

CROSLEY
RADIO WEEKLY
AND WLW PROGRAMS
CINCINNATI

27

VOL. V. NO. XXVII

Published By The Crosley Radio Corporation

JULY 5, 1926



THERE are no half-way stops on the Crosley Line this year. You are aboard the National Express, bound for Unlimited Business.

Every bearing has been well lubricated against sales resistance. Heavy grades have been smoothed away. The track is straight ahead; no dangerous curves; no sidings.

The public wanted more tubes; we have them. Single control will be in great demand; here it is. Furniture models — of course. Shielding — sure. Power tube adaptability — yes.

Finish, looks, price. Again we say — the direct line; no half-way stations; right into the heart's desire of the American buying public.

I have always had my share of enthusiasm. Never before, however, have I been so enthusiastic about the possibilities and the future success of our business and yours.

I feel that you have a line that will carry you straight through, without any stops, to the biggest success that you have ever known in the Radio business.

Powell Crosley Jr.

The New CROSLY Line



Illustrated above is what is destined to become the fastest selling line of radio merchandise on the market. Various types of receiving sets, which incorporate the latest achievements in radio construction, and loud speakers that have been proclaimed by thousands to be the very best in the field, barring none, are offered at prices that have amazed those who attended the fourth annual Crosley Jobbers' convention. There is a tremendous and immediate market for every receiving set and Musicone in the Crosley line. Every known demand has been met, there being multiple tube sets, with single dial control; power tube adaptability; beautifully designed console cabinets, of solid mahogany, with the popular two tone finish; larger Musicones, etc. Truly this is a

line every dealer will be proud to display and those who concentrate their sales efforts on it will be certain to prosper. Men well acquainted with trade conditions have predicted that this season would be the greatest in the history of the radio industry and have forecast tremendous business for those merchandising medium-priced products. A golden harvest is ready for those who take full advantage of the opportunity to sell the sets illustrated on this page. In addition to those shown here, there are the now-famous "PUP", the price of which remains at \$9.75, and the Musicone DeLuxe, with its mantel, clock-type cabinet, the price of which is \$23.50.

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.

THE RADIO SEASON IS ON

The Radio Season of 1926-27 started with a BANG immediately after the fourth annual convention of Crosley distributors. Radio salesmen report far greater activity than was displayed at the opening of the season last year. Greater interest is being taken in general, and every sign points to real prosperity for those engaged in the radio business.

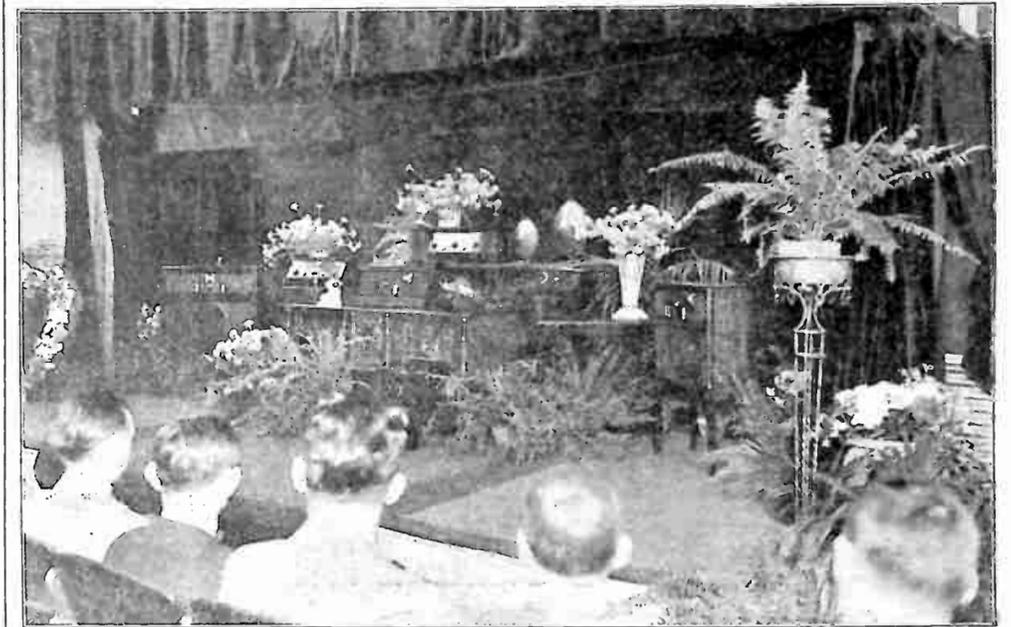
At the convention the consensus of opinion was that Crosley offered the most attractive line on the market. Prices, appearance, efficiency—the three features that create a demand for radio merchandise—are the outstanding factors in the "Better—Cost Less" line. In addition to these, there are such features as multiple tube receivers, with single control; power tube adaptability; perfect shielding; furniture models; larger Musicones and many others that combine to form a line of merchandise that is certain to stand head and shoulders above any other on the market.

Powel Crosley, Jr., manufacturer of these products, always has been optimistic in regard to their sales possibilities, but never before has he expressed such confidence as he did when he declared to the distributors:

"I have always had my share of enthusiasm. Never before, however, have I been so enthusiastic about the possibilities and the future success of our business and yours. I feel that you have a line that will carry you straight through, without any stops, to the biggest success that you have ever known in the radio business."

This optimism was shared by every person at the convention, and when there is 100 per cent acceptance, there must be something that merits it. Crosley merchandise DOES merit universal acceptance and the dealer who has a Crosley franchise is lucky indeed. Concentration on this line is certain to bring success. The radio season of 1926-27 is on. Let's all get busy and do our share in fulfilling the predictions of those who have forecast the greatest buying period in the history of the industry.

Most Startling Line of Radio Sets and Musicones Ever Offered Is Displayed at Annual Convention of Crosley Distributors; New \$50.00 Five Tube Single Control Receiver Amazes Jobbers



The above picture was taken just as the curtain was raised at the fourth annual convention of Crosley distributors. The new radios, banked with flowers, formed a pleasing sight and were cheered heartily by the hundreds of jobbers present. This picture gives an excellent idea of the difference in size between the regular Musicone and the new Super Musicone.

On a beautifully decorated stage, banked with red carnations and other floral pieces, and illuminated with high power lights, there was displayed at the opening of the fourth annual convention of Crosley distributors what was proclaimed to be the most startling line of radio receiving sets and Musicones ever offered in the history of the radio industry.

Four and five tube sets, some with single dial controls; power tube adaptability; furniture models; finish; looks; price—and a new and larger Musicone—an absolutely complete line of the most up-to-date radio equipment, offered at prices that actually amazed the hundreds of jobbers who had come from all sections of the United States.

Prolonged cheering followed the raising of the curtain, the distributors shouting and clapping for many minutes, and quiet was restored only when Powel Crosley, Jr., president of The Crosley Radio Corporation, started a detailed description of each of the new units. A brief address of welcome by Mr. Crosley preceded the raising of the curtain—an address in which it was predicted that the coming season would be the greatest, by far, in the history of radio and in which Crosley distributors and dealers were promised whole-hearted sup-

port and co-operation in the merchandising of "Better—Cost Less" products.

Frankness and friendliness were displayed by everyone throughout the convention. It was more like a two-day round-table discussion than a sales meeting. Spades were called spades during the discussions and there was an intermingling of Crosley men with the jobbers that amazed those who had been accustomed to attending conventions at which the manufacturer occupied the stage and the distributors formed the audience. Every visitor had an opportunity of saying whatever he desired, his criticisms being heartily welcomed by Mr. Crosley.

After the curtain was raised and the cheering had continued for many minutes, Mr. Crosley spoke a few

words about the new line in general and then started a detailed description of the four tube Crescendon equipped 4-29, the \$29.00 model which is continued in the Crosley line without material change.

"This set," he said, "is just as selective as any of the models; and its four tubes, while not delivering quite as much volume as is obtainable with the larger sets, give plenty of volume for average home use. It stands alone today as the one standard, widely advertised set at a price below thirty dollars. Do not get the idea that the 4-29 will not sell because it is low in price. There is a very tremendous demand for low-priced receiving sets today. This is a neglected field and one in which big profits would be reaped if anyone were to work it adequately. I would even welcome more competition in this field, as it would probably open the eyes of dealers and distributors to the opportunities before them."

Then Mr. Crosley pointed to the \$38.00 five tube 5-38, the chief change in which was the introduction of windows behind which the indicator dials move, replacing the scales and pointers previously used on these sets. The circuit remains the same and other details of construction and the price are the same as before. Distributors at the Convention felt that the win-

(Continued on Page 3)

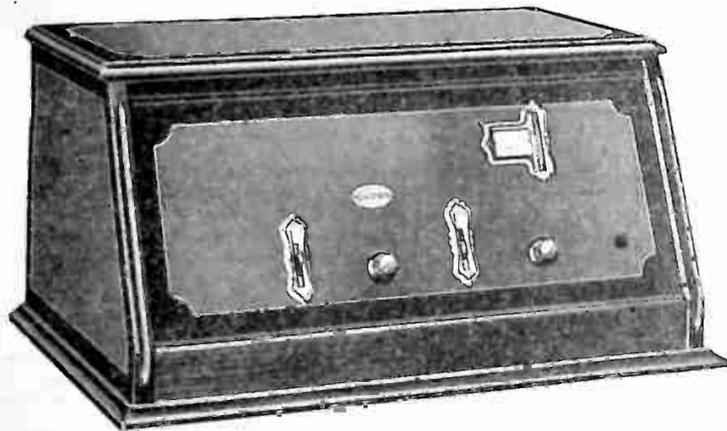
THE CROSLY LINE

The one tube "Pup".....	\$ 9.75
The four tube 4-29.....	29.00
The five tube 5-38.....	38.00
The five tube 5-50.....	50.00
The five tube 5-75.....	75.00
The five tube R. F. L.-75..	65.00
The five tube R. F. L.-90..	90.00
The four tube 4-29 Portable.....	33.00
The Musiconsole.....	32.00
The Super Musicone....	14.75
The Musicone Regular ...	12.50
The Musicone DeLuxe....	23.50

The New 5 Tube 5-50

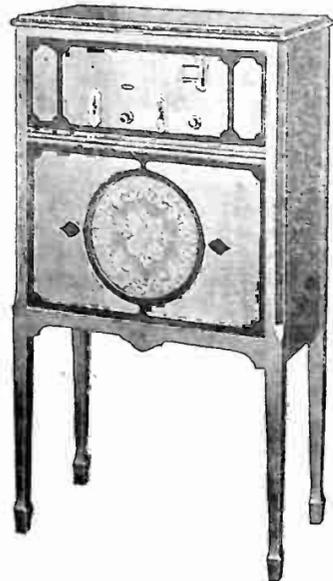
\$50⁰⁰

Single Drum Station Selector Solid Mahogany Cabinet



THE NEW 5 TUBE 5-75 - - - \$75.00

This new five tube radio, with its single drum station selector and installed in a solid mahogany, two-toned cabinet, is certain to dominate the medium priced field. It incorporates two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification, with means provided for use of a power tube in the last stage. All stations found instantly on this one control, which revolves smoothly under slight pressure. Can be calibrated for wave lengths. Incorporates new shielded compartment metal chassis designed to receive extremely favorable comment for its advanced attractive features in radio set construction.



The five tube 5-75, in its beautiful solid mahogany two-toned console cabinet, with built-in Musicone, is another most startling value in the new Crosley line. The receiving set itself is the same as that used in the 5-50, with its single drum station selector, shielded chassis, power tube adaptability, etc. This set was heartily approved by the distributors at the Crosley convention and was believed by them to be greatly underpriced. In the 5-50 and 5-75 there are two adjustment levers which permit very sharp tuning when nearby stations spread broadly over the dial. Under varied conditions, these levers, when once adjusted, need not be touched again. Many other attractive features, found only in very high priced equipment, are incorporated in these new receivers.

CROSLLEY RADIOS

BETTER • COST LESS

Real Stability Near In Radio Business, Crosley Declares

Hundreds of Manufacturers
Have Faded from Picture,
Leaving But About
Five Leaders.

The radio situation has changed this year from what it was in the past. Wall Street was ready to finance almost anything with the name radio attached to it last year but today financiers have found there are only about five real radio leaders in the industry.

Hundreds of manufacturers of radio apparatus who were not situated to meet the kaleidoscopic changes during the past year, have automatically faded out of the picture, Powel Crosley, Jr., told the delegates at the fourth annual convention of distributors of apparatus made by his concern. The position of the leaders in the industry today has been made doubly strong through the passing of the concerns which could not meet the pace, he said.

"Dealers could buy almost any type of radio set they wanted last year and at prices which were at a loss to the manufacturers," Mr. Crosley declared. "This year, there may be twelve manufacturers from which the dealer may buy. This dwindling of competition into fewer channels will mean there will be a better study of the requirements of the public without any dumping of superfluous stocks upon the market, which will at last strengthen the radio market to a point of real stability.

"As an indication of the volume of radio business expected during the coming year, The Crosley Radio Corporation expects to do a business of \$25,000,000.00, which means that the new factory addition, with its space for a production of 10,000 receivers and Musicones a day, will be utilized to capacity during the peak season.

"Radio apparatus is being sold more and more by specialists in this line. Just who will be the distributors of radio in the next five years cannot be guessed at this time, but it does look as though there will be concerns making the sale of radio their sole business, just as the new sellers of automotive equipment were not the old-time dealers in horse and carriage equipment.

"One of the important functions of the manufacturer of radio or any other product is to be able to sense the market and produce the type of material that the public will buy. While it is true that styles in radio receivers change, there are absolutely no radical departures in view for the coming

CROSLLEY SALES DIRECTORS



The pictures above are those of the directors of sales of The Crosley Radio Corporation and the men who conducted the fourth annual sales convention. They are, from left to right, Walter B. Fulghum, general sales manager; Powel Crosley, Jr., president, and John L. Limes, new assistant sales manager. Before coming into the radio industry, Mr. Limes was sales manager of the Krell Piano Company and before holding that office was with the Aeolian and other large piano concerns. He came to Crosley because of his belief in the policy and quality of the merchandise.

Tremendous Plans For Expansion Are Explained By Lewis M. Crosley At Annual Convention Of Jobbers

New additions, now under construction, will bring the productive floor space of The Crosley Radio Corporation's plants to a total of nearly 300,000 square feet, Lewis M. Crosley, Vice President, declared in his address to the distributors. A new addition to the assembly plant was started several weeks ago. It is to be completed by September 4, and will be a six story, concrete building, with a total productive floor space of 96,000 square feet.

"The present assembly plant has a floor space of about 65,000 square feet," Mr. Crosley said, "without the storage sheds at the rear, which have been removed to provide space for construction of the addition. Almost half of the space in the present building is devoted to offices and shipping and receiving departments, leaving about 35,000 square feet for actual assembly work. All of the space in the new building will be devoted to production activity.

"Besides the assembly plant, The Crosley Radio Corporation operates a wood-working factory, for the manufacture of cabinets, a parts

factory, and a printing plant. The woodworking plant contains about 80,000 square feet of floor space, and still must run night shifts during the rush season to take care of the orders. It has been enlarged several times during the past two or three years. The parts factory originally housed the entire Crosley organization, offices and all, but has since been given over to the manufacture of parts for the sets exclusively.

"Work was recently begun on a new building to house the printing plant. This is located near the office and assembly plant, and will be occupied about July 4."

"The trend of the style in radio receivers is towards the single control type, with a place for the listing of the stations so that it is possible to turn the graphic drum finder to the broadcasting previously listed and if the station is operating, hear the programs without any further work. The radio set is being so simplified that it will take less trouble to operate than a talking machine."

season but rather some modifications and improvements that will make the operation more easy for the average fan.

"The trend of the style in radio receivers is towards the single control type, with a place for the listing of the stations so that it is possible to turn the graphic drum finder to the broadcasting previously listed and if the station is operating, hear the programs without any further work. The radio set is being so simplified that it will take less trouble to operate than a talking machine."

TUNE IN!

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain
and Live Stock
Quotations.

THE FIFTH THIRD
NATIONAL BANK OF CINCINNATI

Every Idea Offered Is Investigated By Crosley Engineers

Interesting Duties Performed
by Department, Explained
to Distributors by
Charles E. Kilgour.

The engineering department of The Crosley Radio Corporation has many interesting duties to perform. Sound, scientific knowledge on which to base the design of radio receiving apparatus requires considerable time in experimental and research work. Men of scientific training keep in touch with developments in the industry by reading the publications of the various scientific societies. This very important department is under the supervision of Charles Kilgour, who has been with the concern since it started and helped in the development of the early apparatus, and who was one of the speakers at the Crosley convention.

"The whole radio science is so new that there is a vast amount of work to be done and many of the problems are extremely involved and deal with so many uncertain variables that definite mathematical solutions have not been obtained," he declared. "For this reason, the engineers must rely mainly on practical tests and comparisons for the final answers, using theoretical indications as hints to be used in the layout of new work.

"We are constantly approached by inventors with ideas supposedly of value. These are carefully investigated. In a very great majority of cases, nothing worth while is found, but no one can afford to overlook any chance, for, once in a thousand times, someone comes along, like Charles W. Peterson who invented the Musicone.

"After an idea has been adopted as a commercial possibility, production models must be made and thoroughly tested, for re-arrangement into a manufacturing model often introduces unforeseen effects. When the model has been improved, drawings of all new parts are made; parts lists drawn up and turned over to the purchasing and production departments. Production tests must be devised; a careful check of actual production samples made to insure that the results are equal to expectations.

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

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.



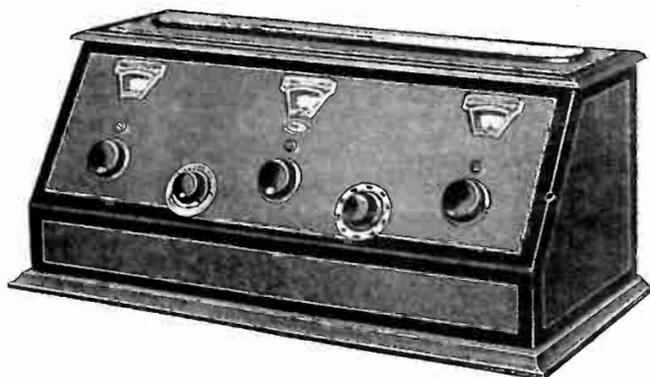
FOUR TUBE 4-29 - - - \$29.00

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.

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 and summer. 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.

FIVE TUBE 5-38 - - - \$38.00

The Crosley 5-38 is a five tube receiver, incorporating two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification. It is identically the same as the set that has become so popular during the past Spring except it has greater eye value due to the fact that the sectors and pointers have been removed from the front of the panels, and are observed through windows. This is one of the five tube sets Powel Crosley, Jr., offered to the public after promising to do so only if he could make one better than any on the market. Sales and reports of performances since its introduction indicate that it is measuring up to Mr. Crosley's promise.



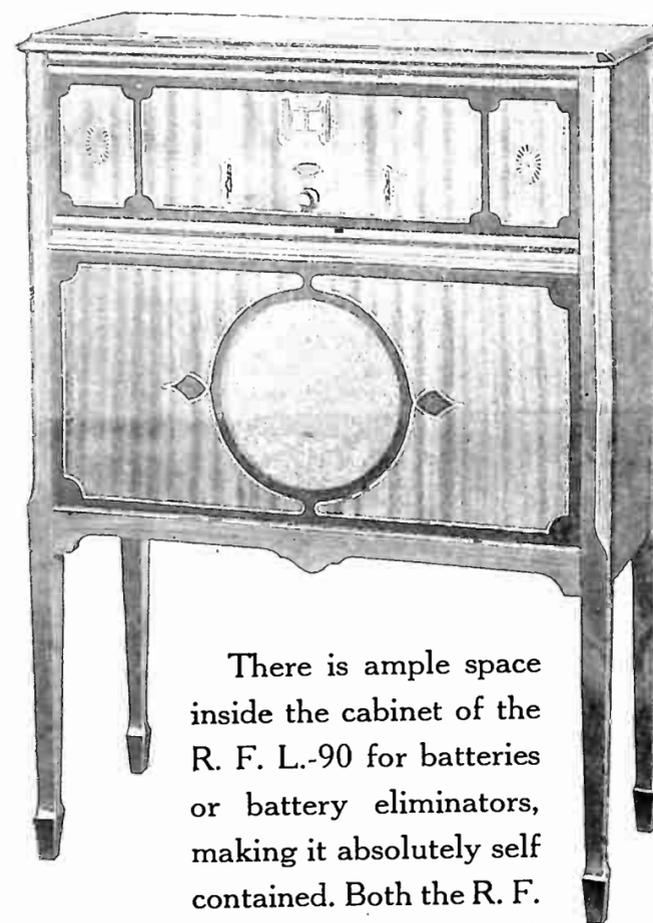
Crosley manufactures Radio Receiving Sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

CROSLLEY RADIOS

BETTER • COST LESS

Another 5 Tube Radio in a Mahogany Console Cabinet with Built-in Musicone

The R.F.L 90 \$ 90.00



The R. F. L.-90 is a five tube receiving set, using the now-famous non-oscillating R. F. L. circuit and incorporating the new double drum station selector. This circuit, with the new metal chassis, installed in a beautiful solid mahogany two-toned console cabinet, with a built-in Musicone, forms a radio for which there will be an immediate and tremendous demand. It includes the very latest of radio refinements, is exceptionally attractive in appearance and meets the requirements of those listeners who are most particular about the appearance of their set.

There is ample space inside the cabinet of the R. F. L.-90 for batteries or battery eliminators, making it absolutely self contained. Both the R. F. L.-90 and the R. F. L.-75

R. F. L.-75 NOW \$65.00

Price of the popular R. F. L.-75 has just been reduced to \$65.00, due to savings effected in elimination of decorated bakelite panels and the substitution of wood panels with windows that permit the operator to observe the otherwise concealed dials. Pointers have been eliminated from the front panels. These changes, while effecting a saving, have, at the same time, made the set actually more attractive.

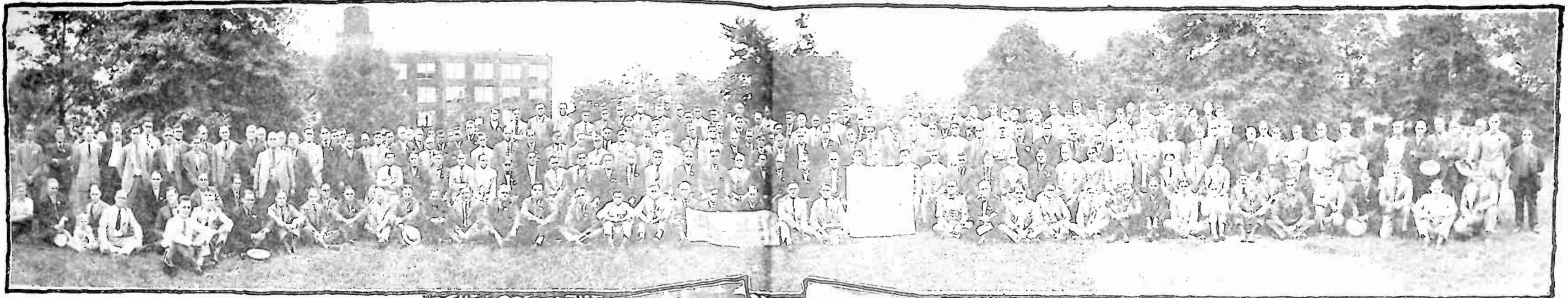


are genuine long-distance receivers, utilizing a circuit that has become exceptionally popular and has proven its worth during the past year.

CROSLLEY RADIOS

BETTER • COST LESS

CROSLY DISTRIBUTORS AT FOURTH ANNUAL SALES CONVENTION



Startling Line Of Sets and Musicones Shown To Jobbers

(Continued from page 3)

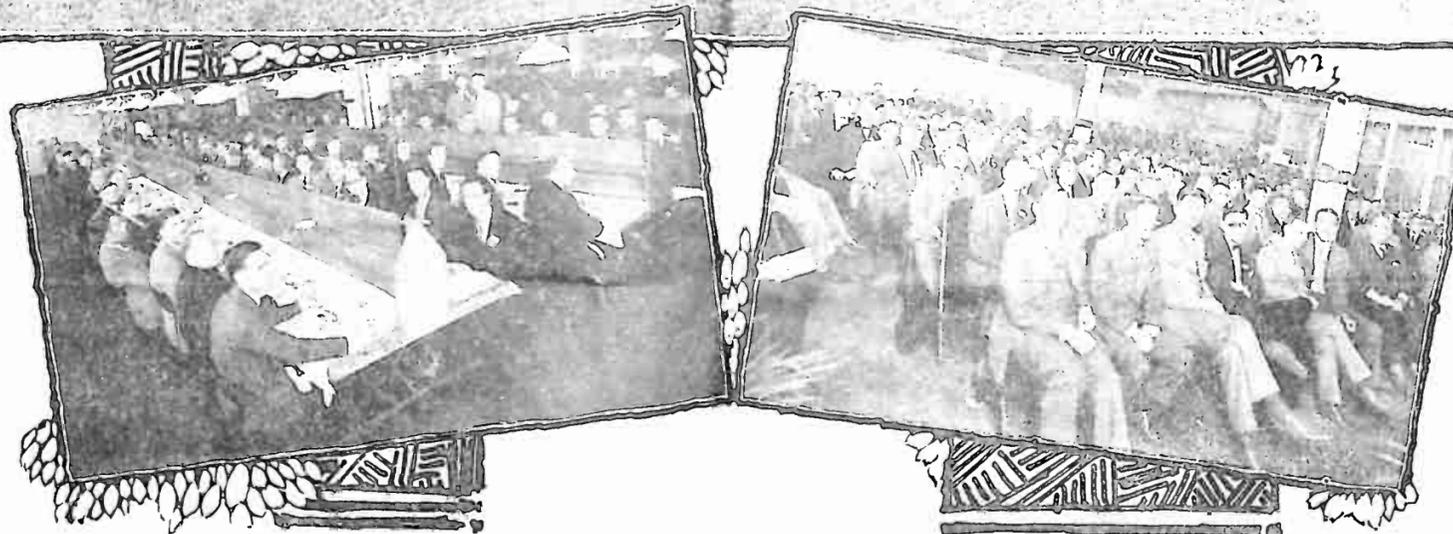
dows added materially to the attractiveness of the set.

Next came the new \$50 five tube Model 5-50, with its single drum station selector and solid mahogany two-toned cabinet. This set incorporates practically the same circuit as the 5-38, although a number of improvements have been made to increase its efficiency. The main tuning control is of the drum type, with space provided for writing in the names of stations, wave lengths, etc. the sub-controls are operated by means of small levers. Provision is made for removing the paper from the drum and replacing it when desired. A unique feature of the set is its metal chassis—all parts being built into a stamped metal case, which fits inside the

set. There is one major tuning control with two small sub controls which may be adjusted in order to secure the maximum of results after the station has been tuned in. This is a feature not found in the average uni-control set, in which there is no provision made for sub-controls to secure the utmost accuracy of adjustment. Thus the advantages of uni-control are obtained without its disadvantages.

The 5-50 is also built in a console type, with built-in Musicone. This model is called the 5-75, retailing at \$75. The cabinet is of solid mahogany. "We wanted a console in this price class," said Mr. Crosley, in describing this model. "We didn't see how we could do it in solid mahogany. We made some in poplar, but they did not quite come up to what we wanted. I went home racking my brain to think how we could make one in solid mahogany. Then came the idea of this metal chassis. The metal chassis, while actually an improvement over former methods of assembly—providing a more substantial foundation for the parts and making efficient shielding possible—at the same time saved enough money in production to make solid mahogany possible in a uni-control console model at the \$75.00 price."

Announcement then was made by Mr. Crosley to the effect that the price of the five tube R. F. L-75 had been reduced to \$65.00. This pleased the distributors immensely because they realized immediately that there was certain to be a tremendous field for such an artistically designed receiver incorporating the now-famous non-oscillating R. F. L. circuit and retailing at the ridiculously low price of \$65.00. A few minor changes have been made in the panel of these sets, including the elimination of decorated bakelite panels and the



These interesting pictures were taken during the fourth annual convention of Crosley distributors. The one on top shows the visitors assembled outside the Crosley factory, and is considered to be the official picture of the convention. Below, at the left, the jobbers are shown at luncheon. One entire section of factory space was turned into a lunch room, the distributors eating on the tables used by girls in the assembling of Crosley radios. At the right a group of the visitors is shown in the convention room. These pictures give some idea of the large number of jobbers attending the convention.

substitution of wood panels with windows that permit the operator to observe the otherwise concealed dials. It was the unanimous opinion of the jobbers that the changes added to the appearance of the set.

Mr. Crosley then referred to the new \$90.00 R. F. L-90, a beautiful console model, with built-in Musicone, and with ample room for batteries. This set incorporates the new double drum station selector with the five tube R. F. L. circuit, and is installed in a solid mahogany two-toned cabinet. A prolonged discussion followed, during which the jobbers agreed this set was the very one their dealers had been demanding and predicted there would be a demand that would tax the production facilities of the Crosley organization.

Then came the new and larger Musicone, to be known as Super Musicone. The retail price will be

\$14.75. The cone of this new reproducer is 16 inches in diameter and it is beautifully decorated on both the front and back. As Mr. Crosley explained there has been a noticeable demand for a larger Musicone, and this new unit is considered by some to develop more resonance in bass reproduction and greater volume than its 12 inch counterpart, the regular Musicone, the success of which in replacing hundreds of thousands of old type loud speakers was the basis for presenting the larger type. Naturally the regular 12 inch Musicone will be continued in the Crosley line, but hereafter the list price will be \$12.50, a reduction from its established price of \$14.75.

It was explained also that the Musiconsole would be continued but that the new price would be \$32.00. This artistically designed console table, with its built-in Mu-

sicone and compartments for batteries, has been praised far and wide and it was the opinion of the distributors that it would be one of their greatest sellers during the season just ahead.

The four tube 4-29 Portable will be continued also at the established price of \$33.00. This set has met wide approval since it was announced a few weeks ago and now is being produced in large numbers daily. It is an ideal radio for campers, tourists, and for those travelers who desire to "take their entertainment with them."

After Mr. Crosley had discussed thoroughly the merits and merchandising possibilities of every receiving set and Musicone, luncheon was served on the tables that are used to assemble radios. The entire afternoon was devoted to a round-table discussion of Crosley products, sales policies, etc. and to an

address on advertising by Joseph H. Neebe, of the Campbell-Ewald Advertising Company. Mr. Neebe stressed the value of advertising by the jobber and dealer, and outlined in a general way the advertising plans of The Crosley Radio Corporation for the coming Fall and Winter.

In the evening the delegates attended a dinner at the Gibson Hotel Roof Garden and were entertained by WLW artists, a microphone having been installed on the stage of the roof garden. Every distributor was given an opportunity of saying a few words "to the folk back home."

The second day of the convention started with an inspection of the Crosley plants, the visitors obtaining a definite idea of the magnitude of the organization. They were especially interested in the manner in which cabinets and parts are made and the efficiency of the system

used in assembling the receiving sets and Musicones. Returning to the convention headquarters, the jobbers took part in a two-hour discussion of the sales department's plans for the coming season. This discussion was led by Walter B. Fulghum, general sales manager, who explained in detail the plans he has in mind for expanding the authorized dealership system.

Later Mr. Crosley introduced certain departmental heads, including Lewis M. Crosley, vice-president; John J. Hope, credit manager; Stewart F. Thomas, factory superintendent; Richard Goheen, inspection superintendent; John L. (Jack) Limes, assistant sales manager; Charles Kilgour, chief engineer; Robert F. Stayman, advertising manager, and Alvin R. Plough, publicity director.

Luncheon then was served, after which the official photograph of the visitors was taken. This picture appears at the top of this page. The entire afternoon then was devoted to another round-table discussion of the plans for merchandising Crosley products. It was led by Mr. Crosley and Mr. Fulghum, who frankly answered every question asked.

Many of the distributors brought their wives with them, and a special program was arranged for their entertainment. This program for the two days follows:

Hostesses—Mrs. Powell Crosley, Jr., Mrs. Lewis Crosley, Mrs. Walter B. Fulghum, Mrs. L. A. Kellogg

Tuesday, June 8, 1926
Meet hostesses in Crosley WLW Studio

10:30 A. M.—Leave for auto trip.
1:00 P. M.—Luncheon at Zoo Club House.

Afternoon—Zoo Concert or tour through parks and Kentucky points.

5:00 P. M.—Return to Hotel.

7:00 P. M.—Banquet (Informal) and Frolic, Gibson Roof Garden

Wednesday, June 9, 1926

12:00 Noon—Luncheon, Cincinnati Club, Eighth and Race Streets

2:15 P. M.—Matinee, Grand Opera House, Stuart Walker Players.

5:00 P. M.—Return to Hotel. Closing.

According to statistics one out of every five families in the United States owns a radio set. In New York City alone there is an average of one set to every three families.

CROSLYISMS

Among the striking statements made by Powell Crosley, Jr., at the jobbers' convention were the following:

\$25,000,000 has been set as the estimate for the sales for this year.

\$100,000 has been spent for new tool dies for new models. 10,000 radio receivers and Musicones a day after September First.

Advertising makes talk about the thing advertised not the advertisement.

Use advertising—it is salesmanship in print. The dealer who gives service will survive.

Ease of selling is the test of merchandise.

Public now ready for single control receivers.

Business hinges entirely upon the success of distributors.

No dumping this year. Do not overstock.

ANNOUNCING

The New CROSLY SUPER MUSICONE

\$ 14⁷⁵

Beautifully Designed 16 Inch Cone For Those Who
Desire A Larger Speaker

To meet an ever increasing demand for a larger Musicone, the new Super Musicone has been developed. The 16-inch cone, beautifully designed on both front and back, is certain to appeal strongly to those who are particular about the appearance of their receiving set and loud speaker. This new Musicone is considered by some to develop more resonance in bass reproduction and is particularly

adapted for use in very large rooms. The success of the regular Musicone in replacing hundreds of thousands of old type loud speakers is a basis for presenting the larger model. Its fidelity of reproduction, its tremendous capacity to handle great volume without distortion and its good looks are certain to make the new Super Musicone an even faster seller than the Musicone was last season.

Price Of Musicone Regular Reduced To \$12.50

There are many persons who would prefer the smaller Musicone, which, of course, will be continued in the Crosley line. This has a 12 inch cone, and, with a new low price of \$12.50, it stands alone in the radio reproducer field. The operating units are the

same in both types, and both have the floating cone. This unit was the fastest selling loud speaker on the market last season and is destined to retain its record for popularity. The artistically designed Musicone De Luxe, with its clock-type cabinet, also will be retained in the Crosley line. Its list price is \$23.50.



CROSLY RADIO

BETTER • COST LESS

The CROSLY MUSICONSOLE

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



NEW PRICE

\$ 32.00



holds all batteries

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.

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

The Musiconsole is a decorative motif in the furnishing

of the 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.

CROSLY RADIO

BETTER • COST LESS

Unlimited Enthusiasm Is Expressed By Crosley Distributors In Commenting On New Receiving Sets and Musicones; Public Bound To Be Appreciative, Jobbers Declare.

Never before has it been possible to obtain 100 per cent indorsement of a new line of merchandise. Always there were a few who were dissatisfied—men who were skeptical. But at the fourth annual Crosley convention the delegates were unanimous in their praise of the various sets introduced. Expressions of the opinions of a few of the distributors follow:

This is the fourth Crosley jobbers' convention I have attended. What wonderful progress has been made in manufacturing and designing of radio! This year we will be farther in the lead of our competitors than ever before. The Crosley line of receivers and beautiful console models will be very much appreciated by dealers as well as the buying public. The present line includes many articles the dealers will want to learn about at once.

Standard Battery & Electric Company, Waterloo, Iowa, "Iowa's first Crosley Jobber."

The new Crosley line has wonderful sales possibilities and every dealer in my territory in the state of New Jersey should congratulate himself upon having a dealer's franchise. The franchised dealer on the Crosley line will be forced to make a large profit this year if he displays the new receivers, as they will sell on sight.

D. W. May, Inc., Newark, New Jersey.

"On Top Of The World."

In the opinion of the distributors who attended the fourth annual Crosley convention, those jobbers and dealers who are authorized to merchandise the Crosley line are "sitting on top of the world." Truly an interesting place to be from a radio merchant's standpoint! What more could a dealer ask than to occupy such a position? If you would but pause a moment and consider the enthusiasm expressed by the distributors you would realize that you are being offered a line that will warrant your occupying a seat "on top of the world." Crosley dealers will be masters of all they survey. They will merchandise a line that will stand out like the proverbial "house afire." They will handle radios that are sold before they are received by them. Prosperity is faced by those who will "sit on top of the world."

More Interviews To Be Published

The interviews with Crosley distributors, published in this issue of the Radio Weekly, are but a few of those obtained during the fourth annual convention. Others will be published in later editions. Watch the Radio Weekly and read these expressions carefully. Look for what your distributor has to say about the new "Better—Cost Less" line.

With the new Crosley line we can approach and interest the best radio outlets in our territory. The new line embodies features uppermost in the minds of the buying public, such as shielding, single dial control, power units and console models, at unheard of prices. With this complete array of receivers, cone speakers, and accessories I am sure we will enjoy a very prosperous year.

Grier Sutherland Company, Detroit, Mich.

Crosley dealers sure should highly prize the fact that they are the chosen ones to serve the radio buying public with such a complete and beautiful line.

Aitken Radio Company, Toledo, Ohio.

Never before has a convention of Crosley jobbers been so unanimous in expressing that the new Crosley line bears the earmarks of real sales ability in respect to those features which the public wants; namely, simple tuning, eye value, tone quality, and cabinets incorporating loud speaker with space for batteries.

National Radio Company, Chicago, Ill.

The tremendous demand I foresee for a single control set at \$50 and a beautiful console at \$75 alone should command the attention of the best dealers in every town in the country. Eye value, simplicity of control and price are the three reasons why this new Crosley line will meet with instant success.

Badger Radio Corporation, Milwaukee, Wis.

It is my firm conviction that the new line of Crosley sets for the 1926-27 season far surpass any apparatus so far made under the Crosley name.

Radio Equipment Company, Fargo, N. D.

When the curtain was drawn and I saw the new Crosley line I was greatly impressed by the beauty of the models and as the convention progressed and I had time to learn about and investigate the inner workings I firmly believed that we

had the best proposition before us for the coming season that we ever had. If we don't cash in on this line then we have no business in the radio field.

G. Q. Electric Company, Milwaukee, Wis.

The Crosley line this year is wonderful, and, in our opinion, the finest in the United States. With this new line every Crosley dealer should not only make more money than on any other line but make a host of friends.

Wakem & McLaughlin, Inc., Chicago, Ill.

Not only has Crosley kept up with the procession in the introduction of the new models, but he has gone way ahead of it—so far, in fact, that noticeable competition is bound to be a minus quantity for some time. Think of a five tube, single drum control at \$50.00, or the same in two tone mahogany console, musicone built in, for \$75.00! Both the distributor and dealer enjoying the Crosley franchise, are, to my notion, extremely fortunate.

Tel Electric Company, Houston, Texas.

The improvements in design and appearance clearly indicate the element of progressive thought which makes The Crosley Radio Corporation one of the leaders in the industry. The new designs added to the satisfactory mechanical construction which during the past months has proved exceedingly successful, backed by able advertising, should produce a consumer acceptance second to none, in the radio field.

Sherwood Hall Co., Ltd., Grand Rapids, Mich.

Unquestionably Powel Crosley's new 5 tube radio models offer the prospective buyer everything desirable in beauty of cabinet design, simplicity of operation and clear, mellow reception. To be able to offer a Model 5-50 at \$50.00 consisting of five tubes with one dial control in an attractive cabinet is truly an achievement.

Motor Car Supply Co., Chicago, Ill.

I feel confident that this will prove to be most decidedly a Crosley year and with it a Crosley franchise is bound to prove an all but invaluable asset to any dealer fortunate enough to enjoy one.

Stern & Co., Inc., Hartford, Conn.

With each successive radio development, Crosley leads the march. This has been the history of the past, is the fact of the present and the prediction for the future. The new sets just announced will, we believe so meet the popular fancy and fill the needs of the radio buying public that we estimate sales of Crosley radio this year at ten times the volume of any other year. When a consumer can buy a five tube one dial control efficient set in as handsome a cabinet as the five-fifty at \$50.00, what more can be desired?

Electric Parts Corporation, Syracuse, N. Y.

Crosley Dealers and Jobbers are indeed fortunate. The new models will attract nation-wide attention, and result in greater demand than ever before. The single control model at fifty dollars will take the country by storm, and will be followed closely by the other sets of this wonderful line.

The Johnson Electric Sup. Co., Cincinnati, Ohio.

(Continued on Page 14)

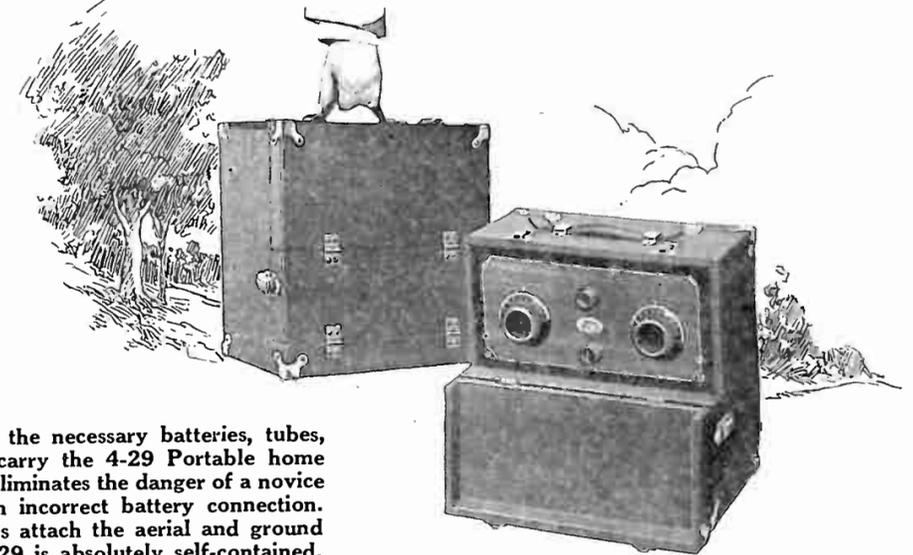
Everyone Pleased

Expressions of the opinions of Crosley distributors on the new "Better—Cost Less" line, published herewith, should be considered carefully by every radio dealer. As a rule, radio distributors are very conservative. They say what they mean—and only what they mean. And so when the distributors of any line of merchandise are unanimous in praising these products there must be something behind them that merits this feeling. A line of radio receivers and reproducers that is so heartily indorsed as is that now offered by The Crosley Radio Corporation is one that is certain to dominate the field and we take pleasure in calling to your attention particularly the manner in which many of the jobbers congratulate themselves and their authorized dealers on possessing a Crosley franchise.

ANOTHER SUMMER SALES BUILDER

\$33 ~~CROSLLEY~~ **\$33**
Portable 4-29
FOUR TUBE

Your Customers
Will
"Take Their
Entertainment
With Them"



Dealers can install all the necessary batteries, tubes, etc., so the customer can carry the 4-29 Portable home absolutely complete. This eliminates the danger of a novice damaging his tubes through incorrect battery connection. All the customer need do is attach the aerial and ground wires and tune in. The 4-29 is absolutely self-contained.

SINCE the announcement of the Crosley four-tube 4-29, the popularity of the set has grown by leaps and bounds. This four-tube receiver established an entirely new standard of value in the radio world. For the first time the public was able to buy a receiving set at such a remarkably low price.

Since its announcement, there has been an insistent demand on the part of jobbers, dealers and individuals for a Portable 4-29. Here it is. The same wonderful receiver that is now known so well as the 4-29, in a leatherette-covered, portable case.

Unlike most portable receivers, the case of the 4-29 Portable has ample room for a real power plant of batteries instead of a limited space for flashlight batteries, which have a very short life, even on dry cell tubes.

Although the Crosley 4-29 Portable is so arranged that you can readily "take your entertainment with you" wherever you go, the style of the case and the whole assembly is so attractive that thousands of these receivers will be used in the homes primarily, with the idea that when de-

sired they can be carried along wherever you go.

Thus, of course, the Crosley 4-29 Portable will appeal to those people who are traveling extensively, or who travel occasionally. The traveling salesman will take the Crosley 4-29 Portable with him to while away the evening hours when there is nothing else to do. He can drop a wire out of his hotel window attach another wire to the radiator, bring in stations within a reasonable range, and enjoy all of the pleasures of radio wherever he goes. The same is true of the camper and the automobile tourist.

The Crosley 4-29 Portable is so light and convenient, and can be used so efficiently on a small antenna, that it is recommended for canoes, motor boats, yachts and for travelers on ocean voyages and on board trains.

Of course, if a radio receiver is desired for use at one place, the Crosley 4-29 Portable will give, in the way of service, everything that can be obtained from the 4-29 Regular, but this new portable receiver adds the portability feature to the advantages of the standard 4-29, which was designed primarily for use in one place.

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

CROSLLEY RADIOS

BETTER • COST LESS

Enthusiasm Voiced By Crosley Jobbers At Fourth Meeting

(Continued from Page 12)

The new one dial fifty dollar set will go over with a WOW! The entire line is greatly improved. Crosley dealers will go in high this year. American Electric Company, St. Joseph, Mo.

The Crosley line for this season, an absolute KNOCK-OUT, contains everything anyone could want, with prices, quality and eye value, that will eclipse anything on the market. The dealer who gets the Crosley Franchise this season will be sitting on top of the world. I predict our sales this year will be five times what they were last.

Ft. Wayne Iron Store Co., Ft. Wayne, Ind.

We congratulate The Crosley Radio Corporation upon its achievement. It indicates a spirit of progressiveness on the part of those responsible for the production of these new models. The introduction of the single dial and console models at such moderate price, should eliminate any sales resistance similar to that encountered the past year.

Jos. Strauss Company, Buffalo, N. Y.

A cold knockout by a well deserving champion, the new Crosley line has without question surpassed anything that has ever reached the mark and in my opinion will sustain this leadership throughout the coming season.

Doubleday Hill Elec. Co., Washington, D. C.

The new Crosley line, due to its fine appearance, one dial control and remarkably low price, will unquestionably override all competition in its price class.

Columbia Wholesalers, Inc., Baltimore, Md.

The Crosley Radio Corporation's 1926 line covers the field from the lowest priced to the moderate figures in price and from small compact models to the console types. A range from the three dial type to a two control and single control will meet the demand for those who have a preference for any style of control, while prices are low the performance of these sets compares favorably with sets at double the prices or higher.

The Sutcliffe Company, Louisville, Ky.

There isn't any question in the mind of the writer about the new Crosley line being superior to any other line on the market in value. We are setting our quota at \$300,000,00 for this year and I feel con-

Desires Of Public Met By Engineers In Designing New Crosley Radio Line; Stable Merchandise Now Being Offered

The Radio business is young. Broadcasting has been conscious to the public mind less than five years. Radio manufacturers have been pioneers, laboring through the maze of uncertainty as to the desires of the public.

Dealers and distributors, as well as manufacturers, have not known what the public would eventually want. There has been much guesswork on the part of the manufacturer as to what would sell. The public has wanted one thing and then another. Desires have changed as the four winds. But out of it all there has come a clearer picture of what the Radio public really wants. The manufacturer who has been building for the future has been compelled to meet the changing desires of the public. That manufacturer who has been inflexible in his ability to change

ident we will go well over this mark.

Grier Sutherland Co., Detroit, Mich.

The new Crosley line is just what we distributors have been wanting for a long time—five tube sets with single or double control, window dials or drum indicators, handsome console and cabinet models, and a larger Musicone. We are proud to be able to present these new models to our dealers and he is truly a fortunate dealer who has the Crosley franchise this year.

Western Radio Corporation, Cedar Rapids, Iowa.

My one job at this season of the year is to select radio merchandise of such character as can be offered to the public successfully by the dealers served by my concern. The inspection just made of new Crosley models certainly proved that the Crosley has hit the ball for this year. I believe the line will sell in a large way as it fully embraces those things demanded by the class of consumers who seek appearance, refinement and the ease of control in a low price receiver.

W. A. Roosevelt Co., LaCrosse, Wis.

The new models are extremely attractive and should meet with the unqualified endorsement and approval of the public. The demand for console types of radio receivers has been constantly increasing and we are particularly pleased with these new console models, believing that they will fill this demand in the popular priced field.

Tay Sales Company, Chicago, Ill.

when necessity demanded it, has fallen by the wayside.

The Crosley Radio Corporation has been accused of making changes too frequently. In every case, however, careful thought was given before changes were made. These changes have been necessary in every case. No manufacturer has desired to change his models frequently. It has cost The Crosley Radio Corporation hundreds of thousands of dollars to make the changes that have been necessary from time to time, but now it is believed that the picture of what the public wants has become clearer than it ever has been before.

The Crosley line, just announced, has been designed and developed after the most careful study of the picture of the public desires, and it is believed by the officials of The Crosley Radio Corporation that the day has passed where frequent changes and obsolescence is necessary.

A careful analysis of the Crosley line will indicate that it goes farther toward giving the public what it wants and what it has shown a desire for than it has before.

The Crosley line will be imitated but it is believed that it will be a long time before any further changes are necessary. Any Dealer's judgment should indicate that Crosley now offers the line of greatest stability on the market.

New Type Receivers Improve Reception

Several excellent reports have been received by the Crosley engineering department in which radio listeners tell of the excellent reception they are able to have this year, despite the warm weather. There are two very important reasons for this good reception and they are the improved type of receiving and broadcasting apparatus, with greatly increased power for the latter.

If you wish to BUY or SELL

SECURITIES

Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US

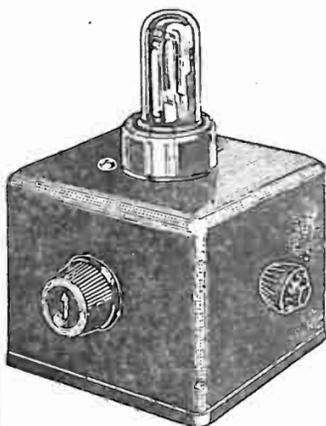
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The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567

326 Walnut Street

OF COURSE!
The
CROSLEY
PUP
IS RETAINED IN THE
'BETTER-COST LESS' LINE



\$9.75

Quite naturally this famous one tube Armstrong regenerative radio receiving set is being retained in the Crosley line. It will be advertised extensively. This is a real honest-to-goodness long range radio, not a toy. It is an improvement over one tube Crosley radios with which listeners have reported trans-Atlantic reception.

There is a great demand for such sets as the "PUP". Persons who have larger radios will buy them for their children, their maids, etc. They will be purchased for shut-ins, for the infirm. Dealers will actually be surprised at the large number they will sell during the coming season. If you have none in stock, we suggest that you place an order immediately with your Distributor.

Manufactured under Armstrong U. S. Patent No. 1,113,149.

The Crosley Radio Corporation
CINCINNATI, OHIO

Recommended Discount To Authorized Dealers On Complete Crosley Line Of Radio Apparatus Increased To 40%

In addition to giving startling values and wonderful improvements in the Crosley line at retail prices that are startlingly low, The Crosley Radio Corporation has found it possible to decrease manufacturing costs through quantity production to such an extent as to permit larger discount to Distributors and Dealers.

The discount to Authorized Dealers, recommended by The Crosley Radio Corporation to its Distributors, is now 40 per cent on the entire Crosley line. Heretofore

only certain models carried the 40 per cent discount, the low priced models carrying a lower recommended discount.

The Crosley Radio Corporation determined this year to give Dealers not only the fastest selling line of radio receiving sets, but the most profitable on the market.

This information, of course, is confidential. The Crosley Radio Weekly is distributed only to Dealers and a few newspapers. (We request that the newspapers do not publish this information.)

R. F. L.--75 REDUCED TO \$65.00 AND R. F. L.--60 TO \$50.00

Price of the R. F. L.-75, the receiving set and circuit which have become so popular since their announcement on December 1st, has been reduced from \$75.00 to \$65.00. This saving has been effected by substitution of a wood panel for the former bakelite panel.

Price of the R. F. L.-60 has been reduced to \$50.00.

We have decided, in fairness to our Distributors and Dealers, that this price reduction should become effective on the small Dealers' stocks of the two types now in existence.

Credits will be allowed by the Distributors on the R. F. L.-75's and R. F. L.-60's purchased within a period of 60 days prior to June 1st, to equalize the price change. Our agreement with Dealers is that they will be protected on prices within a period of 30 days, but, without establishing a precedent, we are extending this period in this case to 60 days.

PRICE OF REGULAR CROSLEY MUSICONE NOW \$12.50

Announcement was made at the recent Crosley Distributors' Convention, coincident with the announcement of the new Crosley Super Musicone at \$14.75, that the price of the Regular Musicone has been reduced to \$12.50.

It is understood that credit rebating will be made by Distributors to Authorized Dealers on their stocks of Regular Musicones purchased since April 1st. Thus, again, Crosley is authorizing adjustment in price on purchases made for a period of 60 days, while our agreement with Authorized Dealers is that adjustments in prices cover a period of 30 days only. This is done, however, without establishing a precedent.

PAUL H. BERNHARDT, Pres.

JAMES H. RAMSAY, Vice-Pres.

GEO. M. BERNHARDT, Vice-Pres.

R. LOWN BERNHARDT, Sec. Treas. and Gen. Mgr.

SALISBURY HARDWARE & FURNITURE CO.

WHOLESALE AND RETAIL DEALERS

HARDWARE, STOVES, ROOFING MATERIALS, MILL AND MINING SUPPLIES, AGRICULTURAL IMPLEMENTS, FERTILIZERS,
BUGGIES, WAGONS, HARNESS, LIME, CEMENT, TILE, PAINTS, VARNISHES,
GASOLINE ENGINES, AUTOMOBILES AND ACCESSORIES.

SALISBURY, N. C. June 1, 1926

The Crosley Radio Corporation,
Cincinnati.

Gentlemen:-

You hit the nail squarely on the head with the Musiconsole. Truly it is a welcome addition to the estimable Crosley family. Hiding from view all batteries and wires, handsome in appearance and containing the sweet-toned, efficient Musicone it will surely win the approval of the public.

In the homes of our fair Southland the ladies reign supreme and they have many times vetoed the purchase of radio outfits; but when they see the two-tone finish and tasteful design of the Musiconsole they will more readily consent to an installation. You have produced a valuable unit and we congratulate you.

Yours very truly,

Salisbury Hardware & Furniture Co.

By

Geo. M. Bernhardt
Vice-Pres.

