

CROSLEY RADIO WEEKLY AND WLW PROGRAMS

CINCINNATI

VOL. V. NO. XXIV.

Published By The Crosley Radio Corporation

JUNE 14, 1926

Opportunity Offered To Radio Dealers To "Grow With Crosley"

Developments of Magnitude Planned by Manufacturers of "Better-Cost Less" Receiving Sets and Musicones.

The story of the rapid growth of The Crosley Radio Corporation is a well-known one. Within a comparatively few years it has grown from an "idea" into one of the largest radio manufacturing concerns in the world, with established merchandising policies that have been welcomed by thousands and thousands of dealers in every state in this country and in many foreign nations.

In spite of this tremendous and rapid growth, The Crosley Radio Corporation has but started to expand. The beautiful new building, illustrated and described in this issue, is merely the foundation of what is destined to become one of the world's greatest industrial plants.

Developments of magnitude are contemplated by officials of the Crosley Corporation. Constant expansion is a certainty. The future of the company is a bright one, and wise indeed are those radio dealers and distributors who have accepted an opportunity to share in this expansion. The Crosley Radio Corporation invites progressive dealers to grow with it, and offers to them every opportunity to increase their business. "Grow with Crosley" is a slogan that may well be adopted by every radio dealer. Increase in prosperity will be in direct ratio with the energy of the dealers and with the degree of cooperation offered.

Powel Crosley, Jr., president of the corporation that bears his name, is the predominating figure in the radio world. His name is mentioned during every discussion of radio. Thousands are talking about his rapid rise in the radio industry and about the merchandise he is offering. Because of its efficiency and very low price, this merchandise has become tremendously popular and is sold very easily at times when there is no market for other radio products. Demand for Crosley radios is growing daily; the business is expanding rapidly and each day offers greater opportunities for those dealers who concentrate their sales efforts on the Crosley line of "Better-Cost Less" radios.

Light Socket Antenna Plugs Are Used As Efficient Substitutes For Aerials In Demonstration Work, Dealer Says

Antenna plugs for use in light sockets serve as a convenient and efficient substitute for aerials in demonstrating sets, according to the Charleston Radio Supply Company, Crosley dealer at Charleston, West Virginia.

"For the past two years," they say in a recent letter, commenting upon the "Sales Hints" articles now appearing in the Crosley Radio Weekly, "for practically all demonstrating purposes we have used light socket antenna plugs which have been extremely satisfactory.

"We bring in the Florida and Texas stations fine on this plug, explaining of course to the prospect; that reception is naturally louder on a good outside antenna. The use of the plug does away

with messy wires strung along inside the home, or the work, time and material in erecting an outside antenna.

"Nearby stations fully demonstrate the ability, tone and general operation of a receiver, and the plug will do this nicely. We have many times logged twenty to thirty stations in one evening on the antenna plug and our nearest stations are KDKA and WLW."

Another suggestion made by this distributor is that the R. F. L-75 cabinet is large enough so that a 45 ampere hour storage battery and trickle charger may be mounted in the rear of the cabinet, with two 45 volt blocks of "B" battery in the side sockets. This makes a completely self-contained set.

Newspaper Advertisements Featuring New Musiconsole and 4-29 Portable Are Ready For Authorized Dealers

In this issue of the Radio Weekly there appear reproductions of advertisements that have been prepared for use by Crosley dealers in merchandising the new four tube 4-29 Portable receiving set and the Musiconsole. Use of these advertisements in local newspapers, circulars of various descriptions, etc., will permit the merchant to tie-up with the national advertising being carried on by The Crosley Radio Corporation and will assist materially in creating a demand for these new units.

It DOES pay to advertise radio merchandise at this time of the year, despite all that has been said to the contrary. This has been proven in many cases, the most recent of which that has been called to our attention having been that of a full-page advertisement appearing in a Texas newspaper. Crosley authorized dealers in Dallas paid for this advertisement, in which appeared a personal sales message from each and every one. The immediate increase in the demand for the products advertised

was most gratifying to the dealers, who now are firmly convinced that it pays to advertise Crosley radios at all times of the year.

The advertisements now offered to you have been limited to one column wide and nine inches deep, as we believed that was a fair amount of space for any one dealer to occupy now. They are obtainable either as "mats" or "electrotypes" and we suggest that before ordering any of them you ask a representative of the publication in which you plan to advertise which he prefers. Then order by number, the "M" on the illustrations standing for "mat" and the "E" for "electrotype."

These attractive advertisements will draw prospective customers into your stores. There will be an immediate increase in interest in radio reception. They will be valuable to you in your campaign to convince the public that this will be a real Radio Summer and we believe that the comparatively few dollars spent in having them used in the local newspapers will be well invested.

Export Difficulties Bared By Manager of Foreign Department

European Radio Manufacturers Not So "Far Behind Times" as is Believed, He Says.

European competitors of American radio manufacturers are not so far behind the times" as is generally believed, Charles J Hopkins, manager of the Foreign Department of The Crosley Radio Corporation, told members of the Cincinnati Electrical Club recently. In an address on the difficulties faced by the American radio manufacturer in the exporting of his merchandise, Mr. Hopkins said in part:

"There are a number of difficulties and obstacles to be overcome in the exporting of American-made radio products, one of the greatest of which is the question of patents and trade-marks. Almost every American manufacturer knows the trouble in obtaining foreign patents and more particularly in making them stick after being granted. This is a real difficulty, but it applies less than usual in the case of a new industry for the reason that while a new device marketed by an American company may be copied abroad, by the time the copy is well launched, the American manufacturer has progressed one step farther up the ladder and is offering an improvement that makes the copy obsolete.

"The question of trade-marks is more serious as unless means of protection are promptly taken an American manufacturer will find his trade-mark has been registered already and he must either change the name of his product, or purchase the registered trade-mark, or perhaps even find that he is subject to an embargo that will prevent his selling his goods at all.

"In the Radio Industry there is also the question of the higher wave lengths existing in Europe. All the stations in Holland are broadcasting on wave lengths from 900 to 1800 meters. The principal stations in England, France, Germany and Scandinavia also use wave lengths from 1200 to 1800. As American Radio sets are made to work universally on a wave

(Continued on Page 3)

Crosley WLW Programs Week of June 13, 1926

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, June 13th, 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 Reddick, Soloist Adolph H. Stadermann, organist Prelude—"Prelude & Fugue in D Minor"..... Bach Doxology Salutation "The Lord's Prayer" Gloria Organ Interlude Duet—"Come Unto Him"..... Faure Miss Clark & Mr. Beddoe Children's Sermon Hymn Scripture Lesson Pastoral Prayer Chimes Announcements Offertory—"Offertory in F" Solo—"Consecration"..... Lester Mr. Beddoe Prayer Hymn Sermon Hymn Benediction Gloria Postlude

3:00 P. M.—Organ Recital by Edward A. Fehring, organist of St. Mary's Church.

7:30 P. M.—Service of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.

8:30 P. M.—Radario Performance of Gilbert and Sullivan's famous operetta, "The Gondoliers," by the Hyde Park Opera Club under the direction of Mr. Edw. A. Fehring. Cast of Characters: Duke of Plaza-Toro..... Wm. Slemmon Duchess of Plaza-Toro..... Tecla Richert Don Alhambra..... John Crosby Marco Palmieri—Gondolier..... George Keller Guseppe Palmieri—Gondolier..... Frank MacNeal Antonio..... Hudson Mittenfior Luiz (Attendant to the Duke)..... Leo O'Rourke Casilda (the Duke's daughter)..... Norina M. Fehring Gianetta and Tessa (Sweethearts of the Gondoliers)..... K. Boyer and H. Nugent Fiametta, Vittoria and Julia (Peasant Girls)..... E. Brockhoff, M. Albers and A. Longland Inez (the King's Foster Mother)..... Alma Lamping Francisco..... Charles Hext Giorgio..... George Zeiger First Girl..... Ida Wendel Second Girl..... Mrs. A. Kessing (The Baldwin Piano)

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.—"The Eyes Have It," Dr. C. H. Knuffman.

7:35 P. M.—Theatrical feature. 7:40 P. M.—Continuation of Hotel Gibson Concert.

8:00 P. M.—Crosley Salon Orchestra, Soloist—Irene Rigby, soprano "Flag Day Program"

- (1) "Star Spangled Banner"..... Key
- (2) "Stars & Stripes Forever"..... Sousa
- (3) Overture: "Light Cavalry"..... Suppe
- (4) Medley of Patriotic Airs..... Hays
- (5) Patriotic Play—"Betsey Ross," presented by the Schuster-Martin Players from the Little Play House.
- (6) Selection: "The Free Lance"..... Sousa
- (7) Finale: "Follow the Flag"..... Tobani (The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, June 15th 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 Telpidid.

6:45 P. M.—Market Reports, Weather Forecast, and Baseball Scores.

7:00 P. M.—Talk on Dogs by R. L. 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.

7:30 P. M.—"Piano Memories" by Clifford Lang.

8:00 P. M.—Concert of Choral Music for the Eucharistic Congress, Chicago, under the direction of John J. Fehring.

9:00 P. M.—Concert by the Formica Insulation Co. Orchestra under the direction of Wm. C. Stoess; sponsored by the Formica Insulation Co.

"A Program of Ages" Dear Little Mother of Mine Cradle Song Babes in Toyland Scenes of Childhood At Sunday School Romance At College

Nights of Love Wedding March Silver Threads Among the Gold (The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, June 16th, 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.—Religious Services conducted by Rev. George H. Kase.

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, directed by William Duning, co-operating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.

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

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

"Oil Speculations" by Reed Winegardner, Genl. Mgr., Ohio Farm Bureau Investment Co.

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

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

The Dayton Thoroughbred Trio: Verona Ziebler, 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. V. Forsythe Bass, Royal P. Greene

11:00 P. M.—"The Pink of Programs" with the Cincinnati Post Dance Orchestra and Entertainers. (The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Thursday, June 17th, 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 Mildred Prigge, pupil of Johanna Grosse.

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. 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 Visconti.

7:30 P. M.—Educational Talk. 7:45 P. M.—Continuation of Hotel Gibson Concert.

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

10:03 P. M.—Popular Concert by the Doherty Melody Boys (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.

11:00 P. M.—Irene Downing & Tommy Reynolds. 11:30 P. M.—Dance Selection by Henry Theis' Castle Farmers.

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

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Friday, June 18th, 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.—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, June 19th, 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.—Organ concert of classics by Johanna Grosse.

7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.

8:00 P. M.—Interval of popular requests by Johanna Grosse.

8:30 P. M.—The Eagle Quartet from Anderson, Indiana. 9:00 P. M.—Henry Theis famous Castle Farmers. (The Baldwin Piano)

Hears Australian Stations

L. B. Scott, Ltd., radio importers of Australia, reported in a letter to The Crosley Radio Corporation of Cincinnati, that R. P. Tabley, of Sherbourne street, St. Albans, was successful in receiving many foreign stations with a Crosley three tube Trirdyn receiver. He heard the stations with great volume and clarity fifty feet away from the loud speaker. Some of the stations received were: 4QG, Brisbane; 2BL, Sydney; 3LO, Melbourne; 5CL, Adelaide; 1YA, Auckland; 3YA, Christchurch, and VLDN, Dunedin.

THE JOHNSON ELECTRIC SUPPLY CO.
Wholesale Distributors
CROSELY AND AMRAD RADIOS
Write Us for Dealer Proposition

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.

Now is the time for out-door radio. Purchase of portable receiving sets is being planned by thousands of persons who intend to pass their vacations at their Summer homes, camps, etc., and who realize that there is nothing comparable to good radio music when it comes to genuine entertainment during the evening hours.

These people are seeking just such sets as the Crosley 4-29 Portable, a four tube long-distance receiver, equipped with the Crescendone—that exclusive Crosley device which builds up to almost unbelievable volume the signals that are practically inaudible on other types of receivers. This set is exceptionally compact and very light, with ample room inside for all the accessories necessary, making it absolutely self-contained.

On the other hand there are the countless thousands who will remain at home, but who also want radio music to entertain them when they are sitting on their verandas and lawns during the hot evenings that are ahead of us. The Crosley portable is destined to appeal strongly to them also, because it is a set that can be carried from one place to another very easily—used for a while in the living room, then on the veranda, next on the lawn, etc.

There really is a great field for such a set as this, and dealers can well afford to exert a little energy in merchandising it. If you have not ordered a reasonable number of these new sets, do so at once so you will have them for the accommodation of your customers and for your own benefit.

THE CROSELY MUSICONE

Last Summer the Crosley Musicone was the fastest selling radio accessory on the market. It was sold in large numbers by Crosley authorized dealers while their competitors were idle. Superiority over other types of reproducers, combined with its very low price, actually compelled radio listeners

Addition To Home Of Crosley Radios—Today And Tomorrow



The picture at the left shows workmen placing the foundation of the addition being built to the main plant of The Crosley Radio Corporation. At the right is shown the building as it will appear when completed.

Building construction records are to be broken by contractors working on the six story addition to the main plant of The Crosley Radio Corporation. Despite the fact that work on the new building was not started until May 20th, it will be ready for occupancy on September 1st, immediately after which the assembling of receiving sets and Musicones will be started on a tremendous scale.

The new structure, which is in the form of an extension of the present plant, will occupy a plot of ground with a frontage of 75 feet on Arlington street, extending south 200 feet with an ell fronting on Sassafras street, adding a total of 120,000 square feet to the Crosley factory. It will be of reinforced concrete of the flat slab type, with floors of smoothly ground torpedo pebble finish integral with the slab. Ample windows on all four sides will render the use of

artificial light unnecessary at any time during the day.

Work on this addition to the main plant is the latest link in the chain of expansion of this Cincinnati organization. Five years ago, Crosley radios were made in the corner of an automobile accessory factory. Then came such tremendously increased business that it became necessary to seek larger quarters, and what was looked upon as a very large factory was purchased. This was at the corner of Colerain and Alfred streets, a building still used by the Crosley Corporation for the making of parts. Not long after moving into the Alfred street plant, it was realized that even these quarters were too small, and the large factory at Colerain and Sassafras street was purchased by Mr. Crosley. At that time it was believed there was ample room for any radio manufacturer, but once more officials of the company were mistaken and as the business grew they realized more room was required. They considered moving into other larger factories, but finally decided to build the six story addition, which they expect will provide ample space for a year or so at least.

This Summer the demand for the Musicone will be even greater than it was last year. Summer radio is certain to be far more popular. Improved receiving sets and use of higher power by the broadcasting stations make reception more enjoyable. Therefore there will be more sets in operation—and a greater demand for real loud speakers. This year we have the Musicone built in the beautiful console table, known as the Musicconsole. This is appealing to those who demand the best in radio—both in appearance and efficiency. Crosley dealers have everything to offer to the public, an absolutely complete line of the highest class of merchandise. Truly a profitable Summer is faced by those who concentrate their efforts on the Crosley line.

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Export Difficulties Bared By Manager of Foreign Department

(Continued from Page 1.) length between 200 and 600, a means must be devised to allow them to receive signals on the higher wave lengths.

"Then there is the subject of language and population. The countries of Europe are small in

there is the Alfred street building, the woodworking plant, in which cabinets are made and the printing plant, in which all Crosley literature is printed. This printing plant was located at 214 Walnut street, but with the rapidly increasing demand for sales literature, it became evident that larger quarters for this branch of the Crosley organization also were necessary. Contractors now are working on a modern printing plant on Colerain avenue, about two squares from the main factory, which will be equipped with the most modern printing machinery available.

Cincinnati has been known for some time as the Radio Center of the United States because of the activities of the Crosley organization, the present expansion of which is certain to attract considerable attention in industrial and business circles. It has been stated that the new Crosley factory will be the largest one in the world in which manufacturing is limited to radio receiving sets and accessories. More receivers are made per day in the Crosley factories than in any other, and, with the enlarged quarters it will be possible to increase tremendously the daily output.

geographical area and it can be easily understood that a program in English would have little (outside of instrumental music) that would be interesting to a German or a French audience. Fortunately, music is universal and as this is one of the greatest charms of radio, all users of sets may listen to the musical programs broadcast by all stations. As an example, our own station—WLW—is now broadcasting weekly a program in Spanish, with even announcements in that language, for the edification of our (Continued on Page 6.)

NEWSPAPER ADVERTISEMENTS FOR CROSLY DEALERS

ORDER BY NUMBER — SUPPLIED FREE IN EITHER MAT OR ELECTROTYPE FORM — ORDER BY NUMBER

Advertisements similar to those reproduced on this page are supplied to Crosley dealers free of charge, in either "mat" or "electrotype" form. We advise you to ask a representative of the publication in which you plan to advertise whether he prefers a "mat" or "electrotype" 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 CROSLY RADIO CORPORATION, CINCINNATI, OHIO

CROSLY'S
Better-Cost Less
MUSICONE
The Sensation of
an Industry
In a Beautiful
Console Cabinet



The **MUSICONSOLE**
\$30.00

The Crosley Musicone in the most beautiful loud speaker cabinet ever offered. Mahogany finished, in two tones. Ample room inside for storage and dry cell batteries. The new

Musiconsole prevents unsightly wires, batteries, etc., giving offense to the charm and beauty of a well-furnished room. See it on display NOW in our store.

For Sale By

E-660

M-660

E-661

De LUXE
Reception
with a
CROSLY
Better-Cost Less
MUSICONSOLE



\$30.00

Beautiful Console Table
With Built-in Musicone
and Compartment
for Batteries

This beautiful console table, with built-in Musicone, will absorb unsightly radio equipment, provide the finest loud speaker radio has ever known and become a decorative motif in the furnishing of the home. This attractive Musicone is being welcomed everywhere because of the manner in which it improves the appearance of the radio and the excellent quality of reproduction. See it on display at our store.

For Sale By

M-661

E-662

CHARM
and
BEAUTY
for
Particular
Radio Listeners
The
CROSLY
Better-Cost Less
MUSICONSOLE



Beautiful Console Table
With Built-in Musicone
and Compartment
for Batteries

Every radio listener needs a Musicone. It is the most beautiful built-in loud speaker ever made. Two-tone mahogany finish. See it on display in our store.

\$30.00

For Sale By

M-662

E-663

The **NEW**
CROSLY
Better-Cost Less
MUSICONSOLE



\$30.00

Beautiful Console
Table with Built-in
Musicone and
Compartment for
Batteries

Thousands have proclaimed the Crosley Musicone to be the finest radio reproducer on the market. Now we are offering it in a beautiful console cabinet. An attractive piece of workmanship in two-tone mahogany finish. Add beauty and charm to your radio by placing your receiver on this cabinet.

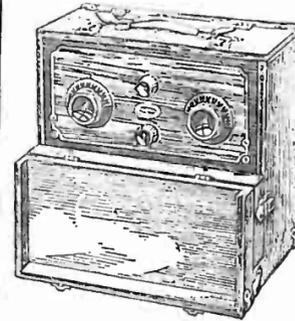
For Sale By

M-663

E-664

\$33.00
The
CROSLY
Better-Cost Less

4TUBE
PORTABLE
RADIO



Take Your
Entertainment
With You

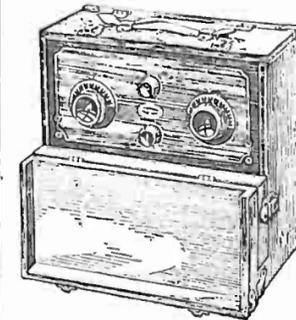
This is the new Crosley four-tube 4-29 Portable. An ideal radio for you to take with you on your vacation trip. Absolutely self-contained. We will install the batteries, tubes, etc., so you can carry your radio home ready to attach the aerial and ground and tune in. See the 4-29 Portable at our store. Or phone us and we will demonstrate it in your home.

For Sale By

M-664

E-665

4TUBE
CROSLY
Better-Cost Less
Absolutely
Self-Contained
PORTABLE
RADIO



The New
4-29 Portable

"Take your entertainment with you" by carrying a Crosley four-tube 4-29 Portable radio. A real, long distance receiver, ideal for the home or when traveling. Neat leatherette covered cabinet, in which there is room for batteries. We will install these batteries, tubes, etc., so you can carry the set home ready to tune in.

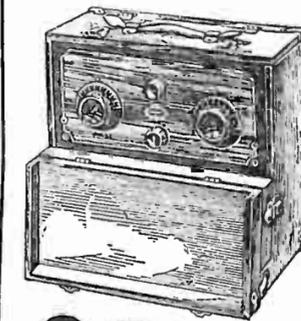
\$33.00

For Sale By

M-665

E-666

Take your
Entertainment
with you
4TUBE
CROSLY
Better-Cost Less
PORTABLE
RADIO



\$33.00

The New 4-29P

A new four-tube long distance radio receiver at a remarkably low price. Neat, leatherette covered cabinet. Ample room for stall your tubes, batteries, all batteries. Let us in-etc., so you can carry your radio wherever you may be going. See this new portable radio on display in our store.

For Sale By

M-666

E-667

SUMMER
RADIO
Everywhere
with a
CROSLY
Better-Cost Less



"Take your entertainment with you" by means of a Crosley four-tube 4-29 Portable radio set. A real, long distance receiver in a leatherette covered carrying case. Ample room for batteries and other accessories inside cabinet. An idea radio to take with you on your vacation. A genuine Crosley four-tube portable radio at a ridiculously low price.

\$33.00

For Sale By

M-667

Attention Of Public Is Centered On Portable Radio Sets As Thousands Prepare For Their Summer Vacation Trips; Suggestions Offered To Aid Dealers In Selling New 4-29P

Portable radio receiving sets, such as the Crosley four tube 4-29 P, are bound to be more popular than ever this summer and the dealer must get right after that business now. Reasons to warrant expectation of a much greater trade in portables include:

First—This will be a bigger year for automobile touring than ever before and a goodly percentage of the tourists will want to take radio sets with them for entertainment en route.

Second—There will be more vacationists at camps and summer resorts this summer than ever before, because the prosperity of the nation provides the general public with plenty of money for vacations. Many of these people will want radio with them for enjoyment.

These factors, along with others, will combine to focus the attention of the public on the portable set, with the result that business in this line will be mighty good for such dealers as go after it hard.

One extremely effective method of promoting sales of portable sets will be by staging a portable show in the dealer's salesroom. In this show the dealer could do these things:

Have portable sets on exhibition with complete prices plainly noted on tags attached to the sets.

Have a demonstration showing how easily portable sets can be carried in automobiles. Show the best place for carrying the set, and how it can be securely fastened.

Have maps on the walls of the salesroom showing the locations of nearby camps and summer resorts and showing the best roads for reaching these resorts.

With these maps there should be copy emphasizing the fact that the amusement facilities at many summer resorts and camps are rather inadequate and that the vacationists who are able to provide music through the use of portable radio sets will not only help their own enjoyment but will be the most popular people at the resort.

Use maps, too, to show the location of auto camps on the main auto routes within reasonable distances of the city and give some information about the facilities the camps provide. With this sort of thing there should be copy, too, emphasizing the fact that a portable radio set at an auto camp will turn even the poorest camp into a mighty enjoyable place.

If the dealer has sold a considerable number of portable sets, he should have a list of these people prominently displayed on the walls of his salesroom and opposite each name there should be a short in-

terview with the individual telling about how much he enjoys his portable and what it means to him. Use a list of the stations heard by owners of portable sets purchased from the dealer. Tell the locations where the sets were used and give the conditions under which they were used.

Offer prizes for the best letters submitted during the course of the show on the topic of "What a Portable Set Would Mean to Me." Then solicit the writers of the letters to purchase portable sets.

During the time of the show offer a regular set and a portable set for a combination price that would be less than the cost of the sets when purchased separately. Emphasize the big price saving made by purchasing the two sets in combination instead separately and urge people who are thinking of replacing their old sets with new ones, to buy the combinations and thus get everything they need in radio at once.

Feature a window display showing the luggage that a traveler on a train should carry with him during this summer and as a principal part of the luggage show a portable set.

Advertise the show rather extensively by means of newspaper advertising, cards in the show windows and in the store, and by means of phone calls to people who are sure to attend.

Then, in addition to putting on a portable radio show in this way, it would be a splendid proposition for the dealer to play up the names of portable purchasers in his regular newspaper advertising and on placards placed in his show windows. Personalized local advertising of this sort generally attracts considerable attention and should prove itself an extremely valuable aid in increasing the dealer's business.

In the smaller places the radio dealer will find that playing up the portable properly will attract sales to transients.

There is a big market for port-

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 667
326 Walnut Street

able radio sets, if it is sought in an aggressive manner.

Export Difficulties Bared By Manager of Foreign Department

(Continued from Page 3.)

Spanish friends in countries contiguous to the United States.

"The subject of credits is one that is too complicated to more than touch upon in this talk, but it is a serious difficulty and the only thing I can say on this subject is that a well organized export department must have a credit department as well able to look after its foreign credits as the company has to attend to its domestic customers.

"The radio business is fortunate in that there is no 'season' in the foreign trade because when it is Summer in the northern hemisphere it is Winter in the southern. It has been generally accepted in our industry that it is a winter business. Therefore in our Summer we are preparing for the Winter business in the United States, Canada and Europe, while in our Winter, we are laying our plans for business to come in our dull season, from Australia, South Africa and South America."

A "short" in a condenser can be detected by placing a piece of white paper under the condenser with a strong light on the surface.

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.

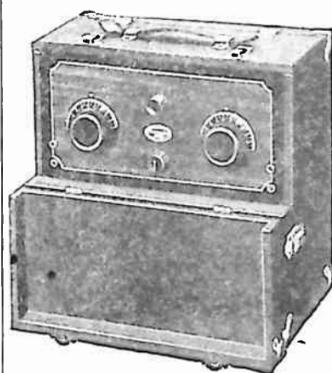
THE FIFTH THIRD
NATIONAL BANK-CINCINNATI

4 Tube Portable

Radio

FOR

\$33.00



The Crosley four-tube 4-29 Portable is an absolutely self-contained receiving set with which its owner can "take his entertainment with him" wherever he goes. It is an ideal set to feature at this time of the year, when listeners are looking for radios that can be taken to camps, etc. The set itself is the same as the Crosley 4-29, which has become so tremendously popular since it was announced at Christmas time. It now is offered in a neatly designed portable cabinet in which there is ample room for the necessary batteries, head phones, etc. Dealers can install the batteries and tubes, so the purchaser can carry his set home, ready to attach the aerial and ground wires and tune in. Radio listeners will recognize remarkable value in the 4-29 Portable—a four tube, absolutely self-contained radio for the very low price of \$33.00.

CROSLY RADIOS

Crosley Sales and Service Manual

HINTS FOR RETAIL RADIO SALESMEN

(Continued from Last Week)
Be master of your subject and talk convincingly. Don't let this issue drag out. Remember that in the last analysis you are selling the joys and benefits of radio ownership, not circuits, etc.

Future Development

Prospect: "What you say and what you've shown me sounds pretty good, but I'm satisfied that next year's sets will show a marked improvement, and anyhow radio is still only in its infancy."



Salesman: "Mr. Prospect, let's analyze that thought a little more closely. In the first place do you realize that the people on the North American continent last year spent some \$450,000,000 purchasing radio equipment and competent financial authorities estimate that this year's turnover will be somewhere between \$700,000,000 and \$1,000,000,000. These figures in themselves indicate public confidence, don't they? I would also like you to realize that comparatively as much progress in sales has been made in the three short years radio has been on the market as did the automobile industry in the first twelve years of its existence. I am absolutely satisfied that radio has now reached rock-bottom and represents a sound investment. Future improvements there will be undoubtedly, but you can assure yourself that they will be of a minor nature only—at any rate as far as sets are concerned. Mr. Smith, the big improvements that are going to take place lie at the broadcasting end and not at the receiving end. Do you realize that in Europe they are already using stations having fifty times the power of any station on this continent? This state of affairs will undoubtedly come about here very quickly, and when that day arrives you'll be able to get better reception by day on this very set than I am able to show you now, even under ideal conditions. And when that time comes all our static trouble will disappear. Signals will be so strong that you'll have to 'tune down' instead of 'tune up.' As a matter of fact, Mr. Prospect, radio receivers are by no means so recent a development

as some of us are apt to think. Remember, some of our foremost engineers have been working on wireless or radio communication for the past 26 years. No, Mr. Prospect, you can satisfy yourself that radio today represents a sound, sane investment."

Note:—Again, don't let this phase of discussion drag out too far. Remember pure argument never yet won a sale. If you talk authoritatively your word will be accepted and your point gained. If the prospect seems inclined to be argumentative, side-step the point as soon as possible and carry the conversation into, say some unusually interesting programme recently shot.

"I Cannot Afford A Radio Set."

"There's a Crosley Radio to suit any purse. Merely because it represents an investment of a certain sum, and you may not have that amount in cash, is not a reason for thinking you cannot afford one.

"You are responsible—and it is not necessary for you to pay the entire amount in cash. Many of our customers, in fact, buy on time. You simply pay for it out of your income—the little things that you do without, while paying for it, have no permanent value anyway. Every payment on your Radio is a saving—because you are buying something that is a real investment.

"Think, for example, how much money you now spend in 'shows' and 'movies'—you are really paying for a Radio, aren't you?"

MEMORIZE THESE "ANSWERS"

The most successful salesmen are never "stuck for a reply" because they have studied every question and have at the tip of the tongue a perfectly phrased and carefully judged reply. Read and reread these pages. And don't be satisfied with a mere reading. Memorize them—not so that you recite them like a parrot—but so that every word is part of yourself, uttered with force, sincerity and conviction. **IT WILL PAY YOU IN DOLLARS AND CENTS—ON EVERY CANVASS YOU MAKE.**

"I Don't Want To Buy On Time. Will Wait Until I Can Pay Cash"

"Your reputation is such that you can use your credit now. It's a good business principle to pay cash, of course, but every business-minded person today uses the Time-Payment Plan for major purchases. A business office buys its typewriters and adding machines on time payments. A factory buys its equipment on installments. A mer-



chant buys his cash register and automatic scales on time payment. Ninety per cent of all people buy their automobiles on time payments. Even Governments do their financing on the time-payment idea. It's not a matter of pride but sound common sense to buy out of present income instead of out of past savings. And why deny yourself the pleasure and entertainment this Radio will bring you in the meantime. While you are saving up the money to buy it you might as well have the enjoyment of it. You agree with me, don't you?"

When The Prospect Wants To "Put It Off"

It is well to remember that the greatest weakness of human nature is hesitating to make decisions. Never ask for an order—assist the prospect to reach a decision today. When the prospect says, "I will think it over," say to him:—

"That's a very good idea, Mr. _____, but may I ask you what do you want to think about? Am I at fault in having overlooked something which you have in mind?"

Or this:—
"Why miss all the good concerts that are being broadcast now? Tomorrow night there's a first-class entertainment at XYZ. My experience has been that everyone who has bought a Crosley set has only one regret—that he did not have this means of entertainment and pleasure to brighten dull evenings at home long ago.

Find out the real reason, and you can, in many cases, overcome the objection and close the sale.

Concealed Objections

After you have overcome all the objections which a prospect will make openly, he may hide his real objection because he feels a little ashamed of it. When you have reason to suspect this, say to him:—

"Mr. Prospect, I have shown you what this Crosley set will do. Every question you have brought up I have answered. I believe you

would like to have this set permanently in your home. However, there seems to be something in your mind which is holding you back. Tell me honestly what your real reason is. I believe I am at fault



for having overlooked something you have in mind. You have told me you understand the set; you like the way it performs—then certainly it cannot be the set—it must be me."

Sometimes the true reason is that he has to consult his wife—or he may be excusing himself for wanting to pay in installments. Find out the reason and you can in most cases overcome the objection and close the sale.

GETTING THE ORDER SIGNED

Good judgment and tact on your part are always necessary in presenting an order for signature. If the right moment is chosen, when the prospect is in proper mood, he does not hesitate to sign it. A salesman should study when the eyes, looks and words of the prospect indicate the proper time has come to present the order for signature.

Experience will teach you when to close. Each sale will give you added confidence. It is not always necessary to give a complete explanation, a full sales story, or a lengthy demonstration. You cannot close too quickly—When you see that a prospect is sold, stop right there and close with him.

(To Be Continued)

SUMMER SALES BUILDERS FOR CROSLEY DEALERS

THE MUSICONSOLE

A Beautiful Cabinet With Built-In Musicone

This artistically designed two-toned mahogany finished console cabinet holds all batteries—wet and dry. The Crosley Musicone, suspended inside, behind the silken screen, is securely hidden and still produces the golden tones that have made it so famous. The Musiconsole absorbs unsightly radio equipment, provides the finest loud speaker radio has ever produced and becomes a decorative motif in the furnishing of a home.

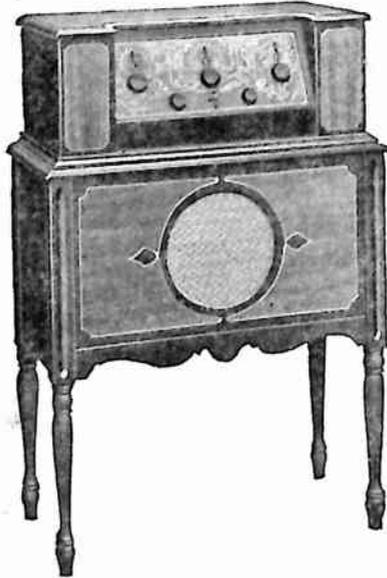
\$30.00



THE 5 TUBE R. F. L.-60

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

\$60.00



THE R. F. L.-75

A 5-Tube Radio With Many Exclusive Features

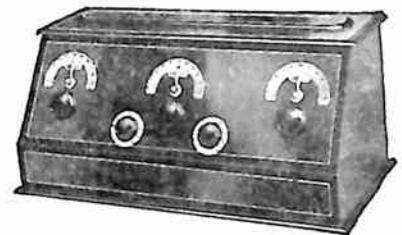
This, the most luxurious Crosley Radio ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Station can be accurately logged. For accuracy, simplicity, and speed in tuning the Crosley R. F. L.-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries. The R. F. L.-75 is shown at the left on the Musiconsole.

\$75.00

THE 4 TUBE 4-29

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

\$29.00



THE 5 TUBE 5-38

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

\$38.00

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.

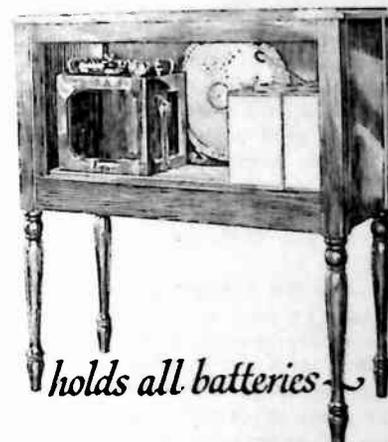
CROSLEY RADIOS

BETTER · COST LESS

The CROSLY MUSICONSOLE



The Nationally Popular Musicone
in a Two Tone Mahogany Finish
Console Cabinet



holds all batteries

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.

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—in two tones.

ANNOUNCEMENT of the Musiconsole has been followed by an avalanche of congratulatory telegrams and letters from jobbers and dealers. "You certainly hit the bull's eye again," wires one distributor. "The Musiconsole is great. It will be sold in large numbers all Summer," writes another. "It's just what the radio market needed," writes a western dealer.

This beautiful console cabinet, with its built-in Musicone, and with its compartment for batteries, is certain to increase Summer sales. It will be purchased by every radio listener who is particular about the appearance of his receiver and about the efficiency of his loud speaker. There is a large and immediate market for the Musiconsole. Dealers who concentrate their sales efforts on it will prosper all Summer.

Wire or write at once to your distributor, ordering a reasonable number of Musiconsoles. Let your customers know about them, through the use of newspaper advertisements or circulars. Electrotypes of newspaper advertisements will be ready within a few days. Circulars also soon will be ready for distribution.

Place the Musiconsole in a prominent position in your store. You will be surprised at the number you can sell.

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.

Two Toned
Mahogany
Finish

\$30

CROSLY RADIOS

BETTER • COST LESS

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXIII.

Published By The Crosley Radio Corporation

JUNE 7, 1926

Crosley Radios Are Being Sold In Many Offices In Dallas

Texas Dealer Increases Business by Installing Sets for Men Who Listen to Baseball Returns.

By exerting "just a little more energy and concentrating his efforts on the Crosley line," to use his own words, H. D. Johnson, of Dallas, Texas, actually is increasing his radio business while his competitors are sitting back and complaining about the "off season," the "Summer slump," etc. Mr. Johnson, proprietor of the Radio Shop, on West Main Street, Dallas, has sold forty-five of the new four and five tube Crosley radios since he became an authorized Crosley dealer on March 6th. In addition to this, he has sold approximately 50 Musicones and a large number of "Pup" sets, which he merchandises in a manner that should attract the attention of every Crosley dealer.

This Dallas dealer accepted a suggestion made some time ago in the Crosley Radio Weekly in regard to the employment of salesmen on a commission basis, and sent forth a crew of young men with instructions to canvass every office building in Dallas. These men carried Crosley "PUPS" with them and were welcomed by both men and women who were glad to let them demonstrate the manner in which these little sets would permit them to "listen in" on baseball returns.

Dallas is not the least bit different from other cities. In other words business men everywhere will grasp the opportunity of sitting in their offices during Summer afternoons and listening to the baseball returns and other news reports. Dealers in practically every city can dispose of a large number of Crosley radios by adopting the methods used by this Dallas merchant, providing they "step on the gas" and let the thousands of prospective radio buyers know they have something to sell.

Clyde Wallis, of the Dallas Chamber of Commerce, is one of the many who have purchased "PUP" sets from Mr. Johnson. He is very enthusiastic about his radio and enjoys being able to sit at his desk and listen to the baseball returns

(Continued on Page 4)

Greater Response To Desirable Signals And Less To Undesirable Ones Obtained By Use Of Crescendon In Crosley Radios

Crescendon control of volume on incoming signals of distant broadcasting station, with a building up of the weaker signals to a point where they may be clearly heard, is one of the features of the new four tube portable radio sets made by The Crosley Radio Corporation.

Through the use of this little device, the static signal ratio is cut down and daylight reception in Summer greatly improved, especially with distant broadcasting stations, because the weaker signals are built up more than the stronger ones.

More response to the wanted signals and less to the unwanted ones may be had through the use of the Crescendon. This little device also makes the set tune sharper, a fea-

ture to be desired while so many broadcasting stations are crowded into the narrow band of wavelengths.

Weak signals need a lot of amplification to be heard and the engineers who developed this device claim it acts like the addition of one or more additional tubes of radio-frequency amplification.

The Crescendon acts entirely different, in comparison, from an auto, for when real power is needed when climbing a hill and the motor is struggling to reach the maximum of efficiency, it can give but 70% service, while the little radio device performs best when the signals are the weakest and gives nearly 100% efficiency when needed. It is like a sort of super-charger to a motor.

Excellent Programs Are Being Prepared For Summer Entertainment Of Listeners; Great Benefits Seen In Use Of High Power

Instead of merely "carrying on" in the usual fashion during the Summer months, the broadcasting stations throughout the United States are completing plans for programs that will excel in quality any ever heard by radio listeners. Entertainments of various nature are being prepared for the enjoyment of all classes of people and it is certain that listeners will be able to tune in any type of program they desire on any evening during the warm nights that are ahead of us.

The quality of radio programs is being improved daily, the various studio directors striving continually to broadcast better programs than those coming from the other stations. This competition among those who prepare the entertainments is resulting in the broadcasting of exceptionally high class programs.

Use of higher power by owners of broadcasting stations is resulting in the radio waves crashing through various types of interferences, making reception many times more pleasant than it was in former years. In addition, the waves are covering a vastly wider range, thereby permitting persons

in remote sections to enjoy the programs.

Then, too, there are the refinements that have been made in receiving sets and loud speakers since last Summer. Improvements made here and there have brought about changes beneficial to the listener and have made it possible to obtain almost perfect reception even when atmospheric conditions are most troublesome.

Indications are that this will be a great radio Summer. Listeners are realizing the importance of the gains made by manufacturers in combatting interferences and are recognizing the importance of keeping their receiving set in operation twelve months in the year. It is true that people spend more time out of doors during the summer than in the winter but there are plenty of receiving sets which can be taken wherever the person operating them chooses to go and many simple attachments which enable those who do not care to move their sets out of their homes to take their loud speakers, connected with their receivers, to virtually any place on their piazzas, lawns or gardens.

Crosley Again Hits Bull's Eye With New Units, Jobber Says

Musicconsole and 4-29 Portable Excellent Summer Sellers—Should Occupy Prominent Places in the Stores.

In the new Crosley Musicconsole and four tube 4-29 Portable, Crosley dealers have very excellent Summer sellers for which there is certain to be a tremendous demand. They "hit the bull's eye," as one distributor said in telegraphing his order for the new merchandise, and give to the dealers something new to talk about; something new to sell.

The Musicconsole will be welcomed by every radio owner. It is so attractive to the eye and the Crosley Musicone, which is built in the cabinet, is so pleasing to the ear that listeners are bound to recognize in it something better than has ever been offered to them. There is a touch of refinement that is found in very few radio loud speaker cabinets—something that appeals immediately to the radio listener who is particular about the appearance of his set. The housewife is certain to admire the Musicconsole and to purchase it in order to improve the looks of what she now regards as a conglomeration of batteries and wires. The most fastidious listener will buy it because of the remarkable qualities of the well-known Musicone as well as the beauty and charm that the cabinet adds to the room.

These very attractive Musicconsoles should occupy a prominent position in the store of every Crosley dealer. Advertising literature in which they are featured should be mailed to every person whose name the dealer can obtain. These circulars are being printed now and will be ready for distribution within a few days. We suggest that you write immediately for all you can use in circularizing lists you can obtain from telephone books, directories, etc. If this does not bring the customers into your stores, it is up to you to go and get them. Selling the Musicconsoles will be a very easy task, providing your customers know you are offering such an attractive unit.

In addition to the Musicconsole, (Continued on Page 4)

Crosley WLW Programs Week of June 6, 1926

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Sunday, June 6th, 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 Clewview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, organist Prelude—"Pilgrim's Chorus" Doxology Salutation The Lord's Prayer Gloria Organ Interlude Duet—"My Song Shall Be Always Thy Mercy" Mendelssohn Miss Clark, Mr. Beddoe Scripture Lesson Hymn Pastoral Prayer Chimes Announcements Offertory—"Cantabile" Field Solo—"How Long Wilt Thou Forget Me?" Pfueger Mr. Beddoe Prayer Sermon Hymn Communion Service Benediction Gloria Postlude
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillan, Minister.
- 8:30 P. M.—Concert by the Crosley Evening Orchestra, directed by William J. Kopp. 1. Overture "Orange Blossoms" Herbert 2. Waltz Motifs from "The Miracle" Humperdink 3. Selection—"Il Trovatore" Verdi 4. "Woodland Whispers" (Characteristic) Von Blon 5. Airs from "Mlle. Modiste" Herbert 6. Overture—"The Call of Bagdad" Boieldieu 7. Serenade—"Espagnole" Albeniz 8. Finale—"Floradora" Stuart Soloist: Christine Colley, violinist. (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Monday, June 7th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of 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.—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: Margaret Onim, pianist Carol Singers

- "What Listeners Want Program"
- 1. Overture: "The Call of Bagdad" Boieldieu
- 2. Group: (a) An Album Leaf Wagner (b) Egyptian Ballet (second movement) Luigini (c) Dance of the Hours (La Gioconda) Ponchelli
- 3. Selection "Italian Panorama" arr. by Langey
- 4. Group: (a) Love's Greeting (Salut D'amour) Elgar (b) Chacone Durand (c) O Sole Mio De Capua (d) Humoresque Dvorak (e) Song of the Volga Boatman (Russian Melody)
- 5. Finale: Excerpts from "The Dream Girl" V. Herbert (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Tuesday, June 8th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of 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 Telmids.
- 6:30 P. M.—"Piano Memories", by Mary Louise Woseczek, Crosley Piano Request Lady. Dvorak Beim Kraenzwinden Selis Norwegian Dance Grieg Valse Lente Schuetz Pas Des Amphores (Air de Ballet) Chamlnade Chant Sans Paroles Tschalkowsky Mazurka Meyer-Helmund
- 6:50 P. M.—Weather Forecast, Market Reports.
- Special Program from the Hotel Gibson Roof Garden in Honor of the Fourth Annual Convention and Banquet of Distributors of Crosley Radios and Musicians.
- 7:00 P. M.—Dinner Program by Robert Visconti's Hotel Gibson Orchestra.
- 7:30 P. M.—Baseball Scores.
- 8:00 P. M.—Vaudeville hour, featuring the following artists: Norrine Gibbons Priscilla Holbrook Larry Grueter, piano accordion The Latonia Melody Boys, Carol Burdicks and Elmer Brennan Clifford Lang, pianist
- 8:50 P. M.—Talk by Mr. Powell Crosley, Jr., President of the Crosley Radio Corporation.
- 9:00 P. M.—Concert Program sponsored by the Formica Insulation Company. The Formica Symphony Orchestra—William C. Stuess, Director. 1. March: "The Stars and Stripes Forever" Sousa 2. Overture: "William Tell" Rossini 3. Selections from "Blossom Time" Schubert-Kornberg 4. Descriptive: "Fustines on the Levee" (The Darkies Jubilee) Turner 5. Popular musical comedy hits: a. "Who" (Sunny) Kern b. "It Must Be Love" (Merry, Merry) Archer c. "Lantern of Love" Castles in the Air Wenrich

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

- 8:30 A. M.—"Top of 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, 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.
- 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.—Talk, "Organization of Rural Fire Departments," by H. H. Chittenden, of the Ohio State Farm Fire Prevention Ass'n., also baseball scores.
- 10:00 P. M.—Thorough Entertainment sponsored by the Dayton Rubber Manufacturing Company. The Dayton Thorough Trio: Verona Ziebler, 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
- 11:00 P. M.—"The Pink of Programs" with the Cincinnati Post Dance Orchestra and Entertainers. (The Baldwin Piano)

- 6. Finale: "Good Night Waltzes" Selected
- Extra-old time revue of the Crosley Burnt Corkers, comedians in a potpourri of wit and melodies of other days, featuring: The Crosley Musicome Male Quartet, assisted by Gaylord Anderson and Clarence Miller. Louis John Johnen, Interlocutor. (The Baldwin Piano)

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

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- 4:30 P. M.—Official Police Bulletin.
- 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.—Talk, "Organization of Rural Fire Departments," by H. H. Chittenden, of the Ohio State Farm Fire Prevention Ass'n., also baseball scores.
- 10:00 P. M.—Thorough Entertainment sponsored by the Dayton Rubber Manufacturing Company. The Dayton Thorough Trio: Verona Ziebler, 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
- 11:00 P. M.—"The Pink of Programs" with the Cincinnati Post Dance Orchestra and Entertainers. (The Baldwin Piano)

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

- 8:30 A. M.—"Top of 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 Mildred Prigge, pupil of Johanna Grosse.
- 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 Bynadwell Evening School.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.

- 6:15 P. M.—Norrie 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 Visconti.
- 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 Johnny 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.—Katz's Orchestra from the Calico Cat.
- 11:30 P. M.—Henry Theis 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 Wyoming. (The Crosley Pups in Midnight Frolics with Kay Syne, Ruth Tin Kan and Chief Barker, with intervals of dance music from Castle Farm and the "Calico Cat"). (The Baldwin Piano)

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

- 8:30 A. M.—"Top of 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 the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—Market Reports.
- 6:50 P. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—Talk, "Organization of Rural Fire Departments," by H. H. Chittenden, of the Ohio State Farm Fire Prevention Ass'n., also baseball scores.
- 10:00 P. M.—Thorough Entertainment sponsored by the Dayton Rubber Manufacturing Company. The Dayton Thorough Trio: Verona Ziebler, 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
- 11:00 P. M.—"The Pink of Programs" with the Cincinnati Post Dance Orchestra and Entertainers. (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Saturday, June 12th, 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.—Program of Polyphonic Music by Mt. St. Mary's Seminary Choir under the direction of John J. Fehring.
- 8:45 P. M.—Katz and his Kittens at the Calico Cat.
- 9:30 P. M.—Henry Theis and his orchestra from Castle Farm. (The Baldwin Piano)

An ordinary lead pencil with an eraser at one end makes an excellent vernier. By placing the end of the rubber to the panel so that its edge just touches the dial, and turning the pencil, you will slowly turn the dial.

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

"Summer is either an alibi or a pleasant climate in which to work." This slogan is featured in a broadside mailed recently to Crosley dealers—a broadside in which announcement was made of the new Musiconsole and the four tube 4-29 Portable receiver.

Every Crosley dealer can well afford to pause a moment and consider the meaning of this slogan. "Summer is either an alibi or a pleasant climate in which to work." To certain merchants—and we are glad that there are comparatively few in this class—Summer is an alibi. So much nonsense has been heard about the "off season," the "Summer slump," etc., that some dealers have taken it for granted that they cannot sell radios and regard Summer merely as an alibi for their failure to sell receiving sets.

This so-called "Summer slump" is either imaginary or due to the lack of initiative on the part of the dealers. There need be no "off season" in the radio business. Radios can be sold every day in the year. This is not the assertion of one sitting in the office of a manufacturer, but is a statement based upon the actual accomplishments of those dealers who, we will admit, "step on the gas" just a little harder during the warm weather.

At this time of the year everyone is inclined to become "just a little lazy." We look out of the window and dream. When a customer comes in we wait on him and then return to our dreams, refusing to be disturbed by those who suggest that we get out and hustle. That is human nature. It is to be expected. But there is a cure for it. Take a day off—or perhaps a week. During that time do nothing but play. We all must play, even radio dealers. And when we have had all the playing we want, we return to the store, or office, and our desire to "dream" has vanished. We realize that comparatively few customers are coming into the store, and, feeling like the Yanks did in France, we decide to go out and fight. And when we start fighting,

A Fan's Letter and An Answer to One

To WLW:

Tonight I rode with jolly load,
In your good old ship of "Mirth";
In humorous run-down streams of fun,
Where laughter has new birth.

It blew its horn as if to warn
The passenger who rides,
That jokes ahead may shock him dead
Unless he holds his sides.

The male quartette I'll not forget,
Although they were unseen;
Their voices ring as yet they sing
On memory's living screen.

Long may your boat o'er ripples float,
To scatter songs and mirth;
A little joke oft lifts the yoke
That holds our necks to earth.

William Henry Carrier,
108 Romine St.,
Urbana, Ill.

The Editor questioned the originality of the poem and received the following reply:

To The Crosley Radio Corporation:

Your letter, Mr. Crosley,
Is just received by me,
In which you raise a question
Of "originality."

I'm not the sort of poet,
To use another's mind;
I'm rather old and handsome,
Besides, entirely blind.

I am writing little poems,
For my notebook every day;
And now and then to please a friend
I send a card away.

If you can find another chap
Who writes the same as I,
You'll find his name and mine the same,
Or else he told a lie.

William Henry Carrier.

the money starts coming in. Our fight is against laziness. When we are victorious, we become prosperous.

Before long, we are realizing that after all Summer is a mighty pleasant climate in which to work. We enjoy calling upon the customers who formerly came to see us. And in doing this we learn that these customers are in need of new accessories or are planning to purchase a new style radio. We get out in the air; we meet people; we actually enjoy living—and at the same time we send our sales curve sky-high.

Truly, "Summer is either an alibi or a pleasant climate in which to work."

Popular Entertainers

The Thorough Instrumental Trio and Thorough Male Quartet oft-times combine in songs and music heard through the Crosley WLW station in Cincinnati when the Dayton Rubber Manufacturing Company broadcasts its weekly programs on Wednesday evenings from ten until eleven o'clock.

NEW HOME FOR BROOKLYN JOBBERS OF CROSLY RADIOS

The Specialty Service Company, of 9 Hanson Place, Brooklyn, N. Y., has moved to 5775 Atlantic Ave. Mr. Loeb has had such a big demand for the new Crosley models that he was forced to move to larger quarters. Mr. Loeb's display room shows the Crosley line of receivers, and is a fine place for dealers to meet, and look over the popular Better Cost Less Line.

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

4 Tube Portable Radio

FOR

\$33.00



The Crosley four-tube 4-29 Portable is an absolutely self-contained receiving set with which its owner can "take his entertainment with him" wherever he goes. It is an ideal set to feature at this time of the year, when listeners are looking for radios that can be taken to camps, etc. The set itself is the same as the Crosley 4-29, which has become so tremendously popular since it was announced at Christmas time. It now is offered in a neatly designed portable cabinet in which there is ample room for the necessary batteries, head phones, etc. Dealers can install the batteries and tubes, so the purchaser can carry his set home, ready to attach the aerial and ground wires and tune in. Radio listeners will recognize remarkable value in the 4-29 Portable—a four tube, absolutely self-contained radio for the very low price of \$33.00.

CROSLY RADIOS

Crosley Again Hits Bull's Eye With New Units, Jobber Says

(Continued from Page 1.)

there is the new four tube 4-29 Portable, a radio with which the listener can "take his entertainment with him wherever he goes." With the advent of Summer there always is talk about portable radio sets, which are so valuable to the camper, the tourist, etc. Music makes camp life enjoyable—and there is no better music for such places than that coming from the great broadcasting stations throughout the country. This new Crosley Portable is an ideal one for the traveler. It is a four tube receiver installed in a neat, leatherette covered carrying case. There are separate compartments for batteries, head-phones, etc. It is comparatively small and very light, making a welcome addition to the baggage carried by the tourist or the camper.

Dealers can install all the batteries, tubes, etc., so the purchaser can carry his set away all prepared to attach the aerial and ground wires and tune in. By doing this he is certain to have his customer satisfied and incidentally eliminates the danger of a novice damaging his tubes by improper battery connection. Then, again, he sells the accessories that the set buyer might purchase from some other dealer.

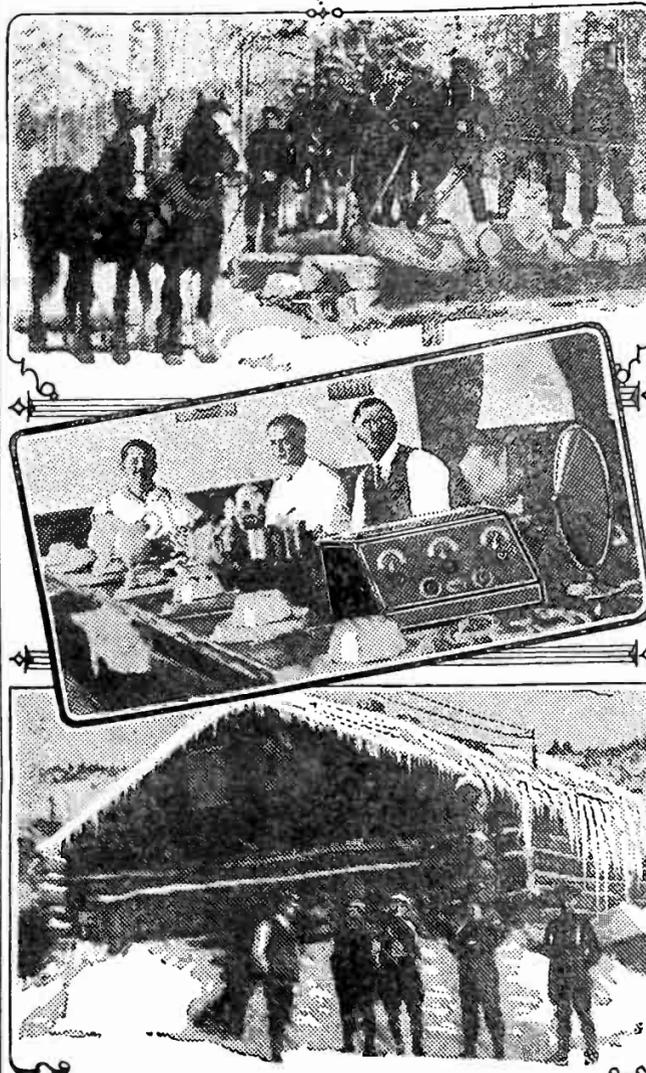
And so in the Musiconsole and 4-29 Portable, Crosley dealers are offered two units that can be merchandised very profitably during the Summer. We suggest that every dealer carries in stock a reasonable number of both. It is impossible for us to estimate what this stock should be, because of the different trade conditions everywhere, but the individual dealer can judge the demand and order accordingly. Orders should be sent to the distributors immediately so you can have the new units on hand when the announcements in national advertising are read by the radio prospects.

In Europe more than 100 broadcasting stations are working on wave lengths between 200 and 600 meters, while others are projected.

THANKS FOR THEM KIND WORDS

"Editor, The Crosley Radio Weekly.
Dear Sir:
"I want to congratulate you on your Crosley Radio Weekly. It beats everything I know when it comes to putting 'pep' into a man. I look forward now to this paper the same as I do my dinner.
Very truly yours,
"G. J. Wilson."

RADIO REACHES LUMBER CAMP



The top view shows lumber jacks at work. Below it is the interior of a cookery camp with the Crosley receiver and musicone reproducer, while the bottom view is that of the exterior of the ice-covered living room and some of the workmen in a Blind River, Canada, lumber camp.

Radio is reaching the lumber jacks of Blind River, Ontario, Canada. It is also being heard in Africa and South America. There seems to be no limit to the distance radio broadcasting will travel. Letters from listeners testify to the reception.

Up in the lumber camps of Canada, where the loggers gather about their living room in the evenings after a hard day's toil with axe and saw, the receiving set makes it possible for them to follow the news and music of the world.

A speech recently broadcast by Senator Edwards through the Crosley WLW super-power station in Cincinnati, made a particular appeal to J. O'Grady, of the McFadden lumber concern of Blind River, Canada. The speech dealt with the problem of prohibition and applied

in many respects to the conditions which are alleged to exist in the territory of the radio enthusiast who asked for a copy of the speech. Photographs accompanying the letter showed many of the lumber jacks at work. The top picture shows some of the lumber jacks at work while the next view is that of some of the men in one of the cookery camps with their radio receiver. The bottom picture gives the radio fans who tune in their sets in nice, cozy surroundings, the log cabin homes of the men who hew logs with which their homes are built.

There are nearly 1,000,000 radio sets on farms in the United States.

It is not necessary to ground metal antenna poles.

Crosley Radios Are Being Sold In Many Offices In Dallas

(Continued from Page 1.)

as broadcast by the Dallas station. When an especially interesting game is being played Mr. Wallis's office is filled with business men, who just "happen in" but who incidentally know where to go to get sport news "hot off the air."

"Top O' The Mornin' "

Cheerio is a new radio character making himself known through the Crosley WLW broadcasting station in Cincinnati. He has a daily "Top o' the Mornin'" talk which is especially directed to those confined in homes. His talks are inspirational in character and broadcast at eight-thirty in the morning. The identity of Cheerio will be kept a mystery.

Organist Returns

Petronella Trimbur, organist, is returning to the Crosley WLW station for a series of weekly programs to be broadcast at noon on Wednesdays.

Argentina and Brazil have organized radio trade associations.

THE JOHNSON ELECTRIC SUPPLY CO.
331 Main St. Cincinnati.
Wholesale Distributors
CROSLY AND AMRAD RADIOS
Write Us for Dealer Proposition

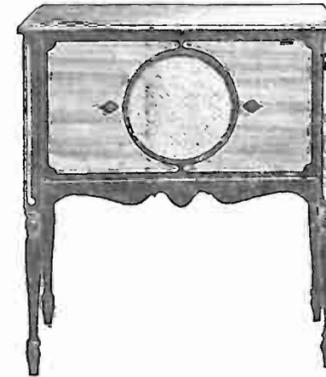
TUNE IN!

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

CATALOG AND NEWSPAPER CUTS OF CROSLY MUSICONSOLE AND 4-29 PORTABLE



No. 651



No. 652



No. 653



No. 654



No. 655



No. 656



No. 657



No. 658

ORDER BY NUMBER

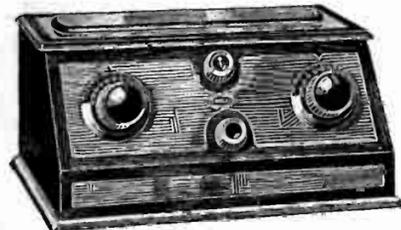
Cuts of the Crosley Musiconsole and 4-29 Portable, shown on this page, are for use, by you, in the preparation of circulars, catalogs, newspaper advertisements, etc. The half-tones are for use in the printing of circulars, catalogs, etc., in which a better class of paper is used. The line cuts are for newspaper advertising. Ask your printer which he prefers for the work he is to do for you. Then order the cuts by number. Send your order to the Advertising Department.

The Crosley Radio Corporation, Cincinnati, Ohio.

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

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.



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

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.

Installing the Aerial.
(Continued from Last Week)

When the assistant indicates that everything is O. K., draw up two chairs in front of the receiver—we'll say an R. F. L.—and invite Mr. Prospect to sit down and "see what's doing." Tact and firmness are often required at this juncture, otherwise the situation is apt to get somewhat out of hand with various members of the family, each demanding different stations. Here's where a good assistant comes in, for he can engage the rest of the family in conversation of a general nature while Mr. Prospect goes through the initial stages of instruction.

Having Mr. Prospect sitting comfortably by your side you now go through the process of tuning, explaining each action step by step. When the final adjustments have been made tell Mr. Prospect to get piece of paper and a pencil and mark down the dial readings, explaining that this station should come in on these same readings each time it is on the air.

After the family has had a few minutes' entertainment, move the dials to zero, and request Mr. Prospect to tune in himself. Assist him as seems advisable, again explaining each action carefully. Repeat this performance with various stations, taking care that Mr. Prospect logs the dial settings of each station as he finally masters it.



If other members of the family show signs of restlessness, endeavor to induce Mrs. Prospect to tune in and enthuse her over radio possibilities once the machine has been thoroughly mastered. Indeed it is good business to gain interest in this direction at an early point in the interview. It is the business of the assistant to get everyone over to his point of view while you are working with Mr. Prospect.

Having spent an hour or so with Mr. Prospect in the manner outlined and satisfied yourself that he has an intelligent grip of the equipment, it is advisable to push in the switch and have a real heart-to-heart selling talk. Explain that

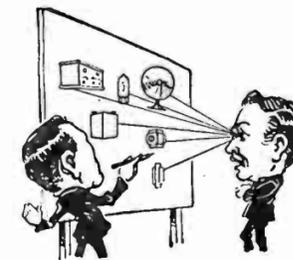
each set has its own individuality as in the case of a horse and that the more familiar he is with it the more he will get out of it. Explain that with a Crosley radio of this type he will get anything that's on the air capable of being reproduced. Point out the economy of this equipment, both from the point of view of tube renewals and battery consumption. Talk convincingly of Crosley unequalled values and work right up to the closing point. A number of local testimonials or references are usually helpful at this juncture. A favorable decision is often obtained by explaining that deliveries are difficult and the demand high.

Closing the Sale.

Closing the sale is getting the prospect's decision to buy. How successful you are as a "closer" depends upon:

- (1) Your knowledge of each Crosley Radio.
- (2) Your knowledge of human nature.
- (3) Your enthusiasm for the entertainment, pleasure, happiness, fascination, thrill and wonders of Radio.
- (4) Your aggressiveness, combined with tact.
- (5) Your thoroughness in treating the desire to own a good radio receiving set in preparing for and handling the demonstration, in convincing him that this is the set that best fits his wishes and purse.

The way to close a sale is learned from constant study, experience and the effective use of good closing points.



In closing the sale:

- (1) A pad of writing paper is handy. Talk with a pencil. The eye gets the story twenty times faster to the brain than the ear does.
- (2) Assume you are going to get the order—in your manner, and in your talk.
- (3) Prove all your claims. Let your statements contain facts only.
- (4) Make every objection the prospect raises a reason for him to buy.

Crosley Sales and Service Manual

HINTS FOR RETAIL RADIO SALESMEN

(5) Convince him of the value you are delivering.

COMMON QUESTIONS AND OBJECTIONS—AND THE ANSWERS

Prospect: "What range has this model?"

Salesman: "Mr. Prospect, 'range' in radio is purely relative. It depends on several factors:—

"1. Power of the broadcasting station.

"2. Height and length of your antenna.

"3. Whether or not receiving conditions are good in this locality.

"4. Time of the day or night and conditions of the atmosphere.

"5. The efficiency of your set.

"Many of these factors are outside your control or mine. I want to assure you of this point, however, if the broadcast waves reach your antenna with any appreciable strength this equipment will most certainly reproduce them."

far you get with it the more you'll get out of it. You probably know, or know of, Br. _____, of _____, Well he bought a similar set to this only a few weeks ago, and see what he's already done." (Here produce your Radio Report Book or testimonials in some other form.)



Handling Competition

In handling competition remember that the tendency of the cus-



Note:—Discussions of this nature are apt to draw out into lengthy haggles unless properly handled. Remember you are in command of the situation, so dispose of this subject quickly, but in a convincing manner. Use your Radio Report Book to demonstrate what has been done in your territory, but don't over-sell your proposition by guaranteeing Honolulu every night; otherwise you are storing up dissatisfaction and trouble for the future.

Future Results

Prospect: "What you've shown me is all very fine, but then you're an expert. What assurance have I that I will be able to get the same results when you're gone?"

Salesman: "Mr. Prospect, what you say is very flattering to me, but not so to this equipment. Remember that no two sets are quite alike on account of difference in antenna and location. If I were to spend a week or so on this set up of yours I know very well that I could get you infinitely better results than those we had tonight. No, Mr. Prospect, each set has its own individuality; the more famil-

tomers is apt to be sceptical of your judgment. The thought lingers in his mind that you are trying to knock the other fellow's proposition. It pays to tell the merits of competitive equipment fairly. That means you must know it as well as your own. Never knock the other fellow's proposition—simply stress the superiority of your own.

Prospect: "In what respect is this equipment superior to a _____ set?"

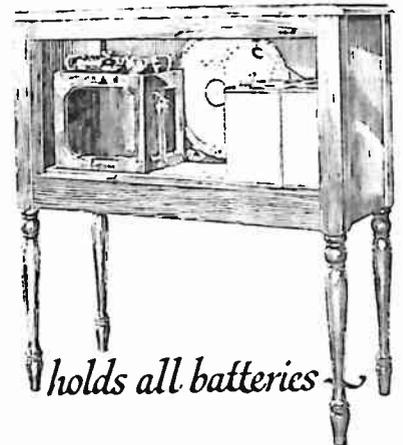
Salesman: "Mr. Prospect, you've evidently been studying the radio market, for you've made a good selection. If you purchase a _____ you'll not be dissatisfied with your choice, for it's a mighty good set. Now you ask me in what respect this equipment is superior and I'm compelled to make comparison—which I hate doing. In the first place if my firm or I thought the equipment you mention were better value than Crosley, I assure you we'd be pushing it. We made a thorough study of the whole market for the highest values in each class." Make specific reference to fidelity or reproduction, volume, range, selectivity, reliability, etc.

(To Be Continued)

The CROSLEY MUSICONSOLE



The Nationally Popular Musicone
in a Two Tone Mahogany Finish
Console Cabinet



holds all batteries

A NNOUNCEMENT of the Musiconsole has been followed by an avalanche of congratulatory telegrams and letters from jobbers and dealers. "You certainly hit the bull's eye again," wires one distributor. "The Musiconsole is great. It will be sold in large numbers all Summer," writes another. "It's just what the radio market needed," writes a western dealer.

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.

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—in two tones.

This beautiful console cabinet, with its built-in Musicone, and with its compartment for batteries, is certain to increase Summer sales. It will be purchased by every radio listener who is particular about the appearance of his receiver and about the efficiency of his loud speaker. There is a large and immediate market for the Musiconsole. Dealers who concentrate their sales efforts on it will prosper all Summer.

Wire or write at once to your distributor, ordering a reasonable number of Musiconsoles. Let your customers know about them, through the use of newspaper advertisements or circulars. Electrotypes of newspaper advertisements will be ready within a few days. Circulars also soon will be ready for distribution.

Place the Musiconsole in a prominent position in your store. You will be surprised at the number you can sell.

I NTO the MUSICONSOLE has been built what has been termed the "greatest 1925 development in radio"—the CROSLEY 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.

Two Toned
Mahogany
Finish
\$30

CROSLEY RADIOS

BETTER · COST LESS