

# CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XVIII.

Published By The Crosley Radio Corporation

MAY 3, 1926

## R.F.L.-75 Is Praised By "Kid Mayor" of Wisconsin Village

**Youthful Executive, Who Erased Town's \$85,000 Debts, is Enthusiastic Booster of Crosley Radios.**

Newspapers and magazines have published, during the past several months, column after column about the achievements of Paul Ungrodt, the 23 years old radio and hardware dealer, who, as mayor of the village of Washburn, Wisconsin, has succeeded in pulling the town out of a slough of indebtedness by the application of business methods in the handling of the village's funds.

Ungrodt is known as the "Kid Mayor" of Washburn, but despite his youth he has been able to accomplish what his older predecessors had never been able to do. When he announced his candidacy for the highest office in the village, which has a population of more than 3,000, the voters laughed at him. However, when he explained to them the manner in which he planned to meet the \$85,000 debts of the village, they began to take interest and elected him mayor by an overwhelming majority. That was several years ago. Now the debts have been paid and Washburn is a prosperous village. Ungrodt will be re-elected and will serve one more term. Then he will return to his radio and hardware business, believing he will have rendered sufficient service for one citizen.

This so-called "Kid Mayor" is an authorized Crosley dealer and a loyal booster of Crosley merchandise. In spite of the strenuous duties in connection with the office he holds, he has been able to build a profitable business, helping his father to succeed when other merchants in the village failed with the slump that followed the close of the World War. Ungrodt is proud of the Crosley franchise he owns and values it very highly. He thinks a great deal of the Crosley R. F. L. receiving sets, and, in a letter sent recently to the E. Garnich & Sons Hardware Company, Ashland, Wisconsin, jobbers from whom he buys Crosley radios, he said:

"The Crosley R. F. L.-75 is certainly a dandy. I have tested it

(Continued on Page 4)

## Final Tests For All Crosley Radio Sets Made Under Worst Possible Conditions; Poor Aerial and Ground Connections Used

After the engineers have finished their experiments with new radio apparatus, and more especially receiving sets, they are not put into production without being subjected to another and more severe test. This test consists of installing the receiver in the private radio laboratory in the home of Powel Crosley, Jr., where he has especially erected a very poor antenna and ground connection. He has a good aerial as well, but it is not used for testing purposes. If a receiver will operate upon the poor equipment under adverse conditions of reception, it is safe to predict that the average radio listeners will be able to obtain results of a satisfactory nature with any of the apparatus made by The Crosley Radio Corporation in its Cincinnati factories.

An example of one of the tests made with a new receiver was dis-

closed when Mr. Crosley told of attaching a short piece of wire to a wire fence which he used for an antenna and then, with a long piece of wire stretched upon the ground for a "ground" connection, he tuned in stations within a reasonable distance.

Another type of experiment is conducted with receivers and that is the tube tests. Receivers are subjected to various makes of tubes and it has been found that the standard, reliable tubes will give good satisfaction in receivers while hundreds of so-called "boot-leg" tubes which are sold at extremely low prices will not give satisfaction. Many of these inferior tubes will light, but not function for radio work—just as an ordinary electric light bulb will provide light, but lack the other necessary qualities to make them of use in radio reception.

## Farmers Considering Radio As Utility As Well As Provider Of Entertainment; Tremendous Saving of Money Announced

Receiving sets are considered a utility as well as a means of providing entertainment for farmers. This was shown in a report of a recent survey submitted to Powel Crosley, Jr., director of the National Farm Radio Council.

Farmers are now receiving market reports via radio from twenty-four to forty-eight hours earlier than they did before broadcasting was utilized. With this advantage of earlier market reports, there was reported a tremendous saving of money by the farmer in knowing the condition of the market before shipping produce. In the digest of the reports from forty-three states, more than forty-six per cent showed specific examples of how they saved money through the reception of the reports.

Weather reports, particularly in truck and fruit territory, enabled the growers to take protective measures which saved them thousands of dollars a year. These

weather reports are given at ten, twelve and seven o'clock daily, through the Crosley WLW broadcasting station, Cincinnati.

Another interesting fact was disclosed in the survey of the time the farmers "listen-in." It was shown they devote a greater part of their noon hour to radio reception and the farm audience in the afternoon was not very large. In Illinois, Indiana, Minnesota and New York the audience before noon averages around thirty per cent of the total farm radio audience in those states. The return from Pennsylvania was less than two per cent which listened to the morning programs.

The maximum farm audience listening to radio was around eight-thirty in the evening and from that time on the percentage of listeners drops off. Talks are broadcast through the WLW station every Wednesday evening which have an especial appeal to farmers and are given at seven-thirty o'clock.

## Feminine Fans Are Adjudged Winners Of Radio Contest

**One of Famous 'Deeka's' Puppies Won by Pennsylvania Woman in One-Tube Contest.**

First, second and third prizes in the January section of the one-tube radio contest conducted by The Crosley Radio Corporation have been awarded to feminine fans, whose letters on reception were adjudged to be the best of the hundreds received.

First prize, one of the famous "Deeka" puppies, was won by Florence E. Beam, Box 208, Willock, Pennsylvania.

Second prize, a Crosley Super-Trirdyn three tube radio receiver, was won by Clara Bell McCaslin, of Franklin, Indiana.

Third prize, a Crosley three tube 52 special DeLuxe radio receiver, was won by Mrs. L.V. Tangeman, 7028 South Chicago avenue, Chicago, Ills.

The very excellent reports on reception and the benefits radio is bringing to those who cannot afford other means of amusement are proof of the great interest women are taking in radio and demonstrate the abilities of feminine fans to bring in distant broadcasting stations. It was especially interesting to the judges to note the manner in which the winner of the first prize prepared her report, which contained proof that she had heard 57 different stations with her one-tube radio. In her report were verifications from that many studio managers.

The prize awarded to her comes from the famous Big Mountain Kennels, of Weston, Vermont, and his father, "Deeka", is the nationally-known Doberman Pinscher police dog which has traced so many criminals and which is a regular "member" of several New England Police Departments. "Deeka's" A.K.C. registered name is Albert von der Rudolfsburg.

These prizes have been awarded monthly to those who sent in the best reports on reception with a one tube radio. Another will be awarded to the winners for February, after which the winner of the grand prize of \$1,000 in cash will be announced. The February prize

(Continued on Page 5.)

# Crosley WLW Programs Week of May 2, 1926

## WLW Program

The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Sunday, May 2nd, 1926**  
Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Theme of the service of worship — "Appreciating Our Friends"
- Lesson title—"God's Dealings With Noah" (Gen. 9:8-17)  
Superintendent — Mrs. Eva Robinson  
Teacher—Dr. Mary E. Moxey  
Soloist—Mrs. F. C. Vibrams  
Accompanist — Mrs. Eva Robinson
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.  
Jesse Halsey, Minister  
Dan Beddoe, Soloist  
Adolph H. Stadermann, organist  
Prelude—"Gothic Minuet"
- ..... Boellmann  
Doxology  
Salutation  
The Lord's Prayer  
Gloria  
Organ Interlude  
Duet—Miss Clark, Mr. Beddoe  
Children's Sermon  
Hymn  
Scripture Lesson  
Pastoral Prayer  
Chimes  
Announcements  
Offertory—"Largo" ... Handel  
Solo—Mr. Beddoe  
Prayer  
Hymn  
Sermon—"Divine Vocation"  
Hymn  
Benediction  
Gloria  
Postlude
- 4:00 P. M.—Sacred Instrumental Concert by ensemble from the First Presbyterian church, Geo. R. Myers, director.
- 5:00 P. M.—Organ recital by Leo Thuls, organist and choir director of Holy Family church and Cincinnati Lodge of Elks.  
Hymns:  
At the Lamb's high feast we sing,  
Come, ye faithful, raise the strain,  
Praise to God, immortal praise,  
Glorious things of Thee are spoken,  
Light's Abode, Celestial Salem,  
Onward Christian Soldiers,  
Suite Gothique ..... Boellmann  
a. Introduction—Choral  
b. Menuet Gothique  
c. Priere a Notre Dame  
d. Toccata
- Legend ..... Cadman  
Jour de Printemps ..... Kinder  
Even Song (by request) ..... Johnston  
Andante religioso ..... Thome-Gulmiant  
Marche Sortie ..... Dubois  
Bridal Song ..... Dubois  
March from "Athalia" (by request) ..... Mendelssohn
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills, Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp.  
1. Overture—"The White Lady"  
..... Boieldieu  
2. Minuet from "Manon"  
..... Massenet  
3. Scenes from the Grand Opera "Huguenots"  
..... Meyerbeer  
4. Ballet Symphonique "Callirhoe"  
..... Chamblade  
5. "You and You" Waltzes from "The Bat" (Fledermaus)

## WLW Program

The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Monday, May 3rd, 1926**  
Eastern Standard Time.

- 6. Finale—Excerpts from "The Merry Widow" ..Lhar  
Soloists—  
The Crosley Male Quartet:  
Fenton Pugh, first tenor  
Russel Dunham, second tenor  
Richard Fluke, baritone  
Leland Sheehy, bass  
Walter De Vaux, accompanist  
(The Baldwin Piano)
- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Exercises under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon of Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Madame Ida Teimplids.
- 6:00 P. M.—Norrine Gibbons and her girl friend.
- 6:30 P. M.—Esther Strittmatter, soprano.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Talk on Aeronautics under the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
- 7:20 P. M.—Crosley Popular Science Series, "Ether and Electrons" by Martin V. Whitacre, well-known scientist.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.  
Prelude, C sharp minor ..... Rachmaninoff  
Irish Tune from County Derry arr. .... Grainger  
To A Wild Rose ..... MacDowell  
To A Water Lily ..... MacDowell  
Papillon ..... Grieg  
Liebestraum, No. 3 ..... Liszt
- 7:50 P. M.—Talk on "Inventions," by Leo T. Parker, authority on patents.
- 8:00 P. M.—"Music and the Church," a paper by Mrs. John A. Hoffmann, illustrated by members of the Clifton Music Club.
- 8:50 P. M.—"Kentucky's Place in the Live Stock and Horse World" Series.  
Speaker: Prof. John Julian Hooper, College of Agriculture, University of Kentucky.  
Subject: "Dairy Development in Kentucky."
- 9:00 P. M.—Concert program sponsored by The Formica Insulation Company.  
The Formica Symphony Orchestra, William Stoess, director.  
Spanish Program, especially arranged for Crosley Distributors in Cuba.  
Announcements in Spanish will be made by Octavio Bermudez.  
1. March of the Spanish Sol-diers  
2. Selection: "Carmen" ..... Bizet  
(b) Minuet from "Don Juan" ..... Waldteufel  
3. (a) Waltz "L'Estudiantina" ..... Mozart  
4. Toreador Song "Carmen" ..... Bizet  
Louis John Johnen  
5. La Fete de Seville ... Tavan  
1. Bolero  
2. Jota  
3. Sevillanas  
4. Marche des Toreadors  
6. Serenade Espagnole ..... Bizet
- 10:00 P. M.—Special Program by Mary Alice Cheney, contralto, dedicated to the Byron Branch of The Tuberculosis Veterans Association, London, Ontario.
- 10:30 P. M.—Special description of the showing of Langdon's comedy moving picture "Tramp, Tramp, Tramp" from the Hotel Gibson.
- 10:00 P. M.—Dance Music from Castle Farm.
- 10:30 P. M.—Midnight Serenaders  
Leo Peddenpohl, banjo  
Edward Peddenpohl, mandolin  
Joseph Colnat, guitar  
(The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon of Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Madame Ida Teimplids.
- 6:00 P. M.—Norrine Gibbons and her girl friend.
- 6:30 P. M.—Esther Strittmatter, soprano.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Talk on Aeronautics under the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
- 7:20 P. M.—Crosley Popular Science Series, "Ether and Electrons" by Martin V. Whitacre, well-known scientist.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.  
Prelude, C sharp minor ..... Rachmaninoff  
Irish Tune from County Derry arr. .... Grainger  
To A Wild Rose ..... MacDowell  
To A Water Lily ..... MacDowell  
Papillon ..... Grieg  
Liebestraum, No. 3 ..... Liszt
- 7:50 P. M.—Talk on "Inventions," by Leo T. Parker, authority on patents.
- 8:00 P. M.—"Music and the Church," a paper by Mrs. John A. Hoffmann, illustrated by members of the Clifton Music Club.
- 8:50 P. M.—"Kentucky's Place in the Live Stock and Horse World" Series.  
Speaker: Prof. John Julian Hooper, College of Agriculture, University of Kentucky.  
Subject: "Dairy Development in Kentucky."
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- 10:00 P. M.—Dance Music from Castle Farm.
- 10:30 P. M.—Midnight Serenaders  
Leo Peddenpohl, banjo  
Edward Peddenpohl, mandolin  
Joseph Colnat, guitar  
(The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 P. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, player-roll artist and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—"Shut-in Program," directed by William Dunning, co-operating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 4:45 P. M.—Gardening the Radio Way, by Uncle Bert.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"Why We Need a Federal Blue Sky Law," by Reel M. Windgardner, General Manager, Ohio Farm Bureau Investment Service Co.
- 7:40 P. M.—Continuation of Gibson orchestra concert.
- 8:00 P. M.—Hungarian songs by Bertha Paszty, accompaniments by Martha Vehr.
- 8:15 P. M.—Concert by The College of Music Orchestra and soloists.  
Adolph Hahn, conductor, dedicated to Crosley distributors in Michigan.  
Soloists:  
Clifford Lang, piano  
Celeste Bradley, violin  
Mazie McClure, organ  
Francis Trefzger, tenor  
Norma Richter, soprano  
Benjamin Groban, baritone
- 9:45 P. M.—Selected poems read by Louis John Johnen.
- 10:00 P. M.—Thorobred Entertainment sponsored by The Dayton Rubber Manufacturing Company.  
The Dayton Thorobred Trio  
Verona Zieher, violin  
Genevieve Meade, cello  
Ann Macdonald, piano and voice.  
The Dayton Thorobred Male Quartet:  
1st tenor, Frank Fritch  
2nd tenor, D. W. Mikesell  
Baritone, A. W. Forsythe  
Bass, Royal J. Greene
- 11:00 P. M.—THE CINCINNATI POST PROGRAM, featuring a popular Cincinnati Dance Orchestra and Post Entertainers.  
(The Baldwin Piano)
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 P. M.—Weather Forecast and Correct Time.
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- 3:00 P. M.—Market Reports.
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## WLW Program

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Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
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(The Baldwin Piano)

(Continued on Page 6)

# Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus  
Colerain and Sassafras Streets, Cincinnati, Ohio.  
Telephone: Kirby 3200

Robert F. Stayman  
Editor  
Alvin Plough  
Associate Editor

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

## SUMMER RADIO.

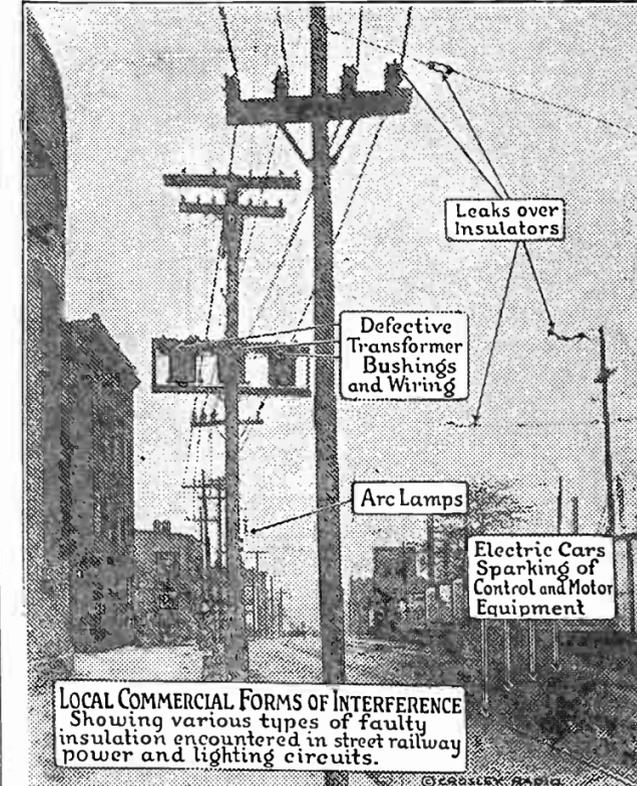
A suggestion that an extension wire be attached to the Musicone so that it may be placed on the porch or the lawn is an excellent reply to the person who says radio listeners do not care to remain in the house during the warm Summer evenings in order to hear the music that comes from the many broadcasting stations throughout the United States.

The fact that people do not desire to remain in-doors on Summer evenings cannot be disputed. But just because they do not desire to stay in the house is no reason why they should not want music. Music in the open is far more beautiful than that in the house and certainly is welcomed by those gathered on the veranda or under the shade trees. Others in the neighborhood appreciate being permitted to listen to this entertainment and look forward to an evening of radio music.

There is no necessity for moving the receiving set. An extension cord will permit carrying the Musicone to any reasonable distance from the receiver and when the radio is bringing in the station desired there is nothing to do but sit back and enjoy an evening's entertainment. Dealers who offer such a suggestion as this to their prospective customers will find it assists greatly in closing a sale—especially when this prospective customer is undecided whether or not to buy at this season of the year.

Another excellent suggestion is that the radio be taken to the Summer home or camp. In years past, a receiving set has been a chief method of providing amusement in the camp and with recent improvements in receiving apparatus, combined with the use of higher power by the broadcasting stations, it is a certainty that there will be an even greater demand this year on the part of those who are lucky enough to get away from the larger cities and pass the Summer at some pleasure resort or in some camp.

# Troubled With Interference?



The picture above illustrates several important kinds of commercial equipment causing radio interference. Radio set owners in many big cities have organized listeners' clubs for the purpose of locating such sources of interference and arranging for their correction. These, together with private individuals and institutions interested in the betterment of radio, are doing much toward furthering the elimination of commercial interference in large cities. Power companies and electric utilities are also co-operating to the fullest of their ability.

Interference is frequently caused by electric arc lamps. Such trouble is usually encountered when the set owner is near an arc lamp that continually jumps and flickers, through improper adjustment. Electric street lighting companies are glad to adjust such lamps so that they burn steadily, thus eliminating the interference. In many big cities, arc

lamps for street lighting are being replaced by boulevard lighting systems employing incandescent lamps. Thus it is probably a matter of but a few years until this type of interference will be practically unknown. Street lighting transformers sometimes cause interference though transformers are blamed for this trouble much more often than they should be. Leaky bushings and poor insulation are the cause of the trouble. Leaky insulators at any point of the power lines or equipment may cause interference. Power companies are glad to learn of such leaks, as they not only cause radio interference but reduce the efficiency of power distribution. The sparking of control equipment and motors in cars sometimes cause interference, resulting in poor radio reception during the early part of the evening when street car traffic is heavy.

## Cone Type Speakers Are Non-Directional

An advantage to be found in the new cone type speakers is their non-directional dissemination of sound waves. This is much superior to the old type of horn loud speaker which made it necessary for listeners to be in front of the horns to obtain the full benefit of

the radio music. A number of radio experts were recently invited to attend a demonstration of speaker reproduction held in the Crosley acoustical laboratory and they were greatly impressed by the tests made with various speakers, being able to distinguish quite clearly the music reproduced with the musicone type of speaker as against the horn reproducers, which sound in all directions.

# Crosley Radio Best, Says Man Who Tried 75 Different Sets

"Biggest Value Ever Offered," Says Another—Remarkable Reception Described by Owners.

Otto Gullinfrud, of Grand Forks, North Dakota, has tested approximately seventy-five different types of radio receiving sets and after trying out the Crosley R. F.L.-75, with a Crosley Musicone, declares this combination is superior to all others so far as radio reception and sweetness of tone are concerned. Mr. Gullinfrud's letter follows:

"Dear Sirs:  
"The old saying is that every cloud has a silver lining, and this seems to hold good as far as radio is concerned.

"The writer installed in his home an RFL-75 on March 24th and the first evening the set was in operation had splendid reception and logged twenty nine different stations. We had stations from the extreme East, West, North and South; the Northern stations being Canadian, and we tested this set and compared it with other sets listing as high as \$350.00 and must confess that as far as radio reception is concerned, and sweetness of tone, the RFL-75 together with the Crosley Musicone is superior to any set out of probably seventy five different makes that the writer has tried in his home.

"Very truly yours,  
"Otto Gullinfrud.  
Grand Forks, North Dakota."

Several other letters from happy owners of Crosley radios follow:  
"Dear Sirs:

"A few lines to let you know that the RFL-75 radio is the third Crosley machine which I have had. I believe I was one of the first to have the RFL-75 in the state of New Jersey and I am proud of it. I cannot find words to express the worth of the Crosley radio and the Musicone. Horace R. Brokow, who is one of your authorized dealers, gives me the best of service and he just sold a RFL-75 to a family after they had heard mine.

"Sincerely yours,  
"W. Watson McLain, Jr.  
"Flemington, N. J."

"Gentlemen:  
"Since February 3, 1925, I have had seventeen radios beginning and ending with a Crosley. I started with a three tube, purchased from Morris Music Shop, Portsmouth, Va. I now have an RFL-75. One night last week I picked up fifty two stations, all on the loud speaker. Some of the stations were as follows: KGO, Oakland, Cal.; KFI, Los Angeles, Cal.; KOA, Denver; WHO, Des Moines; Havana, Cuba, PWX,  
(Continued on Page 4)

### Radios Are Used To Great Advantage In Spring And Summer

Exceptionally Interesting Programs Being Prepared by Studio Directors—Higher Power to Aid Listeners.

With the improvements made in receiving apparatus within the last two years, radio should now be used to great advantage and with great pleasure throughout the spring and summer as well as in the fall and winter—in fact, throughout the entire year.

There never should have been any such term as the "radio season"—a fallacy created and fostered chiefly by the radio manufacturers themselves who lacked sufficient faith and vision to perceive that radio is an all-year-round commodity—no longer a "luxury," in the usual acceptance of the word, but a quasi-necessity in every home, everywhere.

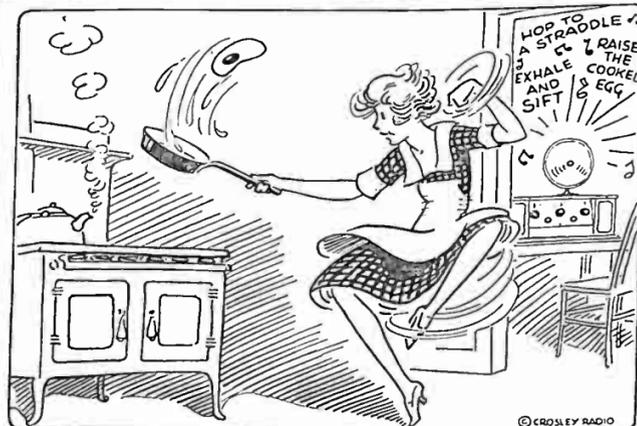
From the very outset of broadcasting and participation by the public, as a whole, in the joys and advantages of reception, the radio manufacturers should have educated the people in the use of receiving sets in the milder and hot weather months of the year to as great an extent as in the cooler and cold periods. If they had taken this course, the public would have clamored for more and better broadcasting in the warmer months and the resultant programs from the broadcasting stations would have been just as acceptable and delightful in these months as in the winter solstice.

But the radio manufacturers, in the initial stages of the industry's development, were content to limit their activities to a few months of the year, in preparation for meeting a demand which they arbitrarily fixed as beginning with the cold weather. As a result of this shortsighted policy, there was at first only a short manufacturing period and an almost equally short marketing season.

The public, not knowing otherwise, naturally concluded that there was only a brief period of good reception and hence used its receiving sets for only a few months—in the cold weather—and then stored them away for another winter or sold or "scrapped" them.

If the radio manufacturer had done his full duty by the consuming public, at the beginning of his operations in this field, he would have elucidated, demonstrated and expatiated upon the desirability of using radio receivers in the spring and summer as well as in the fall and winter. If he had done this, he would not now be faced with the task of eradicating the erroneous impression which he himself has conveyed that there is only one ra-

### Cooking and Reducing Get Mixed



Humorous complications arose when a radio fan in a town in Illinois was asked by his bride of a month, to copy the daily menu broadcast by a radio station. Besides tuning in the station providing the menu, he got the morning setting-up exercises through the Crosley WLW station. Here is what he handed his bride:

"Hands on hips, place one cup of flour on the shoulder, raise knee, depress toes, and wash thoroughly in one half cup of milk. In four counts, raise and lower left foot and mash two hard-boiled eggs through a sieve. Repeat six times, inhale one-half teaspoon salt, one

teaspoon baking powder, and one cup of flour. Then breathing naturally, exhale and sift. Attention. Jump to a squatting position of quick time. Twist sideways and forward right and left as far as possible and beat egg swiftly and briskly, arms forward over head. Raise the cooked egg with the flour and in four counts make a stiff dry dough, which is stretched at the waist. Thighs flexed, lay flat on the floor and roll into marbles the size of a walnut. Hop to a straddle in boiling water but do not boil at a gallon. After ten minutes remove and wipe with a rough towel and serve with fish soup."

dio season each year, and that this is a relatively short period in the cold months.

However, it's never too late to mend. There is still time this year and in the years to come to wipe out the old fallacy of only one radio season yearly by showing plainly and unmistakably that there is just as much entertainment and "uplift" to be obtained from radio in warm weather as in cold.

The programs of the broadcasters are going to be just as interesting and instructive this spring and summer, as they have been during the winter months and there will be far more leisure time in which to enjoy and profit by these programs than there ever was in the colder periods. There will be less interference this spring and summer than in the past, as this is being materially eliminated by the use of higher power by the broadcasting stations and by the production of receiving sets which can more easily cut out interference that has not hitherto been removed by the use of the higher transmitting power.—(Radio Guide).

Remove the paper covering from an old dry cell, fasten the receiver's ground wire to the negative and positive terminals and bury it in the ground. As it remains moist it will make a good ground for a year.

### R.F.L.-75 Is Praised By "Kid Mayor" of Wisconsin Village

(Continued from Page 1).

thoroughly at all hours of the day and find that it pulls in everything from 0 to 100 on the dials. Last Sunday night I got the finest reception from a dozen different stations that I have had since Christmas. Conditions were not perfect but the receiver did its stuff beyond criticism. I heard more stations than I ever knew existed."

### New Popular Program

Another new popular program has been added to the broadcasting schedule of the Crosley WLW broadcasting station of Cincinnati. This program will be broadcast every Wednesday evening from eleven until twelve o'clock with a number of entertainers and a large jazz band and will be under the auspices of the Cincinnati Post's radio department. Further details of this program will be given later. The first program will be put into the air April 21st.

### Crosley Radio Best, Says Man Who Tried 75 Different Sets

(Continued from Page 3.)

and several Texas and Florida stations.

"During the past fourteen months I have listened in over 3,000 hours, daylight reception included. My present machine (Model 75) gives me very good service during the day from the following stations: WJZ, WOR, WRC, or WCAP, WOO and WCAU. This result was never obtained from any other machine except a two tube set with an all wave coupler that I use for DX, work.

"Courteously yours,  
"E. Wilson  
"Portsmouth-Cradock, Va."

"Gentlemen:  
"I just cannot hold back any longer. I must tell you what I think of your new sets. They are by far the greatest values ever offered. This day at noon I tried out the new model (six tube single dial) and I have to admit that it is almost as good on daylight reception as your 4-29 but cannot hold the 5-38 a light. With the 5-38 I receive daily from your station at noon the time signals and entertain often at noon at a drug store with one Musicone over the side walk and one on the inside with concerts from WSB about 200 miles away and from WSM about 700 miles away and often hear WJZ and some others. All this in the day time, to say nothing of what I do at night.

"I have seen only one other set that would equal the 5-38 and that is an eight tube set that cost \$235.00 with tubes, batteries and speaker.

"I have not really praised the set highly enough. But every word of this statement can be proven by a number of listeners here.

"Just keep up the good work. You have the world beaten.

"Sincerely, an enthusiastic dealer,  
"A. S. Blanks Radio Service,  
"A. S. Blanks,  
Colquitt, Georgia."

"Gentlemen:  
"We have just received a log sheet from our good Crosley dealer, Mr. Frank L. Beal, of the Beal Electric Co., of Tilden, Nebraska.

"These stations were logged on the 5-38 receiver on February 12, between 6 P. M., and midnight. Two, Mr. Beal and Mr. Wheelan, of Tilden, will verify listening to these stations on this receiver. The list follows:

- Chicago, Ill., (eight stations); Clay Center, Nebr.; Dallas, Texas, (two stations); Shenandoah, Iowa; Council Bluffs, Iowa; St. Louis, Mo., (two stations); Nashville, Tenn.; Hastings, Nebr.; New Orleans, La.; Denver, Colo.; Lincoln, Nebr.; Manhattan, Kansas; Mexico City; Waco, Texas; Kansas City, (Continued on Page 5.)

### Crosley Musicones Are Subjected To Severe Tonal Tests

Reproducer is Exceptionally Popular Because of Absolute Faithfulness in Reproducing Music and Voice.

Before the advent of the popular cone-type speaker, many queer sounds were credited with being radio music and voice, when in reality the sounds were weird squeaks. One of the reasons for the popularity of the Crosley Musicone reproducer is found in its absolute faithfulness in reproduction of music and voice, from the lowest bass tones to the highest falsetto. In obtaining this wide range of tone, there are many factors which enter into the construction and testing of the reproducing unit, which are not found in any other speaker. One of these is the tonal adjustment in the testing laboratories.

In making tone tests, the tips of the Musicone cord are placed across 110 volts of alternating current passing through a special device. This current is much stronger than the speaker would receive in the ordinary course of use in homes. Despite this tremendous alternating current voltage, the coils of wire are not injured, even though they are subjected to the current for half a minute. The magnets do not become de-magnetized, either. In putting the reproducing unit through such a test as this, the inspectors are assured of the armature moving at the maximum

### Prize Winners



This charming miss is petting one of the prize puppies given by Powell Crosley, Jr., as the reward for the best report of reception with a one-tube radio set. The dog was won by D. C. Dolan, Atlantic City, N. J. The funny little "pup" on the girl's lap, is a mascot of the WLW broadcasting station.

### CROSLY RADIO SHOP IN FLORIDA



The above picture is that of the Radio Shop of Guy H. Robinson, at Miami, Florida. For some time Mr. Robinson handled Crosley radios exclusively, but recently he added a complete line of electric fixtures, appliances, etc. Mr. Robinson formerly was Assistant Sales Manager of The Crosley Radio Corporation and is well known in the radio industry.

distance and the best tones are obtained.

Definite tone and sensitivity tests must be passed by the unit and finished cone before it is ready for delivery. The knurled nut on the front of the paper cone is there to keep the paper in place and not for the purpose of adjustment as some people seem to think. Adjustment is made with two small screws inside of the case and are a part of the reproducing unit.

### Crosley Radio Best, Says Man Who Tried 75 Different Kinds

(Continued from Page 4.)

Mo.; Hot Springs; San Antonio, Texas; Minneapolis, Minn.; Atlanta, Ga.; Jefferson City, Mo.; New York City, N. Y.; Fort Worth, Texas; Davenport, Iowa; Memphis, Tenn.; Columbus, Mo.; Omaha, Nebr.; and Des Moines, Iowa.

"I am sure you will be pleased to know how the new receiver is operating, and we have received numerous letters from our dealers as to the wonderful reception they are getting from these new sets.

"Yours very truly,  
"Electric Supply Co.  
"E. C. Nickerson,  
"Manager  
"Omaha, Nebraska."

### Market Reports

The morning hour for giving the reports of conditions of the market has been changed from 10:45 to 11:00 o'clock for the convenience of the hundreds of business concerns which tune in to the Crosley WLW broadcasting station to obtain news for which they would have to otherwise wait several hours.

### Radio Taking City And Town to Farmer; Benefits Are Cited

Farm Home Without Receiving Set Will be Exception Within Next Few Years.

It has been estimated that at least 500,000 farm homes are equipped with radio receiving sets. It won't be many years before the farm home without a radio will be the exception.

The motor car has done much to take the farmer to the city and town for entertainment and education, but the radio, without the slightest inconvenience, is taking the city and town to the farmer. It matters little where a farmer lives, there are stations which he can get easily, if he has the right kind of set he can bring the whole country to his door.

Entertainment is always going to be the big attraction of radio to the farmer. The Dakota farmer who tells how he gets Chicago market quotations regularly over his radio is an example of other possibilities of the radio.

To the family in the city the radio is primarily a means of entertainment. To a very large number also, it is a means of education. But it cannot be denied that entertainment offers the principal attraction of radio. But to the man on the farm, radio offers entertainment and education, and also information valuable to the man engaged in the business of agriculture.

### Feminine Fans Are Adjudged Winners Of Radio Contest

(Continued from Page 1)

will be a Cairn Terrier from the kennels of Mrs. H. F. Price, of Riverside, Conn. Cairn Terriers are the smallest of the Scottish Terriers and are probably the oldest terrier know. From 12 to 13 pounds is their best weight. Names of the February winners will be announced very shortly.

### Musical Auto Draws Crowd On Busy Street

A mystified crowd gathered about a touring car which was parked on a busy street in Norwood, Ohio, a few evenings ago. From the dark recesses of the rear there came forth beautiful music which held the attention of the crowd. No one was in the automobile and it was impossible to see anything more than a small box on the rear seat. Some of the spectators thought it was a music box and would soon run down but it continued to give forth music.

The driver of the auto came out of a nearby store and could not make out the reason for the crowd around his machine. He, too, soon heard the music and crowding his way to the car, began to drive off, leaving the people as mystified as before.

The mystery was solved when a voice from the rear of the automobile told of the music which was coming from the Crosley broadcasting station, WLW, in Cincinnati. The box of mystery was a portable receiving set which the owner was taking to his home.

### RADIO DRILLING



This is one of a number of machines used to automatically drill the holes in the panels used for the new Crosley radio sets. It drills two panels at one operation.

## DAILY PROGRAMS

(Continued from Page 2.)

- or 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 Prilge, pupil of Johanna Grosse, featuring hits from favorite light operas.
- 12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Market Reports.
- 2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
- 6:45 P. M.—"The Eyes Have It," by Dr. C. H. Kauffmann.
- 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.—Last talk in a series by Mrs. Jessie Adler, Asst. Prosecutor of Hamilton County under the general title, "A Mother's Civic Responsibilities."
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 8:00 P. M.—Program by Sigma Alpha Iota Sorority from Cincinnati College of Music.
- 8:00 P. M.—Accordion duets by Adolph and Eleanor Hedlund.
- 9:45 P. M.—Scenes from "The Two Orphans" and "Rigoletto," given by Harry Quilman.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley distributors in Texas. (furnished by the French Bros.-Bauer Co.)
- Frank Pendergast, 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 Reubenbauer, drums and effects.
- 10:40 P. M.—Irene Downing and "Sentimental" Tommy Reynolds.
- 11:00 P. M.—Popular Dance Music from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Oregon. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm).
- (The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E.

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 &amp; CO

Members of—  
The New York Stock Exchange  
The Cincinnati Stock Exchange  
Telephone Main 567  
326 Walnut Street

- Schultz, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 1:30 P. M.—Market Reports.  
(The Baldwin Piano)

## WLW Program

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

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.
- 7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:15 P. M.—Shoestring Orchestra Old Time Fiddlers from Sardinia, Ohio.
- 8:45 P. M.—Lawson-McClain Hawaiian String Quartet.
- 9:30 P. M.—Dance Music from Castle Farm.  
(The Baldwin Piano)

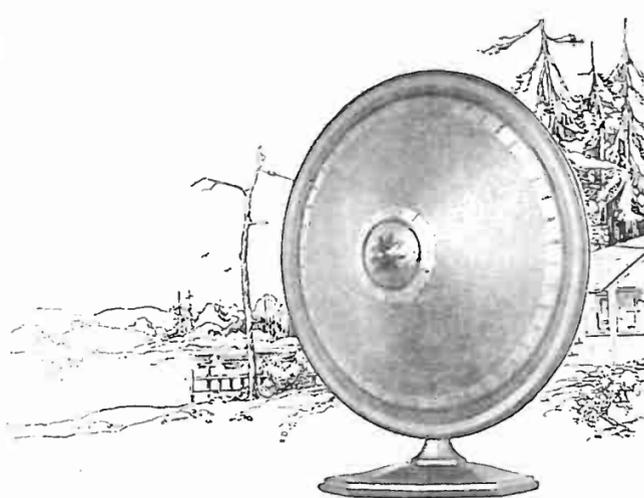
## TUNE IN!

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-CINCINNATI

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



Even Your Customers  
Help You Sell the  
CROSLY MUSICONES

Connecticut Listener Instrumental In  
Selling Fifteen to His Friends

"970 Townsend Ave.,  
"New Haven, Conn.

"The Crosley Radio Corporation,  
"Cincinnati, Ohio.

"Gentlemen:

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

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

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

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

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

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

\$14.75

The Crosley Radio Corporation  
CINCINNATI

## Crosley Sales and Service Manual

## SERVICE HINTS

## Service Calls

Whether or not his customers phone him asking for service on their sets, it is well worth while for a dealer to make a practice of periodic service calls. If he sends a service man to inspect his customers' sets every three or four months he will not only increase the good will of his customers toward him, thereby doing a certain amount of indirect advertising for himself, but he will gain a large amount of business in replacements of accessories that otherwise might be given to other stores. When the service man calls to look over the set, it will be quite easy for him to learn of live prospects who have seen the customer's set and liked it, and these names will help to make several sales of sets.

The old saying that "a satisfied customer is the best form of advertising," is as true for radio as for any other line of merchandise. If the customers may be kept satisfied by service calls at infrequent intervals, it is surely worth the slight expense necessary. The chances are that the sale of accessories resulting from these calls will considerably more than pay for the time of the man making them.

It is not necessary that the serv-man carry highly-elaborate equipment with him. A few simple tools will suffice. The following are suggested:

- 1 small, double-scale voltmeter.
- 1 Screwdriver.
- 1 pair of pliers.
- 1 2-inch camel's-hair brush.

Some pipe cleaners, such as are used in cleaning the stems of ordinary smoking pipes.

Some fine emery paper or sand paper.

The service man need spend but ten or fifteen minutes inspecting the customer's set. First he should carefully remove all dust from the wiring and between the condenser plates. The camel's-hair brush is provided for removing dust from ordinary places, and the pipe cleaners for use between the plates of the rotary condensers and in other places difficult of access by means of the brush. Then all terminals should be tightened. Corroded, or dirty terminals should be loosened, and the wire and terminal thoroughly cleaned and brightened with the sand paper. They should then be tightened until good contact is assured. Then the batteries may be tested by means of the voltmeter. They should be tested with the tubes turned on. Dry-cell "A"

batteries should test 1.1 volts or more per cell, and dry cell "B" batteries should test 17 volts or more per 22½ volt block, or 34 volts or more per 45 volt block. Storage "A" batteries testing less than 1.8 volts per cell should be recharged.

If the testing is done at night, it might be well to take along some good tubes, so that the customer's tubes may be tested in comparison with them under actual receiving conditions. If any of the accessories are below standard and the owner is informed of this fact, he will quite naturally give the service man an order for new accessories on the spot.

Finally, the service man should inspect the customer's aerial and ground system. He should see that all connections are tight and that there are no breaks in wires. If the lead-in insulator is dirty, he should clean it. When convenient, it would be well for him to clean the aerial insulators.

These periodic service calls are not intended for taking care of individuals who are actually having trouble and who have phoned the dealer for help; but, by making minor adjustments and replacements, to insure satisfactory operation and forestall trouble. In order to handle trouble calls, the service man should be outfitted somewhat differently. The equipment necessary and the method of procedure best adopted to locating the causes of unsatisfactory performance will be outlined in the article next week.

## Concert Soloist

Mrs. Carol Mathes Tlemeyer is a coloratura soprano and one of the few who possess a good radio singing voice. She sings solos every Monday evening, through the Crosley WLW broadcasting station, from the Florentine Room of the Hotel Gibson where her husband is a member of the orchestra. He is an expert musician and flute soloist.

## Piano Studies

If any radio listener is interested in music and its application to the piano, Mary Louise Wosezcek, known as the "Crosley piano request lady," will surely have some selection on her weekly program which should interest him. These recitals are given every Tuesday evening through the WLW broadcasting station, at seven-thirty o'clock.

## SALES HINTS

## Keeping A Report Book.

If you have never kept a Radio Report Book, begin to do so at once. It costs nothing but a few minutes time, and its value to you will be immeasurable.

All you require is an ordinary scrap book, large enough to take the usual size letterhead, and you are ready for action.

First of all, paste in all the voluntary testimonials that you have received from owners of Crosley radio sets, together with each owner's list of stations received. Then get after those people you have

doors down the avenue, who wouldn't trade his Crosley set for any other on the market. Such letters bring the sales argument close to home, and go a long way toward convincing a man.

To judge how valuable testimonials are, you have but to examine a few advertisements of manufacturers, and see which ones hold your interest the most. The chances are that the most convincing advertisements or literature that you find will contain testimonial letters from individuals



who have not written you. Ask each one for a list of stations he has recorded, together with anything else he likes to say about his radio set, paying particular attention to volume, distance, selectivity, ease of operation, and economy of upkeep.

And when you have gotten this list together, you will have one of the finest sales arguments in the world. It will help you close many a doubtful sale, where conditions have been against you. In many cases it will make possible a sale over the counter, without even a demonstration. It will back up your advertising, and support your sales talk. In case of possible dispute about the operation of your sets, it is invaluable evidence.

When it comes to breeding confidence, the original written report of a party in your territory is worth more than hundreds of dollars worth of advertising, or many hours spent in verbal eloquence.

In selling Mr. Jones, it is a big advantage if you can show him a letter from Mr. Smith, across the street, who is getting wonderful reception with his Crosley receiver, and another from Mr. Brown, two

who have used the manufacturers' products and are enthusiastic about them. You are in much better position to make use of testimonials than is the manufacturer, for it is possible for you to show your prospects letters from persons with whom they are personally acquainted.

This is a sales idea that no one can afford to pass up; it will cut down your sales cost, increase your volume, and improve your turnover to an astounding extent.

Get a testimonial book underway immediately. Send out a letter to all past customers asking for a testimonial. See that every sale you make adds another testimonial to the Radio Report Book.

## Minstrel Jokes

One of the popular features of the Crosley WLW broadcasting programs is the Burnt Corker Review. This is an organization of instrumentalists, singers and comedians, who provide an hour of favorite songs and stories, Tuesday evenings, at eight o'clock. Louis John Johnen, program director of the station, is interlocutor.

# “We Have Not Had A Single Crosley Radio Returned To Us Because Of Defect, Nor Have We Had To Respond To Any Service Calls From Any Of Our Dealers.”

HERBERT-JOHN CORPORATION, 1780 BROADWAY, N. Y. C.

Successful operation of a new testing system prevents an imperfect radio receiver being shipped from the factories of The Crosley Radio Corporation. Every receiving set and every Crosley Musicone is subjected to the most thorough examination by radio experts before it is passed on to the shipping room. That explains why the Herbert-John Corporation and other Crosley distributors are not being asked to respond to service calls from their dealers nor to have defective sets returned to them for repairs. Crosley jobbers and dealers are aware of these conditions and are welcoming the new merchandise that requires a minimum amount of servicing. They know that when a Crosley radio or

Musicone is sold it STAYS SOLD and satisfies the customer, who will come back for batteries and other accessories as they are needed. Crosley radios are being sold in large numbers and will continue to be sold throughout the Summer. Their efficiency, coupled with their very low prices, appeals to everyone. Buyers are welcoming the merchandise that does not require servicing and both dealers and distributors are obtaining larger profits because they are not compelled to “handle the set two or three times.” Crosley dealers should carry a complete line in stock at all times. There is a nation-wide demand for these products that can be met only by those merchants who carry a complete line of Crosley Radios and Musicones.

For simplicity and speed in tuning, fidelity of tone and decorative beauty, the new four and five tube Crosley radios stand unchallenged by anything twice the price. They are so marvelous in performance that their appearance on the market has created a new standard of comparison. Such sets as the R. F. L.-60, for \$60.00, and the R. F. L.-75, for \$75.00—both five tube radios—introduce new qualities in broadcast reception. In addition to these, there are the four tube 4-29, for \$29.00, and the five tube 5-38, for \$38.00, incorporated in which is the Crosley Crescendon which increases the weak signals of distant stations to full volume without distortion and still permits loud, near-by station signals to be softened practically to a whisper.

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.

# CROSLLEY RADIOS

BETTER · COST LESS

# CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXIV.

Published By The Crosley Radio Corporation

MAY 10, 1926

## Real Radio At Last, Says New York Man Regarding R.F.L.-60

Stations in California and England Tuned in With Musicone—Volume and Tone are Excellent.

"At last I have heard a real radio," said a customer in the radio store owned by the Himes Brothers, at Oswego, New York, after he had been permitted to listen to broadcasting stations in various parts of the United States, including California, and to a station in Bourne-mouth, England. The set used in this demonstration was a Crosley R. F. L.-60, a five-tube radio that sells for but \$60.00.

E. L. Himes, president; A. E. Himes, manager and E. E. Himes, assistant manager, signed the fol-  
(Continued on Page 3.)

## Vacation Equipment Must Include Radio; Elaborate Programs Are Being Prepared For Special Benefit Of Summer Listeners

No vacation is really a success without a radio receiver. This is the season of the year when radio fans are looking towards their vacations and the great out-of-doors.

Broadcasting stations are arranging programs for the summer which will be nearly as elaborate as those given in winter. Then, too, there are more powerful stations operating now than in past years, making it easier to tune-in to one of them and be assured of hearing a concert, sermon or jazz band. Plans are now completed for a full summer schedule of programs to be given through the Crosley WLW super-power station in Cincinnati.

It is also interesting to note the increased efficiency of the radio sets this year as compared with

those previously used by vacationists. They have a greater range of reception and are adapted for much sharper tuning.

There are some simple rules which radio fans may use in connection with their planned vacation trips with radio sets. Be sure all wires are tightly soldered and the receiver works perfectly before it is taken upon the trip. Carry a couple of extra vacuum tubes and spare dry cell batteries if the trip is one which makes it impossible to find a supply base at a reasonable distance. Handle the cone speaker with care and see that all aerial and ground connections are made just as good as possible. Too many people slight the ground connection, not only on a vacation trip but in a permanent installation.

## Types Of Breathing Will Be Broadcast From Crosley WLW

Physicians Again Turning to Radio as an Instantaneous Method of Diagnosis

Physicians are again turning to radio as an instantaneous method of diagnosis. Varying types of breathing will be broadcast through the Crosley WLW station in Cincinnati, Wednesday evening, May 12th, at nine o'clock. This experiment will be conducted in connection with National Hospital Day, and Dr. Julien Benjamin will have charge of this feature. Physicians and students in various cities will be asked to listen-in to this test and report their diagnosis of the breathing sounds. It may be recalled that the sound of heart-

(Continued on Page 6.)

# TEN COMMANDMENTS OF 16,000 DEALERS

## An Extensive Survey Shows Some of the Problems Faced by Dealers, Their Grievances Against Radio, and Their Most Successful Selling Policies

By Powel Crosley, Jr.

What sixteen thousand radio dealers have to say about how to sell radio and how not to sell it is worth listening to, isn't it? I have always felt that more could be learned about actual problems faced by the dealer, and the best methods he finds of solving them by going direct to dealers and talking with them, than by sitting in one's office and theorizing about it.

When The Crosley Radio Corporation adopted its plan of selling through authorized dealers only, a very extensive survey was made to determine the problems faced by dealers, their grievances against radio, and their most successful selling policies. Since then, new dealers added to the lists have been carefully questioned about these matters. All of this inquiry into the matter of the dealer's attitude has resulted in the collection of some interesting and useful information.

The sixteen thousand retailers that now comprise the Corpora-

tion's selling force are typical of the entire radio field. They represent almost every type of radio outlet. Most of them have had experience in selling several different types of equipment, reflecting all manner of set designs, price ranges, etc. What they have to say is therefore applicable to almost any radio dealer anywhere. Their opinions, "the ten commandments of sixteen thousand radio dealers," may be summed up as follows:

First, watch the market. Study new models introduced in the early summer months in anticipation of the Fall trade, estimate the demand for each model, and place orders early. No dealer should be caught at the height of the radio season without sets to sell. He must plan ahead, consider every factor, estimate his probable sales, and place sufficient orders for future delivery to protect himself. Then let him carefully watch the market.

If his supply proves to be insufficient when the radio demand is at

the peak, he should not pyramid his orders; demanding three or four times as many sets as he needs, from several distributors, in the hopes that a part of them will be shipped—enough to supply his immediate needs. The scheme of ordering ten times as much of a product as is required, so that the request will receive the best of attention and then cancelling the balance of the order as soon as the first tenth of the shipment is received, is an old, old one, and certainly very poor business practice. Often the man who plays such a game finds that things move too fast for him, and is left with an immense overstock at the end of the season. Then he is placed in a very difficult position, and deservingly so. If sufficient forethought is used in ordering for future delivery during the early summer months, radical action will not be necessary to obtain sets during the radio season's height.

After the fifteenth of December the dealer should be more careful

in observing sales trends and regulating his stocks accordingly. There is a mob psychology about the distribution movement. When the public buys, dealers become enthusiastic; distributors, pressed for goods by the dealers, develop a great wave of enthusiasm, and burden the mails with orders to the manufacturers. Everybody wants more and more sets, largely because everybody else is asking for more and more sets. As soon as the fickle public turns its attention to other things, however, the dealer's enthusiasm wanes, and he passes on the sad news to the wholesaler. Wholesalers become despondent. Business is rotten, everybody says so, therefore it must be. Then comes the great wave of cancellations. As the pendulum swings either way, the manufacturer bears the brunt of the burden. The dealer should bear the least of it, for he is in most intimate contact with the consumer market. There is lit-

(Continued on Page 4)

# Crosley WLW Programs Week of May 9, 1926

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Sunday, May 9th, 1926**  
Eastern Standard Time.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Theme of the service of worship—"Appreciating Our Mothers." Lesson title—"Victory Through Faith and Courage" (Gen. 14:13-24). Superintendent—The Rev. Edwin L. Taylor. Teacher—The Rev. Lyndon B. Phifer. Music—Children's Chorus from the Westwood Methodist Episcopal Church, under the direction of Mrs. Edwin Weber. Accompanist—Miss Ruth Weber.

10:30 A. M.—Weather Forecast and River Stages.  
10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.

Jesse Halsey, Minister  
Dan Beedoe, Soloist  
Adolph H. Stadermann, organist

3:00 P. M.—Mother's Day organ recital by Johanna Grosse.

7:30 P. M.—Services of the Emmaus Evangelical Lutheran Church, John and Bauer Aves., Cincinnati. Rev. P. L. Dannenfeldt, minister.

8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp. Soloist—William Morgan Knox, violinist.

1. Overture—"Zampa" . . . Herold  
2. "Adoration" (Violin Solo) . . . Borowski

3. Waltz "Women's Pralse" . . . Fahrbach  
4. Selection "Pinafore" . . . Sullivan

5. (a) "Song My Mother Taught Me" . . . Dvorak  
(b) "Londonderry Air," . . . An old Irish melody.

6. Scenes from "Rigoletto" . . . Verdi  
7. Romance—"Bright Star of Hope" . . . Halsey

8. Ballet Suite—"Egyptian" . . . Luigini  
(The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Monday, May 10th, 1926**  
Eastern Standard Time.

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

8:00 A. M.—Morning Exercises 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.—Concert by the Monday Musical Club.

4:30 P. M.—Official Police Bulletin.  
6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.

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

7:30 P. M.—Theatrical feature.  
7:40 P. M.—Continuation of Hotel Gibson Concert.

8:00 P. M.—The Crosley Little Symphony Orchestra, directed by Wm. J. Kopp.

1. March—"Boy Scouts of America" . . . Sousa  
2. Overture—"Stradella" . . . Plotow  
3. Indian Lullaby—"Dream On" . . . Herbert  
4. Selection—"The Blue Kitten" . . . Friml

5. Tarantella—Duet for Flute and Clarinet . . . St. Saens  
6. Gems from Gilbert and Sullivan's "Yeoman of the Guard" . . .

7. Waltz "Sons—"A Night of Love" . . . Spler  
8. Suite of four numbers—"May Days and Grey Days" . . . Elliott

9. Finale—Ballet Music from Kiralfy's "Excelsior" . . . Marenco

Crosley Lyric Male Quartet: Wm. Drexelius, first tenor  
Erwin Meyer, second tenor  
Edwin Weldinger, first bass  
John Dodd, second bass  
Howard Evans, accompanist  
Soloist—Sarah Rosenberg, Pianist

Selections:  
Air de Ballet . . . Moszkowski  
Oriental . . . Manzaures  
(The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Tuesday, May 11th, 1926**  
Eastern Standard Time.

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

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

10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.

11:00 A. M.—Market Reports.  
11:55 A. M.—Weather Forecast and Correct Time.

12:10 P. M.—Noon Concert from Hotel Gibson, orchestra directed by Robert Visconti.

12:30 P. M.—Harmonica solos by Amos Lawrence Crabb.

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 Telpmids.

6:00 P. M.—Norrine Gibbons and her girl friend.

6:30 P. M.—Mary Barbara, the Sweetheart of Radio.

6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.

7:00 P. M.—Talk: "Spring Birds," Dr. Benedict, Professor of Botany, University of Cincinnati.

7:20 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.

"Radio Beacons" by Capt. Murphy.

7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.

Largo . . . . . Haendel  
Pizzicato ("Sylvia") . . . Delibes  
Kamennol-Ostrow . . . Rubinstein  
Murmuring Brook . . . Foidini  
Marche Pontificale . . . Gounod

7:50 P. M.—Talk on "Intentions," by Leo T. Parker, authority on patents.

8:00 P. M.—Concert by Tenth Infantry Band of Ft. Thomas, Ky., under direction of Warrent Officer E. G. Fischer, dedicated to Crosley distributors in Massachusetts.

9:00 P. M.—Concert by the Formica Insulation Co. Orchestra under the direction of Wm. C. Stoess, sponsored by the Formica Insulation Co., makers of electrical insulation and silent gear materials.

"A BOUQUET OF MELODY"  
1. Introduction

2. Violets  
3. Lily of the Valley  
4. Daffodils  
5. Gardenia  
6. Concert Waltz—"Southern Roses" . . . J. Strauss  
7. Jasmine  
8. Marguerites  
9. (a) A Red Rose  
(b) Midst the Petals  
10. (a) Lotus Flowers  
(b) The Blue Lotus Dance (The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Wednesday, May 12th, 1926**  
Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch, Y. M. C. A.

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

10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.  
11:55 A. M.—Weather Forecast and Correct Time.

12:05 P. M.—Popular request by Irene Downing, player-piano artist and Marjorie Hebestreit.

1:30 P. M.—Market Reports.  
3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."

4:00 P. M.—Shut-in Program, directed by William Duning, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.

4:30 P. M.—Official Police Bulletin.  
5:00 P. M.—Garden of the Radio Way, by Uncle Bert.

6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.

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

7:30 P. M.—"Why We Need a Federal Blue Sky Law," by Reed M. Windgardner, General Manager, Ohio Farm Bureau Investment Service Co.

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

8:00 P. M.—Act from Plotow's "Martha" presented by the Cincinnati College of Music, dedicated to our distributors in Mississippi.

9:00 P. M.—National Hospital Day Program concert by the Glee Clubs from the Cincinnati General Hospital, Christ Hospital, Deaconess Hospital, Good Samaritan Hospital, Bethesda Hospital, Jewish Hospital.

Addresses by Dr. A. C. Bachmeyer, Superintendent of the Cincinnati General Hospital and Miss Ruth H. Bridge, School of Nursing and Health, University of Cincinnati.

10:00 P. M.—Thorobred Entertainment ment sponsored by The Dayton Rubber Manufacturing Company.

The Dayton Thorobred Trio  
Verona Ziehler, violin  
Genevieve Mead, cello  
Ann Macdonald, piano and voice.

The Dayton Thorobred Male Quartet:  
1st tenor, Frank Fritch  
2nd tenor, D. W. Mikesell  
Baritone, A. W. Forsythe  
Bass, Royal J. Greene

11:00 P. M.—THE CINCINNATI POST PROGRAM, featuring a popular Cincinnati Dance Orchestra and Post Entertainers.

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Thursday, May 13th, 1926**  
Eastern Standard Time.

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

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

10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.  
11:55 A. M.—Weather Forecast and Correct Time.

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

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

1:30 P. M.—Market Reports.  
2:00 P. M.—Ethical Study of the Modern Drama conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.

3:00 P. M.—Market Reports.  
4:00 P. M.—Piano recital by Adelaide Apfel.

4:30 P. M.—Official Police Bulletin.  
5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.

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

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

7:30 P. M.—"The Eyes Have It," by Dr. C. H. Kauffman.

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

8:00 P. M.—Max Terhune, whistler and imitator, Anderson, Ind.

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 (furnished by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.

11:00 P. M.—The Latonia Melody Boys, Carol Burdicks and "Curly" Brennan.

11:30 P. M.—Castle Farm Dance Orchestra.

12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)  
(The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Friday, May 14th, 1926**  
Eastern Standard Time.

7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E. Schultz, Physical Director.

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

10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.

11:00 A. M.—Market Reports.  
11:55 A. M.—Weather Forecast and Correct Time.

12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

1:30 P. M.—Market Reports.  
(The Baldwin Piano)

(Continued on Page 6)

## Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus  
Colerain and Sassafras Streets, Cincinnati, Ohio.  
Telephone: Kirby 3200

Robert F. Stayman  
Editor  
Alvin Plough  
Associate Editor

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

### GET OUT AND SELL

Crosley Radios are being sold in direct ratio to the efforts of the dealers. Those who are endeavoring to maintain the profitable business they built during the past Winter are meeting with success and are selling receiving sets and accessories in surprisingly large numbers. They are working somewhat harder, it is true, but they are profiting and are building a foundation for a more tremendous business that will come to them in the near future.

On the other hand there are a comparatively few dealers who are "watchfully waiting" for better days. They are of the opinion that there is no excuse for trying to sell radios for the simple reason that customers are not coming into their stores in as large numbers as they did a few months ago. Their policy is all wrong and when the big season comes around again they will be surprised to learn that their more progressive competitors have succeeded in taking from them the customers they had been relying upon.

Dealers who hope to be successful in the radio business must get out and sell. There is no alternative. Consistent advertising, house-to-house calls, telephone calls and use of the mails are of vital necessity in the maintenance of a prosperous all-year-round business. Radios are being sold. That is proof that they can be sold. But work is necessary. The salesman or dealer who lurks cannot succeed. And in connection with this, it is interesting to scan the "Diary of a Hard-Luck Salesman," written by Harry Daniel and published in Thrift Magazine. Mr. Daniel tells in the following manner, why certain dealers and salesmen are not selling radios:

- 9:11—Looked over racing results.
- 9:46—Stopped to see show window circus put on by lady advocating hair tonic.
- 10:05—Held curb stone conference with old acquaintance.
- 10:37—Helped one thousand other people watch messenger boy feeding pigeons.

## Hundreds Ask For New Broadcasting Station Licenses

More Than 400 Applications on File Even Though "SRO" Sign is Flying From Hoover's Office.

Applications for new broadcasting station licenses from practically every state continue to flood the radio section of the department of commerce. To date there are on file 419 requests for permits to construct broadcasting stations, together with applications for the use of wave lengths or a share of the time on some channel through the ether.

Although the "S. R. O." sign was put out, following the decision of the fourth national radio conference that seats in the air were all filled, potential owners of broadcasters seem more anxious than ever to get on the air. There are now 533 active stations, and yet from almost every large city the daily mail to the commerce department brings requests for permits to build stations and to broadcast. Instead of dying out, the interest is broadening, or perhaps the desire to get on the air for some particular reason, seems to be increasing rapidly.

During the past ten days over sixty new applications have come to Secretary Hoover's office. All that can be done is to list these requests, after telling these projectors of new stations that the air is saturated, and that there are no more broadcast channels available, for use either exclusively or by splitting time. There have been too many stations and there are still too many to suit the department and the fans.

Pending the enactment of radio

- 11:00—Called on prospect. No luck.
- 11:02—Had measure taken for new pipe.
- 11:30—Phoned my favorite boyish bob. Closed big deal for Saturday night.
- 12:45—Time out for lunch.
- 2:10—Joined excited posse watching man put on new tire.
- 2:31—Called on prospect. This fish is dead and buried from the eyebrows back.
- 2:33—Watched derrick lifting steel beams. Very educational.
- 3:12—Had argument with guy for stepping on my foot.
- 3:35—Called up prospect I forgot I had a date with. No luck.
- 3:49—Joined class studying modern methods of moving safe.
- 4:15—Called on prospect. No luck.
- 4:17—Decided to cross street.
- 4:32—Bulletin: Landed safely!
- 4:41—Quit for the day. Lotta hard work. No luck.

legislation, which is expected soon, the department is sitting on the lid of the license box; even after the law is amended, it is doubtful if the lid will ever be lifted unless a large number of present licenses sign off for good. Few stations are quitting the ether; they seem to like the game, and those which do close down are mostly small stations, unlikely to be replaced unless the immediate community is not served with broadcasts and the public demands a replacement station.

Among the individuals and organizations seeking broadcast licenses many desire high power; two want to use 5,000 watts; one wants 3,500 watts, another 1,500 watts and 18 request 1,000 watts if they are licensed. Besides these applicants, 33 existing stations have requested an increase in power during the past six weeks.

## Real Radio At Last, Says New York Man Regarding R.F.L.-60

(Continued from Page 1)  
Following letter in which they told how a skeptical customer was forced to admit the radio he thought was "too small" was a "real radio."  
"Osvego, New York,  
"April 16th, 1926.

"The Crosley Radio Corporation,  
"Gentleman:

"When a customer stepped into our store the other evening and asked to see a radio, we showed him one of your new five-tube R. F. L.-60 receivers. He thought that was too small to be of any practical value, but was amazed when we entertained him with music from all parts of the United States, and finally from England. The set worked like a top, with excellent volume and tone. A Crosley Musicone was being used as a loud speaker. First we tuned in Syracuse. 'That's not very far away,' he said, so we went on tuning in other New York stations. Then we went to Chicago and up through Canada. From Canada we jumped to Florida and tuned in Miami Beach. Two stations in Texas were next, and then came Iowa, Michigan and Kansas. WLW, your station in Cincinnati, was coming in fine so we listened to it until midnight. By that time the customer was very deeply interested and was surprised when we said that now we would go after 'distant stations.'

"We tuned in KFI, Los Angeles; KGO, Oakland, Calif., and KOA, Denver, Colo., listening to them with the Musicone until 2:30 a. m. At 3 a. m. we were playing with the dials when we heard faint music. We tuned more sharply and even we were amazed to hear the announcer say it was station 6BM, Bournemouth, England, broadcasting. That was enough for the customer, who declared emphatically: 'At last I have heard a real radio.' 'He bought the R. F. L.-60. 'Very truly yours,  
"Himes Brothers."

## Radio Listeners Are Most Severe Critics In World

Work of Most Famous Artists Often Brings Criticisms—Remarks Are Welcomed by Studio Directors.

The radio audience is one of the most severe bodies of critics in the world. Just why this condition should exist has not yet been satisfactorily explained. Perhaps it is due to the fact that the programs are furnished to them without any further cost than the price they pay for their receiving apparatus. In many foreign countries there is a tax placed upon the license and the money goes toward the maintenance of the broadcasting stations. Here, in the United States, the radio programs are free for the listeners.

There is a tendency upon the part of the radio audience of today to be more critical in their likes and dislikes of the programs they hear. An indication of this has been found in the thousands of letters which arrive at the Crosley WLW broadcasting studios every week. These letters come from all types of radio listeners and it is through these letters that the studio executives are able to judge the popularity of the programs they offer.

One of the chief reasons for the radio audience becoming so critical may be attributed to the fact that there are now many stations broadcasting good programs and with the improved radio receivers, it is possible for the listeners to choose what they desire to hear, instead of having to be content with the programs of their local stations, as in past years.

Radio is bringing the world's greatest artists and organizations into the homes of the listeners through the medium of their little receiving sets. And, too, it is not infrequently the case that some of the great artists of the concert stage do not make good with the radio audience as a whole. It has been the experience of many studio directors that the radio audience seems divided—eighty-five per cent enjoying the popular type of program and the other fifteen per cent appreciating the highly classical. Both types may always be found upon the Crosley WLW programs.

Bournemouth, England, broadcasting. That was enough for the customer, who declared emphatically: 'At last I have heard a real radio.' 'He bought the R. F. L.-60. 'Very truly yours,  
"Himes Brothers."

## TEN COMMANDMENTS OF SIXTEEN THOUSAND DEALERS

(Continued from Page 1)

the excuse for a manufacturer to be overstocked at the end of the season, and there is less reason why a dealer should be caught in such a situation. Therefore, let him watch the market.

Second, build sales on a servicing platform. This fundamental rule of radio selling has been stated so often in so many different ways that it is difficult to add anything new to what has already been said on the subject. But a rule of such importance is worth reiterating.

Carefully organized servicing is profitable, not alone from the standpoint of increased sales and satisfied customers, but from actual direct returns through the sale of accessories. A year ago, the most moderately priced sets cost twice as much as the accessories necessary to operate them. In many instances now, the accessories cost considerably more than the set. Thus the sale of accessories is becoming an increasingly large percentage of the dealer's profit. And it is adequate servicing that brings customers for replacement to the dealer's doorstep.

One need hardly cite the automobile industry as an example of the value of well-organized servicing. A certain motor car manufacturer, now one of the best known in the country, started some years ago with very little capital and with nothing distinctive to offer in the line of merchandise. He manufactured a good, reliable car, at a reasonable price, but there were no unusual talking points about it. One simple policy is said to have been responsible for his notable success—that of offering a year's free service with every car sold. Conditions have changed, of course, his servicing is now handled in a different way. But it was a well-organized servicing plan that made this manufacturer successful.

Another instance might be cited—that of a certain successful radio dealer who offers to service any make of set—not only those of the kind that he sells—at cost price. Since he adopted this policy, his sales have increased enormously. Persons owning all makes of sets call upon him for service, and afterwards return to him for additional radio purchases.

Third, test every set and every piece of equipment before it leaves the store. When a complete installation is sold, the set should be tried with the tubes, batteries, speaker, etc., with which it is to be used, under exactly the same conditions which it will meet in the consumer's home. The tubes should be changed around, and different values of grid leak and "B" and "C" voltages tried until the very



Rowel Crosley Jr.

In the accompanying article Mr. Crosley, president of The Crosley Radio Corporation, explains many of the problems faced by radio dealers and offers interesting suggestions to assist them in merchandising radio receiving sets.

best combination is found. Then after the set is installed, the dealer may be sure that the purchaser will get the maximum of satisfaction.

Fourth, concentrate upon one or two chosen lines. What automobile dealer would consider selling Packards, Buicks, Studebakers, and Dodges from the same salesrooms? Such diversification would only contribute to the confusion of the consumer, and hinder closing the sale.

Over-diversification has been one of the greatest evils of retailing radio in the past few years. A dealer who stocks many makes of sets cannot hope to be thoroughly sold on all of them. Some will not receive his whole-hearted support. Would it not be better for him to concentrate on one or two lines, on which he is thoroughly sold, and expend his selling efforts with the maximum of efficiency?

Fifth, provide adequate display facilities. Radio is becoming more and more a fine furniture product. Attractiveness of design plays a large part in the sales demand for a set. Fine furniture must be properly displayed to take full advantage of its beauty, and to attract the consumer to the full extent of its potential possibilities.

Attention should be given first to adequate window display, in order that customers may be attract-

ed to the store. Next, the interior display should be so arranged that maximum emphasis is given to the decorative qualities of the set. Grouping sets with fine furniture, rugs, etc. help to bring out their attractive features.

Sixth, sell on deferred payments. How often has it been said that this is a time-payment age? Certainly, it is true. Credit has become a national institution, no longer confined to companies in business, or to those with big assets to back them, but available to anyone, if he has a steady income. From the pages of our great national magazines we are greeted by invitations to "purchase out of income," automobiles, washing machines, player pianos,—even clothing.

It is no longer a mark of social degradation to "buy on time." The custom has become so universal that wealthy as well as poor feel that they can do it without injury to their pride. With such widespread use of this means of selling, how can a radio dealer expect to obtain maximum sales without resorting to the same methods?

Fortunately, the path to time-payment selling has been made easy for the dealer. Large radio manufacturers have arrangements for the financing of their dealers' deferred payment sales, and finance companies offer plans which relieve other dealers from the burden of supplying the necessary capital.

Seventh, advertise. The radio store that expects to do big business must plan to advertise extensively. To many kinds of stores, advertising is not nearly so essential. Grocery stores, for instance, will do a certain amount of business because of their location whether or not they spend a cent for advertising. To drug stores, also the location is much more important than advertising.

Radio, however, is a product more comparable to automobiles, one for which people will travel long distances in order to get just exactly the kind of equipment that they desire. Radio is a permanent addition to the home, an acquisition that deserves long thought and consideration before the purchase; not an every day necessity like bread or clothes. Advertising plays the important part of moulding the likes and desires of the prospect during this more or less lengthy period of consideration. It shapes the background of prejudice, formed before the final decision to purchase is made.

Let the dealer who handles "XYZ" sets keep this name and product ever before the public, so that prospective purchasers are led to think of radio in terms of "XYZ." Then when they become suffi-

ciently interested to go to a store and look at a set, they will hunt up the XYZ dealer; or when radio canvassers call to arrange demonstrations the XYZ man will find himself most welcome to them all.

Eighth, canvass for sales. It is not enough to attract the public to one's store. Maximum sales call for more aggressive methods of selling—for bearding the lion in his own den. Canvassing is an important factor in building radio sales. Its value can be judged from the success with which it has been used in the music industry—a commercial field readily comparable to radio. A surprisingly large percentage of phonographs are sold through canvassers.

Ninth, sell by demonstrations. By far the majority of people seem to think concretely more readily than abstractly. Talk to a man and ask him to picture a great building in flames, firemen rushing past dangerous walls, a street in which is formed a mad jam of the automobiles of those who have come to see the catastrophe, the wail of sirens as fire engines try to dash through the mob, stretchers emerging from the flames bearing injured ones to ambulances—describe these things to a man in most forceful language; then take him to an actual fire and see how much more vivid is his impression.

That which we see, and hear, and feel becomes much more closely interwoven into our lives than that which we merely hear about. Therefore, when it is desired to sell a man a radio set, do not stop with telling him about it. Show him the set, bring it to his home, demonstrate it under actual operating conditions. Let him look at it, hear it, feel it, operate it himself. Let the impression of that set be so lastingly imbedded in his memory that he cannot cease thinking about it.

And the tenth commandment is, don't dump. The radio dealer who watches the market properly and buys with due regard to seasonal conditions has no need to become panicky at the end of the season. Good merchants realize that for everyone to reap the maximum of profits, the stability of an industry must be maintained. It is not the good merchants who have contributed toward radio being painted as a wildcat business.

Let those who feel a serious purpose in this business of radio selling, who mean to make a permanent income of it rather than an opportunists' paradise, let those dealers apply the sound principle of merchandising used in other lines, and refrain from that greatest evil of the radio industry—dumping.

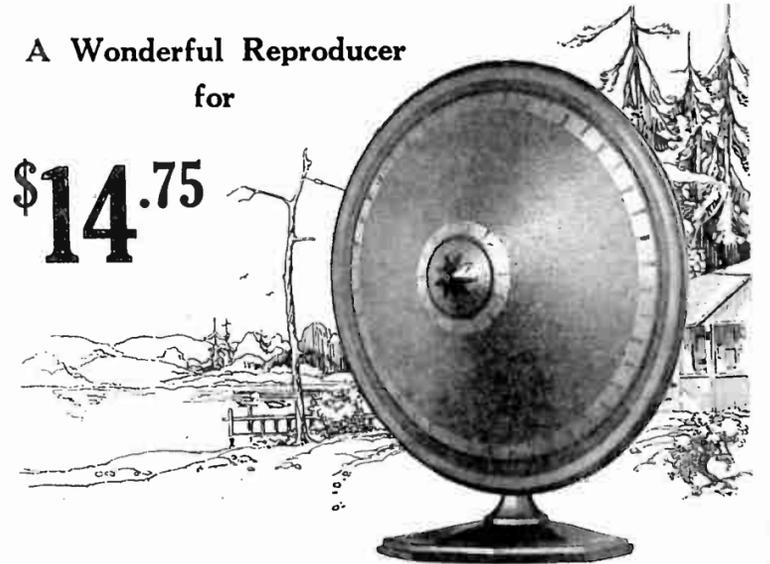
(Reprinted from Radio Dealer.)

# RADIO LISTENERS HAPPIER WHEN THEY OWN A MUSICONE

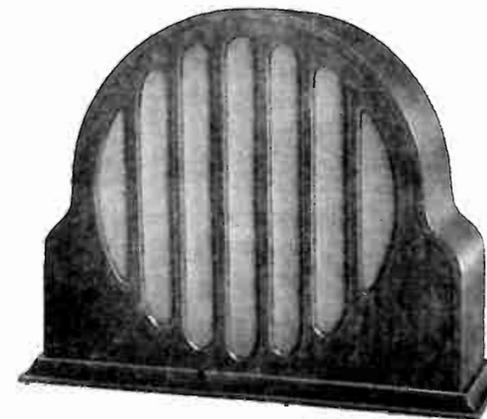
Real radio happiness is enjoyed by owners of the Crosley Musicone. They obtain perfect satisfaction from their receiving set. They hear every musical note and every word spoken—and they hear it just as perfectly as do those in the far-away broadcasting station. This Musicone has been referred to as one of the revelations of radio, an instrument that serves as a link between the studios and the listeners. It is the fastest selling reproducer on the market today and is certain to hold this leadership throughout the Spring and Summer. Demonstrations are what sell the Musicones. Comparison with other types of loud speakers reveals such a great difference that listeners buy the Musicone and discard their old reproducer. Wide-awake dealers are selling the Musicone in as large numbers as they did last Winter. Every dealer can do the same if he exerts just a little more energy. Concentration of loud speaker sales efforts on the Musicone will result in greatly increased sales and larger profits.

A Wonderful Reproducer  
for

\$14.75



## THE BEAUTIFUL MUSICONE DELUXE



Increase in the number of sales of the Crosley Musicone DeLuxe is reported daily. This reproducer, with its charming appearance and remarkable efficiency, is in demand everywhere. It is so artistically designed and so comparatively small that it has been welcomed by radio listeners who accept nothing but the best in radio. This unit is occupying prominent places in the living rooms, dens, etc., of the most beautifully furnished homes in America. It holds positions that have been filled by the most expensive bric-a-brac and is welcomed where even receiving sets are barred by the house-wives, who permit extension cords to lead from the radio in a more obscure position to the Musicone DeLuxe. This mantel, clock-type cabinet of delicately grided mahogany, houses attractively the Musicone. The reproducing mechanism is the same as the regular Musicone model. There is no difference in quality of reproduction.

PRICE

\$23.50

## THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

### Religion Important Factor In Modern Programs For Radio

Crosley WLW First to Broadcast Sunday School Services for Benefit of Listeners.

Someone has said the "r" in radio also stands for "r" in religion. This fact may be verified by simply tuning in to some of the broadcasting stations on Sunday. The first station to introduce Sunday School services was that of Crosley WLW, which came on the air over three years ago with an hour's session beginning at nine-thirty in the morning. It is conducted by the editorial staff of the Methodist Book Concern of Cincinnati. Mary E. Moxey and Cecil D. Smith are interested in this branch of the religious activities of WLW.

Rev. Jesse Halsey, of the Seventh Presbyterian Church, is heard every Sunday morning, while Rev. Frederick N. McMillin, of the First Presbyterian Church of Walnut Hills, is heard on Sunday evenings as is Rev. P. L. Dannenfelt, of the Emaus Lutheran Church, who is heard on one Sunday evening each month. W. G. Kershner, of the Y. M. C. A., is heard every morning at eight o'clock, with the exception of Saturday and Sunday, in religious exercises.

Rev. George A. Kase is heard every Monday noon in Lutheran Institutional talks. Rev. D. A. Green, of Poplar Street Church, and others are often heard on the Wednesday afternoon programs for shut-ins. Archbishop McNicholas, of St. Peter's Cathedral has been "on the air" several times.

### Types Of Breathing Will Be Broadcast From Crosley WLW

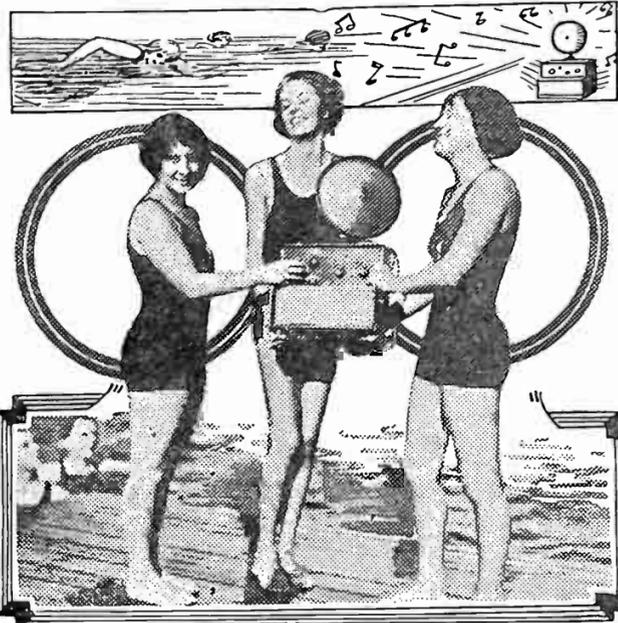
(Continued from Page 1). beats were recently broadcast with excellent results.

Dr. A. C. Bachmeyer, superintendent of the Cincinnati General Hospital, will give an interesting talk to the general public, while Miss Ruth H. Bridge of the School of Nursing and Health of the University of Cincinnati, will broadcast a five-minute talk.

Of especial interest to the radio listeners and especially to former patients, the Glee clubs made up of nurses from the Cincinnati General, Christ, Deaconess, Good Samaritan, Bethesda, and Jewish Hospitals, will broadcast a special program of songs.

Argentina and Brazil have organized radio trade associations.

### WHO SAID THE RADIO SALESMAN HAD A HARD LIFE?



Selling Crosley Radios and Musicones to such pretty bathing girls as are shown above is one of the "tough tasks" assigned to salesmen. Walter Fulghum, general sales manager of the Crosley organization, took one look at the picture and immediately offered to trade jobs with the salesman. Incidentally our publicity man, Alvin Plough, just had to offer a helping hand to this hard-working salesman, and naturally insisted on taking the above picture.

#### DAILY PROGRAMS

(Continued from Page 2.)

**WLW Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
Saturday, May 15th, 1926  
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ Concert by Johanna Grosse, the Crosley Organ Request Lady.

#### RADIO SET OPERATED IN CAVE 465 FEET BELOW SURFACE

**HORSE CAVE, KY.** Paul Skoggs, a radio enthusiast, just made a test with a radio receiver at 465 feet below the surface of Hidden River Cave, near here. The receiver was about a mile from the entrance to the cave. He tuned-in stations from New York, to Denver and from Fort Worth to Detroit. The object of the test with the Crosley two-tube receiver, was to obtain data about fading, static and general radio reception.

- 7:30 P. M.—Meeting of the Secketary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Final Old Fiddlers concert of the season by Uncle Charley Warner of Georgetown, Ohio.
- 9:00 P. M.—Berea College Night—a program of mountain ballads, with accompaniments and selections on unusual mountain instruments. Address by Pres. Hutchins.
- 10:00 P. M.—Uncle Charley Warner.
- 10:30 P. M.—Dance Selections from Castle Farm. (The Baldwin Piano)

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
**CROSLY RADIO**  
Write Us for Dealer Proposition

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 547  
326 Walnut Street

### Russian Station Is Heard In India With Two-Tube Set

Crosley Receiver Brings in a Station 3,500 Miles Away —Boost for High Power Seen.

A report of the remarkable reception of radio in India has just been received by Powel Crosley, Jr., of Cincinnati. The East India Radio Company, Grosvenor House, Calcutta, India, reported hearing Moscow, Russia, Station R. D. W. which used 12 kilowatts power, on Christmas night, 1925, at 12:30 A. M., Calcutta Time. This remarkable reception was obtained with a little Crosley two-tube receiver and an external lissen 2 coil holder with a lissenagon 150 coil in the aerial and a 75 coil in the reaction. The station broadcast on a wave-length of 1450 meters.

The distance between the broadcasting station in Moscow and the two-tube receiver in Calcutta, India, is 3,500 miles and yet the report told of hearing the station quite clearly.

This record bears out the prediction made a few years ago by Powel Crosley, Jr., the well-known radio manufacturer, who claimed higher power would make the broadcasting stations heard at greater distances and that the little one and two-tube receivers would not be obsolete and could be used for reception in years to come.

Daily morning prayers are a radio innovation.

### 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 - CINCINNATI**

# Crosley Sales and Service Manual

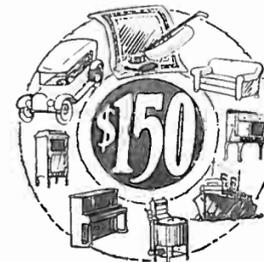
## HINTS FOR RETAIL RADIO SALESMEN

(The following manual for retail radio salesmen has been prepared by D. H. Pollitt, advertising manager of the Canadian Crosley Corporation. It will be continued on this page next week.)

By D. H. Pollitt.

This Sales Manual has been prepared with the idea of helping you make more money. It is the result of an exhaustive survey of existing conditions in the retail field, plus interviews and close contact with a number of radio salesmen who have achieved marked success.

Future experience undoubtedly will yield more effective sales tactics than these, but we do know that the plan outlined herein has already proved highly successful, and its use is strongly recommended as standard practice until more effective methods have been developed.



#### What Is Your Real Competition?

Think of the average prospect with an income of \$2,000 a year. After paying for food, home, clothing, and the strict necessities of life, he can squeeze out about \$150.00 for new purchases.

The fight today for that \$150.00 is intense. The radio salesman must make his proposition more attractive, more desirable to Mr. and Mrs. Prospect than:

An automobile, a phonograph, a piano, a washing machine, a vacuum cleaner, a suite of furniture, an electric stove, a holiday trip, theaters, movies, dances and countless similar attractions.

If the man who sells any of the above paints a better picture—makes these things more wanted than a radio set—HE wins.

Here is your real competition—not other radio salesmen. And here is work for true creative salesmanship.

Idea Behind Radio Salesmanship. Figure out why people buy a radio receiving set. When you really understand the motives that prompt people to buy, your selling ideas become clear, definite and purposeful.

People do not buy a car because it has a six-cylinder engine, or

balloon tires. They buy it for what it does, for what it gives—not for what it is. Some buy it for pleasure, for the convenient, comfortable transportation it brings, others for the health it means. Some even buy for pride—to "keep up with the Jones's."

In other words—automobiles are bought for what they do, not for what they are made of.

Radio receiving sets are bought not for the tubes, condensers and the dials they are made of, but for their marvelous faculty of bringing through the air music, entertainment, inspiration and news that is being broadcast from more than 600 stations on the continent.



The salesmen who are making money in radio today are the ones who do a creative selling job—they sell the wonderful concerts that are being broadcast; they sell the thrill and fascination of picking out distant station after station; they sell famous orchestras playing the very last-minute dances; they sell famous preachers, great statesmen, news when it's hot.

Compare present-day radio programs with those of twelve months, six months, or even three months ago, and you will realize the tremendous strides that have been made; improvements in quality and variety that are coming along so steadily and consistently that a comparison is needed to appreciate their full importance.

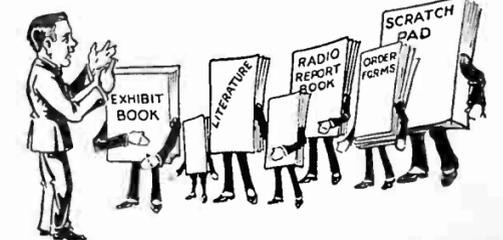
And stop to consider its full significance to you. Day by day it is steadily improving the value of the equipment you are selling, for it enables the consumer to secure a higher value of return for the investment he is called upon to make.



Fitting Yourself to Sell Radio. Investigation of successful radio

salesmen—men who have made money at it—shows that definite qualifications are necessary. Anyone can acquire these qualifications. Briefly they are:

- (1) Be a real radio fan yourself. Not a radio "bug"—with your head full of circuits, transformers, condensers, etc.—but a "fan." ENJOY radio—listen to every program you can—so that you speak with enthusiasm of the entertainment radio brings.
- (2) Know every Crosley set you sell—what it will do and what it will not do.
- (3) Familiarize yourself with competitive lines—their merits and demerits—their prices.
- (4) Be so familiar with the Instruction Book of each set that you could almost install one in the dark.
- (5) Always go out with your full selling equipment.
- (6) Know how to write out an order.
- (7) Study Crosley advertising.
- (8) Study this Sales Primer till you make it a part of yourself.
- (9) Keep interested in your customers.
- (10) Be friendly, cheerful, smiling—ALWAYS.
- (11) Remember you represent a big institution with a nation-wide reputation to maintain—a leader. Act with the dignity, poise, the assurance that leadership gives.



#### The Crosley Salesman's Selling Equipment.

A radio salesman can no more hope to do an effective selling job without tools than a mechanic can do a repair job. The tools that you, as a Crosley salesman require for every job of selling, are:

- (1) Your Exhibit Book. The brain records more quickly through the eye than through the ear. One picture is worth a thousand words. This book awakens interest. It gives you prestige, substance and authority. But, above all, it does a great deal of silent selling.
- (2) A Supply of Literature. Always have at least ONE DOZEN COMPLETE SETS of all Crosley literature. Keep them in

clean, attractive condition. (3) A Radio Report Book.

This is the finest testimonial and recommendation you could have. To turn over its pages, is to whet the appetite of your prospect.

(4) Order Forms and Time-Payment Forms.

Business recognizes only the WRITTEN order. Never get yourself into the position where you have to go back for the signed order—it may never be signed.

(5) A Large Size Scratch Pad. And a sharpened pencil. Illustrate your points. Write down prices and monthly payments.



#### Avoid Technical Phrases and Technical Discussions.

If you were put in the cab of a locomotive engine and told to drive it, you would probably be baffled by the number of valves, and controls. But to a locomotive engineer they present no problem at all.

Words like "circuits," "radio frequency," "selectivity," "amplification," "regenerative," "vario-

coupler," "transformer," etc., may present no difficulty to you. You are familiar with them, but there was a time when they were "Greek" to you. Don't put your prospect in the cab of a locomotive engine.

Avoid as much as possible technical phrases. Talk in simple language—forget you ever heard technical radio expressions. Remember you are selling radio because it brings entertainment, adventure, pleasure, thrills! You are selling Crosley radios because they get what's in the air—easily and with superbly pleasing tone.

(To be Continued)

Radio is described by United States Senator Dill, of Washington, as one-way mass communication.

# NEWSPAPER ADVERTISEMENTS FOR CROSLEY DEALERS

## 4 TUBE



**CROSLEY**  
4-29

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

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

What more can you ask?

# \$29.

*with the*  
**CRESCENDON**

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

Dealer's Name

M-634  
E-634

Supplied FREE In Either  
Mat or Electrotpe Form

## ORDER BY NUMBER

"M" for "MAT"

"E" for "ELECTROTYPE"

Newspaper advertising by Crosley authorized dealers has resulted in increased business for them. Our records show those who advertise consistently buy Crosley radios in larger numbers than those who do not advertise. Their sales volume is greater, their turn-over is more rapid and their **PROFIT IS LARGER.** Advertisements similar to those reproduced on this page are supplied to Crosley dealers free of charge, in either "mat" or "electrotpe" form. We advise you to ask a representative of the publication in which you plan to advertise whether he prefers a "mat" or "electrotpe" and order accordingly.

**ATTENTION, NEWSPAPERMEN!**

We suggest that you take these advertisements to the Crosley dealers in your city and tell them about the advantage of their using them. We will send "mats" or "electrotypes" to newspaper offices providing we are informed for whom they are to be used.

Send Your Order To

**ADVERTISING MANAGER,**

**The Crosley Radio Corporation**

CINCINNATI, OHIO

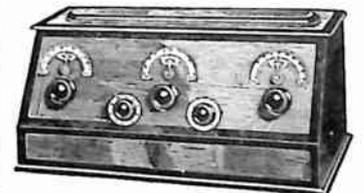
## VOLUME

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

0

in the New

**CROSLEY**



5-38

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

## CRESCENDON

an exclusive Crosley feature offered solely by him.

# \$38.

Dealer's Name

M-637  
E-637

# CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XX.

Published By The Crosley Radio Corporation

MAY 17, 1926

## Crosley Salesman Accomplishes That Which "Can't Be Done"; Removes Every "Red Tack" From State of Ohio In Four Weeks

### Crosley Radios and Musicones Leaders In Popularity Vote

Replies to Questionnaire Sent to Mid-Western Dealers Reveal Extreme Popularity of Crosley Products.

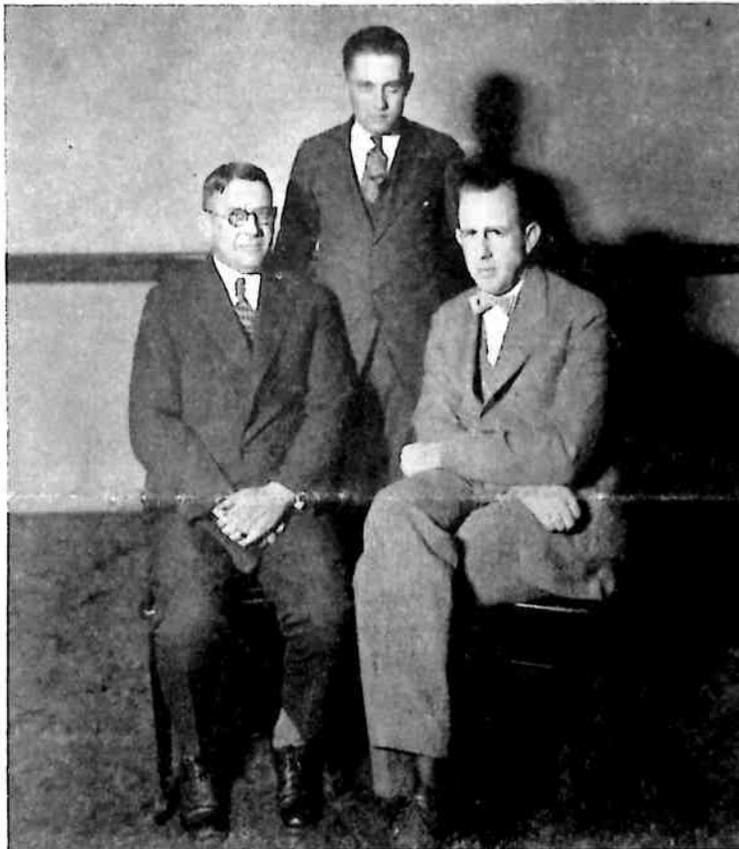
Popularity of Crosley Radios and Crosley Musicones is demonstrated most vividly in an unprejudiced and authentic report on replies sent to a large number of radio dealers in the Kansas territory. The questions were sent out by an advertising agency in behalf of one of its clients whose name was not mentioned anywhere in the questionnaire or the letter that accompanied it and compilation was made without the interests of any company or organization in mind.

The report covers questions affecting not only the present status of the retailers' activities, but also indicates the trend that may be expected in a number of these activities. Opinions of approximately 500 radio retail dealers are incorporated in the report made by the advertising agency, which conducted the work without notifying a single radio manufacturer.

Of particular interest to dealers who are engaged in the merchandising of Crosley radios are the answers to the question: "What is your best selling set; also your second best and third best?" Crosley was first as first choice, first as second choice and first as third choice. For first choice Crosley radios had 34.78% of all the "votes" cast, as against 14.67% for the nearest competitor, 10.32% for the third most popular, 8.69% for the fourth most popular and 7.06% for the fifth. For second choice Crosley again was first with 28.57% of the "votes," as against 17.85% for the nearest competitor, 6.54% for the third, 5.35% for the fourth and 2.97% for the fifth. For third choice as the most popular line, Crosley radios lead with 29.48% of the "votes," as against 13.39% for the nearest competitor, 6.25% for the third, 2.67% for the

(Continued on Page 6)

### Sets Pace For Salesmen



In the above picture Eugene Revercomb, Crosley salesman, who removed every "red tack" from the state of Ohio within four weeks, is shown standing behind Powel Crosley, Jr., president of The Crosley Radio Corporation, and Walter B. Fulghum, general sales manager.

### Revercomb Gives Credit to Jobbers For "Accomplishing the Impossible," Establishes Precedent for Salesmen

By Eugene K. Revercomb.

Distributors who sell Crosley merchandise to authorized dealers in Ohio deserve full credit for the removal of every "red tack" from the map that hangs in the office of Walter B. Fulghum, general sales manager of The Crosley Radio Corporation. By the removal of every "red tack" I mean the authorization of a Crosley dealer in every town in the state that has a population of over 300.

These distributors and their salesmen worked with me day and

night during the four weeks that were set aside for me to accomplish the task that seemed to be an impossible one. They combed the great State of Ohio as it never had been combed before and when the four weeks were up they announced that there was at least one authorized dealer in every city, village and town.

Mr. Fulghum tells me I was able to do this simply because I was too inexperienced as a salesman to realize that it was an impossible

(Continued on Page 4)

### Dealer Established In Every Community Of Reasonable Size

General Sales Manager Loses Bet and Buys Dinner for "Bunch" After Salesman Establishes Precedent for Co-Workers.

By John Loofbourow.

This is a story of how a man pulled three hundred and sixteen red tacks in one month. At first thought, that may seem to have been an easy task—but in order to do it he was compelled to travel twenty-five hundred miles in twenty-five nights, and work every minute of as many days. Each tack was a problem in itself. Each required a carefully planned and laid-out campaign. Gone at haphazardly, few of them could have been budged. Yet by the end of the month, every tack had been pulled, and more than \$10,000 worth of sales were chalked up on the board, representing what the job meant in dollars and cents.

When Eugene Revercomb was given the job of Official Red Tack Puller for the State of Ohio, he made a bet with his boss, W. B. Fulghum, general sales manager of The Crosley Radio Corporation. "Give me one month," he said, "and I'll pull every red tack in the state." "Go to it," said his boss, "but you'll find you're biting off more than you can chew. I'm from Missouri. Show me, and I'll buy you a dinner."

The sales manager had no serious expectations of buying a dinner. He felt that the task of Revercomb was to try to accomplish what was an almost superhuman one, even for an experienced salesman. And this young man, being the "baby" of the sales force, surely could not accomplish what older, more experienced men would look upon as their Waterloo. But Revercomb was determined to carry on, to apply once more the principle of that old saying of the Engineer Corps of the United States Army and Navy. "Yes, we

(Continued on Page 4)

# Crosley WLW Programs Week of May 16, 1926

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 4223 Meters—710 K. C. Sunday, May 16th, 1926 Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Theme of the service of worship—"Appreciating Our Fathers." Lesson title—"Why God Chose Abraham" (Gen. 18, 1-8, 16-19). Superintendent—Dr. E. Leigh Mudge. Teacher—The Rev. Cecil D. Smith.
- Sollist—Mr. Louis John Johnen. Accompanist, Miss Ruth Reeves. Instrumental music—Trio from the Conservatory of Music, Miss Emma Hardy, violinist, Mr. Owen Sellers, cellist, Miss Martha Weisenbarger, pianist.
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cletwinview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, organist Prelude—"Fughetta" .. Whiting Salutation The Lord's Prayer Gloria Organ Interlude Solo—"How Beautiful upon the Mountains" .. Harker Mr. Beddoe Children's Sermon Hymn Scripture Lesson Pastoral Prayer Chimes Announcements Offertory—"Elevation" Gullmant Solo—"O, Lord Most Holy" .. Frank Mr. Beddoe Prayer Hymn Sermon Hymn Benediction Gloria Postlude
- 3:00 P. M.—Crosley Organ Recital by Johanna Grosse.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills, Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp. Male Quartet: Fenton Pugh, first tenor Russell Dunham, second tenor Richard Fluke, baritone Leland Sheehy, bass Walter De Vaux, accompanist (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 4223 Meters—710 K. C. Monday, May 17th, 1926 Eastern Standard Time.

- 7:50 A. M.—Healthful Exercises by E. E. Schultz 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.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball

- Scores.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Crosley Little Symphony Orchestra. Soloists—Christine Colley, violinist Joseph Ringhelsen, pianist P. M.—Dance Music from Castle Farm.
- 10:00 P. M.—Crosley Midnight Serenaders. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 4223 Meters—710 K. C. Tuesday, May 18th, 1926 Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 12:30 P. M.—Harmonica solos by Amos Lawrence Crabb.
- 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 Tsimpidis.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—"Talk on Dogs" by R. L. Davis.
- 7:20 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, "Commercial Aviation" by Lt. Bertrandias.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek. Caprice ("Alceste") .. Gluck The Trout, Op. 33 .. Heller Spinning Song .. Mendelssohn Canzonetta (from Violin Concerto) .. Godard To Spring .. Grieg Mazurka, Op. 21, No. 1 .. Saint-Saens
- 7:50 P. M.—"Trado Names," Leo T. Parker.
- 8-9 P. M.—Solo and ensemble program by trio of artists from the Cincinnati Conservatory of Music. Deloyce Moffett, clarinet Helen Mullinix, cornet Marjory Von Staoen, cello
- 9:00 P. M.—Concert by the Formica Insulation Co. Orchestra under the direction of Wm. C. Stoess; sponsored by the Formica Insulation Co. Interval of Music by Grieg. 1. Suite No. 1 (Peer Gynt) Morning Mood (b) I Love Thee (c) Solvejg's Song (Peer Gynt No. 2)
- 4. Four Norwegian Dances (a) Dance from Jolster (b) Halling (National Dance) (c) Springdance (d) Humoresque Dance (Stabbe Laaten)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 4223 Meters—710 K. C. Wednesday, May 19th, 1926 Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, player-roll artist and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes"
- 4:00 P. M.—Shut-in Program, directed by William Duning, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—Gardening the Radio Way, by Uncle Bert.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"Financing the Needs of Agriculture," by L. B. Palmer, president, Ohio Farm Bureau Federation.
- 7:40 P. M.—Continuation of Hotel Gibson concert.
- 8:00-9:00 P. M.—Program from Connersville, Ind.
- 9:00-10:00 P. M.—Program from Eaton, Ohio.
- 10:00 P. M.—Thorobred Entertainment sponsored by The Dayton Rubber Manufacturing Company. The Dayton Thorobred Trio Verona Ziebler, violin Genevieve Mead, cello Ann Macdonald, piano and voice. The Dayton Thorobred Male Quartet: 1st tenor, Frank Fritch 2nd tenor, D. W. Mikessel Baritone, A. W. Forsythe Bass, Royal P. Greene.
- 11:00 P. M.—The Cincinnati Post Program, featuring a popular Cincinnati Dance Orchestra and Post Entertainers. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 4223 Meters—710 K. C. Thursday, May 20th, 1926 Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.
- 12:30 P. M.—Health Talk by Dr. Carl A. Witzbein, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Market 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.
- 5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
- 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.—"The Eyes Have It," by Dr. C. H. Kauffman.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 8:00 P. M.—"Varsity Frolics," being a presentation of the lighter side of student life, by undergraduates of the University of Cincinnati, under the auspices of the University Y. M. C. A. Some of the following radio favorites will appear: Girls' Glee Club Men's Glee Club The Boys from Home Buddy Lush Jimmy Tull and his Collegians Hits from the University Fresh Painters' success, "Wonderful Me."
- 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 (furnished by the French Bros.-Bauer Co.) Frank Pendegast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reuben bauer, drums and effects.
- 11:00 P. M.—Irene Downing and "Sentimental" Tommy Reynolds.
- 11:30 P. M.—Henry Thies and his orchestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 4223 Meters—710 K. C. Friday, May 21st, 1926 Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E. Schultz, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 4223 Meters—710 K. C. Saturday, May 22nd, 1926 Eastern Standard Time.

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

(Continued on Page 6)

## Crosley Radio Weekly

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

Telephone: Kirby 3200

Robert F. Stayman  
Editor  
Alvin Plough  
Associate Editor

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

### IT HAS BEEN DONE.

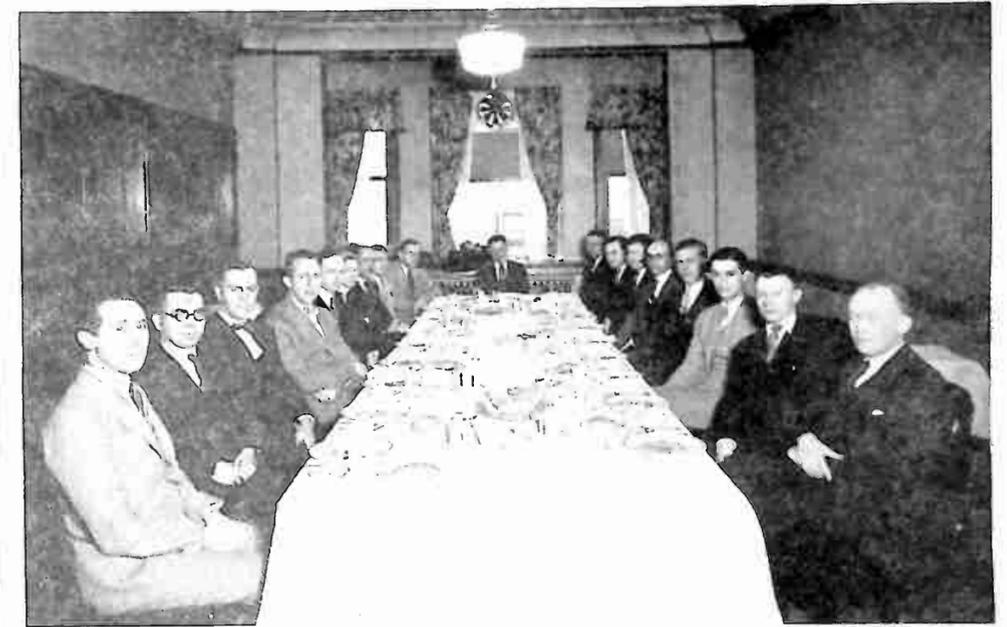
Eugene Revercomb, "baby" of the Crosley sales organization, has established a precedent for his older and more experienced co-workers. Removal of every "red tack" from the State of Ohio, or the authorization of a Crosley dealer in every community that has a population of 300 or more, would not have been such a stupendous task for a more experienced salesman, but was really a remarkable accomplishment for this youth, who has been "on the road" but a very short time.

It has been done in Ohio, and it can be done in every other state in the country. With the co-operation of Crosley distributors, our salesmen can step forward now and do as Revercomb has done. The old alibi about such an undertaking being an impossible one has been crushed by the "baby" of the Crosley sales force. What he has done can be done by each and every one of his more experienced co-workers—and it is up to them to follow the example of the Ohio representative.

When Mr. Revercomb started out he met considerable opposition on the part of the distributors, who told him there was not enough business in the smaller towns to merit their sending salesmen there. But Revercomb argued with them until they decided to "take a chance" on this small-town work. The four weeks convinced them Revercomb was right. They had obtained \$10,000 worth of business, and established dealers who will buy hundreds of thousands of dollars worth of Crosley merchandise in the near future.

In this we have a lesson for other Crosley jobbers. There are many who have failed to send their salesmen into the smaller villages, believing just as the Ohio distributors did—that there was no business there. But in these smaller communities there are thousands and thousands of dollars in trade being lost—business that can be obtained by the distributors if they but extend the territories of their traveling men.

## Crosley Sales Manager "Footed The Bill" For This Dinner After Losing Bet With Salesman Who Established a Dealer In Every One Of The "Red Tack" Towns In State Of Ohio



This picture was taken at the dinner given by Walter B. Fulghum, general sales manager of The Crosley Radio Corporation, after he had lost a bet he had made with Eugene Revercomb, Crosley salesman, that the latter could not lift every "red tack" from the State of Ohio within four weeks.

Walter B. Fulghum, general sales manager of The Crosley Radio Corporation, bet Eugene Revercomb, Crosley salesman, that he could not remove every "red tack" from the State of Ohio within four weeks. Revercomb did—Fulghum lost—we ate.

Knowing several days in advance that Mr. Fulghum was to pay for the meal, and that he was to pay copiously for all the boys could eat, those who had been invited fasted as they had never fasted before. Waiters at the Cincinnati Club (formerly known as the Business Men's Club) said afterward that never had they served such a "hungry bunch." But, we said to ourselves, why should we not eat when the boss is paying for the food?

Naturally Mr. Revercomb and Mr. Fulghum sat at the head of the table and did most of the talking after the food disappeared. Powel Crosley, Jr., president of The Crosley Radio Corporation, was called upon to "say something nice about Revercomb" and he did in a few well-chosen words that made Revercomb blush. In addition to thanking Revercomb for accomplishing what appeared to have been an impossible task, Mr. Crosley told about the plans for the coming year and predicted a tremendous increase in business.

Mr. Fulghum referred to a possible conspiracy on the part of the

sales department to force him to pay for the dinner. (Get this right, now, the boss was simply joking). He told how easily they could have lost the red tacks, but quieted down immediately when Revercomb referred to the orders the new dealers had sent in, and told how he and the jobbers' salesmen had obtained them. Revercomb then told his story, which appears elsewhere in this issue.

The meal was a good one and tasted far better than the ordinary dinner because "Fulghum had to pay the bill." Efforts were made to induce him to make similar bets with other salesmen, but he refused. "I'll never buy a dinner for such a hungry bunch as this again," he said.

Those who ate at the sales manager's expense were: Powel Crosley, Jr., Lewis Crosley, George Lewis, Bruce M. Cox, E. M. Burns, John Hope, Charles Peters, Byron Besse, D. J. Butler, Neil Bauer, Charles Meade, Robert W. Perkins, Octavio Bermudez, Charles Hopkins, A. R. Plough, R. F. Stayman and the winner and loser, Eugene Revercomb and Walter B. Fulghum.

### Quartet Songs

The Male Quartet will be heard in several popular songs on Sunday evening, May 16th, at nine-thirty o'clock, through the Crosley WLW broadcasting station, Cincinnati.

### TO ERECT NEW BUILDING FOR CROSLY PRINTING PLANT

Powel Crosley, Jr., owner of The National Label Company, 214 Walnut street, has just purchased a new site for the erection of a modern printing plant at the northwest corner of Colerain avenue and Brashears street, and extending four hundred feet to the B. & O. R. R. industrial tracks.

The National Label Company not only prints labels for some of the largest industrial concerns in the country but prints the literature and labels for The Crosley Radio Corporation which is also owned by Mr. Crosley. Increased demands for this literature by radio dealers and the public has made it necessary to have the proper facilities to handle the work quickly.

The new building will be two squares from the general offices of the Crosley radio concern. The real estate transaction was handled by the W. S. Hartley Realty Company.

### May Mondays

The WLW broadcasting station programs will be sent into the air on Mondays during May from seven until eleven o'clock. The Crosley Little Symphony Orchestra is the chief attraction from eight until ten o'clock.

### Dealer Established In Every Community Of Reasonable Size

(Continued from Page 1.)

know it can't be done, but here it is."

Why all this fuss about red tacks? Just this: Each red tack on the map of the State of Ohio represents a town of 300 population or over in which there was no Crosley dealer. Most of them were little towns, which the distributors did not think worth bothering about—cross-road villages and out-of-the-way railroad stations. But the big boss knew that there was business in these towns, and he wanted them worked—he wanted the red tacks pulled.

Revercomb went home the Saturday night after he had tackled the job, and thought it over. Had he bitten off more than he could chew? Certainly he could not visit 316 towns in twenty-five days? That would be humanly impossible. But he had an idea, and he proceeded to work it out.

He got a map of the state, divided up by counties. Then he found out which counties were covered by each distributor in the state. And to these contributors he told his story. Many of them were skeptical at first. "We can't do any business in those little one-horse places," they would say. "Why it wouldn't even pay us to send a man down there." But he argued with them until he convinced them that it was worth a try, at least; and now they put him on the back, and thank him for bringing them \$10,000 worth of business that they had never thought of going after (to say nothing of the business that these new accounts will bring in the future.)

It took a week to tell the story to the five distributors who helped to play the game. It took five days of hard work selling the idea, all day Saturday checking up, and five jolting nights, pounding the rails in sleepers. Then he had to start making the rounds all over again, to check up on the tacks being pulled.

That second Saturday, when Revercomb came back to the office, things did not look so bright. A whole week had been spent in getting things started, and during the second week, progress had been slow. "How about that dinner?" asked his boss. "I don't have to worry about it, do I?" But he was not ready to give up the ship at that stage of the game. "Just wait and see," Revercomb said, and went back, fully determined to win.

At the end of the third week, prospects looked brighter. To their great surprise, the distributors found this unworked, virgin terri-

### Revercomb Gives Credit to Jobbers For "Accomplishing the Impossible," Establishes Precedent for Salesmen

(Continued from Page 1)

task. I entered his office one afternoon four weeks ago when he and several of the men in the sales department were bemoaning the fact that there were too many towns in Ohio in which there were no author-

#### RED TACKS

In the office of Walter B. Fulghum, general sales manager of The Crosley Radio Corporation, there are large maps of every state. These maps are dotted with red and black tacks, the red ones at cities and towns in which authorized Crosley dealers are wanted and the black ones at towns in which there are dealers who handle the Crosley line. "Pulling the red tacks" means the authorizing of dealers, and so when Eugene Revercomb pulled every red tack from the map of Ohio he established a dealer in every town that had a population large enough to permit a merchant to operate a successful radio business.

ized dealers. Being in charge of the Ohio territory, I naturally was the "goat." Nevertheless, it hurt me to think that I really was responsible for red tacks, and so without considering the "impossibility" of the job, I bet Mr. Ful-

tory highly productive. They began to be convinced that the tack-pulling scheme was not a bad one after all. And then they got down to real, concentrated effort.

On his fourth round, success greeted Revercomb everywhere. He came back to the office with every tack pulled. There were 100 new, live dealers established, and an additional list of 84 good prospects. About 152 towns has been found which were too small to merit a Crosley outlet. And the work had brought \$10,000 in cash sales.

There is a moral in this story for every Crosley dealer, distributor, and salesman. In spending four weeks lining up what they had thought to be worthless prospects, five Ohio distributors earned for themselves an immediate cash income of \$10,000, and established accounts which will probably bring them at least \$100,000 during the year. This proves definitely that wherever there are any people, there are possibilities for Crosley sales. The Crosley dealer, or distributor, who does not work a territory because he thinks that it is "too small to bother with" is overlooking a good bet.

hum a dinner that within four weeks I would remove every "red tack" from the map. Mr. Fulghum went a step farther and offered to buy a dinner for the entire sales department if he lost.

Then I started out. I called upon one distributor after another and pointed out the towns in which there was no Crosley representation. I went into many of the towns with the jobber salesman and proved to them that dealers could be established and on every hand we found merchants who were more than glad to sell Crosley radios.

At the end of the second week we had made fair progress, but I was still a long way from winning that dinner. I told the distributors about this bet and impressed upon them the importance of their participating with me in a "conspiracy" to compel Mr. Fulghum to buy a meal for myself and for the bunch in the office. When the close of the third week rolled around the red tacks started to disappear and when the "closing date" arrived there was not a red one to be seen. I had been told that "it could not be done" but had proven that it could. It had been put over with the assistance of such distributors as the Aiken Radio Company, Toledo; the Hardware & Supply Company, Akron; the Johnson Electric Company, Cincinnati; the J. H. & F. A. Sells Company, Columbus; the George Worthington Company, Cleveland.

The meal was a good one, and "a good time was had by all but myself." Mr. Fulghum took all the "joy out of life," so far as I was concerned, but intimating facetiously that accomplishment of this task was pure luck on my part. He said I did not know enough to realize I had started out to do the impossible. Had I had more experience, he said, I would have "realized that it never could have been done." But I do not agree with him. This task was done through downright hard work in co-operation with the distributors and their salesmen. We demonstrated the possibility of placing a Crosley dealer in every town in the United States.

Mr. Fulghum, one of the greatest "kidders" I know, hinted at a conspiracy between the sales department boys and myself, in a joking way, of course, to compel him to pay for the dinner. He intimated that we might have thrown away a large number of the "red tacks," but we had orders from every one of the dealers we had established, and the amount of business done as a result of the four weeks' campaign was well in

### Solution Of Salt And Water Adds To Value Of "Ground"

Experiments Conducted by Crosley Engineers Proves Simple Solution Gives Added Conductivity.

"The salt of the earth" added to water in proper portions, makes an exceptionally good improvement in conductivity for "grounds" where rods and pipes have been driven into the earth for use with radio receivers.

An experiment conducted by engineers in the Crosley radio laboratory showed that a strong solution of common table salt, about one pound to a gallon of water, poured in the immediate vicinity of the pipe or rod driven into earth, will give added conductivity. It is the conducting powers of the soil which surrounds the rods and pipes that makes radio "ground" connections good or bad. A dry ground is not as good as a wet one and the salt solution forms an electrolyte when mixed with the natural mineral salts of the earth.

Dry earth is not a good conductor of electricity while a wet ground is the ideal way to make a connection when no other form, such as a water pipe in the home, is available. This salt solution will be found ideal for use on farms where there is no modern plumbing or while on camping trips in dry country.

When using the radio receiver in summer and the earth is dry, use the solution to a greater extent than would be the case when the earth is moist from rains. The solution should be used when the receiver is to be used in dry weather, while an occasional bucket of water will give additional moisture when the receiver is about to be used.

#### TROPHY FOR RADIO MANUFACTURERS' TOURNAMENT

Powel Crosley, Jr., Vice-President of the Radio Manufacturers' Association, has donated a large silver and gold loving cup as a trophy for the winner of the golf tournament to be held for members of the organization during the week of May 10th, on the Atlantic City Country Club course. This golf tournament will be held in connection with the annual meeting of the radio manufacturers.

excess of \$10,000, which is not bad considering the time of the year. I wish to thank the distributors who helped me in putting this job over and want them to realize that I am ever at their command, eager to assist them in every way possible.

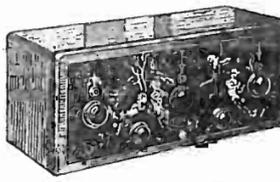
# NEWSPAPER ADVERTISEMENTS

## FOR CROSLEY DEALERS

Never before under \$100

# 5 TUBE

Super-Radio Performance



CROSLEY RFL-60

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

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

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

# \$60.

Dealer's Name

Supplied FREE In Either Mat or Electrotpe Form

ORDER BY NUMBER

"M" for "MAT"

"E" for "ELECTROTYPE"

Newspaper advertising by Crosley authorized dealers has resulted in increased business for them. Our records show those who advertise consistently buy Crosley radios in larger numbers than those who do not advertise. Their sales volume is greater, their turn-over is more rapid and their PROFIT IS LARGER. Advertisements similar to those reproduced on this page are supplied to Crosley dealers free of charge, in either "mat" or "electrotpe" form. We advise you to ask a representative of the publication in which you plan to advertise whether he prefers a "mat" or "electrotpe" and order accordingly.

ATTENTION, NEWSPAPERMEN!

We suggest that you take these advertisements to the Crosley dealers in your city and tell them about the advantage of their using them. We will send "mats" or "electrotypes" to newspaper offices providing we are informed for whom they are to be used.

Send Your Order To

ADVERTISING MANAGER,

The Crosley Radio Corporation

M-642  
E-642

CINCINNATI, OHIO

CROSLEY

# 5 TUBES

PERFECTLY BALANCED



THE NEW RFL-75

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

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

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

# \$75.

Compact Model Is \$60

Dealer's Name

M-644  
E-644

### Beauty Of Natural Mahogany Is Found In Crosley Cabinets

Paraffin Oil and Benzine Suggested as Best Polish to Use in Taking Care of Radios.

The radio cabinets of today are masterpieces of the cabinet makers' art. Beauty has found its way into the design of the cabinets which house the radio mechanism. Lovers of the artistic have been impressed by the natural beauty of the genuine mahogany wood used in the cabinets manufactured in the Crosley wood-working division in Cincinnati. These cabinets are designed with as much thought and skill as would be found in the finest pieces of furniture. Many of the cabinets and stands have been designed along the lines of period furniture and fit into the general decorative scheme of the best homes.

It may be of interest to the radio set owners to know that mahogany, which plays such an important part in the cabinet construction of today, was first brought to the attention of the people in England in 1590, and it was none other than Sir Walter Raleigh, of gallantry and tobacco fame, who introduced the hard mahogany wood.

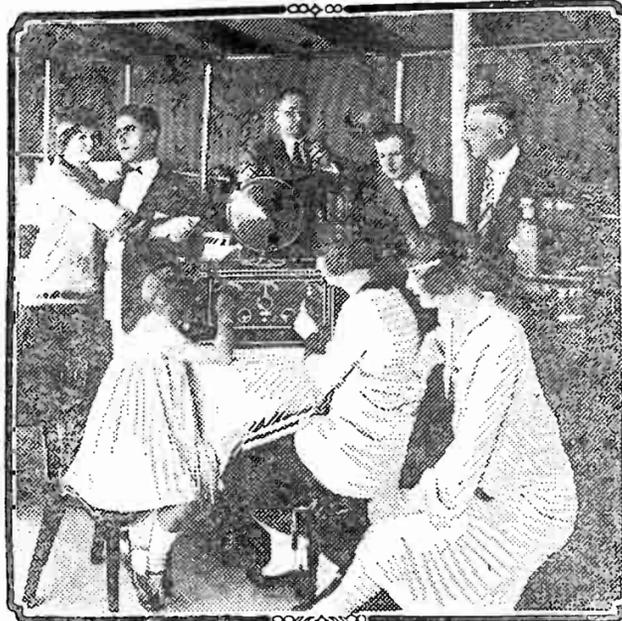
Mahogany wood did not attract much attention until about twenty-five years later, when a Dr. Gibbons prevailed upon a cabinet-maker, Woolston, to make some candle boxes for him and later two bureaus. This was the real start of the use of mahogany in cabinet construction and it has gradually found its way into the general scheme of home decoration in furniture, until today it is looked upon as being the ideal lumber for fine work. That is the reason radio manufacturers have made extensive use of it for their cabinets.

The Crosley Radio Corporation uses many carloads of genuine mahogany each year and it comes from far-off tropical lands. It is possible to keep radio cabinets looking like new by cleaning them and polishing with one part of paraffin oil and one part of benzine. Manufactured preparations are not so good as this simple formula. Apply this polish with a soft piece of plain, clean cheese cloth and thoroughly polish away all traces with a second piece of cheese cloth.

#### New Artists

Josephine Ringheisen, pianist, and Christine Colly, violinist, are two new Crosley WLW broadcasting artists. They will be heard on Monday evening, May 17th, at eight-thirty o'clock.

### Dance Aboard Radio-Equipped Yacht



These dancers are having the pick of the radio music. This Crosley set is aboard the former Kaiser's yacht at Miami, Florida.

### Crosley Radios and Musicones Leaders In Popularity Vote

(Continued from Page 1.)

fourth and 1.78% for the fifth. The vote on loud speakers showed the Crosley Musicone was by far the most popular. Forty per cent of the votes cast were for the Crosley speaker. Its nearest competitor received but 10.5% while the third most popular received 9.5%, the fourth 8% and the fifth 7%.

Crosley also led in the list of answers to the question: "What radio manufacturer, through advertising, has created the biggest demand for his sets in your territory?" He received 37.10% of the "votes" as against 29.80% for the nearest competitor.

More than 73% of those who replied to a question regarding business conditions reported a steadily increasing trade while but 2.5% said their business had fallen off during the season.

#### Unusual Number

Whitting's "Fughetta" will be the number which will open the services of worship of the Seventh Presbyterian Church, and will be heard through the Crosley WLW broadcasting station, Cincinnati, Sunday morning, May 18th, at eleven o'clock.

### Major Portion Of Development Work In Radio Is Done

Simplicity Means Greater Efficiency, Powel Crosley, Jr., Believes—Stabilization is at Hand.

Radio sets are rapidly approaching a high degree of development. This is indicated by the simplicity of the sets which are now being introduced for the especial use of the ladies. In the early stages of development of a new device it is usually highly complicated. When a great degree of simplicity, combined with high efficiency, is attained, it indicates that the major portion of development work has been done, and that from that time on designs will be on a fairly stabilized basis.

This achievement of a high degree of development means that sets of the future will probably change little from year to year. Thus, the individual who has been waiting to buy a radio set on the chance that something radically new would be introduced, need wait no longer. He will obtain just as satisfactory a set by purchasing one next season as by waiting for two or three seasons thereafter. The changes in sets in the years to come will probably be mostly in cabinet design.

Powel Crosley, Jr., has always been a strong exponent of the simple set. He believes that efficiency can better be obtained through simplicity than through the use of highly complex principles.

#### DAILY PROGRAMS

(Continued from Page 2.)

- Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.
- 7:30 P. M.—Meeting of the Secketary Hawkins-Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Readings by Bertha Fiebach, Markbreit.
- 9:00 P. M.—Henry Thies and his orchestra from Castle Farm. (The Baldwin Piano)

For a baseboard, hardwood is best, but pine or poplar may be used if it is boiled in paraffin to close the pores against moisture.

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
**CROSLY RADIO**  
Write Us for Dealer Proposition

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

#### 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**

# Crosley Sales and Service Manual

## HINTS FOR RETAIL RADIO SALESMEN

By D. H. Pollitt.

(The following is Part II of a manual for retail radio salesmen prepared by D. H. Pollitt, advertising manager of the Canadian Crosley Corporation. It will be continued on this page next week.)

Just as soon as you launch into technicalities you scare away your prospect. You make him feel inferior, you hurt his pride. But, above all, you make him feel that radio is too complicated for his mind to grasp—he's got no time to "study up that stuff."

If your prospect has dabbled in radio and starts a technical discussion, your path is clear and straightforward. Say to him: "Mr. Prospect, I'm not a radio engineer. But I know this—if there is anything better in radio, than a manufacturing genius like Crosley, with millions of dollars at stake in reputation and plant equipment, would surely know of it and make use of it."



You Have the Best Territory in the Country.

EVERY HOME is a prospect for a Crosley radio. You are selling the most complete line on the market. You have a Time Payment Plan that makes it easy for anyone to buy any Crosley radio out of the present income. Therefore—the district you are working is the best that you could possibly get. No other territory could give you more prospects or better prospects.

Your sales simply depend on your work—the energy and enthusiasm you put into your job, plus the intelligence you apply.

Think of your territory as a gold mine from which you will extract your fortune. A mine isn't a "pretty" place—it's a place to work. Gold does not crawl into your pockets or sift down on you—there is a lot of hard digging to be done to get gold out. You may find an occasional nugget of gold in a mine—and so you will in your territory. But don't count on it. Gold comes as a dust imbedded in hard ore that must be worked, crushed and sifted out. Orders come the same way.

Remember—One-third of the selling is done for you by the dominant Crosley advertising. Another third is being done for you by enthusiastic word-of-mouth advertising. The Getting Prospects. Actually, from the first sale on, last third is your job.

you are never without a prospect. Every customer (if you keep in friendly contact with him) will give you the names of friends who are interested. One sale leads on to another in an endless chain.

If this is your first selling job—do as insurance salesmen do—practice on your friends. Amongst your acquaintances you will make your first sale. That sale will lead on to further sales to friends and neighbors.

So, it is always wise to keep a pocket-book handy and write down every name and address that shrewd questioning will produce. At the same time, put down all the information you can get about them—the number in the family, their ages, the income. This will give you a basis for making an effective approach.

Church, friendly society, dances, euchre and bridge parties, public meetings—every social gathering will produce its quota of prospects.

**BUT DO NOT DEPEND ON MERE CHANCE.** As a rule you will close your sales in the evening hours. The rest of the day should be spent in "scouting." Organize your time. Split up your territory into streets and blocks. Set yourself a definite number of homes to call on every day. Start each week by laying out your week's canvassing program. Also check up on your last week's canvassing and see where you fell short. Analyze why.

The air is free—it is full of free entertainment—and therefore, behind every door is a prospect.

Canvass the Business District. A successful dealer in a good-sized Ontario city finds it profitable to have his salesmen canvass the business district—from office to office. As men are usually the best prospects for radio, these salesmen go to the men in their offices during business hours. The salesman is direct, and business-like, and asks only for permission to bring out a set to the man's home and make an evening demonstration. He carries with him an Exhibit Book—but he does not try to sell. He concentrates on getting the demonstration. So successful in this plan, that the same business district can be gone over repeatedly.



#### Special Prospects.

In every community there is an opportunity to sell some Crosley radios for special purposes. For example, every hospital should have one of the larger sets with loud speaker equipment, for the entertainment of the patients and nurses. By talking to the executive head of the hospital, you will probably get the name of some philanthropist who will be glad to pay for a radio for such a purpose.

Sometimes it is possible to induce a Club to provide a radiophone for its members.

Another class of special prospect is the merchant who by having a radio with loud speaker equipment can use it effectively for advertising. For example, the cigar store and the barber shop could gain many friends if they had their stores fitted with a good class set.

In the past, many restaurants and cafes have used phonographs for entertaining customers. A good salesman should be able to sell the restaurant proprietor a Crosley Radio for the same purpose.

#### ANALYZING PROSPECTS

The great army commander never engages in battle without a carefully considered plan and purpose. The salesman who hits up records in selling goes about things in the same way. He never tackles a prospect without a definite plan of attack and approach.

Therefore—do some thinking before you do any talking. Classify your prospects:—

(1) Radio "bugs"—those who know the practical working of radio. These are your hardest prospects because they probably prefer to build their own sets.

(2) Radio "fans"—those who have sets and take enthusiastic interest in "logging" and in "fishing" for distant stations.

(3) Those who have not a receiving set—but have heard radio in friends' and neighbors' homes. These may be of two types: (a) interested enough to be on the verge of buying, (b) critical of radio because of the poor sets they have listened to.

(4) The "radio heathen"—those



If you want to work on a restricted number of prospects, it might be good business for you to secure a list of the automobile owners

who know practically nothing about radio, think it some men's hobby or toy, and have no idea what a new joy and thrill is in store for them. Every prospect falls into one of these classes. Your approach should be built on a clear conception of how your prospect "classifies."

#### BEFORE APPROACHING PROSPECTS

It is often a good plan to mail them literature, a letter or something that will sow seed for you.

The Crosley organization has made it easy for you to do this by supplying ample quantities of well-designed, well-illustrated literature.

ers in your district and begin work on them. The ownership of a car is a good index of purchasing ability.



(To Be Continued)

# Musicones for Outdoor Radio



On the Veranda

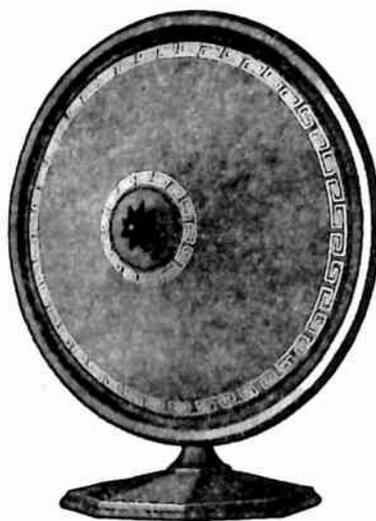
## Most Popular And Fastest Selling Speaker On Market



At the Summer Cottage



On the Lawn



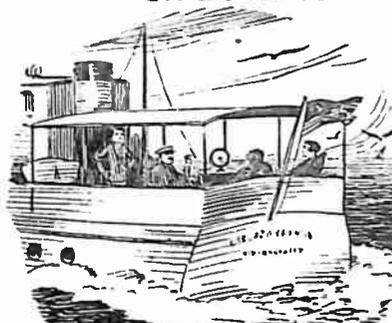
Price \$14.75



On the Canoe



In the Boys' Camp



In the Yacht



At Lawn Parties

Lovers of out-door life will take their radio with them wherever they go this Summer. With the radio there must be a Musicone if perfect reception is to be expected. Demand for this reproducer is far greater than that for any other—and is growing daily. It is necessary wherever there is out-door radio. Dealers are advised to take advantage of this demand, which will increase with the advent of warm weather. Be certain you have an ample supply in stock. If you have not, send your order to your distributor immediately. One demonstration sells a Musicone. Bear that in mind at all times.

**The Crosley Radio Corporation**  
CINCINNATI



At Fishing Camps



At the Tourist Camp



At the Golf Club

# CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXIV.

Published By The Crosley Radio Corporation

MAY 10, 1926

## Real Radio At Last, Says New York Man Regarding R.F.L.-60

Stations in California and England Tuned in With Musicone—Volume and Tone are Excellent.

"At last I have heard a real radio," said a customer in the radio store owned by the Himes Brothers, at Oswego, New York, after he had been permitted to listen to broadcasting stations in various parts of the United States, including California, and to a station in Bourne-mouth, England. The set used in this demonstration was a Crosley R. F. L.-60, a five-tube radio that sells for but \$60.00.

E. L. Himes, president; A. E. Himes, manager and E. E. Himes, assistant manager, signed the fol-  
(Continued on Page 3.)

## Vacation Equipment Must Include Radio; Elaborate Programs Are Being Prepared For Special Benefit Of Summer Listeners

No vacation is really a success without a radio receiver. This is the season of the year when radio fans are looking towards their vacations and the great out-of-doors.

Broadcasting stations are arranging programs for the summer which will be nearly as elaborate as those given in winter. Then, too, there are more powerful stations operating now than in past years, making it easier to tune-in to one of them and be assured of hearing a concert, sermon or jazz band. Plans are now completed for a full summer schedule of programs to be given through the Crosley WLW super-power station in Cincinnati.

It is also interesting to note the increased efficiency of the radio sets this year as compared with

those previously used by vacationists. They have a greater range of reception and are adapted for much sharper tuning.

There are some simple rules which radio fans may use in connection with their planned vacation trips with radio sets. Be sure all wires are tightly soldered and the receiver works perfectly before it is taken upon the trip. Carry a couple of extra vacuum tubes and spare dry cell batteries if the trip is one which makes it impossible to find a supply base at a reasonable distance. Handle the cone speaker with care and see that all aerial and ground connections are made just as good as possible. Too many people slight the ground connection, not only on a vacation trip but in a permanent installation.

## Types Of Breathing Will Be Broadcast From Crosley WLW

Physicians Again Turning to Radio as an Instantaneous Method of Diagnosis

Physicians are again turning to radio as an instantaneous method of diagnosis. Varying types of breathing will be broadcast through the Crosley WLW station in Cincinnati, Wednesday evening, May 12th, at nine o'clock. This experiment will be conducted in connection with National Hospital Day, and Dr. Julien Benjamin will have charge of this feature. Physicians and students in various cities will be asked to listen-in to this test and report their diagnosis of the breathing sounds. It may be recalled that the sound of heart-

(Continued on Page 6.)

# TEN COMMANDMENTS OF 16,000 DEALERS

## An Extensive Survey Shows Some of the Problems Faced by Dealers, Their Grievances Against Radio, and Their Most Successful Selling Policies

By Powel Crosley, Jr.

What sixteen thousand radio dealers have to say about how to sell radio and how not to sell it is worth listening to, isn't it? I have always felt that more could be learned about actual problems faced by the dealer, and the best methods he finds of solving them by going direct to dealers and talking with them, than by sitting in one's office and theorizing about it.

When The Crosley Radio Corporation adopted its plan of selling through authorized dealers only, a very extensive survey was made to determine the problems faced by dealers, their grievances against radio, and their most successful selling policies. Since then, new dealers added to the lists have been carefully questioned about these matters. All of this inquiry into the matter of the dealer's attitude has resulted in the collection of some interesting and useful information.

The sixteen thousand retailers that now comprise the Corpora-

tion's selling force are typical of the entire radio field. They represent almost every type of radio outlet. Most of them have had experience in selling several different types of equipment, reflecting all manner of set designs, price ranges, etc. What they have to say is therefore applicable to almost any radio dealer anywhere. Their opinions, "the ten commandments of sixteen thousand radio dealers," may be summed up as follows:

First, watch the market. Study new models introduced in the early summer months in anticipation of the Fall trade, estimate the demand for each model, and place orders early. No dealer should be caught at the height of the radio season without sets to sell. He must plan ahead, consider every factor, estimate his probable sales, and place sufficient orders for future delivery to protect himself. Then let him carefully watch the market.

If his supply proves to be insufficient when the radio demand is at

the peak, he should not pyramid his orders; demanding three or four times as many sets as he needs, from several distributors, in the hopes that a part of them will be shipped—enough to supply his immediate needs. The scheme of ordering ten times as much of a product as is required, so that the request will receive the best of attention and then cancelling the balance of the order as soon as the first tenth of the shipment is received, is an old, old one, and certainly very poor business practice. Often the man who plays such a game finds that things move too fast for him, and is left with an immense overstock at the end of the season. Then he is placed in a very difficult position, and deservedly so. If sufficient forethought is used in ordering for future delivery during the early summer months, radical action will not be necessary to obtain sets during the radio season's height.

After the fifteenth of December the dealer should be more careful

in observing sales trends and regulating his stocks accordingly. There is a mob psychology about the distribution movement. When the public buys, dealers become enthusiastic; distributors, pressed for goods by the dealers, develop a great wave of enthusiasm, and burden the mails with orders to the manufacturers. Everybody wants more and more sets, largely because everybody else is asking for more and more sets. As soon as the fickle public turns its attention to other things, however, the dealer's enthusiasm wanes, and he passes on the sad news to the wholesaler. Wholesalers become despondent. Business is rotten, everybody says so, therefore it must be. Then comes the great wave of cancellations. As the pendulum swings either way, the manufacturer bears the brunt of the burden. The dealer should bear the least of it, for he is in most intimate contact with the consumer market. There is lit-

(Continued on Page 4)

# Crosley WLW Programs Week of May 9, 1926

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Sunday, May 9th, 1926 Eastern Standard Time.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Theme of the service of worship—"Appreciating Our Mothers." Lesson title—"Victory Through Faith and Courage" (Gen. 14:13-24). Superintendent—The Rev. Edwin L. Taylor. Teacher—The Rev. Lyndon B. Phifer. Music—Children's Chorus from the Westwood Methodist Episcopal Church, under the direction of Mrs. Edwin Weber. Accompanist—Miss Ruth Weber.

10:30 A. M.—Weather Forecast and River Stages.  
10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.

Jesse Halsey, Minister  
Dan Beedoe, Soloist  
Adolph H. Studermann, organist  
3:00 P. M.—Mother's Day organ recital by Johanna Grosse.  
7:30 P. M.—Services of the Emmaus Evangelical Lutheran Church, John and Bauer Aves., Cincinnati, Minster.  
Rev. P. L. Dannenfeldt, minister.

8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp.  
Soloist—William Morgan Knox, violinist.

- 1. Overture—"Zampa" . . . Herold
- 2. "Adoration" (Violin Solo) . . . Borowski
- 3. Waltz "Women's Praise" . . . Fahrback
- 4. Selection "Pinafore" . . . Sullivan
- 5. (a) "Song My Mother Taught Me" . . . Dvorak
- (b) "Londonderry Air" . . . An old Irish melody.
- 6. Scenes from "Rigoletto" . . . Verdi
- 7. Romance—"Bright Star of Hope" . . . Halsey
- 8. Ballet Suite—"Egyptian" . . . Luigini (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Monday, May 10th, 1926 Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Exercises 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.—Concert by the Monday Musical Club.  
4:30 P. M.—Official Police Bulletin.  
6:50 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.  
7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.

7:30 P. M.—Theatrical feature.  
7:40 P. M.—Continuation of Hotel Gibson Concert.  
8:00 P. M.—The Crosley Little Symphony Orchestra, directed by Wm. J. Kopp.

- 1. March—"Boy Scouts of America" . . . Sousa
- 2. Overture—"Stradella" . . . Plotow
- 3. Indian Lullaby—"Dream On" . . . Herbert
- 4. Selection—"The Blue Kitten" . . . Friml
- 5. Tarantella—Duet for Flute and Clarinet . . . St. Saens
- 6. Gems from Gilbert and Sullivan's "Yeoman of the Guard" . . . Elliott
- 7. Waltz "Sons—"A Night of Love" . . . Spler
- 8. Suite of four numbers—"May Days and Grey Days" . . . Marenco
- 9. Finale—Ballet Music from Kiralfy's "Excelsior" . . . Marenco

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Tuesday, May 11th, 1926 Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.  
10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.

11:00 A. M.—Market Reports.  
11:55 A. M.—Weather Forecast and Correct Time.  
12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.  
12:30 P. M.—Harmonica solos by Amos Lawrence Crabb.  
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 Telmplids.  
6:00 P. M.—Norrine Gibbons and her girl friend.  
6:30 P. M.—Mary Barbara, the Sweetheart of Radio.  
6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.  
7:00 P. M.—Talk: "Spring Birds," Dr. Benedict, Professor of Botany, University of Cincinnati.  
7:20 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.

"Radio Beacons" by Capt. Murphy.  
7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.  
Largo . . . . . Haendel  
Pizzicato ("Sylvia") . . . Delibes  
Kamennol-Ostrow . . . Rubinstein  
Murmuring Brook . . . Fouldin  
Marche Pontificale . . . Gounod  
7:50 P. M.—Talk on "Inventions" by Leo T. Parker, authority on patents.  
8:00 P. M.—Concert by Tenth Infantry Band of Ft. Thomas, Ky., under direction of Warrent Officer E. G. Fischer, dedicated to Crosley distributors in Massachusetts.  
9:00 P. M.—Concert by the Formica Insulation Co. Orchestra under the direction of Wm. C. Stoeser; sponsored by the Formica Insulation Co., makers of electrical insulation and silent gear materials.  
"A BOUQUET OF MELODY"  
1. Introduction

- 2. Violets
- 3. Lilly of the Valley
- 4. Dafodils
- 5. Gardenia
- 6. Concert Waltz—"Southern Roses" . . . J. Strauss
- 7. Jasmine
- 8. Marguerites
- 9. (a) A Red Rose
- (b) Midst the Petals
- 10. (a) Lotus Flowers
- (b) The Blue Lotus Dance (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Wednesday, May 12th, 1926 Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning 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.—Popular request by Irene Downing, player-piano artist and Marjorie Hebestreit.  
1:30 P. M.—Market Reports.  
3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."  
4:00 P. M.—Shut-in Program, directed by William Duning, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.  
4:30 P. M.—Official Police Bulletin.  
5:00 P. M.—Gardening the Radio Way, by Uncle Bert.  
6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.  
7:30 P. M.—"Why We Need a Federal Blue Sky Law," by Reed M. Windgaster, General Manager, Ohio Farm Bureau Investment Service Co.  
7:40 P. M.—Continuation of Gibson orchestra concert.  
8:00 P. M.—Act from Plotow's "Martha" presented by the Cincinnati College of Music, dedicated to our distributors in Mississippi.  
9:00 P. M.—National Hospital Day Program concert by the Glee Clubs from the Cincinnati General Hospital, Good Samaritan Hospital, Bethesda Hospital, Jewish Hospital. Addresses by Dr. A. C. Bachmeyer, Superintendent of the Cincinnati General Hospital and Miss Ruth H. Bridge, School of Nursing and Health, University of Cincinnati.  
Diagnosis of Breathing Sounds broadcast by Dr. Julian Benjamin.  
10:00 P. M.—Thorobred Entertainment sponsored by The Dayton Rubber Manufacturing Company. The Dayton Thorobred Trio Verona Ziehler, violin Genevieve Mead, cello Ann Macdonald, piano and voice.  
The Dayton Thorobred Male Quartet:  
1st tenor, Frank Fritch  
2nd tenor, D. W. Mikesell  
Baritone, A. W. Forsythe  
Bass, Royal J. Greene  
11:00 P. M.—THE CINCINNATI POST PROGRAM, featuring a popular Cincinnati Dance Orchestra and Post Entertainers.

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Thursday, May 13th, 1926 Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning 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 Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.  
12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.  
1:30 P. M.—Market Reports.  
2:00 P. M.—Ethical Study of the Modern Drama conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Piano recital by Adelaide Apfel.  
4:30 P. M.—Official Police Bulletin.  
5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.  
6:50 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.—"The Eyes Have It," by Dr. C. H. Kauffman.  
7:40 P. M.—Continuation of Hotel Gibson Program.  
8:00 P. M.—Max Terhune, whistler and imitator, Anderson, Ind.  
9:00 P. M.—Three minute message from the U. S. Civil Service Department.  
10:03 P. M.—Popular Concert by the Doherty Melody Boys (furnished by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.  
11:00 P. M.—The Latonia Melody Boys, Carol Burdicks and "Curly" Brennan.  
11:30 P. M.—Castle Farm Dance Orchestra.

12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Friday, May 14th, 1926 Eastern Standard Time.

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

11:00 A. M.—Market Reports.  
11:55 A. M.—Weather Forecast and Correct Time.  
12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
1:30 P. M.—Market Reports. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Saturday, May 15th, 1926 Eastern Standard Time.

7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.  
8:00 A. M.—Morning 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 Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.  
12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.  
1:30 P. M.—Market Reports.  
2:00 P. M.—Ethical Study of the Modern Drama conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Piano recital by Adelaide Apfel.  
4:30 P. M.—Official Police Bulletin.  
5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.  
6:50 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.—"The Eyes Have It," by Dr. C. H. Kauffman.  
7:40 P. M.—Continuation of Hotel Gibson Program.  
8:00 P. M.—Max Terhune, whistler and imitator, Anderson, Ind.  
9:00 P. M.—Three minute message from the U. S. Civil Service Department.  
10:03 P. M.—Popular Concert by the Doherty Melody Boys (furnished by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.  
11:00 P. M.—The Latonia Melody Boys, Carol Burdicks and "Curly" Brennan.  
11:30 P. M.—Castle Farm Dance Orchestra.

12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Sunday, May 16th, 1926 Eastern Standard Time.

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

11:00 A. M.—Market Reports.  
11:55 A. M.—Weather Forecast and Correct Time.  
12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.  
1:30 P. M.—Market Reports. (The Baldwin Piano)

## Crosley Radio Weekly

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

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

### GET OUT AND SELL

Crosley Radios are being sold in direct ratio to the efforts of the dealers. Those who are endeavoring to maintain the profitable business they built during the past Winter are meeting with success and are selling receiving sets and accessories in surprisingly large numbers. They are working somewhat harder, it is true, but they are profiting and are building a foundation for a more tremendous business that will come to them in the near future.

On the other hand there are a comparatively few dealers who are "watchfully waiting" for better days. They are of the opinion that there is no excuse for trying to sell radios for the simple reason that customers are not coming into their stores in as large numbers as they did a few months ago. Their policy is all wrong and when the big season comes around again they will be surprised to learn that their more progressive competitors have succeeded in taking from them the customers they had been relying upon.

Dealers who hope to be successful in the radio business must get out and sell. There is no alternative. Consistent advertising, house-to-house calls, telephone calls and use of the mails are of vital necessity in the maintenance of a prosperous all-year-round business. Radios are being sold. That is proof that they can be sold. But work is necessary. The salesman or dealer who lurks cannot succeed. And in connection with this, it is interesting to scan the "Diary of a Hard-Luck Salesman," written by Harry Daniel and published in Thrift Magazine. Mr. Daniel tells in the following manner, why certain dealers and salesmen are not selling radios:

- 9:11—Looked over racing results.
- 9:46—Stopped to see show window circus put on by lady advocating hair tonic.
- 10:05—Held curb stone conference with old acquaintance.
- 10:37—Helped one thousand other people watch messenger boy feeding pigeons.

## Hundreds Ask For New Broadcasting Station Licenses

More Than 400 Applications on File Even Though "SRO" Sign is Flying From Hoover's Office.

Applications for new broadcasting station licenses from practically every state continue to flood the radio section of the department of commerce. To date there are on file 419 requests for permits to construct broadcasting stations, together with applications for the use of wave lengths or a share of the time on some channel through the ether.

Although the "S. R. O." sign was put out, following the decision of the fourth national radio conference that seats in the air were all filled, potential owners of broadcast stations seem more anxious than ever to get on the air. There are now 533 active stations, and yet from almost every large city the daily mail to the commerce department brings requests for permits to build stations and to broadcast. Instead of dying out, the interest is broadening, or perhaps the desire to get on the air for some particular reason, seems to be increasing rapidly.

During the past ten days over sixty new applications have come to Secretary Hoover's office. All that can be done is to list these requests, after telling these projectors of new stations that the air is saturated, and that there are no more broadcast channels available, for use either exclusively or by splitting time. There have been too many stations and there are still too many to suit the department and the fans.

Pending the enactment of radio

- 11:00—Called on prospect. No luck.
- 11:02—Had measure taken for new pipe.
- 11:30—Phoned my favorite boyish bob. Closed big deal for Saturday night.
- 12:45—Time out for lunch.
- 2:10—Joined excited posse watching man put on new tire.
- 2:31—Called on prospect. This fish is dead and buried from the eyebrows back.
- 2:33—Watched derrick lifting steel beams. Very educational.
- 3:12—Had argument with guy for stepping on my foot.
- 3:35—Called up prospect I forgot I had a date with. No luck.
- 3:49—Joined class studying modern methods of moving safe.
- 4:15—Called on prospect. No luck.
- 4:17—Decided to cross street.
- 4:32—Bulletin: Landed safely!
- 4:41—Quit for the day. Lotta hard work. No luck.

## Radio Listeners Are Most Severe Critics In World

Work of Most Famous Artists Often Brings Criticisms—Remarks Are Welcomed by Studio Directors.

The radio audience is one of the most severe bodies of critics in the world. Just why this condition should exist has not yet been satisfactorily explained. Perhaps it is due to the fact that the programs are furnished to them without any further cost than the price they pay for their receiving apparatus. In many foreign countries there is a tax placed upon the license and the money goes toward the maintenance of the broadcasting stations. Here, in the United States, the radio programs are free for the listeners.

There is a tendency upon the part of the radio audience of today to be more critical in their likes and dislikes of the programs they hear. An indication of this has been found in the thousands of letters which arrive at the Crosley WLW broadcasting studios every week. These letters come from all types of radio listeners and it is through these letters that the studio executives are able to judge the popularity of the programs they offer.

## Real Radio At Last, Says New York Man Regarding R.F.L.-60

(Continued from Page 1)  
Following letter in which they told how a skeptical customer was forced to admit the radio he thought was "too small" was a "real radio."  
"Osvego, New York,  
"April 16th, 1926.

"The Crosley Radio Corporation, Gentleman:  
"When a customer stepped into our store the other evening and asked to see a radio, we showed him one of your new five-tube R. F. L.-60 receivers. He thought that was too small to be of any practical value, but was amazed when we entertained him with music from all parts of the United States, and finally from England. The set worked like a top, with excellent volume and tone. A Crosley Musicone was being used as a loud speaker. First we tuned in Syracuse. 'That's not very far away,' he said, so we went on tuning in other New York stations. Then we went to Chicago and up through Canada. From Canada we jumped to Florida and tuned in Miami Beach. Two stations in Texas were next, and then came Iowa, Michigan and Kansas. WLW, your station in Cincinnati, was coming in fine so we listened to it until midnight. By that time the customer was very deeply interested and was surprised when we said that now we would go after 'distant stations.'

"We tuned in KFI, Los Angeles; KGO, Oakland, Calif., and KOA, Denver, Colo., listening to them with the Musicone until 2:30 a. m. At 3 a. m. we were playing with the dials when we heard faint music. We tuned more sharply and even we were amazed to hear the announcer say it was station GBM, Bournemouth, England, broadcasting. That was enough for the customer, who declared emphatically: 'At last I have heard a real radio.' 'He bought the R. F. L.-60. 'Very truly yours, 'Himes Brothers.'

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# TEN COMMANDMENTS OF SIXTEEN THOUSAND DEALERS

(Continued from Page 1)

the excuse for a manufacturer to be overstocked at the end of the season, and there is less reason why a dealer should be caught in such a situation. Therefore, let him watch the market.

Second, build sales on a servicing platform. This fundamental rule of radio selling has been stated so often in so many different ways that it is difficult to add anything new to what has already been said on the subject. But a rule of such importance is worth reiterating.

Carefully organized servicing is profitable, not alone from the standpoint of increased sales and satisfied customers, but from actual direct returns through the sale of accessories. A year ago, the most moderately priced sets cost twice as much as the accessories necessary to operate them. In many instances now, the accessories cost considerably more than the set. Thus the sale of accessories is becoming an increasingly large percentage of the dealer's profit. And it is adequate servicing that brings customers for replacement to the dealer's doorstep.

One need hardly cite the automobile industry as an example of the value of well-organized servicing. A certain motor car manufacturer, now one of the best known in the country, started some years ago with very little capital and with nothing distinctive to offer in the line of merchandise. He manufactured a good, reliable car, at a reasonable price, but there were no unusual talking points about it. One simple policy is said to have been responsible for his notable success—that of offering a year's free service with every car sold. Conditions have changed, of course, his servicing is now handled in a different way. But it was a well-organized servicing plan that made this manufacturer successful.

Another instance might be cited—that of a certain successful radio dealer who offers to service any make of set—not only those of the kind that he sells—at cost price. Since he adopted this policy, his sales have increased enormously. Persons owning all makes of sets call upon him for service, and afterwards return to him for additional radio purchases.

Third, test every set and every piece of equipment before it leaves the store. When a complete installation is sold, the set should be tried with the tubes, batteries, speaker, etc., with which it is to be used, under exactly the same conditions which it will meet in the consumer's home. The tubes should be changed around, and different values of grid leak and "B" and "C" voltages tried until the very



Rowel Crosley Jr.

In the accompanying article Mr. Crosley, president of The Crosley Radio Corporation, explains many of the problems faced by radio dealers and offers interesting suggestions to assist them in merchandising radio receiving sets.

best combination is found. Then after the set is installed, the dealer may be sure that the purchaser will get the maximum of satisfaction.

Fourth, concentrate upon one or two chosen lines. What automobile dealer would consider selling Packards, Buicks, Studebakers, and Dodges from the same salesrooms? Such diversification would only contribute to the confusion of the consumer, and hinder closing the sale.

Over-diversification has been one of the greatest evils of retailing radio in the past few years. A dealer who stocks many makes of sets cannot hope to be thoroughly sold on all of them. Some will not receive his whole-hearted support. Would it not be better for him to concentrate on one or two lines, on which he is thoroughly sold, and expend his selling efforts with the maximum of efficiency?

Fifth, provide adequate display facilities. Radio is becoming more and more a fine furniture product. Attractiveness of design plays a large part in the sales demand for a set. Fine furniture must be properly displayed to take full advantage of its beauty, and to attract the consumer to the full extent of its potential possibilities.

Attention should be given first to adequate window display, in order that customers may be attract-

ed to the store. Next, the interior display should be so arranged that maximum emphasis is given to the decorative qualities of the set. Grouping sets with fine furniture, rugs, etc. help to bring out their attractive features.

Sixth, sell on deferred payments. How often has it been said that this is a time-payment age? Certainly, it is true. Credit has become a national institution, no longer confined to companies in business, or to those with big assets to back them, but available to anyone, if he has a steady income. From the pages of our great national magazines we are greeted by invitations to "purchase out of income," automobiles, washing machines, player pianos,—even clothing.

It is no longer a mark of social degradation to "buy on time." The custom has become so universal that wealthy as well as poor feel that they can do it without injury to their pride. With such widespread use of this means of selling, how can a radio dealer expect to obtain maximum sales without resorting to the same methods?

Fortunately, the path to time-payment selling has been made easy for the dealer. Large radio manufacturers have arrangements for the financing of their dealers' deferred payment sales, and finance companies offer plans which relieve other dealers from the burden of supplying the necessary capital.

Seventh, advertise. The radio store that expects to do big business must plan to advertise extensively. To many kinds of stores, advertising is not nearly so essential. Grocery stores, for instance, will do a certain amount of business because of their location whether or not they spend a cent for advertising. To drug stores, also the location is much more important than advertising.

Radio, however, is a product more comparable to automobiles, one for which people will travel long distances in order to get just exactly the kind of equipment that they desire. Radio is a permanent addition to the home, an acquisition that deserves long thought and consideration before the purchase; not an every day necessity like bread or clothes. Advertising plays the important part of moulding the likes and desires of the prospect during this more or less lengthy period of consideration. It shapes the background of prejudice, formed before the final decision to purchase is made.

Let the dealer who handles "XYZ" sets keep this name and product ever before the public, so that prospective purchasers are led to think of radio in terms of "XYZ." Then when they become suffi-

ciently interested to go to a store and look at a set, they will hunt up the XYZ dealer; or when radio canvassers call to arrange demonstrations the XYZ man will find himself most welcome to them all.

Eighth, canvass for sales. It is not enough to attract the public to one's store. Maximum sales call for more aggressive methods of selling—for bearding the lion in his own den. Canvassing is an important factor in building radio sales. Its value can be judged from the success with which it has been used in the music industry—a commercial field readily comparable to radio. A surprisingly large percentage of phonographs are sold through canvassers.

Ninth, sell by demonstrations. By far the majority of people seem to think concretely more readily than abstractly. Talk to a man and ask him to picture a great building in flames, firemen rushing past dangerous walls, a street in which is formed a mad jam of the automobiles of those who have come to see the catastrophe, the wail of sirens as fire engines try to dash through the mob, stretchers emerging from the flames bearing injured ones to ambulances—describe these things to a man in most forceful language; then take him to an actual fire and see how much more vivid is his impression.

That which we see, and hear, and feel becomes much more closely interwoven into our lives than that which we merely hear about. Therefore, when it is desired to sell a man a radio set, do not stop with telling him about it. Show him the set, bring it to his home, demonstrate it under actual operating conditions. Let him look at it, hear it, feel it, operate it himself. Let the impression of that set be so lastingly imbedded in his memory that he cannot cease thinking about it.

And the tenth commandment is, don't dump. The radio dealer who watches the market properly and buys with due regard to seasonal conditions has no need to become panicky at the end of the season. Good merchants realize that for everyone to reap the maximum of profits, the stability of an industry must be maintained. It is not the good merchants who have contributed toward radio being painted as a wildcat business.

Let those who feel a serious purpose in this business of radio selling, who mean to make a permanent income of it rather than an opportunists' paradise, let those dealers apply the sound principle of merchandising used in other lines, and refrain from that greatest evil of the radio industry—dumping.

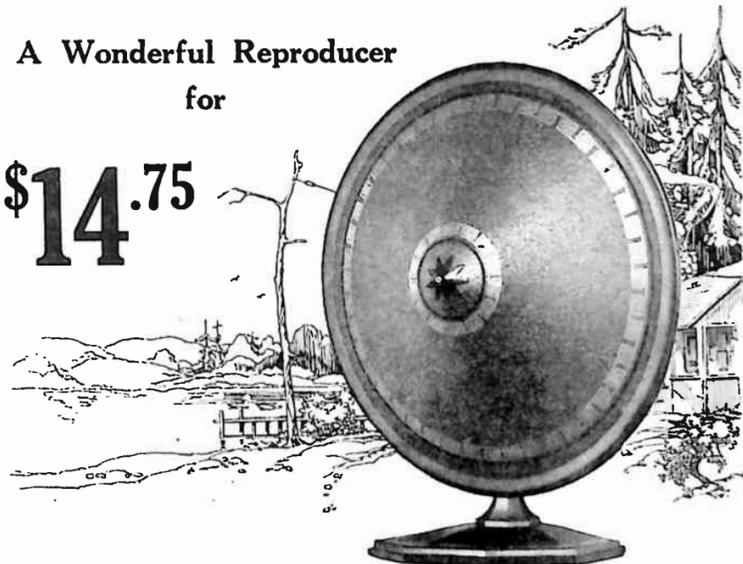
(Reprinted from Radio Dealer.)

# RADIO LISTENERS HAPPIER WHEN THEY OWN A MUSICONE

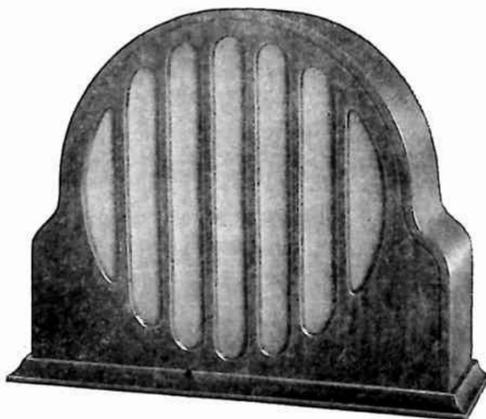
Real radio happiness is enjoyed by owners of the Crosley Musicone. They obtain perfect satisfaction from their receiving set. They hear every musical note and every word spoken—and they hear it just as perfectly as do those in the far-away broadcasting station. This Musicone has been referred to as one of the revelations of radio, an instrument that serves as a link between the studios and the listeners. It is the fastest selling reproducer on the market today and is certain to hold this leadership throughout the Spring and Summer. Demonstrations are what sell the Musicones. Comparison with other types of loud speakers reveals such a great difference that listeners buy the Musicone and discard their old reproducer. Wide-awake dealers are selling the Musicone in as large numbers as they did last Winter. Every dealer can do the same if he exerts just a little more energy. Concentration of loud speaker sales efforts on the Musicone will result in greatly increased sales and larger profits.

A Wonderful Reproducer for

\$14.75



## THE BEAUTIFUL MUSICONE DELUXE



Increase in the number of sales of the Crosley Musicone DeLuxe is reported daily. This reproducer, with its charming appearance and remarkable efficiency, is in demand everywhere. It is so artistically designed and so comparatively small that it has been welcomed by radio listeners who accept nothing but the best in radio. This unit is occupying prominent places in the living rooms, dens, etc., of the most beautifully furnished homes in America. It holds positions that have been filled by the most expensive bric-a-brac and is welcomed where even receiving sets are barred by the house-wives, who permit extension cords to lead from the radio in a more obscure position to the Musicone DeLuxe. This mantel, clock-type cabinet of delicately grained mahogany, houses attractively the Musicone. The reproducing mechanism is the same as the regular Musicone model. There is no difference in quality of reproduction.

PRICE

\$23.50

## THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

### Religion Important Factor In Modern Programs For Radio

#### Crosley WLW First to Broadcast Sunday School Services for Benefit of Listeners.

Someone has said the "r" in radio also stands for "r" in religion. This fact may be verified by simply tuning in to some of the broadcasting stations on Sunday. The first station to introduce Sunday School services was that of Crosley WLW, which came on the air over three years ago with an hour's session beginning at nine-thirty in the morning. It is conducted by the editorial staff of the Methodist Book Concern of Cincinnati. Mary E. Moxey and Cecil D. Smith are interested in this branch of the religious activities of WLW.

Rev. Jesse Halsey, of the Seventh Presbyterian Church, is heard every Sunday morning, while Rev. Frederick N. McMillin, of the First Presbyterian Church of Walnut Hills, is heard on Sunday evenings as is Rev. P. L. Dannenfelt, of the Emaus Lutheran Church, who is heard on one Sunday evening each month. W. G. Kershner, of the Y. M. C. A., is heard every morning at eight o'clock, with the exception of Saturday and Sunday, in religious exercises.

Rev. George A. Kase is heard every Monday noon in Lutheran Institutional talks. Rev. D. A. Green, of Poplar Street Church, and others are often heard on the Wednesday afternoon programs for shut-ins. Archbishop McNicholas, of St. Peter's Cathedral has been "on the air" several times.

### Types Of Breathing Will Be Broadcast From Crosley WLW

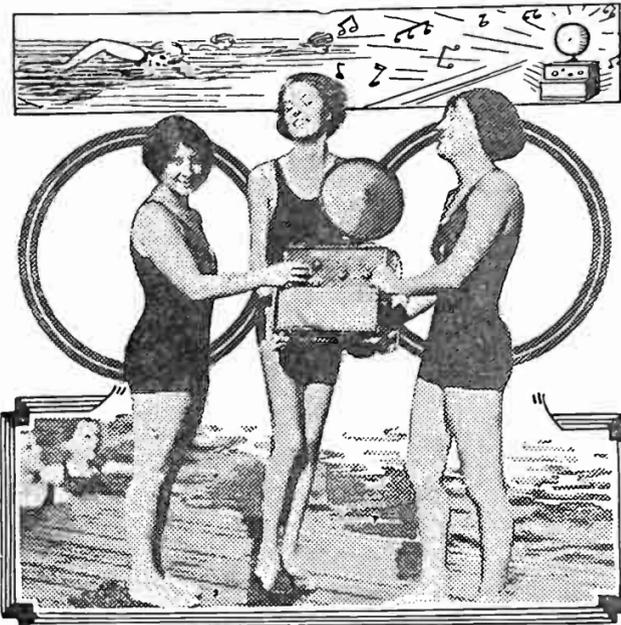
(Continued from Page 1). beats were recently broadcast with excellent results.

Dr. A. C. Bachmeyer, superintendent of the Cincinnati General Hospital, will give an interesting talk to the general public, while Miss Ruth H. Bridge of the School of Nursing and Health of the University of Cincinnati, will broadcast a five-minute talk.

Of especial interest to the radio listeners and especially to former patients, the Glee clubs made up of nurses from the Cincinnati General, Christ, Deaconess, Good Samaritan, Bethesda, and Jewish Hospitals, will broadcast a special program of songs.

Argentina and Brazil have organized radio trade associations.

### WHO SAID THE RADIO SALESMAN HAD A HARD LIFE?



Selling Crosley Radios and Musicones to such pretty bathing girls as are shown above is one of the "tough tasks" assigned to salesmen. Walter Fulghum, general sales manager of the Crosley organization, took one look at the picture and immediately offered to trade jobs with the salesman. Incidentally our publicity man, Alvin Plough, just had to offer a helping hand to this hard-working salesman, and naturally insisted on taking the above picture.

#### DAILY PROGRAMS

(Continued from Page 2.)

**WLW Program**  
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Saturday, May 15th, 1926 Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.

**RADIO SET OPERATED IN CAVE 465 FEET BELOW SURFACE**

**HORSE CAVE, KY.** Paul Skoggs, a radio enthusiast, just made a test with a radio receiver at 465 feet below the surface of Hidden River Cave, near here. The receiver was about a mile from the entrance to the cave. He tuned-in stations from New York, to Denver and from Fort Worth to Detroit. The object of the test with the Crosley two-tube receiver, was to obtain data about fading, static and general radio reception.

- 7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Final Old Fiddlers concert of the season by Uncle Charley Warner of Georgetown, Ohio.
- 9:00 P. M.—Berea College Night—a program of mountain ballads, with accompaniments and selections on unusual mountain instruments. Address by Pres. Hutchins.
- 10:00 P. M.—Uncle Charley Warner.
- 10:30 P. M.—Dance Selections from Castle Farm. (The Baldwin Piano)

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
**CROSLY RADIO**  
Write Us for Dealer Proposition

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

### Russian Station Is Heard In India With Two-Tube Set

#### Crosley Receiver Brings in a Station 3,500 Miles Away —Boost for High Power Seen.

A report of the remarkable reception of radio in India has just been received by Powel Crosley, Jr., of Cincinnati. The East India Radio Company, Grosvenor House, Calcutta, India, reported hearing Moscow, Russia, Station R. D. W. which used 12 kilowatts power, on Christmas night, 1925, at 12:30 A. M., Calcutta Time. This remarkable reception was obtained with a little Crosley two-tube receiver and an external lissen 2 coil holder with a lissenagon 150 coil in the aerial and a 75 coil in the reaction. The station broadcast on a wave-length of 1450 meters.

The distance between the broadcasting station in Moscow and the two-tube receiver in Calcutta, India, is 3,500 miles and yet the report told of hearing the station quite clearly.

This record bears out the prediction made a few years ago by Powel Crosley, Jr., the well-known radio manufacturer, who claimed higher power would make the broadcasting stations heard at greater distances and that the little one and two-tube receivers would not be obsolete and could be used for reception in years to come.

Daily morning prayers are a radio innovation.

### 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—CINCINNATI**

# Crosley Sales and Service Manual

## HINTS FOR RETAIL RADIO SALESMEN

(The following manual for retail radio salesmen has been prepared by D. H. Pollitt, advertising manager of the Canadian Crosley Corporation. It will be continued on this page next week.)

By D. H. Pollitt.

This Sales Manual has been prepared with the idea of helping you make more money. It is the result of an exhaustive survey of existing conditions in the retail field, plus interviews and close contact with a number of radio salesmen who have achieved marked success.

Future experience undoubtedly will yield more effective sales tactics than these, but we do know that the plan outlined herein has already proved highly successful, and its use is strongly recommended as standard practice until more effective methods have been developed.



#### What Is Your Real Competition?

Think of the average prospect with an income of \$2,000 a year. After paying for food, home, clothing, and the strict necessities of life, he can squeeze out about \$150.00 for new purchases.

The fight today for that \$150.00 is intense. The radio salesman must make his proposition more attractive, more desirable to Mr. and Mrs. Prospect than:

An automobile, a phonograph, a piano, a washing machine, a vacuum cleaner, a suite of furniture, an electric stove, a holiday trip, theaters, movies, dances and countless similar attractions.

If the man who sells any of the above paints a better picture—makes these things more wanted than a radio set—HE wins.

Here is your real competition—not other radio salesmen. And here is work for true creative salesmanship.

Idea Behind Radio Salesmanship. Figure out why people buy a radio receiving set. When you really understand the motives that prompt people to buy, your selling ideas become clear, definite and purposeful.

People do not buy a car because it has a six-cylinder engine, or

balloon tires. They buy it for what it does, for what it gives—not for what it is. Some buy it for pleasure, for the convenient, comfortable transportation it brings, others for the health it means. Some even buy for pride—to "keep up with the Jones's."

In other words—automobiles are bought for what they do, not for what they are made of.

Radio receiving sets are bought not for the tubes, condensers and the dials they are made of, but for their marvelous faculty of bringing through the air music, entertainment, inspiration and news that is being broadcast from more than 600 stations on the continent.



The salesmen who are making money in radio today are the ones who do a creative selling job—they sell the wonderful concerts that are being broadcast; they sell the thrill and fascination of picking out distant station after station; they sell famous orchestras playing the very last-minute dances; they sell famous preachers, great statesmen, news when it's hot.

Compare present-day radio programs with those of twelve months, six months, or even three months ago, and you will realize the tremendous strides that have been made; improvements in quality and variety that are coming along so steadily and consistently that a comparison is needed to appreciate their full importance.

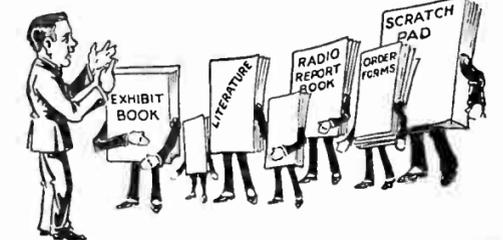
And stop to consider its full significance to you. Day by day it is steadily improving the value of the equipment you are selling, for it enables the consumer to secure a higher value of return for the investment he is called upon to make.



Fitting Yourself to Sell Radio. Investigation of successful radio

salesmen—men who have made money at it—shows that definite qualifications are necessary. Anyone can acquire these qualifications. Briefly they are:

- (1) Be a real radio fan yourself. Not a radio "bug"—with your head full of circuits, transformers, condensers, etc.—but a "fan." ENJOY radio—listen to every program you can—so that you speak with enthusiasm of the entertainment radio brings.
- (2) Know every Crosley set you sell—what it will do and what it will not do.
- (3) Familiarize yourself with competitive lines—their merits and demerits—their prices.
- (4) Be so familiar with the Instruction Book of each set that you could almost install one in the dark.
- (5) Always go out with your full selling equipment.
- (6) Know how to write out an order.
- (7) Study Crosley advertising.
- (8) Study this Sales Primer till you make it a part of yourself.
- (9) Keep interested in your customers.
- (10) Be friendly, cheerful, smiling—ALWAYS.
- (11) Remember you represent a big institution with a nation-wide reputation to maintain—a leader. Act with the dignity, poise, the assurance that leadership gives.



#### The Crosley Salesman's Selling Equipment.

A radio salesman can no more hope to do an effective selling job without tools than a mechanic can do a repair job. The tools that you, as a Crosley salesman require for every job of selling, are:

- (1) Your Exhibit Book. The brain records more quickly through the eye than through the ear. One picture is worth a thousand words. This book awakens interest. It gives you prestige, substance and authority. But, above all, it does a great deal of silent selling.
- (2) A Supply of Literature. Always have at least ONE DOZEN COMPLETE SETS of all Crosley literature. Keep them in

clean, attractive condition. (3) A Radio Report Book.

This is the finest testimonial and recommendation you could have. To turn over its pages, is to whet the appetite of your prospect.

(4) Order Forms and Time-Payment Forms.

Business recognizes only the WRITTEN order. Never get yourself into the position where you have to go back for the signed order—it may never be signed.

(5) A Large Size Scratch Pad. And a sharpened pencil. Illustrate your points. Write down prices and monthly payments.



#### Avoid Technical Phrases and Technical Discussions.

If you were put in the cab of a locomotive engine and told to drive it, you would probably be baffled by the number of valves, and controls. But to a locomotive engineer they present no problem at all.

Words like "circuits," "radio frequency," "selectivity," "amplification," "regenerative," "vario-

coupler," "transformer," etc., may present no difficulty to you. You are familiar with them, but there was a time when they were "Greek" to you. Don't put your prospect in the cab of a locomotive engine.

Avoid as much as possible technical phrases. Talk in simple language—forget you ever heard technical radio expressions. Remember you are selling radio because it brings entertainment, adventure, pleasure, thrills! You are selling Crosley radios because they get what's in the air—easily and with superbly pleasing tone.

(To be Continued)

Radio is described by United States Senator Dill, of Washington, as one-way mass communication.

# NEWSPAPER ADVERTISEMENTS FOR CROSLY DEALERS

## 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

Supplied FREE In Either  
Mat or Electrotpe Form

## ORDER BY NUMBER

"M" for "MAT"

"E" for "ELECTROTYPE"

Newspaper advertising by Crosley authorized dealers has resulted in increased business for them. Our records show those who advertise consistently buy Crosley radios in larger numbers than those who do not advertise. Their sales volume is greater, their turn-over is more rapid and their **PROFIT IS LARGER.** Advertisements similar to those reproduced on this page are supplied to Crosley dealers free of charge, in either "mat" or "electrotpe" form. We advise you to ask a representative of the publication in which you plan to advertise whether he prefers a "mat" or "electrotpe" and order accordingly.

**ATTENTION, NEWSPAPERMEN!**

We suggest that you take these advertisements to the Crosley dealers in your city and tell them about the advantage of their using them. We will send "mats" or "electrotypes" to newspaper offices providing we are informed for whom they are to be used.

Send Your Order To

**ADVERTISING MANAGER,**

**The Crosley Radio Corporation**

CINCINNATI, OHIO

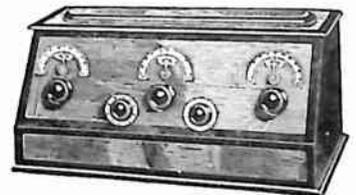
## VOLUME

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

0

*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

# CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXI.

Published By The Crosley Radio Corporation

MAY 24, 1926

## Radio Is Assisting In Maintenance Of Industrial Peace

**Broadcasting of Music Bringing About More Peaceful Spirit and Greater Contentment.**

A nation which enjoys good music will never turn Bolshevik and singing workmen will do better work and lead happier lives. Radio broadcasting is rapidly making it possible for the workers of the world to hear the world's greatest musicians and with the advance of broadcasting as the greatest agency known for the dispensation of music, the powers of the musical art are given even greater significance than ever before.

Radio is carrying music into more than a million homes where none was found before, according to Powel Crosley, Jr., owner of radio station WLW, of Cincinnati. In addition to creating an interest in classical music, organ recitals and orchestral compositions, Mr. Crosley says the music of the jazz bands, the efforts of the home talent pianists on the smaller stations and vocal music, is working for the more peaceful spirit of the nation and the greater enjoyment and contentment of its citizens.

Music may be sad or martial or it may come under almost any other classification, although in the main, it is cheerful. Cheerful people, in his opinion, are rarely afflicted with self-pity, which is usually the basis for unrest or political or social disorders.

"One of the greatest examples of the contentment brought about by music is in the life of the negro," said Mr. Crosley. "Members of this race are generally believed to have more natural music and rhythm in them than members of other races. In the cotton fields in the South, the negroes sing practically during the entire day and through this outlet they develop a contentment that not only helps to make the work easier, or at least less monotonous, but keeps them on more friendly terms with each other.

"Another example is found with the boatmen along the Volga river in Russia. For years their boat songs have been known to the entire world and it is through the medium of music that these sturdy

(Continued on Page 4)

## Elements Defied By Crosley Musicone Which Has Been In Operation A Year On Shelf In Front Of Indiana Store

Ability of the Crosley Musicone to withstand heat, cold, rain, snow, etc., has been demonstrated by the proprietor of the Berman Radio Shop, at South Bend, Indiana, who has had one of these reproducers in operation in front of his store every day for the past year. It has not been removed from the shelf above the door of his store since he placed it there early last Spring, and it has not required the slightest attention except when it was necessary to melt the ice that gathered about the cone.

Such a demonstration as this has been accepted by radio engineers as a marvelous one and as ample fulfillment of claims that the Musicone is so sturdily constructed as to permit successful operation in localities that are subjected to the most severe changes of weather. Owners of other types of cone reproducers complain about dampness affecting the quality of reception but those who listen today to the Musicone in front of this South Bend store testify that the elements have had no effect upon its clarity and tonal qualities.

During the past year, thousands of people have paused in front of the Berman Radio Shop and commented upon the difference between the music received there and that coming from the loud speakers at other radio stores. The horrible tin-punny noise that came from other stores, due partly to the "overloading" of loud-speakers, was missing from the music that came from the Berman Shop. Perhaps the owner of the latter shop was using just as much volume as his noise-making competitor, but it was impossible for him to "over-load" the Musicone and the music coming from his store was as clear and the tonal qualities were as perfect as could be desired.

And down in Miami, Florida, Guy H. Robinson, Crosley distributor, entertains those who live and work three and four squares from his place of business with music being received from distant stations, he also using a Musicone. Music and announcements from stations as far away as WJZ are heard several squares from Robinson's store.

## Radio Predictions Of Powel Crosley, Jr., Cited By Editorial Writer In Criticism Of Senatorial Bickering Over White Bill

Predictions of Powel Crosley, Jr., president of The Crosley Radio Corporation, regarding the great developments that will be made in the radio industry during the next few years, are cited in an editorial appearing in the Dayton, Ohio, News, and the Miami, Florida, News, under the heading "Regulation of Radio." In the editorial, which follows, congress is criticised for "bickering" over non-essential clauses of the White Bill:

Members of congress, many of whom have not the slightest conception that there is any problem to radio broadcasting other than the purchase of a balanced receiving set with its equipment, are foolishly trying to write a law which they would have settle for all time the problem of radio regulation. It might pay them well to take a practical view, which is to

accept the advice of experts for immediate regulation by a definite directing agency with the least possible detail in fixed legislation, and they might profit to this end by listening to the chance remarks of Powel Crosley, a "professional amateur" in radio, rapidly becoming to radio what Henry Ford is to the automobile industry. Mr. Crosley is called a professional amateur because he has reached the place he now occupies in industry by seeking all the time to learn, and with the thought that neither himself nor the industry is far beyond the beginners' class.

The house of Representatives has passed what is known as the White bill for regulation of radio activity, to take the place of the law toward order, but which was passed when there was no thought

(Continued on Page 4)

## Tremendous Amount Of Radio Business In Smaller Villages

**Distributors Advised to Send Salesmen Into Every Town That Has Population of 300 or More.**

Removal of every "red tack" from the map of the state of Ohio, or the authorization of a dealer in every city, town and village with population large enough to permit the successful operation of a radio business, proves receiving sets can be sold practically as easily at this time of the year as at any other and should serve as an "eye-opener" for those distributors who are displaying signs of relaxing their efforts to merchandise radio products.

The small town dealers authorized by Eugene Revercomb, Crosley salesman, working in co-operation with certain of the Ohio jobbers, welcomed the opportunity of adding radio to their "line," many stating they had not done so before simply because the proposition had not been suggested to them. Initial orders of the newly authorized dealers in Ohio exceeded \$10,000, and repeat orders already have been sent in by a number of them. Crosley distributors who obtained this new business could have had it several years ago had they but realized the vast amount of trade obtainable in the smaller towns.

It is admitted that small town merchants are necessarily conservative. If they were not they would soon be out of business. They must consider carefully everything they buy and must be certain there is a ready market for their merchandise. And so when the Ohio distributors of Crosley radios sold to these small town merchants \$10,000 worth of receiving sets and Musicones it is an absolute certainty that there was an immediate market for that much merchandise.

Exactly the same conditions prevail in practically every other state, in each of which there are hundreds of small town dealers who would be glad to handle Crosley radios if the proposition were but placed before them. There is an unlimited amount of business in the smaller communities that is but waiting for some distributor to come in and take.

# Crosley WLW Programs Week of May 23, 1926

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Sunday, May 23rd, 1926**  
Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.  
Jesse Halsey, Minister  
Dan Beddoe, Soloist  
Adolph H. Stadermann, organist
- 11:00 A. M.—Worship  
Prelude—"Traumerer" Schumann  
Doxology  
Salutation  
The Lord's Prayer  
Gloria  
Organ Interlude  
Duet—"Come Blessed Saviour"  
Miss Clark, Mr. Beddoe  
Children's Sermon  
Hymn  
Scripture Lesson  
Pastoral Prayer  
Chimes  
Announcements  
Offertory—"Meditation"  
Solo—"Sing Ye Praise"  
Mr. Beddoe  
Prayer  
Hymn  
Sermon—"Healthy Teaching"  
Benediction  
Gloria  
Postlude
- 3:00 P. M.—Organ Recital by Chas. J. Young, organist of St. George's Church, Corryville.
- 4:00 P. M.—Program by the Woodward High School Glee Club, directed by E. Jane Wisenall.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp.  
Soloist: Helen Remley, coloratura soprano  
1. Overture—"The Queen's Secret"  
2. "Adoration"  
3. Waltz—"You and You"  
4. Selection—"Wildfire"  
5. Old Irish Melody London-derry  
6. Excerpts from "Gloffe-Gloffa"  
7. Fox-trot—"Flamin' Mamie"  
8. Finale—"Mile Modiste"

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Monday, May 24th, 1926**  
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Exercises 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.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—U. S. Market Reports.

## Weather Forecast and Baseball Scores.

- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Crosley Salon Orchestra.  
Soloists:  
Josephine Ringheisen, pianist  
Ida Blacksen, soprano  
Overture: "The Magic Flute"  
Selection: "The Serenade"  
Victor Herbert Group:  
(a) Canzonetta . . . D'Ambrosio  
(b) Japanese Reverie . . . Bartlet  
(c) Souvenir d'Amour . . . Conte  
Waltz: "Spring, Beautiful Spring"  
Lincke  
Serenade . . . . . Toselli  
Lotus Flowers . . . . . McGrath  
Medley of the latest Musical Comedy Hits.  
Waltz: "Reverie" . . . Waldteufel  
March: Finale—"General Pershing"  
Vandersloot  
(The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 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 Telmpidis.
- 6:30 P. M.—Boy Scout Band from Wilmington, Ohio.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Message from the Civic Pride Association of America, "The Value of Garden Beauty."
- 7:10 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.  
"Aerial Defense" by Major Milling.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woszek.  
Prelude, Op. 28, No. 20, Chopin  
Dance of the Hours ("La Gioconda") . . . . . Ponchielli  
Song of the Volga Boatman—Russian Folk Song.  
Music Box, Op. 69 . . . . . Rimsky-Korsakow  
Valse, Op. 64, No. 2 . . . . . Chopin
- 7:50 P. M.—Trade Marks, Trade Names, Inventions and Patents, talk by Leo T. Parker.
- 8:00 P. M.—The Crosley Burnt Corkers in their old-time review, presenting the Musiconce Male Quartet:  
Wm. Drexelius, 1st tenor  
Erwin Meyer, 2nd tenor  
Edwin Weldinger, 1st bass  
John Dodd, 2nd bass  
Howard Evans, accompanist  
Doc Miller, Gay Anderson, end men  
Louis John Johnen, Interlocutor
- 9:00 P. M.—Concert by the Formica Symphony Orchestra, Wm. Stoess, director. (Sponsored by The Formica Insulation Co.).

## "Program of Hungarian Music"

- Part One:  
1. Overture: "Hungarian Lust-spiel"  
Keler-Bela  
2. Hungarian Fantasia  
Theo. Moses Tobani  
3. Hungarian Folk Songs  
Bertha Paszty, soprano  
Martha Vehr, accompanist
- Part Two:  
4. Concert Waltz: "Vienna Life"  
Joh. Strauss  
5. Humoresque  
Dvorak  
6. Selection: "The Merry Widow"  
Lehar  
7. Excerpts from "Sari"  
Emmerich Kalman  
(The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, player-roll artist and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-in Program, directed by William Duing, cooperating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—Gardening the Radio Way, by Uncle Bert.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"Investment Pitfalls" by Reed M. Winegardner, General Manager, Ohio Farm Bureau Investment Service Co.
- 7:40 P. M.—Continuation of Hotel Gibson Orchestra concert.
- 8:00 P. M.—Soprano Solos.
- 8:15 P. M.—Concert by the Cincinnati Conservatory of Music, orchestra under the direction of Ralph Lyford.
- 9:30 P. M.—Zither Solos, Louis Wezert.

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical

## Department of the Central Y. M. C. A.

- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.
- 12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Market 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.
- 5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
- 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.—"The Eyes Have It," by Dr. C. H. Kaufman.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 8:00 P. M.—Program by the Junior Orchestra of the Cincinnati College of Music, under the direction of Umberto Neely.
- 9:00 P. M.—Recital of original compositions by pupils of Sidney C. Durst, of the Cincinnati College of Music.
- 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 (furnished by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Chuck Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
- 11:00 P. M.—Henry Thies and his orchestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)  
(The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E. Schultz, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 1:30 P. M.—Market Reports.  
(The Baldwin Piano)

(Continued on Page 6)

# Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus  
Colerain and Sassafras Streets, Cincinnati, Ohio.  
Telephone: Kirby 3200

Robert F. Stayman  
Editor  
Alvin Plough  
Associate Editor

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

## MODERN NECESSITY.

The modern home, with its iceless refrigeration, oil-burning furnace and many other conveniences, eventually may include as standard equipment complete wiring for the installation of radio receiving sets.

Radio rapidly is assuming such importance and gaining such general acceptance that within a few decades the family without a receiving set will be regarded as unprogressive as the family without a telephone.

In the days when the automobile was a luxury new residence construction did not include garage facilities unless specifically so ordered. No provision was made for housing of automobiles because they were regarded as comparatively rare luxuries not possessed by the average family. Today the automobile is a common necessity. Therefore good residences seldom are built without garages.

The radio has increased in popularity until now it has become almost a modern necessity. It is logical, therefore, that the average home construction should include wiring for the convenient installation of a radio receiving set.

A building contractor at Oakland, Calif., recently displayed a home completely wired for radio. He placed a receiving set in the living room and built in concealed connecting wires which permitted the use of a loud speaker or ear phones in any room. It is significant that the exhibition of the "radio home" was made entirely on the contractor's own initiative and was in no way sponsored or promoted by the radio industry.

## Beloved "Traumerer"

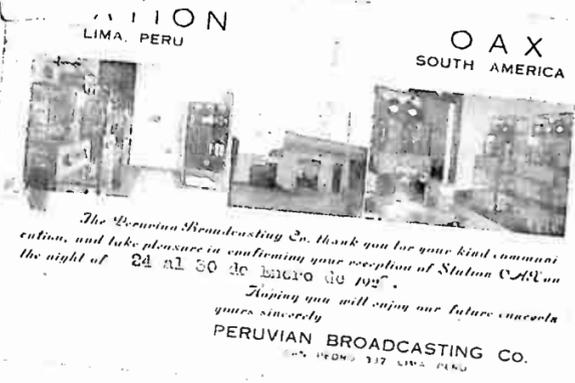
Schumann's "Traumerer" will be played as the prelude on the organ by Adolph H. Stadermann, for the services of worship to be broadcast from the Seventh Presbyterian Church, Cincinnati. The radio audience of the Crosley WLW station will hear the selection at eleven o'clock, Sunday morning, May 23rd.

# Syracuse, N. Y., Man Hears Lima, Peru, Station With a Crosley One Tube Radio Receiving Set

## STATION O.A.X.

LIMA, PERU

Owned and operated by the Peruvian Broadcasting Co.  
Wave Length 1,500 meters  
Type "Q" Marconi transmitter  
Power 1,500 watts in antenna  
Station Rating 6 K. W.  
Plate Voltage 11,500 V.  
Hours of Broadcast 11:00 P. M. to 1:00 P. M.  
Official time (E. S. T.)  
Silent night - Wednesday



The pictures above are those of the verification card received from Station OAX, Lima, Peru, by Harry Leo, 121 Randall avenue, Syracuse, N. Y., who tuned in that distant station on a Crosley one tube radio.

Proof that he tuned in Broadcasting Station OAX, at Lima, Peru, has been received by Harry Leo, of 121 Randall avenue, Syracuse, New York, who is the proud owner of a Crosley one tube Armstrong regenerative radio receiver. It was on the evening of January 24th that Leo tuned in this far-away broadcasting station. Then, on the evening of January 30th, he again heard Station OAX, and just recently received his verification card, which is reproduced above.

As the card shows, Station OAX is owned and operated by the Peruvian Broadcasting Company. A type "Q" transmitter is used and the wave length is 380 meters. The power used is 1,500 watts with a plate voltage of 11,500 volts. In a letter to Powel Crosley, Jr., president of The Crosley Radio Corporation, Mr. Leo, after telling about the remarkable accomplishments of this one tube radio, declared he also had heard a broadcasting station in Italy, but could not understand enough of what he heard to permit his obtaining verification.

The receiving set he used was similar to the one with which Leonard Weeks, of Minot, N. D., kept in consistent communication with the MacMillan explorers when they were endeavoring to reach the North Pole. Many other unusual reports of long-distance reception have been received from owners of this type of radio, which is ideal for those who are satisfied with head phone reception. Thousands of other people have purchased such sets and added one or two stage amplifiers to permit the operation of Musicones or other types of loud speakers.

## Going Abroad?

If you are going to make a tour of France you will be interested in the series of lessons which Madame Ida Telmpidis is giving in French through the Crosley WLW broadcasting station. These French lessons are broadcast every Tuesday afternoon at four o'clock.

## Melon Doherty's Boys

Melon Doherty and his Melody Boys have been providing the Crosley WLW radio audience with popular dance music of the jazz variety every Thursday evening, at ten o'clock. This organization plays under the auspices of French Bros.-Bauer company of Cincinnati.

# Radio Is Improving Musical Taste Of American People

Requests for Jazz Music Decreases from 80% to 5% —Work of Famous Artist Broadcast.

The radio is improving the musical taste of America. While it is true that the radio programs still include and undoubtedly always will include much popular music, the proportion of the classics and of really good music on the air has been steadily increasing.

A compilation of the "request mail" received over a two-year period by the broadcasting directors of two prominent radio stations, reveals that the proportion of fans asking for jazz music decreased from 80 per cent during the first year to 5 per cent during the second year.

The music from Carnegie Hall now is available to the radio listener. So is that of the Metropolitan Opera house stars and of the Philharmonic and the Detroit Symphony Orchestras.

Unexcelled artists have succumbed to the lure of the radio and their pure notes are carried gratis into the homes of the country's vast radio audience. The list is a long one. It includes such talent as Josef Hofmann, Ignace Paderewski, John McCormack, Arturo Toscanini, Schumann-Heink, Louise Homer, Mary Garden, Titta Ruffo, Frances Alda, Lucrezia Bori and a score of others equally famous.

But jazz, essentially American, never will lose its popularity. Nothing ever can replace it as dance music. Even while America's musical taste gradually is elevated through increasing familiarity with the enduring classics, popular music will still retain a secure position as the "musical frosting" on our radio programs.

## Dramatic Soloist

Helen Remley, one of the few sopranos with a "good radio voice" will be heard as soloist through the Crosley WLW broadcasting station, on Sunday evening, May 23rd, at nine-thirty o'clock. Miss Remley is a favorite with the WLW listeners and has received hundreds of letters complimenting her on the excellence of her coloratura soprano voice.

## Minstrel Show

The Crosley Burnt Corkers provide almost an hour of fun and melody on Tuesday evenings, beginning at eight o'clock, through the WLW station, Cincinnati.

### Dealer Is Surprised At Ease With Which Musicones Are Sold

Demonstrations Result in Sale of Three Crosley Reproducers in as Many Homes in One Evening.

"How are the Musicones going?" we asked the proprietor of a suburban radio store the other evening.

"Fair," he replied. "But we do not expect to sell many at this time of the year."

"Why not?" we asked him. "Oh, people do not come in like they did during the winter," he answered.

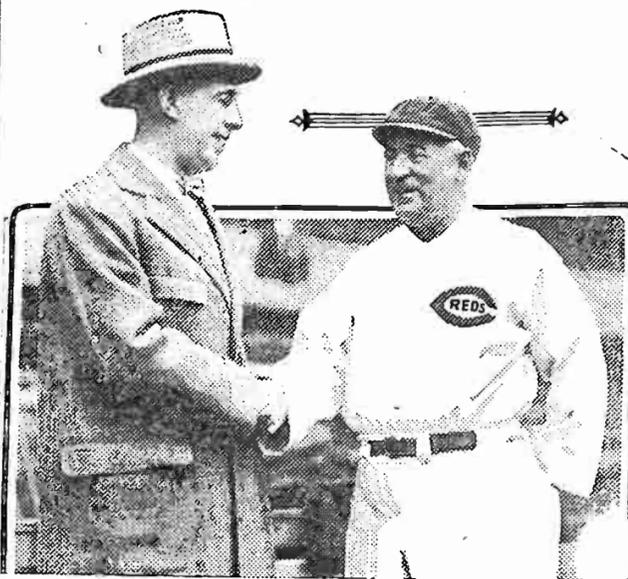
That is the one and only reason certain dealers are not selling Musicones in large numbers. They are waiting for people to come in. In a joking way, and still with seriousness between every word, we told this dealer that he was too lazy to be prosperous and finally bet him a carton of cigarettes that we could sell three Musicones that evening within a radius of three squares of his store.

After supper we called at the home of an aged couple. We knew they were radio fans and we knew they had one of the old horn type loud speakers. Passing their home on other evenings we had heard the music coming from their house—music that sounded like that of a burlesque orchestra. This lovable old couple welcomed us when we asked for permission to demonstrate the Musicone and ten minutes later, when we started to leave, they asked that they be permitted to keep the Crosley reproducer, admitting it provided the first real music they had heard since they purchased their radio. We sold that one.

Then, to get the "atmosphere" of a rapid change from the home of this couple, we went to the apartment occupied by a bride and bridegroom. They also, we knew, had a radio and within a few minutes we were demonstrating the superiorities of the Musicone over the type of loud-speaker they owned. We sold that one also.

From there we went across the street to the cottage home of a working-man, who, with his wife and three children were gathered around their receiving set. The music was horrible and at first we believed something was wrong with their radio. Upon investigating, however, we learned the trouble was in the loud speaker, for which they had paid \$25.00. We removed this speaker and attached the Musicone. The change was wonderful and was noticeable even in the faces of the small children. This working-man purchased the Musicone after being permitted to pay for it

### TWO BASE BALL ENTHUSIASTS



Manager John Hendricks of the Cincinnati Reds is congratulating Powell Crosley, Jr., on the excellent graphic description of the base ball game broadcast through WLW. Crosley was at the microphone.

at the rate of three dollars per week.

Then we led the dealer to the neighborhood drug store and reminded him of the carton of cigarettes, which he readily purchased (and which we divided with him.)

It must not be taken for granted that every salesman can have the luck we did, but our evening's work clearly proved it is possible to sell Musicones everywhere by means of home demonstrations. Dealers can afford to employ high school boys and girls to demonstrate these reproducers during the evening. It is an easy matter for the dealer to obtain the names of radio owners in his territory and then to send to each home a neatly dressed boy or girl who can, without the least knowledge of radio, demonstrate the Crosley Musicone. The difference between the Musicone and any other reproducer on the market is so pronounced and the price is so reasonable that listeners buy it immediately. The Musicone will be your best-selling radio accessory this Summer if merchandised properly.

#### New Physical Instructor.

Edward E. Schultz, physical director, of the Cincinnati Y. M. C. A., will be heard as instructor in the Crosley WLW broadcasting station's large class of radio "reductionists" or physical culture students. His lessons are broadcast in the mornings at seven-thirty o'clock, with the exception of Saturday and Sunday. He has taken the place of "Bill" Stradtman, who is now physical director of the Business Men's Club of Cincinnati.

### Radio Is Assisting In Maintenance Of Industrial Peace

(Continued from Page 1.) workmen have added so much interest to their task.

Music in all its diversified forms is reaching out to regions which heretofore only knew the local folk-songs. The greatest opera stars may now be heard by the light-house keeper during his lonely vigil and by the sheep herder tending his flock in the mountains or plains with probably not another human being for miles around.

"It is no exaggeration to say that these people who have always led and must continue to lead isolated lives, are hearing music in all its forms, which they have never heard before and which they never hoped to hear before the advent of radio.

"The progress made in the improvement of radio programs has been remarkable in the short time that has elapsed since the first program was sent into the air, and with the rapid strides being made in further development along these lines, the isolated listener within the very near future is promised just as good musical programs as if he were listening to a concert in the most celebrated hall in the world."

A 500-watt station in Iowa is reported to have been heard on a remote North Pacific island off Alaska.

### Radio Predictions Of Crosley Cited In Senate Attack

(Continued from Page 1.)

of anything but commercial stations using wireless telegraphy. The White bill represented the joint views of various interests built around the central thought advanced by Secretary of Commerce Hoover that the public interest is foremost and that all wave-lengths belong to the people, not to be licensed for sale or granted in perpetuity. The central idea of the proposed legislation was to provide for federal license for all broadcasting stations in the United States, with international assignment and division by treaty and agreement. The house rejected an amendment which would have made radio slander a crime as libel is and as it did so the district attorney of Chicago found himself the victim of radio slander without apparent recourse. What the bill provided merely was a plan for regulation with the secretary of commerce in control.

In the interstate and foreign commerce committee of the senate a large membership is in conflict over regulatory details. The chairman would have a law placing radio control in the hands of the Interstate Commerce Commission, as are the telegraph and telephone. Why his contention, in view of the senate support of a bill to regulate aviation which placed control with the secretary of commerce, is hard to understand. And yet, while the conflict goes on, radio is presenting new problems daily.

As Mr. Crosley sees development the high-powered stations of the present are obsolescent, and within a few years will have been superseded by those more powerful for elimination of static interference. Within five years, or ten at the most, radio vision will accompany radio sound. Radio power and radio heat are in the offing. Perhaps all these developments will come while congress still is bickering over non-essentials; and their coming may provide the way to have congress function in a way more pleasing.

#### Russian Folk Song

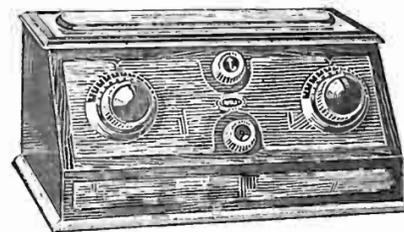
Mary Louise Woseczek, the Crosley "piano request lady," will play the popular Russian folk song, "Volga Boatman," through the WLW broadcasting station, Cincinnati, Tuesday evening, May 25th, at seven-thirty o'clock.

Do not press on the metal which is seen through the hole in the cap of head phones. This diaphragm is made of very thin metal and must be a perfect plane to vibrate as intended.

# The CRESCENDON



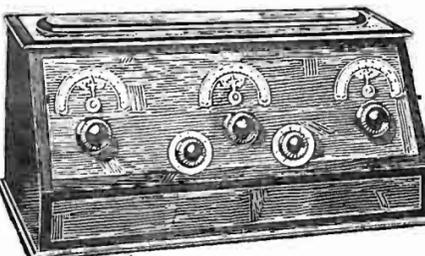
in the Crosley four tube 4-29 and the Crosley five tube 5-38, enables these two highly efficient radios to give almost unbelievable results and has lifted them away and beyond all competition. It is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet with these sets, loud nearby stations can always be softened practically to whispers.



CROSLY  
4 TUBE  
4-29

\$29.00

Without  
Accessories



CROSLY  
5 TUBE  
5-38

\$38.00

Without  
Accessories

All the volume, selectivity, sensitivity and purity of tone available in the best five tube sets on the market—plus the Crescendon. That is what customers are finding in the Crosley 5-38. Because of its excellent qualities and its very low price, this radio has been in great demand everywhere. Truly a remarkable radio at a remarkable price.

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

# CROSLY RADIOS

BETTER • COST LESS

### Studio Manager Combing Field For Original Talent

Many Skillful But Heretofore  
Relatively Unknown Per-  
formers Being Brought  
to Microphone.

Directors of radio broadcasting  
stations, whose programs once  
merely reflected the brilliance of  
borrowed artist, gradually are  
changing the situation in some de-  
gree by developing their own en-  
tertainers.

It is true that a great proportion  
of the radio entertainment now on  
the air is provided by vocalists and  
instrumentalists from the opera,  
the orchestra, the concert hall and  
the stage.

But the partial reversal of this  
arrangement already is becoming  
apparent. The broadcasting direc-  
tors, realizing that the predominant  
appeal of their programs still is  
the entertainment element are  
adopting the roles of impresarios.

They are combing the field of  
original talent and bringing before  
the microphone many skillful but  
hitherto relatively unknown per-  
formers. Thus broadcasting is  
creating new reputations instead  
of contenting itself with the capital-  
ization of old reputations. The  
broadcasting stations employ a  
growing number of popular enter-  
tainers whose reputations have  
been gained exclusively through ra-  
dio "appearances."

It has come to the point now  
where local radio artists have an  
enthusiastic following somewhat  
similar to the zealous following  
that the members of the local  
theatrical stock companies enjoy,  
save that the following is ten to  
fifty times larger. Many of these  
entertainers have taken fictitious  
names that fit in with their roles  
and capitalize on the "mystery" ele-  
ment by holding off for a long time  
the revelation of their real identity.  
Eventually the day may come  
when the opera, the stage and the  
concert hall will draw talent from  
the broadcasting rooms in response  
to the public's demand to see as  
well as hear its radio entertainers.

### Aerial Defense

"Aerial Defense," will be dis-  
cussed by Major Milling while fly-  
ing over McCook Field, Dayton,  
Ohio. His talk will be transmitted  
from an airplane and then picked  
up with a receiver in the Crosley  
WLW super-power broadcasting  
station near Harrison, Ohio, and  
then re-broadcast. This stunt will  
be provided for the radio audience  
on Tuesday evening, May 25th, at  
ten minutes past seven o'clock.

### TELL IT TO THE TROUBLE MAN

"Srite inna middleavva pro-  
gramma set goes compleely ded."  
"Sherray battries."  
"Nowittaint meyay battries.  
Themsall noo."  
"Hownoo?"  
"Chamean hownoo? Theywasnoo  
wenna gottem."  
"Owellats diffrint. Howabout  
yabees? Hominy jolts ya usein?"  
"Niney jolts. Igotta hole niney  
upmeyawm jussa cuplanites ago."  
"Wellatso good test. Yagotta  
seebattry?"  
"NowIyant gotta seebattry. Sain-  
ta alfabit radio."  
"Wellen atsatrubbil. Sa see-  
battry."  
"Itelya Iyant gonno seebattry."  
"Sure swait in tellinya. Yagot  
toomuch askallation."  
"Yaint gotnothin. Rite inna  
middleavva programma setgoes  
compleely ded."  
"Tididnt fadeout like?"  
"NowItelya. Itwent ded ded  
ded."  
"Owitwent ded threetimes onya?"  
"Thassawisecrack."  
"Dagetsawr fella Imony tryinto  
helpya. Yasure ittaint yerray  
battries?"  
"Acaws Iyam. Lissen willya.  
Rite inna middleavva programma—"  
"Themmay battries ca giveya  
alotta trubbil—"  
"Lissen willya. Rite inna  
middle—"  
"Yenh yatolme. Ireely think  
yahadawta getta seebattry."  
"Willyo lissen aminnit. Iynint  
tolya."  
"Wellawrite. Whattizzit?"  
"Rite inna middleavva program  
afool kid pushes aradio ofenna  
table."

—Copyright by "Life."

### DAILY PROGRAMS (Continued from Page 2.)

**W L W Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Saturday, May 29th, 1926**  
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, Riv-  
er Stages, and Official Police  
Bulletin.
- 11:55 A. M.—Weather Forecast and  
Correct Time.
- 1:30 P. M.—Business Reports and  
Stock Quotations.
- 6:50 P. M.—U. S. Market Reports,  
Weather Forecast, and Baseball  
Scores.
- 7:00 P. M.—Popular Organ concert  
by Johanna Grosse, the Crosley  
Organ Request Lady.
- 7:30 P. M.—Meeting of the Secka-  
lary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Lawson-MacClain Ha-  
walian String Quartet.
- 9:00 P. M.—Henry Thels and his or-  
chestra from Castle Farm.
- 9:30 P. M.—Lawson-MacClain Ha-  
walian String Quartet.
- 10:00 P. M.—Henry Thels Orchestra.  
(The Baldwin Piano)

A storage battery should never be  
allowed to stand idle for any length  
of time after it has been complet-  
ely discharged as sulphation is there-  
by caused and the battery may be  
ruined.

### Radio Receivers Will Not Wear Out If Used Carefully

Accessories Probably Need  
Replacing if Set Fails to  
Function as it Did  
When New.

Manufacturers often receive let-  
ters from radio set owners who be-  
lieve their sets are "worn out"  
after continuous use for several  
months because they do not bring  
in concerts as clearly as they did  
at first. Many persons believe ra-  
dio sets "wear out" in a short time,  
just as automobiles do. There is  
nothing in a radio set to wear out.  
When it ceases to bring in stations  
properly, the accessories probably  
need replacing. Dry batteries last  
but a few months. Storage bat-  
teries must be recharged frequently  
and given a "drink" of water occa-  
sionally, if they are to continue to  
deliver the required current.

Tubes become "paralyzed" after  
they have been in service for many  
months, and must be replaced.

There are very few moving parts  
in a radio set, and it is only be-  
tween moving parts that wear oc-  
curs. The bearings of the tuning  
condensers, upon which the wear  
is greatest are usually so large that  
they will last several years without  
adjustment. Other parts will last  
indefinitely. Tests are being made  
continuously in the engineering  
laboratories of The Crosley Radio  
Corporation.

Rough treatment can, of course,  
cause injury to parts inside the set.  
If the set is dropped on the floor,  
or tampered with, repairs may be  
necessary, although this would  
hardly be considered as "wearing  
out."

There is one factor which may  
cause a set to lose its efficiency  
without its being treated roughly.  
Dust in a set, especially around  
wiring and between the plates of  
condensers, sometimes is responsi-  
ble for leakage of the feeble radio  
currents, and consequent loss of  
efficiency. This dust may be re-  
moved by means of a soft cloth  
and a pipe cleaner to get into the  
difficult places.

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

### HANDLING A WOMAN ELEC- TRICALLY

(From the Irish Radio Journal)  
When a woman is bored—Exciter.  
If she gets too excited—Controller.  
If she won't come when you want  
her to—Coaxer.  
If she is willing to come half-way  
—Meter.  
If she is willing to come all the  
way—Receiver.  
When she gets there—Oscillator.  
If she was too fast to stop—Dis-  
patcher.  
If she is an angel—Transformer.  
If she is a devil—Converter.  
If she tries to double-cross you—  
Detector.  
If she proves your fears are wrong  
—Compensator.  
If your fears are right—Arrester.  
If she goes to pieces—Coherer.  
If she goes up in the air—Con-  
denser.  
If she is hungry—Feeder.  
If she sings foully—Tuner.  
If she gets cold—Heater.  
If she gets too hot—Cooler.  
If she is a "nice" girl—Shocker.  
If you have one just like her—Al-  
ternator.  
If she is too fat—Reducer.  
If she fumes and sputters—Insu-  
lator.  
If she becomes upset—Reverser.  
And when you get tired of her—  
Electrocutor.

**THE  
JOHNSON ELECTRIC  
SUPPLY CO.**  
331 Main St. Cincinnati.  
Wholesale Distributors  
**CROSLY RADIO**  
Write Us for Dealer Proposition

### 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—CINCINNATI**

# Crosley Sales and Service Manual

## HINTS FOR RETAIL RADIO SALESMEN

By D. H. Pollitt.

(The following is Part III of a  
manual for retail radio salesmen  
prepared by D. H. Pollitt, advertis-  
ing manager of the Canadian Cros-  
ley Corporation.)

Some salesmen find it effective to  
make a double canvass of territory  
—calling the first time simply to  
hand in literature and ask people  
to read it.

A Crosley salesman in Montreal  
always sends a personal letter first,  
in which he encloses a list of sta-  
tions heard on a certain night.

### APPROACHING PROSPECTS

Keep clearly in mind that you  
have one purpose in view—to get  
a DEMONSTRATION. You are not  
calling to get acquainted or to argue  
about radio, or to discuss whether  
the prospect can afford it, but sim-  
ply to get a Demonstration.

The first rule of salesmanship is  
—SMILE.

The second—take the offensive  
and keep it, trying all the time to  
get a point of contact.

morning's newspaper. It's the ra-  
dio page, and at the top here it  
announces such and such concerts  
for tomorrow night. Would you  
like to hear them.....?"

### Leave A Reminder



Whenever you call on a prospect  
and the interview is inconclusive,  
always leave with him a reminder.  
Give Crosley literature, if possible  
on exactly the radio you think he  
can afford. You may find it val-  
uable to have a number of copies  
on which you have written in ink,  
or rubber stamped, your name and  
telephone number.



### SECURING THE DEMONSTRATION

Some Objections and Answers  
The trained, successful specialty  
salesman has a quick, ready reply  
for every objection and "stall" the  
prospect offers.

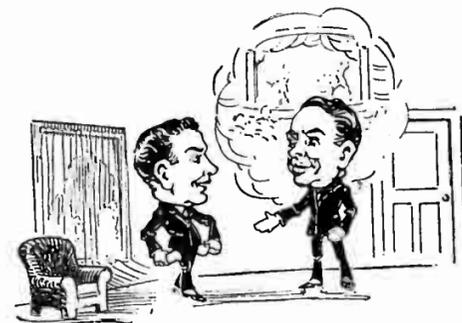
"I Can Get Along Without a Ra-  
dio Set."

You can get along without a new  
suit of clothes or a less expensive  
home than you now live in, or  
cheaper food on your table. But  
you don't do so—why? Because,  
every man wants—and is entitled  
—to have the best possible stand-  
ards of living. Modern science and  
invention has brought us many new  
conveniences. It has added to our  
joy of living—and every man owes  
it to himself and his family to en-  
joy to the full all that the world  
offers him. I know you can do  
so without a Radio if you make  
up your mind to do so, but why

should you? Why should you miss  
all the happiness, the pleasure, the  
inspiration, the comfort and good  
cheer that comes to you through  
the air from the 600 or more broad-  
casting stations all over the con-  
tinent? Believe me, your home  
life would acquire new interest for  
all, if you had this marvel of mod-  
ern science. Honestly, you think  
so, don't you?"

demonstration involves no obliga-  
tion—that I simply want you both  
to hear a Crosley Radio and dis-  
cover for yourselves whether you  
would consider buying one. She  
won't even picture all the happi-  
ness it is going to bring into her  
lonely hours."

If you want a useful argument  
to twist conversation, try this:  
"Refer to any of the leading



### "No—I Can't Afford It."

Mr. Prospect, it won't cost you  
more than the price of a 'show'  
every week. Crosley has arranged  
a Time Payment Plan so that you  
can pay for your set while you are  
enjoying the entertainment it gives  
—just like paying for a theatre  
ticket. So that point shouldn't  
stand in the way of your having  
a demonstration in your own  
home.

### "I'm Too Busy To Talk To You Now"

"I can appreciate that. But ra-  
dio brings to you such wonderful  
entertainment that I feel sure a  
demonstration will be a revelation  
to you. I don't want to take your  
time now—but suppose you make  
an appointment to give me two mi-  
nutes of your time. How about to-  
morrow morning at ten o'clock?"

### When The Prospect Wants To Ask His Wife

In your first approach, you may  
find out that the prospect is partly  
interested, but will not let his in-  
terest have free rein until he first  
consults his wife. Try to arrange  
to explain the pleasure of owning  
a Crosley Radio to all interested  
parties at the same time.

Say to him, if he holds off agree-  
ing to a demonstration:—"If you  
were to go home to your wife and  
mention the matter of a radio set  
she would be pleased. But she  
does not know how perfect the  
new Crosley Radios are. She does  
not know the thrill and fascina-  
tion of getting station after sta-  
tion—miles and miles away. She  
will not realize clearly that this

### Hums Not Always Due to Loose Connections

Letters have been received by  
the engineering staff of the Cros-  
ley radio laboratory, complaining  
about humming sounds in re-  
ceivers. The first thought and sug-  
gestion is to look for loose connec-  
tions in the receiver. If all connec-  
tions have been found to be  
tight, it is then time to look to  
outside interference as the offend-  
ing cause. Sometimes this hum  
can be traced to a possible de-  
fective transformer, heating pad,  
sewing-machine motor, violet ray  
machine, or x-ray apparatus, or a  
number of things foreign to radio.  
Public service corporations supply-  
ing light and power are always  
eager to assist in locating trouble  
and remedying it if possible.

A radio club, the first in Poland,  
has been organized in Pozman. The  
object of the club is to arouse in-  
terest in radio communication  
(throughout the country, and to fos-  
ter the development of the radio  
industry.

# Musicones for Outdoor Radio



On the Veranda



On the Lawn



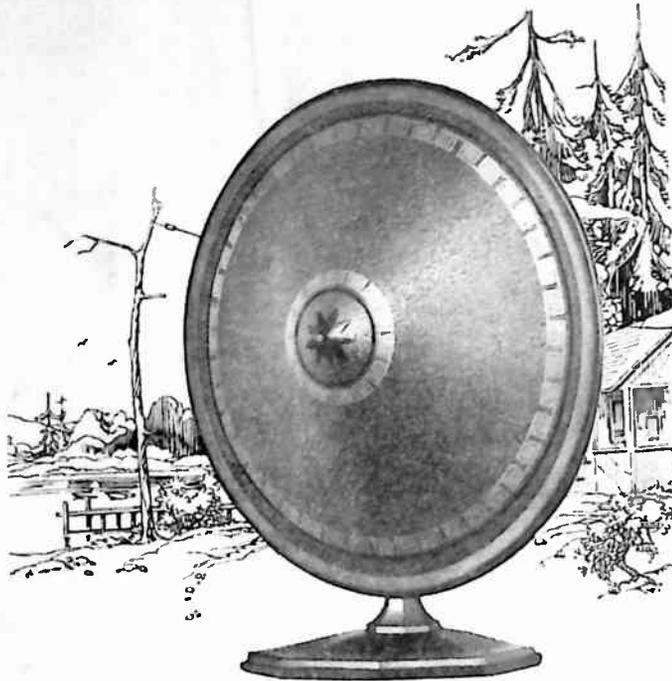
In the Boys' Camp



At Lawn Parties



At the Tourist Camp



**PRICE \$14.75**

With the coming of Summer, when everyone is planning to get away from the drudgery of every-day life and to seek recreation in the great out-of-doors, the number of Musicone "prospects" increases tremendously. On every hand one sees a place where a Musicone would be welcomed. Wherever there is radio, there must be a Musicone—and radio will be everywhere this Summer. It matters not what sort of a vacation your customers are planning, they will be glad to include a radio and Musicone in their equipment, providing you, as a dealer, tell them about the pleasures to be derived from them. On the other hand, there are the thousands of people who will remain at home and pass the hot Summer evenings on their own porches or lawns. They also need a Musicone to provide amusement and entertainment for them. Such a reproducer as the Musicone can be moved to the porch or lawn very easily by using an extension cord. It will pay you, as a Crosley dealer, to keep in close touch with your customers and to make sure that each and every one has a Crosley Musicone. If you have not a reasonable number in stock, send an order to your distributor immediately. The Musicone will be your biggest Summer seller.

**The Crosley Radio Corporation**

CINCINNATI



At the Summer Cottage



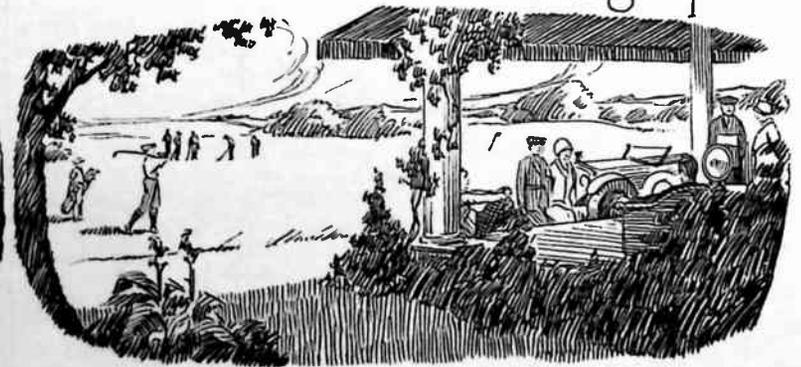
On the Canoe



In the Yacht



At Fishing Camps



At the Golf Club

# CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXII.

Published By The Crosley Radio Corporation

MAY 31, 1926

## Musicone Incorporated In Beautiful Console Cabinet; New Four Tube Portable Radio Receiver Is Announced

### Tremendous Market Is Ready For Crosley's \$33.00 Portable Set

Popular Crosley 4-29, Four-Tube Radio, is Incorporated in Absolutely Self-Contained Portable Cabinet.

A four-tube absolutely self-contained portable radio receiving set for \$33.00.

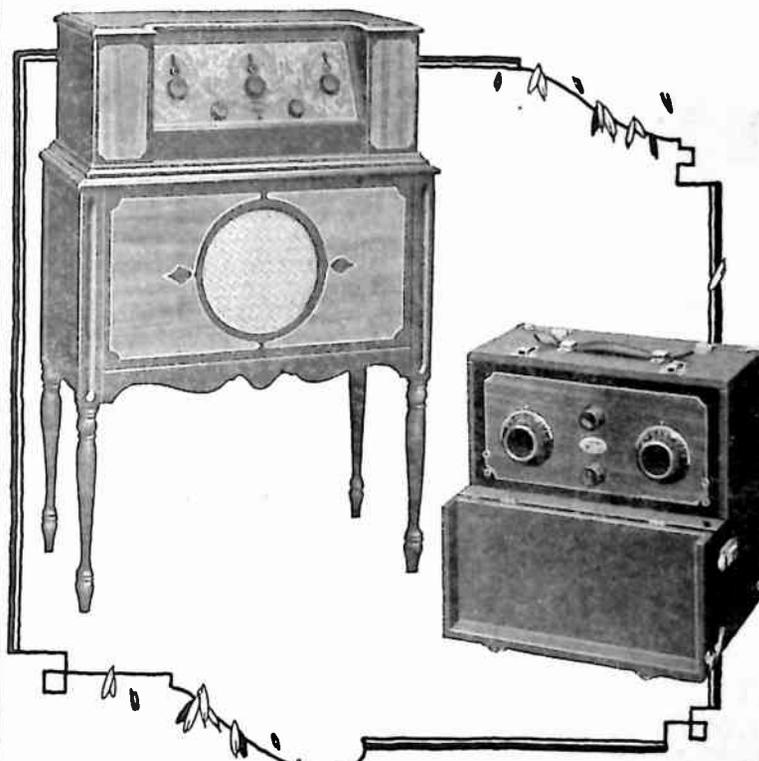
That is what The Crosley Radio Corporation is offering as a certain sales-builder for its thousands of dealers throughout the country. Because of the nation-wide popularity of the Crosley four-tube 4-29, thousands and thousands of which have been sold since it was announced at Christmas time, it was decided to incorporate the same circuit in a portable radio and to call the new receiver the Crosley 4-29 Portable.

The new set consists of one stage of tuned radio frequency amplification, Crescendon controlled detector and two stages of audio frequency amplification. This Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio frequency sets, to such an extent that they fill an entire room. It really is equivalent to one or more tubes of radio frequency amplification. The Crescendon is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet, with these sets loud, near-by stations can always be softened practically to a whisper.

It is known that at this time of the year there is a tremendous demand for portable radios. Such sets are valuable both to those who travel and to those who remain at home. Although designed primarily for the benefit of those who desire to "take their entertainment with them," the Crosley 4-29 Portable sets are certain to be purchased by those who want a receiver that can be carried easily from one room to another, to the porch or out on the lawn. Being absolutely self-contained, this change from one place to another can be accom-

(Continued on Page 3)

### TWO BIG SUMMER SELLERS



Illustrated above are the Crosley Musiconsole mounted on which is a five tube R. F. L.-60 and the 4-29 Portable, both of which are to be rapid sellers during the coming months. The Musiconsole is a beautifully designed cabinet in which there is a built-in Musicone and in which there is room for radio batteries. The 4-29 Portable is a four tube radio incorporated in an absolutely self-contained portable cabinet.

### Columbus Listener Wins Pedigreed Pup In Crosley One-Tube Radio Contest; Other Prizes Are Awarded to "Fans"

The winner of the last of the monthly prizes offered by Powel Crosley, Jr., for the best record of reception with a home or factory-built one-tube radio receiver has just been selected. The first prize is awarded to J. G. Fleming, 1242 Harrison avenue, Columbus, Ohio. He will receive a pedigreed Cairn Terrier from the Robinscroft Kennels, owned by Mrs. H. F. Price of Riverside, Connecticut. Cairn Terriers are the smallest of the Scottish Terriers and are probably the oldest terriers known. They weigh from 12 to 15 pounds. This famous breed was introduced into this

country by the owner of this kennel whose champion "Prometheus" is at its head.

Two hundred and two different broadcasting stations were logged by Mr. Fleming, not including the three in his own city. The greatest distance was KPO, San Francisco, 1,000 watts, and KGO, 4,000 watts, both about 2,200 miles. He heard the former station 5 times and the latter 18 times. The distant station most frequently heard was KFI, Los Angeles, about 2,100 miles, 51 times. The largest number of stations heard in one eve-

(Continued on Page 3)

### Musiconsole Welcome Addition To Home Of All Radio Listeners

Artistic Cabinet, Which is Stand for Radio, Contains Room for Batteries and Has Built-In Musicone.

In designing the new \$30.00 Musiconsole, which is a Crosley Musicone built into a console cabinet in which there is room for all batteries required in the operation of a radio receiver, The Crosley Radio Corporation placed special stress upon the production of a unit of which the housewife would be proud.

For months designers have been working on a cabinet that would sell on sight to the person who demanded the very best in radio, and the result of their efforts is found in the Musiconsole which includes everything in art, beauty and charm that can be desired.

This Musiconsole is to be a great Summer seller. The operating unit—a regular Crosley Musicone—has been proclaimed by thousands to be the finest radio reproducer on the market. That alone would sell the Musiconsole, but in addition to this feature there is the attractive cabinet, so artistically designed, with its shelf for batteries.

Such a combination as the Musiconsole and the Crosley R. F. L-75, illustrated on this page, will be welcomed everywhere. Even those who already own radios will purchase the Musiconsole, realizing it is the very thing they need to modernize their receiving set and to provide perfect loud-speaker service.

Every wide-awake Crosley dealer should order a reasonable number of these new units immediately. At least one should be on display in every radio store. These Musiconsoles are to be featured in national advertising, and it is certain that there will be an immediate demand for them everywhere.

Small circulars for dealer distribution are being prepared and will be ready for you very shortly.

(Continued on Page 3)

# Crosley WLW Programs Week of May 30, 1926

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, May 30th, 1926 Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves. Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, organist Worship Prelude—"Voluntary in D" Rink Doxology Salutation The Lord's Prayer Gloria Organ Interlude Solo—"King Ever Glorious" Mr. Beddoe Children's Sermon Hymn Scripture Lesson Pastoral Prayer Chimes Announcements Offertory—"Chorus in C" Lemmens Solo—"Pour Out Thy Heart" Mr. Beddoe Prayer Hymn Sermon—"Memorials" Hymn Benediction Gloria Postlude
- 3:00 P. M.—Organ Recital by Herbert Newman, of the faculty of the Cincinnati College of Music.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp. Soloists: Glover Davis, tenor Wilbert Little, pianist
- 8:30 P. M.—Memorial Day Program. 1. March—"The Boys in Blue" Lake 2. Overture—"Light Cavalry" Suppe 3. Pan-American... Herbert 4. American Fantasia... Tobani 5. Waltz—"Militaire" Waldteufel 6. Songs of Other Days...Lake Introducing: "Marching Thru Georgia," "Soldier's Farewell," "Mocking Bird," "The Old Oak- en Bucket," "Ben Bolt," "Old Black Joe," "When You and I Were Young," "Tramp, Tramp, Tramp," "Rocked in the Cradle of the Deep," "Sweet and Low," "Maryland, My Maryland," "Just Before the Battle Mother- er," "When Johnny Comes Marching Home." 7. Finale—"Songs of the Nation" Lampe

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, May 31st, 1926 Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kaese.
- 4:00 P. M.—Children's Hour.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast and

- Baseball Scores.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—THE CROSLY SALON ORCHESTRA (Ensemble of Strings and Reeds) "Eve of June" 1. Introduction: Overture—"Morning, Noon and Night" Suppe 2. Morning Mood... Grieg 3. A Prowly Afternoon... Lemont 4. "The Trysting Place" MacDowell 5. Love's First Kiss...Forester 6. Selection: "You're in Love" Friml 7. Rhythmic Paraphrase on "June" Tschalkowski 8. Waltz: "A Summer Evening" Waldteufel 9. "The Proposal" from (Two Young Lovers) April 10. The Wedding March Mendelssohn 11. Everything's Gona Be All Right Behr Finale: "Melodies Are Memor- ies" Behr The Crosley Male Quartet: Fenton Pugh, 1st tenor Russell Dunham, 2nd tenor Richard Fluke, 1st bass Leland Sheehy, 2nd bass Waller De Vaux, accompanist
- 10:00 P. M.—Dance Music from Castle Farm by Henry Theis' Or- chestra. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, June 1st, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chat" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 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 Telmidis.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Talk "One Language," Hon. Judge David Davis.
- 7:10 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. "Aerial Bombing" by H. B. Ingles, chief of the Armament Section of McCook Field.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Wosczek. Largo (New World Symphony) Dvorak Music Box, Op. 69...Poldini Valse Serenade...Poldini Will O' the Whip...Jungmann Marche Militaire...Schubert
- 7:50 P. M.—Talk furnished by the Civic Pride Association of America, "A Screen Against Ugliness."
- 8:00 P. M.—"Opera in English," talk by Grace Gardner, with musical illustrations.
- 8:30 P. M.—A half-hour with the Harp and Flute by Grace Lan- ster and Wilma Deering.
- 9:00 P. M.—Concert by the Formica Symphony Orchestra, Wm. Stoess, director. (Sponsored by The Formica Insulation Co.) Program of Characteristic Northern Melodies dedicated to

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, June 2nd, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chat" with Cheerio.
- 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 Mil- dred Prigge, pupil of Johanna Grosse.

- the North Pole Expeditions. 1. Overture: "Finlandia" Sibelius 2. Four Northern Dances Grieg (a) Dance from Jolster (b) National Dance (c) Springtanse (d) Humorous Dance 3. The Cincinnati Zither Play- ers Ruth Hohe Charles Hohe (a) March: "Aurora Bor- calis" (b) Waltz: "Northern Lights" (c) Alpine Echoes Cyril Jenkins 4. Celtic Rhapsody Bizet 5. The Return (Le Retour) Sousa 6. The Stars and Stripes Forever Sousa 7. America. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, June 2nd, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chat" with Cheerio.
- 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.—Popular request by Irene Downing, recording artist, and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-in Program, di- rected by William Duning, co- operating with the Settlement School and other institutions assisted by the Cincinnati Ex- change Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast, Mar- ket Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson or- chestra under the direction of Robert Visconti.
- 7:30 P. M.—Educational talk by rep- resentative of the National Farm Radio Council.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—Thorough Entertainment sponsored by The Dayton Rubber Manufacturing Company. The Dayton Thorough Trio Verona Ziehler, violin Genevieve Mead, cello Ann Macdonald, piano and voice The Dayton Thorough Male Quartet: 1st tenor, Frank Fritch 2nd tenor, D. W. Mikesell Baritone, A. W. Forsythe Bass, Royal P. Greene

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Friday, June 4th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chats" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Vis- conti.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Saturday, June 5th, 1926 Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady. P. M.—Meeting of the Secka- tary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Second Act from Mirella (Gounod), from Operatic Department, College of Music of

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Thursday, June 3rd, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top o' the Morning Chat," with Cheerio.
- 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 Mil- dred Prigge, pupil of Johanna Grosse.

- 12:30 P. M.—Health Talk by Dr. Carl A. Witzbach, Executive Secre- tary of the Central Y. M. C. A.
- 1:30 P. M.—Market 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 Adel- aide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 6:15 P. M.—Norrin Gibbons and Priscilla Holbrook.
- 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 Vis- conti.
- 7:30 P. M.—"The Eyes Have It," by Dr. C. H. Kauffman.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys (furnish- ed by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Man- ager; Chuck Flanagan, saxo- phone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Rein- hebauer, drums and effects.
- 11:00 P. M.—Irene Downing with "Sentimental" Tommy Reyn- olds.
- 11:30 P. M.—Henry Thies and his or- chestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the New York State. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Friday, June 4th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chats" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Vis- conti.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

## WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Saturday, June 5th, 1926 Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady. P. M.—Meeting of the Secka- tary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Second Act from Mirella (Gounod), from Operatic Department, College of Music of

## Crosley Radio Weekly

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

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

### RADIO IS STRENGTHENING SOLIDARITY OF NATION

Radio, the greatest means of mass communication known to man, rapidly is becoming a power- ful factor in strengthening the solidarity of the United States. The newspapers, railroads, motor cars and good highways have serv- ed long and well in this respect. They have aided immeasurably in knitting the country into a strong entity. They have obliterated in great part the old sectional lines of the nation. And now they have a most vigor- ous ally in the radio. Its influence knows no geogra- phical limits. It reaches with equal facility the dwellers of the big cities, the obscure villages and the farms, and binds them together in a common interest through identi- cal entertaining and educational programs caught simultaneously by thousands of receiving sets. An excellent illustration of this service—this drawing together of the units of our nation—is con- tained in a recent radio event. More than 20,000 graduates of the Massachusetts Institute of Tech- nology, seated at banquet tables in 67 cities were guests at a "phan- tom" radio dinner. How many additional thousands of Massa- chusetts "Tech" alumni heard the program at their homes, of course, can only be estimated, but they are believed to have outnumbered greatly those who attended the banquets. The broadcasting of the Presi- dent's message, of church serv- ices and many constructive pro- grams also illustrates the degree of national solidarity to be gained through this medium. And as the radio gradually be- comes "standard equipment" in every home, its influence of course will become even more effective. And as it welds national solidar- ity so will it later weld world opinion.

A short wave message sent from the East came in stronger in Hono- lulu than it did in Denver.

(Continued on Page 3)

## Radio Is Exerting Beneficial Influence Upon Home Life Of American People; Parents Give Credit To The Broadcasters

Radio is one of the greatest at- tractions for keeping people at home that has ever been developed. It also answers that old question brought up in a popular song of a few years ago, "How're You Going to Keep 'Em Down on the Farm?" That radio is appreciated as a magnet for better home life, is borne out by the many letters which the studio department of the Crosley WLW broadcasting of Cin- cinnati receives from parents who tell of the difficulties of entertain- ing youths and misses before the advent of the receiving set. A magazine recently published an article in which the author expresses the need for popular alarm at the ever-increasing per- centage of juvenile crime. Other articles appear frequently decrying the age of jazz—wondering what our children are coming to. Still other articles lay accusations at the feet of the older folks—saying that they are not so innocent them- selves, and that it is no wonder children go wrong. Is this an age of dissipation, of evil-doing, or are these writers merely looking at things from the wrong perspective? Those who really believe that the world is worse today than it was yesterday agree that the cause is the breaking up of the American home. Too many outside amuse-

ments, they say; too much ten- dency to pack up and go, has caus- ed the American home as an insti- tution to disappear. Yesterday our young folks sat out on the veran- da, or hitched up the horse and buggy and rode over to the neigh- bor's across the way. Today they roll away in an automobile and land eventually at a cabaret, or a roadhouse. That is what is mak- ing the world grow worse, say these writers. But the world is no worse today than it was yesterday, nor will it be worse tomorrow than it is to- day. For every influence that comes into play to take folks away from their homes, a more powerful influence will develop to keep them in their homes. Yesterday the "iron-horse" thrilled the imagina- tion of the younger generation and awakened in them a sense of the wanderlust. But the telephone and the telegraph were rapidly develop- ed, brought news from every place to every place else, and interest in travel lagged. Many kinds of at- tractions have taken people away from their homes, but radio is bringing them back again. For every factor that tends to break up the home, there is a more potent factor that tends to keep it to- gether. Today that potent factor is radio.

### Tremendous Market Is Ready For Crosley's \$33.00 Portable Set

ly helps to prevent the customer from going somewhere else for ac- cessories. Again, in case there should be some minor difficulty in the receiver, the owner can very easily carry the entire radio to the dealer's store for the necessary service work, leaving it there in the morning and taking it back home in the evening. At such a ridiculously low price, this four-tube radio is certain to meet immediate approval. We sug- gest that you send an order to your distributor at once for a reasonable number of these new portable sets.

(Continued from Page 1.)

### DAILY PROGRAMS

(Continued from Page 2.) Cincinnati, under direction of Giocinto Gorno. Cast: Mirella...Lorine Bullerdick Vincenzo...Edw. Weckemeyer Vincenzina...Bertha Faszy Raimondo...Leland Sheehy Ambrogio...Milton Sacks Mias...Ben. Groban Tavena...Ann Kauffman Accompanist—Charlotte Wilson. Una Voce Poco Fa—Barber of Seville Helen Doyle.

9:00 P. M.—Germantown, Ohio, pro- gram: Charles E. West, violin & saw John Swartzel, cornet Veryl Zech, piano

9:30 P. M.—Dance Selections by Henry Theis' Castle Farmers. (The Baldwin Piano)

## Musiconsole Welcome Addition To Home Of All Radio Listeners

(Continued from Page 1.) These should be sent to every one of your customers. Community mailing lists are easily obtainable and it will be well worth the ex- pense to see that every person within a reasonable distance of your store receives one of these little circulars. We suggest that you send your order for these at once, because they will be distribut- ed in the order in which they are received. Half-tone electrotypes for cata- log work and line cuts for news- paper advertising also are ready for distribution. We suggest that you carry a small advertisement in your local newspaper, featuring this Mu- siconsole, and assure you that you will be surprised at the interest that will be shown in this new unit, which absorbs all the unsightly radio equipment and at the same time provides the finest loud speak- er radio has ever produced.

### Columbus Listener Wins Pedigreed Pup In 1 Tube Contest

(Continued from Page 1.) ning (until 2:30 a. m.) was 77 on February sixth. On the night of January 29th, 15 stations were tun- ed in and call letters recorded in 15 minutes. A complete log and time table ac- companied the entry and verifica- tion of the stations heard was also included. The second prize, a Crosley Super-Triodyn receiver, was award- ed to Margaret Gredel, 915 Frank- lin street, Keokuk, Iowa. She tuned in her stations with a one-tube Crosley Pup receiver. Miss Gredel is convalescing from tuberculosis and her letter graphically describes the joy her receiver has brought her. Third prize was awarded to Irwin C. Hinchey, 518 N. Jenison street, Lansing, Michigan. It is a three- tube Crosley De Luxe Special re- ceiver. Many verification of recep- tion cards were attached to this entry. The winner heard from 151 different broadcasting stations that were scattered throughout 20 states, three provinces of Canada and one each in Cuba and Mexico.

### One Language

Judge David Davis will broadcast a talk on "one Language" on Tues- day evening, June first, at seven o'clock. He will be heard through the Crosley WLW broadcasting sta- tion, Cincinnati.

# The CROSLY MUSICONSOLE



THIS beautiful console table with built-in Musicone will absorb the finest loudspeaker radio has ever produced and become a decorative motif in the furnishing of your home.

No more need ugly wires, batteries and awkward horn mar the charm and beauty of a well furnished room. No longer must the radio offend the eye in its attempt to please the ear.

The Crosley Musicone, so cleverly incorporated in the design of this console, proves its superiority in the loud speaker field, both by the tremendous quantity sold—the thousands of loud speakers it is replacing and the preference shown by individuals the country over when questioned.

This is the first concealed loud speaker that has not sacrificed something to its disguise. Yet in the MUSICONSOLE it is part of the design—modest—retiring—but 100 per cent efficient.

The MUSICONSOLE holds all batteries—wet and dry. The Musicone suspended inside behind the silken screen of the outside design is securely hidden—protected and yet loses not one iota of its golden tones. The MUSICONSOLE is solidly constructed—a beautiful job of cabinet work—exquisitely finished—solid mahogany in two tones.

## Summer is either an alibi or a pleasant climate in which to work!

IS THE hot weather an alibi for you or a pleasant climate in which to work?

Figures show less than 5 per cent of the population go away vacationing. As many people stay home evenings during the summer as any other time of the year—and when they are home they listen to the radio—IF THEY HAVE ONE.

Remember back when radio gave the phonograph no competition. Wide awake dealers made money in the summer time selling talking machines.

Radio must be sold in the summer. People won't walk in and take them from you.

High power stations break through static. Country reception at noon in summer is often better than city reception in the evening.

Remember! Summer time is a season through which most competitors sleep.

Two Toned Mahogany Finish

# \$30

# CROSLY RADIOS

## BETTER • COST LESS



holds all batteries

INTO the MUSICONSOLE has been built what has been termed the "greatest 1925 development in radio"—the CROSLY MUSICONE.

This loud speaker has replaced thousands of old type speakers in the last 12 months. A recent survey among radio dealers, made by outside interests searching for general radio information, disclosed the following:

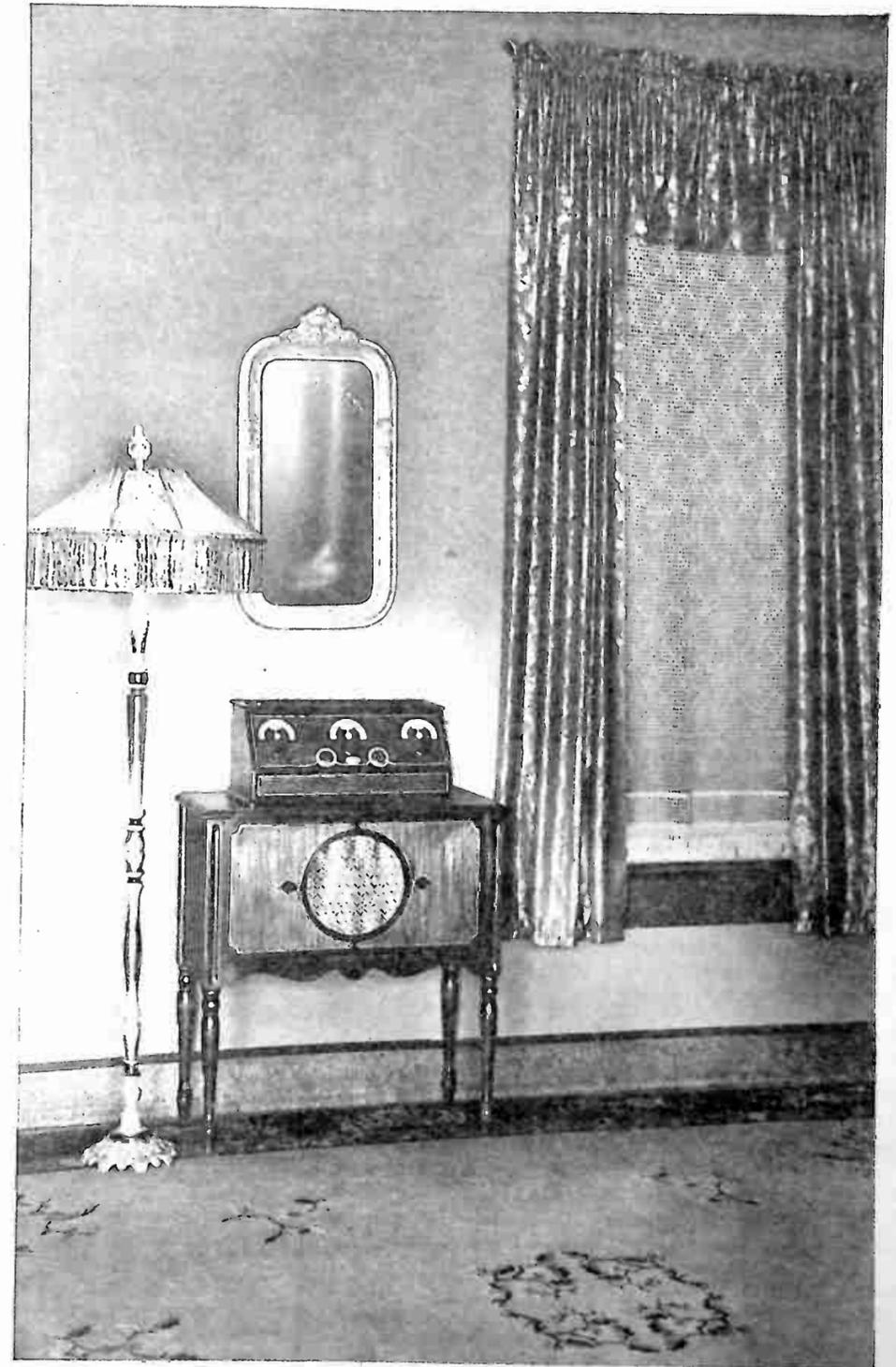
- 40 per cent said the MUSICONE was the best seller.
- 10 per cent said the \_\_\_\_\_ was the best seller.
- 9.5 per cent said the \_\_\_\_\_ was the best seller.
- 8. per cent said the \_\_\_\_\_ was the best seller.

As this question shows the trend toward Crosley Musicones so did a recent question to a large group of individuals as to whether they preferred the horn to the cone type speaker. 70 per cent said "cone."

With such acceptance and such a speaker to sell as the Crosley Musicone the way is clearly marked for ALL dealers.

Tones from the Musicone are exquisite. No note is too unusual to choke its perfect performance. Trick sounds—guttural bass to flute—like soprano amaze and delight the ear.

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.



### Handsome Dividends Paid to Farmers By Radio Receivers

Many Making Money as Result of "Tips" Received from Broadcasting Stations.

Hundreds of farmers in the Middle West have testified to the fact that radio receiving sets have paid them handsome dividends on their investment and that they were entirely satisfied with the completeness of the radio information which enabled them to make money through a rapid knowledge of the conditions of the market.

Radio receivers are considered as much a part of modern farm equipment as are tractors, reapers and other mechanical apparatus. A survey was made a little while ago and it showed that there were still thousands of farms without receivers but indications pointed to an early acquisition of them. Not having the money to spend for radio has been the means of keeping many of the farmers from really saving money through the knowledge which they can obtain through information about the latest developments in crop production which experts broadcast.

The U. S. Department of Agriculture is interested in farmers owning radio receivers and sends prepared messages for broadcasting to several of the important high-power stations. Much time is given to broadcasting information to farmers by the Crosley WLW super-power station in Cincinnati and provides the facilities for the rapid spreading of the latest market reports as well as a forecast of the weather.

#### SETTING-UP EXERCISES TO BE RESUMED IN THE AUTUMN

The early morning setting-up exercises which are broadcast for the benefit of thousands of early risers in the Crosley WLW radio health class will end on June first. They have been a regular daily feature for the past two years with the exception of the summer months.

E. E. Schultz, physical director of the Cincinnati Y. M. C. A., who broadcasts the instruction for the class work at seven-thirty in the morning, has had many letters of appreciation for the work. These healthful exercises are a feature of the station and while many have asked that the work be continued throughout the summer, those in charge believe it best to discontinue them during the warm months.

Plans are being made for the exercises in the fall and they will

### Here's The Proof



Next to radio, Powel Crosley, Jr., of Cincinnati, likes outdoor life best. He is an ardent disciple of Izaak Walton. He is planning another cruise aboard his motor yacht, Muroma. The fish shown above was caught in Florida waters.

be conducted upon a larger scale than ever before. Charts will be prepared so as to enable the members of the class to take up the work at any period and to be able to follow the instructor's commands to "one-two-three" the exercises. In addition to the charts there will be health menus broadcast so as to enable the radio class to follow the proper diet, so necessary to those interested in either reducing or putting on weight.

Many remarkable reports have been received from people who have been in the class. It has brought health and happiness to hundreds of devotees to the art of physical culture. One of the outstanding features of the letters which have been received is the testimony of the people who have lost weight and those who have put it on with exactly the same exercises.

Radio exercises have also been responsible for many fans getting up earlier in the morning than they would if there were nothing to attract them at the early hour at which they are broadcast.

#### Civic Pride

"A Screen Against Ugliness," will be the topic for the Crosley WLW radio audience on Tuesday evening, June first, at seven-fifty o'clock. The talk is one of a series under the auspices of the Civic Pride Association of America.

### Radio is Providing Amusement During The Entire Year

Excellent Programs are Being Prepared for Those Who Tune In Station WLW This Summer.

Unlike other forms of indoor entertainment, such as orchestral concerts, operas, recitals and drama, the radio broadcasting will be available throughout the summer as well as winter.

A full schedule for broadcasting during the summer has been arranged by the studio staff of the Crosley WLW super-power broadcasting station in Cincinnati. The summer schedule is just as comprehensive as the winter one and the radio listeners may be assured of hearing the very finest music and best radio artists obtainable.

Cincinnati, long famous as the musical center of the United States, and the home of the famous Symphony bearing the name of the city, will supply most of the musicians for the orchestra and soloists to be heard through WLW.

Some indication of the musical features of the broadcasting schedule may be had from the following list. A little symphony orchestra directed by William J. Kopp, will be heard on Sunday evenings, while the Crosley Orchestra will play on Monday evenings. There will be a concert orchestra on Tuesday evenings, while Wednesday will usher in an instrumental trio and jazz band. A jazz band will be heard on Thursday evenings, while Saturday night is devoted to organ recitals and old-time fiddlers. Friday night is observed as "silent" in Cincinnati broadcasting.

#### Popular Radio Tenor

Glover Davis, one of the most popular radio soloists heard through the Crosley WLW station in Cincinnati, will give a short program for the radio audience on Sunday evening, May 30th, at about nine o'clock. He will have Wilbert Little as his accompanist.

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 867 326 Walnut Street

#### EVE OF JUNE PROGRAM

June lends itself to delightful melodies of music. William C. Stoess, director of the Crosley Salon Orchestra (an ensemble of strings and reeds) has arranged a program for the WLW radio audience for Monday evening, May 31st, the eve of June, and it will be broadcast at eight o'clock. A rhythmic paraphrase on "June", by Tschaiakowski, will be one of the numbers while no June program is complete without the rendition of Mendessohn's old favorite, "The Wedding March." Whether it was in jest or not, the number to follow this is "Everything's Going to be All Right." The Crosley Male Quartet will provide the vocal numbers on this program.

#### Castle Farmers

Henry Thiel's Castle Farmers are famous for their dance music. Of special interest is their rendition of the effects of a locomotive starting on its journey and then the dance music which is taken up as the mythical train gains speed. The selection is used to open their part of the Crosley WLW radio program from Castle Farm, where the music is picked up through a system of remote control. This dance orchestra is frequently heard late at night but on Saturday evening, June 5th, it will be provided for the WLW audience at nine-thirty o'clock.

#### THE JOHNSON ELECTRIC SUPPLY CO.

331 Main St. Cincinnati. Wholesale Distributors CROSLY RADIO Write Us for Dealer Proposition

### 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

# Crosley Sales and Service Manual

## GETTING THE AERIAL INSTALLED

Here you are faced with two difficulties: (a) The prospect may feel this is a permanent installation—and therefore, obligatory. (b) There may be some objection to having a man clamber about the roof and make holes in the window frame, etc.

It is therefore necessary to be tactful on this subject. This is largely a matter of phrases.

Don't say: "We'll have a man come around tomorrow and install an aerial and put in the ground wire."

That sounds like an expensive long job. Use rather the phrase, "Our service man will drop around tomorrow with an aerial." Make it seem as though an aerial was a ready-made, ready-built affair and the man will bring it around, so to speak, in a parcel.

It is advisable to have a service man rather than a salesman do the actual installing of the aerial; because, if any fuss or complaint is made by the prospect's wife about the job later, the salesman has a chance of apologizing for having sent such a clumsy, thoughtless sort of person.

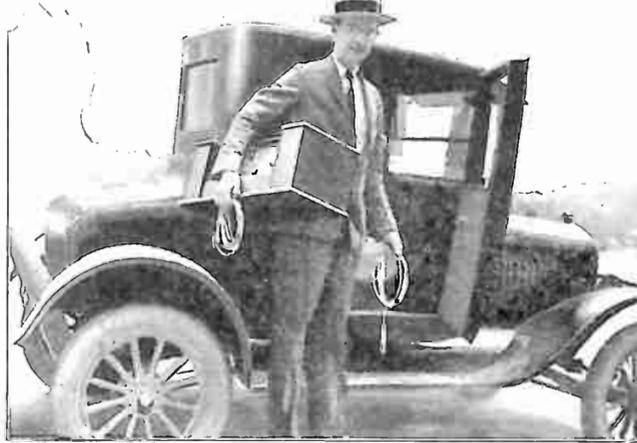
It is necessary, of course, to make arrangements for the installation of an aerial before the demonstration, and don't hesitate to do it. But treat it in your conversation as a simple, incidental detail.

ers have found it practical to demonstrate sets with an aerial consisting of a length of 100 feet or more of flexible cord, which they stretch through the rooms, and often upstairs into the upper hall, simply laying it along the floor. It is possible for a salesman to carry a set, containing all batteries properly connected, and an aerial of this type without difficulty, as shown in the accompanying illustration.

(1) See that the set is tested out thoroughly on actual reception. effort. It is, therefore, vital to stage it properly and handle it with



(2) See that the tubes are all the smoothness and quiet efficiency possible.



THE DEMONSTRATION Preparing for the Demonstration. Not once, but dozens of times, sales have fallen through because

In our experience it is desirable for the salesman to have an assistant at the demonstration (a) to complete the installation, (b) to engage the rest of the family in conversation while the salesman is showing the prospect how to operate the set, etc.

Having arrived at the home of the prospect, the assistant quietly proceeds to assemble the equipment and get everything ready. Meantime, the salesman engages the prospect (and frequently, the family) in conversation somewhat like this:

"Now, before we start listening in, I want you to appreciate an important fact: There are three things which govern radio reception. (1) You must have a good set. There are lots of good sets on the market. We believe that the Crosley is the best.

(2) Next, you are governed by your location. I don't know whether you are well located here or not—we'll find out in a moment. (3) Some nights are better than others. There are occasional nights when long-distance reception is very difficult. Just as you cannot play golf on a wet day—so there are days (such as hot summer ones) when radio is not as good as at other times. Now, I don't know what kind of a night we'll have tonight, etc."

Remember—you are in command of the situation. Don't let the family throw you out of control. Carry on this kind of a talk persistently, patiently, quietly, in a masterly fashion. It prepares the



For example: "Very well, Mr. Prospect, we'll bring the set along to your house at eight o'clock tomorrow night. I'll send a man around with the aerial in the morning. Perhaps you'll tell Mrs. Prospect that he's bringing it."

In other words, don't ask a lot of questions about the practicability of putting up an aerial. Simply make the arrangements for a man to go to the house. Then leave it to your man to proceed in quiet, business-like fashion to put up the aerial in as intelligent a way as he can go about it. Be sure the aerial is a workman-like job and presents a neat appearance. In many localities Crosley deal-

the salesman went to the demonstration improperly prepared and insufficiently equipped.

A battery that is weak—lack of a screwdriver—unsuitable tubes—lack of connecting wire—a missing plug—these are small things, but many a sale has been lost through them.

Remember, some people still think that radio is an experiment, that it is involved in technicalities and that the slightest thing may throw everything out of gear.

Excuses and explanations will never recover the ground lost through the first bad impression. Therefore—MAKE IT AN INFAL-LIBLE RULE before going out on a demonstration to do ELEVEN things.

suitable and have been changed around in the set until best results are obtained.

(3) Put at least one spare tube in your pocket.

(4) See that the right type of batteries have been selected. Test them.

(5) Make sure that the service man has installed the aerial properly.

(6) Take sufficient ground wire—with clip—in your kit.

(7) Have battery connecting wires all cut to sizes and stripped ready for immediate use (unless dry batteries are carried in the set, already connected). Carry some spare wire for emergencies.

(8) Take a head set.

(9) Don't forget the LOUD SPEAKER. Test it first.

(10) Put two spare Grid Leaks



of different values in your pocket. (11) Pliers and screwdriver are essential.

THE DEMONSTRATION How to Make It. This is the crux of your selling

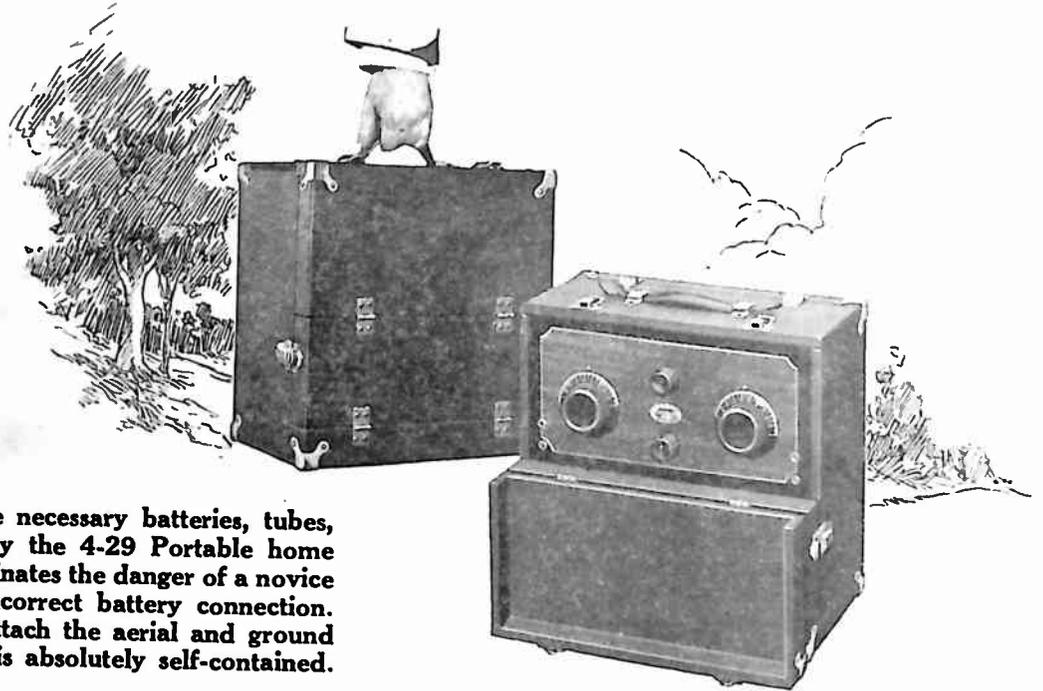
mind of your prospect and family for later events, and in these moments of expectancy you can get in some effective work. Have some literature to hand out to continue the interest until the assistant has the set ready. (To be Continued)

# Announcing the NEW

# \$33. ~~CROSLLEY~~ Portable 4-29 \$33

## FOUR TUBE

Your Customers  
Will  
"Take Their  
Entertainment  
With Them"



Dealers can install all the necessary batteries, tubes, etc., so the customer can carry the 4-29 Portable home absolutely complete. This eliminates the danger of a novice damaging his tubes through incorrect battery connection. All the customer need do is attach the aerial and ground wires and tune in. The 4-29 is absolutely self-contained.

SINCE the announcement of the Crosley four-tube 4-29, the popularity of the set has grown by leaps and bounds. This four-tube receiver established an entirely new standard of value in the radio world. For the first time the public was able to buy a receiving set at such a remarkably low price.

Since its announcement, there has been an insistent demand on the part of jobbers, dealers and individuals for a Portable 4-29. Here it is. The same wonderful receiver that is now known so well as the 4-29, in a leatherette covered, portable case.

Unlike most portable receivers, the case of the 4-29 Portable has ample room for a real power plant of batteries instead of a limited space for flashlight batteries, which have a very short life, even on dry cell tubes.

Although the Crosley 4-29 Portable is so arranged that you can readily "take your entertainment with you" wherever you go, the style of the case and the whole assembly is so attractive that thousands of these receivers will be used in the homes primarily, with the idea that when de-

sired they can be carried along wherever you go.

Thus, of course, the Crosley 4-29 Portable will appeal to those people who are traveling extensively, or who travel occasionally. The traveling salesman will take the Crosley 4-29 Portable with him to while away the evening hours when there is nothing else to do. He can drop a wire out of his hotel window, attach another wire to the radiator, and bring in stations within a reasonable range, and enjoy all of the pleasures of radio wherever he goes. The same is true of the camper and the automobile tourist.

The Crosley 4-29 Portable is so light and convenient, and can be used so efficiently on a small antenna, that it is recommended for canoes, motor boats, yachts and for travelers on ocean voyages and on board trains.

Of course, if a radio receiver is desired for use at one place, the Crosley 4-29 Portable will give, in the way of service, everything that can be obtained from the 4-29 Regular, but this new portable receiver adds the portability feature to the advantages of the standard 4-29, which was designed primarily for use in one place.

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

# CROSLLEY RADIOS

BETTER · COST LESS

# CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXI.

Published By The Crosley Radio Corporation

MAY 24, 1926

## Radio Is Assisting In Maintenance Of Industrial Peace

Broadcasting of Music Bringing About More Peaceful Spirit and Greater Contentment.

A nation which enjoys good music will never turn Bolshevik and singing workmen will do better work and lead happier lives. Radio broadcasting is rapidly making it possible for the workers of the world to hear the world's greatest musicians and with the advance of broadcasting as the greatest agency known for the dispensation of music, the powers of the musical art are given even greater significance than ever before.

Radio is carrying music into more than a million homes where none was found before, according to Powel Crosley, Jr., owner of radio station WLW, of Cincinnati. In addition to creating an interest in classical music, organ recitals and orchestral compositions, Mr. Crosley says the music of the jazz bands, the efforts of the home talent pianists on the smaller stations and vocal music, is working for the more peaceful spirit of the nation and the greater enjoyment and contentment of its citizens.

Music may be sad or martial or it may come under almost any other classification, although in the main, it is cheerful. Cheerful people, in his opinion, are rarely afflicted with self-pity, which is usually the basis for unrest or political or social disorders.

"One of the greatest examples of the contentment brought about by music is in the life of the negro," said Mr. Crosley. "Members of this race are generally believed to have more natural music and rhythm in them than members of other races. In the cotton fields in the South, the negroes sing practically during the entire day and through this outlet they develop a contentment that not only helps to make the work easier, or at least less monotonous, but keeps them on more friendly terms with each other.

"Another example is found with the boatmen along the Volga river in Russia. For years their boat songs have been known to the entire world and it is through the medium of music that these sturdy

(Continued on Page 4)

## Elements Defied By Crosley Musicone Which Has Been In Operation A Year On Shelf In Front Of Indiana Store

Ability of the Crosley Musicone to withstand heat, cold, rain, snow, etc., has been demonstrated by the proprietor of the Berman Radio Shop, at South Bend, Indiana, who has had one of these reproducers in operation in front of his store every day for the past year. It has not been removed from the shelf above the door of his store since he placed it there early last Spring, and it has not required the slightest attention except when it was necessary to melt the ice that gathered about the cone.

Such a demonstration as this has been accepted by radio engineers as a marvelous one and as ample fulfillment of claims that the Musicone is so sturdily constructed as to permit successful operation in localities that are subjected to the most severe changes of weather. Owners of other types of cone reproducers complain about dampness affecting the quality of reception but those who listen today to the Musicone in front of this South Bend store testify that the elements have had no effect upon its clarity and tonal qualities.

During the past year, thousands of people have paused in front of the Berman Radio Shop and commented upon the difference between the music received there and that coming from the loud speakers at other radio stores. The horrible tin-panny noise that came from other stores, due partly to the "overloading" of loud-speakers, was missing from the music that came from the Berman Shop. Perhaps the owner of the latter shop was using just as much volume as his noise-making competitor, but it was impossible for him to "over-load" the Musicone and the music coming from his store was as clear and the tonal qualities were as perfect as could be desired.

And down in Miami, Florida, Guy H. Robinson, Crosley distributor, entertains those who live and work three and four squares from his place of business with music being received from distant stations, he also using a Musicone. Music and announcements from stations as far away as WJZ are heard several squares from Robinson's store.

## Radio Predictions Of Powel Crosley, Jr., Cited By Editorial Writer In Criticism Of Senatorial Bickering Over White Bill

Predictions of Powel Crosley, Jr., president of The Crosley Radio Corporation, regarding the great developments that will be made in the radio industry during the next few years, are cited in an editorial appearing in the Dayton, Ohio, News, and the Miami, Florida, News, under the heading "Regulation of Radio." In the editorial, which follows, congress is criticised for "bickering" over non-essential clauses of the White Bill:

Members of congress, many of whom have not the slightest conception that there is any problem to radio broadcasting other than the purchase of a balanced receiving set with its equipment, are foolishly trying to write a law which they would have settle for all time the problem of radio regulation. It might pay them well to take a practical view, which is to

accept the advice of experts for immediate regulation by a definite directing agency with the least possible detail in fixed legislation, and they might profit to this end by listening to the chance remarks of Powel Crosley, a "professional amateur" in radio, rapidly becoming to radio what Henry Ford is to the automobile industry. Mr. Crosley is called a professional amateur because he has reached the place he now occupies in industry by seeking all the time to learn, and with the thought that neither himself nor the industry is far beyond the beginners' class.

The house of Representatives has passed what is known as the White bill for regulation of radio activity, to take the place of the law toward order, but which was passed when there was no thought

(Continued on Page 4)

## Tremendous Amount Of Radio Business In Smaller Villages

Distributors Advised to Send Salesmen Into Every Town That Has Population of 300 or More.

Removal of every "red tack" from the map of the state of Ohio, or the authorization of a dealer in every city, town and village with population large enough to permit the successful operation of a radio business, proves receiving sets can be sold practically as easily at this time of the year as at any other and should serve as an "eye-opener" for those distributors who are displaying signs of relaxing their efforts to merchandise radio products.

The small town dealers authorized by Eugene Revercomb, Crosley salesman, working in co-operation with certain of the Ohio jobbers, welcomed the opportunity of adding radio to their "line," many stating they had not done so before simply because the proposition had not been suggested to them. Initial orders of the newly authorized dealers in Ohio exceeded \$10,000, and repeat orders already have been sent in by a number of them. Crosley distributors who obtained this new business could have had it several years ago had they but realized the vast amount of trade obtainable in the smaller towns.

It is admitted that small town merchants are necessarily conservative. If they were not they would soon be out of business. They must consider carefully everything they buy and must be certain there is a ready market for their merchandise. And so when the Ohio distributors of Crosley radios sold to these small town merchants \$10,000 worth of receiving sets and Musicones it is an absolute certainty that there was an immediate market for that much merchandise.

Exactly the same conditions prevail in practically every other state, in each of which there are hundreds of small town dealers who would be glad to handle Crosley radios if the proposition were but placed before them. There is an unlimited amount of business in the smaller communities that is but waiting for some distributor to come in and take.

# Crosley WLW Programs Week of May 23, 1926

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, May 23rd, 1926 Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, organist A. M.—Worship "Prelude—"Traumerel" Schumann
- Doxology
- Salutation
- The Lord's Prayer
- Gloria
- Organ Interlude
- Duet—"Come Blessed Saviour" Miss Clark, Mr. Beddoe
- Children's Sermon
- Hymn
- Scripture Lesson
- Pastoral Prayer
- Chimes
- Announcements
- Offertory—"Meditation" Mally Solo—"Sing Ye Praise" Mendelssohn Mr. Beddoe
- Prayer
- Hymn
- Sermon—"Healthy Teaching" Hymn Benediction Gloria Postlude
- 3:00 P. M.—Organ Recital by Chas. J. Young, organist of St. George's Church, Coryville.
- 4:00 P. M.—Program by the Woodward High School Glee Club, directed by E. Jane Wisenall.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp. Soloist: Helen Remley, coloratura soprano
- 1. Overture—"The Queen's Secret" Thomas
- 2. "Adoration" Borowski
- 3. Waltz—"You and You" Strauss
- 4. Selection—"Wildfire" Youmans
- 5. Old Irish Melody London-derry Grainger
- 6. Excerpts from Giorio-Gioffla Lecoq
- 7. Fox-trot—"Flamin' Mamie" Whiteman
- 8. Finale—"Mile Modiste" Herbert (The Baldwin Piano)

## WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, May 24th, 1926 Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Exercises 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. P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—U. S. Market Reports.

## Weather Forecast and Baseball Scores.

- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Crosley Salon Orchestra. Soloists: Josephine Ringhelsen, pianist Ida Blacksen, soprano Overture: "The Magic Flute" Mozart Selection: "The Serenade" Victor Herbert
- Group: (a) Canzonetta D'Amrosio (b) Japanese Reverie. Bartlet (c) Souvenir d'Amour. Conte Waltz: "Spring, Beautiful Spring" Lincke Toselli Lotus Flowers McGrath Medley of the latest Musical Comedy Hits. Waltz: "Reverie" Waldteufel March: Finale—"General Pershing" Vandersloot (The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 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.
- 6:00 P. M.—Boy Scout Band from Wilmington, Ohio.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Message from the Civic Pride Association of America, "The Value of Garden Beauty."
- 7:10 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. "Aerial Defense" by Major Milling.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Wozczek. Prelude, Op. 28, No. 20, Chopin Dance of the Hours ("La Gioconda") Pochielli Song of the Volga Boatman—Russian Folk Song. Music Box, Op. 69 Rimsky-Korsakow Valse, Op. 64, No. 2 Chopin
- 7:50 P. M.—Trade Marks, Trade Names, Inventions and Patents, talk by Leo T. Parker.
- 8:00 P. M.—The Crosley Burnt Corkers in their old-time review, presenting the Musicone Male Quartet: Wm. Drexelius, 1st tenor Erwin Meyer, 2nd tenor Edwin Weidinger, 1st bass John Dodd, 2nd bass Howard Evans, accompanist Doc Miller, Gay Anderson, end men Louis John Johnen, Interlocutor
- 9:00 P. M.—Concert by the Formica Symphony Orchestra, Wm. Stoess, director. (Sponsored by The Formica Insulation Co.)

## "Program of Hungarian Music"

- Part One: 1. Overture: "Hungarian Lustspiel" Keler-Bela 2. Ilungarian Fantasia Theo. Moses Tobani 3. Hungarian Folk Songs Hertha Paszty, soprano Martha Vehr, accompanist
- Part Two: 4. Concert Waltz: "Vienna Life" Joh. Strauss 5. Humoresque Joh. Dvorak 6. Selection: "The Merry Widow" Lehár 7. Excerpts from "Sari" Emmerich Kalman (The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz, director of Physical Education, Central Parkway Branch Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, player-roll artist and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-in Program, directed by William Dunning, co-operating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 5:00 P. M.—Gardening the Radio Way, by Uncle Bert.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"Investment Pitfalls" by Reed M. Wingardner, General Manager, Ohio Farm Bureau Investment Service Co.
- 7:40 P. M.—Continuation of Hotel Gibson Orchestra concert.
- 8:00 P. M.—Soprano Solos.
- 8:15 P. M.—Concert by the Cincinnati Conservatory of Music, orchestra under the direction of Ralph Lyford.
- 9:30 P. M.—Zither Solos, Louis Wezert.
- 10:00 P. M.—Thoroughbred Entertainment sponsored by The Dayton Rubber Manufacturing Company. The Dayton Thoroughbred Trio Verona Zieher, violin Genevieve Mead, cello Ann Macdonald, piano and voice. The Dayton Thoroughbred Male Quartet: 1st tenor, Frank Fritch 2nd tenor, D. W. Mikesell Baritone, A. W. Forsythe Bass, Royal P. Greene
- 11:00 P. M.—The Cincinnati Post Program featuring a popular Cincinnati Dance Orchestra and Post Entertainers. (The Baldwin Piano)

## WLW Program

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

- 7:30 A. M.—Healthful Exercises by E. E. Schultz of the Physical

## Department of the Central Y. M. C. A.

- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.
- 12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Market 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.
- 5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.
- 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.—"The Eyes Have It," by Dr. C. H. Kauffman.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 8:00 P. M.—Program by the Junior Orchestra of the Cincinnati College of Music, under the direction of Umberto Neely.
- 9:00 P. M.—Recital of original compositions by pupils of Sidney C. Durst, of the Cincinnati College of Music.
- 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 (furnished by the French Bros.-Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Chuck Brait, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
- 11:00 P. M.—Henry Thies and his orchestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Pennsylvania. (The Crosley Pupils in Midnight Frolics with Kay Nyne, 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, May 28th, 1926 Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., E. E. Schultz, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

(Continued on Page 6)

# Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus Colerain and Sassafras Streets, Cincinnati, Ohio. Telephone: Kirby 3200

Robert F. Stayman Editor Alvin Plough Associate Editor

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

## MODERN NECESSITY.

The modern home, with its iceless refrigeration, oil-burning furnace and many other conveniences, eventually may include as standard equipment complete wiring for the installation of radio receiving sets.

Radio rapidly is assuming such importance and gaining such general acceptance that within a few decades the family without a receiving set will be regarded as unprogressive as the family without a telephone.

In the days when the automobile was a luxury new residence construction did not include garage facilities unless specifically so ordered. No provision was made for housing of automobiles because they were regarded as comparatively rare luxuries not possessed by the average family. Today the automobile is a common necessity. Therefore good residences seldom are built without garages.

The radio has increased in popularity until now it has become almost a modern necessity. It is logical, therefore, that the average home construction should include wiring for the convenient installation of a radio receiving set.

A building contractor at Oakland, Calif., recently displayed a home completely wired for radio. He placed a receiving set in the living room and built in concealed connecting wires which permitted the use of a loud speaker or ear phones in any room. It is significant that the exhibition of the "radio home" was made entirely on the contractor's own initiative and was in no way sponsored or promoted by the radio industry.

## Beloved "Traumerel"

Schumann's "Traumerel" will be played as the prelude on the organ by Adolph H. Stadermann, for the services of worship to be broadcast from the Seventh Presbyterian Church, Cincinnati. The radio audience of the Crosley WLW station will hear the selection at eleven o'clock, Sunday morning, May 23rd.

# Syracuse, N. Y., Man Hears Lima, Peru, Station With a Crosley One Tube Radio Receiving Set

## STATION O.A.X.

LIMA, PERU

Owned and operated by the Peruvian Broadcasting Co. Wave Length 530 meters Type "Q" Marconi transmitter Power 1,500 watts in antenna Station Rating 6 K. W. Plate Voltage 11,500 V. Hours 11:30 a.m. to 12:30 p.m. and 8:00 p.m. to 11:00 p.m. Broadcasts Official time (E. S. T.) Silent night - Wednesday

STATION O.A.X. SOUTH AMERICA



The Peruvian Broadcasting Co. thank you for your kind attention, and take pleasure in confirming your reception of Station O.A.X. on the night of 24 al 30 de Enero de 1926. Hoping you will enjoy our future concerts yours sincerely PERUVIAN BROADCASTING CO. 5th Floor 317 Lima Peru

The pictures above are those of the verification card received from Station OAX, Lima, Peru, by Harry Leo, 121 Randall avenue, Syracuse, N. Y., who tuned in that distant station on a Crosley one tube radio.

Proof that he tuned in Broadcasting Station OAX, at Lima, Peru, has been received by Harry Leo, of 121 Randall avenue, Syracuse, New York, who is the proud owner of a Crosley one tube Armstrong regenerative radio receiver. It was on the evening of January 24th that Leo tuned in this far-away broadcasting station. Then, on the evening of January 30th, he again heard Station OAX, and just recently received his verification card, which is reproduced above.

As the card shows, Station OAX is owned and operated by the Peruvian Broadcasting Company. A type "Q" transmitter is used and the wave length is 380 meters. The power used is 1,500 watts with a plate voltage of 11,500 volts. In a letter to Powel Crosley, Jr., president of The Crosley Radio Corporation, Mr. Leo, after telling

## Going Abroad?

If you are going to make a tour of France you will be interested in the series of lessons which Madame Ida Teimpidis is giving in French through the Crosley WLW broadcasting station. These French lessons are broadcast every Tuesday afternoon at four o'clock.

## Melon Doherty's Boys

Melon Doherty and his Melody Boys have been providing the Crosley WLW radio audience with popular dance music of the jazz variety every Thursday evening, at ten o'clock. This organization plays under the auspices of French Bros.-Bauer company of Cincinnati.

# Radio Is Improving Musical Taste Of American People

Requests for Jazz Music Decreases from 80% to 5% —Work of Famous Artist Broadcast.

The radio is improving the musical taste of America. While it is true that the radio programs still include and undoubtedly always will include much popular music, the proportion of the classics and of really good music on the air has been steadily increasing.

A compilation of the "request mail" received over a two-year period by the broadcasting directors of two prominent radio stations, reveals that the proportion of fans asking for jazz music decreased from 80 per cent during the first year to 5 per cent during the second year.

The music from Carnegie Hall now is available to the radio listener. So is that of the Metropolitan Opera house stars and of the Philharmonic and the Detroit Symphony Orchestras.

Unexcelled artists have succumbed to the lure of the radio and their pure notes are carried gratis into the homes of the country's vast radio audience. The list is a long one. It includes such talent as Josef Hofmann, Ignace Paderewski, John McCormack, Arturo Toscanini, Schumann-Heink, Louise Homer, Mary Garden, Titta Ruffo, Frances Alda, Lucrezia Bori and a score of others equally famous.

But jazz, essentially American, never will lose its popularity. Nothing ever can replace it as dance music. Even while America's musical taste gradually is elevated through increasing familiarity with the enduring classics, popular music will still retain a secure position as the "musical frosting" on our radio programs.

## Dramatic Soloist

Helen Remley, one of the few sopranos with a "good radio voice" will be heard as soloist through the Crosley WLW broadcasting station, on Sunday evening, May 23rd, at nine-thirty o'clock. Miss Remley is a favorite with the WLW listeners and has received hundreds of letters complimenting her on the excellence of her coloratura soprano voice.

## Minstrel Show

The Crosley Burnt Corkers provide almost an hour of fun and melody on Tuesday evenings, beginning at eight o'clock, through the WLW station, Cincinnati.

### Dealer Is Surprised At Ease With Which Musicones Are Sold

Demonstrations Result in Sale of Three Crosley Reproducers in as Many Homes in One Evening.

"How are the Musicones going?" we asked the proprietor of a suburban radio store the other evening.

"Fair," he replied. "But we do not expect to sell many at this time of the year."

"Why not?" we asked him. "Oh, people do not come in like they did during the winter," he answered.

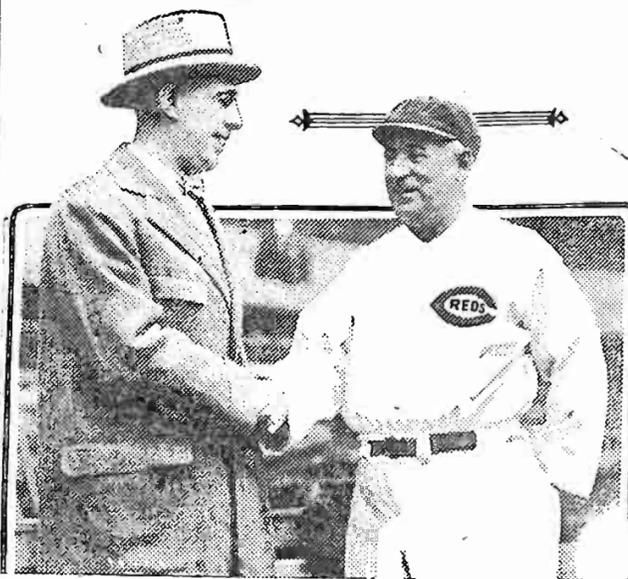
That is the one and only reason certain dealers are not selling Musicones in large numbers. They are waiting for people to come in. In a joking way, and still with seriousness between every word, we told this dealer that he was too lazy to be prosperous and finally bet him a carton of cigarettes that we could sell three Musicones that evening within a radius of three squares of his store.

After supper we called at the home of an aged couple. We knew they were radio fans and we knew they had one of the old horn type loud speakers. Passing their home on other evenings we had heard the music coming from their house—music that sounded like that of a burlesque orchestra. This lovable old couple welcomed us when we asked for permission to demonstrate the Musicone and ten minutes later, when we started to leave, they asked that they be permitted to keep the Crosley reproducer, admitting it provided the first real music they had heard since they purchased their radio. We sold that one.

Then, to get the "atmosphere" of a rapid change from the home of this couple, we went to the apartment occupied by a bride and bridegroom. They also, we knew, had a radio and within a few minutes we were demonstrating the superiorities of the Musicone over the type of loud-speaker they owned. We sold that one also.

From there we went across the street to the cottage home of a working-man, who, with his wife and three children were gathered around their receiving set. The music was horrible and at first we believed something was wrong with their radio. Upon investigating, however, we learned the trouble was in the loud speaker, for which they had paid \$25.00. We removed this speaker and attached the Musicone. The change was wonderful and was noticeable even in the faces of the small children. This working-man purchased the Musicone after being permitted to pay for it

### TWO BASE BALL ENTHUSIASTS



Manager John Hendricks of the Cincinnati Reds is congratulating Gowel Crosley, Jr., on the excellent graphic description of the base ball game broadcast through WLW. Crosley was at the microphone.

at the rate of three dollars per week.

Then we led the dealer to the neighborhood drug store and reminded him of the carton of cigarettes, which he readily purchased (and which we divided with him.)

It must not be taken for granted that every salesman can have the luck we did, but our evening's work clearly proved it is possible to sell Musicones everywhere by means of home demonstrations. Dealers can afford to employ high school boys and girls to demonstrate these reproducers during the evening. It is an easy matter for the dealer to obtain the names of radio owners in his territory and then to send to each home a neatly dressed boy or girl who can, without the least knowledge of radio, demonstrate the Crosley Musicone. The difference between the Musicone and any other reproducer on the market is so pronounced and the price is so reasonable that listeners buy it immediately. The Musicone will be your best-selling radio accessory this Summer if merchandised properly.

#### New Physical Instructor.

Edward E. Schultz, physical director, of the Cincinnati Y. M. C. A., will be heard as instructor in the Crosley WLW broadcasting station's large class of radio "reductionists" or physical culture students. His lessons are broadcast in the mornings at seven-thirty o'clock, with the exception of Saturday and Sunday. He has taken the place of "Bill" Stradtman, who is now physical director of the Business Men's Club of Cincinnati.

### Radio Is Assisting In Maintenance Of Industrial Peace

(Continued from Page 1.)

workmen have added so much interest to their task.

Music in all its diversified forms is reaching out to regions which heretofore only knew the local folk-songs. The greatest opera stars may now be heard by the light-house keeper during his lonely vigil and by the sheep herder tending his flock in the mountains or plains with probably not another human being for miles around.

"It is no exaggeration to say that these people who have always led and must continue to lead isolated lives, are hearing music in all its forms, which they have never heard before and which they never hoped to hear before the advent of radio.

"The progress made in the improvement of radio programs has been remarkable in the short time that has elapsed since the first program was sent into the air, and with the rapid strides being made in further development along these lines, the isolated listener within the very near future is promised just as good musical programs as if he were listening to a concert in the most celebrated hall in the world."

A 500-watt station in Iowa is reported to have been heard on a remote North Pacific island off Alaska.

### Radio Predictions Of Crosley Cited In Senate Attack

(Continued from Page 1.)

of anything but commercial stations using wireless telegraphy. The White bill represented the joint views of various interests built around the central thought advanced by Secretary of Commerce Hoover that the public interest is foremost and that all wave-lengths belong to the people, not to be licensed for sale or granted in perpetuity. The central idea of the proposed legislation was to provide for federal license for all broadcasting stations in the United States, with international assignment and division by treaty and agreement. The house rejected an amendment which would have made radio slander a crime as libel is and as it did so the district attorney of Chicago found himself the victim of radio slander without apparent recourse. What the bill provided merely was a plan for regulation with the secretary of commerce in control.

In the interstate and foreign commerce committee of the senate a large membership is in conflict over regulatory details. The chairman would have a law placing radio control in the hands of the Interstate Commerce Commission, as are the telegraph and telephone. Why his contention, in view of the senate support of a bill to regulate aviation which placed control with the secretary of commerce, is hard to understand. And yet, while the conflict goes on, radio is presenting new problems daily.

As Mr. Crosley sees development the high-powered stations of the present are obsolescent, and within a few years will have been superseded by those more powerful for elimination of static interference. Within five years, or ten at the most, radio vision will accompany radio sound. Radio power and radio heat are in the offing. Perhaps all these developments will come while congress still is bickering over non-essentials; and their coming may provide the way to have congress function in a way more pleasing.

#### Russian Folk Song

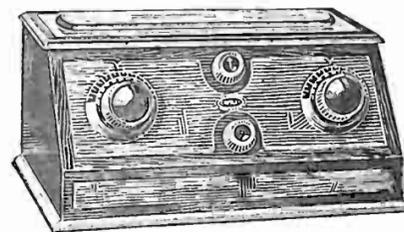
Mary Louise Woseczek, the Crosley "piano request lady," will play the popular Russian folk song, "Volga Boatman," through the WLW broadcasting station, Cincinnati, Tuesday evening, May 25th, at seven-thirty o'clock.

Do not press on the metal which is seen through the hole in the cap of head phones. This diaphragm is made of very thin metal and must be a perfect plane to vibrate as intended.

# The CRESCENDON



in the Crosley four tube 4-29 and the Crosley five tube 5-38, enables these two highly efficient radios to give almost unbelievable results and has lifted them away and beyond all competition. It is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet with these sets, loud nearby stations can always be softened practically to whispers.

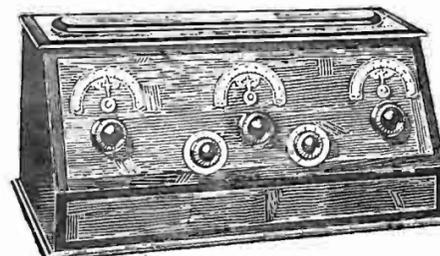


CROSLLEY 4 TUBE 4-29

\$29.00

Without Accessories

Demand for this four tube radio has been far greater than had been expected. It has proved to be the fastest selling four tube set on the market this spring. In addition to the excellent qualities of an ordinary four tube radio, it has the Crescendon, which is equivalent to one or more additional tubes of tuned radio frequency amplification.



CROSLLEY 5 TUBE 5-38

\$38.00

Without Accessories

All the volume, selectivity, sensitivity and purity of tone available in the best five tube sets on the market—plus the Crescendon. That is what customers are finding in the Crosley 5-38. Because of its excellent qualities and its very low price, this radio has been in great demand everywhere. Truly a remarkable radio at a remarkable price.

### New Qualities In Radio

The Crosley four tube 4-29 consists of one stage of tuned radio-frequency amplification, Crescendon control detector and two stages of audio-frequency amplification. Ample volume to operate a loud speaker is provided, even when stations at very great distance are being received. The Crosley Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio-frequency sets, to such an extent that they fill an entire room. Volume of local stations can be cut to almost a whisper without destroying the quality, or can be built up to practically full volume of the original rendition in distant studios. Many entirely new qualities in radio are found in this popular four tube radio.

### Fast-Selling Receiver

The Crosley 5-38 is a five tube radio receiver, consisting of two stages of tuned radio-frequency amplification, detector, with Crescendon control of the second radio-frequency stage, plus two stages of audio-frequency amplification. In volume, selectivity, sensitivity and tonal qualities the 5-38 really is a wonder. Stations from coast to coast are heard by owners. One of the chief features of the 5-38, which makes it far better than any other ordinary five tube tuned radio-frequency set, is the Crescendon, which provides satisfactory volume control and permits very weak signals to be built up to such an extent that they fill an entire room.

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

# CROSLLEY RADIOS

BETTER • COST LESS

### Studio Manager Combing Field For Original Talent

Many Skillful But Heretofore  
Relatively Unknown Per-  
formers Being Brought  
to Microphone.

Directors of radio broadcasting  
stations, whose programs once  
merely reflected the brilliance of  
borrowed artist, gradually are  
changing the situation in some de-  
gree by developing their own en-  
tertainers.

It is true that a great proportion  
of the radio entertainment now on  
the air is provided by vocalists and  
instrumentalists from the opera,  
the orchestra, the concert hall and  
the stage.

But the partial reversal of this  
arrangement already is becoming  
apparent. The broadcasting direc-  
tors, realizing that the predominant  
appeal of their programs still is  
the entertainment element are  
adopting the roles of impresarios.

They are combing the field of  
original talent and bringing before  
the microphone many skillful but  
hitherto relatively unknown per-  
formers. Thus broadcasting is  
creating new reputations instead  
of contenting itself with the capital-  
ization of old reputations. The  
broadcasting stations employ a  
growing number of popular enter-  
tainers whose reputations have  
been gained exclusively through ra-  
dio "appearances."

It has come to the point now  
where local radio artists have an  
enthusiastic following somewhat  
similar to the zealous following  
that the members of the local  
theatrical stock companies enjoy,  
save that the following is ten to  
fifty times larger. Many of these  
entertainers have taken fictitious  
names that fit in with their roles  
and capitalize on the "mystery" ele-  
ment by holding off for a long time  
the revelation of their real identity.  
Eventually the day may come  
when the opera, the stage and the  
concert hall will draw talent from  
the broadcasting rooms in response  
to the public's demand to see as  
well as hear its radio entertainers.

### Aerial Defense

"Aerial Defense," will be dis-  
cussed by Major Milling while fly-  
ing over McCook Field, Dayton,  
Ohio. His talk will be transmitted  
from an airplane and then picked  
up with a receiver in the Crosley  
WLW super-power broadcasting  
station near Harrison, Ohio, and  
then re-broadcast. This stunt will  
be provided for the radio audience  
on Tuesday evening, May 25th, at  
ten minutes past seven o'clock.

### TELL IT TO THE TROUBLE MAN

"Srite inna middleavva pro-  
gramma set goes compleely ded."  
"Sherray battries."  
"Nowittaint meyay battries.  
Themssall noo."  
"Hownoo?"  
"Chamean hownoo? Theywasnoo  
wenna gottem."  
"Owellats diffrint. Howabout  
yabees? Hominy jolts ya usein?"  
"Niney jolts. Igotta hole niney  
upmeyawm jussa cuplanites ago."  
"Wellatso good test. Yagotta  
seebattry?"  
"NowIyant gotta seebattry. Sainfa  
alfabit radio."  
"Wellen atsatrubbil. Sa see-  
battry."  
"Itelya Iyant gonno seebattry."  
"Sure swatt Im tellinya. Yagot  
toomuch askallation."  
"Iyant gotnothin. Rite inna  
middleavva programma setgoes  
compleely ded."  
"Tiddnt fadeout like?"  
"NowItelya. Itwent ded ded  
ded."  
"Owitwent ded threetimes onya?"  
"Thassawisecrack."  
"Dagetsawr fella Imony tryinto  
helpya. Yasure ittaint yerray  
battries?"  
"Acaws Iyam. Lissen willya.  
Rite inna middleavva programma—"  
"Themmay battries ca giveya  
alotta trubbil—"  
"Lissen willya. Rite inna  
middle—"  
"Yenh yatolme. Ireely think  
yahadawta getta seebattry."  
"Willyo lissen umlanit. Iyant  
tolya."  
"Wellawrite. Whattizzit?"  
"Rite inna middleavva program  
afool kid pushes aradio ofenna  
table."

—Copyright by "Life."

### DAILY PROGRAMS

(Continued from Page 2.)

**WLW Program**  
The Crosley Radio Corporation,  
Cincinnati, Ohio.  
422.3 Meters—710 K. C.  
**Saturday, May 29th, 1926**  
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, Riv-  
er Stages, and Official Police  
Bulletin.
- 11:55 A. M.—Weather Forecast and  
Correct Time.
- 1:30 P. M.—Business Reports and  
Stock Quotations.
- 6:50 P. M.—U. S. Market Reports,  
Weather Forecast, and Baseball  
Scores.
- 7:00 P. M.—Popular Organ concert  
by Johanna Grosse, the Crosley  
Organ Request Lady.
- 7:30 P. M.—Meeting of the Secka-  
lary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Lawson-MacClain Ha-  
walian String Quartet.
- 9:00 P. M.—Henry Thies and his or-  
chestra from Castle Farm.
- 9:30 P. M.—Lawson-MacClain Ha-  
walian String Quartet.
- 10:00 P. M.—Henry Thies Orchestra.  
(The Baldwin Piano)

A storage battery should never be  
allowed to stand idle for any length  
of time after it has been comple-  
tely discharged as sulphation is there-  
by caused and the battery may be  
ruined.

### Radio Receivers Will Not Wear Out If Used Carefully

Accessories Probably Need  
Replacing if Set Fails to  
Function as it Did  
When New.

Manufacturers often receive let-  
ters from radio set owners who be-  
lieve their sets are "worn out"  
after continuous use for several  
months because they do not bring  
in concerts as clearly as they did  
at first. Many persons believe ra-  
dio sets "wear out" in a short time,  
just as automobiles do. There is  
nothing in a radio set to wear out.  
When it ceases to bring in stations  
properly, the accessories probably  
need replacing. Dry batteries last  
but a few months. Storage bat-  
teries must be recharged frequently  
and given a "drink" of water occa-  
sionally, if they are to continue to  
deliver the required current.

Tubes become "paralyzed" after  
they have been in service for many  
months, and must be replaced.

There are very few moving parts  
in a radio set, and it is only be-  
tween moving parts that wear oc-  
curs. The bearings of the tuning  
condensers, upon which the wear  
is greatest are usually so large that  
they will last several years without  
adjustment. Other parts will last  
indefinitely. Tests are being made  
continuously in the engineering  
laboratories of The Crosley Radio  
Corporation.

Rough treatment can, of course,  
cause injury to parts inside the set.  
If the set is dropped on the floor,  
or tampered with, repairs may be  
necessary, although this would  
hardly be considered as "wearing  
out."

There is one factor which may  
cause a set to lose its efficiency  
without its being treated roughly.  
Dust in a set, especially around  
wiring and between the plates of  
condensers, sometimes is respon-  
sible for leakage of the feeble radio  
currents, and consequent loss of  
efficiency. This dust may be re-  
moved by means of a soft cloth  
and a pipe cleaner to get into the  
difficult places.

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

### HANDLING A WOMAN ELEC- TRICALLY

(From the Irish Radio Journal)  
When a woman is bored—Exciter.  
If she gets too excited—Controller.  
If she won't come when you want  
her to—Coaxer.  
If she is willing to come half-way  
—Meter.  
If she is willing to come all the  
way—Receiver.  
When she gets there—Oscillator.  
If she was too fast to stop—Dis-  
patcher.  
If she is an angel—Transformer.  
If she is a devil—Converter.  
If she tries to double-cross you—  
Detector.  
If she proves your fears are wrong  
—Compensator.  
If your fears are right—Arrester.  
If she goes to pieces—Coherer.  
If she goes up in the air—Con-  
denser.  
If she is hungry—Feeder.  
If she sings foully—Tuner.  
If she gets cold—Heater.  
If she gets too hot—Cooler.  
If she is a "nice" girl—Shocker.  
If you have one just like her—Al-  
ternator.  
If she is too fat—Reducer.  
If she fumes and sputters—Insu-  
lator.  
If she becomes upset—Reverser.  
And when you get tired of her—  
Electrocutor.

THE  
JOHNSON ELECTRIC  
SUPPLY CO.  
331 Main St. Cincinnati.  
Wholesale Distributors  
CROSLY RADIO  
Write Us for Dealer Proposition

### 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—CINCINNATI

# Crosley Sales and Service Manual

## HINTS FOR RETAIL RADIO SALESMEN

By D. H. Pollitt.

(The following is Part III of a  
manual for retail radio salesmen  
prepared by D. H. Pollitt, advertis-  
ing manager of the Canadian Cros-  
ley Corporation.)

Some salesmen find it effective to  
make a double canvass of territory  
—calling the first time simply to  
hand in literature and ask people  
to read it.

A Crosley salesman in Montreal  
always sends a personal letter first,  
in which he encloses a list of sta-  
tions heard on a certain night.

### APPROACHING PROSPECTS

Keep clearly in mind that you  
have one purpose in view—to get  
a DEMONSTRATION. You are not  
calling to get acquainted or to argue  
about radio, or to discuss whether  
the prospect can afford it, but sim-  
ply to get a Demonstration.

The first rule of salesmanship is  
—SMILE.

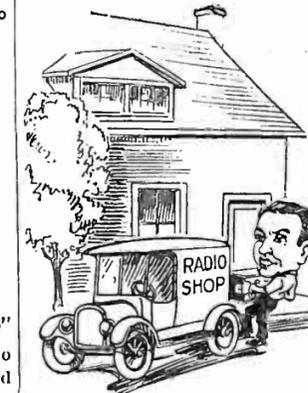
The second—take the offensive  
and keep it, trying all the time to  
get a point of contact.

morning's newspaper. It's the ra-  
dio page, and at the top here it  
announces such and such concerts  
for tomorrow night. Would you  
like to hear them.....?"

### Leave A Reminder



Whenever you call on a prospect  
and the interview is inconclusive,  
always leave with him a reminder.  
Give Crosley literature, if possible  
on exactly the radio you think he  
can afford. You may find it val-  
uable to have a number of copies  
on which you have written in ink,  
or rubber stamped, your name and  
telephone number.



### SECURING THE DEMONSTRATION

Some Objections and Answers  
The trained, successful specialty  
salesman has a quick, ready reply  
for every objection and "stall" the  
prospect offers.

"I Can Get Along Without a Ra-  
dio Set."

You can get along without a new  
suit of clothes or a less expensive  
home than you now live in, or  
cheaper food on your table. But  
you don't do so—why? Because,  
every man wants—and is entitled  
—to have the best possible stand-  
ards of living. Modern science and  
invention has brought us many new  
conveniences. It has added to our  
joy of living—and every man owes  
it to himself and his family to en-  
joy to the full all that the world  
offers him. I know you can do  
so without a Radio if you make  
up your mind to do so, but why

should you? Why should you miss  
all the happiness, the pleasure, the  
inspiration, the comfort and good  
cheer that comes to you through  
the air from the 600 or more broad-  
casting stations all over the con-  
tinent? Believe me, your home  
life would acquire new interest for  
all, if you had this marvel of mod-  
ern science. Honestly, you think  
so, don't you?"

demonstration involves no obliga-  
tion—that I simply want you both  
to hear a Crosley Radio and dis-  
cover for yourselves whether you  
would consider buying one. She  
won't even picture all the happi-  
ness it is going to bring into her  
lonely hours."

If you want a useful argument  
to twist conversation, try this:  
"Refer to any of the leading



### "No—I Can't Afford It."

Mr. Prospect, it won't cost you  
more than the price of a 'show'  
every week. Crosley has arranged  
a Time Payment Plan so that you  
can pay for your set while you are  
enjoying the entertainment it gives  
—just like paying for a theatre  
ticket. So that point shouldn't  
stand in the way of your having  
a demonstration in your own  
home."

### "I'm Too Busy To Talk To You Now"

"I can appreciate that. But ra-  
dio brings to you such wonderful  
entertainment that I feel sure a  
demonstration will be a revelation  
to you. I don't want to take your  
time now—but suppose you make  
an appointment to give me two mi-  
nutes of your time. How about to-  
morrow morning at ten o'clock?"

### When The Prospect Wants To Ask His Wife

In your first approach, you may  
find out that the prospect is partly  
interested, but will not let his in-  
terest have free rein until he first  
consults his wife. Try to arrange  
to explain the pleasure of owning  
a Crosley Radio to all interested  
parties at the same time.

Say to him, if he holds off agree-  
ing to a demonstration:—"If you  
were to go home to your wife and  
mention the matter of a radio set  
she would be pleased. But she  
does not know how perfect the  
new Crosley Radios are. She does  
not know the thrill and fascina-  
tion of getting station after sta-  
tion—miles and miles away. She  
will not realize clearly that this

daily newspapers, to national mag-  
azines, or to any standard farm  
paper, and you'll know from the  
advertising that I'm selling a set  
made by a big institution that is  
making a success with its sets  
from coast to coast. Why not make  
an appointment so that I can call  
at your home and in a few min-  
utes I'll explain the whole thing  
to you both together."

This will give you a chance to  
get into the home and feel out  
what kind of set you are most like-  
ly to sell.

### Hums Not Always Due to Loose Connections

Letters have been received by  
the engineering staff of the Cros-  
ley radio laboratory, complaining  
about humming sounds in re-  
ceivers. The first thought and sug-  
gestion is to look for loose connec-  
tions in the receiver. If all con-  
nections have been found to be  
tight, it is then time to look to  
outside interference as the offend-  
ing cause. Sometimes this hum  
can be traced to a possible de-  
fective transformer, heating pad,  
sewing-machine motor, violet ray  
machine, or x-ray apparatus, or a  
number of things foreign to radio.  
Public service corporations supply-  
ing light and power are always  
eager to assist in locating trouble  
and remedying it if possible.

A radio club, the first in Poland,  
has been organized in Poznan. The  
object of the club is to arouse in-  
terest in radio communication  
throughout the country, and to fos-  
ter the development of the radio  
industry.

# Musicones for Outdoor Radio



On the Veranda



On the Lawn



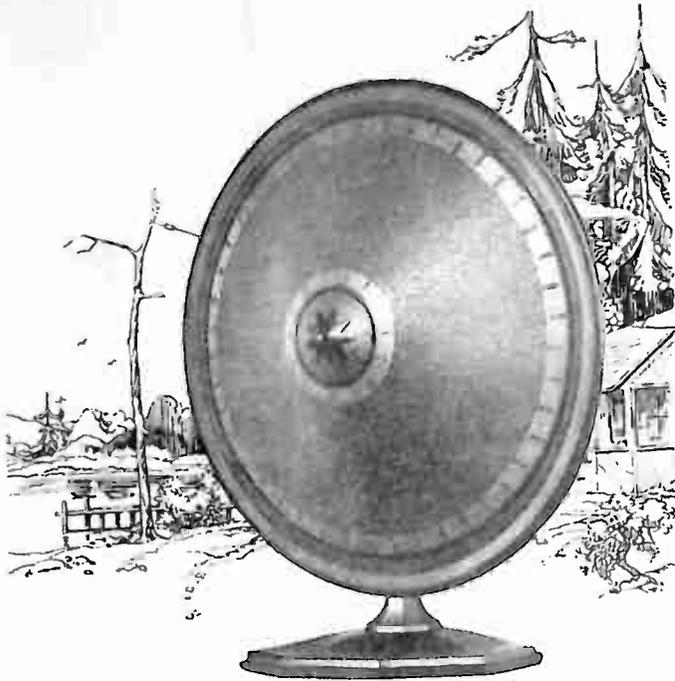
In the Boys' Camp



At Lawn Parties



At the Tourist Camp



**PRICE \$14.75**

With the coming of Summer, when everyone is planning to get away from the drudgery of every-day life and to seek recreation in the great out-of-doors, the number of Musicone "prospects" increases tremendously. On every hand one sees a place where a Musicone would be welcomed. Wherever there is radio, there must be a Musicone—and radio will be everywhere this Summer. It matters not what sort of a vacation your customers are planning, they will be glad to include a radio and Musicone in their equipment, providing you, as a dealer, tell them about the pleasures to be derived from them. On the other hand, there are the thousands of people who will remain at home and pass the hot Summer evenings on their own porches or lawns. They also need a Musicone to provide amusement and entertainment for them. Such a reproducer as the Musicone can be moved to the porch or lawn very easily by using an extension cord. It will pay you, as a Crosley dealer, to keep in close touch with your customers and to make sure that each and every one has a Crosley Musicone. If you have not a reasonable number in stock, send an order to your distributor immediately. The Musicone will be your biggest Summer seller.

**The Crosley Radio Corporation**

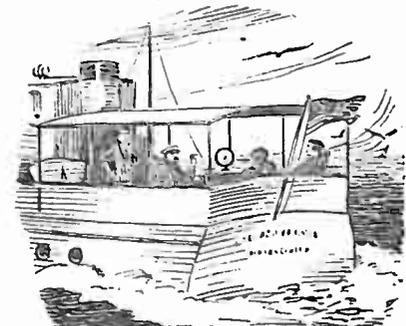
CINCINNATI



At the Summer Cottage



On the Canoe



In the Yacht



At Fishing Camps



At the Golf Club