

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

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OCTOBER 4, 1926

Value Of Featuring Medium Priced Sets Stressed By Crosley

Retail Stores That Fail to Handle Radios are Losing Sales to Mail Order Houses.

(The following is Part I of an article which appeared in the September issue of "Industrial Retail Stores. Part II will appear in the next issue of the Radio Weekly.)

By Povel Crosley, Jr.

In the short space of five years, radio has evolved from an obscure art, which only technicians bothered about, to a universal means of education and entertainment. Five years ago the man who owned a radio set was looked upon as one who enjoyed himself by tinkering. Today the man who does not own a receiving set, and does not want to own one, is regarded in open eyed amazement by his friends and neighbors.

This universal appeal of radio has made it a necessity rather than a luxury. Men feel their radio sets are just as indispensable to them as their pipes and cigarettes. That is why the industrial retail store that does not cater to this market is overlooking an important need of its customers. This is especially true of the 2,500 or more industrial retail stores that are the only means of direct supply of merchandise within their communities. Many of these stores are located in sparsely settled areas, far from the metropolitan districts. To the 2,000 inhabitants of a typical community of this type, radio affords the most convenient, and often the only available means of entertainment. They want radio sets, all of them. And the store that does not cater to their want is missing a big market—losing sales to the mail-order houses.

The other 7,500 industrial stores are perhaps not faced by a radio demand which has no other channel of supply, but they have before them just as lucrative market. The average city of 100,000 population has purchased 5,000 radio sets in the past five years. This represents an outlay of from one-half to three-quarters of a million dollars for the original sets and accessories, and of perhaps a quarter of a million dollars in replacements and additions to equipment. Those in

(Continued on Page 2)

Artistically Arranged Radio Store



The picture above is that of the radio store of the Cleveland Radio Supply Company, 2306 Broadway, Oakland, Calif. The attractive manner in which this store was arranged has brought forth favorable comment in California. This picture may give to other Crosley dealers some ideas for consideration in arranging their show-rooms.

Trade-In Allowance On Second Hand Sets

Profiting from the experience gained in the automobile and music trades as regards trading-in second hand radio sets as part payment on the purchase of a new set, the Pacific Radio Trade Association is the first trade organization in the country to suggest a definite policy to dealers. As this policy is of interest, a brief review of its salient features seems justified in these columns.

It has as its basis the answer to a series of questions which were asked a large number of radio dealers. These answers show that perhaps one-fourth of the radio owners would like to turn in their present sets for better ones. Most of the dealers plan to re-sell the old sets thus taken in after they have been put in first class condition and tested under operating conditions.

The main point of divergence in the answers was the amount of the allowance to be made. It was recognized that the original list price

could have no bearing on the decision, due to the decrease in prices of many sets during the past year or so. The recommendation of the committee which handled the matter is that the dealer allow half what he estimates to be its probable re-sale value. This is believed to allow sufficient margin to cover the expense of testing, repairing and putting in condition for re-sale as well as reasonable protection against the possibility of not selling the set, together with a legitimate profit.

It is of interest to note that the committee discourages any allowance on home-made sets, not alone because they are more difficult to sell than a standard factory-built set, but also because their re-sale may be illegal because of patent infringements. This is in line with the intent of parts manufacturers and magazine publishers that directions for building home-assembled sets are for the builders' personal use.

Interested Throng Fill Crosley Booths At New York Show

Exhibitions in Various Parts of Country Give Millions a Chance to See New Models.

Despite the fact that many other interesting lines of radio merchandise were on display, the booths of The Crosley Radio Corporation were the centers of attraction at the New York Radio Show. From the time the doors were opened until late every night, the Crosley booths were crowded with radio buyers, representing both the consuming public, the dealers and the distributors.

The new single control, five tube 5-50, the beautiful console type 5-75, the six tube R. F. L-90 and the marvelous Super Musicone delighted the crowds, thousands of men and women being actually amazed at the possibility of buying such remarkable products at such ridiculously low prices. Still lower priced receivers, such as the popular four tube 4-29 and the five tube 5-38 also came in for their share of attention, while the five tube R. F. L-75, using the circuit that became so popular last season, but "dressed up" with a newly designed panel, was the target for many interested eyes.

This radio show is looked upon as the formal opening of the radio season. Buying is certain to be started on a tremendous scale immediately, and the purchasers are to demand Crosley merchandise because they realize now that in this they obtain the most for their money. Medium priced products are to dominate the radio market from now on. Radio listeners have become tired of investing huge sums in sets that are no better than the low priced ones. They have become educated to the great values being offered by Crosley dealers, and will come to you for their radios.

In other cities, as well as in New York, radio shows are being conducted, millions of people having an opportunity of seeing and inspecting the new Crosley line. These vast throngs are ready to buy—are ready to buy Crosley radios, and will come to the dealer who lets them know, by local advertising of some sort, that he is an authorized representative of the manufacturer of "Better—Cost Less" receiving sets and Musicones.

Crosley WLW Programs Week of October 3, 1926

W L W Program The Crosley Radio Corporation, Cincinnati, Ohio. Sunday, October 3rd, 1926 Eastern Standard Time. 42.3 Meters—710 K. C.

- * 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. Jesso Halsey, Minister.
- 3:00 P. M.—Organ Recital by J. Walter De Vaux.
- 7:30 P. M.—Services of the First Presbyterian Church, Walnut Hills; Rev. Frederick MacMillin, Minister.
- 8:30 P. M.—The Crosley Salon Orchestra.
Soloist: George Muhlhauser, tenor.
- (1) The White Plume March
Sousa
- (2) Overture—"Crown Diamonds"
Auber
- (3) Suite II Ballet Music from "Faust"
Gounod
(a) Entry of the Trojan Maidens
(b) Solo Dance of Helen
(c) Bacchanale and Entry of Phryne
(d) Dance of the Hours
(La Gioconda)
Ponchielli
- (5) Intermezzo from "Nalla"
Delibes
- (6) Selection: "A Madcap Princess"
Englander
(The Baldwin Piano)

W L W Program The Crosley Radio Corporation, Cincinnati, Ohio. Monday October 4th, 1926 Eastern Standard Time. 42.3 Meters—710 K. C.

- 8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.
- 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.—Market Reports.
- 4:00 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, Theatrical Review.
- 7:40 P. M.—Robert Visconti's Orchestra.
- 8:00 P. M.—Commercial Tribune feature, with Pat Patrick's Orchestra.
- 8:30 P. M.—"Your News Knows" by the Hon. Senator Schultz.
- 8:40 P. M.—Commercial Tribune feature.
- 9:00 P. M.—The Calumet Baking Powder Co., and Rainbo Garden Hour.
The Super Musclove Trio:
William C. Stoess, violin
Karl Topie, cello
Rosemary Stoess, piano
(1) Selection: "Sally"
Kern
(2) Suite for Trio (Five Movements)
Leslie Loth
(3) Tango: "La Rosita"
(4) Andante Pathetique
Berg
(5) "Favorites of Last Five Years"
Selected
(The Baldwin Piano)

W L W Program The Crosley Radio Corporation, Cincinnati, Ohio. Tuesday, October 5th, 1926 Eastern Standard Time. 42.3 Meters—710 K. C.

- 8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.

- 8:30 A. M.—Morning Devotions under auspices of the Central Parkway Y. M. C. A.
- 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.
- 6:45 P. M.—Market Reports, Weather Forecast, Baseball Scores.
- 7:00 P. M.—"American Composer" series arranged by Burnet C. Tutthill.
No. 1—"Daniel Hopkinson."
7:30 P. M.—Piano Memories by The Crosley Request Lady, Mary Louise Wosieczek.
- 8:00 P. M.—Crosley Burnt Corkers with Musicone Male Quartette:
Wm. Drexellus, 1st tenor; Edwin Meyer, 2nd tenor; Edwin Weidinger, 1st bass; John Dodd, 2nd bass; Howard Evans, accompanist; Doc Miller, Guy Anderson, end men; Louis John Johnen, interlocutor.
- 9:00 P. M.—Formica Concert Orchestra, Wm. C. Stoess, director.
"A Royal Flush in Music" Repeated by Popular Request.
1. Suit: "Have a Heart"
Kern
2. Hand: March: "The Ace"
Crosley
"The Vagabond King"
Primm
"The Queen of Autumn"
Bligge
"The Jack Tar March"
Soussa
"Ten-ting Tonight"
3. The Stein Song (Heldberg) from "The Prince of Pilsen"
Luders
4. "What Do We Care If Its One, Two, Three or Four"
5. Finale—"Show Me The Way To Go Home."
(The Baldwin Piano)

W L W Program The Crosley Radio Corporation, Cincinnati, Ohio. Wednesday, October 6th, 1926 Eastern Standard Time. 42.3 Meters—710 K. C.

- 8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.
- 8:30 A. M.—Morning Devotions under the auspices of the Central Parkway Y. M. C. A.
- 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 Duning.
- 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.—Farm Bureau Federation Talk.
- 7:30 P. M.—Robert Visconti's Orchestra.
- 10:00 P. M.—"The Pink of Programs" Sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including Freda Sanker, Ray MacDermott, Bill Divers, Maurice MacAdow, Tommy Ott and Ray (Singing Sulmy) Sullivan.
- 11:00 P. M.—Johanna Grosse, Organist.

W L W Program The Crosley Radio Corporation, Cincinnati, Ohio. Thursday, October 7th, 1926 Eastern Standard Time. 42.3 Meters—710 K. C.

- 8:00 A. M.—Healthful Exercises Di-

- ected by E. E. Schultz, Central Parkway Y. M. C. A.
- 8:30 A. M.—Morning Devotions under auspices of Central Parkway Y. M. C. A.
- 11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 P. 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.
- 3:30 P. M.—"The Bible—Its Story" Geo. W. Hanley.
- 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.
- 10:00 P. M.—The Castle Farmers.
- 10:15 P. M.—The Latonia Melody Boys: Elmer Brennan and Carol Burdick, Nellie Brennan, accompanist.
- 10:30 P. M.—"Pep" Golden, Saxophone; "Al" Kirschner, piano.
- 10:45 P. M.—Irene Downing and Tommy Reynolds.
- 11:15 P. M.—Castle Farmers.
- 11:30 P. M.—Missouri Kinney and Florence Kinney.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Tin and Chief Barker, with intervals of Dance Music from Castle Farm).
(The Baldwin Piano)

W L W Program The Crosley Radio Corporation, Cincinnati, Ohio. Friday, October 8th, 1926 Eastern Standard Time. 42.3 Meters—710 K. C.

- 8:00 A. M.—Healthful Exercises, Directed by E. E. Schultz, Central Parkway Y. M. C. A.
- 8:30 A. M.—Morning Devotions under auspices of the Central Parkway Y. M. C. A.
- 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 Prigge, organist.
- 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 Duning.
- 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.—Farm Bureau Federation Talk.
- 7:30 P. M.—Robert Visconti's Orchestra.
- 10:00 P. M.—"The Pink of Programs" Sponsored by the Cincinnati Post, presenting the Post Dance Orchestra and favorite radio entertainers, including Freda Sanker, Ray MacDermott, Bill Divers, Maurice MacAdow, Tommy Ott and Ray (Singing Sulmy) Sullivan.
- 11:00 P. M.—Johanna Grosse, Organist.

W L W Program The Crosley Radio Corporation, Cincinnati, Ohio. Saturday, October 9th, 1926 Eastern Standard Time. 42.3 Meters—710 K. C.

- 8:30 A. M.—Morning Devotions conducted by Dad Kerschner of the Central Parkway Y. M. C. A.
- 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)
Part One: Favorite Classics.
Part Two:
8:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:30 P. M.—Fraternity "Pep" Concert from the University of Cincinnati.
- 9:00 P. M.—Dance Music from Castle Farm.
(The Baldwin Piano)

Value Of Featuring Medium Priced Sets Stressed By Crosley

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a position to know what the radio industry will do expect a greater volume of radio sales than this during the next five years. Think of the size of this market. It is one which the industrial retail store should not overlook.

The majority of radio sets are bought by industrial workers and farmers. Let me tell of an incident which illustrates the industrial workers' interest in radio. I occasionally give talks on radio before clubs and other groups. One day last year I received a letter from a machine tool company asking if I would speak to its men. The company had a small auditorium where the men gathered once a week at noon to listen to talks. Attendance at these meetings was not compulsory—in fact the men had to forego part of their dinner hour in order to come to them.

"You'll do well to have fifty present," the gentleman in charge told me. "We never have a large crowd." Yet five minutes before the talk was scheduled the auditorium was packed, and during the entire lecture men stood in the aisles, at the rear and even outside the doors, so interested were they in hearing what they could about radio. We counted an attendance of 175 just before the meeting broke up. Later there were repeated requests from this same company for radio speakers, all originating from the men themselves, and every speaker we sent found the same condition. I have never had such an experience in talking before a chamber of commerce or business men's club, and it has definitely proven to my satisfaction the working man's decided interest in radio. This workers' interest is one more very good reason why the market that the industrial retail store serves is a choice one for radio products. What class of radio to sell is perhaps one of the most important problems with which any retail merchandiser of radio is confronted. What prices of radio sets should he handle? In deciding this he is in very much the same position as the man who contemplates selling automobiles. Should he sell the Packard type of merchandise, or the Ford type? Should he stock a complete range of models and prices, or should he compromise and concentrate on the middle-priced field?

The answer to this question depends largely upon the store. In

(Continued on Page 4)

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.

ONE HUNDRED PER CENT GAIN IN SALES FORECAST

There will be a 100 per cent increase in the radio business during the coming season, according to H. H. Cory, Secretary of the Northwest Radio Trade Association. Mr. Cory made this statement after completing the annual trade tour of the Association throughout the Northwest. An entire carload of Northwest radio men made the trip, which included stops at Grand Forks, S. D.; Fargo, S. D.; Aberdeen, S. D.; Sioux Falls, S. D.; and Mankato, Minn.

At each place a one-day radio show was held. Local dealers from the surrounding territory came in and radio problems were discussed. Among the speakers at each of these meetings was Professor C. M. Jansky, Jr., of the University of Minnesota and Consulting Engineer of the Gold Medal Radio Station. Professor Jansky also carried a set with which he made tests in the various territories. A large amount of business was done along the tour, country dealers placing many orders with the visiting tourists.

The results of this trip, together with the cumulative effect and favorable reaction of the public to radio during the past year are bound to bring a large increase in the radio business of the Northwest this season, according to Mr. Cory. With the increased prosperity in the country, diversification in agriculture, and more concentrated effort being put into sales and advertising by the dealers, sets are improved and have been accepted by the public as necessities rather than luxuries. Particularly is this true, he said, in the agricultural communities.

Effective publicity work has done much to stimulate the interest of the public in radio activities. While tremendous increases in sales of radio receiving equipment were made in the Northwest last year, the field has hardly been touched, it is said, and the opportunities for a large increase over last year's record could not be brighter, according to dealers.

The fading of signals is often due to the sag in an aerial.

"New Model 5-50 Is Most Selective Five Tube Radio Receiver On Market;" Console Set Also Praised By Jobber



IOWA RADIO CORPORATION
WHOLESALE RADIO EQUIPMENT
CROSLY DISTRIBUTORS EXCLUSIVELY
512 LOCUST STREET
DES MOINES, IOWA

September 8, 1926.

The Crosley Radio Corporation,
Cincinnati, Ohio.

Gentlemen:-

Attention Powel Crosley, Jr.

Your new model 5-50 receiver is, indeed, a vendor. Everyone who has heard it says it is the most selective one dial set on the market today. Not only is it a great success in so far as ease of tuning is concerned, but occupying tone quality and volume it excels most five tube sets on the market. Because only a few, if any, built-in loud speakers have been a success, the Crosley console models, having ample volume and the heat of tone quality, are in a class by themselves.

The dealers are all very much interested in the three above mentioned console models and we trust that a sufficient quantity can be had to supply the demand.

Very truly yours,

IOWA RADIO CORPORATION

By

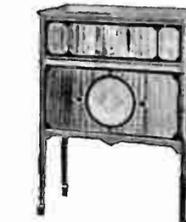
Manager.

ENP:LD

"IOWA'S OLDEST RADIO SERVICE"

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.

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

CROSLY RADIOS

Value Of Featuring Medium Priced Sets Stressed By Crosley

(Continued from Page 2.)

general, however, industrial retail stores are catering to a class for which medium and lower-priced goods are best adapted. The larger stores—that feel that they can go into the merchandising of radio on a large scale, stock a considerable quantity of sets, and install and service all sets sold—may find higher-priced lines profitable. The small store, which is not in a position to install and service sets, should concentrate on a more moderate-priced line, however,—one that can be sold as a package proposition.

It has been the experience of most radio dealers that the amount of installing and servicing time necessary for any particular set is almost directly proportional to the price of the set; for the more money the consumer invests in radio equipment, the greater attention he demands. Sets selling for less than \$50.00 may often be merchandised without the service feature, the consumer doing his own installation and servicing.

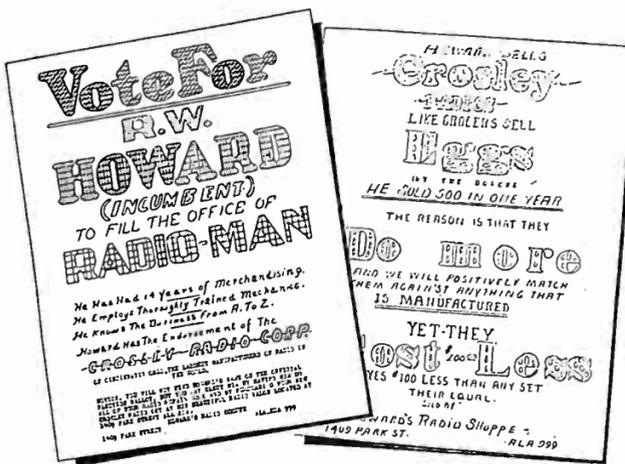
Thus, the price range within which any particular industrial retail store can profitably sell radio sets depends upon the size of the store and its equipment for installation and servicing. For the average store which goes into the radio game seriously and expects to do a certain amount of servicing a price range from \$10 to \$100 is about right.

It is now a generally accepted principle of radio merchandising that the radio dealer should concentrate his efforts on one make, or at the most two makes, of radio sets. When a greater variety of makes of sets is presented for the customer's choice, much sales force is lost in talking any one of the lines. All of the big manufacturers today market such a variety of models that it is impossible to find two lines which have not several conflicting items. As a result, stocking several lines promotes confusion on the part of the prospective buyer and lack of confidence in the dealer's statements regarding the sets.

The wise store keeper will choose nationally advertised radio sets. Industrial retail stores need no word of warning on this subject. They sell, I am told, many more nationally advertised products than independent retailers; and undoubtedly they realize the wisdom of this policy, or they would not adhere to it so consistently.

If one line is to be chosen among those nationally advertised, the store keeper should decide upon a manufacturer whose products cover the price range best adapted

Unique Circulars Are Distributed By Dealer In Alameda, California



Reproduced above are two mimeographed circulars distributed by R. W. Howard, Crosley dealer at Alameda, California. Mr. Howard has such literature printed at regular intervals, tying up his advertisement with some event of local interest. Thousands of these are distributed monthly, and are believed by Mr. Howard to have been responsible for the large number of Crosley radio sales he has been closing. He sold radios all Summer, while his competitors were complaining about the "off season."

to his store. Among the larger manufacturers, it is the general policy to make a sufficient number of models so that the dealer does not have to go outside the line to fill in and attain a complete price range.

Finally, the store keeper should be sure, in choosing a manufacturer, to select one who has a protective dealer policy. Widespread, wildcat selling of a certain brand of radio sets can greatly hurt the dealers' market for that particular make of set. Choose a manufacturer who sells only through a limited number of dealers, according to some plan designed to overcome this unhealthy competition. The better-known manufacturers all have carefully worked out distribution plans at the present time.

I have worked out ten fundamental rules which dealers should follow in merchandising radio, and these apply as well to Industrial Retail Stores as to other types of radio outlets. They are:

- 1.—Watch the market. Do not let the seasonal demand catch you without sets when they are wanted, or with sets when they are not wanted.
- 2.—Build sales on a servicing platform. Carefully-organized servicing will bring profits directly in the form of replacements, and indirectly through good-will.
- 3.—Test every set and every piece of equipment before it leaves the store. Be sure that the set is right when it is installed.
- 4.—Concentrate upon one or two chosen lines. An automobile deal-

er would not sell Buicks, Studebakers and Dodges, side by side.

5.—Provide adequate display facilities. Sell the prospect's eye.

6.—Give your customers the benefit of time-payment plans, if possible. Even Christmas presents are bought on deferred payments today.

7.—Advertise. In radio, as in other lines, "it pays to advertise."

8.—Canvass for sales. Canvassing is an important factor in building radio sales.

9.—Sell by demonstration. Show the set to the prospect; bring it to his home; demonstrate it under actual operating conditions.

10.—Don't dump. For everyone to reap the maximum of profits, the stability of an industry must be maintained.

(To Be Continued Next Week)

Keep the bench clear of all tools and scraps when working on the set.

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

CROSELY BETTER—COST LESS HEAD PHONES

Every owner of a radio receiver must have head-phones. 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**

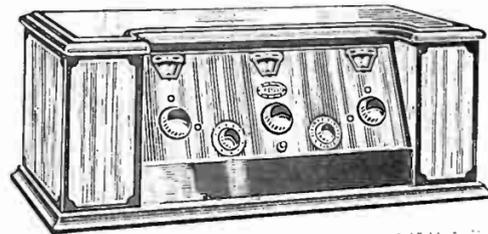
The Crosley Radio Corporation
CINCINNATI, OHIO

SALES RESISTANCE CRUSHED

BY THESE

Four and Five Tube Crosley Radios

THE FIVE TUBE R. F. L-75

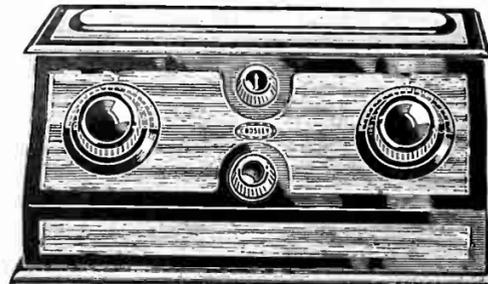


Dealers everywhere are reporting an increase in the demand for the five tube R. F. L-75. Prompt deliveries are being made, due to the tremendously increased production. Thousands are being sold, despite the fact that the radio season is just opening. Distributors are buying in large numbers, realizing 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-

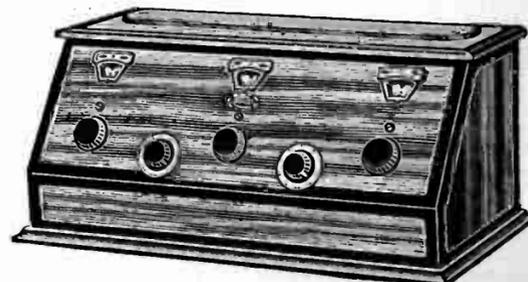


tances are being received. The Crosley Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio-frequency sets, to such an extent that they fill an entire room. Volume of local stations can be cut to almost a whisper without destroying the quality, or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

CROSELY RADIOS

BETTER • COST LESS

Foreign Radio Fans Demand Very Latest Types of Receivers

Market Cannot be Used as a Dumping Ground for Obsolete Sets, Export Man Says.

The foreign market cannot be used as a dumping ground for obsolete sets, according to C. J. Hopkins, Export Manager of The Crosley Radio Corporation. Foreign radio buyers are even more particular than American buyers in demanding the latest models and newest designs.

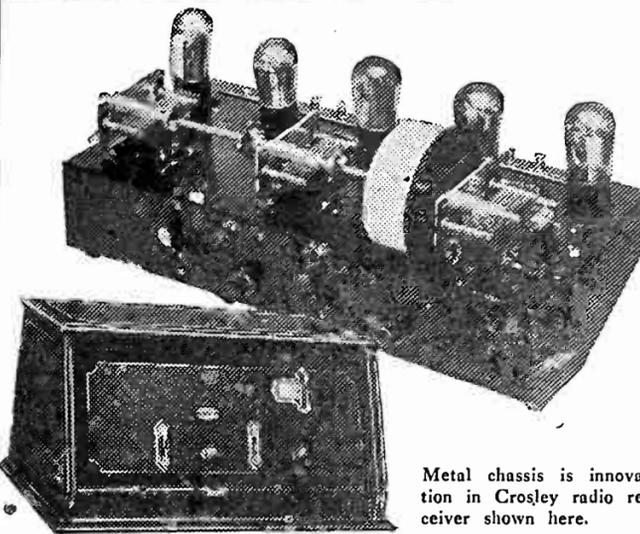
"Americans believe that foreigners know nothing about the developments in the American radio market," says Hopkins. "When the introduction of new models leaves some manufacturers overstocked with obsolete sets, they turn with a sigh of relief to the foreign market, believing that the radio dealers of other countries will purchase the sets without questioning whether or not they are of the latest model. These manufacturers soon learn their mistake, however, and find that the foreign radio dealer is even better informed than his American compatriots."

News of the introduction of new sets is wired to countries all over the world and appears in radio journals in these countries almost as soon as it is published in America. The foreign dealer is kept informed by these news flashes as well as by the popular American magazines which are published in foreign editions.

"The belief by some manufacturers that foreign dealers will not learn of developments in the American market is based largely upon the fact that few American dealers know of developments in the radio markets of other countries," says Hopkins. "The American radio dealer is in a different situation, however. Tariff regulations and other factors make it impractical for him to buy sets from any but home manufacturers, and so he is not interested in foreign sets. The foreign dealer, on the other hand, can often make greater profits by purchasing sets that have been made abroad than by handling those manufactured in his own country. Consequently the foreign dealer watches the American radio market closely, even though the American dealer is not interested in foreign radio products."

"Manufacturers who realize the keenness of foreign merchants in buying, and who offer them the most modern equipment have great opportunities before them in the export field. An exporter has the whole world to choose from for his market, and when it is dull season in one country he can intensively work another."

Metal Chassis Is Used In Radio Sets



Metal chassis is innovation in Crosley radio receiver shown here.

The newest thing in radio set construction is the use of a metal chassis, like automobile chassis, for mounting the parts. This new feature in set construction was developed by The Crosley Radio Corporation's engineers after a careful study of the effect of operation in regard to efficiency. A metal chassis and Model 5-50 receiving set using this innovation, are shown here.

One of the advantages of the metal chassis is its prevention of injury to the set. Vital parts are completely enclosed, and the set may be removed from its cabinet for examination without danger of breaking wires or damaging parts. This is of great advantage in the inspection work in the factory as well as in the home, should the set owner desire to remove the chassis in order that the interior of the cabinet may be cleared of dust.

Many factory production problems are overcome by the use of this new metal chassis construction. It has decided advantages over the old type of construction, which used wooden and composition sub-panels. It is actually cheaper to build a set incorporating the new metal chassis than it is with the old-fashioned type of construction.

The shielding effects of the metal chassis prevent the reaction of outside influences on the sensitive radio circuits. Thus, quiet operation of the set is made simple. Set owners, who have had the annoyance of squealing whenever their body came near the receiver or their hands touched the tuning dials of the old-style receivers, will appreciate this new type of construction. The so-called "body capacity" effects are entirely unknown in this type of set.

An aerial starts at the far end of the longest antenna wire and ends at the point which actually enters the ground.

Much time and several thousands of dollars were spent in the development of the metal chassis idea in radio set construction. It is being utilized in four of the new models for 1927.

The size and weight of a storage battery are no indication of its electrical efficiency.

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

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

CROSLY SERVICE MANUAL

INSTALLATION AND OPERATION OF MODELS 5-50 AND 5-75

Type of Circuit

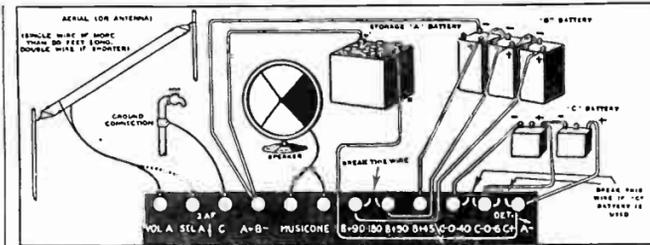
Models 5-50 and 5-75 differ only in cabinet design. The circuit used and the manner of assembly of parts on the chassis is identical in the two sets. These are five-tube sets, with two stages of radio-frequency amplification, crescendon-controlled regenerative detector, and two stages of audio-frequency amplification. Means are provided to prevent oscillation of the radio-frequency circuits, and the local circuit is loosely coupled to an aperiodic antenna circuit, so that radiation is a minimum. The sets are intended to give sufficient volume for loudspeaker operation on distant stations.

Special Features

A single, master tuning control is used in these sets, the variable condensers being "ganged," or connected together, so that this may be done. To take care of the fact that variable condensers made by the most precise factory methods differ slightly in their capacity, two small sub-controls, called "acuminators," are provided. Adjustment of these sub-controls takes care of any differences in the capacities of the condensers. The addition of these acuminators is a decided improvement over the average type of single-control set, since they provide a means of obtaining the sharpest tuning—a degree of selectivity much greater than can be obtained with the average mono-control set not equipped with the sub-control feature.

All parts of these sets are mounted on metal chassis. The chassis assembly is complete in itself, and thus the entire set may be removed from its cabinet for examination or testing. Testing of all parts except variable condensers should be done by removing the chassis and placing it top downward on the test table. The internal wiring will then be readily accessible. Do not remove the metal sectional divisions of the chassis as these serve to shield the different parts of the circuit from one another.

In the model 5-75 the chassis is intended to rest loosely in the cabinet against strips of felt provided to support it. It should not be bolted to the cabinet. Be careful in placing it in position to see that it rests freely and that the control shafts work freely in the panel provided for them. IT IS IMPORTANT THAT THE CHASSIS OF THE 5-75 BE SET FREELY ON ITS CUSHIONED SUPPORTS IN ORDER TO PREVENT MICROPHONISM DUE TO MECHANICAL VIBRATIONS FROM THE BUILT-IN MUSICONE. Should the dealer find owners of 5-75's who are



Connections For Storage Battery Tubes With Power Tube In Last Stage

troubled with microphonism he should first of all examine the set to see if the chassis is being properly cushioned.

Aerial and Ground

The usual outdoor aerial of from 50 to 100 feet in length may be used with this set. Aerials longer than 100 feet are not recommended, nor are aerials shorter than 33 or 40 feet. Be sure to secure a good ground connection.

Tubes

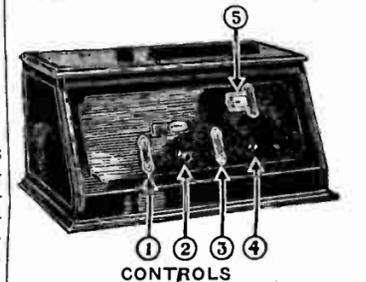
These sets are very flexible as to the tube combinations which may be used with them. They will operate satisfactorily with either dry cell or storage battery tubes, and they are equipped for the use of power tubes in the last audio-frequency stage. Storage battery tubes are recommended for best results. Five 201-A (301-A) type tubes may be used in the 5-50; or four 201-A (301-A) tubes and a 200-A (300-A) in the detector socket. With the 5-75 it is recommended that a 200-A (300-A) type tube be used in the detector socket in combination with 201-A (301-A) tubes in the other sockets, inasmuch as 201-A (301-A) tubes used in the detector socket tend to be microphonic, and it would therefore not be advisable to use them in the detector socket of a set having a built-in speaker. The old-style 200 (300) type tube should not be used as a detector in either model, since it draws one ampere filament current, which would overload the single-control rheostat.

For greater volume, and for loud volume without distortion, a power tube should be used in the last audio-frequency socket. This may be a 112 type or 171 (371) type tube. Binding posts are provided on the terminal strip for connecting the extra "C" battery and "B" battery required to operate these tubes satisfactorily. The "C" battery terminals and the amplifier "B" battery terminals are wired together when the set is shipped, so that if a power tube is not used and no "C" battery is used it is not necessary to make any extra connections. When using "C" batteries, or the extra block of "B" battery required to operate the power tube, it is

Tuning

Tuning is ordinarily done with these models with the crescendon control turned on from one-eighth to three-quarters of a turn. Whether or not to use the crescendon in tuning to a station will be a matter for each individual to determine for himself after actual experience in tuning the set; and whether or not it is advisable to use it will be determined largely by the weakness of the station's signals. The set has been designed to have sufficient pick-up and volume so that it is not necessary to use the crescendon in tuning to average signals, but its use will be found valuable in increasing the strength of weak signals.

When using storage-battery tubes, with a freshly-charged "A"



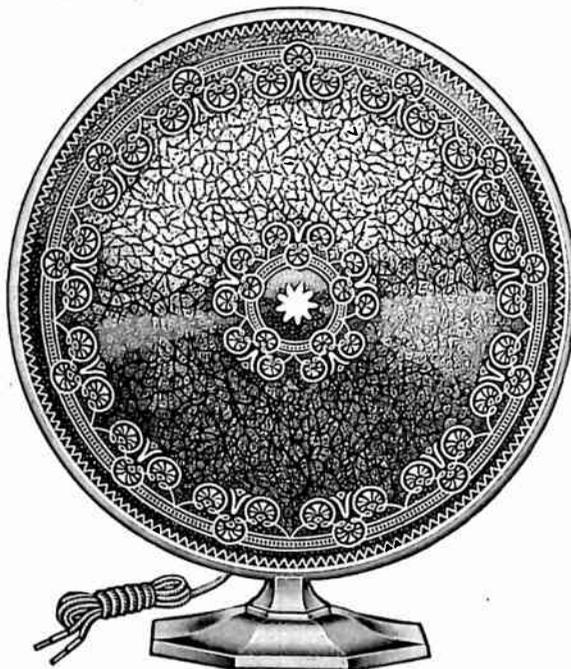
battery, the rheostat control (3) should be turned on about seven-eighths of a turn. With WX 12 or CX 12 tubes the same rheostat setting should be used. If 199 (200) type tubes are used in all sockets, the rheostat should be just barely turned on, with a fresh "A" battery, and if 199 (200) tubes are used in combination with a 120 (220) tube in the last audio-frequency stage, turn on the rheostat about one-fifth turn.

When the set is first put in operation, adjust the acuminators to the middle position, and tune by means of the large master control. After a station has been tuned in, adjust the acuminators until the best results are obtained. For best results on distant stations, the acuminators should be slightly readjusted each time a new station is tuned in, but for local reception they may be adjusted once and then left without further change.

After the station has been tuned in and the acuminator controls have been set for best reception, it may improve the volume and clarity of the signal to adjust the crescendon and rheostat controls. Adjust the crescendon until the best results are obtained. Then slightly change the rheostat setting and adjust the crescendon again, repeating this series of operations until you are satisfied that the signal is as loud and clear as might be desired.

RADIO'S FASTEST SELLING REPRODUCER

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
~~CROSLY~~
SUPER
MUSICONE

\$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



The Attractive Musicone DeLuxe

This mantel, clock type cabinet of delicately grilled 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.



CROSLY RADIO

BETTER • COST LESS

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XLI.

Published By The Crosley Radio Corporation

OCTOBER 11, 1926.

High Power Station Only 30 Feet Away Easily Tuned Out

Owner of Crosley Five Tube Radio Proves Sets Have Reached Ultimate In Selectivity.

Tuning in outside stations within a radius of thirty miles while operating his set within thirty feet of a broadcasting station then in operation was the remarkable feat performed by E. L. Russell, of Chicago, with his five-tube, single-control Crosley set; proving that modern radio receivers have practically reached the ultimate in selectivity.

Russell's set was connected to an aerial within thirty feet of the counterpoise of a well-known 5,000 watt broadcasting station in the Chicago district. The set itself was but ten feet from the actual transmitting apparatus of the station. While programs were continually being broadcast from the station, Russell tuned in a number of outside stations and completely tuned out the program of the local station.

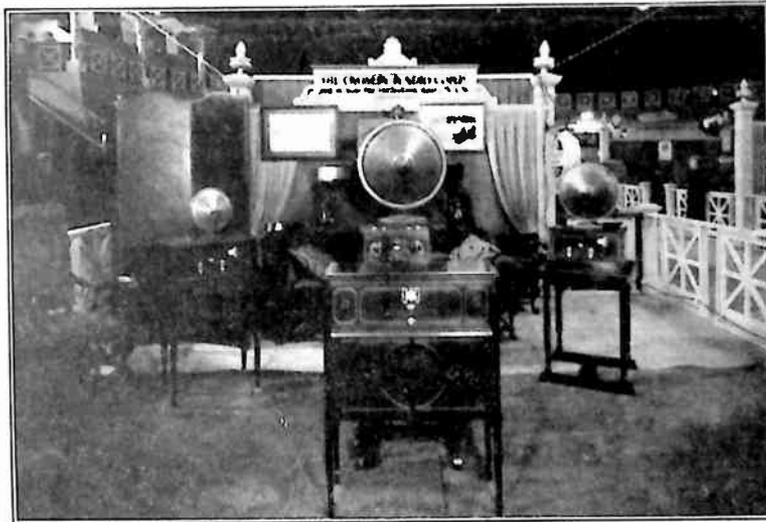
This unusual experiment proves conclusively that the selectivity of the modern radio receiving set has been developed almost to the point of perfection. The set of two or three years ago, or of even a year ago, was considered good if it would tune out powerful stations as far away as fifteen or twenty miles. Today the up-to-date radio set must successfully tune out super-power stations but a short distance away if it is to be considered in the class with the most modern equipment.

Better design of the parts, such as coils and condensers, in radio sets has had much to do with this increased selectivity. At the same time, the use of parts of better design has increased the efficiency of sets. Thus increased selectivity and increased volume have gone hand in hand in the radio set development of the last few months.

The development of new principles of circuit design has also contributed to the increased selectivity of sets. New methods of balancing have been introduced which not only allow of the greatest sharpness of tuning but make possible strong volume on weak signals. The well known Armstrong regenera-

(Continued on Page 4)

CROSLEY BOOTH AT NEW YORK SHOW



The picture above is that of the booth of The Crosley Radio Corporation at the New York Radio Show. This booth was crowded throughout the exposition with jobbers, dealers and consumers, all interested in the new four, five and six tube radios and Musicones.

"National Service Week" Is Considered As Means of Arousing Interest of Fans; New Sets and Accessories Could Be Sold

Many radio dealers have been considering the advisability of conducting what might be termed a "National Service Week," during which every radio owner would be urged to have his receiver gone over carefully, replacing his faulty parts and accessories with new ones in preparation for what is certain to be the greatest season in the history of radio. Attracting the attention of the great army of listeners to the importance of going over their sets and accessories would result in the dealer obtaining a considerable amount of service work and, incidentally, selling a large number of such accessories as loud speakers, tubes, batteries, etc.

Every receiving set that has been in operation for a year or more should be gone over carefully, either by its owner or a service man. Dust, grease, etc., that is certain to accumulate in the condensers and other parts, must be removed if the listener expects to obtain satisfactory results, and in a great many cases the owner, in going over his apparatus, will realize that he is in need of new tubes or batteries.

But there must be some concerted

movement to compel the average listener to take the proper care of his set. Many dealers believe a "National Service Week," properly advertised and wisely conducted, would do this, and in certain cases are planning to do the work of their own accord if there is no opportunity to have it done on a national scale.

Dealers who have enough service men could well afford to send one to the home of every person to whom he has sold a radio or whom he knows owns a set. This service man would suggest to the owner that he be permitted to look over the radio, making repairs that are necessary and selling accessories that are needed. It is believed his time would be well spent, because, besides handling the replacements, he could suggest that the owner might get better results with a new type receiver, thereby getting into a conversation that in many cases would result in the sale of a radio.

Let's all consider the advisability of conducting a "National Service Week." A little local advertising and a window display are all that are required to "put it over."

Low Priced Radios In Greatest Demand As Big Season Opens

Radio Stores are Crowded and Shows are Packed With Buyers—Dealers Face a Profitable Year.

The radio season of 1926-27 is on in full swing. Buying is being conducted on a tremendous scale. Every radio store is crowded and the radio shows, now being conducted in many sections of the country, are packed with enthusiastic fans and prospective fans, all of whom are looking for new models and new accessories.

Announcement of broadcasting stations to the effect that the class of programs prepared for the coming winter is to exceed anything heretofore broadcast has aroused the interest of millions of men, women and children, and announcement of low priced sets has convinced them that now is the time to buy in order to be equipped properly to obtain the benefits of this high class broadcasting.

Like the tiny snow-ball that starts from the top of a mountain, increasing in size as it rolls along, and finally forming a terrific avalanche that carries with it everything in its path, so will this radio buying increase in proportions during the next few weeks. Before long radio buying will be conducted on a scale far more extensive than it ever was before. Listeners will be fighting for new sets, and the dealer who is not prepared to handle this avalanche will be "out of luck."

He realizes now that the radio public is to demand its money's worth. In other words the buyers will demand reasonably priced merchandise, knowing full well they can do this and at the same time obtain a quality equal to that offered by the manufacturer who is charging high prices. These buyers will come to Crosley dealers whom they know are offered high class products—radios incorporating the very best of circuits and installed in attractively designed cabinets, at prices everyone can afford.

Truly we are at the beginning of the greatest radio season in history, and Crosley dealers have an opportunity of doing a tremendous business. They must remember,

(Continued on Page 3)

Crosley WLW Programs Week of October 10, 1926

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

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Service from the Seventh Presbyterian Church. Rev. Jesse Halsey, Minister.
- 3:00 P. M.—Organ Recital, by Matthew Hoven of St. Raphael's Church, Springfield.
- 7:30 P. M.—Services of the First Presbyterian Church, Walnut Hills; Rev. Frederick MacMillin, Minister.
- 8:30 P. M.—The Supermusicone Trio.
Rosemary Stoess, piano
Wm. C. Stoess, violin
Karl Tope, cello.
- 9:00 P. M.—"A Trip To Ireland." (Featuring the Crosley Male Quartet and the Supermusicone Trio. An original musical play by John Halpine, Jr., and Don Searle.) (The Baldwin Piano).

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

- 8:00 A. M.—Healthful Exercises from Central Parkway Branch Y. M. C. A., conducted by E. E. Schultz.
- 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.—Market Reports.
- 4:00 P. M.—Children's Program from the Schuster-Martin School.
- 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, and Mona Motor Oil Twins.
- 9:00 P. M.—The Calumet Baking Powder Co., and Rainbo Garden Hour, featuring:
Clifford Lang, pianist
Larry Grueter, piano-accordion
The Crosley Hello Boys,
Boh Groenke and Jim Mischler. (The Baldwin Piano).

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

- * Asterisk Indicates Special Feature
- 8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.
- 8:30 A. M.—Morning Devotions under auspices of the Central Parkway Y. M. C. A.
- 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.—Robert Visconti's Orchestra from the Hotel Gibson.
- 12:40 P. M.—Erwin Edward Schenk.
- 1:00 P. M.—Mona Motor Oil Twins.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Mme. Ida Temple.
- 6:45 P. M.—Weather Forecast.
- 7:00 P. M.—The Mona Motor Oil Twins.
- 7:30 P. M.—Piano Memories by The Crosley Request Lady, Mary

- Louise Wosezcek.
- *8:00 P. M.—"Ruth," a sacred cantata, by Astor Broad, presented by the National Radio Shut-In Visiting Society.
- 9:00 P. M.—The Formica Concert Orchestra, Wm. C. Stoess, Special Columbus Day Program. (The Baldwin Piano)

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

- 8:00 A. M.—Healthful Exercises Directed by E. E. Schultz, Central Parkway Y. M. C. A.
- 8:30 A. M.—Morning Devotions under the auspices of the Central Parkway Y. M. C. A.
- 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.
- 12:30 P. M.—The Mona Motor Oil Twins.
- 1:30 P. M.—Market Reports.
- 3:00 P. M.—Market and Stock Reports.
- 4:00 P. M.—Shut-In Program, directed by William Dunning.
- 6:50 P. M.—Civil Service Message, Weather Forecast, Market Reports.
- 7:00 P. M.—Robert Visconti's Orchestra.
- 7:30 P. M.—Farm Bureau Federation Talk.
- 7:40 P. M.—Robert Visconti's Orchestra.
- 10:00 P. M.—"The Pink of Programs," sponsored by the Cincinnati Post, under the direction of Freda Sanker. Added feature: "The Mona Motor Oil Twins."
- 11:00 P. M.—Johanna Grosse, Organist. (The Baldwin Piano).

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

- 8:00 A. M.—Healthful Exercises Directed by E. E. Schultz, Central Parkway Y. M. C. A.
- 8:30 A. M.—Morning Devotions under auspices of Central Parkway Y. M. C. A.
- 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.—Woody Meyers' Orchestra.
- 12:30 P. M.—Health Talk by Dr. Carl A. Wiltzsch, 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.
- 3:30 P. M.—"The Bible—Its Story" Geo. W. Hanley.
- 6:45 P. M.—Weather Forecast, Market Reports and 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.
- 10:00 P. M.—Dance Music from Castle Farm.
- 10:15 P. M.—The Latonia Melody Boys; Elmer Brennan and Carol Burdick, Nellie Brennan, accompanist.
- 10:30 P. M.—Dance Music.
- 10:45 P. M.—"Pep" Golden, Saxophone, and "Al" Kirschner, piano.
- 11:00 P. M.—Dance Music.
- 11:15 P. M.—Missouri and Florence Kinney.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriors. (The Crosley Pups in Midnight Pro-

les with Kay Nyne, Rin Tin Kan and Chet 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, Oct. 15th, 1926
Eastern Standard Time.

- 8:00 A. M.—Healthful Exercises, Directed by E. E. Schultz, Central Parkway Y. M. C. A.
- 8:30 A. M.—Morning Devotions under the auspices of the Central Parkway Y. M. C. A.
- 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 Pilgge, organist.
- 1:30 P. M.—Market Reports. (The Baldwin Piano).

Radio Yesterday, Today, Tomorrow

Does it pay to invent new radio devices? The fat royalty checks of some of radio's better known inventors say that it does. On the other hand, the thousands of worthless radio patents that do nothing more constructive than to clutter up the files of Government offices say that often it does not.

Strangely enough, among the thousands of new radio schemes patented each year only a very few have any possible commercial value. Those who devise these new ideas do not stop to consider whether or not they can be sold. The word "patent" casts an all-powerful spell over them, creating before their minds' eyes a mirage of wealth and luxury. They do not realize that there is a vast difference between obtaining a patent and selling it.

Stranger still is the fact that every large radio manufacturer receives a number of letters each week from individuals who wish to sell ideas upon which they have never applied for patents and which have never actually been tried under practical working conditions. These letters usually explain that the inventor, not being protected by a patent, cannot risk sending his idea with the letter, but will be glad to furnish all details, diagrams, and such if the manufacturer wishes to purchase the invention and cares to enclose a certified check with his reply.

Because of these facts, the instances in which radio inventions have paid are far in the minority. For those who devise new apparatus which is genuinely different and distinctive and has good commercial marketing possibilities there are large rewards; providing, of course, that some manufacturer with sufficient resources feels that he is in position to undertake the introduc-

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

- 8:30 A. M.—Morning Devotions conducted by Dad Kershner of the Central Parkway Y. M. C. A.
- 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. (Monomotor Oil Co. Hour—KOIL)
Part One: Favorite Classics.
Part Two:
8:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:30 P. M.—Evelyn Nichols, soprano.
- 8:45 P. M.—"Jes' Henry" Lucas, humorous monologue.
- 9:00 P. M.—Dance Music from Castle Farm. (The Baldwin Piano).

tion of the new apparatus. With many of the most brilliant scientists of the country working upon radio problems, it is becoming increasingly difficult to invent anything in the radio line that has not been thought of before, however. Before the would-be radio expert begins to mentally count the dollars of his future royalties, he should ponder long and seriously about the hundreds of brilliant competitors with whom he is faced. This thoughtfulness will be rewarded, if it only serves to make him more cautious about investing money in what may prove to be but a rediscovery of an old—old idea.

TEST BATTERIES WITH THE TUBES GLOWING

It is important that batteries be tested when connected to radio sets and with the tubes turned on, according to the Engineering Department of the Crosley Radio Corporation. Many fans make this mistake of testing batteries when they are disconnected from all circuits. This does not show their true condition, as they show a greater charge when unconnected than when under their usual load.

LESS FADING

Fewer fans have written to station WLW concerning fading of signals from broadcasting stations this summer than during any previous season. This fact is believed to be due to the increased effectiveness of the newer higher-powered stations in broadcasting under summer conditions.

Excessive resin from solder can be removed with alcohol and a soft cloth.

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. Loofbourn
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.

HOW DOES CROSLLEY DO IT?

Recent announcement of a new six tube radio receiver, installed in a beautiful two-toned mahogany cabinet, in which there is a built-in Musicone and separate compartments for batteries, to sell at the ridiculously low price of \$90.00, has caused a considerable amount of comment among persons interested in the development of radio and has revived the famous question—"How Does Crosley Do It?"

Manufacturers who compete with The Crosley Radio Corporation ask that question; distributors ask it; dealers ask it and the consuming public asks it. Everyone recognizes in this new set the greatest value of the radio season, and judging from the manner in which it is being purchased by distributors and dealers it is certain to outsell practically every console type radio on the market.

This set, known as the R. F. L.-90 consists of three bridge balanced stages of radio frequency amplification, detector and two stages of audio frequency, a combination that will bring in distant stations with all the volume and clearness that could be desired and will provide ample selectivity to operate perfectly in the most congested districts.

Radio buyers have grown tired of paying exorbitant prices for receiving sets. They are realizing they can obtain reasonably priced sets that function just as perfectly as the \$200 and \$300 models, and they are buying accordingly. A great change was noted last season and it will be even more pronounced this Fall and Winter. The radio listeners will demand their money's worth—they will demand Crosley merchandise because in this they know they are getting dollar for dollar.

It is not strange that everyone should ask "How Does Crosley Do It?" when the great difference in prices are considered. But in manufacturing low priced radios Powel Crosley, Jr., is fulfilling his pledge, made when he entered the radio business, to produce receiving sets for the great masses of people who are entitled to radio entertainment but who cannot afford to pay the prices asked for other types. Mass

Dealers Are Advised To Order Early And Watch Their Market

Tremendous Increase In Radio Sales is Predicted by Those Familiar With Conditions In Trade.

(Following is Part II of an article that appeared in the September issue of "Radio Retail Stores" over the signature of Powel Crosley, Jr.) A whole book could be written on the seasonal radio demand, its causes, its effects on the industry, and methods of counteracting it. Suffice it to say here, however, that it behooves every industrial retail store selling radio to watch the market and not to let the seasonal demand eat the heart out of its profits.

The secret of overcoming seasonal sales difficulties is to buy early, before the fall season opens, and to buy conservatively when the spring and summer dull season comes. Too many radio dealers let the public carry them along, like sheep to the slaughter. In the summer, when buying is dull, they forget to stock for the approaching fall season. When the fall demand opens with a bang, they send in a rush of orders before they realize what has happened, they find themselves with hundreds of sets ordered for rush shipment, with sets arriving daily, and with their shelves filled by a large overstock.

Such a situation is simply a result of not looking ahead. If the radio dealer waits until the season is well under way before he begins to order, and then piles up orders in a mad effort to get sufficient goods to supply his demand, he may expect to find himself short of sets in the fall and to have a large percentage of his orders filled after the boom season is over. He will not be able to cancel these late requisitions fast enough to avoid being overstocked. The wise store keeper will buy ahead of time, and stop buying ahead of time. Then he will be assured of quick turn-over and large profit.

Below is given a buying schedule as worked out by sales statisticians of The Crosley Radio Corporation for its distributors.

production is the answer. When receiving sets are made and sold by the hundreds of thousands it is possible for the manufacturer to save vast sums in the purchasing of raw materials and, if he so desires, to pass this saving on to the ultimate customers. Powel Crosley, Jr., desires to do this—and he does it. He passes on to the radio listener the money he saves through buying raw material by the car load.

That is "How Crosley Does It."

Jobber Profits By Advertising Crosley

1028 1927

Aiming at the Future

Crosley Receivers are designed to receive stations in the 100 to 1500 K. C. range. They are built to receive wave lengths from 100 to 1500 meters. This makes them adaptable to receive stations in the 100 to 1500 K. C. range. They are built to receive wave lengths from 100 to 1500 meters. This makes them adaptable to receive stations in the 100 to 1500 K. C. range.

Designed in California by
H. Earle Wright, Incorporated
SAN FRANCISCO LOS ANGELES

Above is a reproduction of a full page advertisement appearing in "Radio Doings," a widely circulated Western radio magazine. The advertiser, H. Earle Wright, Inc., of San Francisco and Los Angeles, reports a large number of dealer inquiries were received as a result of this publicity.

Percentage of Total Year's Purchases to be Requisitioned by Distributors Each Month

June	5 per cent
July	10 per cent
August	15 per cent
September	20 per cent
October	25 per cent
November	10 per cent
December	5 per cent
All Other Months	10 per cent

This schedule is typical of those used by the larger radio manufacturing companies as basis for planning their production. Although it represents distributor purchases, the industrial retail store may use it as a guide to its purchases by considering that there should be a lag of about one month between distributor requisitions and those placed by the retailer. For instance the schedule for November given above is supposed to represent the percentage of total year's goods to be requisitioned by the distributor from November first to December first. In applying this schedule to the dealer, this same percentage of goods should be allotted to the month between December first and January first.

With the highly-developed radio sets of today, servicing is not a difficult problem. Servicing has developed itself mostly into a matter of installing the sets in customers' homes, as they are sold. The installation is simple with most sets, and does not require great technical knowledge, or skill. Usually a service charge sufficient to pay for the time spent in installation is made for erecting the aerial. This charge varies from \$5.00 to \$15.00, including...

(Continued on Page 4)

Filament Rheostat Is Done Away With In New Six Tube Set

Compensating Resistances Take Place of Rheostats In Crosley R. F. L. Receiver.

No filament rheostat for regulating the "A" battery current delivered to the tubes is used in the new six-tube RFL radio set recently introduced by The Crosley Radio Corporation. Instead of a rheostat, compensating resistances are used in the circuit. The only radio part used in the set which resembles an ordinary filament rheostat is the volume control.

Doing away with the filament rheostat makes one less control for the radio fan to adjust when operating this set. In order to further simplify tuning, all of the variable tuning condensers are mounted so as to be controlled by a double-drum station selector placed in the center of the set panel. It is merely necessary to rotate this double drum control in order to tune to different stations.

For obtaining the highest degree of selectivity, two small sub-controls called "accumulators" from the word "acumen", meaning "sharpen", have been provided. Adjustment of these accumulators helps to bring the circuit of the set in unison when an aerial of unusual length or some other factor would make sharp tuning of the average one or two control set a problem.

Simplicity of design is the keynote of this new six tube set. Not only have the controls been simplified as much as possible, but the number of parts has been reduced to a minimum.

Low Priced Radios In Greatest Demand As Big Season Opens

(Continued from Page 1)

however, the importance of concentrating their sales efforts upon a line that is priced right, because it is this merchandise that will be in the greatest demand. Twenty-five reasonably priced sets will be sold to every one of the high priced ones.

EVENING'S BEST

The studio staff of station WLW, Cincinnati, has found that the hours from eight to ten in the evening are most popular among radio fans for listening in. A large number of fans listen to the noon programs, but a greater percentage of men fans find pleasure to listen-in at night than during the day.

Dealers Are Advised To Order Early And Watch Their Market

(Continued from page 3)

ing antenna material, in different localities. Very few dealers install the set and aerial without charge.

Of course, many persons prefer to install their own sets and save the service charge. The average dealer must be prepared, however, to take care of those who do not feel that they can install their own sets. Very seldom will an industrial retail store find it necessary to employ a special service man for this purpose. Usually some one in the organization will be capable of handling the installations. The work of installing is a straightforward, mechanical nature. Anyone with a handiness for tools and a fair mechanical sense can learn to take care of it.

It is probable that industrial retail stores will have less demand for installation service than any other type of retail radio outlet. Industrial workers can, as a rule, do most of their tinkering for themselves. For this reason the servicing problem is probably less important to the industrial retail store than to almost any other type of radio retailer.

Radio is on a much more stable basis than it was five years ago, and changes in sets are made much less frequently. There is still constant improvement, however. The industrial retail store which now handles radio, or which is contemplating entering the radio field, will no doubt be interested in knowing the opinions of men prominent in the industry as to what some of these future developments will be.

The consensus of opinion seems to be that mono-control (or single control) sets are destined to win the public favor above all others. As soon as the mono-control set has had sufficient time to prove itself thoroughly practical to the public, it will replace other types, according to those in position to know. Already several mono-control sets have been placed on the market. Until recently, it was impractical to built single-control sets with as great selectivity as those having a multiplicity of controls. This has been overcome in the latest models by the introduction of small "sub-controls" that need be adjusted only at long intervals.

The general manager of one of the large radio corporations said just the other day that the trend in moderate-priced and high-priced sets within the next year or two will be toward a greater number of tubes. George H. Lewis, Vice-president and General Manager of the Kenrad Corporation, voiced this same prediction some two years ago. Other prominent persons in the industry seem to feel the same

Stage At Jobbers' Convention



The beautiful stage shown above was arranged by the Southern Equipment Company, Crosley distributors at San Antonio, Texas, for their dealers' convention. This was attended by dealers from many sections of the great south-west, all of whom were greatly interested in the new radios offered by The Crosley Radio Corporation.

RADIO INTERFERENCE PREVENTER ON NEW OIL BURNER

Radio has become so universally used that manufacturers of devices for the home which make use of electric current now take the utmost precaution to insure that these devices will not interfere with radio reception. In designing the Crosley oil burner, for instance, which operates automatically from the electric light circuit, engineers have provided for a small radio interference eliminator. No doubt the time will eventually come when power companies will not allow devices which interfere with radio reception to be operated from their lines.

DON'T READ THIS, GIRLS!

First Artist: Ha! I cedar chest.
Second Artist: Why don't you drawer?

Third Artist: No, I think someone should dresser.

way—that six, seven and eight-tube sets may be looked for in the near future in the high and medium-priced classes.

As to the radio industry in general, authorities are unanimous in predicting an even greater magnitude of sales and production in the five years to come than was achieved in the five years passed. Already the 1926-27 season promises to far surpass the 1925-26 season, and radio merchandising experts promise that the industry will continue to grow. The industrial retail store merchandising radio may feel, therefore, that in radio it has something more than a mere boom product—something which has developed from an experimenter's hobby to a public necessity, and something that is ever becoming a more stabilized maker for the retail merchant.

Barking Announcer Makes A Faithful Radio Fan Of Dog

Mistaking the coughs of a prominent radio announcer suffering from a cold for the friendly barks of a canine relative, a little French poodle dog owned by Oliver Clark, Fort Wayne, Indiana became an inveterate radio fan when Clark placed the headphones of his Crosley two-tube set over the dog's ears. Now Clark cannot operate his radio set without allowing the dog to listen in occasionally.

Musical programs make the poodle howl with discomfort but whenever an announcement is made he pricks up his ears in hopes of hearing friendly barks again. A disappointed look comes into his eyes as he hears only the ordinary tones of the announcer's voice. There is no one to explain to him that the barking was only the hacking cough of a temporary cold which the studio director was glad to get rid of.

Dogs have been known to mistake the screeching noises or "cut-calls" sometimes heard over the radio for the mewling of real cats. They will then chase all over the room in search of the offending pussy.

Enterprising radio stations of the future may introduce special programs entirely for the benefit of animal pets.

HERE'S ONE FROM INDIANA

The blind man picked up a hammer and saw.
And the dumb man picked up a wheel and spoke.

(From H. Bennett, Pleasant Lake, Ind.)

Radio Fans Should Be Urged To Tell Troubles To Dealer

Listeners Often Spend Several Dollars to Send Practically Perfect Set Back to Manufacturer.

When their radio sets will not work properly fans will save themselves a large amount of unnecessary trouble if they will consult the service man of the nearest radio dealer, according to E. W. Gross, in charge of the Servicing Department of the Crosley Radio Corporation. Correspondence with manufacturers about minor troubles which could be fixed by a dealer's service man in less than five minutes causes many radio fans to lose the pleasure of their radio sets for several days.

Of the sets returned to manufacturers for repairs only but one or two per cent have anything more serious the matter with them than a loose terminal or dusty condenser plates, according to Gross. If nearby dealers were consulted by the owners of these sets considerable expenditure of time and money could be saved. A radio fan will often spend several dollars to ship his set to the factory when it merely needs to have one bolt tightened. This could be done in his own home in but a minute.

Many fans write direct to the manufacturer whenever they want information as to whether certain symptoms of their set mean that their batteries are run down, or that their tubes are worn out. While factory experts can answer these questions if sufficient and definite enough information is given in the inquiry, most of these letters from fans are so vague that it is almost impossible for the factory engineer to diagnose the condition of the set and accessories. Often several letters must be written back and forth before the set owner can be told whether or not it is advisable for him to buy new batteries and tubes. A service man on the spot could test these accessories very easily. The fan should take his batteries and tubes to the nearest radio dealer for testing or have the dealer's service man call.

High Power Station Only 30 Feet Away Easily Tuned Out

(Continued from Page 1)

tive circuit has been modified in such ways as to overcome any radiation which might result from it and it has been incorporated in several new sets as a means of increasing selectivity and of making these sets sensitive to weak signals.

TWO MORE DEALER ADVERTISEMENTS!

Use these "Ads" in your local publications. Mats or Electrotypes furnished free. Order by number. "M" stands for "Mat." "E" stands for "Electrotype." Send your order to the Advertising Department of The Crosley Radio Corporation, Cincinnati, Ohio.

CROSLY MUSICONSOLE



This beautiful console table, with its built-in Musicone, which is the finest loud speaker radio has ever produced, is a decorative motif in the furnishings of the home.

No more need ugly wires, batteries and awkward horns mar the charm and beauty of a well-furnished room. No longer must the radio offend the eye in its attempt to please the ear.

The Crosley Musicone, so cleverly incorporated in the design of this console, proves its superiority in the loud speaker field, both by the tremendous quantity sold—the thousands of loud speakers it is replacing and the preference shown by individuals the country over when questioned.

The MUSICONSOLE holds all batteries—wet and dry.

The Musicone suspended inside behind the silken screen of the outside design is securely hidden—protected and yet loses not one iota of its golden tones. The MUSICONSOLE is solidly constructed—a beautiful job of cabinet work—exquisitely finished—in two tones.

For Sale by

BETTER • COST LESS

M-814

CROSLY'S NEW Single Control Radio Receivers

5 Tube 5-50 \$50.00



The sensation of the radio season! A five-tube single control radio, with a mahogany, two-toned cabinet, and an all-metal shielded chassis, for \$50.00. Every possible radio refinement incorporated in this wonderful radio. Consists of 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.



The Beautiful CROSLY 5-75 Console Model with a built-in Musicone

The new 5-75 is the same as the 5-50, except that it is installed in a beautiful two-toned, console cabinet, with a built-in Musicone and compartment for batteries. It meets the requirements of those who demand attractive as well as efficient receiving sets. These models are the most popular of the season. See them on display at our store.

\$75

For Sale by

E-814 M-829

E-829

Installment Terms Boost Radio Sales, Texas Dealer Says

The Star Electric and Engineering Company, Crosley dealers at Houston, Texas, is doing just about as much radio business as electrical contracting. The company is owned by Neal Calvert, E. M. Dupree and A. O. Greber. Mr. Calvert looks after the electrical contracting end of the business while the other two members of the firm handle the radio sales and look after the store.

More than four hundred radio sets were sold by this firm during the period from September 1st, 1925, to April 15th, 1926, while during the height of the radio season they averaged about 1,000 dry cell "A" batteries a week, with "B" batteries and other accessories in proportion.

They entered the radio business in its first season 1921-1922 and have tried a number of different makes since that time, having determined on three or four lines which they are selling at this time and which give them a variety of models and prices to suit most any prospective purchaser.

The time limit on deferred payment sales is ten months. Ninety days' free service is given, with no guarantee on tubes. The store is kept open evenings in the summer until eight or nine o'clock, and until eleven or twelve in the winter.

A loud speaker with good volume is kept connected and in a conspicu-

ous place in the front of the store or on the sidewalk and attracts the attention of passerby. Good programs are broadcast from the local Houston station and these are picked up in the store and reproduced on the loud speaker in front. Distant stations are picked up under favorable conditions and thus the speaker on the sidewalk is working for the company many hours during the day and each evening.

When asked what means of advertising they used and how they managed to sell over 400 sets this past season, Mr. Greber said: "We didn't do any advertising to speak of. It took all of our time selling, installing, servicing, collecting and waiting on customers who came in"

(Continued on Page 8)

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

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

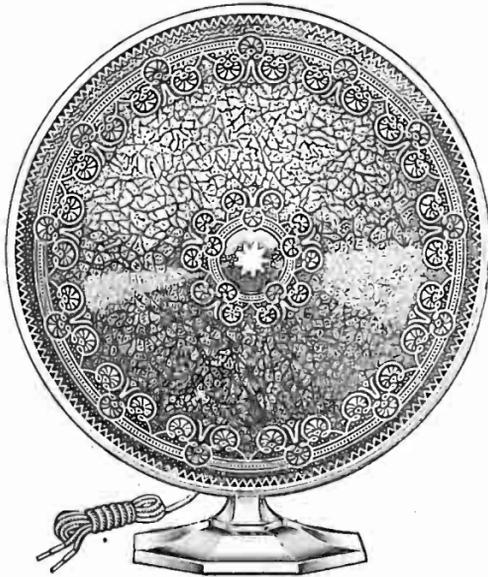
This neat and attractive sign, which can be seen at great distances during the day and at even greater distances when illuminated at night, is certain to attract immediate attention. It is twenty inches in diameter, the frame being of silver effect and the globe decorated in three colors. Use of this 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

THE HIT Of The Radio Season



NEW FOURTEEN INCH Super Musicone

\$ 14⁷⁵

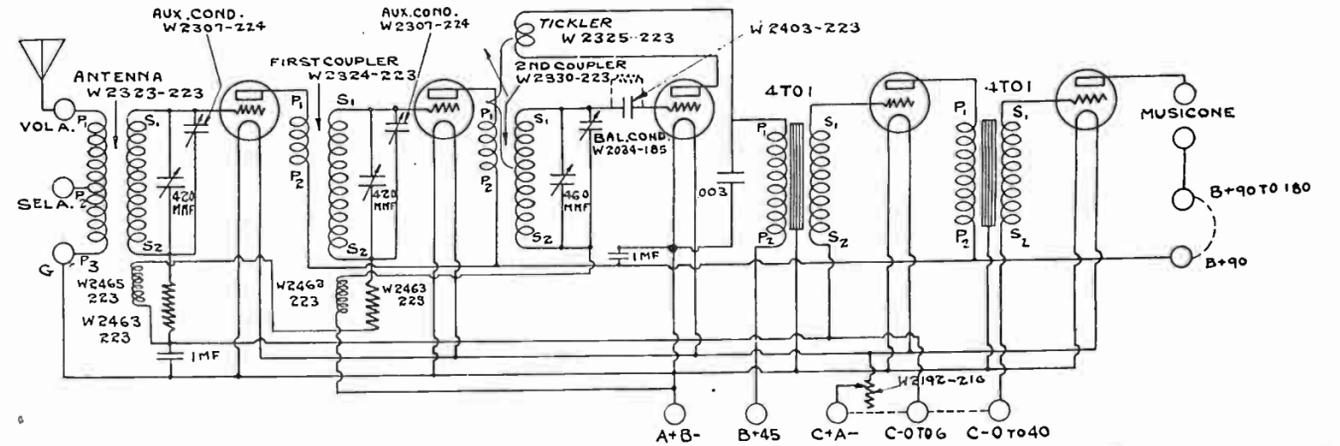
Success of the Crosley Super Musicone has been one of the most talked of features of the radio business. It was the hit of the New York Show, where everything "new" was on display. Thousands and thousands are being sold. Its fidelity of reproduction, amazing capacity, good looks and low price have contributed to its phenomenal success. Imitations have sprung up everywhere, but they are imitations in shape and appearance only. The secret of the great success of the Crosley Super Musicone is in the patented actuating unit, NOT in the cone shape. Radios fastest selling loud speaker. If you have not a reasonably large supply on hand, send an order to your distributor immediately.

CROSLY RADIOS

BETTER • COST LESS

CROSLY SERVICE MANUAL

MODEL 5-50 CIRCUIT



The Circuit

The circuit of model 5-50 consists of two stages of radio-frequency amplification, crescendon-controlled regenerative detector, and two stages of audio-frequency amplification, with the tuned circuits so arranged that tuning may be accomplished for the most part by means of a single, master station selector.

Crescendon-Controlled Regeneration

Crescendon-controlled regeneration is used for the detector stage of this circuit. The adjustable crescendon "tickler" control is mounted on a fluted form, driven by a spirally-grooved drive shaft. The tickler coil is coupled to the radio-frequency transformer feeding the grid of the detector tube.

Antenna Coupling Coil

An antenna coil of the type standard on other Crosley models is used in this set. Two taps are provided for connecting the antenna, one giving greater coupling between the antenna circuit and the grid circuit of the first tube than the other. These taps are marked "Sel A" and "Vol A" the "Vol A" tap being the one which gives the greater amount of coupling. The antenna coupling coil is of the spider-web type.

Radio-Frequency Transformers

Both the first and second radio-frequency transformers are of the spider-web coil type. The inner winding on each of these transformers is the primary, and the outer one the secondary. The antenna coupling coil and first audio-frequency transformer coil are mounted so that their flat sides are presented to view when the set is examined from the bottom. The second radio-frequency transformer is mounted so that it is seen edgewise from the bottom of

the set; it being part of the Crescendon.

Balancing Coils

Two small spider-web coils, containing but a few turns of wire, are mounted one above the antenna coupling coil and the other above the first radio-frequency transformer, so as to be electrically coupled to them. These coils are marked "W 2405" and "W 2403" in the above circuit diagram. They, together with the two resistance units in the radio-frequency circuits, serve to prevent oscillations in the radio-frequency stages.

Resistance Units

As stated above, two resistance units are provided which help to prevent oscillations in the radio frequency stages of the set. These resistance units may be directly tested by means of an ordinary circuit tester.

Variable Condensers

The first, second, and third stage variable tuning condensers are all mounted so as to be driven by a single, master station selector. One of these condensers is shunted about the secondary of the antenna coupling coil. The other two are shunted about the secondaries of the two radio-frequency transformers. Thus there are three tuned circuits—the grid circuits of the first three tubes. The antenna circuit is aperiodic—that is, it is not provided with means for tuning. This, together with the non-oscillating features of the radio-frequency circuits, reduces radiation to a minimum.

Acuminators

Two small, book-type variable condensers are shunted one around the first-stage variable tuning condenser and the other around the second stage variable tuning condenser. These condensers are called "acuminators" (w h i c h

means "devices used for sharpening") because they are used to sharpen the tuning of the circuits by compensating for variations in the large tuning condensers. These auxiliary condensers make possible a flexibility of adjustment not found in the ordinary single-control radio set.

Balancing Condenser

A balancing condenser is shunted around the third-stage variable tuning condenser. This is adjusted at the factory and its adjustment should not be changed. NEVER CHANGE THE SETTING OF THIS CONDENSER UNDER ANY CIRCUMSTANCES.

By-Pass Condensers

By-pass condensers are provided for shunting the radio-frequency currents around the "B" battery in the audio-frequency stages. One of these condensers is connected from the "P1" terminal of the first audio-frequency transformer to the "A plus B minus" terminal. The other is connected between the "B plus 90" terminal and the "A plus B minus" terminal.

Audio-Frequency Transformers

The audio-frequency stages are transformer coupled. The two audio-frequency transformers used are of 4 to 1 ratio. They have large cores and are completely enclosed in metal cases. Their design is such as to permit high amplification without appreciable distortion. Primary and secondary terminals of these transformers are marked on the casings.

Master Rheostat

A single master rheostat is used to control all five tubes in this set. The current carrying capacity of this rheostat is sufficient to handle any of the tubes recommended in the instruction sheets accompanying the sets.

Wiring

Flexible wire is used throughout,

the wires being soldered to lugs before assembly of the set wherever possible. The majority of the terminals on parts are riveted to the wire lugs, so that there is no danger of the joints working loose. The metal chassis is divided into three sections by two partitions extending across the breadth of the set. These partitions serve to shield the circuits from each other and to increase the rigidity of the assembly.

Instructions for Testing

The interior of this set may easily be inspected from the bottom. The chassis may be removed from its cabinet and placed upside down on the test table for inspection and test. The next article on this page will give a test chart for this set and tell how best to test the different parts used in the circuit of this particular model.

Ordering Replacement Parts

In ordering replacement parts, the dealer will find it convenient to use the numbers given in the circuit diagram above. By referring to the test chart, which will be printed on this page next week, and comparing it with the above circuit diagram, the exact factory number of any part used in the set may be ascertained. Do not order parts of units, such as the wire of a transformer or the form for one of the spider-web coils. Order the complete unit assembly.

Alterations

In replacing parts in the set, much care must be used to adhere strictly to the circuit arrangement shown above. The number of turns on coils or other constants of the circuit must not be changed. The circuit exactly as shown above is the best that can be built for all-around average conditions, and deviations from this circuit in repairing a set are liable to cause unsatisfactory operation.

Installment Terms Boost Radio Sales, Texas Dealer Says

(Continued from Page 6.)

booklet has twelve pages of radio station news, with our advertisement on the back and our name on the front. This book helped some and was a very good advertisement for us.

"Mr. Dupree and I worked on the outside a good deal. One customer would tell others of us and tell us of them and we would look them up and in this way we made many sales.

"We try to limit sets out on trial to three days. If reception conditions are at all favorable and we cannot close the sale in three days we bring in the set.

"Cheap sets sell better in the summer and we are featuring the cheaper priced ones at this time, the store. We changed our show window frequently and tried to make it just as attractive as possible. We sent out and still send out between 500 and 1,000 little booklets each month to a selected list of prospects and customers. This

with especially low terms. We've opened the summer season with a "dollar sale," one dollar down and a dollar a week, on most any of the cheaper sets.

"Recently we were overstocked on loud speakers. At least they were moving rather slowly so we cut the price, put on a special of 33% per cent off. Still they didn't move. Now we've put them on sale at a dollar down and a dollar a week, at the full list price, and have very nearly sold out our entire stock of speakers in just a few days. So it seems to be terms more than price that moves radio at this time of year.

"This past season has been our best radio year so far, but the unusually good conditions prevailing in and around Houston helps to account for that.

"To sustain interest and maintain sales during the summer it is necessary to advertise more and have an active outside sales force. So far this year, our outside salesmen have been very successful, and we are planning to go after business even harder this fall and winter, and prospects look very encouraging for a good business."

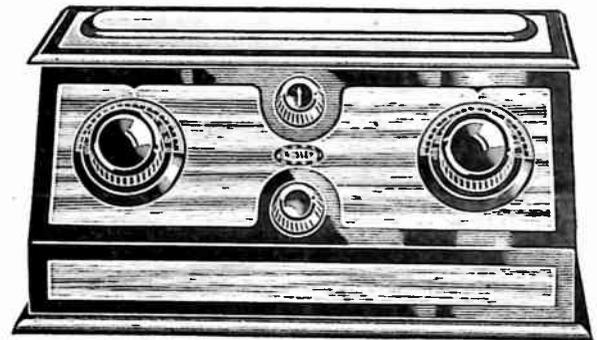
THE CRESCENDON

MAKES THE

Four Tube 4-29

A

Better Radio



\$29.00

Sales records show wide-awake dealers are selling the four-tube 4-29 radios in enormous numbers. Realizing this very low priced set is exceptionally popular, they are featuring it in their advertisements and window displays. Because of its extreme efficiency, coupled with its low price, this radio will increase in popularity as the radio buying progresses, and it is safe to say that hundreds of thousands will be sold during the coming season. There are several exclusive features in this four tube set, including the Crescendon, a device that gives full-room volume to signals inaudible on other four and five tube receivers. It is easy to install, easy to operate and EASY TO PAY FOR. These features make the demand so tremendous. Every Crosley dealer should have a reasonable number in stock. If you have none, make it your business to send an order to your distributor NOW.

CROSLEY RADIOS PLUS CROSLEY OIL BURNERS EQUALS

Twelve Months of Prosperity

Authorized Crosley dealers are being welcomed into the new Oil Burner Family. They are grasping the opportunity of adding a unit that will keep their sales curve at the highest point throughout the entire year. During the Spring and Summer such an oil burner as that now being offered by Powel Crosley, Jr., will sell with amazing rapidity. If you, as a Crosley dealer, are not interested or are not equipped to handle the sale of oil burners, we will appreciate your co-operating with us to the extent of suggesting some responsible man or organization in your community who might be interested. Let us tell you more about this new sales opportunity. If you are interested, sign on the lines below and mail the clipping to us. If not interested please send us the name of some man or organization who is.

Name

Street and Number

City and State

Oil Burner Division

THE CROSLEY RADIO CORPORATION

Cincinnati, Ohio

CROSLEY RADIOS

BETTER • COST LESS

CROSLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XLII.

Published By The Crosley Radio Corporation

OCTOBER 18, 1926

Newest Radio Developments Included In Crosley Sets

Eyes of Millions Centered on Chicago Radio Exposition

Novel Features Are Being Incorporated In Latest Models

Wide Variety of Styles In Receiving Sets and Reproducers Offered by Crosley as Season Opens.

Several new developments in radio set construction are to be found in the new receivers for 1927 which are now being manufactured by The Crosley Radio Corporation.

Single-dial control, without sacrifice of selectivity, all-metal chassis for mounting the parts, spring sockets, built-in Musicone speaker and many other novel features are incorporated in the new receivers.

The 5-50, for instance, is a five-tube set with single-dial control; a graphic station selector drum that provides writing space for logging stations, and many other features, including acuminators or sub-controls for adjusting tuning to the utmost accuracy. The circuit consists of two stages of non-oscillating tuned radio-frequency amplification, detector and two stages of audio-frequency amplification, plus the crescendo, a device making use of patented principles for obtaining an additional "kick" on distant station signals. The metal chassis serves to shield the set and keep the parts on a rigid foundation. This same metal chassis complete, is used in the 5-75 model of the high console type incorporating a Musicone speaker and ample room for either batteries or eliminators.

A new six-tube receiver, the RFL-90, utilizes the metal chassis type of construction. There is a double-type graphic type station selector, permitting the logging of stations on the drum. A Crosley Musicone is built-in the console cabinet which is of two-tone mahogany. The wonderful RFL circuit is utilized in this receiver, and one of its chief features is found in its balancing which pre-

(Continued on Page 2.)

CALIFORNIA JOBBERS' BOOTH



The beautifully arranged booth, shown above, was used by Kierulff and Ravenscroft, Crosley distributors, to display "Better—Cost Less" radio merchandise at the recent radio show in California. These jobbers sell Crosley radios in California, operating houses in both Los Angeles and San Francisco.

Radio Interests Are Co-operating For Good Of General Broadcasting; Assistance Of Listeners Requested

Powel Crosley, Jr., a director of the National Association of Broadcasters, presiding as chairman of the annual meeting in New York City recently, read the following statement which was prepared by a special committee:

During the past two months many reports have reached the public as to confusion on certain broadcasting wave lengths. The National Association of Broadcasters, after a careful investigation of the situation throughout the country, reports that serious interference has developed only in isolated communities, and that in general the radio listener is enjoying and will continue to enjoy good broadcasting service, thanks chiefly to the splendid co-operation of most of the broadcasting stations.

Pending the enactment by Congress of suitable radio legislation, the National Association of Broadcasters pledges itself to do everything in its power to continue to safeguard the interests of the American radio listener, and to that end invites the continued close cooperation and assistance of the organization representing the manufacturing, technical and merchandising sections of the great radio industry.

The interests of the American radio listener can best be served by continued stability and order in broadcasting, and to this end the National Association of Broadcasters, which has already secured pledges from a large majority of the principal broadcasting stations to operate only on the wave lengths

(Continued on Page 2.)

Complete Line Of Crosley Radios And Musicones Displayed

Six Tube R. F. L.-90 Exhibited in Windy City for First Time — Season's Opening Guns Fired.

Eyes of the millions of men, women and children who are interested in radio are centered on Chicago, where the opening guns of the 1926-27 season are being fired. At the great coliseum in that city, there is on display practically every type of receiving set and accessory now being manufactured, including, of course, a complete line of Crosley radios and Musicones. The Crosley products are being exhibited in Booth One, Section Q, which is near the main entrance.

Full information about the Crosley line may be had from Walter B. Fulghum, sales manager; Jack L. Iimes, assistant sales manager or the following factory salesmen who will be in attendance: L. A. Kellogg, B. Clark, H. F. Jaux, C. H. Carey, E. Revercomb or the Crosley Distributors of Greater Chicago.

Powel Crosley, Jr., president of The Crosley Radio Corporation, will visit the show during the week, and Alvin Richard Plough, publicity director, was there in advance of the opening.

The new six-tube RFL-90 receiver is being displayed for the first time in Chicago. This is the first six-tube set made by the Crosley organization and is in a console cabinet with built-in Musicone speaker. Dr. Lewis M. Hull and Stewart Ballentine developed the RFL circuit which is used. A metal chassis is utilized to shield the parts. It has the new graphic station selector of the drum type.

The five tube 5-50 model with single dial control, is also being shown. This is the receiver that has met such hearty approval of the entire sales outlets in the ra-

(Continued on Page 3)

DOLLED UP FOR PARADE



The truck shown above is owned by Willis Brothers, Crosley dealers at Salinesville, Ohio, and was decorated for an industrial parade held in that town recently. The attractiveness of the truck, which was filled with Crosley radios, Musicones and flowers, aroused considerable favorable comment among those who watched the parade and attracted a large number of buyers to the Willis Brothers' store.

The Musicone reproducers are provided in several styles, the regular or small cone and the new popular 16-inch type. There also is a de luxe design in a mahogany case, fashioned after a mantel clock and the large model for display purposes. A Musicone console permits the use of the cone reproducer and has the advantage of providing ample space for batter-

ies or eliminators, besides serving as a table for a radio set.

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

Radio Interests Are Cooperating As Aid To Broadcasting

(Continued from Page 1)

and under the regulations determined by the Federal authorities prior to the recent opinion rendered by the Attorney General of the United States, now calls on all broadcasting stations, whether or not members of this Association, to continue in this practice pending settlement of the legislative situation. It strongly urges the listening public to assist the National Association of Broadcasters in maintaining satisfactory conditions by making full use of its power to discharge, by letter or other direct expression of opinion to the offending station, the station interfered with, the local newspapers and the National Association of Broadcasters any attempt by any broadcasting station to create interference or disturbance through the use of any wave length other than the one last assigned to it by Federal authorities.

Novel Features Are Being Incorporated In Latest Models

(Continued from Page 1)

vents squeals or howls without sacrificing efficiency. There is another model of this receiver, known as the RFL-75, utilizing five tubes.

In addition to these, there are other Crosley models that are proving very popular, not only for the low prices but because of their efficiency of operation. The

4-29 model for example, is a four-tube receiver mounted upon a wooden panel in a two-tone mahogany cabinet. The famous crescendo control feature is incorporated in this set. A leatherette case, making a portable outfit of this receiver, is another model utilizing the same parts on the wooden panel. Ample room is provided for batteries, phones, etc.

The 5-38 receiver, is a five-tube outfit, utilizing the popular small windows in front of the dial markings, so as to permit easy recording of the numerals. It is in a handsome two-tone cabinet.

The little Crosley Pup receiver is a one-tube set with double-circuit regenerative hook-up, utilizing the book-type condenser and has a crescendo control.

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

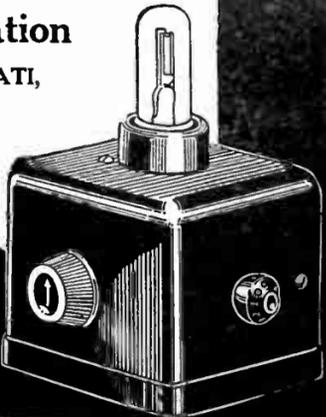
The **CROSLLEY** "PUP"



ONE TUBE Genuine Armstrong Regenerative RADIO

The Crosley "PUP" is a real long-distance radio receiver. Owners tune in broadcasting stations as far as 1,500 miles away, and many reported hearing trans-Atlantic stations last winter. Installation is very simple, upkeep cost amounts to practically nothing and tuning is so easy that a child can operate it perfectly. The "PUP" is the ideal radio for the children and for the invalids. It is a wonderful gift for anyone.

The Crosley Radio Corporation
CINCINNATI, OHIO



\$9⁷⁵

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.

DISAGREEABLE WEATHER IS BOON TO RADIO.

Disagreeable weather in the greater part of the United States is a boon to radio dealers. Unable to enjoy, out of doors, the usually beautiful evenings of Indian Summer, the people are turning to radio as a means of passing the long hours between darkness and bed time. Crosley dealers in many sections of the United States report the disagreeable weather has benefited them as greatly as it has the coal dealer, and tell us they have sold many times the number of sets they had sold this time last Fall. A little more local advertising is needed everywhere. The Crosley Radio Corporation is carrying on a national advertising campaign on a far more extensive scale than ever before, but is relying upon its authorized dealers to do the local work. Just a little advertising in which you call to the attention of the readers of your local newspapers the value of a Crosley radio does a tremendous amount of good and it would not be a bad idea to tell these readers about the benefits and pleasures they would get from a Crosley radio during the long, dreary nights that are not far away.

Last week we happened to be in a college town and noticed the most progressive dealers were advertising the fact that with a Crosley Radio the football and baseball fans could listen to detailed reports of the big games. Several of these dealers told us the broadcasting of athletic events did more than anything else to boost the sale of radio sets. We are convinced that in every locality there is a great demand on the part of those who take delight in listening to the baseball and football games, prize fights, etc. In college towns especially there is a wonderful market right now as thousands of men and women will welcome the opportunity of sitting in their rooms and listening to the play-by-play reports of the big football games. In Chicago and a number of other cities radio shows are arousing greater interest in radio. We are at the beginning of a great foot-

Chicago All Agog As John Hope Arrives With Blushing Bride

Credit Manager of Crosley Organization Deserts the Boys and "Takes Unto Himself a Wife."



Mr. and Mrs. John Hope, Jr.

At 8 A. M., on the fourteenth day of October, A. D. 1926, John Hope, Jr., popular and affable credit manager of The Crosley Radio Corporation, with a smile on his face and a rose in the button hole of his new suit, stood at the altar and became the happy husband of Miss Mae Grueter. (Chicago papers please copy.) John IS popular in the radio industry despite the fact that he is a credit manager, and his many friends will be interested in learning about his marriage.

As the metropolitan dailies say, "Immediately after the ceremonies, the bride and bride-groom departed on their honey-moon, which will be passed in Chicago." (Hence the above appeal to the Chicago newspapers.) Latest reports from Chicago are to the effect that the mayor of that city was at the station, with a brass band, to meet the newly-weds, to whom he turned over the keys to the cellars—pardon us—city.

John chose as his bride a Crosley girl, as have many other employees of this company. Miss Grueter had been a member of the Crosley organization several years, while John has been credit manager about four years.

It is quite a co-incident that this announcement should be made in the special Chicago Radio Show Edition, which will be circulated widely in the Windy City. Therefore we might tip you off to

ball season. The weather man is favoring us. In fact everything seems to be just as if it had been ordered by the radio man. Hundreds of thousands of Crosley radios are to be sold during the next few weeks by wide-awake dealers. Let's all board the band-wagon and make money by boosting "Better—Cost Less" merchandise.

the fact that one of the couples to be seen in the Crosley booth is none other than Mr. and Mrs. John Hope, to whom the members of the Crosley organization extend our best wishes for a happy life.

Complete Line Of Crosley Radios And Musicones Displayed

(Continued from Page 1)

dio field. The 5-75 model, which uses the same parts, but is housed in a console with Musicone reproducer, also is on display.

The popular 4-29 and 5-38 models are being displayed as well as the many other Crosley products in the receiving set line. The new Super Musicone reproducer as well as the regular and console models are being shown.

Of unusual interest to the radio fans, is the Crosley Musicone Automation, which is so constructed in the form of a man with a giant face made out of the paper cone, that people standing within fifteen feet of it may speak or ask questions and an immediate reply is given.

The Bonzos or Crosley Pups are in evidence as well as the new illuminated dealer signs and other advertising novelties.

The best results come from an aerial that is carried over a vacant lot.

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, OHIO

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

AUTUMN RADIO

Everywhere

with a

CROSLLEY
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 ideal radio to take with you wherever you go. A genuine Crosley four-tube portable radio at a ridiculously low price.

\$33⁰⁰

The Crosley Radio Corporation
CINCINNATI, OHIO

CROSLY

BETTER COSTS LESS

RADIO

One-Dial Control!

... in this amazing 5-tube set at \$50

Already the new 5-tube Crosley set, at \$50, has met such a tremendous demand as to confirm the prediction that it will replace thousands upon thousands of sets now in use.

Confronted by high prices, many people who desired to replace their old sets have hitherto hesitated to do so. Now . . . in the new Crosley "5-50" . . . they find the features and qualities they desire, formerly exclusive to very high-priced sets . . . available at small investment.

The incomparable joys of Single-Dial Control! Uncanny selectivity, resulting from its metal-shielded chassis and the surpassing efficiency of the Crosley circuit's advanced design! Exquisite volume, thanks to the matchless Crescendon! Crosley Acuminators, power tube adaptability . . . all the attributes of radio at its best . . . for \$50.

In all the Crosley line no instrument represents a greater triumph than this wonderful 5-tube set.

See it . . . hear it. View the refreshing beauty of its mahogany cabinet. Operate it yourself. Watch the stations, written in on the graphic dial, parade before you and usher in their programs with unerring accuracy. Sharpen the selection with the Crosley Acuminators. Release inspiring volume by means of the Crescendon.

Know what heights . . . in tone, volume, selectivity and sensitivity . . . radio of moderate price has reached!

Never before, at anywhere near this price, has a radio set possessed all these advantages: 1. Single-dial control with graphic station selector. 2. Metal-shielded chassis, contributing to amazing selectivity and reducing cost. 3. Crescendon control, producing exquisite volume from distant stations. 4. Crosley Acuminators, which sharpen tuning and increase selectivity. 5. Power tube adaptability. 6. Beautiful cabinet of distinguished design and exquisite two-tone finish.



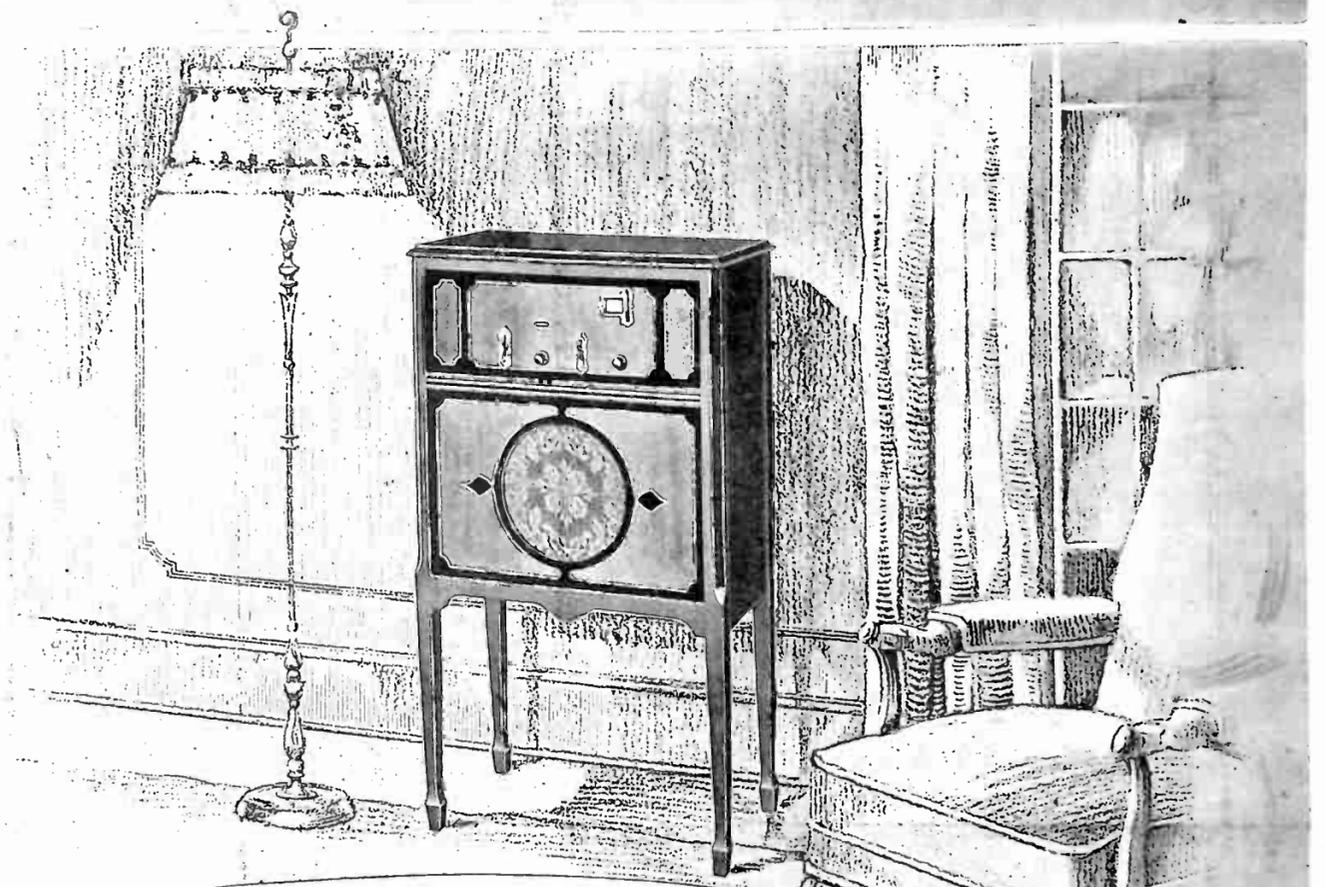
One-dial control. You find your station, then write its letters on the graphic dial, locating it once and for all, to turn to whenever your fancy dictates.

The new Crosley all-metal shielded chassis not only aids in producing astounding selectivity, but standardizes manufacture and helps make possible the price of \$50.

\$50

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., and other patents issued and pending.

THE CROSLY RADIO CORPORATION, CINCINNATI—POWEL CROSLY, Jr., President



BEAUTIFUL CONSOLE RADIO WITH BUILT-IN MUSICONE

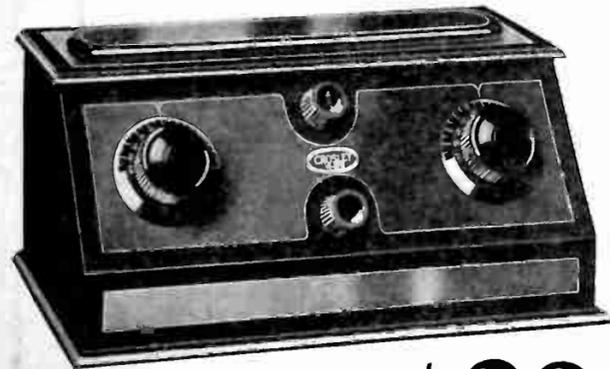
This very attractive five tube single dial control radio receiver, at the exceptionally low price of \$75.00, has become one of the most popular models of the season. The beautiful two-toned mahogany cabinet, with its built-in Musicone and compartments for batteries, its neatness and its compactness, combined with its operating efficiency, have made the demand far greater than anyone had anticipated. The set itself consists of two stages of non-oscillating tuned radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency, with means provided for use of a power tube in the last stage. All stations can be found instantly on the one control, which revolves smoothly under slight pressure. The set can be calibrated for wave lengths. There are two adjustment levers which permit very sharp tuning when near-by stations spread broadly over the dial. Under varied conditions, these levers, when once adjusted, need not be touched again. Many other attractive features, found only in very high priced equipment, are incorporated in this new receiver.

Crosley radios are manufactured under Armstrong U. S. Patent No. 1,113,149 and under patent applications of Radio Frequency Laboratories, Inc.

THE 5 TUBE
5-75
\$75.00

Truly the new 5-75 is the most startling value in the Crosley line. A five tube single dial control radio, with an all metal shielded chassis, power tube adaptability, etc., incorporated in a two-toned mahogany cabinet, with a built-in Musicone, for but \$75.00. Proclaimed by thousands to be the best radio on the market today.

Remarkable Value demonstrated by Uncanny Performance throughout the Summer



\$ 29

The Four Tube 4-29 Portable

The four tube 4-29 Portable is the same as the 4-29 except it is installed in a leatherette covered carrying case, in which there is room for dry cell batteries, phones and other accessories. It is the ideal radio for the person who desires to "take his entertainment with him wherever he may go." Price, \$33.00.

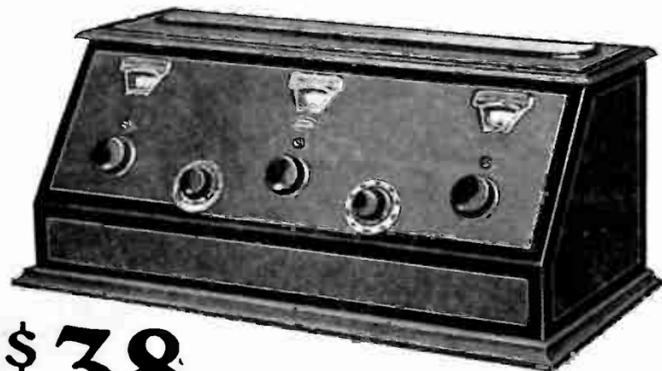
The Four Tube Crosley 4-29

Throughout the Summer months, when owners of other types of radios have been unable to tune in distant stations, the four tube 4-29 and the five tube 5-38 have reached out with amazing efficiency. They have stood the test of time and have proven to be the all-year-round radios that listeners want. The four tube 4-29 consists of one stage of tuned radio frequency amplification, regenerative detector and two stages of audio frequency. It is equipped with the Crosley Crescendon, an exclusive device which enables the operator to increase the volume on distant stations to full tone proportions, thereby greatly increasing the amusement possibilities of the instrument. Owners report very unusual performance in selectivity and distance. Its tone is excellent. It has made thousands of friends. Everybody who owns it experiences real radio satisfaction. The cabinet is mahogany finished in the popular two-toned effect.

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 Five Tube Crosley 5-38

A wonderful five tube set! This ejaculation is applied only after reports from all over the country from enthused owners attest to its great efficiency. It is selective. It gets distant stations with ease. Its tone is pleasing, rich and full. In this hook-up is incorporated two non-oscillating stages of radio frequency, a detector controlled by the regenerative Crescendon and two stages of audio frequency amplification. The Crescendon is in this set as in others, that added feature device for building up volume on distant stations to room-filling proportions. The cabinet is beautifully finished in two-toned mahogany effects. The metal trimmings harmonize with the cabinet finish. The dials are recessed and behind windows. Vernier control affords very delicate adjustments.



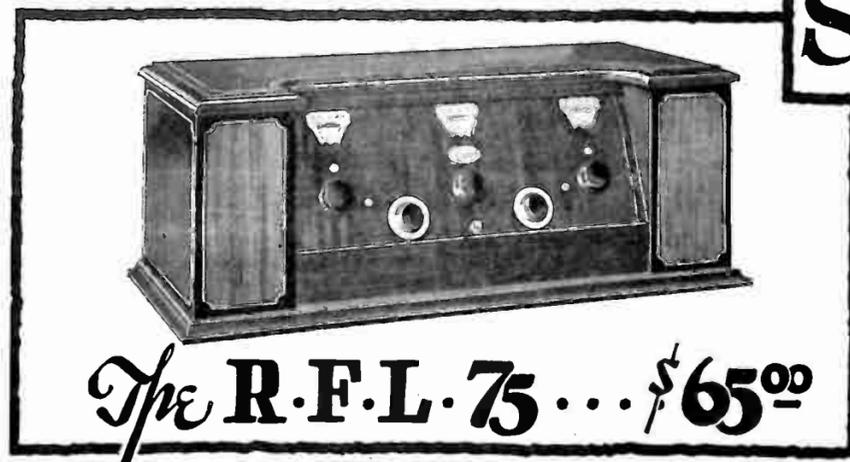
\$ 38

Music Faithfully Reproduced just as it is Broadcast

Five and Six Tube CROSLLEY RADIOS At Lowest Prices



The Six Tube R.F.L. 90
\$ 90.00



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

This is an absolutely balanced circuit, possible at this price only because of Crosley tremendous production facilities. True cascade amplification, non-oscillating and non-radiating is accomplished in this five tube set through the use of a Wheatstone bridge in each stage of radio frequency amplification. Such balance is perfect. Such perfection results in exceptional tone and fine selectivity. Its performance in all parts of the country is splendid. Many owners swear the best in radio can be obtained in no other way than by use of this model. The cabinet is mahogany, two-tone finish. Dials are recessed and large ratio vernier makes tuning delicate and sharp. Price recently reduced from \$75.00.

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

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.

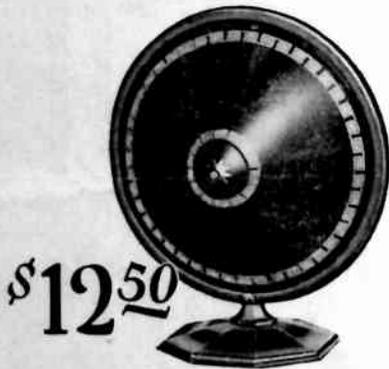
CROSLY

SUPER \$14⁷⁵ MUSICONE

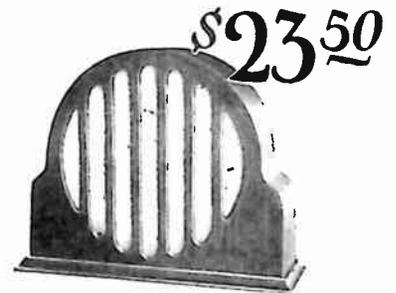
The Regular Musicone, shown below, is a beautifully proportioned speaker. Recently reduced from \$14.75. Preferred by many to larger speakers. Excellent tone and volume capacity.



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



\$12⁵⁰



\$23⁵⁰

The Crosley Musicone, because of its faithful reproduction of every musical note, has become the most popular radio reproducer and has replaced hundreds of thousands of other types. The new Super-Musicone, with its 16-inch cone, artistically designed on both front and back, but the same patented actuating unit that has made the Musicone so tremendously popular, rapidly is exceeding, in popular favor, the smaller model. The Super-Musicone is said by some to develop more resonance in bass reproduction and is par-

ticularly adapted for use in large rooms. Success of the Crosley speakers is due to the wonderful actuating unit, with features found in no other radio reproducers, and to the floating cone. Every possible note, from the highest to the lowest, is heard perfectly and voice is reproduced exactly as broadcast. Its capacity is tremendous. No volume is too great, and the trick notes, guttural bass or flute, amaze and delight the ear. Listeners will never enjoy their radio as they should until they use a Crosley Super-Musicone.

A MUSICONSOLE for every Radio

The Musiconsole is a beautiful, two-toned mahogany finished console cabinet with a built-in Musicone and compartments for batteries or battery eliminators. A receiving set placed upon the Musiconsole forms a self-contained radio; with a loud speaker and all batteries hidden from view. This unit has been welcomed everywhere, thousands having been sold since it was announced a very short while ago. Properties and patented features of the Musicone, which is a part of the Musiconsole, are so far superior—its reproduction of all tones, both high and low, is so life-like and clear—that anyone, who once hears the Musicone will never again put up with any "loud speaker," even the best and costliest of previous design.



\$32.00

Here in brief are the advantages of the Musicone:

- Absolutely no distortion of voice or music. No multi-tube set can overload it.
- Faithful reproduction over the entire musical scale, from the highest notes to the lowest.
- No adjustment required for varying conditions.
- Floating cone and light, balanced armature eliminate clattering.
- Magnetic circuit formed of permanent laminated magnets.
- Needs no additional batteries.
- Eliminates the awkward, unsightly horn, with its directional properties.
- Low in price—ruggedly built—artistic in its beauty.

Suburban Dealer Has Big Advantage In Radio Business

Has Opportunity of Building Profitable Trade Through Personal Contact With Townsmen.

The importance of the suburban dealer as a factor in the distribution of radio cannot be overestimated and his importance has not yet even been recognized by the suburban dealer himself. As a general rule, he looks upon himself as very insignificant. In conversations, he usually refers to himself and fellow suburbanites as "we little fellows," and the bugaboo of his life seems to be "the big fellow"—the downtown store and the department store.

It is psychological with him and greatly to his detriment. A man is no bigger than he is in his own estimation. If the suburban dealer would only analyze the situation and his relation to it, he will be surprised to find that even though his place of business is smaller than that of the downtown store, the number of his customers is less, and his sales volume of sets somewhat less, nevertheless in the aggregate his percentage of profit is equally great, and he has the opportunity of developing a substantial and permanent business in his community.

The suburban dealer has the great advantage of being in closer touch with the consumer in his district than has the department store or downtown store. The same people pass his place of business pass his place day in and day out. He gets to know many of them personally.

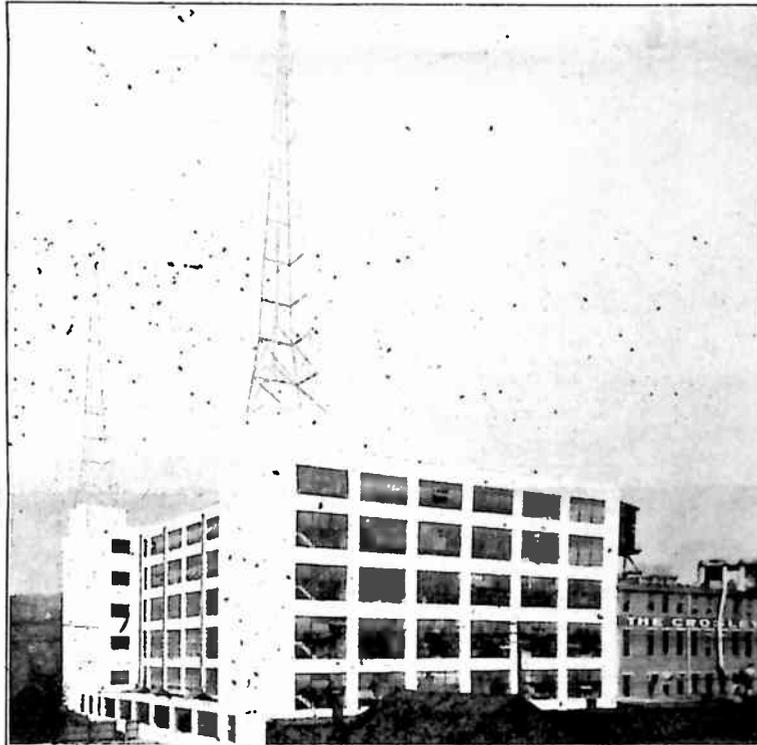
The importance of service in radio must not be overlooked by the suburban dealer. Evening comes. The family is gathered at home and wants entertainment or a party is being given. The radio receiver does not work satisfactorily. Who is going to get a service call? The department store from which the set was purchased? No, because the store closes at 5:30 p. m.

Mr. Radio Owner remembers that down the next block where he takes his car each day he has noticed a radio store. Immediately he telephones or goes there and tells his troubles. Right now is

(Continued on Page 8)

Bigger and Better "Radio Weekly" Planned; Publication is to be 16 Page Semi-Monthly

Massive Structure Occupied



The picture above is that of the new plant of The Crosley Radio Corporation, which adds 120,000 square feet of floor space to the room now occupied by builders of "Better—Cost Less" Radios and Musicones.

Huge Addition To Crosley Factories Now Occupied By Radio Set Builders; Structure Completed In Record Time

On May 20th, 1926, when contractors broke ground for the new six story addition to the main plant of The Crosley Radio Corporation, and promised to have it ready for occupancy in September, certain skeptics ridiculed them and said it would take many months to accomplish such a tremendous task. But on the first day of September four of the floors were filled with men and women making Crosley Radios and Musicones, and on the first day of October the entire building was ready for occupancy.

This beautiful monument to radio, some idea of the size and appearance of which may be obtained from the picture above, repre-

sents the latest step in the rapid advancement of The Crosley Radio Corporation in the radio industry. It is comparable to an added chapter in the history of an organization, which, in five years has grown from a mere idea and determination to one of the greatest of its kind in the world. And the rapidity with which it was expanded and is being conducted today.

This new building adjoins the main plant at 3401 Colerain avenue, and is equipped with every modern manufacturing appliance for mass production. It adds 120,000 square feet of space for assembling receivers and Musicone reproducers.

(Continued on Page 2.)

Special Sections To Be Devoted To Dealers' Welfare

Jobbers, Dealers, Salesmen, Urged to Contribute Personal Notes and Articles of General Interest to Trade.

The "Crosley Radio Weekly" is being changed into a semi-monthly, and hereafter will be published on the first Monday after the first and fifteenth of each month. It will be changed from an eight page to a sixteen page publication. This added space will permit us to devote more attention to the work being done by Crosley dealers and distributors in merchandising radio sets and Musicones, and to articles that will be of assistance to them in selling "Better—Cost Less" products.

Special pages will be devoted to personal notes of interest to the dealers and to the jobber and dealer salesmen. We urge that every person who is interested in the sale of Crosley merchandise contribute notes, articles, pictures, etc., and to look upon the publication as being the official organ of the great organization of Crosley Radio Dealers.

Many of our dealers, realizing the value of this type of publicity, have contributed articles and pictures of exceptional interest, but now we ask every jobber, dealer and salesman to tell us about the unusual things he is doing, so we can pass them on to the trade. Personal notes, articles about unusual results obtained from Crosley radios and Musicones, stories about the manner in which a dealer sold a set to a person who intended to buy from his competitor, suggestions for installing and servicing radios, pictures of store windows, display rooms, show booths, special installations — everything will be welcomed by the editor and passed on to other Crosley dealers through the columns of this semi-monthly publication.

The "Crosley Radio Weekly" has

(Continued on Page 2.)

Crosley WLW Programs Week of October 24, 1926

WLW Program
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, Oct. 24th, 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 by Chas. J. Young, of St. George Church.
7:30 P. M.—Services of the First Presbyterian Church, Walnut Hills; Rev. Frederick MacMillan, Minister.
*8:30 P. M.—“Wagnerian Program” by the Crosley Salon Orchestra. Soloist—Meinolf Tingelhoff, Tenor.
(1) Fest March (Tannhauser)
(2) Two Wagnerian Studies: a. Dreams (Traume) b. Tristan & Isolde
(3) Nibelungen March
(4) Sons: Sigmonds Love Song (Die Valkuere)
(5) The Prize Song (Die Meistersinger) violin arrangement Wm. C. Stoess
(6) Lohengrin: a. Elsa's Dream b. Bridal Procession
(7) Song: Lohengrin's Farewell Meinolf Tingelhoff
(8) Song: To the Evening Star (Tannhauser) Louis John Johnen, baritone
(9) Finale—“Wagneriana” Grand Fantasiel on Wagner's Works.
(The Baldwin Piano)

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

8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.
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.
*1:40 P. M.—The U. S. Radio Farm School.
3:30 P. M.—Market and Stock Reports.
4:00 P. M.—Children's Program from the Millcreek Valley.
*4:30 P. M.—“Weekly Letter to Dad.” (Agricultural Message).
6:45 P. M.—Weather Forecast, Market Reports.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Theatrical Review.
7:40 P. M.—Robert Visconti's Orchestra.
8:00 P. M.—Commercial Tribune feature, with Pat Patrick's Orchestra.
9:00 P. M.—Gold Button Melody Weavers with songs by the Silken Maid of the Orient. Sponsored by the Real Silk Hosiery Mills.
(The Baldwin Piano)

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

8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.
8:30 A. M.—Morning Devotions under auspices of the Central Parkway Y. M. C. A.

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 Hotel Gibson Orchestra.
12:40 P. M.—Erwin Edward Sehenk, organist.
1:30 P. M.—Market and Stock Reports.
3:30 P. M.—Market and Stock Reports.
4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
6:45 P. M.—Market Reports, Weather Forecast.
7:30 P. M.—Dance Selections from Castle Farm.
*8:00 P. M.—Concert by the Tenth Infantry Band from Ft. Thomas, Ky., Warrant Officer E. G. Fischer, conducting.
9:00 P. M.—Formica Insulation Co. Orchestra, Wm. Stoess, director.
(1) March: “The Pride of the Navy”
(2) Suite: “By the Sea”
(3) Barcarol Holmes
(4) Baritone Solo: “Eric Coates Louis John Johnen
(5) Concert Waltz: “Over the Waves” Strauss
(6) Three Sea Shells: a. The Meeting of the Waters b. The Anchor's Weigh'd c. The Mid Shipmite
(7) Moods: a. Calm b. Storm (Oberon)
(8) Tenor Solo: Aria: “Cleio e Mar” (Sky and Sea) La Gioconda
(9) Jack Tar March Sousa
(10) Taps
(The Baldwin Piano)

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

8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.
8:30 A. M.—Morning Devotions under auspices of the Central Parkway Y. M. C. A.
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, play-voll artist.
12:30 P. M.—The Mona Motor Oil Twins.
1:30 P. M.—Market Reports.
1:40 P. M.—The U. S. Radio Farm School.
3:30 P. M.—Market and Stock Reports.
*3:45 P. M.—Crosley Cooking Chat by Mrs. Ralph H. Auch.
4:15 P. M.—Shut-in Program, directed by William Dunning.
6:50 P. M.—Civil Service Message, Weather Forecast, Market Reports.
7:00 P. M.—Robert Visconti's Orchestra.
7:30 P. M.—Farm Bureau Federation Talk.
7:40 P. M.—Robert Visconti's Orchestra.
*10:00 P. M.—Address “Navy Day” by Rear-Admiral Albert Gleaves, U. S. N. Retired.
10:15 P. M.—“The Pink of Programs” sponsored by the Cincinnati Post, under the direction of Freda Sanker.
11:00 P. M.—Johanna Grosse, staff organist.
(The Baldwin Piano)

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

8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.

11:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
8:30 A. M.—Morning Devotions under auspices of Central Parkway Y. M. C. A.
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 Meyers' 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.
3:30 P. M.—Market and Stock Reports.
4:00 P. M.—“The Bible—Its Story,” Geo. W. Hanley.
4:30 P. M.—“Party Farm Flashes.”
6:45 P. M.—Weather Forecast, Market Reports.
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.
*10:00 P. M.—Dance Music from Castle Farm, interspersed with entertainment by the Latonia Melody Boys, Pep Golden, Al Kirschner, and Florence and Missouri Kinney.
12:15 A. M.—Night Howls by the Crosley Sky Terriers. The Crosley Pups in Midnight Frolics with Kay Vyno, Rip 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, Oct. 29th, 1926
Eastern Standard Time.
* Asterisk Indicates Special Feature.

8:00 A. M.—Healthful Exercises directed by E. E. Schultz, Central Parkway Y. M. C. A.
8:30 A. M.—Morning Devotions under auspices of the Central Parkway Y. M. C. A.
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 Prigg, organist.
1:30 P. M.—Market Reports.
1:40 P. M.—U. S. Farm Radio School.
3:30 P. M.—Market and Stock Reports.
*4:00 P. M.—The Varsity Vagabonds.

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

8:30 A. M.—Morning Devotions conducted by Dad Kerschner of the Central Parkway Y. M. C. A.
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.
6:55 P. M.—A Chat with the Weather Man.
7:00 P. M.—Organ Concert by Johanna Grosse. (Monomotor Oil Co. Hour—KOIL)
Part One: Favorite Classics.
8:00 P. M.—Meeting of the Secretary Hawkins Radio Club.
8:30 P. M.—The Week End Serenaders.
*9:00 P. M.—Dance Music from Castle Farm.

Huge Addition To Crosley Factories Quickly Completed

(Continued from Page 1)

In a survey of the demand for radio apparatus this winter, Powell Crosley, Jr., found it necessary to increase the factory space of his present large factories. He realized the radio industry would have the greatest year of its youthful career and planned for the rapid production of apparatus at low cost.

Five years ago, Crosley radios were made in the corner of an automobile accessory factory. Then, there came such tremendously increased business, that it became necessary to seek larger quarters and what was then looked upon as a very large factory, was purchased. This building, at Colerain and Alfred streets, was soon too small to care for the business and a larger one was purchased at 3401 Colerain avenue and the former building utilized for the manufacturing of parts and the latter one used for the assembling of receivers and Musicones as well as to house the general offices and WLW broadcasting studios. This building, however, was not adequate to take care of the manufacturing schedule for the fall, and so the erection of the new six-story concrete addition was begun on May 20th. A wood-working plant about a mile away from this new building on Colerain avenue, is used for making the handsome cabinets which house the sets, and in another new plant a square away from the offices on Colerain avenue, all of the printing is done for the Crosley organization.

Special Sections

(Continued from Page 1)

been published every week, without missing a single issue, for five years and has received favorable comment in radio circles everywhere. The editorial staff has endeavored at all times to merit this approval, and has striven continually to impress upon the trade the real merchandising values of Crosley products. In the new and larger publication, with the greater amount of space for reading matter, we hope to accomplish “big things”, but in doing this must have the assistance of every dealer and distributor of Crosley Radios. We want you to feel that these columns are yours and that we will welcome your personal notes, etc., that combine to make a genuine house organ.

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.

ELECTION NIGHT PARTIES

Broadcasting of election returns on the night of November 2nd by practically all of the large stations throughout the United States is certain to attract interest of prospective radio buyers, and so it is an opportune time for dealers, especially those located in the states in which there are to be elections, to prepare to cash in on the demand for receiving sets. There are two suggestions that might be offered. One is that the dealers hold “Open House” on that evening, after inviting every prospective buyer they know to come to their store and listen to the returns. The other is that the dealers suggest to their customers that they have election night parties, inviting all their friends to come in and hear the news.

Cider is getting hard now—but what we started out to say was that thousands of people would prefer listening to the direct reports while sitting in your store, or in the home of one of your customers, to standing for hours in front of one of the bulletin boards, being jostled about, pushed and shoved.

Practically every large broadcasting station is making elaborate preparations for novel methods of disseminating this interesting news. On former election nights, WLW studios were transformed into a typical country town grocery, the kind our dads talked about, or President Coolidge aspired to own, and the election returns were broadcast in the form of a conversation between the old timers who had gathered about the famous cracker box. It is possible this plan will be adopted this year, but, if not, every radio listener may rest assured that some equally interesting method of providing the information will be adopted.

Once more we suggest that dealers take immediate steps to cash in on the election night demand for receiving sets.

A poor ground connection will handicap a good set so that it will not work any better than a cheap one.

WELCOME



Speaker Will Give More Volume When The Cone Faces Wall

Tests conducted in the Engineering Laboratories of the Crosley Radio Corporation show that a majority of the single-cone type of loudspeakers on the market give greater sound volume to listeners directly in front of the speaker when they are placed with the point of the cone in the direction opposite to that of the listeners than when they are placed with the point of the cone toward the listeners.

Thus fans who have placed their loudspeakers with the cone pointing away from the wall will usually find that they can slightly increase the sound volume by turning the speaker around so that the inside of the cone points toward the listeners. This hint will be found valuable in tuning to weak signals.

Engineers explain this slight difference by the fact that the cup-shaped inside of the cone is more effective in transmitting motion to the surrounding air than the slanting outside surface of the cone. Stronger waves are therefore set up by the inside of the cone than by the outside.

Arrival of the cool weather is always looked forward to by people who own radio receiving sets. The real devotees listen in throughout the year but the greater majority of the radio audience it to be found from September to June, when the schools are open and people prefer to stay indoors in the evenings.

Programs from radio stations are better in a majority of instances, in winter than in summer. This is not only due to the greater audience but to the fact that some of the stars of the operatic and concert stage are enjoying their vacations far away from their artistic endeavors.

Reception is also much better in the fall and winter months. There is less atmospheric interferences in winter, permitting the electrical energy from broadcasting stations to travel greater distances with more power than in summer.

There will be better entertainment this year than ever before, with new artists of the operatic and concert field appearing before studio microphones.

Crystal detectors operate as long as the detector is in good condition.

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

CROSLLEY RADIOS PLUS CROSLLEY OIL BURNERS EQUALS Twelve Months of Prosperity

Authorized Crosley dealers are being welcomed into the new Oil Burner Family. They are grasping the opportunity of adding a unit that will keep their sales curve at the highest point throughout the entire year. During the Spring and Summer such an oil burner as that now being offered by Powell Crosley, Jr., will sell with amazing rapidity. If you, as a Crosley dealer, are not interested or are not equipped to handle the sale of oil burners, we will appreciate your cooperating with us to the extent of suggesting some responsible man or organization in your community who might be interested. Let us tell you more about this new sales opportunity. If you are interested, sign on the lines below and mail the clipping to us. If not interested please send us the name of some man or organization who is.

Name

Street and Number

City and State

Oil Burner Division

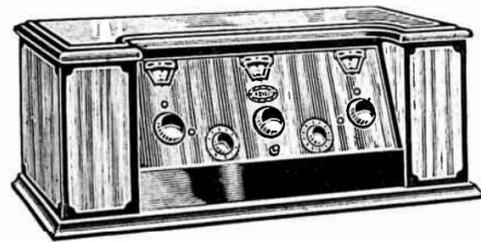
THE CROSLLEY RADIO CORPORATION
Cincinnati, Ohio

Country Wide Praise Thru Amazing Results

THREE CROSLY RADIOS THAT HAVE DEMONSTRATED THEIR REMARKABLE VALUE BY THEIR ALMOST UNCANNY PERFORMANCE THRU THE SUMMER.

THE FIVE TUBE R. F. L.—75

\$65.00



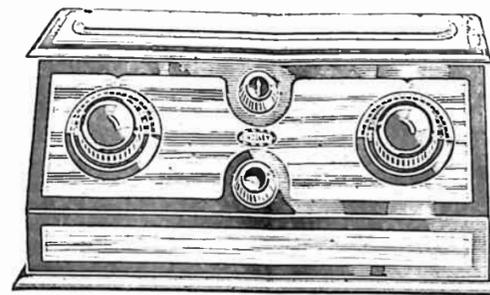
This is an absolutely balanced circuit possible at this price only because of Crosley's tremendous production facilities. True cascade amplification, non-oscillating and non-radiating, is accomplished through the use of a Wheatstone bridge principle in each stage of radio frequency amplification. Such balance is perfect. Such perfection results in exceptional tone and fine selectivity. Its performance in all parts of the country is splendid. Many owners swear the best in radio can be obtained in no other way than by use of this model. The cabinet is mahogany, two-tone finish. Dials are recessed and large ratio vernier makes tuning delicate and sharp.

THE SIX TUBE R. F. L.—90

This is the R. F. L. circuit housed in a beautiful two-toned mahogany Console and operated by a double drum control, affording a graphic station selector. The Musicone is built into this cabinet and concealed behind the silk screen below the set. This is an exquisite model, fine enough to grace the most luxurious home and good enough in its performance to satisfy the most exacting radio fan.



\$90.00



THE FOUR TUBE 4—29

\$29.00

With two stages of audio frequency amplification and a Crescendon controlled detector cleverly blocked to prevent oscillation by a stage of radio frequency this little set has proved a marvel to all who have tested it. It puts many an ordinary 5-tube set to shame. It is Crescendon equipped. This extraordinary device enables the operator to increase the volume on distant stations to full tone proportions, thereby greatly increasing the amusement possibilities of the instrument. Owners report very unusual performance in selectivity and distance. Its tone is excellent.

THE FIVE TUBE 5—50

One dial selects the stations. Call letters may be written on the drum. Once found all stations are instantly and immediately found. Acuminators make possible the tuning in of weak stations loudly and clearly which are passed over and missed entirely by ordinary single dial control radios. Acuminators sharpen tuning, providing a high degree of

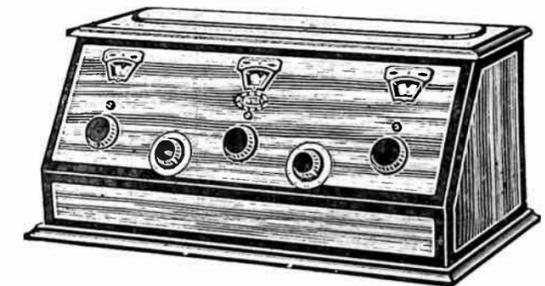


\$50.00

selectivity. With the Crescendon, which gives big volume from weak signals, this circuit is a truly wonderful radio. All metal chassis affords a substantial frame for mounting the elements. Units are successfully shielded, preventing interstage and external coupling. Such efficiency is evident in the set's performance. Mahogany cabinet. Rose gold metal trimmings. Power tube adaptability.

THE FIVE TUBE 5—38

\$38.00

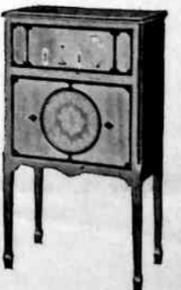


A wonderful 5-tube set! This ejaculation is applied only after reports from all over the country from enthused owners attest to its great efficiency. It is selective. It gets distant stations with ease. Its tone is pleasing, rich and full. In this hook-up is incorporated two non-oscillating stages of radio frequency, a detector controlled by the regenerative Crescendon and two stages of audio frequency amplification. The Crescendon is in this set as in others, that added feature device for building up volume on distant stations to room-filling proportions. The cabinet is beautifully finished in two-toned mahogany effects. The metal trimmings harmonize with the cabinet finish. The dials are recessed and behind windows. Vernier control affords very delicate adjustments.

THE FIVE TUBE 5—75

A beautiful mahogany Console cabinet 40 inches high. Single-dial control with graphic drum station selector, affording the most advanced radio design at a very popular price. The loud speaker skillfully built into the Console is a genuine Musicone. All batteries and accessories are contained in the cabinet. The radio is the same model as the 5-50.

\$75.00



St. Paul Distributor Visits Show



Our photographer was able to "catch" Foster Hannaford, Vice President of Noyes Brothers and Cutler, Inc., Crosley Distributors of St. Paul, in the Crosley booth at the Radio Show. He was very much interested in the new six tube R. F. L-90 receiver.

Skeptical Dealer Sells Self On 5-75 Before Realizing He Had No Ground; Five Tube 5-50 Is Heartily Praised

How one dealer sold himself on the five tube 5-75 before he realized his ground wire was not attached and how the Model 5-50 is exceeding the expectations of Crosley dealers, is revealed in the following letters, picked at random from the many testimonials received during the past several weeks:

"609-11 Minnehaha Bldg.,
"St. Louis Falls, S. D.
"The Crosley Radio Corporation,
"Cincinnati, Ohio.
"Gentlemen:

"We believe we have more good words of appreciation on the new Crosley sets than on all we sold last year.

"One dealer, who was a little prejudiced against the line, sold himself on the 5-75 before he discovered that there was no ground wire attached. This dealer has dropped three other makes of sets and is going to sell Crosley exclusively. This sort of a showing means that our only question now is delivery.

"As you know we are selling nothing but Crosley sets.

"Yours very truly,
"POWER CITY RADIO CO.
"Per W. B. McKenzie."

"Flemingsburg, Ky.

"In reply to yours in regard to the Model 5-50 Receiver, permit us to say that this set looks like a real radio.

"It has performed wonderfully to date. We have extended from the East Coast to several Texas

stations, and this is doing extra well for this time of year.
"We feel this season will bring a great sale on radios.

Very truly,
"Aitkin Drug Company."

"Greenville, Ohio.

"We are very glad to inform you that we received the 5-50 Crosley and found it to be far better than we expected, and had no trouble selling it at once.

"Sincerely yours,
"Marshall & Wentworth Elec. Co.

"Laurel, Indiana.

"It's pretty hard to tell just how MUCH we think of your Crosley 5-50. Hooked this all up Saturday night with a power tube and O Boy, she delivered the goods. It'll be a real seller.

"G. H. Fosler & Son."

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 587

326 Walnut Street

AUTHORIZED DISTRIBUTOR
CROSLY RADIO
PROMPT SERVICE
YOUNG, LORISH & RICHARDSON, Inc.
710 W. Jackson Blvd., Chicago, Ill.
Phone Haymarket 8240.

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—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.



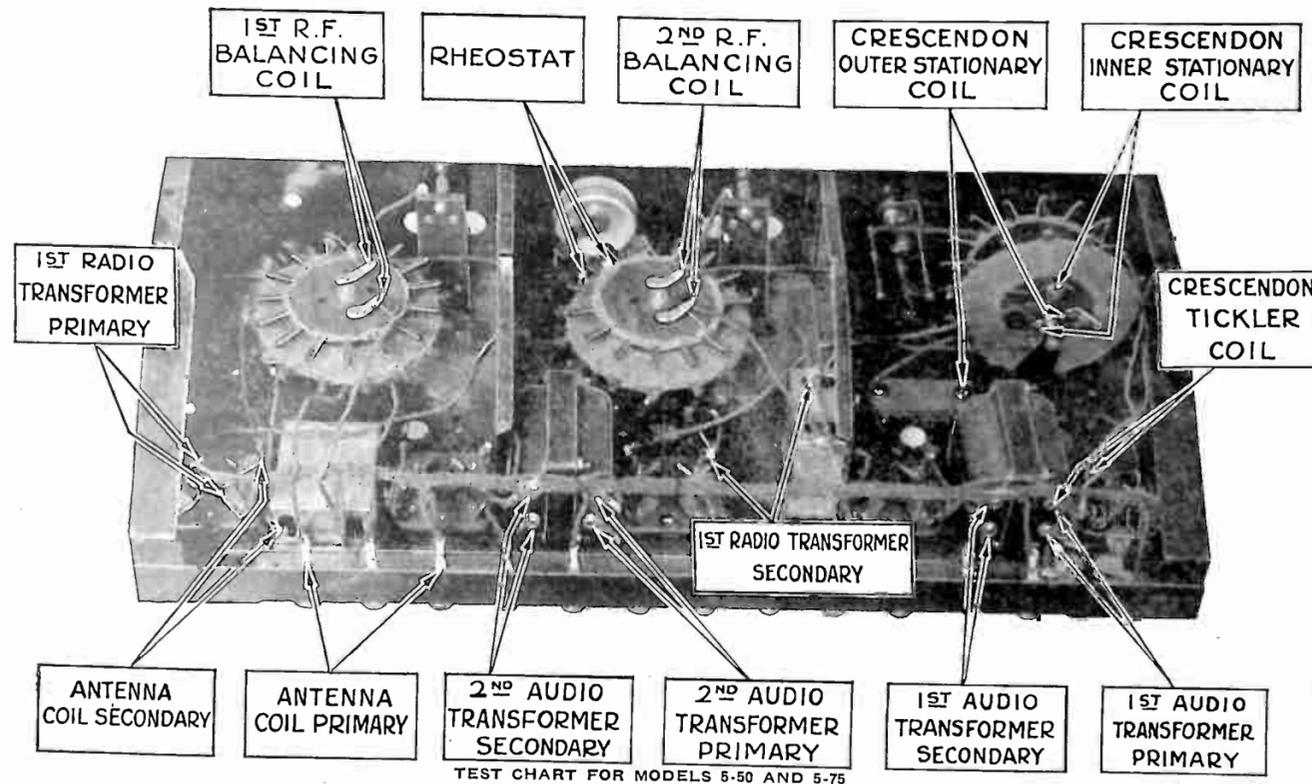
ONLY

\$3.00

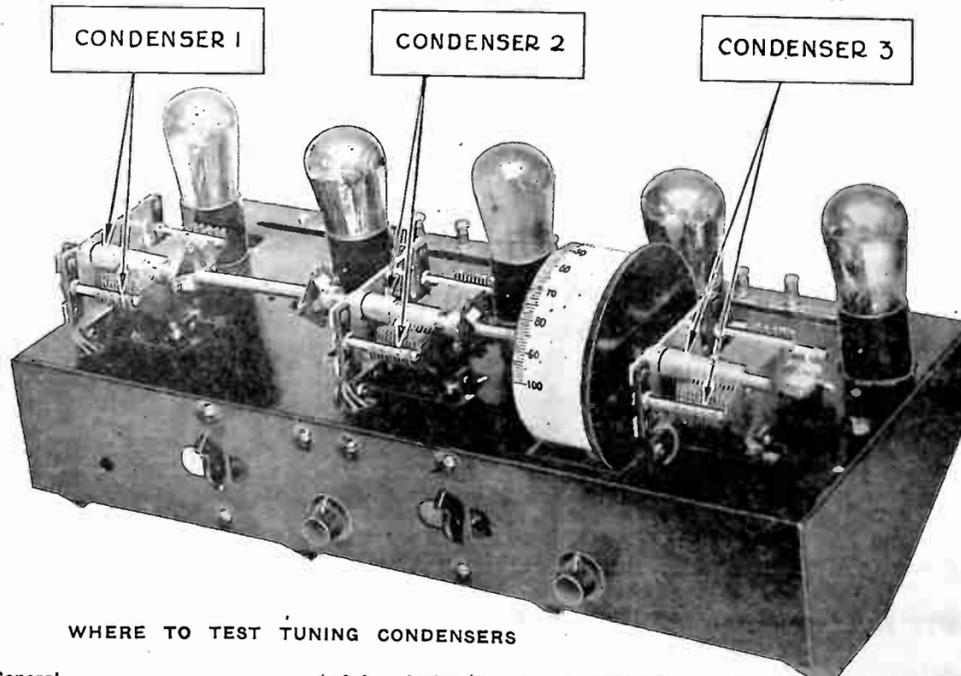
The Crosley Radio Corporation
CINCINNATI, OHIO

CROSLY SERVICE MANUAL

TESTING AND REPAIRING MODELS 5-50 AND 5-75



TEST CHART FOR MODELS 5-50 AND 5-75



WHERE TO TEST TUNING CONDENSERS

General

To inspect the set, loosen the control knobs and remove the chassis from the cabinet. All parts of the circuit may be easily examined

by placing the chassis bottom up on the table.

Testing the Circuits

The chart above shows where to

place the contacts of the circuit tester in order to test the different parts of the set. For testing all parts but the tuning condensers, a circuit tester consisting of a lamp

bulb in series with two contacts, as described in a previous article, may be used. For testing the tuning condensers, use a pair of headphones in series with a single dry cell and the variable condenser. If clicks are heard in the headphones when the condenser dial is rotated, the condenser which is under test is known to be defective.

Balancing Condenser

A small balancing condenser is provided in the set. DO NOT ATTEMPT TO ADJUST THIS CONDENSER. This condenser is set at the factory, and does not need to be adjusted thereafter.

Uni-Control System

Examine the three tuning condensers to see that they rotate properly when the main tuning dial is adjusted. See that the small accumulator condensers operate properly. If necessary, remove dust from between the condenser plates.

Other Details

With regard to other details of testing this set, follow the routine test procedure outlined in one of the previous service articles. Before subjecting the set to final test and inspection be sure to see that all wiring, lugs, soldered connections, and terminals are in good order.

Suburban Dealer Has Big Advantage In Radio Business

(Continued from Page 1)

where Mr. Suburban Dealer has an opportunity for selling himself, his service, and making a life-long friend for himself.

Send out the best service man you have, or go yourself and see to it that the set is placed in "apple pie order." Perhaps new batteries or tube are needed. Immediately a sale is made and Mr. Owner remembers thereafter that you are the man who carries these accessories and replacements. It opens an unlimited field for the sale of accessories and replacements, and makes the man a customer of your store.

Rundown batteries at crucial times have proven a regular mint for the sale of chargers or battery eliminators for the wide-awake suburban dealer who was called in after the set had been purchased elsewhere.

Every person within the district of the suburban dealer is a real potential customer equally as much as the family not yet owning a radio set. Aside from the sale of sets, the replacement business for any radio dealer is a valuable asset, particularly during the quiet months of the year.

The downtown store cannot be ignored, for it is a factor in radio sales. But its importance is greatly exaggerated. The problem confronting the suburban dealer is to make himself and his service known within the community he serves. Judicious advertising in local newspapers is advisable. Printed dodgers distributed from house to house have proven of great value.

A concrete illustration of what can be done is the campaign of dealers in the Richmond district of Greater San Francisco. As a result of the efforts of the Pacific Radio Trade Association, fourteen dealers in this district banded together and agreed to put the Richmond radio dealers on the map. At a nominal cost to each, 16,000 dodgers were printed and distributed, setting forth the names of the various dealers in the district and the sets merchandised by each.

Service feature was stressed. At the head of the dodger was the following statement: "Your neighborhood radio dealer will give more and better service than the downtown store because he is trying to merit your patronage." In brief, it was an educational campaign, and it brought results.

What has been said is not in disparagement to the department or downtown store. Each has his own problem. These suggestions are made with a thought of helping the smaller dealer who, after

With "Air Post Bolted to His Motor," And "Brass Rod Stuck in Mud Puddle," Dealer "Shows 'em Up" With His 4-29

We are in receipt of a letter from one of our retail customers which is of particular interest to everyone interested in the sale of Crosley Radio Receiving Sets.

For obvious reasons, we are omitting the real names and location of this Dealer, but we vouch for the letter as it now exists in our files:

"The Crosley Radio Corporation, Cincinnati, Ohio.

"Gentlemen:

"I wish to tell you a good Crosley Dealer joke. No doubt you know Mr. James E. Phillips, our local Dealer. We call him a "Crosley nut."

"Mr. James E. Phillips, of Painted Post, Iowa, found out that another gentleman had put a _____

Radio Receiving Set in for us to try. I told Mr. Phillips of the results we were having with it, and he being, an expert, just smiled.

"Last night I had a Radio party in honor of the _____ and we thought we were having some real music from WXYZ, when all at once we heard like a man talking through a megaphone—WLW—The Crosley Radio Corporation,

Cincinnati, and say, real honest-to-goodness tone volume and real opera music came in. There was a hunt made for the WLW, but we could not find it, but still it drowned out the _____ Receiving Set.

"At last we located the set on which WLW was being received. It was in the next door yard. All of us went over to see it, and there in his old dilapidated Ford, Mr. Phillips had his Crosley 4-29 with a Musicone DeLuxe, and was pounding out a WLW opera program. He had no air line; just bolted his air post to the motor, and had a brass rod stuck in a mud puddle.

"We wanted him to come over and set it in, and he said, "I will, if you buy it." His price was way under the _____ Set, so I bought then and there. Mr. Phillips did not know we were timing him, but in thirty and one-half minutes my set was up and working, even to putting up a new air line.

"I heard Mr. Phillips was a go-getter with no spare time, and I believe it now. You have a real Dealer. "(Signed) Harold Smith."

all, is an equally important link in the distribution chain of any commodity.

Now as to a bit of encouragement for the suburban dealer. Traffic congestion in the downtown areas is proving a boon to the suburban dealer in every line, and will be so increasingly. The matter has become so serious that a survey was recently made by the United States Department of Commerce on the matter of vehicular traffic congestion in many of the larger cities, and it is said that the problem is as real and proportionately as serious in the smaller communities as in metropolitan centers.

It was found that traffic interference and congestion is causing a large loss of business to the downtown stores. Who is benefitting? Surely the suburban dealer. Consider the development of shopping districts in the outlying communities in any of our large Pacific Coast cities. They tell the story. It is pointed out that these sub-centers now constitute complete shopping districts, differing from the down-town districts only in size and number of establishments.

Probably the average dealer has never considered the matter and realized his predominant position in this regard. What are the effects of traffic congestion on the buying public?

(1) Loss of time due to regulations preventing left-hand turns, resulting in round about travel cov-

ering a distance much greater than would be ordinarily required:

(2) Inconvenience to the consumer, causing him to abandon purchases which otherwise he would make; and

(3) Anxiety on the part of the customer.

With respect to the latter, "parking blues" predominate traceable to a lack of parking facilities or lack of time in which to park and make purchases. Both have a marked effect on business. It is an axiom of business that the customers mind must be free from worry and distraction. How can this be possible downtown where the customer is shopping via automobile?

Naturally, this has a decisive effect on downtown business. Business which cannot be satisfactorily transacted at one location will find a location where it can be transacted. Take radio. A purchase of a receiver is only made after due consideration. If your customer has in mind that he must remove his automobile within 40 minutes, his mind, during a demonstration, is on the machine and not on radio. Remember this, Mr. Suburban Dealer; if wants can be satisfied at such locations where congestion is less, is it not natural that trade will be diverted to those locations?

Real Tone QUALITY

in the

SUPER MUSICONE



The Crosley Musicone, announced little more than a year ago, introduced a revolutionary speaker principle and took the radio loud speaker market by storm.

Its overwhelming popularity, which has involved the replacement of hundreds of thousands of old type loud speakers, establishes beyond challenge the Musicone's superiority.

And now Powel Crosley, Jr., announces the Crosley Super Musicone!

This larger 16-inch cone utilizes the same Crosley patented actuating unit as the smaller Musicone . . . and this, NOT the cone shape, is the secret of Musicone excellence.

It offers, by virtue of its larger proportions, still more superb volume. It produces, especially in the bass, still richer resonance!

The 12-inch Musicone has been reduced to \$12.50. Also at \$32 in the form of a beautiful Console, in which both receiver and batteries may be placed.

Price of Super Musicone

\$14.75