

Smouldering Hearth Fires are Fanned Into Flames By Radio

Progress of Wireless Reception and Broadcasting Due to Ideas and Inventions of Young Men.

In discussing, recently, the many ways in which radio is benefiting mankind, Powel Crosley, Jr., president of The Crosley Radio Corporation, said:

"I was recently asked this question:

"Is radio keeping the home fires burning in America?"

"Radio is not only keeping the fires burning in America but the boys are seeing to it that the homes are warm while their families are listening to the radio concerts.

"Radio has fanned into flames the smouldering hearth fires in countless homes throughout the world. It is no longer necessary for boys to lounge around corners to find amusement. Radio is taking the place of lounging haunts. It is helping to keep the boys at home.

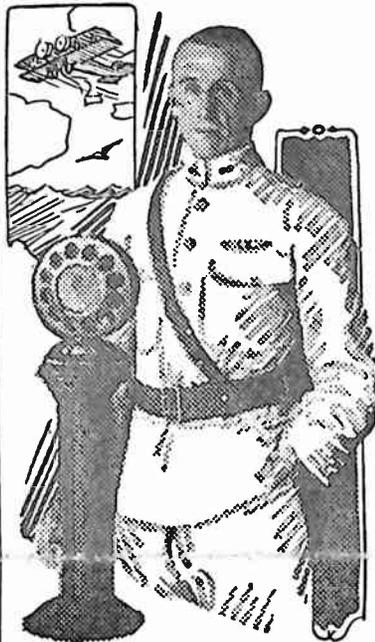
"The progress of radio is due to the ideas and inventions of the young men. Radio is a young man's business as evidenced by its leaders and the successful inventors. In order to develop these ideas, the youths must know something about radio and one of the best places to learn about it is in the home. Many of our inventions have resulted from necessity and that old truism, 'necessity is the mother of invention,' was never better applied than to the work of the youths at home with their radio sets. It was while experimenting with their sets that some of the important discoveries of radio have been brought to light.

"I can prophesy reception of broadcast entertainment eventually from every nation on the globe. The only thing needed now is more power in the broadcasting station.

"I prophesy moving pictures and radio vision in homes within the next five years. This will be brought about by a vision microphone, set up to catch things you would like to see in various parts of the world—transmitted through a broadcasting station and re-

(Continued on Page 4)

WLW Listeners Are To Hear Addresses Delivered By Army Aviators In Mid-Air; Famous Airmen To Provide Entertainment



Lieutenant John A. Macready, world famous altitude and transcontinental flyer of McCook Field, Dayton, Ohio, will be one of the aviators to tell the Crosley WLW radio audience of the work of the aviation division of the United States Army.

The nation-wide interest manifested in the broadcasting tests with the U. S. Army Air Service of McCook Field, Dayton, Ohio, and the Crosley WLW station, Cincinnati, made it possible for radio fans again to hear a series of tests.

Arrangements have been made with Powel Crosley, Jr., to have many of the world-famous aviators give a series of fifteen-minute talks through the WLW broadcasting station, on Tuesday evenings at seven o'clock. Mr. F. C. McMahon, Chief Technical Data Section, will have Captain W. H. Murphy, who participated in the first tests, inaugurate the series of talks April 6th. The second speaker will be Lieutenant John A. Macready, famous for his altitude and epochal transcontinental flights, will be the speaker on April 13th. He will be followed by other aviators who have achieved world-wide fame through their daring exploits.

Reports of these talks will be appreciated by both the broadcasting station and air service, because it is through these tests that future communication in the air can be improved. The aviators will talk from an airplane while flying about 5,000 feet above McCook Field, Day-

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RADIO FREQUENCY LABORATORIES

Every day letters are received from dealers who wish to know the meaning of "R. F. L." as applied to the new Crosley Five Tube sets. The three letters "R. F. L." are the initial letters of "Radio Frequency Laboratories," in which the circuit of the Crosley R. F. L. sets was designed and developed by Stewart Ballantine and Dr. Lewis M. Hull.

Few names have been so well known in connection with the technical advancement of radio during the past ten years as those of Ballantine and Hull. They have an international reputation as scientists and radio engineers of unusual creative ability. In developing the R. F. L. circuit they have made possible in a radio receiver many features heretofore unattained.

Besides these two scientists, the Radio Frequency Laboratories numbers among its directors several

men of prominence. Among these might be mentioned Dr. Weston, who is well known in connection with precision electrical instruments and measuring devices; Dr. Senbury, who was associated with Dr. Bakeland in the early development work of bakelite; and Mr. Townsend, who is chief counsel for a large corporation in a field closely allied to radio, and is therefore well-qualified to handle the patent and legal matters of the Laboratories.

The Laboratories own many important patents. The Crosley Radio Corporation is licensed to manufacture under all of these. The equipment of the Laboratories is as complete as can be found in the country. Scientists come from long distances in order to inspect this equipment and observe the methods of research used in the Laboratories.

"Radio Costing \$175 Only One That Has Duplicated the 4-29"

New Four Tube Crosley Receiver Praised in Thousands of Letters and Telegrams from Happy Owners.

"The only receiving set we know of that has duplicated the new Crosley 4-29 is one that sells for \$175.00."

This statement, taken from one of the thousands of letters and telegrams received since the \$29.00 four tube 4-29 set was announced, was made by the president of a large radio distributing company in Pittsburgh and is somewhat similar to the many complimentary messages sent in.

It was included in a letter from Mr. C. E. Urban, president of the U. S. Radio Company, Inc., of Pittsburgh. The letter, together with several others from persons who have tested the new 4-29, follows:

"Dear Sirs:
"We take this opportunity of expressing our belief that the new Crosley four and five tube receivers are the best values to be found on the radio market today. Reports from all sections of our territory are indeed gratifying.

"Your special attention is called to one particular performance of your new '4-29' model. Our representative delivered and set up one of these models in a local authorized dealer's store. Twisting the dials promiscuously, WLW came in very nicely at 1:15 P. M. Considering the fact that the only other set we know of which has duplicated this, is a receiver selling around \$175.00, we feel that such performance is worthy of praise.

"Looking forward to more and bigger Crosley years, we are

"Very truly yours,

"U. S. Radio Co. of Pa., Inc.,
"Pittsburgh, Pa.

"C. E. Urban,
"President."

"Gentlemen:

"We have tried the new sets, particularly the 4-29, under varying conditions, and have found them to do very excellent work. In such difficult places as Long Island City, under the Queensboro Bridge, a large mass of steel, this little set has brought in near and stations up to one thousand miles distant, with good volume, and clarity of tone.

"We are just in receipt of a let-

(Continued on Page 6.)

Crosley WLW Programs For Week of April 4

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, April 4th, 1926
Eastern Standard Time

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Superintendent, Dr. Mary E. Moxcey
- Teacher, Dr. E. Leigh Mudge
- Harpist, Miss Grace Lanster
- Lesson Topic: "Loving and Serving the Risen Lord"
- Theme of worship: "Jesus, Our Savior"
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.
- Jesse Halsey, Minister
- Dan Reddoe, Soloist
- Adolph H. Stadenmann, organist
- Prelude—"Fugue and March"
- Anthem—"Children's Chorus"
- Doxology
- Salutation
- The Lord's Prayer
- Gloria
- Anthem—"God Has Appointed a Day"
- Tours
- Hymn
- Pastoral Prayer
- Scripture Lesson
- Organ
- Reception of New Members
- Announcements
- Offertory
- Solo—"Hosanna" Grauler
- Mr. Beddoe
- Prayer
- Hymn
- Sermon
- Hymn
- Benediction
- Gloria
- Postlude
- 4:00 P. M.—Organ Recital by Mathew Horen, organist of St. Raphael's Church, Springfield, Ohio.
- Easter Symphony (new)
- (Four quotations from the Epistles and Gospels of Holy Week and Easter)
- (a) "He Humbled Himself Unto Death"
- (b) "From the Ninth Hour There Was Darkness"
- (c) "Early in the Morning, the Sun Being Risen"
- (d) "He is Risen! He is Not Here!"
- Springtime Chaffn
- Marcia from Beethoven's Fifth Sympony.
- Serenade (For Flute and Violin Stops)
- Selection from "Lohengrin"
- Triumphal March from Naaman.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillan, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by Walter Esberger.
- 1. March: "The Diplomat" Sousa
- 2. Valse from "The Pink Lady" Caryl
- 3. Overture "Fest" Lentner
- 4. Arrangement in "To a Wild Rose" MacDowell
- 5. Excerpts from "Happyland" DeKoven
- 6. Serenade—"D'Amour" Von Bon
- 7. Grand Selections—"Faust" Gounod
- 8. Melodies from "The Singing Ghil" Herbert (The Baldwin Piano)

Radio fans have found the Crosley WLW noon-time programs an excellent aid to digestion. They are given daily except Saturday and Sunday.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, April 5th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Exercises under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Children's Hour, pupils from the College of Music of Cincinnati.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—U. S. Market Reports and Weather Forecast.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—Program of the Cincinnati Times-Star Orchestra under the direction of William J. Kopp.
- Soloist: Howard Hafford, tenor.
- "IN OLD KENTUCKY"
- 1. "She Was Bred in Old Kentucky"
- 2. Medley Overture—"Kentucky Minstrels," including many old time songs: "Ever Be Happy," "Good-bye Susan Jane," "Hannah Simson's Wedding," "Annie Laurie."
- 3. Largo from the New World Symphony. Melody taken from an old plantation song by Dvorak.
- 4. Descriptive—"A Day at Fair Lintonia" Fuerner
- 5. "Nigger in the Barnyard," descriptive conglomeration, representing life on a southern plantation long ago" Lovenberg
- 6. (a) Song—"Ma Kentucky Babe" (b) "Darkies' Jubilee" (c) "At the Blue Grass Fair" (Lexington) Kopp
- 8. Overture—"Uncle Tom" Lampe
- 9. Suite—"The Red Man," "The White Man," and "The Black Man" Sousa
- 10. "Way Down on the Swanee Ribber," "Old Folks at Home and in Foreign Lands" Roberts (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, April 6th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Madame Ida Teimpidis.
- 4:30 P. M.—Official Police Bulletin.

- 6:00 P. M.—Norrine Gibbons and her girl friend.
- 6:30 P. M.—Concert by Jesse Albert, tenor, and Don McWalter, saxophone.
- 7:00 P. M.—Talk on Aeronautics under the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
- 7:20 P. M.—Crosley Popular Science Series. Talk on "Wild Flowers" by Sylvia Geisler, field representative of the Cincinnati Wild Flower Society.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.
- Largo Haendel
- Pizzicato ("Sylvia") Delibes
- Kammerhof-Ostrow
- 7:50 P. M.—Fourth in a series on "Why Go To College." Subject: "Athletics," by William A. Schmid, Jr., President of the University Y. M. C. A.
- 8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Crosley Jobbers in the State of Florida, featuring: The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.
- 9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company.
- Program of Spanish Music. Announcements in Spanish will be made by Octavio Bermudez.
- 1. March of the Spanish Soldiers.
- 2. Selection: "Carmen" Bizet
- 3. (a) Waltz "L'Estudiantina" Waldteufel
- (b) Minuet from "Don Juan" Mozart
- 4. Toreador Song "Carmen" Bizet
- 5. La Fete de Seville Tavan
- 6. (a) Bolero Jota
- 3. Sevillanas
- 4. Marche des Toreadors
- 6. Serenade Espagnole Bizet
- 7. Finale: "La Sorella" Borel-Clerc.
- 10:00 P. M.—Dance Selections from Castle Farm by Orchestra. (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, April 7th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Selections by Petronella Trimbur.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—Kroger Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co.
- 4:00 P. M.—Shut-In Program, directed by William Duning, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast and

- Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—Address by a representative of the National Grange.
- 10:00 P. M.—Concert by the Crescendon Instrumental Trio. Rosemary Stoess, Piano Wm. C. Stoess, Violin Arthur Knecht, Cello
- 10:20 P. M.—Crosley Male Quartet: Fenton Fugh, first tenor Russell Dunham, second tenor Richard Fluke, first bass Leland Sheehy, second bass Walter DeVaux, accompanist
- 10:30 P. M.—Concert by the West Night High School Glee Club.
- 11:00 P. M.—The Crosley Male Quartet.
- 11:15 P. M.—Mails of Melody. Grace Donaldson and Hortense Rhodes.
- 11:30 P. M.—Popular request organ recital by Johanna Grosse. (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Thursday, April 8th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.
- 12:30 P. M.—Health talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Business Reports.
- 2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 6:00 P. M.—Golf Chats by Archie Simpson.
- 6:15 P. M.—Musical Handshakes by Bob Groenke and Jim Mischler, the original Crosley Hello Boys.
- 6:45 P. M.—"The Eyes Have It," by C. H. Hoffman.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 7:30 P. M.—Educational feature—Wild Animals in Captivity.
- 7:40 P. M.—Continuation of Gibson Hotel Concert.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the State of Alabama, (furnished by the French Bros.-Bauer Co.). Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Erant, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
- 11:00 P. M.—Ray Sullivan, the popular tenor, in popular songs.
- 11:15 P. M.—WLW Instrumental Trio, violin, cello and piano.
- 11:30 P. M.—Popular Dance Music from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in (Continued on Page 4)

Crosley Radio Weekly

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Telephone: Kirby 3200
Robert F. Stayman Editor
Alvin Plough Associate Editor

ADVANCING STEADILY.

The radio is invading the wilderness. It is reaching into the far places and dispelling the lonesome isolation of men who seldom see civilization.

The radio first was adopted as means of outdoor entertainment by the automobile nomads who tour the country each year in increasing numbers.

As it became more efficient and more compact it found its way into the camps of those who leave the beaten paths and penetrate by pack train and canoe into the real woods.

In former years these campers smoked their pipes, gazed for a time into the glow of the camp fire and then went to bed. There was nothing else to do.

Then came the radio. It brought a new zest to camping in the open. The gloom of the long evenings gave way to hours of pleasant entertainment, high in quality and of almost unlimited variety. The popularity of the radio among campers was well illustrated by the large number of receiving sets which the army of deer hunters took into the woods during the recent hunting season.

Now the idea of establishing a radio link between civilization and the wilderness is being adopted by those whose lives are spent in the remote hinterlands. Isolated lumber and mining camps are installing radio equipment. And the log cabin of the trapper in the far north woods is no longer a cell of solitary confinement but a place of marvelous entertainment.

WLW PRAISED.

(Reprinted from Indianapolis Star)
Mr. Roy H. Vinson certainly hit the bullseye when he said that WLW was the best station in the country. Other stations have as much power as WLW, but they do not seem to get one-tenth of 1 per cent of it into the air, while every watt of WLW's seems to do triple duty. This must be due to its very efficient apparatus and brainy management. They are certainly leading an example that it would be well for other stations to follow. There is no such thing as the ten best stations, WLW is all of them rolled into one. No matter how bad the

Three Generations of Powel Crosleys



—Photo by J. A. Bill.

Powel Crosley, Jr., is shown here with his son, Powel, third, who asked his father for a radio set on Washington's Birthday, 1921. That was the first time the man who has since been referred to as "the Henry Ford of Radio," heard of radio. Powel Crosley, Sr., the manufacturer's father and grandfather of the boy, is also shown here. He is an attorney in Cincinnati.

air gets, WLW always rolls in with a kick. KDKA seems to be taking a back seat here of late. WLW's programs come in stronger and smoother than our local. They render great service day and night, seven days a week. There are over 580 broadcasting stations in this country, and more trying to get on the air, so that it has got the government guessing as to how to solve the situation. I suggest that it could be very easily solved by having just exactly 100 stations of WLW's caliber scattered around over the United States. The rest of them could be scrapped. What say you, Radio Fans, am I not right?

Indianapolis. OTTO POLK.

I am writing to commend Roy H. Vinson for his stand in regard to WLW. Of course, WLW is the best all-around broadcasting station that I know of. No matter how the weather, static or any kind of interference, good old WLW comes in without a quiver. And they put on good, clean programs all the time. We too, are troubled some with interference from the interurban cars. We have a five-tube radio and in three weeks' time, have logged eighty-two stations, but never a one in California. Have had Cuba, City of Mexico, Atlantic City, Denver and Portland, Ore., as the farthest stations. I wonder why we do not get California. It is hard to have a choice, but I believe ours

Foreign Countries Three Years Behind America In Radio

Use of So Many Languages is Detriment to Development, Crosley Man Declares.

At a recent gathering of radio experts, the discussion of how far the United States was leading other countries in radio work, proved to be one of the most interesting topics of the evening. Charles J. Hopkins, in charge of the export department of The Crosley Radio Corporation, who recently returned to the United States after an absence of 25 years in Great Britain, South America, Japan, Australia and other countries, claimed these lands were three years behind this country in radio. He also predicted that when the people realized the value of radio, they would begin where we now are in the use of vacuum tube equipment of the latest type.

One of the reasons radio does not mean very much to foreigners, is due to the fact that each country has its own language and wave-lengths. Lectures in one language, of course, do not mean a thing to listeners who cannot understand it. Music is now the only universally understood thing on a program.

China prohibits radio while Japan has a number of enthusiasts who use apparatus made in the United States. Duty on the importation of apparatus plays an important part in the cost of equipment and sets made for use in this country will not do for other places because of the inability to tune to the extremely high wave lengths of some of the foreign stations. The reverse is true of receiving sets made in other lands when brought to this country for use in connection with the wave-lengths we are now using.

So here's to my sky terrier, My little Crosley PUP, A little battery juice, you know, Is all he needs to sup. And when I feed him every night He entertains me grand; I'd rather have my Crosley Pup Than anything in this land.

Mrs. H. J. Reidenbach, Westport, Ind.

Ye Olde Songs

There is nothing which pleases radio fans more than to tune to a station and hear some song they have heard a long time ago—providing it is of the melodious sort and that is exactly what happens when the Crosley Burnt Corkers are giving their minstrel show on Tuesday evenings at eight o'clock through the WLW broadcasting station, Cincinnati.

are these: WLW, WLS, WFBM, WHAS, WCBD, WGHB, CNRT, KOA, WJAX, WTAM.
Mrs. E. H. BONER.

MY CROSLLEY PUP

Last week I had a birthday, And say, what do you think? My Dad brought home to me that night A Pup, as black as ink.

"A Sky Terrier," Dad said he was, The cutest little thing; I was far more pleased than I'd have been With a watch or fine gold ring.

The neighbors said he'd interfere With their reception every night, But they took back every word they said When he proved to be all right.

Now, when static is something fierce, And takes away their joys, They come to me to "listen in" 'Cause here there is no noise.

The other night at Pittsburgh They had a fine old dance; My Grandpa, he was listening And you should have seen him prance.

My Grandma says she likes Big Chief, At Pontiac, Mich., too; But the station that I like best Is W L W, don't you?

Rigid Inspection Tests Are Passed By Crosley Radios

Everything from Raw Material to the Finished Product is Carefully Watched by Experts.

Mass production demands rigid inspection of all materials if the quality of the merchandise is to be of the very best. Thousands of dollars are lost by concerns who do not realize the value of maintaining a department of inspection which is divorced from production.

Accuracy of inspection in factory-built radio receivers has been one of the important factors in the success with which the new models of Crosley radio receivers have had since their recent introduction.

Inspection is made of everything from the raw material to the finished product. Experts, under the direction of R. C. Goheen, are sent to the source of supply and there, with instruments designed for the specific purpose, examine materials to be used in the manufacture of receivers.

When this rigid inspection was put into effect, it meant a slowing up of the production process but increased the efficiency of the finished product when they were shipped to the ultimate consumers. This also meant better materials were turned out by the producers of the raw products who realized the importance of having perfect material.

Many forms of tests are made with the receivers during the course of their construction. Blue prints specify the grade of material, weight, size, shape, finish, etc., and each piece must conform to the specifications.

A system of special gauges have been made for each part. There are micrometers which measure within ten-thousandths of an inch while some other instruments measure within .003 of an inch.

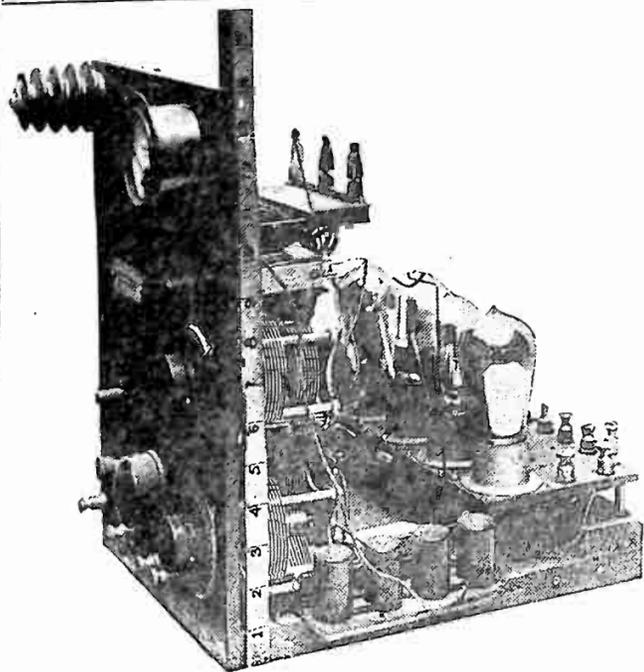
DAILY PROGRAMS

(Continued from Page 2) The State of Iowa. (The Crosley Pups in Midnight Frolics with Kay Nynce, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, April 9th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stradman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

CROSLY'S RADIO RELICS



When Powel Crosley, Jr., bought the old Precision Equipment Company, he secured possession of the little transmitting station equipment, which was first used in 1919 and is said to be the pioneer equipment of broadcasting. It is only 14 inches high and may be held in the hands. This is shown in the picture above. Below that Mr. Crosley is shown holding his first factory built radio set, which now is in a glass case. Both these relics are prized very highly by Mr. Crosley.

11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.
12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent Night" (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, April 10th, 1926
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports

and Weather Forecast.
7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ Request Lady.
7:30 P. M.—Meeting of the Seekatory Hawkins Radio Club.
8:00 P. M.—Paul Hilling, blind pianist.
8:30 P. M.—Radario, "A Step on the Stairs," thrilling mystery play, sixth installment.
9:00 P. M.—Dance selections from Castle Farm. (The Baldwin Piano)

Teaches French

Madame Ida Teimpidis has been teaching French for over two years to the large radio class which tunes in every Tuesday afternoon at four o'clock to the Crosley WLW broadcasting station, Cincinnati.

New Radio Compass Is Missing Link Of Navigation on Ocean

All Uncertainties Eliminated by New Device, Which Takes the Place of Mariner's Compass.

The mariner's compass, unchanged in principle or efficiency since the day of the primitive compass which guided Christopher Columbus across the Atlantic, now is supplemented by a radio device which eliminates the terrors of fog-shrouded seas.

It is known as the radio compass, the missing link of ocean navigation which eliminates the uncertainties of dead reckoning in bad weather. Through its operation ocean travel is safe-guarded, because with it the master of a ship may determine his position with absolute accuracy even in the thickest weather. The radio compass really is not a compass at all, although an ordinary compass is used as a part of the equipment. This compass, however, serves merely as an unvarying base upon which the direction of land radio stations are indicated.

A wire is connected with a small radio receiving aerial placed on the top deck and which may be rotated like the steering wheel of an automobile. Without going into technicalities it may be explained that the equipment repeats the "dot-dot" or "dot-dash" signals of a land radio station. This signal is heard until the aerial is turned at a perfect right angle to the land station. Then it ceases. A movement of less than 1-100th part of a circle from the proper direction causes resumption of the signals.

The master then knows the exact compass location of that station. Then he turns the aerial in another direction and similarly charts the location of another land station. Crossing the two lines on his chart is A B C work. Their intersecting point is the location of the ship.

Smouldering Hearth Fires are Fanned Into Flames By Radio

(Continued from Page 1). ceived in your home on a moving picture screen.

"Another development that may come within a few years is the transmission of heat and energy by radio."

Soon from spring ailments will mortal be free, expurged from his system by sassafras tea.

ADVERTISEMENTS

FOR CROSLY DEALERS

The advertisements shown below now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes

and order accordingly. For instance, if you desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-634. If you desire an electrotpe, ask for E-634. The M stands for Mat and the E for electrotpe. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.

4 TUBE

CROSLY
4-29

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

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

What more can you ask?

\$29.

with the **CRESCENDON**

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

Dealer's Name

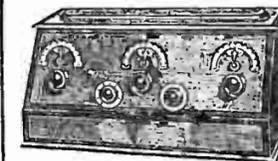
M-634
E-634

VOLUME!

Controllable volume ready at your finger tips when distant stations intrigue. A heretofore unavailable feature

in the New

CROSLY



5-38

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

CRESCENDON

an exclusive Crosley feature offered solely by him.

\$38.

Dealer's Name

M-637
E-637

Never before under \$100

5 TUBE

Super-Radio Performance



CROSLY
RFL-60

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

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

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

\$60.

Dealer's Name

M-642
E-642

ASK Any Radio Engineer

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

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

These desired radio ideas are incorporated in the

CROSLY



RFL-75
5 TUBES

\$75.

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

Compact Model \$60

Dealer's Name

M-645
E-645

"Radio Costing \$175 Only One That Has Duplicated the 4-29"

(Continued from Page 1).
ter from one of our dealers, Tyle Brothers, Riverhead, Long Island, which is a very difficult point for good reception, as the Rocky Point, and the Sayville High Power Station, are not so far away, but they write, 'Sold the 4-29 immediately, and it was some set. If the others work proportionally well they will be by far the best radio sets we have ever had.'

"Very truly yours,
"SPECIALTY SERVICE CO.,
"Brooklyn, New York."

"Gentlemen:
"I am writing in regard to the new Crosley 4-29. It is sure a knock-out. I got one last Saturday and when I got home my wife said, 'Well hook it up so we can hear what it is like.' I was not long getting it going and it sure was a surprise. Let me say that it is the biggest little radio that I ever heard. It has a fine tone, gets good distance and is the easiest radio to handle that I ever had hold of."

"Yours truly,
"C. C. Monroe, Antwerp, O."
In Old Kentucky.

Another delightful program is to be given by the Times-Star Orchestra, under the direction of William Kopp, when "In Old Kentucky" is broadcast through the Crosley WLW station, Cincinnati, Monday, April 4th, at ten o'clock. All the music will be based upon inspirations from Kentucky.

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

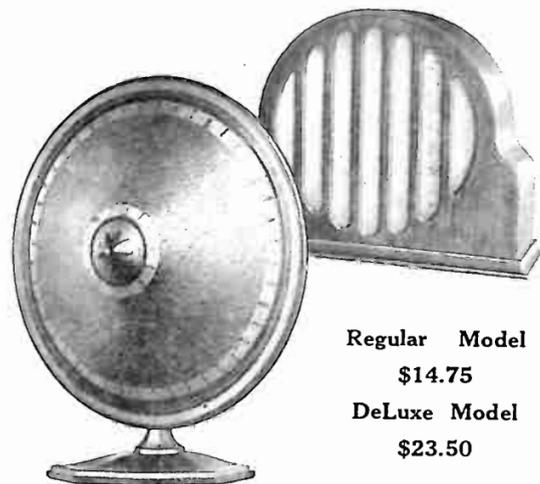
If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department is At Your Service
WESTHEIMER & CO.
Members of—
The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

WLW Listeners To Hear Addresses Of Flyers In Mid-Air

(Continued from Page 1).
ton, Ohio. A Crosley R. F. L. receiver will be used to pick up their conversation and the output will be connected with the broadcasting transmitter instead of to a loud speaker. This will make it possible to re-broadcast, so that radio fans all over the country may hear the interesting talks.

TUNE IN!
We broadcast daily at 11:00 a. m. and 1:30 p. m.
Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain and Live Stock
Quotations.
THE FIFTH THIRD NATIONAL BANK OF CINCINNATI

CROSLY RADIOS
Distributed by THESE JOBBERS
OHIO, KENTUCKY, INDIANA
The JOHNSON-ELECTRIC Supply Company
331 Main St., 232 E. Fifth St. CINCINNATI
Radio and Electrical Supplies of Quality
Write Us for Dealer Proposition
ILLINOIS
National Supply Co.
Distributors of CROSLY Sets, MUSIC MASTER reproducers, TOWER headsets, EVEREADY batteries, and complete line of Supplies.
PEORIA, ILLINOIS.



Regular Model \$14.75
DeLuxe Model \$23.50

The Fastest Selling Radio Reproducer!

OF COURSE ITS A

CROSLY MUSICONE

"Gentlemen:
I have been using one of your Musicones for the past year and it was with this speaker that I received your recent heart beat test. I have tried out, under numerous conditions, a large number of cone and horn type speakers and I find your Musicone is the best I have ever used.
"Yours very truly,
"Frank Blain,
"575 St. Clair Ave.,
"Detroit, Mich."

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

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

The Crosley Radio Corporation
CINCINNATI

Crosley Sales and Service Manual

SERVICE HINTS

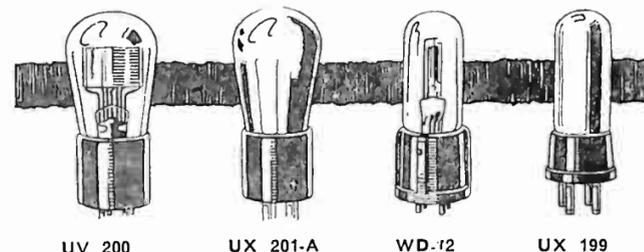
Tubes (Continued)

Grid Leaks and "C" Batteries for Tubes. The manufacturers of the UX and UX tubes, which are recommended for the new Crosley sets, specify the use of a "C" battery with their amplifier tubes when using more than 45 volts of "B" battery, in order to prolong the life of the tubes and of the "B" battery, and to improve the quality of reception. They also state that a grid leak resistance should be used, this to have a value of from 1 to 5 megohms. The "C" battery voltage specified by these manufacturers is from 1½ to 4½ volts for the UX 201-A. For the new power tubes, type UX 112, a "C" battery of 9 volts is specified, and for UX 120, a "C" battery of 22½ volts.

Matching Tubes to Set. The new Crosley four and five tube sets, especially Model RFL, will operate best if, after they are put in service, the tubes are changed around in the socket until reception is best. Some tubes are softer than others

ringing noise that gradually builds up in volume until it is so loud that it entirely drowns out the signals. This is caused by jarring of the tube elements. The vibrations of the speaker, set the tube elements in motion, and as they move to and fro they cause variations in the speaker current, causing it to vibrate still more. Thus the speaker causes the tube elements to vibrate; the two actions building up on each other until the sound becomes quite loud. All tubes are sensitive to some extent to such vibration, but some respond even to the slightest jar. These are called "microphonic" tubes. The remedy for such trouble is to remove the speaker as far as possible from the set, placing it on another support if practical; and if this does not solve the problem, to replace the tubes with others which are not so "microphonic."

In a few instances, the elements of a tube become misplaced through rough handling, and when used in



and best results will be obtained when the softest tube is in the detector socket. The placement of the detector socket in the new sets is as follows:
Model 5-38—Up to Serial No. 118000, last tube on right, when facing front of set.
Model 5-38—Serial No. H8000 and above, second tube from right, when facing front of set.
Model 4-29—Last tube on right, when facing front of set.
Model RFL—Last tube on right at rear of set, when facing front of set.

Use of 200 Tubes in New Crosley Sets. The 200 type tube should not be used as a detector in the new Crosley four and five tube sets, as the filament rheostats are not designed to carry the high-amperage current required by these tubes. Best results for storage battery use are obtained by using 201-A tubes in all stages.

Troubles That May Be Caused by Tubes. The most common radio reception trouble for which tubes are responsible is a continuous

set, continual squealing or poor reception results. Such tubes should, of course, never pass into the consumers hands. If practical, every tube sold should be tested under actual receiving conditions in comparison with standard tubes. Since tubes of the 201-A type do not actually "burn out" when their useful service period is ended, it is often difficult to tell when they should be discarded. The tube manufacturers before mentioned supply their distributors with special testing units, consisting of an appropriately designed oscillating circuit, by means of which the actual performance of a tube may be determined. As dealers seldom have these test units, however, they must rely upon comparing tubes with one another in sets, under ordinary receiving conditions, to determine whether or not a tube of which the usefulness is doubted, is still good.

Tubes as originally purchased from reliable manufacturers, such as those mentioned above, are very seldom defective.

SALES HINTS

Direct Mail Advertising

Once the dealer has acquired a satisfactory mailing list, the next question that presents itself to him is "What shall I send to this list?" This problem has been largely solved by the large amount of Crosley direct mail literature prepared by the factory and supplied free of charge to dealers and distributors. Folders and broadsides describing the sets and the Crosley Musicone are always available. The new "Simplicity of Radio," just printed in a miniature also makes an excellent mailing piece. Besides these, special circulars are prepared from time to time which are well adapted to direct mail use.

If the dealer wishes to prepare his own direct mail literature, he may obtain electrotypes of half-

jiggle in the feet, or symphonies that soothe the soul; songs that gladden and lectures that elevate; the sport returns, play by play, and thrill-giving news from everywhere. That, and much more is always in the air for you and your friends.

"I can install a Crosley set at a surprisingly low cost—and on small monthly payments too, if you wish! Come in as soon as you can—day or evening—to talk 'radio' with us or to let us demonstrate an outfit for you—no obligations whatsoever.

"Yours for happy radio evenings.
"Blankville Radio Shop,
"J. Smith, Proprietor."

"Telephone 326"
Even post cards with a multi-graphed message can be made quite



tone or live illustrations of the various Crosley models, without cost. Many dealers feel that they can better sell the personality of their own organization through especially prepared pamphlets than through the literature supplied by the factory. If care is used in the preparation of such literature, its cost should be quite moderate.

Effective use should be made of sales letters, since through them the closest personal touch with prospects is obtained. Below is an example of an unusually "live" letter taken from the Canadian Crosley Sales Manual:

"Dear Mr. Brown:
"There's a host of treats in store for you and the folks!

"If you could take a few friends or relatives to hear the beautiful music of the finest orchestras in North America this evening, and it should cost you only a dollar or two, you'd think you were getting off mighty easy, wouldn't you?"

"You simply turn the dial to enjoy rollicking fox trots that put a

effective. A certain dealer last summer had printed a number of postal cards with prepaid return card attached. These double cards were sent out to a selected list of doctors, lawyers and business men, requesting information as to whether the recipient already had a radio set, and if not, what the most convenient time would be at which a demonstration could be arranged at the prospect's home. The return post cards brought many replies. Following up these, the dealer estimates that for every ten demonstrations he made in homes, at least six sales resulted.

New Girl Artist

Norrine Gibbons and her Girl Friend, is a team which is rapidly becoming one of the most popular on the Crosley WLW broadcasting stations' programs of Tuesday evenings. These artists appear at six o'clock in the evening, the former singing popular songs while the latter is her piano accompanist.

CONGRATULATORY TELEGRAMS POUR IN FROM EVERY STATE

READ WHAT JOBBERS SAY ABOUT THE NEW CROSLY RADIOS

ARKANSAS.

We feel you would enjoy knowing the enthusiastic welcome given to your new sets at two recent conferences of salesmen and dealers. Our dealer organization is the largest in our territory and the new authorizations are coming in. We will soon have full quota of dealers. Rush deliveries.

O. D. TUCKER IV. & CO., Little Rock.

CALIFORNIA.

New Crosley equipment revelation. Hearty congratulations. KIERULFF & RAVENSCROFT, San Francisco.

COLORADO.

Our experience with new Crosley line very successful. Model 38 brings in Cincinnati as powerful and clearly as any receiver. A great improvement over sets selling at similar prices. REYNOLDS RADIO CO., Inc., Denver.

FLORIDA.

Had exceptional good reception entire new line. Model 29 classed with Tridyn. Model 38 bringing in Pacific points ample volume Musicone. Sixty and seventy-five are very selective. Have separated distant stations on less than one degree of volume. Using Musicone tuning KOA comes in clear and loud as local.

GUY H. ROBINSON, Miami.

ILLINOIS.

New Crosley models meeting with unqualified approval and endorsement. Believe exceptional values offered will result in tremendous popular demand.

TAY SALES CO., Chicago.

Have tested out each of your new models and each of its kind is in a class by itself.

MOREHOUSE & WELLS CO., Decatur.

IOWA.

Your new sets are wonders. Will out-perform any set on the market regardless of price.

ROBERT DONAHUE CO., Burlington.

All of your models are indeed wonderful receivers. Demand is greater than it has been at any time in midwinter.

IOWA RADIO CORPORATION, Des Moines.

NEBRASKA.

The new sets are the most wonderful contribution ever offered to radio public.

ELECTRIC SUPPLY CO., Omaha.

NEW JERSEY.

The New Crosley line is going over big. The sets have wonderful eye value and perform wonderfully. We believe this is going to be a Crosley year.

D. W. MAY, Inc., Newark.

NEW YORK.

The Crosley 5-38, after exhaustive tests, should prove the best set buy this season.

Congratulations on the new line, which is being enthusiastically received.

HERBERT JOHN CORPORATION, New York City.

NORTH DAKOTA.

We have given the four new models thorough tests under varying conditions in all parts of our territory with success beyond expectations. We therefore unhesitatingly guarantee these sets. RADIO EQUIPMENT CORP., Fargo.

OHIO.

We have tested RFL and Crescendon sets. They are thoroughly satisfactory. One dealer in one evening tuned in 45 stations—one on KFI with No. 5-38.

J. H. & F. A. SELLS CO., Columbus.

Wonderful results being obtained from your new models in our territory. Our entire organization believes it will not only prolong buying season, but will make March the best month in our history.

AITKEN RADIO CO., Toledo.

OKLAHOMA.

RFL test 32 stations, including both coasts, in hour and fifteen minutes. Unusual ability to pick out stations on low wave lengths without interference from others. Easy tuning, fine tone quality.

PEABODY ELECTRIC CO., Oklahoma City.

PENNSYLVANIA.

On 11 competitors' test, Crosley 4-29 and Crosley 5-38 sets have decisively defeated two most popular tuned radio frequency sets on market today. RFL 60 and 75 have been head and shoulders above competition.

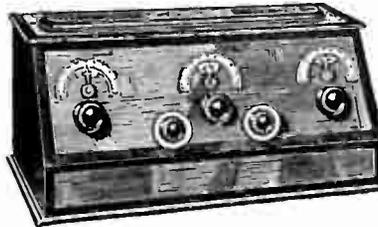
R. M. PEPPER, Harrisburg.

FOUR TUBE 4-29 \$29.00



This four tube radio consists of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature that permits weak signals to be heard throughout an entire room.

FIVE TUBE 5-38 \$38.00



The 5-38 consists of two stages of tuned radio frequency amplification, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification.

ACCESSORIES EXTRA

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

FIVE TUBE R. F. L.—60



WITHOUT ACCESSORIES
\$60.00

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

FIVE TUBE R. F. L.—75



WITHOUT ACCESSORIES
\$75.00

This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. The solid mahogany, duo-toned cabinet holds all batteries. Circuit is same as is used in the R. F. L.—60.

THE CROSLY RADIO CORPORATION
CINCINNATI