controlled by the Crescendon, and two stages of audio frequency amplification. A five tube radio with coast-to-coast range. Price \$38.00.

The R. F. L.-60—A five tube radio incorporating a new circuit perfected in the Radio Frequency Laboratories, Inc. Provides true cascade amplification. Completely balanced, non-oscillating at any frequency over the broadcasting range. Price—\$60.00.

The R. F. L.-75—Same as the R. F. L.-60 except it is installed in a larger and more elaborately designed cabinet in which there is ample room for "B" batteries and dry cells when dry cell tubes are used. Storage battery tubes, however, are recommended for best results. Price—\$75.00.

Cabinets of the 4-29 and the 5-38 are of hardwood with beautiful two-tone mahogany finish. Cabinets of the R. F. L.-60 and the R. F. L.-75 are of solid mahogany.

Organ Recitals On Sunday Afternoons

Radio listeners will have the opportunity to hear the outstanding organists of Cincinnati in recitals to be given through the Crosley WLW broadcasting station every Sunday afternoon, beginning at three o'clock.

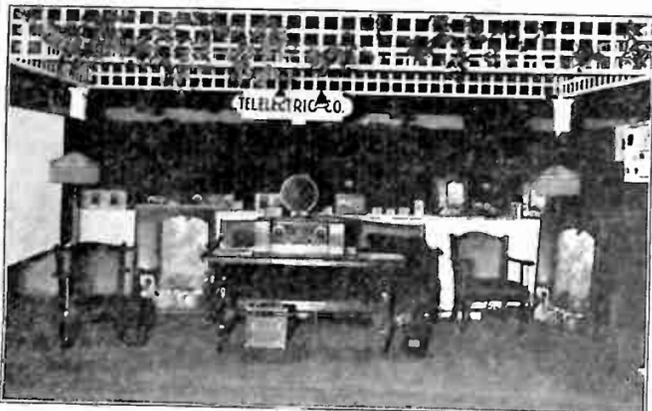
The first recital is by Adolph H. Staderman, who was organist for the Cincinnati May festival for many years. At the present time he is organist of The Seventh Presbyterian church, and is heard through the Sunday morning broadcast of the services from that church.

Programs will be made up of a group of old favorite hymns and also the standard organ repertoire, during the musical hour.

Among the organists who will participate in this service, are: Mrs. Lillian Tyler Plogstedt, John J. Fehring, C. Hugo Grimm, Leo Thuis, Mrs. Lillian Arkell Rixford, J. Alfred Schehl and others.

"Newport" Carl Bamberger, pianist, will give a pianologue through the Crosley WLW broadcasting station, every Wednesday evening at 11.40.

FEATURING CROSLY RADIOS



The above picture is that of the Tel-Electric Company's booth at a recent radio show at Houston, Texas. The Tel-Electric Company is a Crosley jobber and profitably featured these "Better—Cost Less" radios at the show.

RADIO PROGRAMS

(Continued from Page 2)

SATURDAY RADIO PROGRAM WLW The Crosley Radio Corporation, Cincinnati, Ohio. Jan. 16th. Central Standard Time. 422.3 Meters.

- 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. 6:50 P. M.—U. S. Weather Forecast and Market Reports. 7:00 P. M.—Popular Organ concert by JOHANNA GROSSE; the Crosley Organ Request Lady. 7:30 P. M.—Childrens' Safety Talk by John Fry. 7:40 P. M.—Meeting of the SECKARTARY H A W K I N S RADIO CLUB. 8:00 P. M.—COMMUNITY FIRESIDE SING led by Chorus from Cincinnati Conservatory of Music. 8:30 P. M.—Rose City Quartet. 9:00 P. M.—Program from the Cincinnati Automobile Club. (The Baldwin Piano)

Baby Bernadine

"Baby" Bernadine, the "Little Rae Samuels," is returning to the Crosley WLW studio after an absence of a year. She will be heard in songs and imitations. This little artist made her reputation two years ago through broadcasting in the WLW studio and has appeared in theaters in all parts of this country. Last summer she was a fea-

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

MONEY FOR PHOTOS

You have sold radio receivers to many kinds of people. The Crosley News Service is interested in photographs of sets in unusual settings. We want pictures which will emphasize the universality of radio. For every photograph accepted the editors will pay \$3. Send all photos to The Crosley Radio WLW News Service, Cincinnati, Ohio.

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.

ture of variety programs in European theaters, although only 13 years old.

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

CROSLY BETTER—COST LESS RADIO Distributed by THESE JOBBERS

OHIO, KENTUCKY, INDIANA

DEALERS! Send For Our New Catalog Ask How to Become a Crosley Franchise Dealer. OHIO RUBBER 228 W. 7th St. Cincinnati

OHIO, KENTUCKY, INDIANA

The JOHNSON-ELECTRIC Supply Company 331 Main St. 232 E. Fifth St. CINCINNATI Radio and electrical supplies of quality. Write us for Dealer proposition.

If the people in it were as good as the World this would be Heaven.

ILLINOIS

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

TEXAS

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

Crosley Sales and Service Manual

SERVICE HINTS

BATTERIES (Continued)

Trouble that may be caused by Dry Batteries. Improper operation of sets caused by the dry batteries is due always to one or two things; to the batteries being discharged (in which case they should be discarded), or to their being of too high internal resistance. Discharged batteries will cause such symptoms as lack of volume, and, (in regenerative sets) lack of regeneration, accompanied by loss of volume, selectivity, and ability to pick up distant stations. When any or all of these symptoms is noticed in an improperly functioning set, the batteries should be tested as outlined above. While various methods may be used of rejuvenating dry-cells, the results are too uncertain (and usually too poor) to warrant the trouble. High-internal resistance in "B" batteries will often cause the set to squeal continuously. When this symptom is noticed, dry-cell "B" batteries from a set that is functioning properly should be substituted for the questionable batteries, and if the squeal ceases, one will know that it has been caused by defective batteries.

Acid Storage Cells

Internal Construction. The active material used in the lead-acid type of storage cell is lead peroxide on the positive plate and spongy lead on the negative plate. The plates are immersed in a dilute solution of sulphuric acid. As the cell is discharged the lead peroxide and spongy lead react electrochemically to form lead sulphate. While being charged, the reverse action takes place, and the plates are restored to their original condition.

The Plates. The plates are formed in one of two ways. Platte plates are constructed of heavy lead with furrowed surfaces. A Platte positive is formed by immersing one of these plates in a dilute solution of sulphuric acid which contains, in addition, some nitric, or other acid, that dissolves lead, and sending a current through the solution in the proper direction. The surface of the plate is electrochemically changed to lead peroxide. Platte negatives are formed by connecting Platte positive as negative plates in a storage cell.

Pasted plates are made of a lead antimony grid like structure, into the cavities of which a paste-like mixture of lead oxide is forced. When these plates are assembled as a storage cell, the lead oxide of the positive plate becomes lead-peroxide under continual charge and discharge and the lead oxide of the negative plate becomes spongy lead.

The fundamental difference between Platte and pasted plates is, then, that the active layer of Platte plates is formed from electrochemical action on the surface of the lead plate itself, and the active layer is thus actually part of the plate, while the active material of pasted plates is merely pasted into holes, or grid like structures in the plate framework. Platte plates will last longer than pasted plates, but are heavier and more liable to buckle if overcharged. The lead peroxide formed as the cell is charged occupies more space than the lead of the plates. This has a tendency to cause the surface of the plate to expand as the cell is charged and to make the plate buckle (just as a sheet of paper curls up when one side is wet and the other left dry) if the charge is carried too far. It is easier to make pasted plates resistant to this buckling than Platte plates, as the grid framework may be constructed of heavy lead-antimony (the antimony making the framework harder) and the holes containing the active material spaced far enough apart so that the expansion of the active material on charging the cell has little effect on the plate.

The Electrolyte. The electrolyte as stated above, is a dilute solution of sulphuric acid in water. Fresh electrolyte is made by mixing from one part (by volume) of pure concentrated sulphuric acid with 2.5 parts of distilled water to one part of acid in four parts of water, according to the design of the battery and the battery makers' recommendations. The electrolyte should be mixed in a glass, porcelain, or earthenware vessel, by slowly pouring the acid into the water and continually stirring the mixture. Replacing the Electrolyte. The electrolyte need not be replaced unless it is accidentally spilled, or the battery jar is broken. Each battery maker specifies the strength of electrolyte best suited to his particular battery. In adding electrolyte account should be taken of the fact that when discharged a considerable amount of the acid is chemically combined with the plates in the form of lead sulphate. On charging the battery, this acid will once more become a part of the electrolyte. If the battery is in an uncharged condition when the electrolyte becomes spilled, the new electrolyte should, then, be mixed considerably weaker than specified, and a mixture of equal parts of acid and distilled water added later if the solution is still too weak after the cell has been fully charged.

SALES HINTS

TEN POINTS THAT MAKE A GOOD SALES CLERK

(Adopted from "Radio Retailing.")

- 1. "Know Your Stock, Where it is and What it is." This point cannot be over-emphasized. Many a sale has been lost by a sales clerk saying: "We haven't it in stock." Many times the article is on the shelf behind some other piece of merchandise. Knowing your stock also tells you what is on hand and what should be ordered.
- 2. Study Your Merchandise. One of the more important rules for any retailer is: "Know the articles you sell." Know what they are made of, where they are manufactured, how they are made.
- 3. Read Advertisements. "What paper did you see our advertisement in?" This question marks a slipshod salesman.
- 4. Be Pleasant. "Good morning," said with a smile, is a real greeting. It's warm, it's cordial. There is no iceberg attached to it as there is to the old to familiar greeting of many salespeople today—"Is there anything I can do for you?"
- 5. Satisfy the Customers. Every sale, large or small, deserves attention. It isn't what you are selling that merits this attention, it is the person to whom it is being sold.
- 6. Try to Agree. "You may be right," is a diplomatic reply. Give the customer the benefit of any doubt. Don't tell them they are crazy, and should know better.
- 7. Remember the Store's Policy.



"DON'T ARGUE WITH CUSTOMERS"

Not knowing stores policies has spoiled many sales. It has cost stores real money. When a store makes policies, live up to them. But care must be taken with the customer in explaining the store's side. 8. Don't Criticize Competitors. Criticizing your competitors will do little good as a sales talk. Characterizing the competitor as "a



"GREET CUSTOMERS WITH A SMILE"

guy" or a "cut-throat" in your talk with customers will not sell merchandise. 9. Make Suggestions. Suggestions and ideas keep sales on the increase. Don't be afraid to offer ideas. As they come to you, make note of them. Call them to the attention of the manager. 10. Don't be Dumb. If a customer asks a question, don't answer: "I don't know." If you don't happen to know, find someone who does.

# SELL A MUSICONE

## TO EVERY PERSON

### WHO BUYS A RADIO

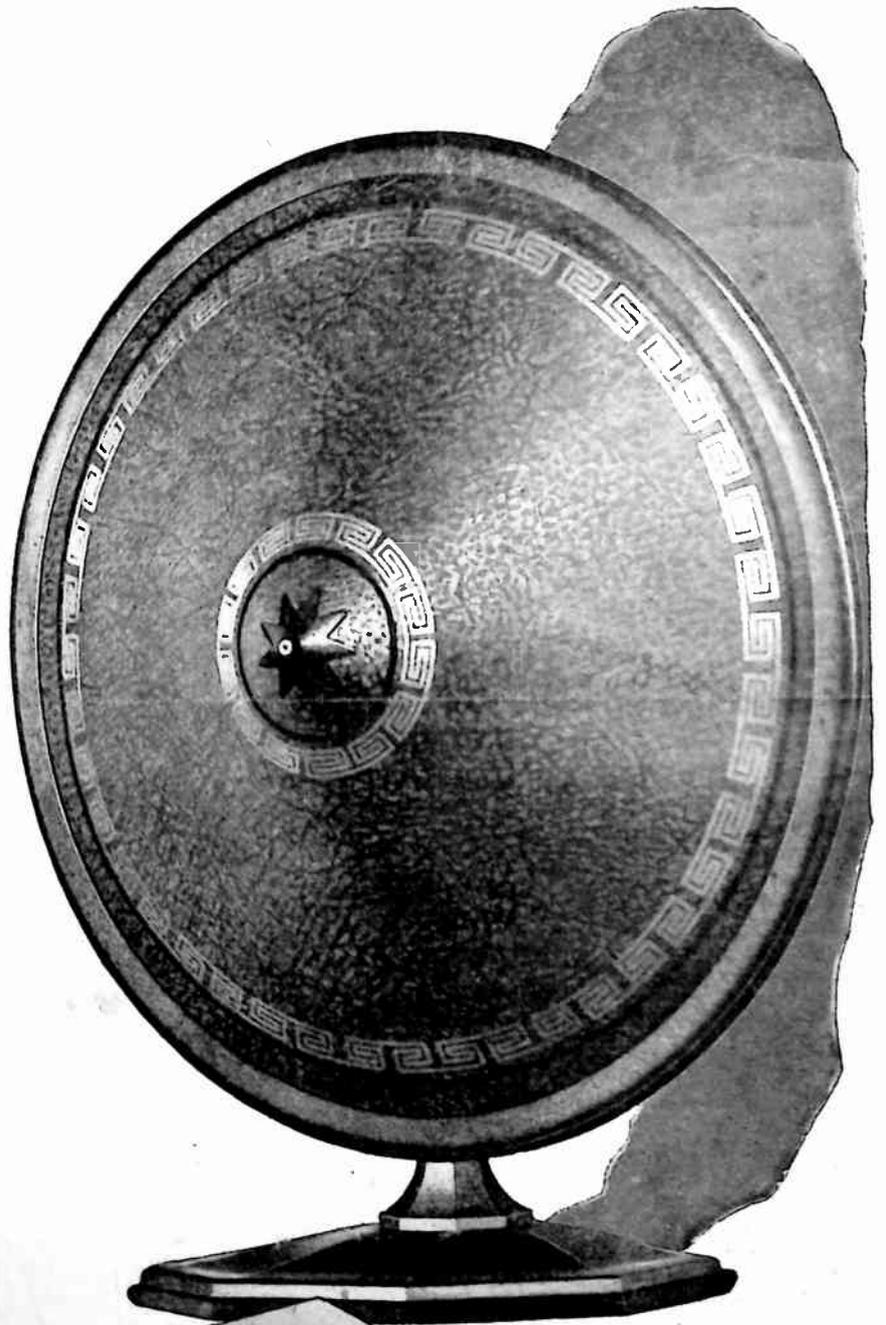
Hundreds of Thousands  
Already Sold  
and the Market Has Been  
Hardly Scratched

The Crosley Musicone is the fastest selling radio reproducer on the market to-day. Its superior qualities and appearance, combined with its very low price, make the demand for it even greater than had been anticipated by Powell Crosley, Jr. Hundreds of thousands have been sold and the market has scarcely been touched. A Musicone can be sold to every person who purchases a radio of any kind. It is actually needed by all who desire perfect reception. There is no sales resistance—absolutely no apologies to offer for the low price. Demonstrate the Musicone to every radio buyer. Compare it, if you will, with any loud speaker you may have in stock. The buyer will decide upon the Musicone immediately. Many dealers have sold hundreds of these radio reproducers by centering their efforts upon them. They carry others in stock only to make comparisons. Truly a wonderful speaker at the very low price of

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

**The Musicone  
DeLuxe**

The Musicone DeLuxe is a regular Musicone installed in a beautifully designed cabinet of clock-case effect. The grilled front with the gold cloth behind it adds to the attractiveness of any radio receiver. Price recently reduced from \$27.50 to \$23.50.



**MUSICONE**

# WATCH

**For The Startling Announcement  
To Be Made Next Week**

**by**

**Powel Crosley, Jr.**

**Complete details will be published in the next issue of the Crosley Radio Weekly.**

## New Crosley Radios "Greatest Christmas Gifts," Dealers Say

### Avalanche of Congratulatory Telegrams and Letters Fol- lows Announcement of Four and Five Tube Receivers

Announcement of the new four and five tube Crosley radios has brought from distributors and authorized dealers an avalanche of congratulatory telegrams and letters. In many of these the announcement was referred to as "the greatest Christmas present." Others asserted that by producing these new receivers, Powel Crosley, Jr., had prolonged the active profitable radio season several months, making it possible for them to revive, locally, the interest that usually lags, to a certain extent, after the Christmas buying season.

In a letter that accompanied the broadside in which the new line was announced, Mr. Crosley, after describing the sets separately, said in part:

"The above sets, each in its own representative field, set an entirely new idea of price values in radio receiving sets. The Crosley organization strengthens its position now by being able to satisfy the great popular demand for sets having more than three tubes.

"It will be observed that the field  
(Continued on Page 3)

## Greater Interest Is Created In Radio By New Models Announced By Crosley; Value Of Sets To Dealers Is Outlined

By Walter B. Fulghum

Nothing on earth creates an interest like new things. All the world is interested in the new things that are presented for their observance. A new puppy in the kennels, a new baby in the nursery, a new bicycle, a new automobile or a new Radio Set always creates an intense interest in humanity.

The retail dealer who always has something new in his store to show the public, has his store continually filled with a curious, buying public. The old saying goes that, "There is nothing new under the sun," but nevertheless, human beings are continually seeking new diversions, new thrills and new improvements on the old.

In the recent years, merchants have been spending large sums of money in re-vamping the appearance of their store fronts and show windows, because they realize that the buyers will throng the front of their stores if they are attractive, and the window dresser is continually putting new things in the windows for the observance of the prospective customer.

The retailer who fails to realize the advantage of presenting new things continually to his friends, might just as well close up his place of business before the sheriff puts

a padlock on the doors for him.

In the four new Crosley Radio Receiving Sets, the Authorized Sales and Service Stations will have an opportunity to recreate new interests in Radio in the minds of the Radio loving public. The advent of these new sets should be seized upon as an opportunity, not only to interest new buyers, but to interest persons who already own Radio Receiving Sets. The unique features and the wonderful performance qualities of the four new sets will induce many Radio fans to dispose of their old sets and buy the new. If the automobile industry were compelled to depend upon people who never owned an automobile for their future business, the industry would quickly stagnate. Everyone who owns an automobile is always hoping that some day he may own just a little better one.

Do you think that because a man has a Radio Set in his home he is not a prospect. As a matter of fact, he probably is the best prospect that you can dig up. In the first place, he knows Radio and will be able to judge quickly whether or not the new Crosley sets are better than the one which he is using.

We know you will have no diffi-  
(Continued on Page 6)

## Musicones Replacing Other Loud Speakers In Homes Of "Ians"

### Many Being Sold To Those Who Are Dissatisfied With Their Reproducers—Every Listener Needs One

Every person who purchases a radio receiving set in which two or more tubes are used will buy a Musicone, providing the dealers demonstrate this truly marvelous loud speaker. This reproducer adds to the receptive qualities of any type of receiving set and is welcomed in the most beautifully furnished home for its eye value as well as its efficiency.

Despite the very low price, it is the remarkable tonal qualities instead of the \$14.75 that appeals to radio listeners. Music experts who are trained to "catch" the least error in tone have proclaimed the Musicone to be the perfect loud speaker. Radio engineers also have declared it is far superior to anything on the market. And the radio listeners, by buying thousands daily, have realized it has no equal.

There is a tremendous field for the Musicone. There are hundreds of thousands of radio listeners who are dissatisfied with their present loud speakers. And there are still more who are really looking for a perfect radio reproducer. The dis-  
(Continued on Page 6)

## True Cascade Amplification Is Provided In Crosley's New R.F.L. Type Receivers; Perfectly Balanced At All Wave Lengths

The new R. F. L. circuit, invented by Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by the Radio Frequencies Laboratories, and now used in the new five tube R. F. L.-60 and R. F. L.-75 radios being made by The Crosley Radio Corporation, is unique in very many respects and has many advantages over other circuits.

It is the ONE circuit that provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the am-

plifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

These sets give maximum amplification per tube. They are non-oscillating at any frequency over the broadcasting range, and consequently non-radiating, and cannot be made to oscillate even though improperly handled.

Working so close to the point of maximum efficiency per radio frequency stage, they do not require regeneration to give greater volume on any signal. This is true because the bridge circuit inherently provides such a well-proportioned bal-  
(Continued on Page 6)

## Crescendon Adds Punch And Selectivity To Such Tuned Radio Frequency Radios As Four-Tube 4-29 And Five-Tube 5-38

In the new Crosley 4-29 there is one stage of normally non-oscillating radio frequency amplification, regenerative detector and two stages of audio frequency amplification.

In the new Crosley 5-38 there are two stages of radio frequency amplification, detector and two stages of audio amplification.

BUT in each there is the CRESCENDON.

This CRESCENDON properly controls regeneration with tuned radio frequency amplification. Its control of the detector tube, in the 4-29, for instance, is equivalent to one or more additional tubes of radio frequency amplification, giving these new, attractive appearing radio receiving sets un-

usual punch, pep, selectivity, sensitivity and volume—all of which mean wonderful performance. In each case one or more radio frequency tubes—muffler tubes, if you please—are placed between the regenerative tube and the antenna, thus preventing radiation.

Distant stations of reasonable power are brought in without the use of amplification gained by means of the Crescendon. But when more volume is desired, a turn of this knob builds it up, amplifies the scarcely audible signal on the loud speaker until you can dance to the music.

The beauty of the Crosley 4-29 has aroused enthusiastic comment of everyone who has seen it. The  
(Continued on Page 5)

# Crosley WLW Programs For Week of January 17th

**SUNDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 17th. Central Standard Time. 422.3 Meters—710 K. C.

9:30 A. M.—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 of the Seventh Presbyterian Church, Madison and Cliveland Aves. Jesse Halsey, Minister Adolph H. Stadermann, organist Dan Beddoe, soloist  
Prelude—"Moderato in A flat" Rink  
Doxology  
Salutation  
Gloria  
Interlude  
Duet—"Love Divine"  
Miss Illah Clark and Mr. Dan Beddoe  
Scripture Lesson  
Hymn "O Worship the King"  
Pastoral Prayer  
Chimes  
Announcements  
Offertory "Pater Noster" (Phrygian Mode)....Foote  
Solo—"Stainless Soldier".....Dickinson  
Mr. Beddoe  
Prayer  
Hymn No. 184—"Majestic Sweetness Slits Enthroned"  
Sermon—"The Healthy Teaching"  
Hymn No. 252—"O for a Closer Walk with God"  
Benediction  
Gloria  
Postlude

3:00 P. M.—Special Remote Broadcast from the Cincinnati Auto Show at Music Hall.  
4:00 P. M.—Organ Recital by Mrs. Lillian Arkell Rixford, faculty of the College of Music of Cincinnati.  
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, the well-known band master. Overture—"Lustspiel"  
Kellar Bela  
Waltzes from "The Fortune Teller"  
Herbert  
Selections from "No. Nante"  
Youmanns  
Album Leaf  
Wagner  
Reverie "Stolen Moments"  
Friedmann  
Operatic Melodies  
Tobani  
Panamericana  
Herbert  
Norwegian Dances No. 1 and No. 2  
Grieg  
Excerpts from "Sari"  
Kalmann  
Soloists:  
George Muhlhauser, tenor  
Arthur Bowen, cellist  
(The Baldwin Piano)

**MONDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 18th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Religious Service conducted by Rev. George H. Kase.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Children's Hour by pupils of Leo Stoffregen.  
6:50 P. M.—U. S. Weather Forecast

and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.  
Soloist: Mrs. Carol Mathes Tlemeyer, soprano.  
7:30 P. M.—Y. M. C. A. Basket Ball Question Box.  
7:40 P. M.—Continuation of Hotel Gibson concert.  
8:00 P. M.—The Cincinnati Times-Star Program, featuring "A Trip Down the Ohio," by the Times-Star Orchestra; William J. Kopp, director; Howard Hafford, tenor.  
10:00 P. M.—Popular program of the Cincinnati Post, featuring Bill Schulther's Orchestra.  
(The Baldwin Piano)

**TUESDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 19th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of the 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 by Petronella Trimbur.  
12:30 P. M.—Noonday concert from Hotel Gibson; Orchestra directed by Robert Visconti.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Talk by Ralph Schmidt of Ft. Thomas, Ky.  
4:10 P. M.—French Lesson by Madame Ida Telmplida.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Musical Appreciation Series, from the Cincinnati Conservatory of Music, conducted by Mrs. Etelka Evans.  
7:15 P. M.—The Aim and Purpose of the Cincinnati Better Business Commission—talk by Mr. John W. Lewis, Vice-President of the Cincinnati Better Business Commission.  
7:20 P. M.—Crosley Popular Science Series, by Dr. Hobart Hoskins, assistant Professor of Botany, University of Cincinnati.  
7:30 P. M.—Plano Memories—Plano Classes the whole world knows, by Mary Louise Woseczek, the Crosby Request Lady.  
Love's Dream after the Ball  
Czibulka  
Prelude in C sharp Minor  
Rachmaninoff  
Song of India  
Rimsky-Korsakow  
Romance  
Raff  
P. M.—Talk on Dogs, by Mr. T. W. Price of the Sunbeam Farm. Strong Heart Kennels, New Brunswick, N. J.  
Subject: "Training of Police Dogs."  
8:00 P. M.—Old Time Review by the Crosley Burnt Corkers, comedians and instrumentalists. In a potpourri of wit and melodies of other days, featuring the Musleone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.  
8:45 P. M.—Musical Handshakes with the Crosley Hello Boys, Bob Groenke and Jim Mischler.  
8:55 P. M.—Talk by Mr. Robert W. Pogue, President of the Retail Merchants Association. Subject: "Merchandising for Women."  
9:00 P. M.—Concert program under the auspices of the Formica Insulation Company, featuring the Formica Concert Orchestra, William C. Stoess, director.  
March—Admiral Stosch.  
Latann Overture—Don Giovanni  
Mozart  
Selection from Grand Opera

and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.  
Soloist: Mrs. Carol Mathes Tlemeyer, soprano.  
7:30 P. M.—Y. M. C. A. Basket Ball Question Box.  
7:40 P. M.—Continuation of Hotel Gibson concert.  
8:00 P. M.—The Cincinnati Times-Star Program, featuring "A Trip Down the Ohio," by the Times-Star Orchestra; William J. Kopp, director; Howard Hafford, tenor.  
10:00 P. M.—Popular program of the Cincinnati Post, featuring Bill Schulther's Orchestra.  
(The Baldwin Piano)

**WEDNESDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 20th. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
3:30 P. M.—Kroger Cooking School—conducted by Judith Louise Anderson—"Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of the Kroger Grocery and Baking Company.  
4:00 P. M.—Shut-In Program, directed by William Dunlap, cooperating with the Settlement Schools and other institutions, assisted by the Cincinnati Exchange Club.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.  
7:40 P. M.—Continuation of the Hotel Gibson concert.  
8:00 P. M.—Bernadine—"Imitation of Will Rogers."  
8:15 P. M.—Second orchestral concert from the Cincinnati Conservatory of Music; conductor, Ralph Lyford, associate conductor of the Cincinnati Symphony Orchestra.  
Overture, Phedre....Masseuet  
Scotch Symphony....Mendelssohn  
Allegro Moderato  
Scherzo  
Concerto in E Minor, for piano-forte and orchestra....Chopin  
Soloists—Miss Wilhelmine Bixler, pupil of Mme. Marguerite Melyille Liszewska  
Three Dances from Henry Morris Dance  
Shepherds' Dance  
Torch Dance

10:00 P. M.—"Pep" Concert Series by Fraternities of the University of Cincinnati, Ohio Delta Lambda of Alpha Tau Omega in fraternity songs and instrumental features.  
10:30 P. M.—Two Request Readings by Charles Meade.  
"The Cremation of Sam McGee"—Robert W. Service.  
"If"—Rudyard Kipling.  
10:40 P. M.—The Crosley Male Quartet.  
Fenton Pugh, first tenor  
Russell Dunham, second tenor  
Richard Fluke, first bass  
Leland Sheehy, second bass  
Walter DeVaux, accompanist

11:15 P. M.—Crosley Musical News, Johanna Groose, Editor and Organist. (Musical Flashes of Current Events)  
11:40 P. M.—Pianologues by "Newport" Carl Bamberger.  
12:00 P. M.—Midnight Stage and Screen Scribes Frolic from the Hotel Gibson, presenting many celebrities from the Cincinnati Theatres.  
(The Baldwin Piano)

**THURSDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 21st. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.  
10:45 A. M.—Weather Forecast, River Stages and Market Reports.  
11:55 A. M.—Correct Time and Weather Forecast.  
12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Groose.  
12:30 P. M.—Health Talk by Dr. Carl Wilzbach.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Concert by artists from Huntington, W. Va. Rosemarie Calhoun, soprano Helen Sherman Williams, soprano Annie Laurie Leonard, contralto Philip Anable, tenor John Henry, Scotch baritone Julian Williams, organist  
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.—The "Eyes" Have It—Dr. C. H. Kaufman.  
7:40 P. M.—Continuation of Hotel Gibson Concert.  
9:00 P. M.—Cincinnati Automobile Show broadcast from Music Hall.  
Radio Wedding—Miss Grace Douglas, bride, and Mr. Mortimer Scott, bridegroom. Rev. Frederick N. McMillan, pastor of the First Presbyterian Church of Walnut Hills, will officiate at this, his fourth radio ceremony.  
Marion McKay's Orchestra  
Johanna Groose, organist  
Soloists.  
10:00 P. M.—Popular Concert by the Doherty Melody Boys (furnished by the French Bros.-Bauer Company) Frank Penderghast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.

11:00 P. M.—Dance Music from Castle Farm.  
12:15 P. M.—Night-Howls—a snappy program by the Crosley Sky-terrier with Kay-nyne and Chief Barker.  
High Noon Lodge Dance from Hotel Gibson.  
(The Baldwin Piano)

**FRIDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 22nd. Central Standard Time. 422.3 Meters—710 K. C.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

## Crosley Radio Weekly

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

### A NEW MARKET

Crosley dealers now have four and five tube radios to offer to those customers who have been demanding such sets but who have been unable to pay the prices asked. There are hundreds of thousands of these people, all of whom will welcome the announcement of multiple tube radios at typical Crosley prices.

These hundreds of thousands constitute a new market. They have been interested in radio but have had their hearts set upon four or five tube sets and have refused to purchase other types. Announcement of the new Crosley models will bring to an immediate climax their great interest in radio receivers and will send them scurrying to your stores.

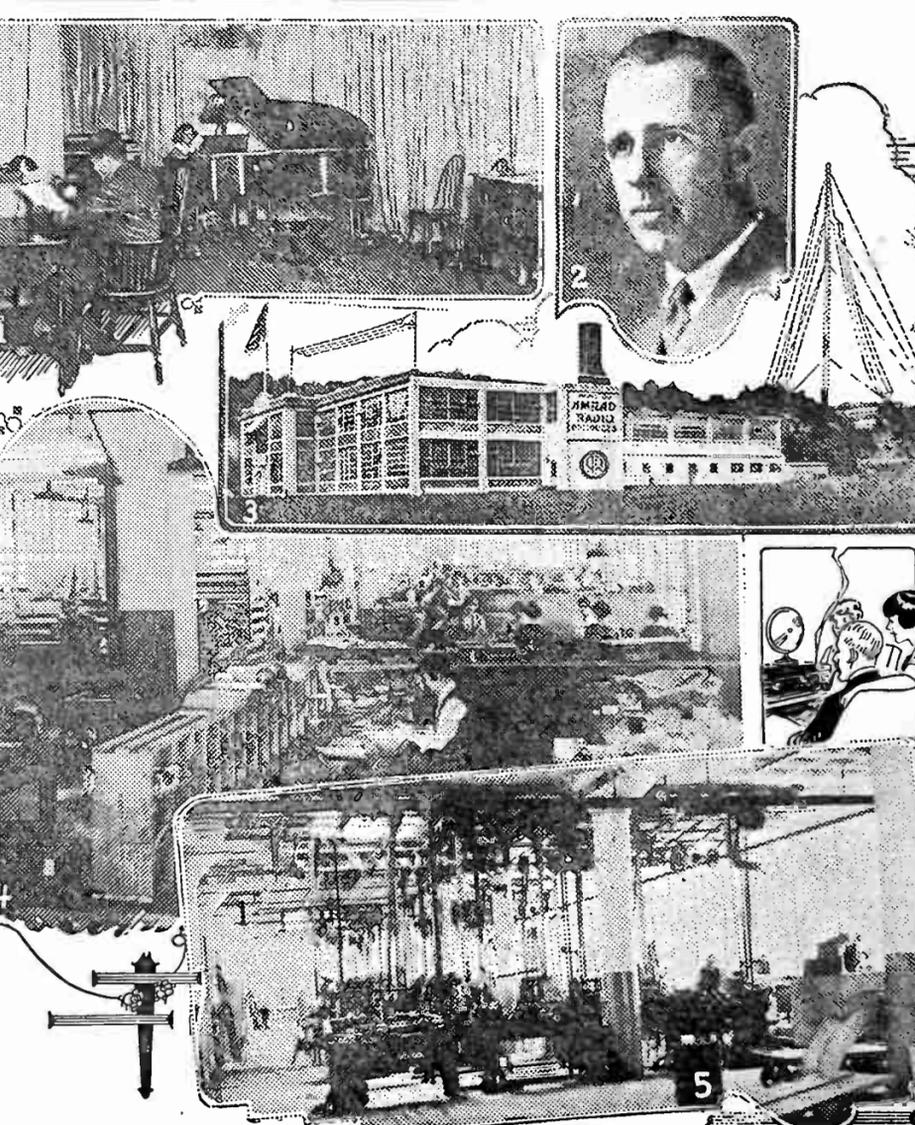
On the other hand there are many persons who are about ready to invest their Christmas money in more expensive multiple tube sets. An advertisement in your local newspaper, calling to the attention of these people the new radios you soon will have in stock, will cause many of them to wait until they have had an opportunity of seeing the new Crosley models.

Do not hold up your advertising until your stock arrives. Advertise now and keep on advertising in direct tie-up with the great national campaign now being released. Prospective customers will wait when they read about the Crosley models at such ridiculously low prices. But in order to induce them to wait there must be local advertising in which announcement of the new models is made. Cuts for newspaper advertisements will be ready very soon, but in the meantime dealers can advertise without using illustrations.

Remember a new market has been created for you. A different class of merchandise will appeal to your regular customers and to new ones as well. You have Crosley radios using one, two, three, four and five tubes. Truly a complete line of receiving sets that are "Better—and Cost Less."

Beauty in design has replaced the unsightly array of parts and small cabinets which once adorned the tables in the living room. Today, most receiving sets are self-contained and make a most attractive appearance.

## Pioneer Radio Plant And Studio Acquired By Crosley



The broadcasting studio of WARC, Medford Hillside, Massachusetts, (1) part of the pioneer radiocasting station in America which was first operated in 1915. Powel Crosley, Jr., (2) Chairman of the Board of Directors and purchaser of the assets of the American Radio And Research Corporation. The large manufacturing plant, experimental laboratories and studio, (3) on the grounds of Tufts College. Assembly division, (4) and some heavy machinery, (5) used in making AMRAD radio apparatus.

## New Crosley Radios "Greatest Christmas Gifts," Dealers Say

(Continued from Page 1)

between \$38.00 and \$60.00 adequately filled by the Trirdyn receivers, should be practically unaffected by the announcement of these new sets. Trirdyns have been known and recognized for their efficiency, performance and economy in battery consumption.

"There can be no question but that these new sets will sell in greater quantities than any sets have ever before been sold. We shall endeavor to produce them in

increasingly larger quantities as rapidly as possible. All of these sets are now in production. Quantities will be supplied early in January. Orders will be filled on basis of priority. These sets will be backed up by an extensive advertising campaign."

## Crescendon Adds Punch And Volume; Used In New Sets

(Continued from Page 1)

cabinet is made of hardwood, with two-tone mahogany finish. Compact in size, it is a beautiful addition to any home. It uses tubes with the

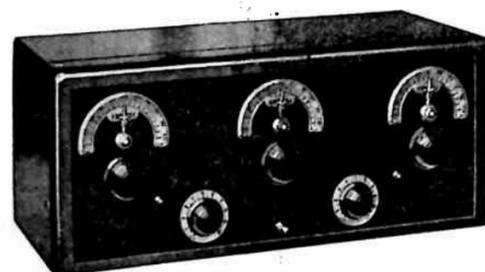
new type base, for either storage battery or dry cell operation. The price is so far below that of any set ever offered comparable with it, that the demand is certain to be a riot.

The Crosley 5-38 has three indicators or scales. The vernier controls enable the operator to adjust and log the three dials so the same stations come in at the same places night after night. Never before has any receiver comparable in performance or appearance been offered at anything like this price.

In Japan radio fans are applying for receiving licenses at the rate of 1,500 a week.

# NEW FOUR **A N D** FIVE TUBE RADIOS

## FIVE TUBE R. F. L.-60

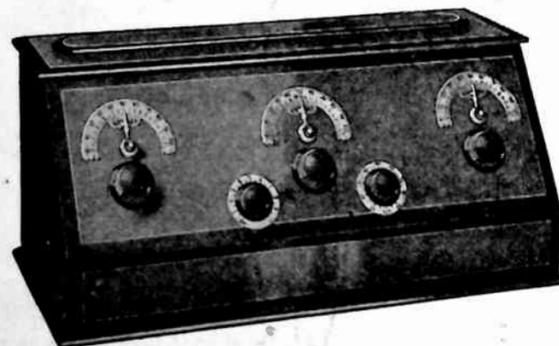


Without Accessories

**\$60.00**

THE CROSLY R. F. L. 60 incorporates the new and wonderful R. F. L. circuit, invented and developed by Stuart Ballantine and Dr. L. M. Hull and the Radio Frequency Laboratories, Inc., under whose patents The Crosley Radio Corporation is licensed. This set accomplishes almost ideal balance in radio frequency circuits, regardless of wave lengths. It presents an entirely new conception of the balanced, non-oscillating, non-radiating circuit of maximum efficiency. Its sensitivity, selectivity and volume creates an entirely new standard in balanced, non-oscillating type of receivers. Cabinet is of beautiful solid mahogany.

## FIVE TUBE 5-38



Without Accessories

**\$38.00**

THE CROSLY 5-38 is a five-tube radio set incorporating two stages of tuned radio frequency, detector and two stages of audio frequency amplification, controlled by three dials, one rheostat knob and a Crescendon knob. This receiver has sloping panel with two-tone mahogany finish cabinet, and is extremely attractive in appearance. Another most unusual value incomparably better than anything ever before offered at anything like its price. The Crosley 5-38 has a real wallop which will not only appeal to the person who desires to get great distance and volume. On the other hand the signal strength can be controlled down to satisfactory volume and quality even on local stations.

## THE R. F. L. CIRCUIT

IN THE

### R. F. L.-60 and R. F. L.-75

During the past two years more and more frequently have appeared mentions in the technical and radio magazines of a new circuit invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by The Radio Frequency Laboratories, Inc. This is known as the R. F. L. circuit. It is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, that heretofore has been thought possible.

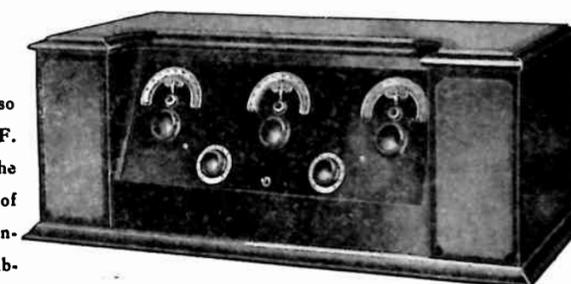
## THE CRESCENDON

IN THE

### 4-29 and 5-38

The CRESCENDON feature is properly controllable regeneration in combination with tuned radio frequency amplification in multiple tube sets. This feature, heretofore, has never been put into four and five tube sets, excepting in one that we know of costing several times the price of either the 4-29 or 5-38. It adds that punch or wallop which all tuned radio frequency sets lack. Normally non-oscillating radio frequency amplification between regenerative tube and antenna blocks radiation.

## FIVE TUBE R. F. L.-75



Without Accessories

**\$75.00**

The Crosley R. F. L.-75 is the same, so far as the circuit is concerned, as the R. F. L.-60. But the cabinet is larger and has the popular sloping panel. The cabinet is of beautiful solid mahogany, with two-tone finish. There is sufficient room inside the cabinet for "B" batteries and dry cells when dry cell tubes are used. This set, however, is recommended for use with storage battery tubes for best results. A five-tube coast to coast radio at a very low price.

## FOUR TUBE 4-29



Without Accessories

**\$29.00**

THE CROSLY 4-29 is a four-tube, sloping panel, two-tone mahogany finish radio receiver. This incorporates one stage of tuned radio frequency, Crescendon control detector, and two stages of audio frequency amplification—a sensitive, selective, powerful receiver of attractive appearance, design and workmanship, destined to create a furor of buying enthusiasm unequalled by anything that we have ever offered before. It is truly a long distance loud speaker operating receiver, which has all the elements that a good set should have.

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

CROSLY RADIOS ARE LICENSED UNDER ARMSTRONG U. S. PATENT NO. 1,113,149 OR UNDER PATENT APPLICATIONS OF RADIO FREQUENCY LABORATORIES, INC.

### Greater Interest Is Created In Radio By New Type Sets

(Continued from Page 1) culty in demonstrating these new sets against anything that is on the market within \$100.00 of their price range. We don't want to appear to exaggerate, but in producing these sets we have used the most expensive sets on the market as criterions, and the comparison in every case has been highly favorable to the Crosley product.

When you get samples of the new sets in your store, don't fail to let the world know that you have something new. Send out an offer to all owners of Radio Sets to demonstrate the new Crosley product in their homes along side of any other make of Radio Receiving Set. Dress up your windows with the window cards we are preparing for you; circularize every prospective customer, non-owner and owner; put a streamer across the front of your store that you have "Something new under the sun." Take advantage of the tens of thousands of dollars which we are planning to spend in bringing these new sets to the attention of the public and cash in on the sales possibilities which are sure to result from the tremendous advertising campaign being inaugurated by us in connection with the advent of these new sets. Keep your town people feeling that your store is the store that is always a jump or two ahead of every other Radio Store in your community. Get the people to saying that if you want to know the latest in Radio that they can always find it at your place of business.

There has never been an industry developed in which there was greater expectancy on the part of the buyers than that which surrounds the Radio Industry. Everybody is looking for something different, some new development, something that will improve their reception, something that will give them a little greater selectivity, something that will be easier to tune or something that will be greater value for the money expended. You have all of these in the new Crosley models. A good merchant will not fail to take advantage of this opportunity to prolong his Radio season three or four months.

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

### Musicones Replacing Other Loud Speakers In Homes Of "Fans"

(Continued from Page 1) satisfied ones will throw their old loud speakers away and purchase Musicones providing the dealers send salesmen into their homes and demonstrate the qualities of these

units. The ones who are looking for perfect loud speaker will buy the Musicone when they hear a comparison with any of the other good ones on the market.

Dealers are advised to concentrate their loud speaker sales efforts on the Musicone. Many carry other types in stock only to use as comparisons. Others carry the Musicone alone, believing it is unnecessary to make any comparison. But those who are featuring them are selling them by the hundreds and are making their cash registers sing a merry tune of prosperity.

Look over your Musicone stock immediately. Suggest to your salesmen that they center their efforts on this loud speaker. Look up those people to whom you have sold other types of loud speakers and send your salesmen to them with Musicones. Demonstrate the Musicone in your stores and display them in your windows. If your stock is low, send an order to your distributor immediately. Our production figures now are almost unbelievably large and we are prepared to make immediate shipments.

### Cascade Amplification Is Provided In New R.F.L. Receivers

(Continued from Page 1) ance between the various inductance and capacity elements of the amplifier stages that it allows the designer to approach very closely to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

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

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

A new insignia for United States naval radio electricians, until recently classified as gunners radio, in the form of "a jagged spark," has been adopted for uniform wear.

### RADIO PROGRAMS

(Continued from Page 2) der 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.—Noonday Organ Recital by Erwin E. Schenk.  
12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. (The Baldwin Piano) 'SILENT'

**SATURDAY RADIO PROGRAM W L W**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 23rd. Central Standard Time. 422.3 Meters—710 K. C.

10:45 A. M.—Weather Forecast, River Stages and Market Reports. Weather Forecast.  
11:30 P. M.—Business Reports.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Popular Organ Concert by Johanna Groose, the Crosley Organ Request Lady.  
7:30 P. M.—Children's Safety Talk.  
7:40 P. M.—Meeting of the Seckartary Hawkins Radio Club.  
8:00 P. M.—Air City Banjo Boys.  
8:30 P. M.—Radio Play, "The Valiant" by Holworthy Hall, presented by some of Cincinnati's most talented players, including Ethel Goldsmith, Eugene Segal, Edward Leo Meyer, and Chas. Meade.  
9:00 P. M.—Dance Program from Castle Farm.  
11:55 A. M.—Correct Time and (The Baldwin Piano)

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

**CROSLY BETTER—COST LESS RADIO**  
Distributed by **THESE JOBBERS**

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**TEXAS**  
**Radio Equipment Co. of Texas**  
Distributors in Texas for CROSLY RADIO APPARATUS EVEREADY BATTERIES CUNNINGHAM TUBES and OTHER QUALITY LINES  
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Dallas, Texas

# Crosley Sales and Service Manual

## SERVICE HINTS

### BATTERIES (Continued)

**Hydrometers**—The density of the electrolyte increases as more acid is added, since the acid is more dense than water. The specific gravity of the solution, that is, the ratio of its density to the density of water, is, then, a measure of the amount of acid contained in the solution.

Specific gravity may be measured by means of hydrometers, instruments consisting of graduated glass rods with floats at one end, to the bottom of which are attached weights. When the hydrometer is placed in a solution it sinks lower the less dense the solution. The scale reading at the surface of the solution indicates the specific gravity of the solution, or its density as compared to the density of water. A specific gravity reading of 1.300 corresponds to a mixture of about one part (by volume) of acid to 2.5 parts of water. A reading of 1.210 corresponds to a mixture of one part of acid to four parts of water.

**Separators**—In order to keep the positive and negative plates from touching each other within the cell, separators of wood or other material are used. Glass tubes or perforated strips of hard rubber are often employed for this purpose.

**The Containers**—The containers ordinarily used for acid storage cells are glass, hard rubber, or moulded composition. Hard rubber or moulded composition are more frequently employed in batteries of the portable type because of their unbreakable nature.

**Capacity of Storage Cells**—The capacity of storage cells is rated in ampere-hours. Thus a battery with a 100 ampere-hour rating is supposedly of a sufficient capacity to deliver, when fully charged, one ampere for 100 hours before it is necessary to charge it again, or two amperes for 50 hours, 1-2 ampere for 200 hours, etc. If a Tridyn using one 200 type tube and two 201-A type tube, be run from a 60 ampere-hour storage battery, the number of hours service between charges may be calculated as follows:  
2—201-A tubes require 1-2 ampere  
1—200 tube requires ... 1 ampere  
Total current used. 1.1-2 amperes  
Capacity of battery equals 60 ampere hours. 60 divided by 1.1-2 equals 40, the number of hours service between charges.

It would seem that the capacity of a battery would depend upon the amount of active material in the plates, as the process of discharge consists in converting this material into lead sulphate. However, it takes some time for the acid of the

electrolyte to soak into the inner layers of the lead peroxide, so that if the battery is discharged rapidly, the outer layer of active material will be converted into lead sulphate before the acid has a chance to react with the inner layer. At rapid discharge rates, therefore, the capacity of the battery depends very largely on the surface area of its plates.

**Sulphation**—If the battery is discharged extremely rapidly, as by a short circuit, the plates become quickly covered by a layer of hardened lead sulphate which prevents the electrolyte from reaching further active material. This layer of lead sulphate may be so pronounced that it requires several alternations of charge and discharge to remove it. A battery in such a condition is said to be "sulphated". The remedy is to charge and discharge the battery several times, until it regains its normal activity.

Sulphation may also be caused by over-discharge (in which case hardened lead sulphate is formed in the pores of the active material), by an internal short circuit (which might be caused by the touching of two buckled plates of opposite polarity, etc.), or by the addition of too much acid to the electrolyte.

**Method of Charging**—Storage batteries are charged by sending a direct electric current through them in the opposite direction to the current flow on discharge. For the usual six volt radio battery, the charging current ordinarily used will be from 3 to 5 amperes. In order to obtain such a rate of current flow, various types of battery chargers are used. These convert the source of supply to which they are connected into direct current, if the source is alternating current, and reduce the voltage to the proper value for charging the battery at the current rate it requires.

Cells should not be overcharged, because of the danger of buckling the plates, due to surface expansion, as described above. If the plates become sufficiently buckled, internal short-circuit may be caused, resulting in bad sulphation. Overcharge, however, is not nearly so liable to damage the battery as over-discharge.

Tests have been completed between Castle Farm and the Crosley WLW station, and the radio audience will now be able to hear many popular dance orchestras microphoned from the former dance rendezvous. Programs will be "picked up" through remote control in the evenings.

## SALES HINTS

### TEN MORE POINTS THAT MAKE A GOOD SALES CLERK

**11. Forget Gossiping.** Don't be a town gossip. Never talk to one customer about another.

**12. Go Slowly.** Many new sales clerks are disappointed if their sales do not reach the mark of others in the store. There is no reason for it. No sales-manager expects a newcomer to break all records of the store.

If the customer has definitely made up his mind as to just what he wants, sell him that—don't try to change his mind and sell him something else.

**17. Use Indirect Methods.** Try to make the prospect feel that he is buying, rather than that you are selling. Don't say, "I think this is a very beautiful set", but



Study Manufacturers' and Other Literature on Radio

**13. Watch Stock Arrangements.** Use spare moments between sales to keep counters free from merchandise. Rearrange stock that has been disturbed in making a sale.

**14. Be Neat.** Be careful in your dress. Loud ties and "dance hall" styles have no place in a retail establishment. Dark clothes are better.

"This is a very beautiful set, isn't it, Mr. So-and-So?"

**18. Give Prompt Attention.** Do all that you can to see that customers are promptly waited on.

**19. Study Your Prospects.** Study people in general and try to learn to size them up when they come into the store. Show them what you believe will appeal to them most.



Take Time With Even the Smallest Sale

**15. Don't Talk Technicalities.** Some day you may meet a customer who knows more than you do. But in the average case talking technicalities is like talking Greek or Chinese—the customer does not understand you.

**16. Don't Decide for the Customer.**

**20. Show Customers What They Ask To See.** If the prospect asks to see some particular product, show him that—not something "just as good."

Boasting attracts friends like a homely face attracts admirers.

## Cone-Type Speakers Rapidly Replacing Radio Headphones

Evolution of Reproducer Described by Manufacturer in Citing Demand for "Best in Radio."

Manufacturers of head-sets report the sales of their products have not been as large this season as in the past. They attribute this to the excellent reproducing qualities of the cone-type speakers which have largely replaced the old-fashioned horn-type affairs. In this connection, Powel Crosley, Jr., a leading figure in the radio industry and manufacturer of both head-sets and cone-type reproducers, such as the Musicone, makes this observation:

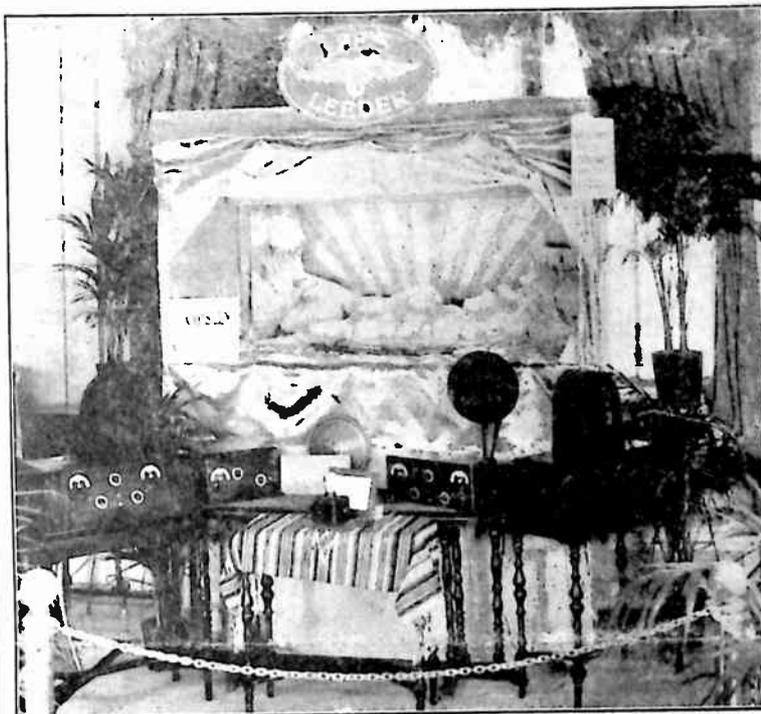
"In the early days of radio, people were not so well acquainted with the vast possibilities of radio reception and the radio 'bugs' in those days had to keep whatever they were fortunate to tune-in to themselves. Others in the household did not want to the 'annoyed' or have their conversation interrupted while someone in a broadcasting station operated a phonograph to supply music for the air.

"As programs became better and stars of the operatic and concert stage were induced to broadcast, interest in radio became more widespread. Then, too, studio directors added talks and novelties to interest the women and children. With the increase in variety in programs there came a greater increase in the popularity of radio and a demand was created for some instrument which would make it possible for several persons to listen to the program at the same time in the same room.

"The first loud-speaker was fashioned from a single horn-telephone unit with a paper horn attached. The evolution from that simple bit of apparatus has been gradual, until it is now a common thing to find buyers of radio sets including the cone-type reproducers as a necessary part of the equipment. Head-phones are also bought, although in smaller quantities than in the past. Phones are used mostly for the purpose of tuning-in the stations, prior to using the speakers."

The best reception comes when the aerial is at least as high as other surrounding objects and from 40 to 100 feet high.

## Leonard Weeks' North Pole Stunt Featured In Radio Show Exhibit



When the MacMillan explorers were in the vicinity of the North Pole, Leonard Weeks, of Minot, N. D., was one of the very few radio fans who were able to keep in consistent communication with MacMillan's operator. Weeks used a Crosley one tube receiving set, and his success was featured by the Lee Hardware Company in a booth at a recent radio show in Shreveport, La. The booth, a picture of which appears above, attracted a great amount of attention and aroused considerable interest in Crosley radios. The Lee Hardware Company is a distributor of Crosley products.

## Many Will Purchase Radios To Listen To International Tests

New Interest in Distant Reception is Aroused on Eve of Trans-Atlantic Broadcasting Experiments.

The wide-spread publicity that is being given to International Radio Week by newspapers and magazines is creating a great amount of interest in radio reception and is causing thousands of persons to consider purchasing receiving sets. Crosley dealers are advised to take advantage of this new demand and to let these prospective buyers know they are selling radios with which it is possible to hear this international broadcasting.

During the tests last winter an untold number of Crosley owners

(Continued on Page 3)

## Every Radio Fan Is Musicone Prospect; Comparison Urged

Dealers Urged to Send Salesmen Into Homes of All Radio Owners for Musicone Demonstrations.

Compare the Musicone with any other type of loud speaker, regardless of price. Make this comparison while your customers are in your store, or send your salesmen in to the homes of people you know own receiving sets and have him make the comparison there. Do not be afraid to "buck against" the very best on the market. One demonstration will prove the Musicone is superior to all.

It must be remembered, though, that a demonstration is essential. Radio buyers are realizing a per-

(Continued on Page 3)

## New Crosley Radios Being Ordered In Great Quantities

Jobbers Realizing Demand Will be Tremendous—Prolongation of Active Buying Season Certain.

Prolongation of the radio season is a certainty, Crosley dealers inform us, as a result of the recent announcement of new four and five tube receiving sets. Orders for these new receivers are piling in and production is being increased so rapidly that shipments in large quantities will be made within a very short time.

The public always is interested in "something new." It is aroused immediately by any radical announcement. The new four and five tube radios now being offered by The Crosley Radio Corporation have caused nation-wide comment among dealers and they will be the topic of all radio conversations when announcement is made to the consumers in the great advertising campaign now being released. Millions will read about the four and five tube radios offered by Crosley—thousands will come to you to buy them.

Crosley dealers must be prepared to accommodate those customers who will demand the new sets. They must have them in stock as quickly as possible. Careful buying is recommended—but this buying must be done immediately. Distributors are anticipating their demands as closely as they can, but will welcome orders from the dealers. The rule of priority will be observed in the distribution of these new radios, and so it is of vital necessity that dealers send their orders to their jobbers at once.

Those radio jobbers and dealers who have had an opportunity of seeing the new sets in the factory are loud in their praise. They realize there will be an immediate market for them. "Give us multiple tube radios at reasonable prices," is the call that has been heard everywhere. Crosley dealers will be the first to answer this call. Judging from the large orders being placed by distributors, all of them have recognized the possibilities of the new sets and have realized that they will prolong the active buying season at least several months.

# Crosley WLW Programs For Week of January 24th

**SUNDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 24th. Central Standard Time. 422.3 Meters—710 K. C.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:45 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleveland Aves. Jesse Halsey, Minister Dan Beddoe Adolph H. Stadermann, Organist
- Prelude — "Processional Prelude" ..... Whiting
- Doxology
- Salutation
- Lord's Prayer
- Gloria
- Organ Interlude
- Solo—"My Soul is Athirst for God" ..... Gaul
- Dan Beddoe
- Scripture Lesson—Matt. 6 Hymn No. 294—"How Firm a Foundation"
- Pastoral Prayer
- Chimes
- Announcements
- Offertory
- Solo—"Stainless Soldier" ..... Diekinson
- Dan Beddoe
- Prayer
- Hymn No. 257—"Thou Art the Way"
- Sermon—"The Language of the Spirit"
- Hymn No. 306—"Fight the Good Fight"
- Benediction
- Gloria
- Postlude
- 3:00 P. M.—Organ recital by Elmer Dimmermann, organist, Phillips Evangelical Church, including favorite hymns.
- 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 the well-known band master, Walter Esberger.
- 1. Coronation March
- 2. Overture—"Semiramis" ..... Meyerbeer
- 3. Tenor Solos ..... Rossini
- 9:00 P. M.—Part Two—Pogue Orchestra in International Radio Week Test Program. Address by Col. C. O. Sherrill, City Manager.
- 4. Four Indian Love Lyrics
- 5. Grand Waltzes: "The Merry Widow" ..... Lehár
- 6. Descriptive: "By the Swane River" ..... Middleton
- 7. Grand Opera Mirrors, Gounod
- 8. Excerpts from "Algeria" ..... Victor Herbert
- Soloist: George Muhlhauer, tenor. (The Baldwin Piano)

**MONDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 25th. Central Standard Time. 422.3 Meters—710 K. C.

- 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.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Religious Service conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.

- 3:40 P. M.—Market Reports.
- 3:50 P. M.—"Higher Forces of the Mind"—Talk by M. V. Whitacre, psychologist.
- 4:00 P. M.—Children's Hour — by younger pupils from the Cincinnati College of Music.
- 6:45 P. M.—Hon. W. L. Harding, ex-Governor of Iowa. Talk: "The Deepest St. Lawrence."
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.
- Soloist: Mrs. Carol Mathes Tiemeyer, soprano.
- 7:30 P. M.—Y. M. C. A. Basket Ball Question Box.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—The Cincinnati Times-Star Program, featuring "A Trip to Europe," by the Times-Star Orchestra especially for our overseas listeners; Wm. J. Kopp, director, and Howard Hafford, tenor.
- 10:00 P. M.—The Cincinnati Post program featuring popular dance numbers by Bill Schultheis' Orchestra, Soloist: Helen Doyle, "the radio nightingale." (The Baldwin Piano)

**TUESDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 26th. Central Standard Time. 422.3 Meters—710 K. C.

- 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 the 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 by Petronella Trimbauer.
- 12:30 P. M.—Noon concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports
- 4:00 P. M.—Talk by Ralph Schmidt of Ft. Thomas, Ky.
- 4:10 P. M.—French Lesson by Madame Ida Teilmann.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Musical Appreciation Series—Talk on the Appreciation of Music, with instrumental and vocal illustrations, conducted by Miss Eteka Evans, of the Cincinnati Conservatory of Music.
- 7:20 P. M.—Popular Science Series.
- 7:30 P. M.—Piano Memories—Piano Classics the whole world knows, by Mary L. Wosecek, the Crosley Piano Request Lady.
- 7:50 P. M.—Talk on Dogs, Mrs. Harriet L. Price, Owner of Robinscroft Kennels, Riverside, Conn. Subject: "The Cairn Terrier."
- 8:00 P. M.—Old Time Review by the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, featuring The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.
- 9:00 P. M.—Concert of American Compositions in connection with International Radio Week Test Programs, featuring the Formica Orchestra, William Stoess, director, under the auspices of the Formica Insulation Company.
- 1. The Stars and Stripes Forever" ..... Sousa
- 2. Overture: "Calyso" ..... Brand
- 3. American Suite
- 4. T. W. Thurban
- (a) March: "Mighty America"

- (b) Serenade: "The Song of the Bells"
- (c) Sketch: "Arrival of the Coontown Cadets"
- 4. "Plantation Dreams" ..... Atherton
- 5. Medley of "Once-upon-a-time" hits ..... Lampe
- Including: "You'll Always be the Same Sweet Baby," "Sooner or Later," "You'll Find a Little Bit of Ireland," "Come Back to Arizona," "That Midnight Frolic of Mine," "Memories," "Chin-Chin," "My Dreamy China Lady," "They Didn't Believe Me," "Underneath the Stars," and "Loadin' Up the Mandy Lee."
- 6. Auld Lang Sync March ..... Fillmore
- 9:20 P. M.—Musical Handshakes, Bob Groenke and Jim Mischler. (The Baldwin Piano)

**WEDNESDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 27th. Central Standard Time. 422.3 Meters—710 K. C.

- Special Note: With the exception of the silent hour 10:00 to 11:00 P. M., WLW will broadcast continuously during twenty-four hours, in honor of the fourth anniversary of the Birthday of the Crosley Radio Station WLW. Due to the length of this special broadcast, it is impossible to give program in detail.
- 7:30 A. M.—Setting up exercises by William Stratman of the Physical Department of the Central Parkway Y. M. C. A.
  - 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
  - 9:00 A. M.—Piano recital by Adelaide Apfel.
  - 10:45 A. M.—Weather Forecast, Market Reports and River Stages.
  - 11:55 A. M.—Correct Time and Weather Forecast.
  - 12:05 P. M.—Noon request 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 Louise Anderson, Dietician, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Company.
  - 4:00 P. M.—Shut-In Program under the direction of Mr. and Mrs. William Duning; co-operating with the Settlement Schools and all other institutions, assisted by the Cincinnati Exchange Club.
  - 5:00 P. M.—Organ recital by Margaret Martin.
  - (a) Andante from Sonata ..... Gullmant
  - (b) Evensong ..... Martin
  - (c) Intermezzo ..... Hueter
  - (d) Polichinelle ..... Herbert
  - 6:00 P. M.—Theatrical Feature.
  - 6:50 P. M.—U. S. Weather Forecast and Market Reports.
  - 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra directed by Robert Visconti.
  - 8:00 P. M.—Concert and entertainment "extraordinaire" by The Syrian Temple Shrine Band; Henry Fillmore, director.
  - 9:00 P. M.—Address by Powel Crosley, Jr.
  - 9:10 P. M.—Continuation of Shrine Concert.
  - 10:00 P. M.—11:00 P. M.— Silent in compliance with International Radio Test Week.
  - 11:00 P. M.—The Robert Alter Trio Robert Alter, Vox-Ferro (hand-saw) Rosemary Stoess, piano William Stoess, violin
  - 11:30 P. M.—Johanna Grosse, editor and organist of the Crosley Musical News, Melodious flashes of Current Events.
  - 12:00 P. M.—Dance selections from Castle Farm.
  - 12:30 A. M.—Night-Howls from the

**FRIDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 29th. Central Standard Time. 422.3 Meters—710 K. C.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stratman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Noonday Organ Recital by Erwin E. Schenk.
- 12:30 P. M.—Noonday concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- "SILENT"
- 10:15 P. M.—10:30 P. M.—Special International DX Test Capt. W. H. Murphy, McCook Field, Dayton, Ohio, will transmit from an airplane 5,000 ft. high to

Crosley Sky-Terrier Club; featuring Kay-Nyne and Chief Barker.

**THURSDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 28th. Central Standard Time. 422.3 Meters—710 K. C.

- 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.
- 10:45 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 Johanna Grosse.
- 12:30 P. M.—Health Talk by Dr. Carl Wilzbach.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel and pupils.
- 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.—The "Eyes" Have It—Dr. C. H. Kaufman.
- 7:40 P. M.—Continuation of Hotel Gibson concert.
- 8:00 P. M.—International Music Night—presenting foreign musicians playing their native instruments (through the courtesy of the American House) Scotch Bagpipes Swiss Zithers Hungarian Czembalom Syrian Lute Russian Balalaka
- 10:00 P. M.—11:00 P. M.— Silent (for International Radio Tests).
- 11:00 P. M.—Popular Concert by the Doherty Melody Boys, (furnished by the French Bros.-Bauer Company), Frank Penderghast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flannigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.
- 11:40 P. M.—Irene Downing, popular player-roll artist with "Sentimental" Tommy Reynolds. (The Baldwin Piano)

**FRIDAY RADIO PROGRAM WLW**  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 29th. Central Standard Time. 422.3 Meters—710 K. C.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stratman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Noonday Organ Recital by Erwin E. Schenk.
- 12:30 P. M.—Noonday concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
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## Crosley Radio Weekly

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

### A MARVELOUS INVENTION

Twenty-seven years ago, wireless was used for the first time (at least as far as present records show) to relieve the mind of a mother as to the welfare of her son. "Among the other services fulfilled by the Wireless Co. in that same year (1898)," says D. Mazotto, an Italian writer, in an early book on wireless, "the one which took place between the Royal yacht 'Osborne', with the Prince of Wales on board, and the Queen's Residence, Osborne House, is very interesting, and this was effected not only whilst the yacht was anchored at Cowes Bay (about two miles from Osborne House), and which was not even visible, as the hills of East Cowes lay between, but also during the frequent excursions that the Prince made in open sea."

We can picture with what delight the royal mother welcomed this marvelous invention. It must have seemed wonderful to her to be able to be assured of her son's health, even when his yacht was anchored out of sight, beyond the juts of intervening land. Even more to be wondered at must have been the possibility of communicating with him when the yacht was actually out at sea.

Modern radio broadcasting has gone even further in the matter of assuring mothers of the safety of their children. Lost children have actually been found, and people brought together by radio. From WLW, the Crosley station at Cincinnati, for instance, messages have been broadcast several times with the object of locating lost persons. In some of these instances, the individuals in question have actually been found by radio and restored to their homes.

Radio has meant a great deal to the families of the thousands of artists who perform nightly in front of the microphone. Mothers, fathers, aunts, uncles, cousins—all can listen in to the artistic members of their family as they perform over the air. One can imagine that radio fans are frequently surprised at unexpectedly tuning in long lost acquaintances who are broadcasting from distant stations. Picture the excitement when the ardent listener turns the dials, and after a look of amazement says, "Well, if that isn't old Davy Jones, giving a talk on how to grow corn. I haven't seen or heard of him in years." Broadcasting is truly a large fact.

## AN ATTRACTIVE CROSLY WINDOW



The picture shown above is that of a window display of the Kansas City Light and Power Company. This method of featuring Crosley radios and centering sales efforts on this popular line has been profitable to this company, having resulted in the sale of many of these "Better—Cost Less" radios.

tor in civilization. Contributing as it is toward the bringing of people of all kinds and classes together, it is making the world more cosmopolitan. Probably no other single invention has done, and will do, in years to come so much for the progress of the world as radio.

### Keeping Your Radio Cabinet Like New

Modern radio cabinets are made with the same care and finish as fine furniture, and just as much pains should be used in cleaning and polishing them, if their original beauty is to be preserved. It is only necessary to follow a few simple rules in order to keep cabinets in the best of condition, according to experts of the Crosley cabinet factory.

Before polishing a cabinet, the dust should first be wiped off with a piece of cheesecloth. A mixture of equal parts of benzine and paraffin oil should then be applied, with a clean piece of cheesecloth. Finally, all traces of the oil should be thoroughly polished away. Regular rubbing with oil in this way will not only preserve the finish of the cabinet, but actually improve it in the course of time. Under no circumstance should a prepared polish be used, nor any kind of oil other than paraffin.

Scratches accidentally made through the finish, in such a way as to expose the natural color of the wood, may be covered up by the use of a little mahogany or walnut stain (according to the finish of the cabinet). After the scratched or rubbed part has been stained, a thin coat of shellac should be applied to it. This should be allowed to dry thoroughly, and another thin coat of shellac applied. After the second coat has thoroughly dried, the whole cabinet should be carefully polished, as outlined above.

### HAWAIIAN LISTENER HEARS WLW ON TRIRDYN

How a Crosley Super-Trirdyn owner in the Hawaiian Islands heard WLW, about 6,000 miles away, is described in the following letter:

"Kohala, Hawaii, T. H. Dec. 15, 1925.  
"The Crosley Radio Corporation, Cincinnati, Ohio.  
"Gentlemen:  
"It may be of interest to you to know that I have been receiving from your station, WLW, with my Super Trirdyn Special, and on several occasions have been able to get it with the loud speaker.

"Last night, the 14th, I picked up your station at 7:30 our time, and heard the orchestra playing pieces of opera and of old time melodies, etc. Then I heard your announcement about wanting to hear from Boy Scouts who had one-tube receivers, to find out who could receive the longest distance.

"As the Hawaiian Islands are in the neighborhood of 6,000 miles away from your station, it proves what a wonderful set the Trirdyn Special is.  
"Yours truly,  
"R. W. Smythe."

### Care in Placing Tubes

When placing the tubes in the sockets, be careful how they are handled. Many tubes have been injured through rough usage. The tubes will not stand the rough treatment given them by many fans. The tips are sometimes broken and thus make poor contacts. Do not take the tubes out of the sockets any oftener than is absolutely necessary.

## Every Radio Fan Is Musicone Prospect; Comparison Urged

(Continued from Page 1)  
fect loud speaker is necessary if satisfactory reception is to be obtained. They want to hear before they buy. And experience has proven that they buy the Musicone when they hear how perfectly every sound is reproduced by it.

Perhaps you grow weary of reading our suggestions that you send your salesmen into the homes of radio owners for the purpose of demonstrating this loud speaker. But we are merely trying to emphasize the value of this method of acquainting your customers with the superiorities of the Musicone. Such demonstrations can be conducted by high school boys or college students, many of whom are glad to obtain this opportunity of earning a little spending money by working a few hours every evening. Certain Crosley dealers have an organized sales force consisting of young men who are conducting house-to-house campaigns and demonstrating the Musicones wherever there is a radio set. One dealer has informed us he has several attractive young ladies who have been very successful in this home-demonstration work.

It must be remembered that the Musicone improves reception with any type of receiver. The improvement is so pronounced that the listener is amazed. Immediate deliveries are being made on the Musicone, despite the ever increasing demand. Thousands are being made and shipped daily. These are going into every state in this country and into a large number of foreign countries, proving there is an international demand.

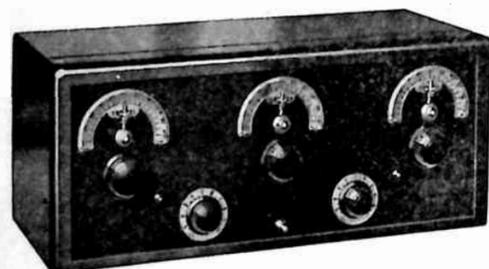
## Many Will Purchase Radios To Listen To International Tests

(Continued from Page 1)  
heard European stations. This year Crosley radios are better than they were then, and greater power is being used by the broadcasters. Taking these two conditions into consideration, it is a certainty that many Crosley owners will be able to hear the concerts being broadcast from the great stations in Europe and South America.

There is a fascination attached to distant reception that sells radio. Last year dealers reported the sale of thousands of Crosley receivers to persons who purchased them in order to be able to listen to the international tests. This year there will be a repetition of this buying, but on a larger scale.

# NEW INTEREST IN RADIO IS AROUSED EVERYWHERE BY CROSLEY'S FOUR AND FIVE TUBE RECEIVING SETS

## FIVE TUBE R. F. L.-60

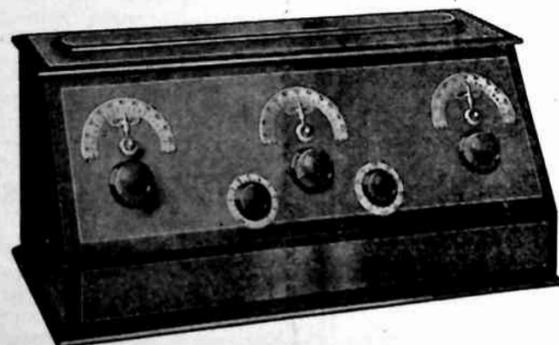


Without Accessories

# \$60.00

THE CROSLEY R. F. L. 60 incorporates the new and wonderful R. F. L. circuit, invented and developed by Stuart Ballantine and Dr. L. M. Hull and the Radio Frequency Laboratories, Inc., under whose patents The Crosley Radio Corporation is licensed. This set accomplishes almost ideal balance in radio frequency circuits, regardless of wave lengths. It presents an entirely new conception of the balanced, non-oscillating, non-radiating circuit of maximum efficiency. Its sensitivity, selectivity and volume create an entirely new standard in balanced, non-oscillating type of receivers. Cabinet is of beautiful solid mahogany.

## FIVE TUBE 5-38



Without Accessories

# \$38.00

THE CROSLEY 5-38 is a five-tube radio set incorporating two stages of tuned radio frequency, detector and two stages of audio frequency amplification, controlled by three dials, one rheostat knob and a Crescendon knob. This receiver has sloping panel with two-tone mahogany finish cabinet and is extremely attractive in appearance. Another most unusual value incomparably better than anything ever before offered at anything like its price. The Crosley 5-38 has a real wallop which will not only appeal to the person who desires to get great distance and volume. On the other hand the signal strength can be controlled down to satisfactory volume and quality even on local stations.

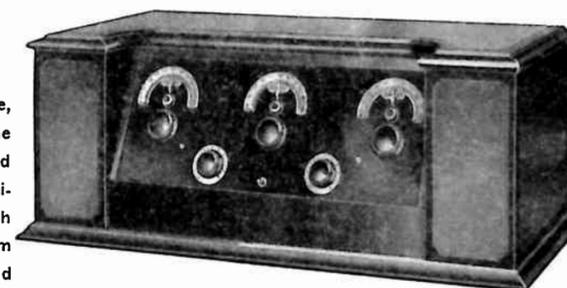
## THE R. F. L. CIRCUIT IN THE R. F. L.-60 and R. F. L.-75

During the past two years more and more frequently have appeared mentions in the technical and radio magazines of a new circuit invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by The Radio Frequency Laboratories, Inc. This is known as the R. F. L. circuit. It is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

## THE CRESCENDON IN THE 4-29 and 5-38

The CRESCENDON feature is properly controllable regeneration in combination with tuned radio frequency amplification in multiple tube sets. This feature, heretofore, has never been put into four and five tube sets, excepting in one that we know of costing several times the price of either the 4-29 or 5-38. It adds that punch or wallop which all tuned radio frequency sets lack. Normally non-oscillating radio frequency amplification between regenerative tube and antenna blocks radiation.

## FIVE TUBE R. F. L.-75

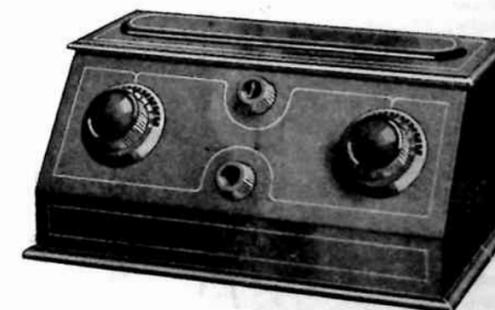


Without Accessories

# \$75.00

THE CROSLEY R. F. L.-75 is the same, so far as the circuit is concerned, as the R. F. L.-60. But the cabinet is larger and has the popular sloping panel. The cabinet is of beautiful solid mahogany, with two-tone finish. There is sufficient room inside the cabinet for "B" batteries and dry cells when dry cell tubes are used. This set, however, is recommended for use with storage battery tubes for best results. A five-tube coast to coast radio at a very low price.

## FOUR TUBE 4-29



Without Accessories

# \$29.00

THE CROSLEY 4-29 is a four-tube, sloping panel, two-tone mahogany finish radio receiver. This incorporates one stage of tuned radio frequency, Crescendon control detector, and two stages of audio frequency amplification—a sensitive, selective, powerful receiver of attractive appearance, design and workmanship, destined to create a furor of buying enthusiasm unequalled by anything that we have ever offered before. It is truly a long distance loud speaker operating receiver, which has all the elements that a good set should have.

### THE CROSLEY RADIO CORPORATION CINCINNATI, OHIO

CROSLEY RADIOS ARE LICENSED UNDER ARMSTRONG U. S. PATENT NO. 1,113,149 OR UNDER PATENT APPLICATIONS OF RADIO FREQUENCY LABORATORIES, INC.

# NEW INTEREST IN RADIO IS AROUSED EVERYWHERE BY CROSLEY'S FOUR AND FIVE TUBE RECEIVING SETS

## FIVE TUBE R. F. L.-60

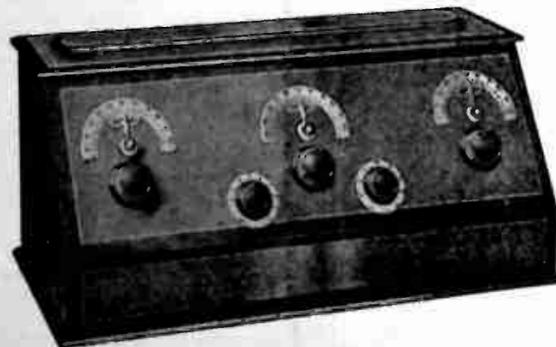


Without Accessories

**\$60.00**

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### Higher Power Adds To The Interest In Broadcasting Tests

Third Trans-Atlantic Radio Experiments to be Most Successful of All, Chairman Says.

There are two outstanding factors that should make the third international radio broadcast tests, in January, the most successful of these events, according to Power Crosley, Jr., chairman of International Radio Week.

"The great difference between this year's tests and those which have preceded it," states Mr. Crosley, "lies essentially in the period which we have selected. The previous tests were held during the early part of winter, while this test will be held the latter part of January when receiving conditions will be better than at any other time of year. This has been the unanimous opinion of experts and the many great associations organized in the radio industry.

"The second important factor that will make for greater success is the fact that there are more high powered stations in this country and Europe than heretofore, and there will be, by the time the tests are under way, a direct short wave tie-up between our headquarters at Garden City and most of the countries taking part.

"Another interesting feature this year will be the arrival of the foreign programs well in advance. Previously one of our greatest troubles were caused by lack of accurate knowledge of what was being broadcast by the foreigners.

"We are going to arrange to have tonight's program in tomorrow morning's paper and in this way make it possible for the listeners in any part of the country to make a check-up.

"In the past, many listeners heard all sorts of things, some of them based on fact. This year one or two false numbers will be inserted in the programs. These numbers will appear in the newspapers but will not actually be played. Thus we can check up on the accuracy of reports we receive."

### Takes Part Of Small Broadcasting Station.

Powel Crosley, Jr., took the stand on behalf of the little broadcaster at the Hoover Conference in Washington recently. It had been suggested that broadcasting problems, such as division of time, etc., be thrashed out locally by district meetings of the broadcasting stations involved. By this plan, all of the stations in Chicago, for instance, would meet to decide upon issues for that city, the stations of New York City would meet to de-

### Neat Dealer "Adv."



COMPLIMENT OF  
**GEO. LIEB**  
AUTHORIZED  
Crosley Sales & Service Station  
CROSLY RADIO  
BETTER - COST LESS  
ATKINS IOWA

1926 JANUARY 1926

3	4	5	6	7	8	9	2
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

The picture shown above is that of a calendar being distributed by George Lieb, an authorized Crosley dealer. The calendar is of hammered tinplate, with gold borders and black type. This advertisement is being appreciated by Mr. Lieb's customers and will keep his name before them all year.

clude New York questions, etc. "Such a plan would seriously endanger the little broadcaster", said Crosley. "In Cincinnati, for instance, we have three large broadcasting stations. The influence that these three big stations control would be sufficient to completely dominate the actions of any newer and smaller station.

"Broadcasting is not local in its effect. The listeners of each broadcasting station are scattered over a large territory, often several states, or the entire United States. Problems of broadcasting effect not only the people of the city nearest which the station is located, but the people of many other cities. It therefore seems logical to divide the country into districts at least as large as states, and to refer disagreements to committees made up of representatives of all of the broadcasting stations within each of these districts, rather than to rely upon local meetings to settle disputes.

"By such a plan of district broadcast supervision, prompt action would be assured, and at the same time, the interests of the small broadcaster would be protected."

The storage battery of a radio set requires greater attention than the automobile battery, because there is no generator to keep it charged as the current is used.

### RADIO PROGRAMS

(Continued from Page 2)  
W L W, from which point the message will be rebroadcast to aviators in Europe through the Crosley Super-Power Station. (The Baldwin Piano)

**SATURDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 30th. Central Standard Time. 422.3 Meters—710 K. C.

- 10:45 A. M.—Weather Forecast, River Stages and Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse; the Crosley Organ Request Lady.
- 7:30 P. M.—Children's Safety Talk.
- 7:40 P. M.—Meeting of the Seckatary Hawkins Radio Club.
- 8:00 P. M.—South Sea Serenaders in a program of Hawaiian Music.
- 9:00 P. M.—Popular Dance Music from Castle Farm.
- 10:15 P. M.—10:30 P. M.—Special International DX Test. (The Baldwin Piano)

Keep the ground wire as short and as direct as possible.

**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

We broadcast daily at 10:45 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
- FIFTH-THIRD NATIONAL BANK** of Cincinnati.

**CROSLY BETTER—COST LESS RADIO**  
Distributed by **THESE JOBBERS**

### OHIO, KENTUCKY, INDIANA

Send For Our New Catalog. Ask How to Become a Crosley Franchise Dealer. Let us tell you about the new Crosley sets.  
**OHIO RUBBER**  
228 W. 7th St. Cincinnati

### OHIO, KENTUCKY, INDIANA

**The JOHNSON-ELECTRIC Supply Company**  
331 Main St. 232 E. Fifth St. CINCINNATI  
Radio and electrical supplies of quality.  
Write us for Dealer proposition.

Do not use an ordinary receiver to hear radio signals. The receivers designed for radio use are much more delicate.

### ILLINOIS

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

### TEXAS

**Radio Equipment Co. of Texas**  
Distributors in Texas for CROSLY RADIO APPARATUS EVEREADY BATTERIES CUNNINGHAM TUBES and OTHER QUALITY LINES  
1819-1821 Young Street Dallas, Texas

# Crosley Sales and Service Manual

## SERVICE HINTS

### BATTERIES (Continued)

#### Use As "A" Batteries.

As "A" batteries, storage batteries are of chief value for use with the larger tubes, such as the 201-A and 200 types. They are a more constant source of current supply than dry cells, and are more economical when several of the larger tubes are used.

#### As "B" Batteries.

As "B" Batteries, storage batteries deliver a constant current and have a low internal resistance, insuring the best quality of reception. Their initial cost is, however, high, and their economy over long periods of time, somewhat doubtful.

#### As "C" Batteries.

Storage cells are very seldom employed as "C" batteries because of the limited requirements as to current drain and voltage from this type of battery. The cost of a storage battery for use in this way is usually considered an unnecessary investment.

#### Comparative Advantages and Disadvantages.

Storage cells are best adapted to heavy current requirements, and are particularly advantageous where a steady source of current of low internal resistance is needed. They are, however, high in price, heavy, and inconvenient to handle. They are recommended for use as "A" batteries with the larger tubes, and for use as "B" batteries in installations where cost is not a consideration but the best quality of reproduction obtainable is desired. As "C" batteries, they are not generally recommended.

#### Testing.

Inasmuch as some of the acid of the electrolyte reacts chemically to form lead sulphate as the battery is discharged, the electrolyte becomes a weaker solution as the battery becomes more and more discharged and its specific gravity as tested with a hydrometer becomes correspondingly less. Thus the hydrometer test of specific gravity may be applied as one method of determining the state of charge of a battery. The reading for fully charged batteries will depend upon the strength of electrolyte used by the manufacturer, but radio batteries will average from 1.250 to 1.300. A discharged battery (that is one sufficiently discharged to require a new charge) will have a specific gravity of 1.100 or 1.150. The battery manufacturer's recommendations should, however, be followed in every case in determining the state of charge.

The state of charge may also be

determined by testing the voltage in use (preferably while connected to a set, with the tubes turned on). When fully charged the voltage should be about 2.0. When the voltage drops below 1.85 or 1.8, the cells should be recharged. This method of testing should be used as a check on the hydrometer method, as it sometimes happens that the electrolyte of a cell has been mixed abnormally strong, through some mistake, and the specific gravity will test high even when the cell is fully discharged.

#### Length of Charge.

The exact method to be followed in charging will depend to some extent on the type of battery and type of charger, but, in general, the charge should be continued until the specific gravity reading is that recommended by the manufacturer, the cells are all gassing uniformly, and successive voltage readings at fifteen minute or half hour intervals fail to show any increase.

In order to make sure that all of the sulphate is reduced, the battery should be given a slight overcharge from time to time. This may be done by continuing the charge after the specific gravity reading has come up to normal for one or two hours.

#### Care of Acid Storage Batteries.

The following rules should be observed:

- (1) Do not allow the battery to be over-discharged.
- (2) Do not allow the battery to be over-charged (except for the periodic over-charge recommended above.)
- (3) Replace evaporated electrolyte by pure distilled water. The tops of the plates should always be covered by electrolyte.
- (4) Do not add acid unless the electrolyte is spilled. Then follow the directions outlined under the heading "Replacing Electrolyte".
- (5) Do not bring flames near the vent caps of cells.
- (6) In case a cell heats up abnormally, or there are other indications of an internal short circuit, examine it for buckled plates or broken spreaders. After the short circuit has been removed, subject the cell to several alternations of charge and discharge before placing it in service.
- (7) In case of ordinary sulphation, due to over-discharge, external short circuit, etc., subject the battery to several alternations of charge and discharge before putting it back into service.

## SALES HINTS

### Salesmen — Canvassers

Radio is a specialty sales proposition, and dealers who sell specialties miss an opportunity to make much greater profits if they depend on sales to people who come into their stores alone. Outside selling efforts is one of the cornerstones upon which the biggest and best radio dealers have built their superstructures of success. Outside selling effort is especially valuable in radio, because it is a product which must be demonstrated, and often it is impractical to demonstrate it anywhere but in the homes of prospects.

secure men who have a wide acquaintance in a community. In country districts, for instance, rural free delivery mail carriers often make excellent radio salesmen. Before the Crosley Authorized Dealer Plan went into effect, there were several rural free delivery carriers as Crosley dealers. Some of these sold as many as one hundred sets during the winter season. A Canadian dealer reports that one of his best salesmen is a gas collector.

There are two points about radio canvassing that it is well to remember: (a) It is, as a rule, a young



The success of music merchants in canvassing sales of phonographs stands as an example to enterprising radio dealers who want to adopt the methods which will bring them the greatest returns. If phonographs are sold so largely by home demonstrations, surely the same principle applies with greater force to radio, because of the peculiar nature of radio that makes its operation a matter of location, and that therefore makes the home demonstration imperative before almost any sale is closed.

#### KINDS OF CANVASSERS

Salesmen canvassers may be divided into three classes:

- (1) Those who devote their full work day to canvassing.
- (2) Those who work at selling and canvassing as a part-time proposition.
- (3) "Scouts", who do no direct selling, but merely locate prospects. The second class of salesmen is especially valuable to the radio dealer, as radio demonstrations must be made at night, and therefore night is the proper time for making sales. Students, postmen, piano salesmen, insurance salesmen, milk and grocery delivery men, ice-men and phonograph salesmen, implement agents, all are possible part-time radio salesmen. It is especially advantageous to

man's game, and (b) "high-pressure type" men are not so desirable as quieter men who will be welcome in the home and can readily adapt themselves to the family circle.

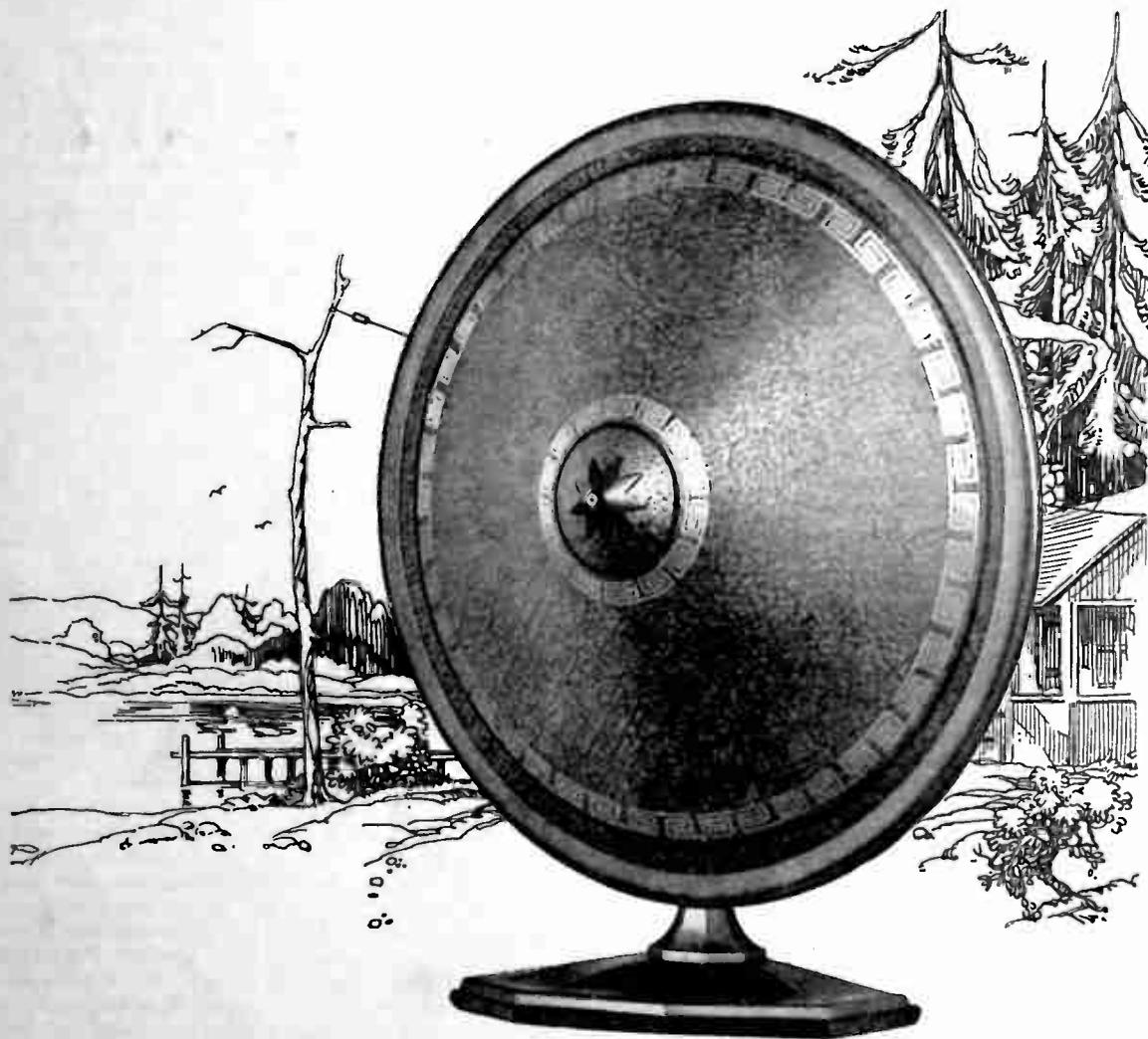
#### HOW TO SECURE SALESMEN

Often old customers can suggest men who they believe to be well qualified as radio salesmen. In small communities the dealer will, of course, know just about whom to consider. In large cities, it will usually be necessary to run an advertisement in the "Want Ad" columns of the local paper. The advertisements below are examples which have proven successful in different communities in bringing desirable applicants.

Young Man Wanted to sell leading nationally-advertised radio sets. Whole or part time. Technical knowledge not necessary. Good commission offered. Call tonight at 6:30. .... Radio Co. ....

Put Evenings to Profitable Use introducing leading nationally-advertised radio sets to friends and neighbors. Complete range of models, fit every purse. Easy payment plan. Liberal commission. Call in person tonight at 7. .... Radio Supply. ....

# ALWAYS BETTER RECEPTION WITH A CROSLY MUSICONE



The very low price of the Crosley Musicone is a secondary reason for its nation-wide popularity. The primary reason is the manner in which it improves reception with any type of radio receiver.

Every owner of a receiving set needs a Musicone. Its superior tonal qualities, its appearance and its ridiculously low price make it attractive from every possible angle. Many have told us it is the only loud speaker that permits perfect reception.

The Musicone is replacing thousands and thousands of other types of radio reproducers. It is being sold in every home in which it is demonstrated—no matter what style of loud speaker has been in operation there. Wide-awake Crosley dealers are sending their salesmen to the homes of persons to whom they have sold other types of loud speakers. They are merely asking these customers for permission to prove the superiorities of the

**\$14.75**

Musicone. And one demonstration is all that is necessary. The customers refuse to permit the salesman to take the Musicone away, even on his plea that it is a sample.

It is known that certain radio listeners are becoming disgusted with radio because their receiving set does not reproduce the music or voice satisfactorily. Perhaps it is the receiving set that is not functioning properly. But the chances are 100 to 1 that the fault lies with the loud speaker. The Musicone will make radio fans out of these people who are on the verge of becoming knockers.

Always better reception with a Crosley Musicone, which is made in two models, the one illustrated above and the DeLuxe model, which is enclosed in a beautiful mahogany cabinet, of clock case effect. Price of the Musicone DeLuxe recently was reduced from \$27.50 to \$23.50.

## THE CROSLY RADIO CORPORATION

CINCINNATI