

Musicone Is Used To Control Movement Of Virginia Trains

Orders Regulating Railroad Traffic Received by Dispatchers on Crosley Speaker.

The Division Office of the Virginia Railway at Victoria, Virginia, has installed a Crosley musicone radio speaker in its Train Dispatching Office, to control the movement of trains, within several hundred miles of the office. The speaker connects with lines to all of the stations along the road, and from these stations the passage of each train is reported; enabling the dispatcher to control the movement of the trains with surety of safety for the passengers.

Before the installation of the radio speaker, each operator in the dispatchers' office was equipped with a telephone headset. The new arrangement makes it possible for all of them to hear with ease, while at the same time not tiring their heads and ears, as the headphones did. Every means, such as this, which can be taken to make the dispatcher's duties more comfortable helps to assure the safety of travelers, as the dispatcher must be ever on the alert to prevent collisions, and the fate of thousands of passengers is in his hands.

Experiments have recently been made in the use of radio telephones for train dispatching. When engineers are able to work out a practical system for telephoning by radio from trains during poor as well as good weather conditions, this system will no doubt be widely adopted. It will enable the block signals to be dispensed with, as it will allow the dispatcher to talk directly to every train engineer and give him the proper instructions.

GIRLS BETTER THAN MEN

"Girls are more efficient than men in assembling radio sets," says Stewart Thomas, Production Manager of the Crosley Radio Corporation. "Both men and girls have been tried out on the assembly operations, but girls are found to be faster and more reliable." Recent additions to the factories which Thomas oversees will enable the production of 10,000 radio sets a day.

The minimum working voltage of a detector tube is about 17 volts.

Eastern Dealer Becomes Crosley Booster After 5-50 Out-Performs Six Tube Radio

Sales Convention In Nebraska



Day of Jazz Band Is Passing, Asserts Studio Director

"The day of the jazz-band as it has been known in former years is passing," says William Stoess, Studio Director of WLW, Cincinnati, Ohio. "The highly lucrative field of dance music is attracting musicians from symphony orchestras and concert artists of high grade. This is working a profound change in jazz music, changing it into classical music in rhythmic disguise. In a few years, the old-time jazz band, consisting of a handful of fellows from around the corner who have picked up the art of strumming the banjo or making catcalls on the saxophone, will be practically unknown."

Stoess says that this transition from jazz bands to fine dance orchestras can be especially noticed in the broadcasting studios. A few years ago, studio dance music was ordinarily supplied by small semi-amateur bands of five or six pieces. Now it is the common sight to view a miniature symphony orchestra of ten to twenty pieces, with kettle drums and all of the other accoutrements of high-class concert orchestras, playing the strains of a popular dance air.

"As a result of the new type of orchestras, jazz is having much of the harshness taken from it, while still retaining its bewitching rhythmic qualities," he says. "The

(Continued on Page 3)

The pictures above were taken during the recent sales convention conducted by W. M. Dutton & Sons Co., Hastings, Nebraska, distributors of Crosley radios and Musicones. One shows a group of the dealers and the other the interesting manner in which Crosley radios were displayed.

Radio Plays Role Of Doctor In Brooklyn Home

Radio recently played the role of doctor in the home of J. C. Tennyson, Brooklyn, New York, curing the deafness of his father-in-law. The visiting relative was totally deaf in his right ear when he arrived. While listening in to programs on Tennyson's two-tube Crosley set his hearing rapidly improved, and after a few days it was restored completely to normal. His recovery has brought the family great happiness, and Tennyson declares that he considers his radio set "worth its weight in gold."

This remarkable cure has created a sensation in Brooklyn, and will probably lead to many deaf persons trying the radio cure. If the radio treatments prove beneficial in certain kinds of deafness cases, many doctors will no doubt add radio sets to their office equip-

(Continued on Page 6)

Expensive Models Are Replaced By Crosley Receivers

Merchant Realizes He Had Not Been Selling "Best Set on the Market" After He Hears New 5 Tube Radio.

How a Crosley five tube 5-50 out-performed a six tube nationally advertised and high priced receiving set is described by one of the Crosley salesmen in a report on his successful efforts to induce an eastern dealer to substitute the "Better—Cost Less" line for the one he had been carrying exclusively.

The dealer was a wide-awake merchant, but was so thoroughly sold on the line he had been featuring that he simply "couldn't see" Crosley merchandise. He believed that the people would buy only the class of receiving sets he was selling and did not consider the advantage of selling half a dozen medium priced sets while he could sell but one of the expensive models.

When the Crosley salesman called upon him, he was courteous but insistent. He wanted nothing but the line he was carrying, but finally agreed to look over what the salesman had to offer. It so happened that the salesman had a Crosley five tube 5-50, the retail price of which is but \$50.00, with him, and within a few minutes he had this set hooked up and in operation.

The dealer was amazed. He was delighted—in fact he was so surprised that for a few minutes he could not reply, as he had done before, to the arguments of the salesman. Believing instantly that the 5-50 was a better receiver than the one he had been featuring, but desiring to make sure that his ears did not deceive him, he so arranged the sets as to permit instantaneous change from one to the other by throwing a switch. The tone qualities, volume, selectivity and ease of tuning were so far superior to the expensive model that he realized immediately that he had not

(Continued on Page 6)

Crosley WLW Programs Week of September 5, 1926

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, Sept. 5th, 1926 Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications Methodist Book Concern.
- 10:20 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Service from the Seventh Presbyterian Church; Rev. Jesse Halsey, Minister.
- 3:00 P. M.—Organ Recital by J. Walter De Vaux, organist of North Side Presbyterian Church.
- 7:30 P. M.—Services from the First Presbyterian Church, Walnut Hills, Rev. Frederick MacMillin, minister.
- 8:30 P. M.—The Crosley Salon Orchestra.
(1) March: "Fellowship"
(2) Overture: "Pique Dance"
(3) Themes from the best known Light Operas.
(4) Selection: "Lilac Domino"
(5) Minuet: Cuvillier
(6) La Paloma: Faderewski
(7) Chanson Joyeuse: Ravina
Soloist: Anne Cockburn, pianiste.
(a) Nocturne D Flat Chopin
(b) Forest Murmurs: Liszt
(c) Irish tune from County Derry: Grainger
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, Sept. 6th, 1926 LABOR DAY Eastern Standard Time.

- 11:00 A. M.—River Stages.
- 11:55 A. M.—Weather Forecast, Time Signals.
- 12:05 P. M.—Religious Services conducted by Rev. Geo. H. Kasa.
- 4:00 P. M.—Pupils from classes of Anne Cockburn.
- 6:45 P. M.—Weather Forecast, Baseball Scores.
- 7:00 P. M.—Hotel Gibson Oriental Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Baseball Scores.
- 7:40 P. M.—Hotel Gibson Concert.
- 8:00 P. M.—The Commercial Tribune Popular Hour with Pat Patrick and his Orchestra.
- 9:00 P. M.—The Calumet Baking Powder and Rainbo Garden Hour.
Supermusicone Instrumental Trio:
Violin, Wm. C. Stoess
Cello, Karl Topie
Piano, Rosemary Stoess
(1) Ballet Music (Faust)
(2) Selection "Eileen" Herbert
(3) Sketches:
(a) In a Woodland Topatoes
(b) To the Sea. Mac Dowell
(5) Second Hungarian Rhapsody (Special arrangement for Trio) Liszt
(The Baldwin Piano)

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

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Erwin Edward Schenk, organist.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon by Rev. Henry

- C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—Children's Story Hour by Mrs. Bertha W. Edmonds.
- 6:45 P. M.—Market Reports, Weather Forecast, and Baseball Scores
- 7:00 P. M.—Norine Gibbons and "Girl Friend," Priscilla Hollbrook
- 7:30 P. M.—Dinner Music by Henry Thies' Castle Farmers.
- 8:15 P. M.—Crosley Burnt Corkers with Musicone Male Quartette: Wm. Drexelius, 1st tenor; Edwin Meyer, 2nd tenor; Edwin Weidinger, 1st bass; John Dadd, 2nd bass; Howard Evans, accompanist; Doc Miller, Gay Anderson, end men; Louis John Johnen, interlocutor.
- 9:00 P. M.—Formica Symphony Orchestra, Wm. C. Stoess, director.
1—March Miniature (Nut Cracker Suite)
2—Overture: "Tchaikowski" Priscilla Hollbrook
3—Four Movements from the "Ballet Egyptien" Luigini
4—"Song of India" Rimsky-Korsakow
5—Ye Who Have Yearned Alone Tchaikowski
6—Melodies from "Naughty Marietta" (The Baldwin Piano)

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

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin, and Market Reports.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Irene Downing, player-roll artist.
- 12:45 P. M.—Ohio Farm Bulletin.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
- 4:00 P. M.—Shut-In Program, directed by William Dunlap.
- 6:45 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Robert Visconti's Orchestra.
- 7:30 P. M.—Talk by representative of the Horse Association of America.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 8:00 P. M.—Concert by the Buckeye Trio:
Veryl Zech, piano
Chas. E. West, violin and saw
John Swartzel, cornet
9:00 P. M.—WLW Staff recital.
Wm. C. Stoess, violinist
Symphonie Espagnole Lalo
Cradle Song Hauser
Gavotte Gossic
Spanish Dance
Granados-Kreisler
Louis John Johnen, baritone
Songs:
"I'll Take You Home Again"
Kathleen Westendorf
Arise, O Sun Hamblen
Sea Rapture Coates
Reading—
"The Cask of Amontillado," a gruesome tale of the Renaissance by Edgar Allen Poe.
Rosemary Stoess, accompanist.
- 10:00 P. M.—"The Pink of Programs" sponsored by the Cntl. Post.
- 11:30 P. M.—The Crescent Elk Male Quartet.

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

- 11:00 A. M.—Weather Forecast, River Stages, Official Police Bulletin, and Market Reports.

Discovers First News Feature Sent By Means of Radio

While looking through some musty old Government records regarding early radio developments, one of the engineers of the Crosley Radio Corporation recently discovered a report of the first news despatch ever sent by radio. This bit of forgotten history took place almost thirty years ago, in July, 1893, and consisted in the transmission of events in the yacht races at Kingston, in Great Britain, to the "Dublin Daily Express," Dublin, Ireland.

The account is told by Signor Marconi himself, who directed the radio activities in person. "Wireless" despatches were transmitted from the tug "Flying Huntress," that followed in the wake of the regatta," says Marconi, "to a land station furnished with antenna about one hundred feet in height, and thence were telegraphed to Dublin to be published in the evening editions. In this manner the relative positions of the various yachts were telegraphed up to a distance of twelve miles from the land station, whilst the races were taking place, and were published long before the yachts had returned to their post. During the days that this system was in use, 7,000 despatches were sent between the tug and the land station."

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

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Concert by Mildred Prigge, organist.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

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

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Organ recital by Johanna Grosse.
Part One—Familiar Classics.
7:30 P. M.—Meeting of Secretary Hawkins Radio Club.
- 8:00 P. M.—Part Two of Organ Recital by Johanna Grosse.
- 8:30 P. M.—Air City Banjo Boys.
- 9:00 P. M.—Castle Farmers in Dance Program. (The Baldwin Piano)

Exclusive Right To Radio

A letter was recently received by the Crosley Radio Corporation by a man who intends to go into the radio business which asked if Crosley had exclusive right to the use of the word "radio."

The ammeter will indicate any short circuit except one which occurs between the battery and the switch bus wire or in the starting motor circuit.

Discovers First News Feature Sent By Means of Radio

While looking through some musty old Government records regarding early radio developments, one of the engineers of the Crosley Radio Corporation recently discovered a report of the first news despatch ever sent by radio. This bit of forgotten history took place almost thirty years ago, in July, 1893, and consisted in the transmission of events in the yacht races at Kingston, in Great Britain, to the "Dublin Daily Express," Dublin, Ireland.

The account is told by Signor Marconi himself, who directed the radio activities in person. "Wireless" despatches were transmitted from the tug "Flying Huntress," that followed in the wake of the regatta," says Marconi, "to a land station furnished with antenna about one hundred feet in height, and thence were telegraphed to Dublin to be published in the evening editions. In this manner the relative positions of the various yachts were telegraphed up to a distance of twelve miles from the land station, whilst the races were taking place, and were published long before the yachts had returned to their post. During the days that this system was in use, 7,000 despatches were sent between the tug and the land station."

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

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Concert by Mildred Prigge, organist.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

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

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Organ recital by Johanna Grosse.
Part One—Familiar Classics.
7:30 P. M.—Meeting of Secretary Hawkins Radio Club.
- 8:00 P. M.—Part Two of Organ Recital by Johanna Grosse.
- 8:30 P. M.—Air City Banjo Boys.
- 9:00 P. M.—Castle Farmers in Dance Program. (The Baldwin Piano)

Exclusive Right To Radio

A letter was recently received by the Crosley Radio Corporation by a man who intends to go into the radio business which asked if Crosley had exclusive right to the use of the word "radio."

The ammeter will indicate any short circuit except one which occurs between the battery and the switch bus wire or in the starting motor circuit.

Discovers First News Feature Sent By Means of Radio

While looking through some musty old Government records regarding early radio developments, one of the engineers of the Crosley Radio Corporation recently discovered a report of the first news despatch ever sent by radio. This bit of forgotten history took place almost thirty years ago, in July, 1893, and consisted in the transmission of events in the yacht races at Kingston, in Great Britain, to the "Dublin Daily Express," Dublin, Ireland.

The account is told by Signor Marconi himself, who directed the radio activities in person. "Wireless" despatches were transmitted from the tug "Flying Huntress," that followed in the wake of the regatta," says Marconi, "to a land station furnished with antenna about one hundred feet in height, and thence were telegraphed to Dublin to be published in the evening editions. In this manner the relative positions of the various yachts were telegraphed up to a distance of twelve miles from the land station, whilst the races were taking place, and were published long before the yachts had returned to their post. During the days that this system was in use, 7,000 despatches were sent between the tug and the land station."

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

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:10 P. M.—Concert by Mildred Prigge, organist.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

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

- 11:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Organ recital by Johanna Grosse.
Part One—Familiar Classics.
7:30 P. M.—Meeting of Secretary Hawkins Radio Club.
- 8:00 P. M.—Part Two of Organ Recital by Johanna Grosse.
- 8:30 P. M.—Air City Banjo Boys.
- 9:00 P. M.—Castle Farmers in Dance Program. (The Baldwin Piano)

Exclusive Right To Radio

A letter was recently received by the Crosley Radio Corporation by a man who intends to go into the radio business which asked if Crosley had exclusive right to the use of the word "radio."

The ammeter will indicate any short circuit except one which occurs between the battery and the switch bus wire or in the starting motor circuit.

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.

SALES CONVENTIONS

It is far beyond our power to estimate the tremendous amount of good being accomplished during the sales conventions that are being conducted by Crosley distributors in practically every section of the United States. Such gatherings of enthusiastic dealers, many of whom travel many miles to attend the conventions, mark the openings of the Crosley sales campaign in their respective territories and are followed immediately by the placing of large orders.

At the meeting the dealers obtain direct information regarding the new Crosley merchandise and learn from the distributors the advantages it offers over competitive products. They obtain valuable information along sales lines and go home with a wider knowledge of sales methods and a determination to out-sell every competitor in the territory. Often it is hard for a manufacturer to point out, in letters and broadsides, the many important features that are incorporated in any class of merchandise, and Crosley distributors are learning that at these sales conventions they are able to fill a gap between the dealer sales campaign being conducted by The Crosley Radio Corporation by mail and the decision of the dealer to place his initial order.

On the other hand, there is another advantage found in these conventions. That is the pleasure the dealers derive from the absence of a day or so from their stores. All work and no play soon places any dealer in a rut from which he cannot escape, but when the merchant gets away, even for a short time, and combines business with pleasure, he is certain to return home with a determination to work even harder than he has in the past.

RADIO PICTURES SOON

In a recent speech before a group of mid-western distributors, Powell Crosley, Jr., Cincinnati radio manufacturer, said that the transmission of motion pictures by radio would be an everyday fact within a few years. "Motion pictures in the home via the radio route is by no means an impossible dream," said Crosley. "We may look forward into the not far distant future when this means of home entertainment will be an actual fact. Such developments will mean expansion in the radio industry even greater than the past few years have witnessed."

France has established a direct radio telegraphic service to the Argentine.

A radio club has been organized at Clinton, Ind.

Radio On Sound And Staple Basis; Buying Public Safe

Business Has Passed Through Experience That Characterizes All New Innovations.

The radio business has passed through the experience that characterizes all new innovations. For the past four years all manner and kinds of radio sets and equipment have been offered to the public, much of which had little merit. Few of us had any real knowledge of the technical end of radio, but most of us were deeply interested. Consequently there were many devices placed on the market that found a ready market for which great things were claimed.

Today, the buying public is pretty well educated and looks with suspicion on merchandise that is offered for which exaggerated claims are made. Past experience has taught them that few of the nostrums really cured.

In every line of new business there are unscrupulous persons who take advantage of the uninformed, reap a quick harvest and then go out of the picture.

Probably the life of this kind of "business" man has been shorter in radio than in any other line. Look over the radio advertisements of two and three years ago that made greatly exaggerated claims and check off those that are in business today. You will find a tremendous mortality.

We are glad to find that the radio business has been stabilized so early in its existence, and that the purchaser of radio equipment at this time can go into the market and buy with the assurance that he will not be "stung."

Radio, like the automobile, is on a sound and staple basis.

You can buy practically any make of automobile today and be assured that you are getting a GOOD car. This was not a fact a few years ago. Of course the price you can afford to pay must enter into the question. You cannot get a Rolls-Royce at a Ford figure, yet you KNOW that whatever car you decide on is a GOOD product. This has been brought about by clean competition.

And so with the radio set. In buying today you can be sure if you purchase a standard article that you are getting something that is reliable and is on the market because it has stood the test of competition and has survived.—(Radio Doings).

Because solder on the prongs of tubes oxidize they should be cleaned occasionally. A corroded tip will not allow the proper contact with the socket contacts.

Day of Jazz Band Is Passing, Asserts Studio Director

(Continued from Page 1)

accomplished musicians of these new orchestras make musical arrangements which not only inspire young folks feet to shake into a Charleston shuffle but actually have as high merit from the standpoint of musical composition and orchestration as many classical pieces."

Broadcasting has been largely responsible for educating the public to an appreciation of the higher forms of music, according to Stoess. Radio has made available to persons everywhere the music of the finest dance orchestras. This has led listeners many miles from the great metropolitan districts to demand an equal grade of music from their local dance orchestras. The result has been a constant importation of musicians from the symphony orchestras and concert circuits into the dance field, and constant progress in the direction of a higher grade of popular music.

There are three ways of varying the inductance of a coil: by taps, slider, or variometer.

NEW ELECTRIC SIGNS ARE FLASHING EVERYWHERE

Order Your Three Color Electric Crosley Advertising Sign Immediately

This neat and attractive sign, which can be seen at great distances during the day and at even greater distances when illuminated at night, is certain to attract immediate attention. It is twenty inches in diameter, the frame being of silver effect and the globe decorated in three colors. Use of this sign, either in front of your store or in your window, will permit you to tie up perfectly with the tremendous advertising campaign The Crosley Radio Corporation is carrying on. The glass is so made as to withstand the hardest usage, and is said to be practically unbreakable.

PRICE OF GLOBE AND EXTENSION ARM \$12.00

F. O. B. CINCINNATI

Cash, Check or Money Order Must Accompany Your Order, Which Should Be Sent To ADVERTISING DEPT.

THE CROSLLEY RADIO CORPORATION CINCINNATI, O.

CROSLLEY
BETTER—COST LESS
HEAD PHONES

Every owner of a radio receiver must have headphones. It matters not whether he has a loud speaker—head-phones are essential. Thousands and thousands of sets of Crosley phones are sold annually. Dealers should see immediately that they have a reasonable number in stock. If you have not, send your order to your distributor at once. The price and quality of Crosley phones appeal to all radio fans.



ONLY
\$3.00

The Crosley Radio Corporation
CINCINNATI, OHIO

The CRESCENDON

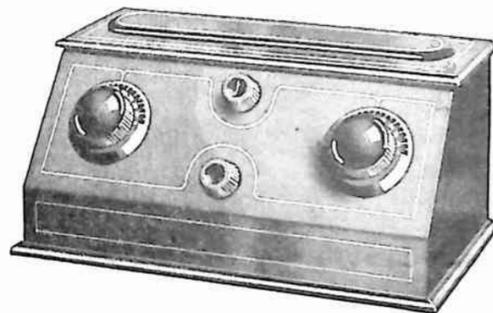


in the Crosley four tube 4-29 the 4-29 Portable and the five tube 5-38, enables these three highly efficient radios to give almost unbelievable results and has lifted them away and beyond all competition. It is an exclusive Crosley device for increasing the weak signals of distant stations to full volume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



THE FOUR TUBE 4-29

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.

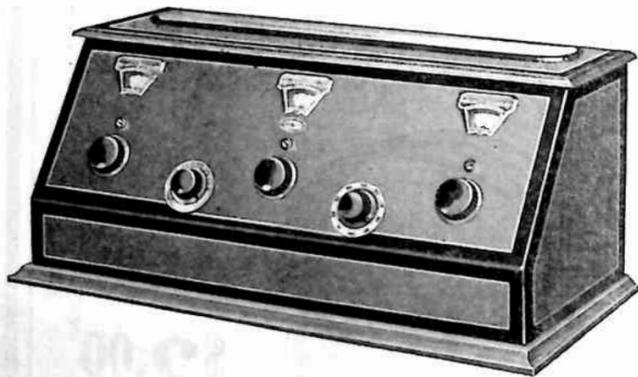


\$29.00

THE FOUR TUBE 4-29 PORTABLE

The four tube 4-29 Portable has been an exceptionally popular Summer seller, appealing to those tourists and campers who desire to "take their entertainment with them." The set is the same as the regular 4-29, but it is installed in a leatherette covered cabinet in which there is room for batteries, head-phones, etc., making it absolutely self-contained. All dealers are advised to feature this set in their window displays and to let their customers know they have "the very radio they have been looking for." Price, without accessories, \$33.00.

THE FIVE TUBE 5-38



The Crosley 5-38 is a five tube radio receiver, consisting of two stages of tuned radio-frequency amplification, detector, with Crescendon control of the second radio-frequency stage, plus two stages of audio-frequency amplification. In volume, selectivity, sensitivity and tonal qualities the 5-38 really is a wonder. Stations from coast to coast are heard by owners. One of the chief features of the 5-38, which makes it far better than any other ordinary five tube tuned radio frequency set, is the Crescendon, which provides satisfactory volume control and permits very weak signals to be built up to such an extent that they fill an entire room. Recent changes in the panels have added greatly to the eye value of this receiver.

\$38.00

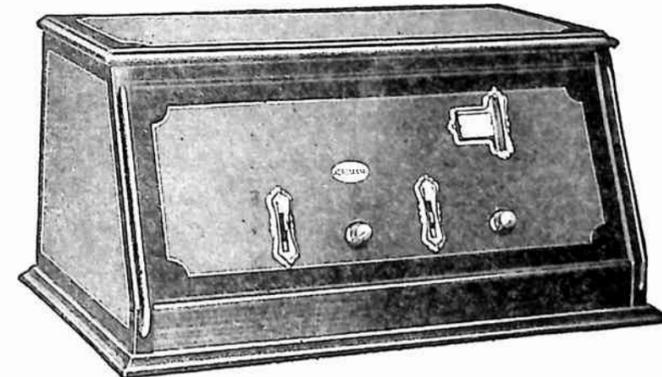
Crosley manufactures Radio Receiving Sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

CROSLLEY RADIOS

BETTER • COST LESS

THE NEW 5 TUBE 5-50 BEING SOLD BY THOUSANDS DEMAND GREATEST IN HISTORY

Single Drum
Station
Selector
...
All Metal
Shielded
Chassis

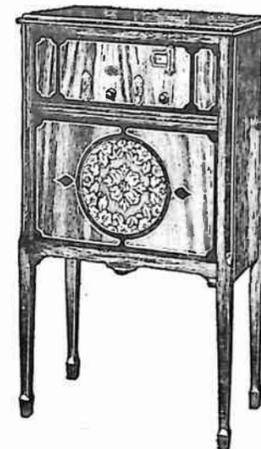


\$50

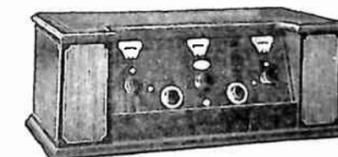
Orders for the new five tube 5-50 are piling in in unbelievable numbers. Thousands, yes, tens of thousands are being sold. Its popularity is far beyond expectations. Never before has a radio met such a hearty reception. With its single drum station selector and installed in a beautiful two-toned cabinet, it 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.

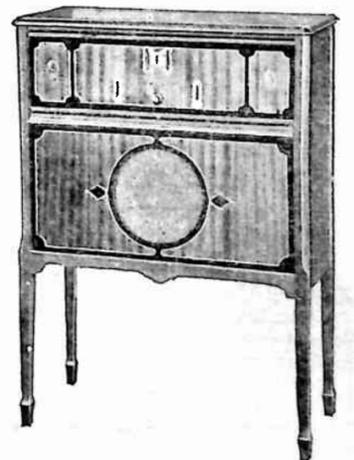
THREE OTHER POPULAR FIVE TUBE RADIOS



The 5-75
\$75.00



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



The R. F. L.-90
\$90.00

Three other popular Crosley radios are the five tube 5-75, the R. F. L.-75 and the R. F. L.-90. The 5-75 is the same as the 5-50, except it is installed in a console cabinet, with a built-in Musicon and in which there are compartments for batteries. This exceptionally beautiful radio is being sold in large numbers and will be a leader in the console model field this season. The R. F. L.-75 uses the famous R. F. L. circuit, which was so popular last year and which has been referred to by engineers as the very best. Price of this set recently was reduced from \$75.00 to \$65.00. The R. F. L.-90 is the same as the R. F. L.-75 except it is installed in a beautifully designed two-toned console cabinet, with a built-in Musicon and compartments for batteries.

CROSLLEY RADIOS

BETTER • COST LESS

TRAINS BRUIN BY RADIO MUSIC



Radio music is a valuable asset in training circus animals, according to this young lady from the Ringling show, here depicted with her Crosley radio set and musicone. The trained bear enjoys the music just as much as its mistress, and looks forward in between times to the next broadcast program. Bruin learns by this means to do stunts in time with music, and when in the ring can repeat these stunts to the strains of the circus band.

Radio Plays Role Of Doctor In Brooklyn Home

(Continued from Page 1)
ment for treating afflicted ones. While some deafness cannot be helped by radio or any other means, these incurably deaf persons are often able to hear radio programs by the use of headphones connected to the loud speaker terminals of the set. Thus radio makes it possible for them to enjoy music and lectures that would be a closed book to them otherwise.

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 557
326 Walnut Street

Many of the staunchest radio fans are found among partially deaf persons and shut-ins, who look forward to the broadcast programs as their only means of entertainment.

TUNE IN!

We broadcast daily at
11:00 a. m. and 1:30 p. m.
Financial News
Market Reports
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain
and Live Stock
Quotations.

THE FIFTH THIRD
NATIONAL BANK OF CINCINNATI

CROSLY SERVICE MANUAL

INSTALLATION AND OPERATION OF MODEL 5-38

(Instructions for Testing and Repairing This Model Will be Given Next Week on This Page.)

Type of Circuit.

Crosley 5-38 is basically a five tube, tuned radio-frequency set. That is, it incorporates two stages of tuned radio-frequency amplification, a detector, and two stages of audio-frequency amplification. The Crescendon principle is used in this set, controlling a regenerative detector.

Aerial and Ground.

An aerial from 50 to 100 feet long should preferably be used. For

storage-battery tubes, with a 200-A or 300-A tube in the detector socket and 201-A's or 301-A's in the other sockets. Very good results will also be obtained by using the 201-A or 301-A type of tube in all sockets. For dry-battery use, preferably install 199 or 299 type tubes. The detector socket in the first series of this model (up to serial No. H5000) is the last socket at the right (operator's viewpoint). The order of the sockets from left to right is as follows: (1) first radio-

is not wired for the use of power tubes.

Batteries.

Batteries should be chosen to suit the tubes used. "A" and "B" battery eliminators may be used if desired. In using a "C" battery, try different voltages for best results. Also try different values of grid leak.

Connections.

A diagram of connections for storage-battery tubes (201-A or 301-A type, or this type with 200-A type detector) is shown below. After installing the set, try connecting the antenna lead wire first to the "Sel A" terminal and then to the "Vol A" terminal, and leave it attached to the terminal with which best results are secured. The ground wire should be fastened to the terminal marked "G." The two terminals marked "Musicone" are for connection to the loudspeaker or headphones. There are no separate terminals for headphones, as the set is designed primarily for loudspeaker operation. The ninety volt terminal of the "B" battery should be connected to "B plus 90," the forty-five volt terminal to "B plus 16 to 45," and the negative terminal to "A plus B minus." It is found that best results are obtained with a plate voltage of forty-five for the detector tube in this set, with most tubes. The "C" battery should be connected between "C minus" and "C plus A minus" after first breaking the small wire connecting those two posts together. Be sure to break this wire before connecting the "C" battery. The "A" battery

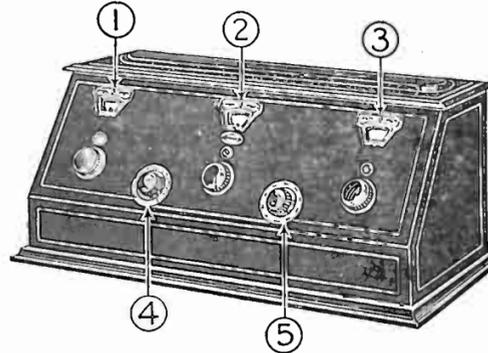
should be connected between "C plus A minus" and "A plus B minus."

Tuning.

This set may be tuned by either the "heterodyne" or "whistle" method, or by the method used in tuning ordinary radio-frequency sets. If it is not desired to tune by the heterodyne method, turn the Crescendon control as far to the left (counter clockwise) as it will go. Then set the rheostat control (4). With storage-battery tubes or WX-12 type tubes, the rheostat control should be set at about 8 1/2 when the batteries are fresh. With 199 type tubes and fresh batteries set the rheostat control at about 3. To tune-in stations, it is then merely necessary to turn the three tuning dials (1, 2 and 3) very slowly, keeping them at approximately the same setting, until a station is heard. The signal may be then clarified and made loud in volume by carefully adjusting the three tuning dials, as well as the Crescendon and rheostat controls.

To tune by the heterodyne method, follow the same procedure, but with the Crescendon control turned about half or three-fourths of a turn to the right (clockwise). Stations will then be recognized by whistles. To clear up the whistle into quiet reception, tune the three master dials to the mid-point between the two whistle peaks of any particular station, and then manipulate the Crescendon and rheostat controls.

The first method of tuning will generally be found more convenient, although the second method is convenient in picking up weak signals.



Tuning Controls of Model 5-38

greatest selectivity, somewhat shorter aerials may serve better. For greatest volume and distance, longer aerials may be used. This set is not particularly sensitive to the length of aerial. Choose a good ground, and run the ground wire in as direct a route as possible.

Tubes.

This set may be used with either dry-cell or storage-battery tubes. Best results will be obtained with

frequency amplifier, (2) second audio-frequency amplifier, (3) first audio-frequency amplifier, (4) second radio-frequency amplifier, (5) detector. In the second series (from serial No. H 8000) the detector socket is the second one from the right-hand end of the set. The order of sockets in this series is: (1) first radio-frequency, (2) second audio-frequency, (3) first audio-frequency, (4) detector, (5) second radio-frequency. This model

Expensive Models Are Replaced By Crosley Receivers

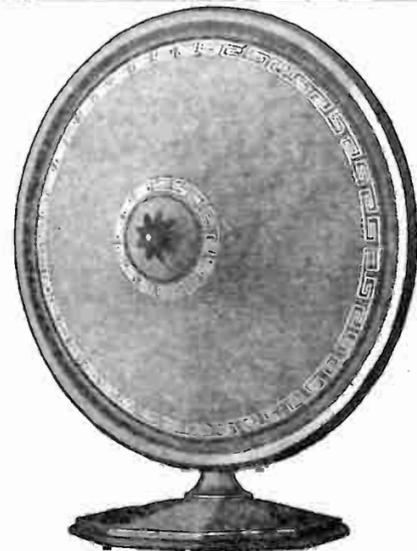
(Continued from Page 1)
been selling "the best set on the market." This dealer was sold on the Crosley line. He signed an application for a franchise, announcing his intentions of discarding the high priced merchandise and concentrating his sales efforts on Crosley products. His application was accepted and his initial order was one of the largest ever placed by an individual dealer.

SUMMER RADIO POPULAR

Summer radio is becoming more popular every year. The number of listeners' letters received by WLW this summer is considerably greater than that received last season. With the coming of higher powered stations, individuals prominent in the radio industry believe that summer reception will soon be on a par with winter reception.

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

Use This
GIANT MUSICONE
To Advertise The
Crosley Musicone



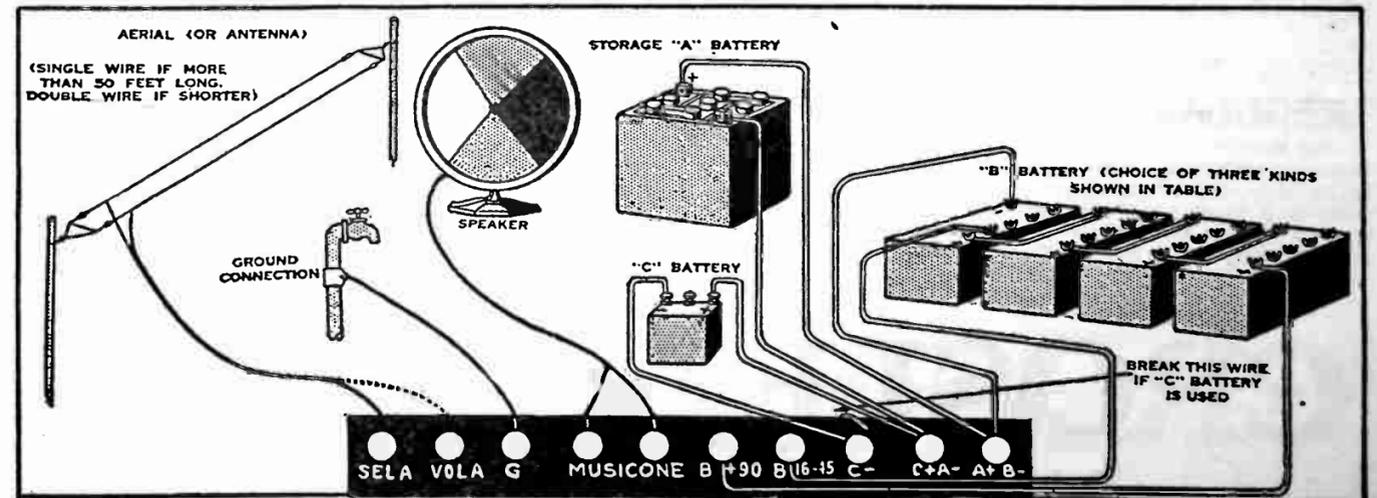
DIMENSIONS { 28" WIDE
32" HIGH

Price \$50.00 (Less Regular Discount)

This giant Musicone has been developed for use by Crosley dealers in advertising the Crosley Musicones. Its great size has not affected the excellent reproducing qualities of the Musicone—in fact it develops much deeper tones, attracting attention at great distances. It is a

perfect reproduction of the regular Musicone but is so large that it attracts the eyes of customers immediately. Dealers will find this giant Musicone an excellent advertising attraction for their stores and for booths at various types of expositions. Order a giant Musicone immediately from your regular distributor.

The Crosley Radio Corporation
CINCINNATI, OHIO.

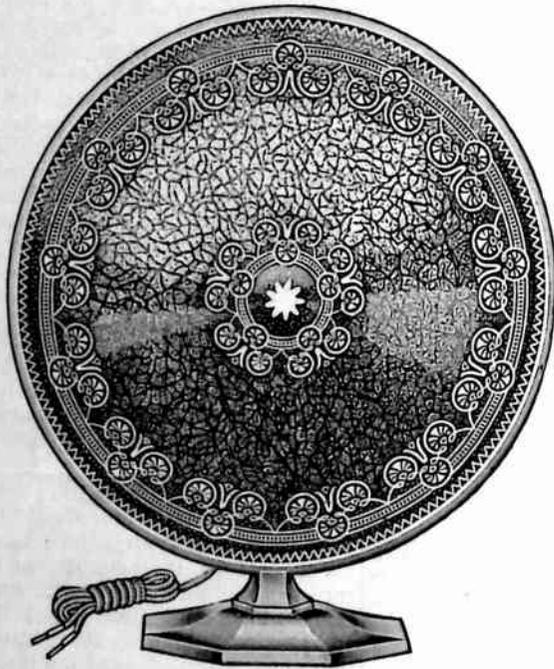


Connections for Using Storage Battery Tubes With Model 5-38

Always Better Reception

WITH A

CROSLEY SUPER MUSICONE



Although we are but at the very beginning of the radio season, Crosley Super Musicones are being sold by the thousands. Every possible effort is being exerted by the production department to meet the immediate requirements. Radio listeners are realizing that perfect reception is possible only when a Musicone is used as a loud speaker. They actually are demanding this type of reproducer and are going to the dealers who are known to carry them in stock. Hundreds of thousands will be sold during the coming Fall and Winter. Dealers report there is no competition—nothing comparable to it on the radio market. The perfect manner in which it reproduces every note has won nation-wide recognition, and its beautiful appearance and very low price have combined with its efficiency to make it the most popular loud speaker ever offered to radio listeners.

\$ 14 ⁷⁵

The Musicone In A Beautiful Console Cabinet

This beautiful console table with built-in Musicone will absorb unsightly radio equipment, provide the finest loud speaker radio has produced, and become a decorative motif in the furnishing of your home. No need of unsightly wires, ugly batteries and awkward loud speaker, to give offense to the charm and beauty of a well ordered

home. The wonderful performance of the Crosley Musicone so skillfully built into this console unit is the radio sensation of an industry where the unusual is the rule and not the exception. Built of beautiful two-toned mahogany, exquisitely finished. Modern period design in correct proportions.

\$32.00

REGULAR MUSICONE

The Musicone Regular, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. It makes good radio better. Indifferent performing sets are improved. If your customers are not satisfied with their radio maybe it's a Musicone they need. Price \$12.50.

MUSICONE DE LUXE

This mantel, clock type cabinet of delicately grided mahogany houses attractively the Musicone. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet radio. Price \$23.50.



CROSLEY RADIOS

BETTER • COST LESS

RADIO WORLD'S FAIR EDITION

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXXVII.

Published By The Crosley Radio Corporation

SEPTEMBER 13, 1926

"How Are We Going to Build These Sets Fast Enough?" Radio Dealers Tell What They Would Do As Manufacturers

That Question Is Asked Lewis Crosley Almost Every Day

Vice President Tells How He Has Licked Problem of Supplying Enormous Demand for Sets.

"How are we going to build these sets fast enough? Every day someone asks me that question", says Lewis M. Crosley, Vice-President of the Crosley Radio Corporation. "I'll admit that it is pretty hard to see how it can be done, with orders coming in by the mail-sack full for two to five times as much merchandise as has ever been requisitioned before. But we are going to build sets fast enough to supply this enormous demand.

"In a few weeks we will move into an addition to the present assembly plant which will more than triple our present productive floor space. This new concrete building will have about 100,000 feet of productive floor space. That is one way in which we are going to solve the problem of supplying enough sets.

"Then new automatic machinery and better facilities in our parts factory will help us to turn out radio parts in much larger quantities. The assembly tables will be kept busy all of the time, even if it is necessary to work this parts factory day and night.

"Our woodworking plant, with the additions which have been made to it, will be worked to capacity. Every effort will be made to turn out the maximum number of cabinets. In addition to our own cabinet plant, two other woodworking factories are working exclusively on Crosley cabinets at the present time.

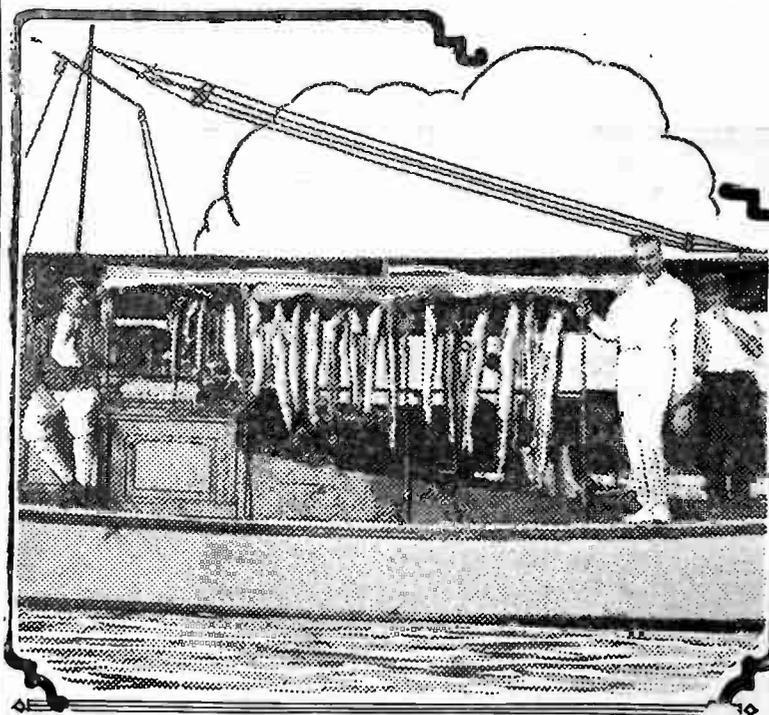
"I know that it looks like an impossible task—this building of sufficient sets—to anyone who looks

(Continued on Page 3)

I GET A PLEASANT SURPRISE.

By Powel Crosley, Jr.

I have always worked hard and played hard. When I am in my office I seldom go home when the whistle blows; and when I am away on a trip in the wilds I forget business and put my whole energy into hunting, or fishing, or engaging in the sport of the day. Last week I returned from an extended cruise on my boat with my family and I



found waiting for me a pleasant surprise—orders, orders, orders—more orders than we have ever had before since I have been in the radio business.

Everyone should be given credit for what he accomplishes. I believe that our distributors should be congratulated on their ability to sell. When we announced our new models at the Convention last spring I knew that they would be immensely popular, but I did not realize that our distributors were going to go out and take orders for more sets in the three months following than they took in the entire twelve months of last year. We want to thank you for this surprise.

Our dealers are just on the threshold of a season of unusual prosperity. The line is right. The sales policy is right. The market is right. I know that Crosley dealers are going to make far more money this year than they have ever made before—and I am glad of it. The success of each of us in this industry contributes to the mutual profit of us all.

Every Point Stressed Is Found In 1926 Crosley Franchise

W. B. Fulghum Points Out How Crosley Sales Plan Fulfills All Desires of Radio Dealers.

Every important suggestion made by several hundred radio dealers in a survey designed to determine what they would do if they were radio manufacturers, is found in the 1926 Crosley Sales Plan, according to W. B. Fulghum, Sales Manager of The Crosley Radio Corporation.

"A few moments ago," said Fulghum, when interviewed about the survey, "there came to my desk carbon copies of replies given the Northwest Radio Trade Association by Radio Dealers to the question: 'If you were a Radio manufacturer, what would you do to help the Radio industry?'"

"This is a favorite question which always evokes much discussion. We are all inclined to believe that we can tell the other fellow how to run his business. Quite often, the man on the outside looking in, can see defects which those standing too close to the picture cannot observe. The answers to this question are always, therefore, extremely interesting.

"There are a few suggestions, among the replies to this question naive, which stand out above the others. The one which seems to be most frequently commented upon is: 'Keep down the price of Radio receiving sets to a reasonable figure.' This thought is expressed in other words as follows: 'Reduce prices,' 'Lower prices,' 'Make cheaper consoles' 'Cut the price to the lowest possible price,' etc.

"The next most prominent sug-

(Continued on Page 3)

SPECIFICATIONS OF CROSLEY SETS

MODEL	5-38	5-50	5-75	RFL-75	RFL-90	4-29	4-29P	PUP
Price	\$38	\$50	\$75	\$65	\$90	\$29	\$33	\$9.75
Cabinet	T	T	C	T	C	T	P	M
Finish	MF	SM	SM	SM	SM	MF	L	OM
Number of Tubes	5	5	5	5	6	4	4	1
Aerial	Outdoor, 60 to 150 feet in length for all sets							
W. L. Range	Range of all sets 200 to 550 meters							
Tuning Controls	3	1	1	3	2	2	2	1
Auxiliary Controls	1	3	3	1	2	1	1	1
Rheostats	1	1	1	1	1	1	1	1
Filament Switch	0	0	0	1	1	0	0	0
Circuit	TRF	TRF	TRF	RFL	RFL	TRF	TRF	REG
Type Tubes	DS	DSP	DSP	SP	SP	DS	DT	DT
"A" Battery	DSE	DSE	DSE	DSE	DSE	DSE	D	D
"B" battery	DSE	DSE	DSE	DSE	DSE	DSE	D	D
Speaker	Y	Y	B	Y	B	Y	Y	N
Height	8½	10¼	40½	10½	41	7¾	13½	6
Length	19½	20½	23½	26½	30½	15½	14½	7
Depth	9¼	12½	11½	12¼	12	8	8 1-16	5
Weight in Pounds	8½	15½	33½	20	36	6½	10¾	3

ABBREVIATIONS

- B—Loudspeaker built in.
- C—Console type, with built-in Musicone speaker.
- D—Dry only.
- DS—Dry or storage type. No provision for power tubes.
- DSE—Dry, storage or eliminator.
- DSP—Dry or storage type. Provision for power tubes.
- DT—Dry type only. No provision for power tubes.
- L—Leatherette covering.
- M—Metal case.
- MF—Two tone mahogany finished hardwood.
- N—For headphone operation only.
- OM—Oxidized metal finish.
- P—Portable leatherette carrying case.
- REG—Crescendon controlled regenerative circuit.
- RFL—RFL balanced circuit preventing squeals and noisiness.
- SM—Solid mahogany two-toned finish.
- SP—Storage type only. Provision for power tubes.
- T—Table type, compact, sloping panel.
- TRF—Tuned radio frequency amplification in combination with Crescendon-controlled detector and two stages of radio-frequency amplification. Crescendon-controlled regenerative detector. Aperiodic antenna circuit loosely coupled to amplifier circuits reduces radiation to minimum.
- Y—Designed for loud speaker operation.

TUBE COMBINATIONS RECOMMENDED

For 5-38, 5-50, 4-29, and RFL-75 models, 201-A (301-A) tubes in all sockets or 201-A (301-A) in amplifier sockets and 200-A (300-A) in the detector socket are recommended. The use of a 200-A (300-A) type tube in the detector socket in combination with 201-A tubes in the amplifier sockets is **ESPECIALLY RECOMMENDED** for RFL-90 and 5-75. For 4-29 Portable, 199 (299) type tubes are recommended. Either a 12 type or 199 (299) type tube is suggested for the Pup.

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, John R. Loofbourov Associate Editors.

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 WORLD'S FAIR

The Radio World's Fair, held in New York City each year has come to be the biggest annual event in the radio industry.

At this great Show, the products of every responsible radio manufacturer in America are displayed. Dealers and distributors from all over the country come to the great metropolis to view the new lines, and associations are made and ideas interchanged which go far toward the betterment of the industry as a whole.

Much is being said about the stabilization of the radio industry. Better resources at the disposal of manufacturers; more efficient organizations, keener competition, and the old rule of survival of the fittest have had much to do with bringing about this stabilization. But no small part in the new order of things has been played by the radio industry's annual convention in New York.

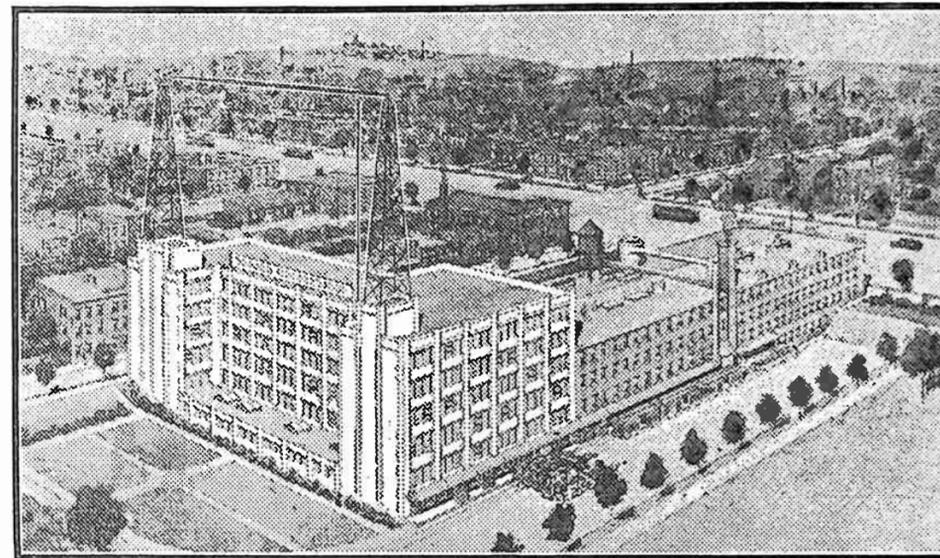
On the surface, the New York Show is merely a big exhibition affording radio manufacturers an opportunity to display their wares. Behind the scenes, however, much more powerful forces are at work. Men meet in little groups in their hotels in the evenings, and discuss problems of the industry. Many of them are big men—captains of the industry. And when big men get their heads together at one o'clock in the morning, it is fairly certain that something worth while will come out of their discussions.

After each Show, when radio's Industrial Captains go back to their various ships, the radio world rides on smoother waters. New policies are adopted, new projects initiated—all for the betterment of the industry.

Thus the annual World's Radio Fair is something more than merely a radio show. It is a diplomatic alliance of the reigning powers in the radio world—by whom the future of the radio industry is guided.

Eduardo Lodos Ginzo, Majagua, Cuba, aroused wonder among his radio neighbors by picking up California regularly every night, according to a letter received by station WLW, Cincinnati. He is using a four tube set.

NEW ADDITION TO CROSLEY ASSEMBLY PLANT



The above photograph shows the nearly completed addition to the Crosley assembly plant, which will be occupied in September. The new building will have nearly three times the productive floor space available in present quarters.

Radio Dealers Tell What They Would Do As Manufacturers

(Continued from Page 1)

gestion is: 'Advertise'; expressed by others: 'Advertise nationally,' 'Advertise to everybody in every walk of life,' 'Advise through the medium of broadcasting,' 'National advertising,' etc.

"The third suggestion which is repeated by many Dealers is: 'Simplify operation,' or 'Make sets with simplicity of control,' 'Simple control models,' 'Uni-control,' etc., and while there are many other suggestions, of course, the fourth thing stressed by a large number of Dealers is this: 'Improved Radio broadcasting,' 'Be interested in the future of broadcasting,' 'Advertise through the medium of broadcasting,' 'Better broadcasting,' etc.

"It is with much satisfaction that we realize that The Crosley Radio Corporation is doing all of these things which these dealers feel should be done to assure a better future for the Radio industry. We are producing sets of better value at lower prices than have ever been offered on the market before. We are advertising nationally on a tremendous scale. We are introducing on the market simplified control sets of both table and console models, and through 'WLW' we are attempting to supply the public with high-class broadcasting programs which will help keep the public interested in buying Radio outfits.

"We are intensely interested in

the suggestions of Dealers. I was once a retail radio dealer myself, and I fully appreciate that upon the success of the retail dealers rests the entire success of the industry. If we can, at The Crosley Radio Corporation at Cincinnati, so plan our activities that the best interest of the retail Dealers are served, then we shall feel that we are making a valuable contribution to the entire industry."

"How Are We Going To Build These Sets Fast Enough?"

(Continued from Page 1)

through the order file and watches the new orders coming in through the mails every day. But with the big additions that we have made to our factories, and with the splendid production organization that we have built up in the past several

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

years I feel sure that we are going to do the impossible. Then we shall be able to say, after the motto of the U. S. Engineer Corps, "It can't be done, but here it is."

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

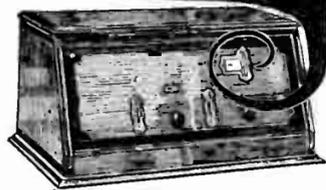
TUNE IN!

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

"SINGLE CONTROL" AND "SELECTIVITY" SYNONYMOUS IN THESE NEW MODELS

Single Control



The CROSLEY Five Tube 5-50 In a Solid Mahogany Cabinet for

\$50.00

This is a five tube radio, with its single drum station selector and installed in a solid mahogany, two-toned cabinet. 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.

For sale by

E-808

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

Drum-Type Control, Crescendon, Acuminators, and Provisions For Power Tube Operation Included

"Single-control" and "selectivity" are synonymous in the new Crosley 5-50 and 5-75. Heretofore the problem of making mono-control sets selective has stumped radio engineers, and the only solutions that they have found have been expensive ones, making the prices of mono-control sets prohibitive. After many months of experimenting, however, Crosley engineers have developed a single-control circuit which is at once ultra-selective and moderate in price.

The Crescendon

These two new sets incorporate the well-known Crescendon, a device making use of properly-controlled regeneration. The Crescendon is particularly useful in tuning to weak signals. When a signal is



tuned in which, without the Crescendon, is too weak to be heard satisfactorily, proper adjustment of this little device will build up the volume until the signal may be heard with ease throughout the room.

Single Drum Control

Tuning is accomplished in these models by means of a single, drum-type station selector. The drum holds a graduated paper strip on which there is ample space for recording stations. This strip may be replaced by a new one in a moment's time. Ordinarily it is merely necessary to turn this single drum control in order to tune in stations. For greatest selectivity in receiving distant stations, slight adjustment of the Acuminators may be made.

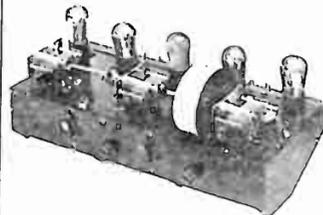
Acuminators

Two small sub-controls are provided, called "acuminators" (from the verb "acuminate" meaning "to sharpen"). These "sharpeners" provide a means of obtaining super selectivity in tuning to distant stations. Ordinarily they will be adjusted once and then left alone

while tuning is accomplished by means of the large drum-type selector. When super selectivity is desired, however, they may be re-adjusted slightly.

All-Metal Chassis

The receiving unit used in models 5-50 and 5-75 is completely enclosed in an all-metal chassis, with



shielded compartments for the different circuits. This not only provides a fool-proof, substantial casing for the electrical units of the set, but insures quieter operation because of isolating different parts of the circuit from each other. In addition, this improved method of construction is actually cheaper than old-style systems of mounting the parts, so that the Crosley policy of "better-cost less" is lived up to.

Power Tubes

Provision is made for the use of a power tube in the last stage of these sets. Separate "B" and "C" battery terminals are provided for this purpose.

Cabinets

Model 5-50 is a table-type compact set in a solid mahogany, two-toned cabinet. Model 5-75 has the same receiving unit mounted in a console type, solid mahogany cabinet, with built-in Musicone speaker. It also has the two-toned finish. Ample space is provided in the console model for batteries. The upper compartment is provided with felt supports for the set, and the set rests freely on these, so that vibrations are absorbed and not transmitted to the tubes. This prevents microphonism.

Note: For tubes, batteries, etc., especially recommended for these models see SPECIFICATIONS on page 2.

New and Beautiful 5 Tube Console Radio With but one Control and Built-in Musicone



Beautiful solid mahogany cabinet, with built-in Musicone and compartment for batteries.

\$75

CROSLEY 5-75

This is a new five-tube radio, with single drum station selector, all-metal shielded chassis and power tube adaptability. Consists of two stages of non-oscillating radio frequency amplification, regenerative, Crescendon controlled detector and two stages of audio frequency amplification.

For Sale by

E-806

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

FIRST SIX TUBE SET IS ANNOUNCED BY CROSLEY; INCORPORATES RFL CIRCUIT

That Famous R.F.L. Circuit in the

CROSLEY Six-Tube R.F.L. 90



\$90

Double Drum Station Selector

The tremendously popular R. F. L. circuit is utilized in the new six-tube R. F. L. 90. This is a very beautifully designed console type radio, with built-in Musicone and compartments for batteries. Solid mahogany cabinet. Double drum station selector. Also many other exclusive features that make it the ideal long-distance receiving set. See the R. F. L. 90 on display NOW at our store.

For Sale by

E-812

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

New Five and Six Tube Sets Use RFL Balanced Circuit Insuring Quiet Reception and Efficiency

Two new Crosley sets use the well-known RFL circuit developed by Stewart Ballentine and Dr. Lewis M. Hull as a means of insuring quiet operation, without squeals or howls, combined with maximum volume and selectivity. These are the five tube RFL-75 and the six tube RFL-90.

New Six Tube Set

The latest addition to the Crosley line is the six-tube RFL-90, the first six-tube set to be built in Crosley factories. This set is equipped with three stages of radio-frequency amplification, balanced by the RFL method, a detector, and two stages of audio-frequency amplification. Tuning is accomplished by means of a double, drum-type station selector, together with acuminators (as described on the opposite page) for obtaining the maximum of selectivity. The extra tube gives the added kick required for reception of the most distant stations.

Console Type Cabinet

RFL-90 is mounted in a console-type, solid mahogany cabinet, with built-in Musicone loud speaker. Space is provided in the lower part of this cabinet for the batteries required to operate the set. The cabinet has a two-toned finish.

Model RFL-75

Model RFL-75 is a five tube set incorporating two stages of radio-frequency amplification, balanced by the RFL method, a detector, and two stages of audio-frequency amplification. It is mounted in a table-type, solid mahogany cabinet with two-toned finish. This model has three tuning controls. In tuning to any particular station, however, it is merely necessary to turn these three dials to approximately the same setting, at the station's wave length, and then to readjust them

slightly one at a time. The price of this model has recently been reduced from seventy-five to sixty-five dollars.

Power Tube Operation

Both of these sets may be used with power tubes in the last audio-frequency stage. Extra "B" and "C" battery terminals are provided so that power tubes may be used.

Balanced Circuit

By a balanced circuit is meant one which is so designed that the tubes cannot "spill over" into oscillation, causing the set to squeal or howl as it is tuned. Up to that time that the RFL circuit was developed practically all balanced circuits sacrificed reception of the long-wave stations. By certain ingenious methods of balancing, the inventors of this circuit have managed to obtain a good balance throughout the entire wave-length range without sacrificing reception of signals of any wave length.

Quiet Operation a Feature

Quiet operation is a feature of these RFL sets. They will appeal especially to persons who desire a set that cannot be made to squeal or howl in ordinary operation, even by those who are unfamiliar with the manner in which the set should be tuned. One has merely to turn the dials in order to receive stations.

Covered by Patents

The principles used in these sets are fully covered by patents. They are not just ordinary balanced sets, but have unique superior features. Both models are manufactured in accordance with licenses under the basic RFL patents.

NOTE: for tubes, batteries, etc., especially recommended for these models, see SPECIFICATIONS on page 2.

absolute balance in the CROSLEY 5 tube R.F.L. 75



\$65.00

Popularity of receiving sets using the R. F. L. circuit has been established. This type, offered at the very low price of \$65.00, incorporates everything a radio listener could desire. Recent changes in the panels have made it more attractive and still have made it possible to offer the receiver for \$10.00 less than its former price. The R. F. L. circuit provides true cascade amplification largely through the use, in each radio-frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl, even if mishandled. Stations can be accurately logged. Exquisite two-toned mahogany cabinet, with satin finish.

FOR SALE BY

E-810

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

"SINGLE CONTROL" AND "SELECTIVITY" SYNONYMOUS IN THESE NEW MODELS

Single Control



The CROSLY Five Tube 5-50 In a Solid Mahogany Cabinet For

\$50.00

This is a five tube radio, with its single drum station selector and installed in a solid mahogany, two-toned cabinet. 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.

For sale by

E-808

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

Drum-Type Control, Crescendon, Acuminators, and Provisions For Power Tube Operation Included

"Single-control" and "selectivity" are synonymous in the new Crosley 5-50 and 5-75. Heretofore the problem of making mono-control sets selective has stumped radio engineers, and the only solutions that they have found have been expensive ones, making the prices of mono-control sets prohibitive. After many months of experimenting, however, Crosley engineers have developed a single-control circuit which is at once ultra-selective and moderate in price.

The Crescendon

These two new sets incorporate the well-known Crescendon, a device making use of properly-controlled regeneration. The Crescendon is particularly useful in tuning to weak signals. When a signal is



tuned in which, without the Crescendon, is too weak to be heard satisfactorily, proper adjustment of this little device will build up the volume until the signal may be heard with ease throughout the room.

Single Drum Control

Tuning is accomplished in these models by means of a single, drum-type station selector. The drum holds a graduated paper strip on which there is ample space for recording stations. This strip may be replaced by a new one in a moment's time. Ordinarily it is merely necessary to turn this single drum control in order to tune in stations. For greatest selectivity in receiving distant stations, slight adjustment of the Acuminators may be made.

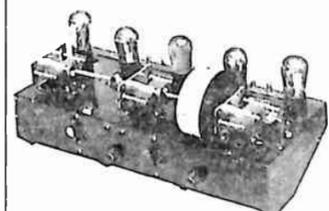
Acuminators

Two small sub-controls are provided, called "acuminators" (from the verb "acuminate" meaning "to sharpen"). These "sharpeners" provide a means of obtaining super selectivity in tuning to distant stations. Ordinarily they will be adjusted once and then left alone

while tuning is accomplished by means of the large drum-type selector. When super selectivity is desired, however, they may be readjusted slightly.

All-Metal Chassis

The receiving unit used in models 5-50 and 5-75 is completely enclosed in an all-metal chassis, with



shielded compartments for the different circuits. This not only provides a fool-proof, substantial casing for the electrical units of the set, but insures quieter operation because of isolating different parts of the circuit from each other. In addition, this improved method of construction is actually cheaper than old-style systems of mounting the parts, so that the Crosley policy of "better-cost less" is lived up to.

Power Tubes

Provision is made for the use of a power tube in the last stage of these sets. Separate "B" and "C" battery terminals are provided for this purpose.

Cabinets

Model 5-50 is a table-type compact set in a solid mahogany, two-toned cabinet. Model 5-75 has the same receiving unit mounted in a console type, solid mahogany cabinet, with built-in Musicone speaker. It also has the two-toned finish. Ample space is provided in the console model for batteries. The upper compartment is provided with felt supports for the set, and the set rests freely on these, so that vibrations are absorbed and not transmitted to the tubes. This prevents microphonism.

Note: For tubes, batteries, etc., especially recommended for these models see SPECIFICATIONS on page 2.

New and Beautiful 5 Tube Console Radio With but one Control and Built-in Musicone



Beautiful solid mahogany cabinet, with built-in Musicone and compartment for batteries.

\$75

CROSLY 5-75

This is a new five-tube radio, with single drum station selector, all-metal shielded chassis and power tube adaptability. Consists of two stages of non-oscillating radio frequency amplification, regenerative, Crescendon controlled detector and two stages of audio frequency amplification.

For Sale by

E-806

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

FIRST SIX TUBE SET IS ANNOUNCED BY CROSLY; INCORPORATES RFL CIRCUIT

That Famous R.F.L. Circuit in the

CROSLY Six-Tube R.F.L. 90



\$90

Double Drum Station Selector

The tremendously popular R. F. L. circuit is utilized in the new six-tube R. F. L.-90. This is a very beautifully designed console type radio, with built-in Musicone and compartments for batteries. Solid mahogany cabinet. Double drum station selector. Also many other exclusive features that make it the ideal long-distance receiving set. See the R. F. L.-90 on display NOW at our store.

For Sale by

E-812

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

New Five and Six Tube Sets Use RFL Balanced Circuit Insuring Quiet Reception and Efficiency

Two new Crosley sets use the well-known RFL circuit developed by Stewart Ballentine and Dr. Lewis M. Hull as a means of insuring quiet operation, without squeals or howls, combined with maximum volume and selectivity. These are the five tube RFL-75 and the six tube RFL-90.

New Six Tube Set

The latest addition to the Crosley line is the six-tube RFL-90, the first six-tube set to be built in Crosley factories. This set is equipped with three stages of radio-frequency amplification, balanced by the RFL method, a detector, and two stages of audio-frequency amplification. Tuning is accomplished by means of a double, drum-type station selector, together with acuminators (as described on the opposite page) for obtaining the maximum of selectivity. The extra tube gives the added kick required for reception of the most distant stations.

Console Type Cabinet

RFL-90 is mounted in a console-type, solid mahogany cabinet, with built-in Musicone loud speaker. Space is provided in the lower part of this cabinet for the batteries required to operate the set. The cabinet has a two-toned finish.

Model RFL-75

Model RFL-75 is a five tube set incorporating two stages of radio-frequency amplification, balanced by the RFL method, a detector, and two stages of audio-frequency amplification. It is mounted in a table-type, solid mahogany cabinet with two-toned finish. This model has three tuning controls. In tuning to any particular station, however, it is merely necessary to turn these three dials to approximately the same setting, at the station's wave length, and then to readjust them

slightly one at a time. The price of this model has recently been reduced from seventy-five to sixty-five dollars.

Power Tube Operation

Both of these sets may be used with power tubes in the last audio-frequency stage. Extra "B" and "C" battery terminals are provided so that power tubes may be used.

Balanced Circuit

By a balanced circuit is meant one which is so designed that the tubes cannot "spill over" into oscillation, causing the set to squeal or howl as it is tuned. Up to that time that the RFL circuit was developed practically all balanced circuits sacrificed reception of the long-wave stations. By certain ingenious methods of balancing, the inventors of this circuit have managed to obtain a good balance throughout the entire wave-length range without sacrificing reception of signals of any wave length.

Quiet Operation a Feature

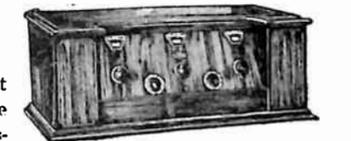
Quiet operation is a feature of these RFL sets. They will appeal especially to persons who desire a set that cannot be made to squeal or howl in ordinary operation, even by those who are unfamiliar with the manner in which the set should be tuned. One has merely to turn the dials in order to receive stations.

Covered by Patents

The principles used in these sets are fully covered by patents. They are not just ordinary balanced sets, but have unique superior features. Both models are manufactured in accordance with licenses under the basic RFL patents.

NOTE: for tubes, batteries, etc., especially recommended for these models, see SPECIFICATIONS on page 2.

absolute balance in the CROSLY 5 tube R.F.L. 75



\$65.00

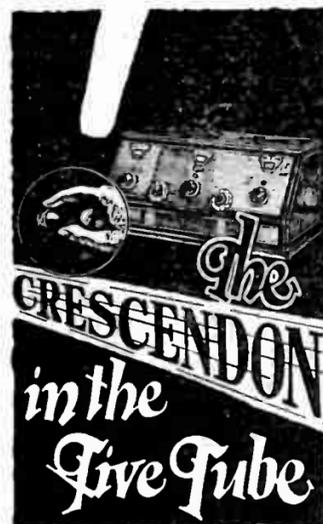
Popularity of receiving sets using the R. F. L. circuit has been established. This type, offered at the very low price of \$65.00, incorporates everything a radio listener could desire. Recent changes in the panels have made it more attractive and still have made it possible to offer the receiver for \$10.00 less than its former price. The R. F. L. circuit provides true cascade amplification largely through the use, in each radio-frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl, even if mishandled. Stations can be accurately logged. Exquisite two-toned mahogany cabinet, with satin finish.

FOR SALE BY

E-810

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

POPULAR FOUR AND FIVE TUBE MODELS CONTINUED IN 1926 CROSLLEY LINE



CROSLLEY
5-38
for
\$38.00
Fulfills a
Promise

The Crosley Crescendon, which permits perfect control of volume and builds up volume on weak signals, makes the five-tube 5-38 greatly superior to other tuned radio frequency radios. This set created quite a sensation last Spring. Recent changes in the panel have made it even more attractive. Stations at very great distances easily tuned in. Let us demonstrate this very low priced five-tube Crosley radio.

For Sale by

E-804

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

Demand For Moderate-Priced Sets Necessitates Manufacture of 4-29 And 5-38 In Larger Quantities

Demand for moderate-priced four and five tube receivers has necessitated increasing production facilities of the Crosley plants for manufacturing the four-tube 4-29 and five-tube 5-38 models. Even the enormous quantities in which these sets were turned out last season are insufficient to supply the present demand.

Unique In Field

These moderate-priced receivers are unique in their field, since practically all four and five tube sets on the market are priced at two to five times as much as these sets. Mass production and Crosley simplified methods of construction make such savings in the production costs of these sets that it is possible to market them at twenty-nine dollars for the 4-29 and thirty-eight dollars for the 5-38. At these prices they are within the means of persons in the most moderate circumstances.

Model 5-38

Model 5-38 is a five-tube receiver, incorporating two stages of tuned radio-frequency amplification, crescendon-controlled detector, and two stages of audio-frequency amplification. It is a real long-distance receiving set, designed for loud speaker operation on signals of distant stations. Either dry-cell or storage battery type tubes may be used with this set, although storage battery tubes are especially recommended for greater volume (see page 2, "Specifications"). All five tubes are controlled by a single master filament rheostat, which aids in simplifying the operation of the set.

Model 4-29

Model 4-29 incorporates four tubes, with one stage of radio-frequency amplification, crescendon-controlled detector, and two stages of audio-frequency amplification. The circuit is similar to that of model 5-38, but not identical with it. While this set has one less tube than the 5-38, it will operate a loud speaker satisfactorily on distant

stations. As with the 5-38, either dry-cell or storage battery tubes may be used, and a single, master rheostat is provided for controlling the filaments of the tubes.

Equipped with Crescendon

Both of these sets are equipped with the Crescendon feature, described on page 4. In tuning in weak signals with the 4-29, use of the Crescendon will be found especially convenient, as it will enable the operator to hear weak signals that would otherwise be passed over without being noticed. In both models it affords a convenient means of building up weak signals to sufficient volume so that they may be enjoyed throughout the room.

Cabinets

Compact-type cabinets are used for housing both models. These are constructed of hardwood, with two-toned mahogany finish. A slit in the back of the cabinet provides access to the terminals for making battery, antenna, and ground connections. The tubes are introduced through a slit in the top of the cabinet, for which a cover is provided. All parts are mounted directly on the cabinet, making a solid, permanent assembly.

Highest Quality Parts

The parts used in these sets are of the highest quality and are all subjected to rigid inspection before being sent to the assembly department. With the exception of a few minor units, such as screws and bolts, they are made in the Crosley factories. Special machinery has been designed for making the parts in order to insure uniformity and high-speed production. For instance, all coils are wound by automatic machines which wind exactly the proper number of turns on each coil.

Protected by Patents

Both of these models are manufactured in accordance with license arrangements under Armstrong U. S. patents.

NOTE: For tubes, batteries, etc., especially recommended for these models, see SPECIFICATIONS on page 2.



CROSLLEY
4-29

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

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

What more can you ask?

\$29.
with the
CRESCENDON

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

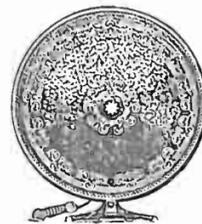
Dealer's Name

E-634

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

THERE IS ONLY ONE MUSICONE-- BUT IT MAY BE HAD IN FOUR MODELS

THE
Worlds' Most
MARVELOUS
REPRODUCER



CROSLLEY
**SUPER
MUSICONE**

\$14.75

Super-Musicone With Large
Cone Reproduces Low
Tones of Music
With Facility

This large cone-type speaker has a tonal quality which appeals to musicians and others who desire that the lowest notes of the radio programs be fully reproduced. In addition, it tends to subdue the high-pitched interference of static.

For Sale by
All Authorized Crosley
Dealers and
Distributors

New Super Musicone Brings Out Low Tones; Musicone Regular In Console And DeLuxe Cabinets

There is only one Musicone. No other speaker can use the patented principles upon which the marvelous reproduction of the Musicone

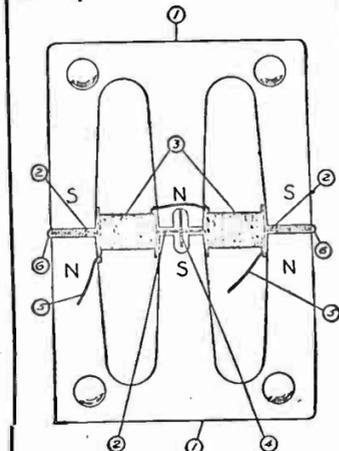


Figure 2

is based. The secret of the Musicone's superior tonal quality lies largely in the electrical unit, shown above, which was invented by Charles W. Peterson, and is fully covered by patents owned by the Crosley Radio Corporation. An-

other feature is the free-floating cone, preventing distortion, first introduced in this speaker. The unique design of the electrical unit provides a multiple pull on the driving mechanism, making possible loud volume on weak signals. The Super Musicone

A large edition of the Musicone has recently been introduced to the trade, called the "Super Musicone." With its extra large cone, it is especially effective in bringing out the low tones of music and subduing high-pitched static interference. Regular Musicone Continued

The popular Musicone Regular is continued in its original style. It is largely due to the influence of this speaker that cone-type reproducers have become so unanimously popular.

Two Cabinet Models Offered

Two cabinet models of the Musicone are offered this year—the Musiconsole and the Musicone DeLuxe. The Musiconsole will be found convenient for mounting table-type sets, as it contains room for storing the batteries, as well as a speaker compartment. The Musicone DeLuxe will appeal to those who wish a cabinet-type, table speaker.

The Regular Musicone

The Regular Musicone, with its 12-inch cone, was the most popular reproducer on the market last season, and is certain to maintain its standing this Fall and Winter. Its properties and its patented features are so far superior, its reproduction of all tones, both high and low, are so life-like and clear that anyone who once hears it will never again be satisfied with any other type of loud speaker.

\$12.50



\$23.50

The Musiconsole

The Musiconsole is a beautiful console cabinet with built-in Musicone and compartments for batteries. This very artistically designed two-toned mahogany finished cabinet, serving as a table for a radio receiver, will be welcomed in the homes of the most particular listeners.

\$32

The DeLuxe Musicone

This mantel, clock type cabinet of delicately grained mahogany houses attractively the Musicone. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet radio.



De LUXE
Reception
with a
CROSLLEY
Better-Cost Less
MUSICONSOLE



\$32.00

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

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

For Sale By

NOTE: Mats or electrotypes of this ad will be furnished Crosley dealers free of charge.

E-661

PORTABLE PROVEN POPULAR SINCE SPRING DEBUT; MORE LITTERS OF PUPS ARRIVE

SUMMER
RADIO
Everywhere

with a

CROSLY
Better-Cost Less

**4 TUBE
PORTABLE**



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

\$33⁰⁰

For Sale By

E-667

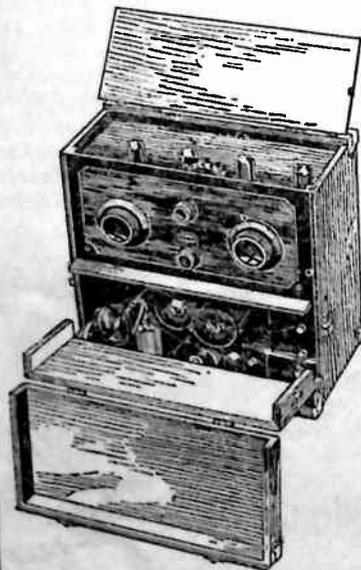
NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

Many 4-29 Portables Sold During Its First Summer—Pup Continues To Fill Need For "Package" Radio

The 4-29 Portable has proven extremely popular since its debut in the early spring. No doubt this is largely due to its being one of the first truly portable sets to be marketed at a reasonable price, which is both designed for loud speaker operation and capable of real long-distance reception. The 4-29 Portable is ideally adapted to any use for which a portable set is needed, and will be found convenient by salesmen and travelers, as well as by motor tourists and campers. The traveling salesman will find it a convenient and economical means of entertainment during his nights in hotels.

Carrying Case

The carrying case for this model is covered with leatherette, so that the set when closed has the appearance of a small suitcase. The case is divided into two compartments; the upper one for mounting the set,



and the lower one for holding the batteries. The metal parts are nickel plated.

The 4-29 Circuit

The efficient 4-29 circuit is used in this model in slightly different form. It includes the Crescendon, and other features described on the opposite page. The portable model has been especially developed for dry-cell operation, however. With 199 type tubes it will receive long distance stations with facility, and will operate a loud speaker satisfactorily.

Pup a Package Radio

The majority of radio dealers find that they have need in their line for a radio set which can be sold as a "package proposition, without installation or servicing features. The Pup fills just this need. It is such a simple little set that anyone can connect and operate it, and it sells for so modest a price that those who purchase it do not expect it to be installed by a serviceman. It is truly a "package" proposition—the dealer has merely to pass it over the counter, take the money, and the transaction is ended.

The Pup makes it possible for the man with a very small income to own a radio set. It brings radio within the reach of everyone. Radio dealers everywhere should find a large market for this set.

The Efficient Pup Circuit

The Pup is a double-circuit, regenerative radio set. The regenerative feature makes possible reception of weak signals, while the double-circuit design reduces radiation to a minimum. No other type of circuit has ever been discovered which will make possible the reception of long distance stations with only one tube. While the Pup is sold primarily as a set for receiving local and nearby stations, reports are constantly received from owners who regularly receive stations hundreds, even thousands of miles away. A simple adjustment of the tickler control makes the set ultra-responsive to weak signals.

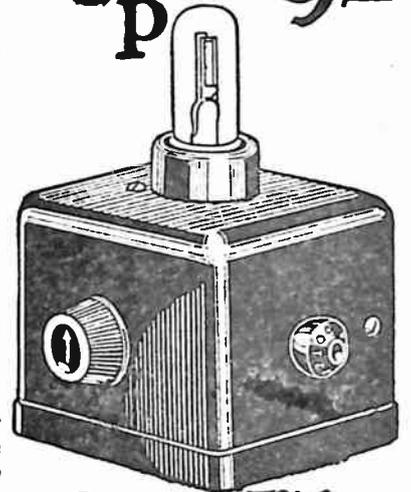
Metal Cabinet

Just as metal chasses are employed in the most expensive Crosley sets, because of their superior constructional features and shielding effect on the circuits of the set, a metal cabinet is used for housing the part of the cheapest Crosley set, the Pup.

A Good Starter

The Pup set is a good starter for the man who should be in the market for a high-priced set but cannot be persuaded to invest so much money. If he can be interested in radio at all, he will not begrudge the few dollars necessary to buy this little one-tube outfit. Once he has "tasted blood" listening in on the Pup, he will never be satisfied until he has installed a big five or six tube set.

~~CROSLY~~
ONE TUBE
"PUP" \$9⁷⁵



Country Wide
Range

This is a genuine Armstrong regenerative double circuit radio, with which owners tune in stations as far as 1,500 miles away. Installation is very simple, upkeep cost amounts to practically nothing and tuning is so easy that a child can operate it. See the "PUP" on display at our store.



For Sale By

E-802

NOTE: Mats or Electrotypes of this ad will be furnished Crosley dealers free of charge.

OPENING OF RADIO WORLD'S FAIR IS BEGINNING OF BEST RADIO SEASON FOR CROSLEY DEALERS

Use Of New Tube In Detector Socket Overcomes Howling

New 200-A (300-A) Type Detector Tube Free from Microphonic Characteristics; Also More Efficient.

Experiments in the Crosley laboratories shows that the new UX 200-A (CX 300-A) detector tube is decidedly free from microphonic characteristics. It will be found especially useful in any installation which tends to cause trouble from microphonic howling.

This new tube is more efficient than the old style 200 tube, or the 201-A type tube, for use in the detector socket. It is very well adapted for use in regenerative sets, and those Crosley models incorporating regeneration will operate most satisfactorily if a 200-A (300-A) detector tube is used. The new console sets should preferably be equipped with this tube, since console type sets always tend more toward microphonism than table-type sets.

To prevent microphonic howling with compact type sets, it is advisable to mount the loudspeaker some distance from the set. If the speaker can be placed upon a separate support, this is desirable. The mechanical vibrations transmitted by the speaker to the set when they are placed too close together sometimes cause microphonism.

The radio unit of Model 5-75 is purposely placed loosely upon felt supports in the top compartment of the cabinet, so that mechanical vibrations from the built-in Musicon cannot be transmitted to the set. Several letters have been received from Crosley Distributors and Dealers asking if bolt holes for clamping the radio unit in the top compartment of the console have been left out by mistake. The set is not intended to be clamped in place, however, as by allowing it to rest freely on the felt supports the maximum cushioning effect is obtained.

In shipping Model 5-75, the radio unit is bolted fast in the battery

Machine Insures Firm Socket Springs



The above machine used for riveting the socket springs to the sub-panel of Model RFL-75, insures a firm contact between the spring contacts of the radio sockets and the prongs of the radio tubes. Bolts were formerly used to attach these socket springs to the sub-panels, but there is always a possibility of bolts being jarred loose during shipment, resulting in bad contacts. The present method of construction, in which the springs are held in place by means of rivets, is proof against any amount of rough handling.

The production capacity of this compartment, in order that it will ride satisfactorily during shipment. To put the set in operating condition, the bolts holding it in place must be removed, the two control knobs on the front of the set must be taken off, the set must be placed in the upper compartment so that it rest freely on the felt supports and so that the control shafts extend through the holes in the front panel provided for them, and finally the control knobs must be replaced.

socket riveting machine is much greater than that of the mechanical devices formerly used in assembling sockets by means of bolts. Thus production is speeded up, with a consequent saving in manufacturing cost, while at the same time, a better job is assured. The manufacturing department of The



Crosley Radio Corporation is constantly devising and adding new automatic machinery for increasing production and improving the mechanical construction of sets, in line with the Crosley policy of "Better—Costs Less."

In the small photograph a bottom view of one of the sub-panels is shown, illustrating the arrangement of the sockets.

Fall Buying Will Get Into Full Swing Shortly After Show

Distributors Should Hold Local Radio Shows for Benefit of the Dealers in Their Territories.

The opening of the Radio World's Fair in New York City, September 13, marks the beginning of what will be by far the most profitable radio season that dealers have yet experienced, according to radio merchandising authorities. With the opening of this radio show in New York each year the fall season gets under way. Dealers and distributors should recognize this fact and prepare to take care of the increasing demands for sets which they will have to meet in the weeks immediately following the Show.

Radio distributors and dealers located some distance from the big eastern metropolis will find it to their advantage to hold local shows in order to stimulate public interest in their localities. Several dealers may cooperate in arranging for such an exposition, or a single dealer may hold a small exhibition or "show" in his own store, displaying and demonstrating new models for the 1926-27 season.

Distributors should get their dealers together to discuss the new fall lines, so that every dealer can go out fully prepared to meet the enormous radio buying demand of the season that is about to open. Many distributors make a regular practice of holding sales conventions for the benefit of their dealers each year. These conventions go a long way toward acquainting every dealer with the sales points and advantages of the different sets, and toward promoting the mutual cooperation which is necessary for biggest sales.

The record summer sales of radio sets during the past few months indicate that interest in radio will be much greater this fall than ever before. Statisticians who have reviewed the possibilities for sale of

(Continued on Page 3)

OPENING OF RADIO WORLD'S FAIR IS BEGINNING OF BEST RADIO SEASON FOR CROSLEY DEALERS

Use Of New Tube In Detector Socket Overcomes Howling

New 200-A (300-A) Type Detector Tube Free from Microphonic Characteristics; Also More Efficient.

Experiments in the Crosley laboratories shows that the new UX 200-A (CX 300-A) detector tube is decidedly free from microphonic characteristics. It will be found especially useful in any installation which tends to cause trouble from microphonic howling.

This new tube is more efficient than the old style 200 tube, or the 201-A type tube, for use in the detector socket. It is very well adapted for use in regenerative sets, and those Crosley models incorporating regeneration will operate most satisfactorily if a 200-A (300-A) detector tube is used. The new console sets should preferably be equipped with this tube, since console type sets always tend more toward microphonism than table-type sets.

To prevent microphonic howling with compact type sets, it is advisable to mount the loudspeaker some distance from the set. If the speaker can be placed upon a separate support, this is desirable. The mechanical vibrations transmitted by the speaker to the set when they are placed too close together sometimes cause microphonism.

The radio unit of Model 5-75 is purposely placed loosely upon felt supports in the top compartment of the cabinet, so that mechanical vibrations from the built-in Musicon cannot be transmitted to the set. Several letters have been received from Crosley Distributors and Dealers asking if bolt holes for clamping the radio unit in the top compartment of the console have been left out by mistake. The set is not intended to be clamped in place, however, as by allowing it to rest freely on the felt supports the maximum cushioning effect is obtained.

In shipping Model 5-75, the radio unit is bolted fast in the battery

Machine Insures Firm Socket Springs



The above machine used for riveting the socket springs to the sub-panel of Model RFL-75, insures a firm contact between the spring contacts of the radio sockets and the prongs of the radio tubes. Bolts were formerly used to attach these socket springs to the sub-panels, but there is always a possibility of bolts being jarred loose during shipment, resulting in bad contacts. The present method of construction, in which the springs are held in place by means of rivets, is proof against any amount of rough handling.

The production capacity of this

compartment, in order that it will ride satisfactorily during shipment. To put the set in operating condition, the bolts holding it in place must be removed, the two control knobs on the front of the set must be taken off, the set must be placed in the upper compartment so that it rest freely on the felt supports and so that the control shafts extend through the holes in the front panel provided for them, and finally the control knobs must be replaced.

socket riveting machine is much greater than that of the mechanical devices formerly used in assembling sockets by means of bolts. Thus production is speeded up, with a consequent saving in manufacturing cost, while at the same time, a better job is assured. The manufacturing department of The



Crosley Radio Corporation is constantly devising and adding new automatic machinery for increasing production and improving the mechanical construction of sets, in line with the Crosley policy of "Better—Costs Less."

In the small photograph a bottom view of one of the sub-panels is shown, illustrating the arrangement of the sockets.

Fall Buying Will Get Into Full Swing Shortly After Show

Distributors Should Hold Local Radio Shows for Benefit of the Dealers in Their Territories.

The opening of the Radio World's Fair in New York City, September 13, marks the beginning of what will be by far the most profitable radio season that dealers have yet experienced, according to radio merchandising authorities. With the opening of this radio show in New York each year the fall season gets under way. Dealers and distributors should recognize this fact and prepare to take care of the increasing demands for sets which they will have to meet in the weeks immediately following the Show.

Radio distributors and dealers located some distance from the big eastern metropolises will find it to their advantage to hold local shows in order to stimulate public interest in their localities. Several dealers may cooperate in arranging for such an exposition, or a single dealer may hold a small exhibition or "show" in his own store, displaying and demonstrating new models for the 1926-27 season.

Distributors should get their dealers together to discuss the new fall lines, so that every dealer can go out fully prepared to meet the enormous radio buying demand of the season that is about to open. Many distributors make a regular practice of holding sales conventions for the benefit of their dealers each year. These conventions go a long way toward acquainting every dealer with the sales points and advantages of the different sets, and toward promoting the mutual cooperation which is necessary for biggest sales.

The record summer sales of radio sets during the past few months indicate that interest in radio will be much greater this fall than ever before. Statisticians who have reviewed the possibilities for sale of

(Continued on Page 3)

Crosley WLW Programs Week of September 19, 1926

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, Sept. 19th, 1926 Eastern Standard Time. * Asterisk Indicates Special Feature.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications, Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Service from the Seventh Presbyterian Church, Cincinnati and Madison Aves., Rev. Jesse Halsey, Minister.
- 3:00 P. M.—Organ Recital by Grace Chapman, organist at the Church of the New Jerusalem.
- 7:30 P. M.—Services from the First Presbyterian Church, Gilbert Ave. and Locust St., Walnut Hills, Rev. Frederick McMillin, minister.
- *8:30 P. M.—The Crosley Salon Orchestra.
March—"Strauss".....Mezzacapo Overture—"The Merry Wives of Windsor"
Scenes from the Opera, Nicolai "Lakme".....Delibes "Traumerer" (Request)
Concert Waltz: "Brunette or Blond" (Braun oder Blond).....Waldteufel
Selections from "Sweethearts"
Popular Group—
Soloist: George Conner, tenor (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, Sept. 20th, 1926 Eastern Standard Time. * Asterisk Indicates Special Feature.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast, Time Signals.
- 12:05 P. M.—Religious Services conducted by Rev. Geo. H. Kase.
- 1:30 P. M.—Market and Stock Reports.
- 3:00 P. M.—Market and Stock Reports.
- 4:00 P. M.—Children's Hour from the Millcreek Valley (pupils of Leo Stoffregen).
- 6:45 P. M.—Weather Forecast, Market Reports, Baseball Scores.
- 7:00 P. M.—Hotel Gibson Oriental Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical Feature.
- 7:40 P. M.—Hotel Gibson Concert.
- *8:00 P. M.—The Commercial Tribune Popular Hour.
- 9:00 P. M.—Supermusicone Instrumental Trio:
Violin, Wm. C. Stoess
Cello, Karl Tople
Piano, Rosemary Stoess
The Calumet Baking Powder and Rainbo Garden Hour.
Crescent Elks Quartet.
- 10:00 P. M.—Palge's Royal Elk Synchopators.
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, Sept. 21st, 1926 Eastern Standard Time. * Asterisk Indicates Special Feature.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Robert Visconti's Orchestra from the Hotel Gibson.
- 12:45 P. M.—Erwin Edward Schenk, organist.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.

- 4:10 P. M.—Children's Story Hour by Mrs. Bertha W. Edmonds.
- 6:45 P. M.—Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woszczek.
- 7:30 P. M.—Dinner Music by Castle Farmers.
- *8:15 P. M.—Crosley Burnt Corkers with Musicone Maja Quartette: Wm. Drexellus, 1st tenor; Edwin Meyer, 2nd tenor; Edwin Weidinger, 1st bass; John Dodd, 2nd bass; Howard Evans, accompanist; Doc Miller, Gay Anderson, end men; Louis John Johnen, interlocutor.
- *10:00 P. M.—Popular Music by the Castle Farmers, interspersed with improvisations by John Smith and Joe Brown in "Compositions While You Wait."
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, Sept. 22nd, 1926 Eastern Standard Time. * Asterisk Indicates Special Feature.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Irene Downing, player-roll artist.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market and Stock Reports.
- 3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
- 4:00 P. M.—Shut-in Program, directed by William Dunning.
- 6:50 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Robert Visconti's Orchestra.
- 7:30 P. M.—"The Farmer and His Opportunity," by Wm. Barbre, Campaign Director, Ohio Farm Bureau Federation.
- 7:40 P. M.—Continuation of Concert by Robert Visconti's Orchestra.
- *8:00 P. M.—Gilbert and Sullivan Operetta by the Greater Louisville Operatic Ensemble—to be followed by light opera requests.
- 9:30 P. M.—Studio Ensemble.
- 10:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including Fred Sanker, Ray MacDermott, Bill Divers, Bert Lindsay Maurice MacAdow, Tommy Ott and Ray Sullivan (Singing Sully).
- 11:00 P. M.—Popular Organ Concert by Johanna Grosse.
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Thursday, Sept. 23rd, 1926 Eastern Standard Time. * Asterisk Indicates Special Feature.

- 11:00 A. M.—Weather Forecast, River Stages, Market and Stock Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:05 P. M.—Popular Concert by Woody Meyers' Orchestra.
- 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.
- 3:00 P. M.—Market and Stock Reports.
- *3:30 P. M.—The Bible—Its Stories, by George W. Hanley.
- 4:00 P. M.—Piano Recital by Adelaide Apfel.
- 6:45 P. M.—Weather Forecast, Market Reports, Baseball Scores.
- 7:00 P. M.—Robert Visconti's Orchestra.
- 7:30 P. M.—"Your Week-End Trip" Planned by the Cincinnati Automobile Club.

- 7:40 P. M.—Robert Visconti's Orchestra.
- *8:00 P. M.—Varsity Pep Meeting, preparatory to the opening of the Fall Semester, featuring college and fraternity songs, university yells, and undergraduate revels.
- *9:00 P. M.—Opening announcement of the Dempsey-Tunney fight in Philadelphia.
- *9:10 P. M.—Early Pup Revels—The Crosley Sky Terriers in Frolics before their usual hour (Special Request) presenting the Reynolds Revue, Radio Card Tricks, Pictures of Famous Eugilists, the Oscillating Reader, etc., interspersed with round by round returns of the Dempsey-Tunney fight.
- 10:00 P. M.—The Latonia Melody Boys—Elmer Brennan and Carol Burdick; Nellie Brennan, accompanist.
- 10:20 P. M.—Al Kirschner (The Old Time Blind) and Pep Golden.
- 10:40 P. M.—Irene Downing and Sentimental Tommy Reynolds.
- 11:00 P. M.—Dance Music from Castle Farm.
- 12:15 A. M.—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, Sept. 24th, 1926 Eastern Standard Time. * Asterisk Indicates Special Feature.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Concert by Mildred Prigge, organist.
- 1:30 P. M.—Market Reports.
(The Baldwin Piano)
- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- *12:30 P. M.—Robert Visconti's Orchestra.
- 12:45 P. M.—Concert by Mildred Prigge, organist.
- 1:30 P. M.—Market Reports.
(The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Saturday, Sept. 25th, 1926 Eastern Standard Time. * Asterisk Indicates Special Feature.

- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Time Signals.
- 12:45 P. M.—Business Reports and Stock Quotations.
- 6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
- 7:00 P. M.—Johanna Grosse, at the organ, Mona Motor Oil Co. Hour.
Part One: Favorite Classics.
Part Two: Popular Requests.
- 8:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
- *8:30 P. M.—Playlet by the Crosley Radians, under the direction of Helen Schuster-Martin.
- 9:00 P. M.—Dance Music from Castle Farm.
(The Baldwin Piano)

OVERCOME HOWLING

Use of the new 200-A type tube in the detector socket has been found by Crosley engineers to help to overcome microphonic howling with which some fans are troubled. Putting the loudspeaker some distance from the set, mounting the set on a felt pad, and surrounding the tubes with felt also help to overcome this trouble.

Talking Dummy Answers Questions At New York Show

If there is still any mystery left in radio, it will be found in the marvelous automaton on display in the Crosley booth in the third annual Radio World's Fair in Madison Square Garden, New York City. This mechanical figure, six-foot tall, with the body of a man and the head made of a grotesquely-painted Musicone loud speaker, is attracting the attention of the scientific world and the radio fans through its mysterious answering of questions which the show visitors compound.

This giant figure, which might well be called the "answer man," has been developed in the Crosley engineering laboratories in Cincinnati, for the special amusement of Fair visitors. Its mechanical construction is so arranged that people can whisper near the figure and immediately they hear a mysterious voice talking to them or answering their queries.

Unlike some of the early forms of automatons, this radio figure does not move, but utilizes radio energy for the reproduction of sound. The construction is quite simple and radio fans, in search of a novelty for a radio party in their homes, could construct a figure like it without much trouble.

RADIO MUSICAL EDUCATION

An innovation in radio education has been inaugurated by station WLW, The Crosley Radio Corporation, Cincinnati, by a system of musical programs arranged to teach listeners the names of the great musical composers. These programs take the form of a musical encyclopedia, with the selections arranged alphabetically according to the names of the composers. Starting with the letter "A", one "volume" (consisting of four or five letters) will be played each week, until a composer has been introduced for every letter in the alphabet.

SHOT-GUN AERIAL

Station WLW recently received a letter from a Missouri fan who receives the broadcast programs on a small set, using a shot gun for an aerial. To make the hunting atmosphere complete, he lets his bird dog listen in now and then to the concerts.

There are 6,950 commercial radio operators in the United States, in addition to 3,000 in the naval radio communication service and 350 in the army and signal corps.

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,
John R. Loofbourov
Associate Editors.

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.

"MUSICONE BLOWS LOUD VOICE"

The universal popularity of the Crosley Musicone is testified to by thousands of letters from all over the world. One of the most interesting ones that has been received recently came in from Japan the other day. "I am please to inform," said this letter, "that I have succeeded in recommending and getting your Crosley Musicone bought by almost all my friends. It is the best instrument of this kind I have ever run across, as it blows out such loud and natural voice unrivalled by any other loud speakers ever imported here, and all my friends are enjoying the CLEAR TONE peculiar to this Musicone to their entire satisfaction and pleasure." There is just a hint in this letter of the good old days when Japan was thought to be ruled by wilful gods and demons were supposed to lurk outside the temple doors. One can picture an electrical wizard locked up in the little bronze box of the Musicone, "blowing" out his voice to the listeners.

Foreign ways of doing things often seem amusing to us because they are so far different from usual American methods. Another example of the peculiar twists of the tongue incident to foreign speech is found in a Crosley advertisement appearing in the August issue of a French publication. The 5-38 set is described as a radio set with "five lamps" instead of "five tubes"; the well-known Crosley motto "Better—Costs Less" when translated literally is "Better—Less Dear"; and the Musicone loudspeaker is described as the "high-talker Musicone."

Foreign ways of doing things often seem amusing to us because they are so far different from usual American methods. Another example of the peculiar twists of the tongue incident to foreign speech is found in a Crosley advertisement appearing in the August issue of a French publication. The 5-38 set is described as a radio set with "five lamps" instead of "five tubes"; the well-known Crosley motto "Better—Costs Less" when translated literally is "Better—Less Dear"; and the Musicone loudspeaker is described as the "high-talker Musicone."

FOUR CAUSES OF TROUBLE

If your radio set does not work, look for the trouble outside of the set first. A recent investigation by Crosley service engineers shows that ninety-nine per cent of radio troubles are due to one of four causes: (1) to a bad ground, (2) to run-down batteries, (3) to burnt-out or faulty tubes, or (4) to a fault in the aerial or lead-in system.

FIRST CROSLLEY SIX-TUBE SET TO BE DISPLAYED AT RADIO WORLD'S FAIR IN NEW YORK

The first six-tube receiver made by The Crosley Radio Corporation of Cincinnati, will make its debut at the third annual Radio World's Fair in New York City, September 13th. It utilizes the famous non-oscillating R. F. L. circuit developed by Dr. Lewis M. Hull and Stewart Ballentine. It will be known as the Crosley R. F. L.-90, the figure indicating its price.

This new receiving set incorporates the double drum graphic station selector. Its intricate parts are mounted in a metal chassis which acts as a shield, preventing outside influences which sometimes react on sensitive radio circuits.

The circuit consists of three stages of tuned radio frequency amplification, a detector and two stages of audio frequency amplification. Terminals are provided, should the use of a power tube in the last audio frequency stage be desired. Spring sockets have been provided for the radio frequency and detector tubes to prevent microphonism.

The chassis is installed in a handsome two-tone solid mahogany console cabinet, with built-in Musicone speaker and ample room for batteries or eliminators.

Fall Buying Will Get Into Full Swing Shortly After Show

(Continued from Page 1)
radio equipment during 1926-27 point out that while there are between five and six million radio sets in American homes, there are more than thirteen million automobiles owned by American families. The ratio of the number of radios to the number of phonographs owned by families shows just as strikingly the surprisingly large market still open for the sale of radio sets. All of these statistics point to the fact that the saturation point for radio sets is by no means within sight.

Static in a receiver manifests itself by a hissing, popping, or loud cracking noise.

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

Middle West Fans Show The Greatest Interest In Radio

Letters written in response to a recent test program from the Crosley station WLW, at Cincinnati, shows strikingly the great number of radio fans in the middle-western states as compared to other sections of the country. The majority of letters were from such states as Nebraska, Kansas, Iowa, Missouri, Illinois and Indiana.

Results of the test will come as a surprise to the majority of radio fans as radio interest is generally believed to center in the east. One explanation of the great number of middle-western fans is the popularity of radio among the farmers, who look upon radio not only as a means of entertainment but as an actual cash asset, because of the market and weather reports, crop information, and the like, broadcast.

These results cannot be credited to location of the station in Cincinnati, because it is so situated as to transmit signals best toward the east and southeast, and moreover it is much closer to New York State,

Pennsylvania, and New Jersey than to such states as Kansas and Nebraska.

Another striking point is brought out by the large number of replies from California. This shows that the signals from the station are powerful enough to be received with ease all over the United States, yet but few replies came from the close-by southern states. Radio interest in the south is just awakening.

The Department of Commerce has recently started to collect data similar to that given here for the guidance of radio manufacturers and jobbers in determining the value of radio markets. Although the survey has not been completed, the sales experience of at least one of the big radio manufacturers reporting bears out the accuracy of the maps being prepared. The largest per-capita sales of this manufacturer were in the middle west.

INVENTOR TOURS EUROPE

Charles W. Peterson, young inventor of the Crosley musicone speaker, is now in the midst of his tour of the principal European radio centres. He will return to Cincinnati about the first of October.

GROSLLEY

BETTER—COST LESS

HEAD PHONES

Every owner of a radio receiver must have headphones. It matters not whether he has a loud speaker—head-phones are essential. Thousands and thousands of sets of Crosley phones are sold annually. Dealers should see immediately that they have a reasonable number in stock. If you have not, send your order to your distributor at once. The price and quality of Crosley phones appeal to all radio fans.

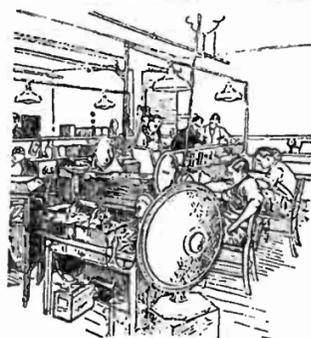


ONLY
\$3.00

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

The Crosley Radio Corporation
CINCINNATI, OHIO

A, B, C, Means—"Always Buy Crosley"



A IS FOR ADVANCES
constantly made in the Crosley Research Laboratories.

See the radio men at the left. They are hard at work developing the best ways of making the best radio ideas at popular prices.

B IS FOR "BETTER—COSTS LESS"

These three words express the idea which enables Powel Crosley, Jr., to make more radios per year than any other manufacturer.

C IS FOR CRESCENDON



It makes distant stations louder. It swells the volume. It does not distort the tone. It is on the Crosley 4-29, 4-29 Portable, 5-38, 5-50, and 5-75.

D IS FOR DEVELOPMENT
of a 4 tube radio of astonishing performance at a price which is still more amazing.



THE CROSLY 4-29 \$29.00

E IS FOR EXTRAORDINARY
performance and value of this 5 tube CROSLY 5-38.....\$38
Distant stations easily heard on loud speaker. Beautiful hardwood cabinet with mahogany two-toned finish.



F IS FOR FIVE TUBE
5-75 Radio\$65



The 5-75 is a console model of the popular 5-50 single-control set. It is equipped with a built-in Musicone speaker and has a compartment for batteries.

G IS FOR GUARANTEE
under which all Crosley radios are sold.

Every radio is sold as perfect, and all dealers are authorized to replace any sets which may contain faulty parts or imperfections.

H IS FOR HARMONY
of design of this RFL-90...\$90
This is the first six tube set to be built by Crosley. It incorporates the famous RFL circuit, and is mounted in a console cabinet with built-in Musicone.



I IS FOR IMITATIONS
of the genuine MUSICONE—Beware!

Efforts have been made to imitate the Musicone. Beware of these and demand the one bearing the Crosley name.



J IS FOR JOY
hundreds of thousands of owners find in Crosley radios
"Reception with a Crosley is as clear and perfect as if one were in the same room with the instrument."—L. P. Piaget, Cincinnati, Ohio.

"To me, radio reception with my Crosley set has been decidedly good and helpful—making me feel many years younger and relieving the lonesomeness of the life we lead."—Mrs. Ida A. Van Vliet, Vliet, K's.

K IS FOR KEEPING COSTS DOWN
that the world may buy the BEST of radio at popular prices always.



Purchasing raw material in tremendous quantities permits sale of Crosley radios at low prices.



Use of machinery in the making of parts permits a saving that is passed on to the purchaser.

L IS FOR LOW-PRICED RADIOS



The PUP is a one-tube radio with a genuine Armstrong regenerative double circuit . . . \$9.75



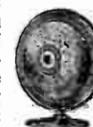
The 4-29 is a four-tube compact model equipped with the Crescendon \$29.00



Model 5-38 has five tubes and the Crescendon feature and is supplied in a compact cabinet at . . . \$38.00

M IS FOR MUSICONE

Crosley Musicones are welcomed by owners of all types of sets. Thousands of persons are purchasing them to take the place of other loud-speakers, realizing that Musicones give perfect service. Every note, from the highest to the lowest, reproduced exactly as broadcast. \$12.50



N IS FOR NATURAL TONE

of all Radios when the Musicone is used as a loudspeaker.

O IS FOR ORIGINAL—
also Ornamental—design of the Musicone De Luxe.
The Musicone DeLuxe is a regular



Musicone installed in a beautiful cabinet of clock-case effect with grided screen. \$23.50

P IS FOR "PUP"

One Tube Regenerative Double Circuit \$9.75



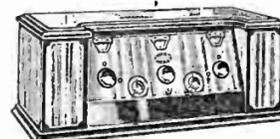
Broadcasting stations many miles away are heard easily by owners of the Crosley PUP. Of course headphones must be used, as the PUP is a one-tube radio. It is a genuine Armstrong regenerative circuit receiver.

Q IS FOR QUANTITY PRODUCTION!

Daily production of parts by the millions and complete radios by the thousands.

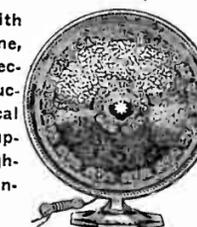
Q ALSO stands for Quality, possible at low Crosley prices because of quantity production.

R IS FOR RFL-75
Radio Set\$65
A table-type, 5 tube RFL set with room in the cabinet for batteries. The RFL circuit prevents noisy oscillations and insures high efficiency on all wave lengths.



S IS FOR SUPER MUSICONE\$14.75

A Musicone with a large cone, especially effective in reproducing low musical notes and suppressing high-pitch static interference.



T IS FOR TUNE-IN ON
4-29 Portable\$33.00

An efficient four-tube set for dry-cell operation which may be carried along on the trip.



U IS FOR UNI-CONTROL
as found in the New Crosley 5-50\$50.00
There is but one tuning dial in this new five-tube set. Mounted in a beautiful solid mahogany cabinet, it is an exceptional radio value.



V IS FOR VOLUME

found with satisfying quality in all Crosley sets from the one-tube PUP to the six-tube RFL-90.

W IS FOR W L W

superpower broadcasting station of The Crosley Radio Corporation, presenting daily, except Friday, the best talent in the Middle West.

First Remote Control Superpower Station in America.

X IS FOR DX (means distance)

Owners of Crosley 1-tube radios report—
ALL OVER UNITED STATES
"With my Crosley PUP I have received stations from coast to coast and from St. Paul to New Orleans."—E. H. Thom, Sioux City, Iowa.

PENNSYLVANIA HEARS LONDON
"With my Crosley one-tube PUP I have heard many stations in the United States and have also heard 2LO, London. I believe I am the only one in this part of the country who has heard London on a one-tube set."—Edwin Kenny, Chester, Pa.

Y IS FOR YES!

CROSLY RADIO is the best value you can buy

Z IS FOR ZEAL
with which Crosley employees are making the most and the best radios in the world.



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



PLANS OUTLINED FOR 1926-27 ACTIVITIES OF CROSLY SUPER-POWER STATION WLW

Many New Features And Old Favorites Will Be Presented

Now that the summer vacations are over and thoughts begin to turn to various forms of indoor entertainment, the radio receiving set again comes into its own as the choice of home entertainment. Many broadcasting stations have arranged elaborate plans for the coming season and the studio staff of The Crosley Radio Corporation's WLW station in Cincinnati have been working all summer on one of the most comprehensive broadcasting program schedules that has ever been arranged.

While there will be a number of new artists heard through the WLW station, there will also be many of the old favorites heard in concert and novelty features. William C. Stoess, studio director, is also an excellent violinist and orchestra leader and will give a number of recitals. Louis John Johnen, program director of the station, is a fine baritone singer and he, too, will be heard in recitals.

A new feature of the WLW programs will be the Women's Hour which is scheduled for four o'clock on Thursday afternoons. Household hints, beauty secrets, latest modes, reports of meetings of clubs, musical features and talks by women who have done things in the business world, will mark this hour program.

A light opera company is being formed. Favorite musical comedies, operas and plays with incidental musical settings will be broadcast. Dramatic readings with an orchestral background will also have an important place on the program.

Half-hour talks of interest to farmers will be broadcast on Tuesday evenings. This feature is to be under the auspices of the Department of Agriculture and will be broadcast in a novel manner so as to have an appeal for listeners who are not farmers. WLW will be the only station in this territory giving this service.

"The Bible, Its Stories," is the name of a series of talks which will be broadcast weekly by George W. Hanley, of Dayton, Ohio. This is a new feature and will not be a discussion of religion but just a talk about the many stories of the Bible.

Sunday School Services will be given at nine-thirty in the morning, on Sundays by the Editorial staff of the Methodist Book Concern.

Church services will be broadcast from the First Presbyterian Church of Walnut Hills, where the Rev. Frederick N. McMillin is pastor. Morning services will be broadcast

from the Seventh Presbyterian Church, where Rev. Jesse Halsey is pastor.

Reverend George H. Kase conducts the religious services on Monday at noon, while the Religious Department of the Y. M. C. A., under the direction of "Dad" Kirchner will resume the early morning services of worship at eight o'clock.

There are many novel features of the WLW station. The Crosley Burnt Corkers, an organization consisting of a male quartet and two funny end men and the Interlocutor, will again be heard on Tuesday evening at eight o'clock. This group of artists sing the old-time songs and tell the new jokes with just a few of the "chestnuts" put in for the newer generation.

Johanna Grosse, one of the most popular organists in the broadcast field, will have some novel programs. The radio movie idea will be put into effect along the lines of a News Release. For example, the studio director will describe a scene and then Johanna Grosse will play music appropriate to the scene a la movies.

The organ recitals, at four o'clock on Sunday afternoons, will be in the nature of a semi-classical and religious nature, with popular hymns played for the hundreds of people who tune-in especially for this sort of program.

An appreciation of modern music with illustrations, will be another weekly attraction broadcast in co-operation with the Cincinnati Conservatory of Music.

"Setting-up" exercises will be broadcast at seven-thirty o'clock in the morning, with an executive of the Y. M. C. A. athletic department in charge of the work. This early morning broadcasting will make it possible for men and women to do their daily twelve before the breakfast gong is struck.

Health talks will be broadcast on Fridays by Dr. Carl Wilzbach, of the Y. M. C. A.

Wednesday afternoons at three-thirty, are the magnetic hours for many women who tune-in to WLW to hear Judith Anderson's Cooking Chats. The recipes are given in a style that makes them easily understood.

A program for shut-ins is the feature every Wednesday afternoon at four o'clock. This is a special program that has been carried on for some time under the direction of William Dunlap, who gathers a number of excellent artists and inspirational talkers for the hour. Many radio receiving sets have been donated to the Shut-In group for installation in homes where there are no sets and not enough money to purchase them.

"Seekatory" Hawkins is a fiction character who "comes to life" on Saturday evenings in the WLW studio and holds meetings via radio

with thousands of children throughout the country. One week, a total of 2,650 letters were received and it is no easy matter to be registered, for a pass-word is given each week and to be eligible it is necessary to give the code word in the letter. The club meets every Saturday evening at eight o'clock.

Popular programs are broadcast every Wednesday evening at ten o'clock under the auspices of the Cincinnati Post while an hour's concert is given on Monday evenings by the Commercial Tribune and arrangements are being made for the Times-Star symphony concert.

Robert Visconti's famous Hotel Gibson orchestra, which provides the excellent musical programs at the dinner hour through the Crosley WLW broadcasting station on Monday, Wednesday and Thursday evenings, from seven until eight o'clock, will continue to be heard. Individual artists in the orchestra will give many solos throughout the winter.

The Castle Farm orchestras are famous throughout the country. This big place of entertainment, located just outside of the city proper, is always featuring some of the big musical organizations, such as Vincent Lopez, Paul Whiteman, Ernie Young's Revue, the Castle Farmers and many others. These concerts are picked up at various times of the evening.

Melon Doherty and his orchestra, will continue to entertain the fans on Thursday evenings at ten o'clock. This is a singing jazz organization that has become a favorite of the station.

Adelaide Apfel, pianist, who has been playing every week for the past four years, will continue to meet the popular requests of her big audience on Thursday afternoons.

Irene Downing and Marjory Hebestreit, pianist and player roll artist, with the latter entertainer as organist, forms a combination that will be heard throughout the year, at noon-time on Wednesdays. Tommy Reynolds, a popular singer of popular songs, often joins this

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 Cincinnati Stock Exchange
The New York Stock Exchange
Telephone Main 567

326 Walnut Street

BROADCASTING SELLS SETS

If it were not for the radio entertainment features sent out by broadcasting stations there would be no radio set industry. Every station that is striving to please the public through high-class broadcasting entertainment is contributing to the progress of the industry. For this reason, as well as for the direct advertising value of the station itself, Crosley dealers will be interested in reading the article on this page regarding the proposed 1926-27 activities of station WLW, the Crosley Radio Corporation, Cincinnati.

team and provides entertainment of the best sort.

French lessons have proved very popular during the past three years and will be continued under the able direction of Madam Ida Telplmidis. These lessons are broadcast Tuesday afternoons at four o'clock.

Student artists from the Cincinnati College of Music and the Conservatory of Music, will be heard in recitals.

Theatrical interviews with the mous stars of the operatic, stage and movie world, will be given Monday evenings at seven-thirty by Alvin Richard Plough from the Hotel Gibson studios of WLW.

Market reports will be broadcast throughout the day. Weather forecast and stages of the Ohio River will also be sent out for the information of shippers, lock-tenders and others interested in knowing the stage of the river. This work is done in co-operation with the U. S. Engineers' Department and supplies information from Pittsburgh to Cairo, Ill.

TUNE IN!

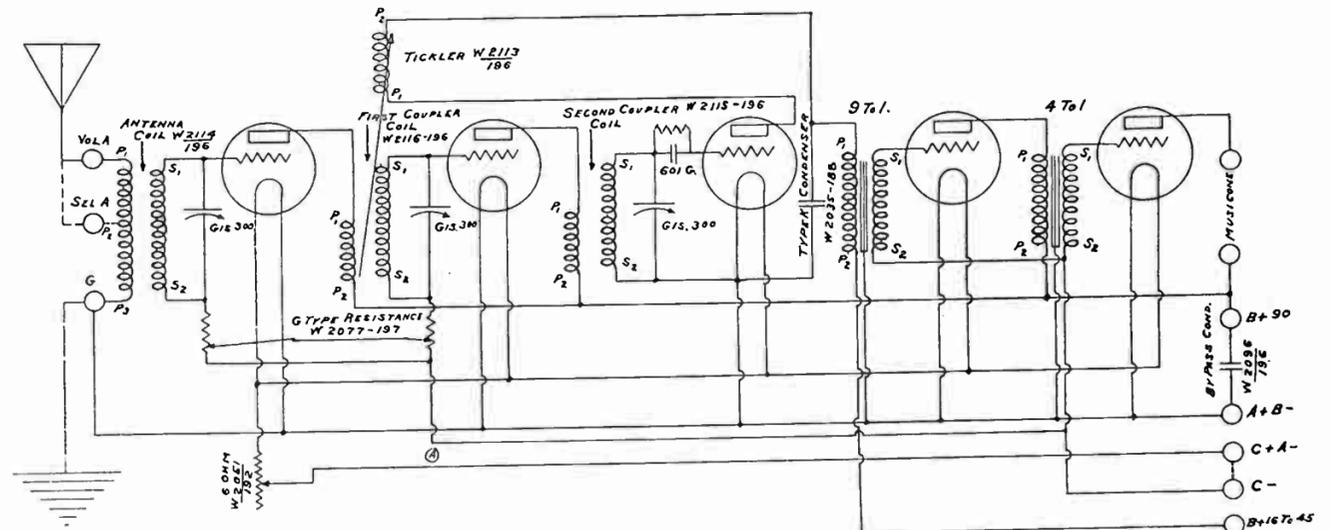
We broadcast daily at 11:00 a. m. and 1:30 p. m.

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

THE FIFTH THIRD NATIONAL BANK - CINCINNATI

CROSLY SERVICE MANUAL

TESTING AND REPAIRING MODEL 5-38



The Circuit

A circuit diagram of the 5-38 receiver is shown above. It is a five-tube set, incorporating two stages of radio-frequency amplification, a detector, and two stages of audio-frequency amplification.

Crescendon-Controlled Regeneration

Crescendon-controlled regeneration is introduced in an unusual form in this circuit. The plate circuit of the detector tube, instead of being coupled directly to the grid circuit of that tube, is coupled to the grid circuit of the second stage radio-frequency amplifier tube. This may be described as a scheme of double regeneration, in which both the second-stage radio-frequency amplifier and the detector are regenerated. Regeneration in a radio-frequency amplifier circuit is much more efficient than regeneration in a detector circuit, so that this hookup method makes possible unusual efficiency.

Radio-Frequency Transformers

All three radio frequency transformers are of the spider-web type, the primary and secondary being wound concentric with each other. The second-stage radio-frequency transformer is used as the stationary coil of the Crescendon. The movable Crescendon coil, for controlling the amount of regeneration, consists of but one turn, and is mounted so as to be driven in and out by means of a fluted drive shaft. This second-stage radio-frequency transformer and Crescendon control is mounted on the back of the front panel of the set, while the first and third radio-frequency transformers are mounted at the two ends of the cabinet.

Antenna Coupling Coil

The Antenna Coupling Coil, or first-stage radio-frequency transformer, coupling the antenna circuit to the grid circuit of the first tube, is provided with two primary taps, so that the coupling between the antenna circuit and the grid circuit of the first tube may be varied. These taps lead out to terminals marked "Vol A" and "Sel A", the former being an abbreviation for "Volume Antenna" and the latter for "Selective Antenna." The greatest coupling is obtained when the antenna is connected to the "Vol A" terminal and the least when it is connected to the "Sel A" terminal. How the two modes of connection will compare with each other with regard to volume and selectivity depends upon the length of the aerial used. With a medium sized aerial, the greatest selectivity will usually be obtained when connection is made to the "Sel A" post and the greatest volume when connection is made to the "Vol A" post. With an excessively long aerial, however, best results both with regard to selectivity and volume may be obtained by connecting the antenna lead to the "Sel A" post. When a new set is installed, both connections should therefore be tried and the one used permanently which gives the best results.

Aperiodic Antenna Circuit

The antenna circuit is untuned, or aperiodic, so that a minimum of energy is fed back to it from the local circuits. Combined with the loose antenna coupling and non-oscillating characteristics of the radio-frequency circuits, this cuts down radiation to a minimum.

By-Pass Condensers

A by-pass condenser is shunted around the primary of the first stage audio-frequency transformer and the detector "B" battery. This affords a by-pass for radio-frequency currents in the audio circuit. Another by-pass condenser is shunted around the entire "B" battery, being connected between terminal posts "B plus 90" and "A plus B minus."

Master Rheostat

A single master rheostat is used to control the filament of all of the tubes. This rheostat has a

carrying capacity sufficient for five ¼ ampere tubes. Tubes drawing more than ¼ ampere should not be used in this set. The new 200-A (300-A) type detector tube may be used in the detector socket, but the old style 200 (300) type detector tube should not be used. If the total current drawn by the filaments of all of the tubes is not greater than 1¼ amperes, the rheostat will not overheat.

Resistance Units

Two small resistance units are used in the grid circuits of the first two tubes. These prevent oscillation in the radio-frequency circuits. These resistance units are mounted on the bottom of the sub-panel, where they may be easily inspected.

Audio-Frequency Transformers

Both audio-frequency transformers used in this circuit are of 4 to 1 ratio. They are of the Crosley Sheltran type, with large cores and coils, and are completely enclosed in protective metal casings. The design of these transformers is such as to get high amplification while at the same time delivering undistorted output.

Wiring

Flexible bus wire is used throughout the set connections. It has been found that this type of wiring makes it easier for the assemblers to obtain good soldered joints than the old-style stiff bus wire. Terminals are affixed by means of rivets instead of bolts wherever possible. This insures permanent joints, unaffected by rough usage. The parts of the set are mounted directly on the interior of the wood cabinet or on the bakelite sub-panel of the set. This makes a rigid assembly capable of withstanding a considerable amount of jarring. In order to inspect the wiring of the set, the bottom of the cabinet must be removed. All testing and repairing of parts may then be done from the bottom, as the parts are so mounted that all terminals are readily accessible from below.

Instructions for Testing

In the next service article running on this page a test chart showing where to test for open circuits and short circuits in different parts of the set will be given, together with descriptions of the methods of testing that have been found most effective with this set.

Always Better Reception WITH A CROSLEY SUPER MUSICONE



Although we are but at the very beginning of the radio season, Crosley Super Musicones are being sold by the thousands. Every possible effort is being exerted by the production department to meet the immediate requirements. Radio listeners are realizing that perfect reception is possible only when a Musicone is used as a loud speaker. They actually are demanding this type of reproducer and are going to the dealers who are known to carry them in stock. Hundreds of thousands will be sold during the coming Fall and Winter. Dealers report there is no competition—nothing comparable to it on the radio market. The perfect manner in which it reproduces every note has won nation-wide recognition, and its beautiful appearance and very low price have combined with its efficiency to make it the most popular loud speaker ever offered to radio listeners.

\$ 14⁷⁵

The Musicone In A Beautiful Console Cabinet

This beautiful console table with built-in Musicone will absorb unsightly radio equipment, provide the finest loud speaker radio has produced, and become a decorative motif in the furnishing of your home. No need of unsightly wires, ugly batteries and awkward loud speaker, to give offense to the charm and beauty of a well ordered

home. The wonderful performance of the Crosley Musicone so skillfully built into this console unit is the radio sensation of an industry where the unusual is the rule and not the exception. Built of beautiful two-toned mahogany, exquisitely finished. Modern period design in correct proportions.

\$32.00

REGULAR MUSICONE

The Musicone Regular, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. It makes good radio better. Indifferent performing sets are improved. If your customers are not satisfied with their radio maybe it's a Musicone they need. Price \$12.50.

MUSICONE DELUXE

This mantel, clock type cabinet of delicately grided mahogany houses attractively the Musicone. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet radio. Price \$23.50.



CROSLEY RADIOS

BETTER • COST LESS

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXXIX.

Published By The Crosley Radio Corporation

SEPTEMBER 27, 1926.

New 5-75 Is "Globe Trotter," Many Exclusive Features New York Distributor Says In New Crosley Oil Burner

Will Outsell Any Radio On Market, He Says In Letter

Far Away Stations Come In Like Locals, Cutting Thru Near-by Broadcasters Without Interference.

Referring to the new five tube as a "one dial globe trotter," with which far away stations can be brought in without interference by local high powered broadcasters, Wally W. Meyers, president of the American Wireless Corporation, 33 West Seventeenth street, New York City, has written as follows to Jimmie Woods, New York representative of The Crosley Radio Corporation:

"The Crosley 5-75 console model arrived yesterday. To say it is a 'wonder' is putting it mildly. We immediately placed this set on the test board and our experience certainly was unique with this one dial 'globe trotter.' Far-away stations came in like local ones, while the big New York stations were broadcasting, without any interference whatsoever.

"The cabinet work is superb. Such eye value and operation, at \$75.00 list, will surely outsell any receiver on the market. We are delighted. Our dealers will cash in on the Crosley line this season.

"Please rush shipment to us by express.

"This is a Crosley Year. Let's go.

"With kindest regards, we are,

"Very truly yours,
"American Wireless Corporation,
"Wally W. Meyers, President."

The American Wireless Corporation is a distributor of Crosley radios and Musicones and is exceptionally enthusiastic about the prospects for the coming season.

Average Ten Applause Letters

Radio programs draw an average of ten listeners' letters or applause cards per feature according to a survey made over a period of months at WLW, though some features draw hundreds of replies and other do not draw any.

Unique Mobile Radio Exhibit Is Used In Selling Receiving Sets To Dealers



Interior of Radio car shown above. Exterior is illustrated below.



The mobile radio exhibit being used by D. W. May, Inc., Newark, New Jersey, distributors of Crosley radios, and illustrated above, has been referred to by B. P. Habig, manager, as the "best sales and advertising stunt we have ever put across."

The exhibit, which includes a complete line of Crosley radios and Musicones, is housed in a specially designed motor truck, the interior dimensions of which are twelve feet long, seven feet wide and six feet, six inches high.

All the receiving sets and Musicones are completely wired with

separate switches which permit the demonstration of any radio with any type of loud speaker. The exhibit is taken direct to the dealer in the territory covered by D. W. May, Inc., and has created a great amount of interest in the trade.

It has been on the road about four weeks and the reception received from the dealers and the business done as a result of this method of bringing the merchandise direct to the dealer has led Mr. Habig to believe that it was the best sales and advertising stunt ever put across.

Radio Manufacturer Recognizes Great Demand For Heater

New Burner to be Installed for Less Than Cost of Others—Automatic Operation Assures Regularity.

The new field of heating by means of oil is on the verge of reaching the consciousness of the public mind in just such a manner as radio did some five years ago.

Powel Crosley, Jr., president of The Crosley Radio Corporation, in co-operation with J. H. Stewart, an oil burner engineer of long experience, has developed what is believed to be the simplest, most fool-proof and perfect piece of oil burning apparatus for use in homes, destined almost completely to revolutionize household heating. This new oil burner can be installed for considerably less than others cost, due to the few working parts and the production facilities available in the plants.

The manufacture of this new oil burner will in no way interfere with the production of radio receiving apparatus. It will be manufactured in one of the Crosley factories in Cincinnati but in no way will interfere with the vast plans for expansion in connection with the erection of the six story concrete addition to the main factory which will provide 100,000 extra square feet of floor space for the production of radios and musicones.

In the Crosley oil burner there are three features that are innovations in the oil burner field. These are the arc ignition, the self-priming centrifugal pump and the radio clarifier, the latter being a device which prevents the burner causing interference with radio reception.

It will burn any clean oil that will pass the zero cold test. The pipes, openings, except the regulating valve, etc., through which oil must pass, are never less than one-quarter of an inch, so that clogging is practically impossible.

The action of the burner will not annoy the householder. By the simple independent controls of oil and

(Continued on Page 4)

Crosley WLW Programs Week of September 26, 1926

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, Sept. 26th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

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.
11:00 A. M.—Service from the Seventh Presbyterian Church. Rev. Jesse Halsey, Minister.
3:00 P. M.—Organ Recital.
7:30 P. M.—Services of the First Presbyterian Church, Walnut Hills; Rev. Frederick MacMillan, Minister.
8:30 P. M.—The Crosley Salon Orchestra.
* Soloist: Phil Kuhlmann, the phenomenal Basso.
1 March: "Invincible American."
2 Overture: "Undine," Crosby
3 (a) Traumerle ... Schuman
(b) Barcarol (Tales of Hoffman) ... Offenback
4 Selection: "Babes in Toyland" ... Herbert
5 Selected Italian Folk Songs (Special Arrangement)
6 Air de Ballet ... Chamblade
7 "Auld Lang Sine" (As you like it).
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, Sept. 27th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast, Time Signals.
12:05 P. M.—Religious Services conducted by Rev. Geo. H. Kase.
1:30 P. M.—Market Reports.
3:00 P. M.—Children's Program from Cincinnati College of Music.
6:45 P. M.—Weather Forecast, Market Reports, Baseball Scores.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Baseball Scores.
7:40 P. M.—Robert Visconti's Orchestra.
8:00 P. M.—Commercial Tribune feature, with Pat Patrick's orchestra.
9:00 P. M.—The Calumet Baking Powder Co., and Rainbo Garden Hour.
The Super Musicone Trio: William Stoess, violin. Karl Tople, cello. Rosemary Stoess, piano.
Soloist: Trio:—
10:00 P. M.—Page's Royal Elk Serenaders, and Crescent Elk Quartet.
(The Baldwin Piano).

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, Sept. 28th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:10 P. M.—Ervin Edward Schenk, organist.
1:30 P. M.—Market and Stock Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
4:10 P. M.—Children's Story Hour by Mrs. Bertha W. Edmonds.
6:45 P. M.—Market Reports, Weather Forecast, Baseball Scores.

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, Sept. 29th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:05 P. M.—Steno Downing, player-roll artist.
1:30 P. M.—Market Reports.
3:00 P. M.—Market and Stock Reports.
3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
4:00 P. M.—Shut-in Program, directed by William Dunning.
6:50 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Special Feature.
7:40 P. M.—Robert Visconti's Orchestra.
8:00 P. M.—Crosley Crazy-Quilt Concert, a patch work entertainment by WLW Stars, whose identity you must guess.
9:00 P. M.—Ladies Instrumental Trio, violin, cello and piano, with assisting artists from College of Music of Cincinnati.
10:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including Freda Sunker, Ray MacDermott, Bill Divers, Maurice MacAdow, Tommy Ott and Ray (Singing Sully) Sullivan.
11:00 P. M.—Popular Organ Concert by Johanna Grosse.
(The Baldwin Piano).

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Thursday, Sept. 30th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:05 P. M.—Woody Meyer's Orchestra.
12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
12:40 P. M.—Woody Meyer's Orchestra.
1:30 P. M.—Market Reports.
3:00 P. M.—Market and Stock Reports.
4:00 P. M.—Piano Recital by Adelaide Apfel.
6:00 P. M.—Ohio's Rhythm Kings.
6:45 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Baseball Scores.
7:40 P. M.—Robert Visconti's Orchestra.
8:00 P. M.—Broadcast of the Second Annual Dayton Daily News Radio Show, from Memorial Hall, Dayton, Ohio.

7:00 P. M.—Special Feature.
7:30 P. M.—Castle Farm Dance Music.
8:10 P. M.—Tenth Infantry Band from Ft. Thomas, Ky.
9:00 P. M.—Formica Symphony Orchestra, Wm. Stoess, director.
"The Gypsy."
1 The Bohemian Girl ... Balfe
2 Two Hungarian Dances ... Brahms
3 Violin Solos:
(a) Lullaby ... Dvorak
(b) Gypsy Serenade ... Valdez
4 The Portuno Teller ... Herbert
5 Hungarian Lustspiel ... Keler Bela
10:00 P. M.—Castle Farm Dance Music.

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, Oct. 1, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:05 P. M.—Steno Downing, player-roll artist.
1:30 P. M.—Market Reports.
3:00 P. M.—Market and Stock Reports.
3:30 P. M.—Crosley Cooking Chats by Mrs. Ralph H. Auch.
4:00 P. M.—Shut-in Program, directed by William Dunning.
6:50 P. M.—Civil Service Message, Weather Forecast, Market Reports, and Baseball Scores.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Special Feature.
7:40 P. M.—Robert Visconti's Orchestra.
8:00 P. M.—Crosley Crazy-Quilt Concert, a patch work entertainment by WLW Stars, whose identity you must guess.
9:00 P. M.—Ladies Instrumental Trio, violin, cello and piano, with assisting artists from College of Music of Cincinnati.
10:00 P. M.—"The Pink of Programs" sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including Freda Sunker, Ray MacDermott, Bill Divers, Maurice MacAdow, Tommy Ott and Ray (Singing Sully) Sullivan.
11:00 P. M.—Popular Organ Concert by Johanna Grosse.
(The Baldwin Piano).

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, Oct. 2, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:45 P. M.—Business Reports and Stock Quotations.
6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
7:00 P. M.—Organ Concert by Johanna Grosse (Monamotor Oil Co. Hour—KOIL).
7:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
8:00 P. M.—Second Annual Dayton Daily News Radio Show, from Memorial Hall, Dayton, Ohio.
(The Baldwin Piano).

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, Sept. 27th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:05 P. M.—Woody Meyer's Orchestra.
12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
12:40 P. M.—Woody Meyer's Orchestra.
1:30 P. M.—Market Reports.
3:00 P. M.—Market and Stock Reports.
4:00 P. M.—Piano Recital by Adelaide Apfel.
6:00 P. M.—Ohio's Rhythm Kings.
6:45 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Baseball Scores.
7:40 P. M.—Robert Visconti's Orchestra.
8:00 P. M.—Broadcast of the Second Annual Dayton Daily News Radio Show, from Memorial Hall, Dayton, Ohio.

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, Sept. 27th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:05 P. M.—Woody Meyer's Orchestra.
12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
12:40 P. M.—Woody Meyer's Orchestra.
1:30 P. M.—Market Reports.
3:00 P. M.—Market and Stock Reports.
4:00 P. M.—Piano Recital by Adelaide Apfel.
6:00 P. M.—Ohio's Rhythm Kings.
6:45 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Baseball Scores.
7:40 P. M.—Robert Visconti's Orchestra.
8:00 P. M.—Broadcast of the Second Annual Dayton Daily News Radio Show, from Memorial Hall, Dayton, Ohio.

10:30 P. M.—The Latonia Melody Boys—Elmer Brennan and Carl Burdick; Nellie Brennan, accompanist.
10:45 P. M.—Al Kirschner (The Old Time Bird) and Pep Golden.
11:00 P. M.—Dance Music by the 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).

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, Oct. 1, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
12:05 P. M.—Robert Visconti's Orchestra.
12:45 P. M.—Concert by Mildred Phigge, organist.
1:30 P. M.—Market Reports.
(The Baldwin Piano).

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, Oct. 2, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
11:55 A. M.—Weather Forecast and Time Signals.
12:45 P. M.—Business Reports and Stock Quotations.
6:45 P. M.—U. S. Market Reports, Weather Forecast and Baseball Scores.
7:00 P. M.—Organ Concert by Johanna Grosse (Monamotor Oil Co. Hour—KOIL).
7:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
8:00 P. M.—Second Annual Dayton Daily News Radio Show, from Memorial Hall, Dayton, Ohio.
(The Baldwin Piano).

WLW TO OBSERVE NAVY DAY
Powel Crosley, Jr., owner of broadcasting station WLW, Cincinnati, is co-operating with Rear Admiral M. M. Taylor, U. S. N., Chairman of the Navy Department Navy Day Committee, for the annual ceremonies which bring the work of this branch of government to the attention of millions of people. While Navy Day will be officially celebrated on October 27th, the Crosley WLW broadcasting station is going to hold its special program on Tuesday evening, the 26th, beginning at eight o'clock, in order that a greater majority of radio set owners and guests may hear the early program. A division of time with another broadcasting station would make the program of the 27th begin at ten o'clock in the evening.

Three Cincinnati newspapers broadcast programs through the Crosley WLW station. The Times-Star has a Symphony Orchestra program directed by William Kopp; The Post has a novelty program of features and The Commercial Tribune provides a dance orchestra.

Talking Movies To Supplant Present Film Entertainment

Combination of Radio and Motion Pictures Merely Matter of Mechanical and Inventive Detail.

The "talking movies," a perfectly synchronized combination of the radio and the motion picture, eventually will supplant the present form of film entertainment.

This development may not come next year nor possibly for several years but I am certain that it will be the logical next step in modern entertainment and its achievement is merely a matter of mechanical and inventive detail.

There has been and still remains some opposition to radio among some motion picture exhibitors. As recently as 1922 the Actors' Equity Association went on record as opposed to the appearance of its members in radio concerts.

But time brings changes. The drift is inevitably toward a mutually advantageous alliance of radio and films.

Sol Lesser, theatrical and motion picture magnate, declares that legitimate or movie producers who still regard broadcasting as detrimental to their interests belong to a dwindling minority.

"I consider radio a powerful ally of the stage," said Mr. Lesser. "Twice weekly our vaudeville division provides an entertainment bill for one of the Los Angeles radio stations.

"Some years ago when I prophesied the 'speaking movie,' I was regarded as a visionary. Recent experiments along this line presage rather strongly the consummation of this idea."

WATCH YOUR BATTERIES

Vacationers should be careful to disconnect the batteries of their radio sets before leaving for their trips, advise Crosley engineers. Disconnecting all wires from the battery terminals will insure that the battery charge is not dissipated while the set is idle. If a storage battery is used, inspect it to see that the solution is well over the top of the plates, and if it is not, add a sufficient quantity of distilled water to the low cells. Close the radio set cabinet so that dust cannot collect about the wires and between the condenser plates.

While the British radio public is complaining of "too much talk," the American radio public begins to complain of "too much music."

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, John R. Loofbourow Associate Editors.

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.

EVERY DEALER BUSY

Radio stores once more are centers of activity. Steady streams of humanity are pouring in and out all day long. Men and women who refused to buy last season, because they were afraid of radical changes in receiving sets, are realizing now that the industry has become stabilized and are buying merchandise that is manufactured by companies whose products have been tested and found to be true. Others who purchased receiving sets last year are buying new ones, replacing accessories or investing in new loud speakers. But they are demanding products that have passed the tests, a fact that accounts for the exceptionally heavy demand right now for the Crosley four tube 4-29, the five tube 5-38, the R. F. L-75 and the Crosley Musicone.

These sets were placed on the market last Winter. They earned immediate approval, served their owners efficiently throughout the balance of last season and operated perfectly during the Summer, when owners of other types of radios were unable to obtain any satisfactory results. These are the sets the buyers are demanding—sets they know can be relied upon to give all-the-year-around service; sets that can be installed easily and economically and sets that incorporate the very latest refinements in radio reception. Since these receivers were announced last Winter, certain changes have been made which increased their efficiency, but as a whole they are the same radios that outsold so many different types.

Buyers now are taking home their sets. They want their receivers "when they want them." While it is true many will wait for the special models they have picked out, the majority are purchasing the types now available, such as the 4-29, the 5-38 and the R. F. L-75. Dealers who are pushing the sale of these models now are enjoying the beginning of what is certain to be the biggest season in the history of radio. Every authorized dealer should carry an ample supply of each of these sets in stock to meet the requirements of the buyers who want their radios now.

MOVIES WILL EXPLOIT RADIO PERSONALITIES

Motion picture cameras have recorded the radio broadcasting personalities of the Crosley WLW studios in Cincinnati. The thousands of radio fans will now be able to see their favorite entertainers in action and hear them by means of a receiving set and musicone reproducers in various theatres throughout the country. Bert Knutis, manager of Artclass pictures, conceived the idea of photographing radio artists for showing in the movie theatres and these pictures will be released early in the fall.

The famous Crosley Burnt Corkers, a minstrel organization, were filmed in action while William C. Stoess and Louis John Johnen, of the WLW studio staff, were shown announcing before the microphone. Norine Gibbons and Priscilla, charming girl entertainers were pictured at the piano. Cliff Lang, a phenomenal pianist, was shown in some rapid finger movements, while Johanna Grosse, the studio organist, was shown playing the big studio pipe organ with her feet and hands. The Crosley Pups, entertainers wearing dog and head masks, were shown in their canine antics.

It will not be very long until radio movies will be made for the general public with little receivers and screens in the homes and transmitting stations in the studios.

PORTABLE RADIO SET ENTERTAINS ON TRIP

When he returned from a recent fishing trip, Powel Crosley, Jr., said that his radio set was just as indispensable to him on these trips

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

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

WESTHEIMER & CO.
Members of—
The Cincinnati Stock Exchange
The New York Stock Exchange
Telephone Main 567
326 Walnut Street

as his tent. Crosley goes into the wilds several times each year to hunt and fish, and always takes along a portable radio set.

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

NEW ELECTRIC SIGNS

ARE FLASHING EVERYWHERE

Order Your Three-Color Electric Crosley Advertising Sign Immediately

This neat and attractive sign, which can be seen at great distances during the day and at even greater distances when illuminated at night, is certain to attract immediate attention. It is twenty inches in diameter, the frame being of silver effect and the globe decorated in three colors. Use of this sign, either in front of your store or in your window, will permit you to tie up perfectly with the tremendous advertising campaign The Crosley Radio Corporation is carrying on. The glass is so made as to withstand the hardest usage, and is said to be practically unbreakable.

PRICE OF GLOBE AND EXTENSION ARM \$12.00
F. O. B. CINCINNATI

Cash, Check or Money Order Must Accompany Your Order, Which Should Be Sent To
ADVERTISING DEPT. THE CROSLY RADIO CORPORATION CINCINNATI, OHIO

CROSLY BETTER—COST LESS HEAD PHONES

Every owner of a radio receiver must have headphones. It matters not whether he has a loud speaker—headphones are essential. Thousands and thousands of sets of Crosley phones are sold annually. Dealers should see immediately that they have a reasonable number in stock. If you have not, send your order to your distributor at once. The price and quality of Crosley phones appeal to all radio fans.

ONLY \$3.00



THE CROSLY RADIO CORPORATION CINCINNATI, OHIO

Exclusive Features Incorporated In New Crosley Oil Burner

(Continued from Page 1)
air it is possible to minimize sound of combustion. Even in rooms directly over installation people will sit unconscious of the burner's action.

The burner is housed in enameled steel. All mechanism is fully protected. It is placed outside the furnace, the flame being directed into the ash pit door. This permits the flames to give up the greatest possible amount of heat to the furnace and tends toward economy of operation.

Automatic operation insures perfect safety. First, because the self-priming centrifugal pump automatically draws out one quart of oil from the tank at a time. Stop the burner and the pump stops with it. Second, because if the oil should fail to ignite, the supply is cut off within sixty seconds absolutely preventing flooding the cellar with oil. Third, because ignition is so positive due to the high temperature (approximately 6000° Fahr.) produced by the electric arc, an exclusive Crosley feature.

The burner fits perfectly into any type of coal-burning furnace. Safe, clean heat, with absolute regularity, fills the home, no matter whether hot air, hot water, steam or vapor is used. It can be installed easily, quickly and economically, and the principles and design are so simple that the householder can easily take care of it after the installation work is completed.

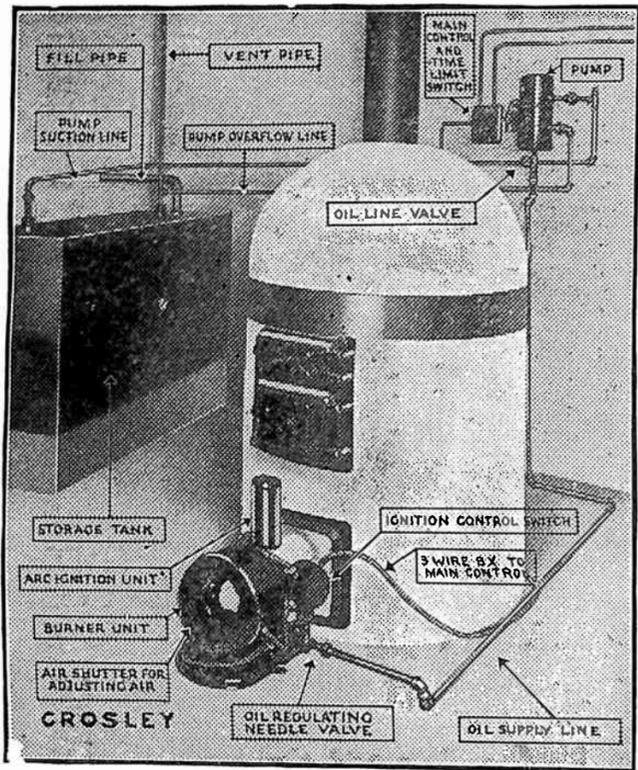
In this oil burner there are many features combining to make it far superior to other types of heaters, its absolute reliability, cleanliness, uniformity of heat, automatic operation and perfect safety appealing instantly to those who are tired of the dirt and work that are connected with the operation of a coal burner. Its neatness and the small space required in front of the furnace please those who recognize the efficiency found in compactness.

There are but two moving parts in the Crosley Burner. This fact reduces the possibility of service being required and at the same time increases the life of the burner.

The burner is applied scientifically to the furnace, the flame being generated in the proper place to permit maximum amount of heat being absorbed by the furnace. Everything is on the outside, a factor that makes the burner so accessible that immediate inspection is possible.

The National Association of Broadcasters, which is three years old, numbers about 200 broadcasting stations, distributed over the United States.

Cleanliness And Regularity Of Heat Will Appeal To Every Home Owner



Several of the many features of the Crosley Oil Burner are pointed out in this picture, which also gives an idea of the cleanliness of an oil burner equipped cellar.

Yesterday the cellar was a dirty, dusty hole in the ground, filled with the coal and wood needed in the operation of the furnace that hurled smoke and soot into every room in the house. Today the cellar of a home equipped with a Crosley Oil Burner is as neat and clean as the kitchen of the most particular housewife. The dirt and dust have disappeared—the cellar can actually be regarded as additional living quarters.

Yesterday it was necessary to shovel coal and ashes continually. The furnace always required attention. At all hours of the day and night this coal-devouring, dust-producing monster needed watching. "Firing up" would be followed by great clouds of dust and soot that would invade every room. The house would get extremely hot. Within a few minutes every article of furniture would be covered with dirt and within half an hour the house would be cold. This ever-changing temperature caused illness. The irregularity and the dirt, the continual attention required and the many other inconveniences combined to increase many times the hardships of the housewife.

Today conditions have changed. In the home of the Crosley Oil Burner owner the cellar is a light, clean, airy addition to the living

quarters. The housewife has absolutely no furnace worries. She has no fire to watch; no soot to contend with. She has dependable heat at all hours of the day and night, automatically and safely controlled. It matters not how cold it may be outside, the house is always warm—and just as warm as she desires. She merely sets the thermostat at the degree believed to be best for her family, throws a switch and forgets the furnace. Her housework is reduced tremendously. Her home is clean all the time. She never goes into the cellar to take care of the furnace.

Perfect regularity of economical heat, absolutely dependable at all hours of the day and night, with no dust, soot, coal or ashes—these are what the Crosley Oil Burner gives.

CONSOLE TABLES MADE FOR USE OF RADIO SETS

The latest addition to the line of home furniture is found in the new console tables which the Crosley cabinet department has made. They are not only ornamental in their beautiful two-tone mahogany finish, but contain a built-in music-reproducer with ample space for either the wet or dry type of batteries or "A" and "B" eliminators.

Crosley Dealers To Be Welcome In New Oil Burner Family

A number of authorized Crosley dealers are welcoming the opportunity of merchandising the new Crosley Oil Burner, realizing that they will find in it an item that will be of great help in carrying them through the Summer season.

The most progressive ones, especially those who are equipped to handle such an item as an oil burner, have recognized in the Crosley Burner predominating features that will be certain to make it the fastest selling one on the market, and know the time is ripe to enter the oil burner field.

The name Crosley is well known. Millions of people know Crosley merchandise and appreciate the fact that there is genuine quality in any Crosley products. This name, applied to an oil burner, is destined to attract immediate attention and will result in the elimination of the sales resistance being met by oil burner manufacturers whose names are not so well known.

Crosley radio dealers will be welcomed into the new oil burner family. Those who desire to consider merchandising this new product should sign the following and mail it immediately to the Oil Burner Division of The Crosley Radio Corporation, Colerain avenue, Cincinnati, Ohio.

Name
Street and number
City and State

I believe I am in a position to sell the Crosley Oil Burner because

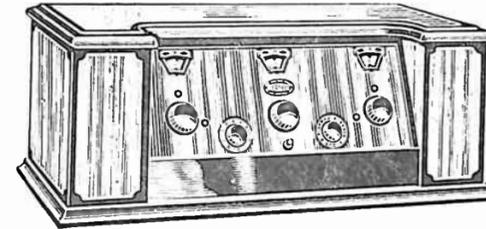
(Write briefly above your own opinion of your abilities to merchandise an oil burner.)

RELIGION AND BANDS POPULAR IN AUSTRALIA

A recent vote conducted among Australia's radio fans to determine what types of programs they prefer shows that the majority favor religious services as their first choice, while band music and public concerts follow as close second and third choices. This is in strong contrast with the feelings of American fans on the subject, with whom dance music and old-time numbers are generally said to be most popular. A survey of letters from fans writing to station WLW over a period of several months indicates that old-time musical numbers receives more applause than any other type of program.

Dealers Reaping Harvest of Gold By Featuring These Crosley Sets

THE FIVE TUBE R. F. L.-75

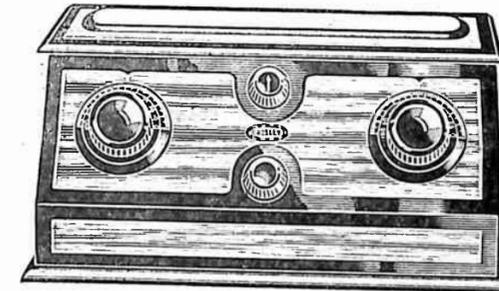


Dealers everywhere are reporting an increase in the demand for the five tube R. F. L.-75. Prompt deliveries are being made, due to the tremendously increased production. Thousands are being sold, despite the fact that the radio season is just opening. Distributors are buying in large numbers, realizing the market will be a lively one. This R. F. L.-75, incorporating the famous R. F. L. circuit, which has become so popular among radio listeners, is a truly long distance radio with which powerful nearby stations may be tuned out with ease. It answers the requirements of the most particular radio listeners. Price of this remarkable receiver recently was reduced from \$75.00.

Price \$65.00

THE FOUR TUBE 4-29

The four tube 4-29 is another fast selling radio. It has been exceptionally popular ever since it was announced last Winter and has been producing wonderful results throughout the Summer period. It 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 dis-

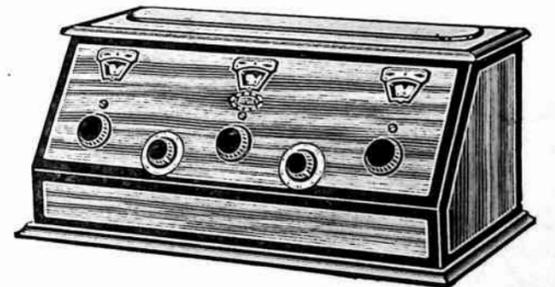


tances are being received. The Crosley Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio-frequency sets, to such an extent that they fill an entire room. Volume of local stations can be cut to almost a whisper without destroying the quality, or 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.

Price \$29.00

THE FIVE TUBE 5-38

The Crosley 5-38 is a five tube radio receiver, consisting of two stages of tuned radio-frequency amplification, detector, with Crescendon control of the second radio-frequency stage, plus two stages of audio-frequency amplification. In volume, selectivity, sensitivity and tonal qualities the 5-38 really is a wonder. Stations from coast to coast are heard by owners. One of the chief features of the 5-38, which makes it far better than any other ordinary five tube tuned radio-frequency set, is the Crescendon, which provides satisfactory volume control and permits very weak signals to be built up to such an extent that they fill an entire room. Recent changes in the panels have added greatly to the eye value of this receiver.



Price \$38.00

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

CROSLY RADIO

BETTER • COST LESS

Admits Possibility Of Inter-Planetary Radio Communication

The thrilling idea of inter-planetary radio communication should not be dismissed as an absurd and impossible dream.

No less an authority than Dr. E. O. Hurlbut of the naval research laboratory at Washington, D. C., admits its possibility. If ever achieved, Dr. Hurlbut says it will be through radio waves of less than ten meters.

In a lecture before the Franklin Institute at Philadelphia not long ago Dr. Hurlbut made the statement that "radio waves except those under ten meters collide with the atmospheric layer at an altitude of about 100 miles and rebound to earth."

His inference was that the waves under ten meters leave the earth and pass into space. Of course he has no answer to the question: "where do they go?"

If an answer is found to that question we may be approaching the possibility of inter-planetary communication. It is not illogical to surmise that other planets in our vast universe may be supporting life as high or possibly even higher than our own. There may be on one of the countless planets a race of beings even now attempting to communicate with us and patiently awaiting the development

Doors of Kennel Again Are Opened For "Bonzo" Famous Radio Pup; Novelty Appeals To Thousands

"Bonzo," the famous PUP that has been in such demand among Crosley radio dealers because of its advertising value and which has been commented upon by thousands of people as one of the most attractive novelties ever seen, is now for sale to Crosley dealers who can use it as a window or counter decoration or sell it to the person to whom it appeals as a novelty.

It is known that there is a market for "Bonzo." Many persons have asked us to sell him. For a while it was impossible to obtain these PUPS in sufficient quantities even to meet the requirements of our dealers, but increased production now permits us to offer them in quantities. These may be purchased direct from the factory, with money accompanying order or

of our ability and intelligence to a point where such communication is possible.

Remember that the comparatively simple Morse telegraph was invented in 1844, only 82 years ago. If our progress continues at the same rate during the next 82 or 100 years there is no predicting what startling results may be achieved.

through the jobbers. The price is \$1.00 net.

Parents will purchase "Bonzo" for their children; girls will buy them for their rooms; hunters and lovers of dogs will buy them as decorations for their dens—in fact thousands of people will be glad to have such a "beautiful" novelty.

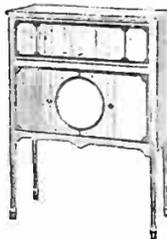
"Bonzo" makes everyone laugh. He drives the grouches away immediately. Never have we seen the man who could look at this PUP without smiling and expressing a desire to own one. Send your order immediately for half a dozen of these PUPS that have become nationally famous because of the prominent position they have occupied in the windows of Crosley dealers in all sections of the Country.

BACK TO NORMALCY

Louis John Johnen, program director of the Crosley WLW broadcasting station, having completed his work as baritone soloist with the Zoo Opera Company, in which he sang several important roles, is back to work preparing programs for the radio listeners. He will be heard in several solo recitals this winter.

Another Surprise!

Beautiful R. F. L-90 Now A SIX TUBE SET



Price \$90.00

Announcement to the effect that the R. F. L-90 would be a six tube radio has revived the question "How does Crosley do it?" Dealers everywhere welcomed the announcement, realizing such a set would be in great demand. At the ridiculously low price of \$90.00, this set is destined to be sold by the thousands during the coming Winter.

The Five Tube Single Control 5-50 In A Solid Mahogany Cabinet



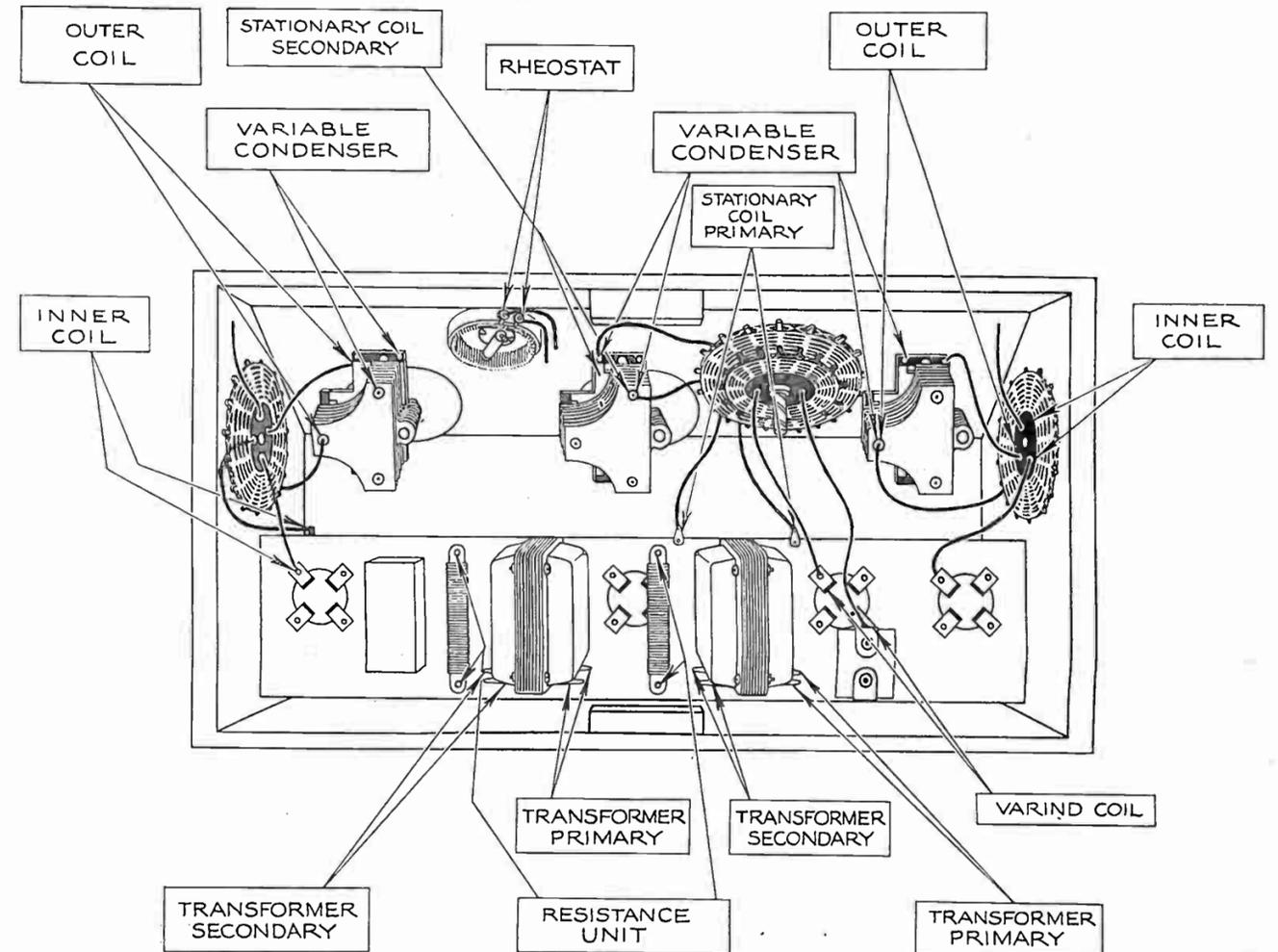
Price \$50.00

This 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. All stations are found instantly on one control, which revolves smoothly under slight pressure. Can be calibrated for wave lengths. Incorporates new shielded compartment metal chassis. Designed to permit use of power tube in last stage.

CROSLY RADIOS

CROSLY SERVICE MANUAL

TESTING MODEL 5-38



Preliminary

First thoroughly dust out the set with a soft brush, being sure to remove all dust from about terminals. Then try each soldered connection with your fingers, to see that the wire is held to the terminal firmly. If any loose connections are found, solder them.

Testing Variable Condensers

For testing the variable condensers of this set a pair of headphones in series with a single cell of dry "A" battery should be used. A coil is permanently connected around each variable condenser, with its terminal soldered to the condenser terminals. Thus it is impossible to remove this coil without breaking the soldered connections, and if the ordinary lamp bulb circuit-tester is touched to the condenser terminals it will show a closed circuit because of the current being shunted through the coil, even though the condenser

plates may not be touching. A pair of headphones and a battery may be used for determining whether or not the plates touch when rotated, however. Connect the headphones in series with the battery cell, and connect the free lead wire from the battery and that from the phones to the two terminals of the variable condenser. Then when the condenser is rotated sharp clicks will be heard in the phones if the condenser plates touch. Each condenser should be tested in this manner, and defective condensers should be replaced.

Testing Coils

The accompanying chart shows clearly where to put the contact points of the circuit tester to test the various coils. The regular electric bulb circuit tester, as described in a previous article, should be used for this purpose.

Testing Transformers

The circuit tester may be used to

test the primaries of the audio-frequency transformers. In order to test the secondaries, connect the circuit tester terminals to the primary terminals of the transformer. Then short-circuit the secondary of the transformer with a screwdriver or other piece of metal. On lifting the screwdriver from one of the secondary terminals a small spark should be seen. If several trials fail to show a spark, even after a test has shown the primary to be alright, an open circuit in the secondary coil is indicated. Defective transformers should be replaced.

Sockets

Examine the socket contact springs and see that they press firmly against the tube prongs. Scrape these contacts clean, and bend them so that good contact is assured.

Resistance Units and Rheostat

There are two resistance units

and a single rheostat in the set. These may all be tested by means of the circuit tester. Burnt out resistance units or rheostats should be replaced.

Terminals

Examine all terminals and see that they are tight. Remove dirt from terminals and shine them until they are bright.

Final Test

After overhauling the set in the manner described above, it should be tested under actual receiving conditions on an aerial and ground system that is known to be good and with accessories that have been tried in other sets. In making this test it is preferable to compare the reception of the overhauled set with a 5-38 which is known to be in good condition, using the same accessories, aerial and ground for both sets.

HE'S BARKING AGAIN!

"BONZO"

That Famous Little CROSLY PUP

Now

\$1.00 NET



Here's the greatest little advertising novelty ever offered back with us again after an absence of several months. He's still full of pep and growing uglier every day. Every one admires the Crosley Pup and he attracts immediate attention as an advertising novelty. Many buy him as a toy for the kiddies or a decoration for the home.

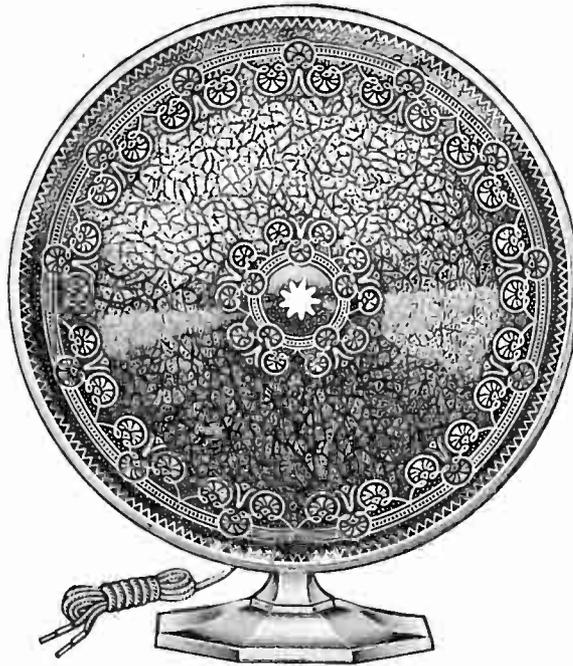
These Pups will be sold direct from the Crosley factory or through your distributor. Cash, check or money order MUST accompany your order.

The Crosley Radio Corporation

CINCINNATI, OHIO

EVERY RADIO LISTENER NEEDS A CROSLEY SUPER MUSICONE

Radio listeners are realizing that perfect reception is possible only when a Musicone is used as a loud speaker. They actually are demanding this type of reproducer and are going to the dealers who are known to carry them in stock. Hundreds of thousands will be sold during the coming Fall and Winter. Dealers report there is no competition—nothing comparable to it on the radio market. The perfect manner in which it reproduces every note has won nationwide recognition, and its beautiful appearance and very low price have combined with its efficiency to make it the most popular loud speaker ever offered to radio listeners.



The World's Most
Perfect
REPRODUCER
For But
\$14.75

The Musicone In A Beautiful Console Cabinet

This beautiful console table with built-in Musicone will absorb unsightly radio equipment, provide the finest loud speaker radio has produced, and become a decorative motif in the furnishing of your home. No need of unsightly wires, ugly batteries and awkward loud speaker, to give offense to the charm and beauty of a well ordered

home. The wonderful performance of the Crosley Musicone so skillfully built into this console unit is the radio sensation of an industry where the unusual is the rule and not the exception. Built of beautiful two-toned mahogany, exquisitely finished. Modern period design in correct proportions.

\$32.00

REGULAR MUSICONE

The Musicone Regular, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. It makes good radio better. Indifferent performing sets are improved. If your customers are not satisfied with their radio maybe it's a Musicone they need. Price \$12.50.

MUSICONE DELUXE

This mantel, clock type cabinet of delicately grided mahogany houses attractively the Musicone. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet radio. Price \$23.50.



CROSLEY RADIOS

BETTER • COST LESS