# Published by The Crosley RADIO WEEKLY Radio Corporation Regenerative Radios

VOL. V, NO. I.

JANUARY 4, 1926

#### Crosley Sales And Service Plan Is Remarkable Success

Very Few Changes Made in Awarding of Franchises, Even Though 15,000 Have Been Granted.

Reports from dealers and distributors throughout the country indicate that the new Crosley Sales and Service plan is a notable success. Some 15,000 authorized dealers have been appointed up to this time. Of these appointments less than 300 have been changed. This number is surprisingly small when one considers that natural causes, such as proprietors of stores retiring or moving to other locations, deaths, etc., make occasional changes necessary.

Of course, mistakes are now and then made in the routine of appointing dealers. The Corporation always strives, however, to correct such mistakes in the minimum of time. Fortunately such mistakes are the exception, and do not cause much difficulty.

The small number of changes that have been made is evidence of two things: first, that Crosley distributors have used excellent judgment in recommending the dealers now acting as Authorized Crosley Sales and Service Stations; and second,

that the Corporation itself stands squarely behind its dealers.

The Corporation wishes to avoid changes wherever possible. It feels a certain loyalty to its dealers, and believes in backing them to the fullest extent. Every dealer who is enthusiastically selling Crosley is regarded as one of the great Crosley family, and it is earnestly desired that he permanently continue his connection with the Corporation.

#### Handle Phones Carefully

Headphones, when well made, are delicate instruments, and should be handled just as carefully as a fine watch. One should never let them drop, or handle them roughly, any more than one would willingly let a giass tumbler fall on the floor. Though headphones will often stand considerable rough treatment withont serious damage, as witnessed by reports from owners of Crosley phones who have repeatedly dropped them without apparent injury, strict adherance to the rules of care outlined here is the best assurance of good reception.

## Crosley Directs Airplane By Radio During Series of Interesting Tests In New Method of Air Communication

States Signal Corps, stationed at McCook Field, Dayton, Ohio, has been conducting a series of experiments with engineers in the broadcasting station of The Crosley Rudio Corporation in an effort to prove whether or not two-way radio communication between an airplane, flying at an altitude of about 5,000 feet, and a ground station, is practical.

Three tests have been made, and others have been planned for the near future. The tests already made have proven to be exceptionally successful, Captain Murphy's conversation with the engineers at WLW having been heard, not only in the station but also by listeners within a radius of several hundred

The plane piloted by Captain Murphy has been equipped with a 500 Watt transmitter of the most modern design, with power supplied by two small generators. Listeners reported the volume and modulation were excellent and they were ex-

Captain W. H. Murphy, United ceedingly interested in listening to the officer broadcasting from such a great height.

During one of the tests, Powel Crosley, Jr., handled the transmitter and receiver in the WLW stu-dio. He was conversing with Captain Murphy when the latter expressed a desire to land near the broadcasting station at Harrison, Ohio. Being without his map, the officer asked Mr. Crosley to direct him to Harrison. Mr. Crosley told him exactly how to get to the station, but it seemed that Captain Murphy could not locate the huge towers. Mr. Crosley then asked one of the operators at Harrison to ter to locate the plane, using the powerful glasses in the stution. This operator reported to Mr. Crosley that he could not see the plane but Murphy to hear to the south-east. This was done and the officer flew directly over the station,

Army officers stated later that this (Continued on Page 3)

# California Listener Hears WLW On PUP: "'Tis Young and Small But Some HE Dog," He Says, In Letter Praising One Tube Set

How a radio listener in California listened to a concert broadcast by Station WLW, owned by The Cros ley Radio Corporation, in Cincinnati, is described in the following

"The Crosley 'Pup' may be young and small but it is some he dog.

"Curiosity got the better of me yesterday and I bought a Crosley Pup-hooked it up with a dry cell and an old 'B' battery and received delightful music from local stations. During the 'silent' half hour, last evening. I swung the dial for distance. Got Los Angeles, Salt Lake and Denver, and at 7:45, Pacific Time, I picked up a tenor solo by one Howard Hafford and the announcement WLW. This was followed by a fine orchestra for fifteen minutes until KGO came on and put me out of commission.

"The 'Pup' now has a permanent position with my three other sets. "Respectfully yours,

"F. B. Willard. "Saratoga, California."

And here is one from E. L. Davezae, of 1414 Milwaukee St., Denver,

"About three weeks ago I purchased one of your Crosley Pup and since then it has been a constant pleasure. I find, to my surprise, that I am able to tune on local stations with wonderful ease and get distant stations.

"On November 14th, I picked up Station KEWO, Avalon, Calalina Island, California. It was about 7:50 Mountain Time. There was a woman announcer, her I failed to record the name of the piano solo that was being played.

"Chicago comes in easily. I have picked up at various times WBBM WOK, and WSBC.

"This is probably old stuff to you but I think it good distance for a one tube set. I should be very much pleased to hear if better records have been made with only a 22 1-2 volt 'B' Battry."

## Every New Circuit Is Tested Carefully In **Crosley Laboratories**

Engineers Always on Lookout for Something Better to Offer to Radio Jobbers and Dealers.

In order to retain a high position In the radio world, a manufacturer must be "on his toes" continually. That explains why Powel Crosley, Jr., never wear; out the heels of his shoes. But, to be more serious. It is something for a radio manufacturer to keep experimenting with some, sing now all the time. It is almost impossible to pick up a radio magnipline without seeing some new circuit and every is, it brings to us a number of hook-ups described by their originators as "something revolutionary." Not one of the or is overlooked. Engineers in the Care could hear if he the north-west he becomes in a common from the Mr. Crosley then told Captain obtainable a thorough trial outusing from one to twelve tubes being made and discarded Just as rapidly as engineers report they are no better than the ones now being manificatured.

When better radios are made, they will be offered to Crosley emtomers at typical Crosley prices. About five years ago Mr. Crosles adopted the slegan "lietter-test Less' and has used that as a foundation for the tremendous business in which he is now engaged. It has been in the past, and miways will be, his desire to produce beiter radios that cost less. Symmetric tlzed buying on extensive scales has permitted his selling receiving sets at ridiculously how to be. But in manufacturing the e radios on a quantity production basis he less turned out merchandse that has more than satisfied his custom rs.

Every promise made by Mr. Cros-ley to the trade has been kept. There has been no so-called "damping." Wherever the necessity has arisen both dealers and distributors have been projected. In many in-stances the stock of one distributor has been transferred to another insocial of filling the second man's order from the factory. Paleness has been shown at every turnand always will be.

Crosley dealers are on the alert commandly. They know that when "consething better" is available, it will be offered by Crosley. They have watched him in the past and are watching him nowfor something better in radio.

# Crosley WLW Programs For Week of January 3rd

SUNDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
an. 3rd. Central Standard Time.
422.3 Meters.

9:30 A. M.—School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. 10:45 A. M.—U. S. Weather Forecast, Market Reports and River

Stages,

11:00 A. M.—Morning Worship of the
Seventh Presbyterian Church,
Madison and Cleinview Aves.
Jesse Halsey, Minister
Dan Beddoo, soloist
Adolph H. Stadermann, organ-

Prelude-"Prayer in A flat"

Doxology Salutation The Lord's Prayer Glorla
Organ Interlude
Solo—"Be Thou Faithful Unto
Death"—Mr. Beddoe
Serlpture Lesson—Hebrews 13
Hymn 47 "O God Our Help"

Hugo Grimm, featuring favorite hymns.

7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederlek McMillan, Pastor.

8:30 P. M.—Concert program furnished by THE H. & S. POGUE COMPANY; orchestra under the direction of Walter Esberger, the well-known band master.

1. Overture—'Martha''. Flotow
2. A Song of Love—''Rlossom Tine'' ... Romberg
3. Bercense from "Jocelyn"

Godard
4. Minuet ... Paderewski

8. Finale—"Men of Valor"
(March) Klohr
Soloists:

MONDAY

RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
an. 4th. Central Standard Time.
422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradtman of the Phy-sical Department of the Y. M.

8:00 A. M.—Morning Devotions under the auspices of the Parkway Y. M. C. A.
10:45 A. M.—U. S. Weather Forecast, River stages, and Market Re-

River stages, and Market Reports.

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

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

13:00 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—CHILDREN'S MUSICAL HOUR-rectial by young pupils of the Cincinnati Conservatory of Music.

6:30 P. M.—Special Theatrical Feature.

ture. 6:45 P. M.—The "Eyes" Have It, Dr. C. H. Kaufman.

6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director, Soloist: Mrs. Carol Mathes Tienneyer, soprano.
7:30 P. M.—Y. M. C. A. Basket Ball QUESTION BOX.
7:40 P. M.—Continuation of Hotel Gibson Concert.

Gibson Concert. 8:00 P. M.—BAND CONCERT fur-nished by THE CINCINNATI TIMES-STAR, Ohlo's greatest newspaper. Armeo Band from Middletown,

Armeo Band from Modelcown, Ohio, Direction of Frank Simon, P. M.—Cinclinnati Post Program. Freda Sanker and Her Boys—"The" Dance Orchestra.
Norrine Gibbons and Her Girl Friend.
Two hours of songs and dance music

music.
(The Baldwin Plano)

TUESDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
an. 5th. Central Standard Time,
422.3 Meters,

7:30 A. M.—Healthful Exercises by William Stradtman of the Phy-sical Department of the Y. M.

Waltz Brahms
I Yolish Dance .... Scharwenka
7:50 P. M.—TALK ON DOGS—
"Something About Exhibiting," by F. W. Avery, proprietor of the Jefferson Collie Kennels, Wauseon, Ohio.

8:00 P. M.—Old Time Review by the CROSLEY BURNT CORKERS, comedians and instrumentalists, in a potpourri of wit and melodles of other days, featuring THE MUSICONE MALE QUARTET. assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.

8:45 P. M.—M USICAL HAND
\*\*RASKETBALL GAME — Y. M. C. A. Versus Kenyon College Of M. C. A. Versus Kenyon College

8:45 P. M.—MUSICAL HAND-SHAKES with the CROSLEY HELLO BOYS, Bob Groenke and Jim Mischier.

Two Classies:

(a) Souvenir d'Amour ...Conte
(a) Air de Ballet ...Chaminade
Orchestral feature: "Hlawatha"

Longfellow
With a background of music

3. The Death of Minnehaha (Indian Lament) ......Borch
4. The Coming of the White
Man (Ave Maria) ...Gound Man (Ave Maria) ..Gounou
5. The American Indian (Dance
of the Sun Feast) ..Waller
Two Rhythmic Paraphrases arranged by Arthur Lange
(a) Waters of Minnetonka
Ligurance

(b) Fantalsie Oriental in-

WEDNESDAY

RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Ian. 6th. Central Standard Time.
422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradtman of the Phy-sical Department of the Y. M.

THE MUSICONE MALE QUARTET, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor. P. M.—M US IC AL HAND-SHAKES with the CROSLEY HELLO BOYS, Bob Groenke and Jim Mischler.

P. M.—CONCERT PROGRAM UNDER THE AUSPICES OF THE FORMICA INSULATION CO., featuring THE FORMICA CONCERT ORCHESTRA, Wm. C. Stoess, director.

CONCERT ORCHESTRA, Will.
C. Stoess, director.
Overture: "Crown Diamonds"

Two Classics:

(a) Souvenir d'Amour ... Conte (a) Air de Ballet ... Chaminade Orchestral feature: "Hiawatha"

Longfellow

Longfellow

Events)

Events)

1:40 P. M.—Pianologues by "Newport" Carl Bamberger, including (a) "Doggone the Piano" (b) "Pianoliage" (c) "Sometime" (d) "Sleepy Time Gal" and other hits

12:00 P. M.—Concluding organ selections by JOHANNA GROSSE
(a) Sonya
(b) Brown Eyes, Why Are You Blue? (c) Oriental March
(The Baldwin Plano)

THURSDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio. Jan. 7th. Central Standard Time. 422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradtman of the Phy-sical Department of the Y. M.

(b) Fantalsle Oriental including:

1. Dance Arabe ...Tschalkowsky
2. Marche Slave ...Tschalkowsky
3. Scheherizade ......Rimsky-Korsakow
4. Orientale ......Cesar Cui
Popular Hits:
(a) Cross My Heart, Mother
(b) Remember
(c) I'm Sittin' on the Top of the World
(The Baldwin Plano)

sical Department of the Y. M.
C. A.
8:00 A. M.—Morning Devotions under auspices of the Parkway
Y. M. C. A.
10:45 A. M.—Weather Forecast, Rivers Stages, and Market Reports.
11:55 A. M.—Correct Time and Weather Forecast.
12:05 P. M.—Organ concert by Mildred Prigge, pupil of JOHANNA GROSSE.
12:30 P. M.—Health Talk by Dr.

12:30 P. M.—Health Talk by Dr. Carl Wilzback.

1:30 P. M.—Business Reports. 3:00 P. M.—Market Reports.

4:00 P.M.—Market Reports.
4:00 P.M.—Plano recital by Adelaida Apfel and pupils.
6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert

from the Hotel Gibson; orches-tra directed by Robert Visconti. 7:30 P. M.—Lessons in 'BRIDGE' by Mrs. Guy Purdy.

7:40 P. M.—Continuation

Glbson Concert.

9:00 P. M.—Joint Recital by the

Studio Staff of the WLW Super-Power Station.
WILLIAM C. STOESS, Violinist
LOUIS JOHN JOHNEN, Bari-Sonata for violin in D minor

Mr. Stoess Toreador Song (Carmen)

(c) Spanish Dance ...Kreisler

Mr. Stoess
(a) A Page's Road Song
Novello (b) Kinky Head. Edward Morris
(c) The Wandering Jew
...... Edward Morris
Mr. Johnen
Accompaniments by Rosemary

Stoess

Stoess

1:50 P. M.—DONALD BAIN in "A
TRIP TO THE FARM"—Whistling, Imitating, Mimicking.

1. Birds of the Woods
2. Birds of the Fleids and
Marshes
3. Birds and Animals Around
the Farm House

1:00 P. M.—POPULAR CONCERT
BY THE DOHERTY MELODY
BOYS (Furnished by the French
Bros.-Bauer Company), Frank
Penderghast, piano and director; J. L. Doherty, banjo, entertainer and MANAGER; Chuck
Flannigan, saxophone; Ridge Flannigan, saxophone; Ridge Bludau, trumpet; Roy Good-lander, trombone; Doc Fry, bass and tuba; Vincent Rue-benbauer, drums and effects.

benbauer, drums and effects.

10:40 P. M.—Irene Downing, popular player-roll artist with "temperamental" Tommy Reynolds.

11:00 P. M.—THE CROSLEY SALON ORCHESTRA of strings and reeds in a concert of familiar Waltzes, including the Beautiful Blue Danube by Strauss.

11:45 P. M.—Dance Music from Castle Farm.

and tle Farm.

12:15 P. M.—Dance Music from Castle Farm.

12:15 P. M.—NIGHT-HOWLS, a snappy program by the CROSLEY SKY-TERRIERS with KAY-NYNE and CHIEF BARKER.

Concluding Dance Selections from Castle Farm.

(The Baldwin Plano)

(Continued on Page 3)

Crosley Radio Radios

Weekly Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus Colerain and Sassafras Streets, Cincinnati, Ohio. Telephone: Park 3200 Robert F. Stayman Editor Alvin Plough Associate Editor

#### AFTER-CHRISTMAS BUYING

Merchandising experts closely allied with the radio industry are predicting an extensive after-Christmas buying campaign and have issued warnings to both dealers and distributors to be prepared for a heavy demand on the part of those hundreds of thousands of people who either received money as gifts or who were disappointed in not receiving a radio set as a Christmas present.

It is known that due to the nation-wide "give a radio as a Christmas gift" campaign, there were many persons who more or less expected to receive such a present. Being disappointed, there is nothing for them to do now but go to the nearest store and purchase radios for themselves. Also there are the of his son, Powel, Third, who inthousands who received money for Christmas. In many instances this money will be used in purchasing receiving sets.

Radio broadcasting is growing more entertaining all the time. It seems that every station is trying to "put on" something better than the others-the result being a series of vastly improved programs. And as these improvements become more pronounced the demand for receiving sets increases. Reception is better now than ever before. line exclusively. Broadcasting stations at very great distances are coming in with great volume and perfect clearness. Invent one station hindering the work of another.

Yes, radio is better today than ever before-and it is being Improved all the time. It is becoming a necessity rather that a luxury. People are realizing this and are buying or planning to buy on tremendous scales. Radio dealers have been doing exceptionally well. Their stores have been crowded with Christmas shoppers. Our authorized dealers report an extraordinary demand for Crosley radios, each selling three and four times as many as he dld during the coras many as he did during the corresponding season of last year.

Wide-awake and progressive dealers have been prospering—the few the Y. M. C. A. by William ers have been prospering-the few complaints being heard coming ing just as sure as the dawn fol-

mas buying campaign. It is com- accommodate your customers.

Son Starts Dad Making



\$130 was too much to pay for a radio set to be used as a toy for this boy. That was four years ago. Father realized there were many parents willing to spend a few dollars for a receiver and started making low-price ones. Today the father, Powel Crosley, Jr., is a leader in the industry. This is a picture spired his dad through a desire to own a set.

CROSLEY SALES MEETING HELD BY BIGELOW-DOWSE CO., OF BOSTON

Boston, recently held a dealers' and interviews the officer called holidays as well, and at the same hours at the Hotel Lenox in Boston, recently first the Hotel Lenox in Boston, recently held a dealers' and interviews the officer called hour. As a result those interested meeting at the Hotel Lenox in Bos-upon the Crosley radio interests and ton, to teach the radio dealers to the result was that that powerful and thus keep abreast of the weathsell more radio sets. The Bigelow-broadcasting station not only in- er and thus keep abreast of the weather Dowse people handle the Crosley dorsed the idea as one of the idea is regarded as one that will

Mr. Miller of the Bigelow-Dowse Company, acted as chairman. Walter B. Fulghum, Sales Manager terferences have been eliminated to of the Crosley Radio Corporation, a marked degree and wave-lengths gave an interesting talk on radio have been divided so as to pre-merchandising, and Mr. Nugent, Advertising Manager of the Herald-Traveller gave an address on advertising.

Dealers were in attendance from all over New England. The interest in the Crosley line was shown by the large attendance of over 300 dealers, some coming more than 100 miles to attend the meeting.

RADIO PROGRAMS (Continued from Page 2) FRIDAY RADIO PROGRAM W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.

from those merchants who either lows the night. Order your Crosley have not centralized their sales radios carefully, being certain not efforts or are not trying to sell. to over-stock yourselves-but be Prepare now for an after-Christ- sure to have enough in stock to

#### RIVER BULLETINS ON RADIO WELCOMED BY OHIO VALLEY

#### U. S. Army Engineer Officer in Cincinnati Originated Plan Which Is Now In Effect-Condition of Streams "On Air" Every Day at 10:45 A. M.

The following article will be of | Incidentally, a form sheet report special interest to Crosley dealers has been devised by Major Parker in cities and towns along the Ohio for the use of Government officials River. They are advised to show it to every person interested in the stage of the river and to prove to him the importance of having a Crosley radio in his home or office. in order that he can obtain this with complete clearness and they valuable information hours before have no difficulty in recording the it is published in the daily papers. figures." Through the efforts of Major W. The service is not only of great W. Parker of the U. S. Engineers, value in the Cincinnati district of Cincinnati, navigators, shippers, far- Federal engineering but is import-

the river, has there been so import- serious changes in the Ohio river. ant a few minutes of gossip for weather bureau Major Parker's

since lust Tuesday morning and al- within 30 minutes after the weather ready is a tremendous success, bureau has concluded its survey Major Parker required less than of the morning and prepared its three weeks to get the idea started. predictions for the day. The re-The Bigelow-Dowse Company, of After considerable correspondence ports are broadcast on Sundays and greatest forward steps in Gov- eventually lead up to the most imernment service but pledged it- portant public service radio has yet self to handle the service.

Stradtman, Physical Instructor.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast and Market Reports, River Stages.

12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. 9:00 to 9:30 P. M.—H. T. Barritt, musical saw, chimes, oboe, and musical glasses. conti.

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

(The Baldwin Plano)

'SILENT'

(Tosley Directs

SATURDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Jan. 9th. Central Standard Time.
422.3 Meters.

mers and others for a stretch of ant to the districts of Pitisburgh, 1,000 miles along the Ohio river, Huntington and Louisville. In adfrom Pittsburgh to Cairo, are re- dition to the state and stage and celving complete river and weather prospects of the Ohio river along a information by radio each morning, thousand-mile front the radio infor-At 10:45 a. m., Central Standard mation has to do with reports from time, Crosley WLW broadcasts the the Allegheny, Monongahela, Muskofficial news of the weather, its lingum, Kanawha, Cumberland, Kenprospects, the river and its stages, tucky and Tennessee rivers and the any unusual conditions or prospects smaller streams including the Lickin the tributaries of the Ohio, and ing, Big Sandy and the Maris. whether the many dams on the Many of these tributaries somethousand-mile stretch are up or times go upon a rampage and flood down. Never, in all the history of or ice break-ups and bring about

rivermen, farmers, shippers, etc. | weather buteau system is enabled to get complete The service has been in order reports upon the air from WLW

NIES by CHARLIE WARNER and his famous COON DOG ORCHESTRA from GEORGE-TOWN, OHIO. (The Funeral will be Tomorrow),

#### Crosley Directs Plane By Radio In Series of Tests

(Continued from Page 1)

10:45 A. M.—Weather Forecast, River Stages, and Market Reports, 11:55 A. Al.—Correct Time and Weather Forecast, River Weather Forecast, 1:30 P. M.—Business Reports.
1:30 P. M.—Business Reports.
1:30 P. M.—Business Reports.
1:30 P. M.—Popular Organ convert by JOHANNA GROSSE, the Crosley Organ Request Lady.
27:30 P. M.—Childrens' Safety Talk by Victor Strauss, 7:40 P. M.—Meeting of the SECKATARY HAWKINS RADIO CLUB.
28:00 P. M.—BARNYARD SYMPHO
10:45 A. M.—Weather Forecast, River Stages, and Market Reports, 10:40 P. M.—Dusiness Reports, 10:40 P. M.—Barnyard Converted to a given point by ratilo, except when code was used. They were well pleased with the experiments and are making elaborate preparations for additional ones on which to base a report upon the practicability of such methods of communication and upon their value during an emergency or in case of war.

# WORLD'S GREATEST PORTABLE RADIO SET

REPRINTED FROM RADIO DIGEST-ILLUSTRATED-NOV. 21, 1925

#### THE RADIO IN CAMP

A construction camp, when far from a town, Is a lonesome place when the sun goes down:

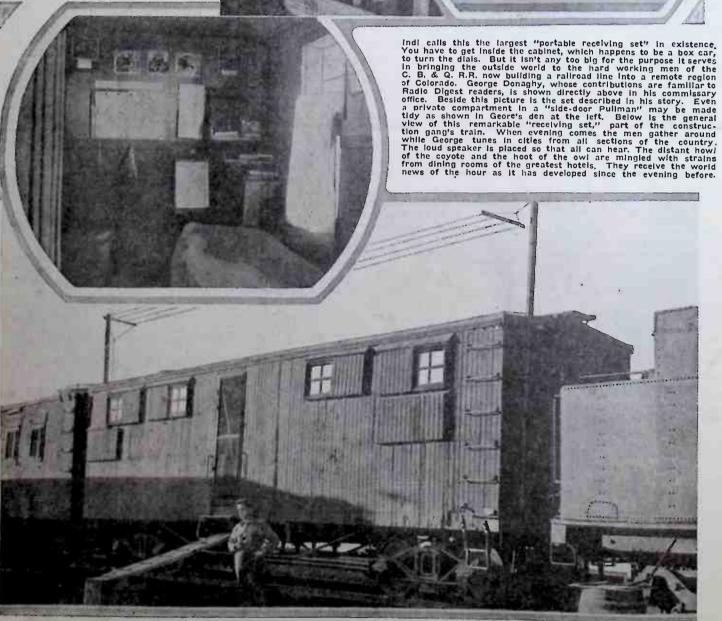
For the day's work is done, the men all fed, And all but myself have retired to bed.

'Tis then that the Radio proves its worth, And livens me up with music and mirth: The loneliness goes as I listen and hear Both music and voices from far and near. (From Indi-Gest) GEORGE

THEY are still building traits through deserts and the wilderness for the Iron Horse. Horny handed men of toil are still cleaving mountains, hewing trees and laying rocky beds for the steel rails destined to bear on their slender backs limitless tons of human and mercantile traffic for ages to come.

Human brawn and human hearts are still enacting the drama of the pioneer. In one respect, however, there is a wonderful difference now than that which existed in the middle of the last century when the Iron Horse first puffed his way westward to the Pacific coast.





# Every Person Who Buys a Radio This Winter Will Need a Crosley Musicone



Every radio listener is talking about the Musicone. It is greatly outselling any loud speaker on the market. Buyers of all types of receivers are demanding it. Price—\$14.75.

# World's Largest

(Continued from Page 4)

in a railroad construction camp sepaker. somewhere in the Interior of Colorado. George only hints at his sur- are the C-301A are each of four cars are on a siding, needs no roundings, saying nothing of the No. 6 cells connected in series, giv- ground rod with it as the main assembled crew of weather beaten ing six wolts to each A battery. line gives a surface as long as the men crouching on the tie piles and The B batteries are each made up entire rallway system and reaches kegs with flickering lantern light of four 221/2 volt cells, giving 90 water or some other good ground, touching the highlights of their volts. dark faces as they listen in silence "When using earphones with this is a two wire autennae but the

dio itself is the fact that so many George whose name is familiar to men who live work-a-day lives find renders of Radio Digest in the keen zest in understanding the Indi-Gest column where his clever why and how of Radio and that verses and comment always are these men be found even in such welcomed, describes the pictures remote places as railroad construc- included in his letter as follows:

kind of a man his comrades are carrise a stock of tobaccos, work made happy. But George gets his clothing and various supplies needenjoyment from the fact that he ed by the men employed on the has developed what he had to such track and boarded in the camp. a high point of efficiency.

"A Radio in a railroad construct sleeping cars. tion camp is a great boon to its "2. This shows the interior of owner and to the many workers in one-half of the car, the counter, OHIO, KENTUCKY, INDIANA the camp. It provides, when the loud speaker and in back are the camp is located between towns, stock shelves. the only form of amusement obtainable outside of card playing showing clerk's room and the Raand horseshoe pitching. Newspapers dio. are not always readily obtained and news items broadcast by the 51, on stand with batteries on various stations within range keep shelf below. The wires to the those in the camps posted on much that is going on.

"The set illustrated herewith is a two tube Crosley portable, Model 51, with a one stage ampliper added. In order to sceure as much volume as possible for the loud speaker, the amplifier was supplied with separate batteries. Programs from such places as Los Angeles, 980 miles; San Francisco, 1,090 miles; Minneapolls, 580 miles; Chicago, 775 miles; Davenport, 625 miles; San Autonio, 775 miles; Cincinnati, 970 miles and New Orleans, 990 miles come in with sufficient volume to be heard at some

set is located. Denver, 130 miles ning up the wall at back.
distant, is the nearest broadcasting "When used as a portable set statio and, of course, comes in the batteries are contained in the Portable Radio statio and, of course, comes in the batteries are contained in the loud and clear at all times unless cabinet, which has room for three static is present.

noted during the summer on ear-phones. The ground, when the And through Radio much of the phones were: East, Altoona, Pa., cars are on a siding which joins chirping of the desert insects has 990 miles and West, San Fran- of the car. been drowned out by voices from cisco, 1,090 miles. Pittsburgh, Pa.,

"The tubes in use with this set "The truck connection, when the

to the lilting notes that pour from arrangement a very small turn of wire is continuous being run the side door of the old box car, the amplifier rheostat will bring a through the insulators and the where George has placed the loud distant and weak signal up so it ends jointed. The car is thirtyis plainly heard. However, at this No argument about silent nights season of the year this is not where George Donaghy is. He gets often necessary, for, as stated everybody everywhere, it seems above, long distances are now beand he is duly thankful for the in- ing handled by the loud speaker creasingly cold nights when the which could only be heard through programs come clearer and louder. the phones during the summer."

Almost as marvelous as the Ra- George, incidentally the same

"1. The exterior of the com-Because George Donaghy is that missary clerk's car in which he

"The next car to this contains You can see the ardent radio fan his supply of groceries, meats and shining through this letter. It fol- staple foods. Following this car come the diners, kitchen and men's

"3. Opposite end of same car

"4. The Crosley portable, Model

**TOBACCO WAREHOUSE** 

Covington, Ky.

SELL YOUR CROP TOBACCO AT THE KENTON LOOSE LEAF

distance from the car in which the loud speaker may be noted run- four feet long and the aerial is

No. 6 cells and three units of B "The furthest reception points battery 221/2 volts for use with ear-

the gay and brilliant centers of though heard regularly through the cities, wafted instantaneously Hustings, Nebr., was caught direct through the great, blue spaces to a number of times. Many of the long distance stations picked up on it, a ground rod must be used. We have today the story of on the phones during the summer The one used with this set is a George Donaghy, commissary clerk are now heard plainly on the loud %-inch rod six feet long, five feet of which are in the ground.

somewhere near. The aerial used

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thirty-one feet long.

GEORGE DONAGHY. Eckley, Colorado."

#### Health Talks

Dr. Carl Wilzbach, Physical Diloneliness of the long, star-lit 1,260 miles; North, Minneapolis, the main line, is secured by join-rector of the Cincinnati Y. M. C. A., nights has been banished. Dreary 580 miles; South, New Orleans, ing the ground wire to the truck has been giving weekly talks upon the subject of "Health" through the "When on a spur, which is a Crosley WLW broadcasting station.

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# Crosley Sales and Service Manual

#### SERVICE HINTS

BATTERIES (Continued)

In the service article last week, less, and are free from acids and a table was given showing the ap-other such objectionable features. proximate life in service of dry- On the other hand, they do not decell "A" batteries. It is impractic- liver as steady a current, and, esable to estimate the liffe of dry- pecially in "B" battery use, somecell "B" batteries, because so many times cause reception trouble befactors enter into the consideration, cause of internal defects. As "A" such as size of the battery, etc. In battries, they are recommended ongeneral, dry "B" batteries should ly for use with the smaller tubes, last several months in service 2 such as the 199 type, 120 type, and to 4 hours a day. For greatest 12 type. As "B" and "C" batteries economy, the larger sizes should be they may economically be used with used, especially when it is neces- any tube. In using them with more sary to furnish current for several than two 199 type tubes or with a of the larges tubes.

"A" batteries. With the smaller printed last week). tubes, dry "A" batteries are a sat- Testing. The dealer should test isfactory and economical source of every dry-cell before it passes current. It is not so practicable into the customer's hands. The test to use them with the larger tubes, should be made with a volt-meter, such as the 201-A and 200 types. while the battery is connected to The new dry-cell power tubes (120 tubes, and the current is turned on.

Use of Dry-Cells as "B" Batteries. considerably when current is being that he sells groceries, drugs, or travagant. grades give trouble due to high inthe radio set to squeal. For average purposes, dry cells fill the " battery need satisfactorily and economically.

Use of Dry-Cells as "C" Batteries. Dry-cells are almost universally used as "C" batteries, as the curvenient and cheaper than storage are so small as to make it undes able to use storage cells for this purpose

Advantages and Disadvantages. Dry cells are best adapted to intermittent service (2 to 4 hours a day, perhaps) where the current Dondero, violinist, and Arthu: ity. In the smaller store, or course, is perhaps the best possible weapon requirements are fairly low (say Bowen, celloist, will be the soloists the proprietor himself naturally against mail-order competition. To below 0.25 ampere per cell.) They on the Pogue concert, Sunday eve- takes charge. In the larger store, the "neighborhood" dealer in the are not economical for continuous ning, January 4th, to be bronacast radio should become a distinct de- larger cities, service represents his service, or for heavy currents. The through the Orosley WLW station. partment, with a manager in charge. greatest opportunity. ever increasing popularity of the Walter Esberger will conduct the The responsibility will be entirely First settle these two questions of "self-contained set", with compart-concent orchestra. The program upon his shoulders. It will be his responsibility and servicing—do it ments for the batteries, is largely responsible for the widespread use will start at 8:30 in the evening, work to see that the department in the most efficient and clean cut of dry-cells. They are more con- following the services from the makes money, that proper selling manner possible—and you will have vnient, and cheaper than storage First Presbyterian Church of Wal- plans are developed, that sets are started on the road to profitable batteries, occupy less space, weigh nut Hills.

combination of 199's and 120's, it Use of Dry-Cells as "A" Batteries. is desirable to connect six cells in Dry cells have come into wide series, parallel as an "A" battery, spread use as "A" butterles, chiefly since that will greatly prolong their because of their convenience and life per cell. Two cells in parallel low initial cost. It is estimated per tube will also insure longer that about 60 percent of vacuum life per cell than one with 12 type tube set installations employ dry bubes (see table of life in service

22.5 volt unit, or 34 volts per 45 clearly in mind, one will realize that volts unit, they should be discarded. to be successful in retailing radio

#### Three Soloists

#### SALES HINTS

THE FIRST ESSENTIALS OF SUCCESS CANVASSERS PLANNED ADVERTISING COMPETENT SERVICE MAN GOOD FINANCING RESPONSIBLE MANAGER THE FIVE **ESSENTIALS OF SUCCESS** 

requires organizing and planning.

Put Someone in Charge. The well displayed in the store and win business and success.

Radio is Specialty Selling. It is dows, that effective advertising is type) make it possible to get suffi- Batteries may conveniently be test- vital for anyone selling radio to used, that stock is kept moving. cient output for good loud speaker ed while connected to a set, while realize one important fact-selling that demonstrations are made a reproduction with dry-cell "A" bat- the tubes are lit. The voltage of radio is specialty selling. One can- efficiently as possible, and that batteries, especially dry-cells, falls not sell radio by the same methods servicing is adequate but not ex

As "B" batteries are required to drawn from them, due to the dissi- dry goods. The purchase of radio Have a Competent Service Man. give a high voltage and small cur- pation of energy within the cell is an out-of-the ordinary purchase The radio dealer must expect a rent, dry batteries have always been (caused by its internal resistance) -an investment. People, as a service problem, just as an automopopular for this purpose, since a and to certain internal chemical ac- general rule, do not buy out-of-the- bile dealer does, but not to the number of small dry cells may be tions; and therefore, if their un- ordinary things, they must be sold. same degree. Batteries will run assembled into a high-voltage unit loaded or "open-circuit" voltage is The kind of selling that makes peo- down, poor tubes will be found, reat a comparatively moderate cost. read, it may be quite deceiving, as ple purchase insurance, or automo- ceiving conditions in some localities There is only one objection to the it may be considerably higher than biles; that makes merchants pur- will be bad, some folks will tinker use of dry-cell "B" batteries, and the terminal voltage actually de- chase cash registers, or computing with their sets and get them out of that is that some of the inferior livered when the set is in opera-scales; that makes business men order—for a dozen and one reasons tion. When dry-cell "A" batteries purchase adding machines, dicta- the radio dealer will get calls from ternal resistance, which may cause test less than 1.4 or 1.5 volts per phones, and typewriters, is the kind perplexed (and occasionally indigcell and dry-cell "B" batteries test of selling needed for radio. It calls nant) customers. This condition less than 21 to 22.5 volts per 22.5 for specialty salesmanship-inside can only be met by having a comvolt unit or 42 to 45 volts per 45 and outside the store. Moreover, petent serviceman. Servicemen are volts unit, they are not in condition radio brings in its train a service not difficult to get. In every comto be sold. After the voltage of problem-a problem that has a munity there are young men who dry-cell "A" batteries falls below bearing on good will and reputa- have become quite expert with ra-1.1 per cell and that of dry-cel "B" tion, and therefore on sales and dio sets and can quickly locate batteries falls below 17 volts per profits. With these two thoughts trouble. They can be hired for a reasonable wage-on a whole or part-time, as conditions dictate.

To the big store, a service defirst essential in organizing a radio partment is an inevitable necessity. Helen Remley, soprano; Arthur store or department is responsibil. To the small-town dealer, servicing

# WATCH

For The Startling Announcement
To Be Made Next Week
by
Powel Crosley, Jr.