

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXVI

Published By The Crosley Radio Corporation

JUNE 28, 1926

PROLONGED CHEERING GREETS CROSLEY MERCHANDISE WHEN DISPLAYED AT JOBBERS' ANNUAL CONVENTION

Musiconsole Price Changed To \$32.00; Jobbers Laud Unit

Distributors Refer to Musiconsole as One of the Greatest Sales Builders for the Coming Season.

The new price of the Crosley Musiconsole is \$32.00.

This announcement, made at the fourth annual convention of Crosley distributors, met the approval of everyone present and the Musiconsole was hailed as a most welcome addition to the Crosley line. Hundreds of letters have been received from Crosley dealers recently in which the Musiconsole has been referred to as the most artistically designed built-in loud speaker and radio table ever offered and at the convention the distributors regarded it as a valuable sales builder for the coming season.

Another very interesting announcement in regard to Crosley types of loud speakers will be made in the Radio Weekly next week, and we advise every authorized dealer to be on the look out for this issue. With such a complete loud speaker line as The Crosley Radio Corporation is offering to the trade this year, it is a certainty, jobbers at the convention said, that the Musiconsoles will dominate the field and lucky indeed will be the dealer who is authorized to sell them.

The distributors declared their dealers were exceptionally well pleased with the manner in which the Musiconsole was being accepted by the women, who, in many cases heretofore, had vetoed the purchase of radio sets because of their appearance. The built-in Musiconsole and special chambers for batteries, combined with such a beautiful two-toned cabinet of such tasteful design is appealing strongly to these women, who are far more willing now to permit an installation.

A lead-in should be insulated as carefully as is the aerial proper.

Poor Head Phones Reduce Audibility To Such An Extent That Average Fan Believes Receiving Set Has "Gone Bad"

A poor head set can cut down the audibility of reception signals to such an extent that the average fan believes there must be something wrong with his receiver or the broadcasting station from which the concert is being received.

Many long-distance reception records are made or marred in the head phones and for this reason it might be well for fans who hope to carry phones with them on outings as well as for use in the home when a musicone reproducer is not desired, should be sure their head phones are the best obtainable.

Much thought and attention has been given to head phones by the acoustic engineers in the Crosley radio laboratory in Cincinnati.

Tests have been made for reception with all types of receivers and under various conditions. The present head phones represent the very latest development in this branch of the acoustic art.

A head phone set consists of a metal diaphragm rigidly mounted a fraction of an inch away from a pair of pole pieces, made of soft iron and magnetized by one or more permanent magnets. Around the pole pieces are wound many turns of very fine copper wire. The diaphragm is normally under tension from the magnets in the poles, and when an electric current flows around the windings it changes the magnetic pull on the diaphragm, causing it to vibrate and produce sounds.

Crosley Program This Tells What An Broadcast Through Electric Current Is Chicago Station In Your Set

Radio fans in greater Chicago are now hearing an hour of entertainment provided by The Crosley Radio Corporation through the Calumet Baking Powder Company and Rainbo Gardens broadcasting station every Friday evening between nine and ten o'clock. This new arrangement now gives the radio fans an opportunity to hear a program supplied by Powel Crosley, Jr. owner of the famous WLW super-power broadcasting station in Cincinnati every night in the week. The broadcasting through the Chicago station is done on the night which is observed in Cincinnati as "silent."

"Silent" night is observed by the Chicago station on Mondays and so an hour of music is broadcast through the WLW station in Cincinnati for the Calumet Baking Powder Company and Rainbo Garden concern. This hour of orchestral music is from nine until ten o'clock, Eastern Standard Time.

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Here is a simple explanation of what an electric current is:

If a wire is connected with a battery, so that one end becomes positive with respect to the other, the free electrons, really negative electricity, will be attracted towards the positive end of the wire, and they will gradually drift along through the crowd of atoms from one end of the wire to the other. This drift of free electrons through the substance of the wire is called an electric current.

This motion of the electrons much resembles that of a group of men advancing through a woods. The individual men go in very irregular fashion, going sideways, and backwards even, to avoid rocks and trees, but, on the whole, the troop moves slowly forward.

The electrons drift in much the same manner; they bump into the atoms and into one another, sometimes going sideways and sometimes being bumped backward, but

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Many Announcements Of Importance Made During Convention

Distributors Enthusiastic and Optimistic as They Study Products—Record Breaking Year Predicted.

Approximately 500 happy, enthusiastic and optimistic representatives of distributors of Crosley radio products have returned to their respective homes after what they proclaimed to be the greatest of the four annual conventions that have been conducted by The Crosley Radio Corporation. Each of these jobbers took back with him a most interesting story to tell to the authorized Crosley dealers and we take this opportunity of suggesting that every dealer communicates immediately with his distributor and obtain from him his own story about the convention.

A complete description of everything that took place, together with illustrations, will be published in the next issue of the Radio Weekly—a special convention number of sixteen pages. We advise every authorized dealer to be on the look-out for this issue because it will contain announcements of tremendous importance which are certain to be of very great interest to every person engaged in the sale of Crosley merchandise.

To say the distributors were enthusiastic is expressing their sentiments far too mildly. What they saw and heard pleased them immensely and everyone departed with full realization of the fact that Crosley had offered to them a line of products that was certain to lead the entire radio field in popularity. They came to Cincinnati hoping and expecting to be surprised—and they went home satisfied.

Predictions of the most profitable season in the history of radio were made by these jobbers after they had considered carefully what Crosley had offered to them and it was the unanimous opinion that buying would be started on a large

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Crosley WLW Programs Week of June 27, 1926

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, June 27th, 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
Hilsh Clark, Dan Beddoe, soloists
Adolph H. Stadermann, organist
Prelude—"Laus Deo" ... Dubois
Doxology
Salutation
The Lord's Prayer
Gloria
Organ Interlude
Duet—"The Night is Gone"
Miss Clark and Mr. Beddoe
Scripture Lesson
Hymn
Pastoral Prayer
Chimes
Announcements
Offertory—"Hommage a Mendelssohn" ... J. B. Calkin
Solo—"Hear My Prayer, Op. 99-6" ... Dvorak
Mr. Beddoe
Prayer
Hymn
Sermon
Hymn
Benediction
Gloria
Postlude
- 3:00 P. M.—Organ recital by Charles J. Young, organist of St. George Church, Coryville.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert by the Crosley Evening Ensemble.
Soloist—The Carol Singers
Orchestra:
1. Marche Militaire ... Schubert
2. Selection: "The Song of the Flame"
3. Oriental Suite ... Trinkhaus
(a) Swinging Lanterns
(b) In the Courtyard of the Palms
4. Two numbers by Rimsky-Korsakoff
(a) Song of India
(b) Hymn to the Sun
5. Favorite Italian Airs
6. Three Neil Gwynn Dances
7. Popular Requests
(The Baldwin Piano)

WLW Program

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

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Children's Hour.
- 4:30 P. M.—Official Police Bulletin.
- 6:45 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. Kaufman.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Crosley Salon Orchestra.

Soloists:

Mrs. Lipscomb, soprano
Sarah Rosenberg, pianist
"A Dream Program"
1. Selection: "The Dream Girl"
Victor Herbert
2. "Dreams of Childhood" Hoby

- (a) At Play
(b) Asleep
3. Waltz: "My Dream" (Mon Revo)
4. "The Dream of a Patriot"
Hays
5. "A Darkey's Dream of Pastimes on the Levee"
Turner
6. "An Operatic Nightmare"
Lincke
7. Selection: "The Waltzdrum"
Oscar Strauss
8. Dreams of Love:
(a) Neapolitan Nights
(b) Nighttime Brings Dreams of You
(c) When I Dream of the Last Waltz with You
Finale: "Don't Wake Me Up, Let Me Dream."
Solo selections:
Ghosts ... Schytte
Waltz in E Minor ... Chopin
Sarah Rosenberg
(The Baldwin Piano)

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, June 29th, 1926
Eastern Standard Time.

- 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.
- 6:45 P. M.—Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—"Your Weekend Trip"—by the Cincinnati Automobile Club.
- 7:10 P. M.—John Jordan, tenor.
- 7:30 P. M.—Dinner Music from Castle Farm.
- 8:00 P. M.—Band Concert by the Tenth U. S. Infantry Band, Ft. Thomas, Ky. Warrant Officer E. G. Fischer, conductor.
- 9:00 P. M.—Concert by the Formica Symphony Orchestra under the direction of Wm. C. Stoess; sponsored by the Formica Insulation Co.
Soloist: Shirley Bell Hastings, soprano.
1. March: "Shoulder to Shoulder"
2. Overture: "The Bohemian Girl"
3. Concert: "Waltz 'Ever or Never' (Toujours ou Jamais)"
4. Suite of Dances from "The Duenna"
(a) The Jig
(b) Gavotte (For strings alone)
(c) The Duenna's Dance
(d) A Fandango
5. Selection: "The Madcap Princess"
6. Popular Hits from the Musical Play "Castles in the Air"
(The Baldwin Piano)

Live Stock Trade

The Ohio Farmer supplies radio talks broadcast through WLW of Cincinnati.

WLW Program

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, June 30th, 1926
Eastern Standard Time.

- 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 Petronella Trimbur, organist.
- 12:45 P. M.—"The Live Stock Trade" furnished by the Ohio Farmer.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-In Program, directed by William Duning, cooperating with the Settlement School and other Institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:45 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.—"Do Farmers Need Cheaper Freight Rates?" by C. S. Long, Director of the Traffic Dept., Ohio Farm Bureau Federation.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 10:00 P. M.—Thorobred Entertainment sponsored by The Dayton Rubber Manufacturing Company.
The Dayton Thorobred Trio:
Verona Zieher, violin
Genevieve Mead, cello
Ann Macdonald, piano and voice
The Dayton Thorobred Male Quartet:
1st tenor, Frank Fritch
2nd tenor, D. W. Mikesell
Baritone, A. W. Forsythe
Bass, Royal 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, July 1st, 1926
Eastern Standard Time.

- 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 Milledred Frigge, 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.—Norine 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.—Three minute message from the U. S. Civil Service Department.
- 7:45 P. M.—Continuation of Hotel Gibson Concert.

- 8:00 P. M.—The Eagle Quartet of Anderson, Ind.
- 8:30 P. M.—Hilary Harrod and Forest Hellman.
- 9:00 P. M.—Al Katz and his Kittens from the Calico Cat.
- 10:00 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 Selections by Henry Theis' Castle Farmers.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers.
(The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)
(The Baldwin Piano)

WLW Program

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

- 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, July 3rd, 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.—K. of C. Minstrels from Middletown, Ohio.
- 9:30 P. M.—Henry Thies Castle Farmers.
- 10:30 P. M.—Al Katz and his Kittens from the Calico Cat.
(The Baldwin Piano)

Airplane Tests

Broadcasting tests which were conducted throughout the Spring with the radio and signal officials of McCook Field, Dayton, Ohio, and the Crosley WLW super-power station in Cincinnati, in which the talks of the aviators were broadcast from an airplane flying over the home field at 5,000 feet, were picked up on a receiver in the WLW super-power station and re-broadcast, were so successful that arrangements have been made to continue the work in the Fall and Winter.

Crosley Radio Weekly

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

ANOTHER RADIO SEASON.

A new radio season is at hand. Buying is certain to start on a very extensive scale in the immediate future. Crosley distributors have inaugurated a sales campaign that will extend into every city, village and town in the United States. They are offering to authorized dealers a line of merchandise that is destined to exceed in popularity any types of radio products ever manufactured.

It was the unanimous opinion of the distributors attending the fourth annual convention that the radio season would be opened much earlier than in any former year. They appeared to be worried for fear that their dealers would be caught unprepared and so decided to start their sales campaign now instead of waiting several weeks, as most of them had planned. Therefore Crosley dealers everywhere can be on the look-out for the jobber salesmen, but instead of waiting for these travelers, who often have many miles to travel and many dealers to visit, we suggest that every dealer communicate with his distributor immediately and obtain from him definite information regarding the Crosley line for the coming season.

In the next issue of the Radio Weekly we will tell you a great deal about this merchandise, but now we must limit ourselves to the assertion that far greater values are to be offered than ever before. The Crosley line will be absolutely complete, meeting every requirement and priced so ridiculously low that it will be certain to dominate the radio field. Building construction is being rushed to permit vastly greater production, and it is expected that to accommodate Crosley dealers it will be necessary to produce 10,000 receiving sets and Musicones daily. Hundreds of thousands of dollars are being spent in preparation for this tremendous out-put. Dealers can readily realize that no corporation would make such preparations as these if it did not realize there would be a market for its products. We know there will be and we ask that you be prepared to handle it.

MORAL—BUY A CROSLY

Listen, my children, and you shall hear, The story concerning Daniel McSneer; On the 18th of April, in '21, He said: "It's time to have some fun; A radio set I'm going to make, You can bet your boots, it will take the cake."

So he bought some plans and started in To build his set, and he sure did grin When he thought of the fools—like you and me Who would buy a ready-made set, you see.

For a year he worked night after night, Trying to get it wired up right. At last he was ready, and put in the tubes, He chuckled and grinned when he thought of us boobies He pulled the switch and said: "Let's go! I think I'll tune in on KGO." But nothing happened—all was dead; "I think I'll call Bill Smith," he said.

Bill came over and scratched his head, After looking wise, at last he said: "Just change this wire from here to the ground; What's that you say, you don't hear a sound? That's funny, indeed, but say, just wait— Switch this wire from the grid to the plate And take off sixteen turns from your coil, And don't forget to give it some oil."

Dan chucked the set in the old ash can, And said: "I've got another plan; I'll go down to the store of Gyp & Blank, And give them the money I have in the bank, And buy a set that will knock 'em dead The best is none too good," he said.

The clerk greeted Dan like a long lost brother, And said "Years ago I knew your Mother." Daniel quickly fell for his selling line, Even invited him out with him to dine.

Dan looked at a set costing four hundred bones The clerk explained it had wonderful tones. "You can hear from Alaska to Singapore, You can hear the lions in the jungle roar, I heard Paris so loud last fall, It knocked the plaster from my wall."

So Dan paid his money, and bought the machine, He said, "It's the finest set I've seen."

He invited his friends to come and hear His wonderful set, so sweet and clear, But the party broke up about half past nine, The set didn't work; Dan had no more wine.

Dan was so sore and filled with gloom, He kicked the set from his living room, "I'm thru with radio for ever and ever, But I must admit that salesman was clever."

Sold Billy Brown to his old friend Dan, "Come over to my house as fast as you can; I'll chase the gloom, I'll make you smile, Jump in the car, it's only a mile."

His RFL-60 was quickly tuned in, And Dan sat there with a happy grin, Said he, "It's the best darn set on earth." MORAL: Buy a CROSLY, get your money's worth.

Lawrence Bevins,
(Erie Radio Company, Inc.)

Many Announcements Of Importance Made During Convention

(Continued from Page 1)

scale in the immediate future. "The line is absolutely complete. It has great eye value. The circuits used cannot be improved upon—and the entire line is priced right." These are the views of the entire delegation, which represented every section of the United States.

During the early hours of the two-day convention there was continual cheering as Powell Crosley, Jr., president of The Crosley Radio Corporation, made one announcement after another and placed before the visitors the various units that will go to make up the Crosley line for the coming season. These interesting announcements were followed by discussions of the various units and it was unanimously agreed that there was a big and immediate market for every article displayed.

The coming season will see another million radio set owners added to the audience who nightly listen to the programs of the more than 500 broadcasters, according to one of the distributors. "Statisticians estimate sales of completed receivers in the coming radio season will exceed two million sets, half of which will go to new set owners," he said.

Two new factories are being built in Cincinnati for the Crosley company and one of the important things discussed at the convention was the possibility of increasing the production of Crosley Musicones and receivers to 10,000 a day, which according to estimates, is already the largest in the radio trade.

Preparations for the biggest radio season in the history of the industry are now under way at the Crosley factories. Two new plants are being erected with pledges from the builders that they will be ready for use on September first, giving the Cincinnati factories sufficient additional floor space to permit this vastly increased production. With this increased production the Crosley company will have little fear of maintaining the supremacy it has attained in the radio trade.

Howling of a set may be due to filament too high, over-regeneration, improper wiring, or instruments crowded.

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

Thousands Are Spent Yearly In Operation Of Radio Station

Huge Sums are Set Aside by Owners to Meet Ever Increasing Expenses of Broadcasting.

One of the interesting phases of broadcasting history is the ever increasing cost of operating broadcasting stations. A considerable portion of this increased cost may be traced to the ever higher standards set by modern broadcasting stations for their programs, according to Powel Crosley, Jr., who owns the first remotely-controlled super-power station WLW, in Cincinnati and transmitting from Harrison, Ohio, about twenty-five miles away.

Broadcasting had its birth in radio telephone stations established primarily for experimental purposes. Little was sent into the ether in those days but the customary "one, two, three, four", repeated slowly by the operator into the microphone when making tests of transmission by arrangement with a particular receiving station. These test programs were really the beginning of broadcasting. They required no accomplished musical or theatrical talent, and cost nothing. Some of us will remember tuning to the old Precision Equipment Company station, at Cincinnati, (8XB, the first broadcasting station in the United States) and hearing its "one, two, three, four" repeated again and again.

Not much time elapsed before musical programs were regularly broadcast,—from phonographs or player pianos. The talent for these cost little—merely the expense of phonograph records and player rolls, and the charge for electrical current in operating the piano. Often the records and player rolls were supplied free of charge by a local music store. Certainly the programs could not have cost more than a dollar each.

The next step in broadcasting programs came when living talent was called upon to replace the mere mechanical. Some girls from a church were invited out, or a would-be concert artist, recruited from amateur circles, was asked to grace the studio with his presence. All such programs were given gratis. Occasionally, of course, a prominent personage would agree to talk or sing, or play an instrument, and then it was necessary to send a cab to bring him to the studio and take him back. In fact, taxicab charges were the first item of any considerable amount in the program cost of broadcasting stations. Even they seldom averaged more than four or five dollars a day.

As more and more artists frequented the studios, a performer

was occasionally secured who belonged to the semi-professional class—one who had been used to receiving five or ten dollars from churches and lodges where he gave concerts, and who demanded that he be compensated in the same proportion for broadcasting. Thus it became increasingly necessary to pay one or two of the artists on each program. Broadcasting costs rapidly mounted to the astounding figure of ten or fifteen dollars a day:

It was really the move of enterprising advertisers that introduced high-priced professional talent into the broadcasting field. Certain ones of the more advanced merchants and manufacturers saw the possibilities in advertising their wares through radio. They knew that blatant advertising propaganda would not be accepted by worthwhile stations, nor did they feel that it would be desirable if it were accepted. They believed that they would receive big returns from high-class programs of a professional nature, broadcast with an introduction and conclusion to the effect that they were being furnished through the courtesy of such and such a manufacturer or merchant. Studios of the better class welcomed this means of bringing high-priced talent to their listeners. More and more, regular programs began to take on a professional air. With this new tendency in broadcasting, program cost went up very rapidly.

Today it is safe to say that broadcast programs, from the bigger stations at least, average several hundreds of dollars a day. That is for the cost of the program alone of course. The cost of operating and maintaining the equipment, the cost of the station, of the personnel, etc., is many thousands of times what it was in the early days of broadcasting. WLW, The Crosley Radio Corporation at Cincinnati, for instance, (which is the descendant of 8XB, before referred to, maintains a large station twenty-five miles out in the country, elaborately furnished studios in Cincinnati, and a considerable personnel to operate the station, arrange the programs, announce, etc. The operating cost of such a station is several hundreds of thousands of dollars a year.

If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department is At Your Service

WESTHEIMER & CO.

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

326 Walnut Street

This Tells What An Electric Current Is In Your Set

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on the whole drifting from one end of the wire to the other.

We can apply this idea of current to the ordinary electric lighting system. An individual electron starting out from the generator in the power station may take a month or more to make a circuit of the system and get back to the generator; in the meantime it has been bumping its way along through the house wiring, then through, perhaps, an electric iron or lamp, and so back through the wires to the station.

Crosley Program Broadcast Through Chicago Station

(Continued from Page 1)

Incidentally, the observing of "silent" night was started at the time all broadcasting stations were operating upon a wave length of 300 meters and when radio receivers were not designed for selectivity as they now are. These hours of "silence", however, makes it impossible for fans with the little crystal receivers to hear any of their local broadcasting and they consequently are deprived of an evening's air entertainment. Perhaps there will be a discontinuance of these "silent" nights at the next Hoover Radio Conference.

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

WATCH

FOR THE NEXT ISSUE OF THE CROSLY RADIO WEEKLY

MANY STARTLING ANNOUNCEMENTS TO BE MADE

IN THE MEANTIME WE SUGGEST THAT YOU GET IN TOUCH WITH YOUR CROSLY DISTRIBUTOR. HE HAS MANY INTERESTING THINGS TO TELL YOU.

BUT WATCH! WATCH! WATCH FOR NEXT WEEK'S 16 PAGE CROSLY RADIO WEEKLY

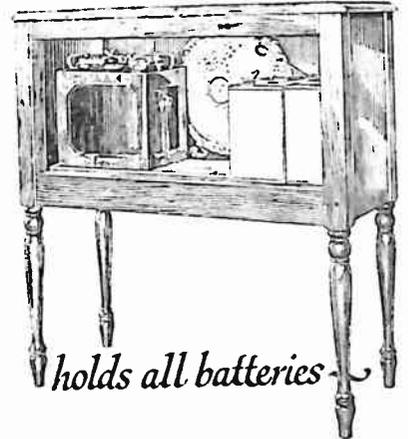
The CROSLEY MUSICONSOLE



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

NEW PRICE

\$32.00



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 place 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 CROSLEY MUSICONE.

This loudspeaker has replaced thousands of old-type speakers in the last 12 months. A recent survey among radio dealers, made by outside interests searching for general radio information, disclosed the following:

- 40 per cent said the MUSICONE was the best seller.
- 10 per cent said the _____ was the best seller.
- 9.5 per cent said the _____ was the best seller.
- 8 per cent said the _____ was the best seller.

As this question shows the trend toward Crosley Musicones so did a recent question to a large group of individuals as to whether they preferred the horn to the cone type speaker. 70 per cent said "cone."

With such acceptance and such a speaker to sell as the Crosley Musicone the way is clearly marked for ALL dealers.

Tones from the Musicone are exquisite. No note is too unusual to choke its perfect performance. Trick sounds—guttural bass to flute-like soprano amaze and delight the ear.

CROSLEY RADIOS

BETTER • COST LESS

The CROSLY MUSICONSOLE



The Nationally Popular Musicone in a Two Tone Mahogany Finished 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.

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Place the Musiconsole in a prominent place 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 loudspeaker 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 WLW Programs Week of June 20, 1926

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, June 20th, 1926 Eastern Standard Time.

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

10:30 A. M.—Weather Forecast and River Stages.

10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.

Jesse Halsey, Minister
Dan Beddoe, Soloist
Adolph H. Studermann, organist

11:00 A. M.—Worship
Frelude—
(a) "Prayer" Gullnani
(b) "Largo" Chopin
Doxology
Salutation
The Lord's Prayer
Gloria
Organ Interlude
Duet—"O, Divine Redeemer"
..... Gounod
Miss Clark, Mr. Beddoe
Scripture Lesson
Hymn
Pastoral Prayer
Chimes
Announcements
Offertory—"Gloria" Mozart
Solo—"Holy, Holy" Handel
Mr. Beddoe
Prayer
Hymn
Sermon—"Imagination and the Bible"
Hymn
Benediction
Gloria
Postlude

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

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

8:30 P. M.—Concert by the Crosley Evening Orchestra. Solos and Ensemble by the Crosley Male Quartet:
Fenton Pugh, 1st tenor
Russell Dunham, 2nd tenor
Richard Fluke, baritone
Leland Sheehy, bass
J. Walter De-Vaux, accompanist
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, June 21st, 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.

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

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

4:00 P. M.—Children's Hour.

4:30 P. M.—Official Police Bulletin.

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

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

7:30 P. M.—Theatrical feature and "Talk on Eyes," by Dr. Clarence H. Kaufman.

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

8:00 P. M.—THE CROSLY SALON ORCHESTRA (Ensemble of Strings and Reeds)
Soloists: Sibyl Heck Linde, contralto; Gertrude Francis, soprano; accompanied by Oscar Thier.
"A Royal Flush in Music"
1. Suite: "Have a Heart"
2. Hand-March: "The Ace"

Selection: The Student "King" De Koven
Overture: "Queen" of Autumn Biggs
Selection: "Jack o' Lantern" Kern
Melodies from "Ten" Malcontents and No Man Suppe
2. The Stein Song (Hildeberg) from "The Prince of Pilsen" Lunders
4. "What Do We Care If Its One, Two, Three or Four" Ash
5. Finale—"Show Me the Way To Go Home"
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, June 22nd, 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 Teimplidis.

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

7:00 P. M.—"Your Weekend Trip—The Cincinnati Automobile Club.

7:30 P. M.—"Piano Memories" by Adelaide Apfel.

8:00 P. M.—The Crosley Burnt Corkers in their old-time review, presenting the Muscove Male Quartet:
Also Tommy (Scrimgeous) Campbell, giving some Scotch Songs.
Wm. Drexellus, 1st tenor
Erwin Meyer, 2nd tenor
Edwin Weidinger, 1st bass
John Dodd, 2nd bass
Howard Evans, accompanist
Doc Miller, Gay Anderson, end men
Alvin R. Plough, Interlocutor.

9:00 P. M.—Concert by the Formica Symphony Orchestra, William Steves, director (Sponsored by The Formica Insulation Co.).
"A Musical Tale of the East"
Inspired by Ancient Chinese Poems.
"In flowing crowds the moon-born clouds
Cast their light shade o'er stairs of Jade
And all the stars light their ways at set of Sun,
Shining in Lovelight
Yet who can read the night a-right
The deep mystery of the night
I hear it's love song the night long,
The mystery of the night."
1. Introduction
2. Selection—"Chu Chin Chow"
..... Frederic Norton
a. Chu Chin Chow's Entrance
b. Cleopatra's Nile
c. Javanese Dance
d. Makubah
e. Cobbler's Song
f. Corraline
Finale—"Chinese March and Chorus"
3. Group:
a. Chinese Tone Picture—"The Mystery of the Night" Denni
b. A Chinese Episode—"The Lady Picking Mulber-

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, June 23rd, 1926 Eastern Standard Time.

8:30 A. M.—"Top o' the Mornin' Chat" with Cheerio.

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

11:00 A. M.—Market Reports.

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

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

1:30 P. M.—Market Reports.

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

4:00 P. M.—Shut-in Program, 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.

7:30 P. M.—National Farm Radio Council Talk: "The Business Outlook," by Carl Roos.

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

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. W. Forsythe
Bass, Royal P. Greene

11:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers.
(The Baldwin Piano)

Mes".....Edgar S. Kelley
c. Chinese Serenade.....Flegge
4. Gems from "Chin Chin"
..... Ivan Caryll
(Including "Temple Bells,
Goodbye Girls, The Grey
Dove, Violet, Goddess Music
and Love Moon")
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, June 23rd, 1926 Eastern Standard Time.

8:30 A. M.—"Top o' the Mornin' Chat" with Cheerio.

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

11:00 A. M.—Market Reports.

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

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

1:30 P. M.—Market Reports.

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

4:00 P. M.—Shut-in Program, 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.

7:30 P. M.—National Farm Radio Council Talk: "The Business Outlook," by Carl Roos.

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

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. W. Forsythe
Bass, Royal P. Greene

11:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers.
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Thursday, June 24th, 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.

5:00 P. M.—Fifty Farm Flashes from the U. S. Department of Agriculture.

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

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

7:30 P. M.—"Modern Photography" by J. Anthony Bill.

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

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

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

11:30 P. M.—Henry Thies and his orchestra from Castle Farm.

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

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Friday, June 25th, 1926 Eastern Standard Time.

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 26th, 1926 Eastern Standard Time.

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

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

1:30 P. M.—Business Reports and Stock Quotations.

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

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

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

8:00 P. M.—Johanna Grosse in interval of classics.

8:30 P. M.—Dance Music from the Calico Cat.

9:00 P. M.—Henry Thies and his Castle Farmers.
(The Baldwin Piano)

Soprano and Contralto

Some of the radio audience like sopranos and some contraltos. That is the reason the Crosley WLW broadcasting station, Cincinnati, will offer Sibyl Heck Linde, contralto, and Gertrude Francis, soprano, with Oscar Thier accompanist, as soloists on Monday evening, June 21st, at eight o'clock.

Crosley Radio Weekly

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

PROSPEROUS SEASON AHEAD

First streaks of dawn in a new era of the radio industry are being noticed on the horizon. In the near future there will be light—a new light such as never before has been cast upon the radio business. It will be a light that will reveal in all its glory that for which men have been striving for four or five years; it will be a light that will reveal the inauguration of the greatest radio season in history.

Radio manufacturers, distributors and dealers are as one in their opinion that during the coming Autumn and Winter there will be sold twice as many receiving sets as were disposed of during the same period of last year. Every person interested in the making or selling of radio products is preparing NOW for the advent of a prosperous season, anticipating a demand that will greatly exceed that for any line of merchandise ever offered to mankind.

It is during the months that are past that atmospheric conditions cause the greatest interference to radio listeners. These months have passed into history, and from now on a rapid improvement will be noted. There will be less discussion of radio's greatest foe—static—and with the passing of this terrible evil there will come a revival of interest that will bring the radio sales curve to a peak heretofore considered as imaginary.

On the 8th and 9th of June Crosley distributors from all sections of the United States assembled in Cincinnati for a general discussion of the radio business. History has proven that immediately after these annual conventions the boom starts. It has been that way in past years, and it will be that way this Summer. We know there will be inaugurated, within the next few weeks, a buying campaign that will start the ball rolling. That is when the jobbers start buying; that is when the dealers start buying and that is when the consumers start buying.

ATTENTION, DEALERS!

TELEPHONE TO YOUR

CROSLY JOBBER IMMEDIATELY

and ascertain the exact date he will return from our third annual convention held in Cincinnati on June 8th and 9th, so you can be in touch with him at once. Do not wait for his salesman to call upon you. Frankly, it will pay you even to travel many miles, if necessary, to listen to the story he will tell when he gets back from Cincinnati. Be the first to repeat this story to your customers. The radio-buying season is at hand. Get on your toes and be ready for a flying start.

Charge of 8% For Time Payments Is Upheld By Expert

(Continued from Page 1.)
cent for time payment accommodation is believed reasonable.
"Note that 42 per cent of those making time payment sales exact 25 per cent down payment, and 27 per cent exact a 33-1-3 per cent down payment. This means that practically 70 per cent of time payment sales are made on the basis of not less than 25 per cent initial payment, and we believe that 25 per cent should be the absolute minimum which any dealer should consider as an initial down payment.
"Note further the predominant time limit on time payment sales of six months. This we consider a very good factor, and do not recommend in any case that greater time than six months be allowed for completion of payments.
"Trade-ins are not yet an appreciable factor, and we are at a loss to understand why dealers should allow as much as 25 per cent on a trade-in set, and do not believe a successful business can be conducted on such a liberal allowance.
"Note further the relatively small number of firms who make installment charges. Here, again, we believe the merchants err in judgment, but no doubt are forced by highly competitive conditions to take this stand. We doubt if any other market throughout the country would necessitate as much free

installation and service work as is now being rendered in New York.
"Note that 50 per cent of the dealers maintain a service department. It is believed the trade would benefit were this increased to 100 per cent and it will be found that in the majority of cases "service" as rendered is of a character which justifies making a reasonable charge for same."
The number of brands per store, as developed by the survey, averaged 4.23, but this varied among different outlets.
A service department is maintained by 50 per cent, and 50 per cent are without a service department. By far the majority of dealers give free service, but of those who charge for their work; 25 per cent charge \$2.50 an hour; 25 per cent make a flat \$2.50 charge per visit; 12-1-2 per cent make a charge of \$1.50 an hour; 12-1-2 per cent make a flat charge of \$2.00 per visit; 12-1-2 per cent establish service charge of \$10.00 a year; 12-1-2 per cent have variable charges.

HOT LEAD—COOL LANGUAGE

A spinster living in a London suburb was shocked at the language used by two men repairing telegraph wires close to her house.
She wrote to the company on the matter, and the foreman was asked to report.
This he did in the following way: "Me and Bill Fairweather were on this job. I was up the telegraph pole and accidentally let the hot lead fall on Bill. It went down his neck. Then he said, 'You really must be more careful, Harry.'"

Distributors Attend Fourth Convention At Crosley Factory

(Continued from Page 1.)
vention in order that they might obtain information in regard to the new merchandise as quickly as possible. "We urge you not to wait for his salesman to call upon you," he says, "It really will pay you to travel miles, if necessary, in order to listen to your distributor's story when he returns from Cincinnati. Be the first to tell the story to your customers and you will gain big early sales."
Many surprises were in store for the distributors, and, while there was a considerable amount of work, care had been taken in seeing that ample entertainment would be provided. Special plans also had been arranged for the entertainment of the ladies, a large number of the visitors having brought their wives and daughters with them.

River Stages Broadcast

Much valuable time and a great amount of money has been saved for users of river transportation through the broadcasting of the stages of the Ohio River by the Crosley WLW station in Cincinnati each morning. This broadcasting is received by the lock tenders from Pittsburgh to Cairo, Illinois, and is supplied through the cooperation of the Weather Bureau in association with the U. S. Engineers' office in Cincinnati.

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

FIVE TUBE R. F. L.-60



Without Accessories

\$60.00

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

FIVE TUBE 5-38



Without Accessories

\$38.00

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

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

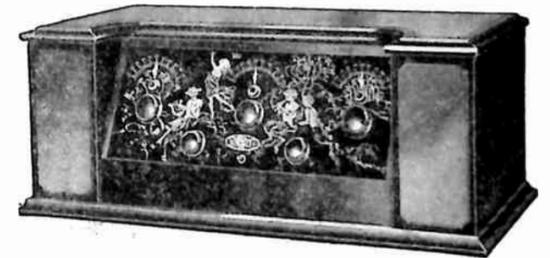
During the past two years more and more frequently have appeared mentions in the technical and radio magazines of a new circuit invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by The Radio Frequency Laboratories, Inc. This is known as the R. F. L. circuit. It is unique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

THE CRESCENDON IN THE 4-29 and 5-38

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

FIVE TUBE R. F. L.-75

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

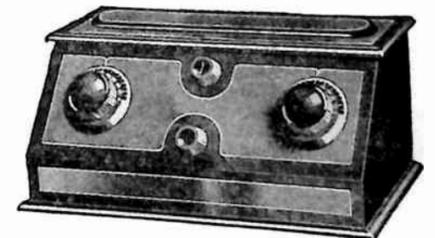


Without Accessories

\$75.00

FOUR TUBE 4-29

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



Without Accessories

\$29.00

THE CROSLEY RADIO CORPORATION CINCINNATI, OHIO

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

Sending of "Movies" By Radio Soon To Be An Every-Day Event

Transmission of Pictures is Nearer An Accomplished Fact Than Most People Realize.

Transmission of motion pictures by radio is nearer an accomplished fact than most of us realize. Discoveries in this field have advanced so far that it is safe to predict that the time is not far distant when it will be possible for radio fans to "tune in" and witness actual happenings in other parts of the world—transposed to a screen in their homes.

Already actual motion has been broadcast by wireless and received on a screen by C. Francis Jenkins of Washington, D. C. Other inventors also have achieved results that but a short time ago would have been regarded as impossible. In fact this latest phase of radio development practically is dependent only on the refinements of methods that have already been proven.

These latest radio discoveries opens up a vista of the future almost too astounding for our minds to fully grasp. With the ultimate success that now appears to be so close at hand, it will be possible for a person to sit at home and both hear and see an opera, theatrical performance, the inaugural of a president, a world series baseball game or any event of sufficient interest to warrant its being broadcast.

Daily, science is making fact out of the wildest fables of the Arabian Nights tales. The airplane has annihilated space like the magic carpet, the genii of electricity is performing more miracles than did that of Aladdin's lamp. Now radio will bring us scenes from the furthest corners of the world to supplement the vocal sounds we have been enjoying. What the ultimate will be of these marvelous achievements taxes the most vivid imagination to conjure.

Crosley Dealer In Miami Wins Title Of "Square Shooter"

(Continued from Page 1.)
dise and his determination to do things his competitors did not think of doing. Among the latter was the immediate formation of very close friendship with the radio editors of the Miami newspapers. These editors published news items supplied by Robinson, thereby keeping his name before the pub-

lic and letting the buyers know about the products he was offering. This publicity work was carried on in direct co-operation with an extensive local advertising campaign, and even last Summer when Robinson's competitors were "asleep" he was advertising consistently. At Christmas time, Robinson's store was the only one in Miami in which a Christmas window display had been prepared. When a newspaper man told Robinson this he was surprised, but was convinced that it was the truth after he and the reporter toured the city in search of Christmas windows.

Robinson works 18 hours a day. His store is open from early in the morning until midnight, and even on Sunday mornings there is such a demand that it has been necessary for him to "keep open" a few hours.



Radio, already of vital importance in many of the sciences, may be the means of solving a geological puzzle—the question of whether the continents are stationary or are drifting slowly on the surface of the earth.

The theory that the continents drift was first advanced by Wegner, the German geologist. His idea is that there exists many miles down from the earth's surface a layer of semi-viscous rock upon which the continents float much as icebergs float on the sea. He believes that the two Americas and the continents of Africa and Eurasia once were in contact but have drifted apart during the ages. To support this theory he points out that the continental margins of the two land groups appear on the map to fit each other like two sections of a picture puzzle. The Americas have drifted westward, he believes.

Early longitude determinations, he says, show Greenland in a more easterly position than at present. He believes Greenland has a

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westerly drift of almost 100 feet per year.

Professor J. W. Gregory, head of the department of geology at the University of Glasgow, suggests that this unsuspected drift can be measured by radio determinations of longitude. The radio time signals sent out by the major radio telegraph stations are admittedly the most accurate method known for determining longitude. The radio time is compared with local time obtained by reading the stars. If the star time observation point drifts even slightly, this fact, Professor Gregory says, soon will be come evident in an increased difference between the radio and the star time. If it is drifting, the observation point should show the same time phenomenon as is evident on a moving vessel, but of course in an infinitely lesser degree. Professor Gregory declares that a drift of only 100 feet annually would soon become evident through radio longitude determination. He proposes that determination be made on the longitude of Greenland for a series of years until the truth or falsity of Wegner's theory is established.

All radio transmission stations in the United States, including amateurs, must and can only be lawfully operated by virtue of a license issued by the Department of Commerce.

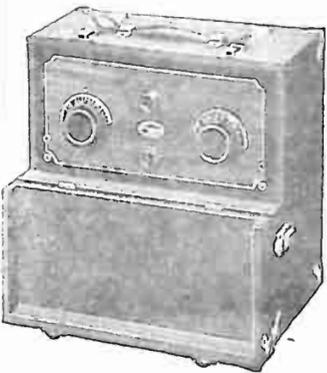
THE JOHNSON ELECTRIC SUPPLY CO.
331 Main St. Cincinnati.
Wholesale Distributors
CROSLY AND AMRAD RADIOS
Write Us for Dealer Proposition

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

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)
A good plan is to prepare the prospect for signing the order by using some definite pointed questions as "feelers." Ask him if he would like the set with or without a loud speaker, or, which type of loud speaker he prefers; or whether he would like to buy on the time payment plan. Such questions will always bring the matter to a head—he will either answer your ques-



Don'ts In Closing

to get into touch with the customer.



manners, methods, and presentation. (9) They do not study—read and reread a sales manual such as this,



which embodies the practical experience of many men who have made real money.

ENTHUSIASM

A Personal Contribution From One Of Canada's Foremost Radio Salesmen and Sales Organizers

"Sales Are The Life-blood Of Business And Enthusiasm Is The Life-blood Of Sales."

Without a doubt the first great quality of salesmanship is enthusiasm. If the salesman cannot get enthusiasm about the merchandise he is selling, he will never be a real success.

Enthusiasm awakens the prospect's interest and creates a desire to buy.

Enthusiasm is the quality that starts the ball rolling, no matter what line of merchandise is being sold, but it particularly applies to radio and lines of merchandise that are not necessities.

As an example, if I were going to make a radio sale, after getting started with the customer, I would infuse enthusiasm right from the start by letting the customer know as soon as we launch into the subject the wonders of radio. One could start in by saying: "I do not believe anybody really knows as yet what a wonderful thing radio is and only owners of radio sets are aware of the world of radio entertainment and education. Last night we had the chimes from Louisville, Ky., playing 'Way Down Upon the Swanee River.' Then along came a Southern darky quartette from Atlanta, Ga. The next moment we had a lecture discussing 'Home Planning' from Pittsburgh. We turned from there to a very fine concert of violin and orchestral music taking place in Chicago. Then from Buffalo came weather reports, crop reports, baseball news."

These are the thoughts which are going to stir up enthusiasm in the customer's mind, and eventually these are always the reasons which prompt the customer to buy the set.

Usually, in the first week after buying a radio, owners very proudly invite their friends and neighbors in to hear it. They boast about it—exhibit it. They are unconsciously putting in some good work for you, and if you can get into touch with them, in their first flush of ownership, you will in all probability secure some A1 prospects.

If, when you get in touch with your customer, you find there is anything wrong, have it fixed up at once—there's no sense in having a "kicker" or "knocker," because he may ruin your chance of some good sales.

WHY SOME SALESMEN FAIL

Some radio salesmen do not succeed in making money because:—



(1) They are radio "bugs" instead of radio "fans"—they talk technically about tubes and circuits instead of glorying in radio entertainment—they talk receiving sets as devices instead of the results they give and the achievement they make possible.

(2) They do not study human nature and apply what they learn in making sales.

(3) They get into arguments with customers instead of overcoming objections with tested answers that develop the sale.

(4) They do not use advertising matter and expertly planned sales help to advantage.

(5) They do not carry the "Exhibit Book" and talk with pictures instead of with words.

(6) They waste time criticizing the dealer, the company, the sets they have to sell.

(7) They do not work systematically on a planned programme.

(8) They are careless in dress,

Don't belittle the prospect's opinion or ideas. It is better to keep him on good terms with himself. Don't antagonize him. Talk to him in a friendly, agreeable manner. Remember, "Honey attracts more flies than vinegar."

Don't argue. It is a trait of great men worth following to seem to be going along with the other fellow while you are really making him come your way.

Don't assume that you know more about his interests and desires than he himself does, for you cannot make him believe it.

Don't trust to persuasion alone. Convince him.

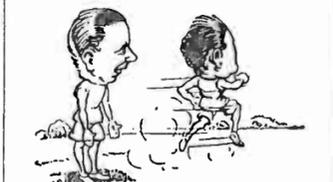
Don't dodge a question or objection. Answer it fairly and squarely.

Don't talk for the sake of talking. Say something.

Don't talk all the time. Often silence is a good salesmanship. Give the prospect a chance. When he wants to make an objection, let him make it. It is better out and answered than sticking in his mind.

Don't think you are up against an impossible proposition.

Don't be a quitter. Never say: "This is too tough a proposition for me. I cannot sell a radio set to this man."



If he needs one, and if he ought to have one, make up your mind that you can and will sell it to him. If you cannot do it in the way you have started, take another tack.

Make up your mind that there is a way to close him, and you will find it.

There is always a way to do anything which ought to be done. If you cannot untie the knot, cut it.

After The Sale

About a week or ten days after the sale, you'll find it worth while

tion or else object to buying. If he objects—find out why. Answer each specific objection as it comes up and again prepare him for signature. Some specialty salesmen will push forward the order form a dozen times or more before actually closing the sale.

Avoid giving the impression to the prospect that you are trying to force him to buy. No man likes to feel that he is being sold. Make the prospect feel he is buying because of his own wish and desire and by his own good judgment.

Some salesmen find it effective to hand the pen to the prospect while in the middle of a sales talk. They pass the pen over casually and keep right on with what they are saying. This makes an obvious, free-will act.

Sounding For The "Psychological" Moment

Such questions as the following will prove useful:—

1. "You would like to have this set in your home for the week-end, maybe?"

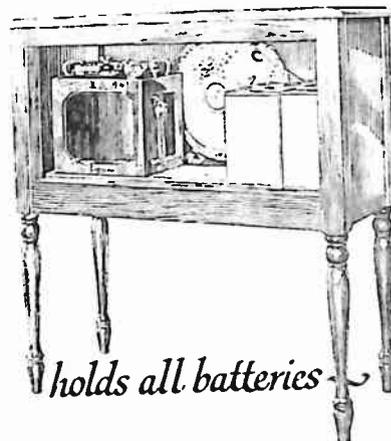
2. "Have you given any special thought to the type of loud speaker you prefer?"

3. "You'll want me to instruct Mrs. Smith how to operate this set, of course, in order that she may enjoy the afternoon programmes."

The CROSLEY MUSICONSOLE



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



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. Electro-types of newspaper advertisements will be ready within a few days. Circulars also soon will be ready for distribution.

Place the Musiconsole in a prominent place 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 CROSLEY MUSICONE.

This loudspeaker 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