

Busy Season Faced By Merchants Who Boost Crosley Sets

Lowering of Tube Prices Results in Reduction in Complete Price of Better—
Cost Less Radios.

Remember the old saying to the effect that "every little bit helps"? Naturally we all do, and so let's take advantage of the recent reduction in the price of tubes. Lowering of these prices has resulted in a reduction in price of Crosley radios that are sold complete with batteries, tubes and other accessories. The reduction is not a radical one, and still it will appeal to those who have been contemplating buying receiving sets.

Sales resistance in the radio business is being overcome every day. There was a time when it was practically impossible to sell radios during the Spring and Summer. But with the elimination of interferences and with the offering of receiving sets at reasonable prices, there have come about revolutionary changes in the radio market that make the business a profitable one twelve months in the year.

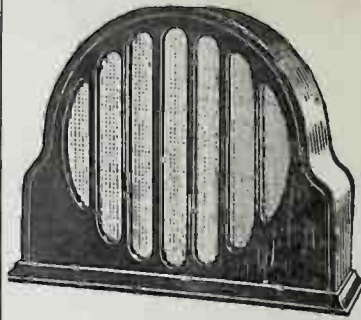
The new receiving sets now being made by The Crosley Radio Corporation are so efficient and are priced so low that prospective buyers cannot overlook them. Nothing comparable to them is for sale at anywhere near the prices asked. The most complimentary letters imaginable are coming from those who have tried them. Reception qualities are perfect, hundreds of happy owners have told us. One radio listener, who claims to have tested every receiving set he could buy or borrow, declared recently that the new sets were pronounced improvements over anything he had ever tested in volume, tonal qualities, selectivity, etc.

When new merchandise meets such immediate approval there can be but one answer. It is as perfect as human hands can make it. Changes in the system of testing sets before they are shipped from the Crosley factories make it practically impossible now for an imperfect radio to leave the place. Each is tested by several radio experts, whose task is to look carefully for any defect.

This hearty welcome accorded to the new products is an indication

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Musicones Are Welcomed Everywhere; Demand for DeLuxe Models Increases; Reception With Any Radio Improved



Crosley Musicone DeLuxe

Radio listeners everywhere are welcoming the Crosley Musicones, both the Regular and DeLuxe models, because of their remarkable tonal qualities and because of the manner in which they become part of the picture in any decorative scheme. This type of radio reproducer, entirely different from anything else on the market, has been

proclaimed by thousands of owners as the most perfect obtainable and has been heartily approved by artists and furniture experts because of its artistic qualities and the manner in which it harmonizes with all possible surroundings.

There has been an exceptional demand recently for the DeLuxe Models. In these the mantel clock type cabinet of delicately grided mahogany houses so attractively the same mechanism as is found in the regular Musicones. This art case, which is illustrated here, was designed especially for those who demand something extraordinarily exclusive as a fitting compliment to an elaborate cabinet radio. It appeals also to those who demand radio that can be heard at all times and in any room in the house. These Musicones may be moved from one room to the other without moving the receiving set, providing,

(Continued on Page 4.)

Vote On White Bill Of Vital Necessity; Listeners Urged to Write to Senators And Demand Immediate Action on Measure

Action by Congress on the White Bill, which gives to the Secretary of Commerce authority to regulate broadcasting and thereby prevent chaos, is of vital necessity, but unless everyone interested in radio takes a hand in the matter there will be grave dangers of the Senate side-tracking the issue by letting it go over to the next session.

There are rumors to the effect that Secretary Hoover intends to give up all efforts to carry out the very successful campaign he has inaugurated unless Congress gives to him some authority. This, everyone knows, would result disastrously to the listeners and would bring about the overthrow of conditions that are becoming more satisfactory every day.

Only one thing will force the Senate to take action, it is said. This is a concerted movement on the part of radio listeners and those who are engaged in the radio business. In legislative circles it is taken for granted that this bill will be passed by the House, but there is fear that the Senate will refuse

to take action on the ground that "more important matters are pending."

Such a calamity as this can be prevented by the millions of radio listeners providing they demand that the Senators from their states give immediate consideration to what is known as the White Bill. Letters and telegrams should be sent to these Senators at once, and they should come from every radio listener in the United States because it is seldom that so many people are so vitally interested in any proposed legislation.

Crosley dealers can assist in the campaign to force the Senate to take action in this matter by suggesting to their customers that they send these messages to Washington. Local newspapers also will cooperate with them when the importance of the bill is explained to the radio editors and telegraph companies undoubtedly also will assist by suggesting to thousands of persons that these appeals be sent in telegraph form.

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Concentration On Crosley Line Means Dealer Prosperity

Merchants Tell About Great Success in Handling New Four and Five Tube Sets.

Dealers are realizing it pays to concentrate their sales efforts on the Crosley line. Past experience has been costly to them, but they are learning that by featuring Crosley radios and Musicones they are making money in amounts heretofore believed impossible.

For instance, out in Ridgeway, Wisconsin, Harry J. Paull, owner of a drug store and radio shop, during the Winter of 1924-25 handled several lines of radios and sold less than \$300 worth. He tells us he sold but a very few sets all Winter "and it was mighty hard work." But in the Fall of 1925 he started featuring the Crosley line and during this season has sold 19 three tube Crosley sets besides a large number of smaller radios. "Price and quality talk," Mr. Paull said in telling about the success he has had since centering his efforts on Crosley merchandise.

Ora Schwabe, of Kimmunity, Illinois, demonstrating one of the new five tube 5-38 radios, brought in, on a Musicone, stations in the following cities without using an aerial: New York, Detroit, New Orleans, Kansas City, Nashville, Atlanta, Chicago and St. Louis. We do not claim this can be done consistently, but the incident proves what these sets will accomplish.

Charles F. Bornte, of New Baltimore, New York, a Crosley dealer, informs us the new four and five tube Crosleys are the first ones he has ever seen with which WGY can be tuned out.

L. P. Brink, of Waverly, New York, has been able to get but two of the new sets but has never seen one. They were sold before he had time to unpack them.

"Crosley is certain to get his share of the radio business in this section from now on," writes Paul H. Andre, Crosley dealer at Albert, Kansas, and C. C. Rawlins, of Rogers Gap, Ky., informs us he has dropped all other lines since Crosley announced his new four and five tube sets. He tells a story about a minister and his wife who had tried for months to obtain a radio satisfactory to them and

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Crosley WLW Programs For Week of March 7

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C.

Sunday, March 7, 1926
Central 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.—Morning Worship from the Seventh Presbyterian Church, Madison and Cincinnati Aves.

Jesse Halsey, Minister
Dan Beddoe, Soloist
Adolph H. Stadermann, Organist

Prelude—"Andante Religioso" Geo. Calkin

Doxology
Salutation
Lord's Prayer
Gloria
Duet—"The Lord Is My Shepherd" Smart
Miss Nobles, Mr. Beddoe

Children's Sermon
Hymn 161, "In the Cross of Christ I Glory"
Scripture Lesson
Pastoral Prayer
Organ

Announcements
Offertory "Largo" Handel
Solo "Refrain Thy Voice from Weeping" Sullivan
Prayer
Hymn 423, "According to Thy Gracious Word"
Sermon "He Took the Cup"
Communion Service, Hymn 419, "Rise My Soul"
Benediction
Gloria
Postlude

4:00 P. M.—Organ recital by Cyril Buschle, St. Martin's Church, Cheviot, Ohio.

Dubois—Grand Chorus
Dubois—Meditation
Callaerts—Intermezzo
Gullmunt—Elevation
Lemare—Cuckoo
Lemare—Romance
Lemmens—Fanfare
Kinder—In Moonlight
Kinder—At Evening
Boex—Marche Champetre
Rogers—Bridal Song
Remond—La Goccia (The Drop)
Martin—Evensong
Yon—Humoresque
Saint Saens—Elevation
Lindow—The Music Box
Massenet—Angelus
Dubois—Toccata

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

8:20 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by the well-known bandmaster, Walter Esberger.

Soloists: Elizabeth Laughorist, soprano.

1. Grand March: "Aida" Verdi
2. Overture: "Fra Diavolo"
3. Romance: Gruenfeld
4. Melodies from "The Red Mill"
5. Characteristic: "Frivolous Cupid"
6. Berceuse from Jocelyn
7. Selection "The Prince of Pills"
8. Paraphrase on "Melody in F"
9. Finale: "Heads Up March" (The Baldwin Piano)

sical Department of the Y. M. C. A.

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

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

11:00 A. M.—Market Reports.

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

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

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Student Recital by pupils from the class of Leo Stoffregen.

4:50 P. M.—Official Police Bulletin.

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

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

7:30 P. M.—Theatrical feature.

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

8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra.

William J. Kopp, director
Soloist: Howard Hafford, tenor

1. Overture—"Franz Schubert"
2. Intermezzo from the Grand Opera "Cavalcade"
3. Selection—"The Bohemians" (Carl Fischer Edition)
4. Moreau Characteristic—"The Busy Bee" T. Bendix
5. From Sierra Sketches
(5) By the Fireside (Night)
6. Reminiscences of DeWolf Hooper and Della Fox—"Wang"
7. Divertissement from Delibes' Ballet "La Courge"
(1) Pas des Volles
(2) Andante
(3) Variations
(4) Danse Chacassienne.
8. "Chopiniana".....Ludwig Hosmer
A Fantasia consisting of excerpts from compositions by Chopin.
9. Master Melodies (Revue 11) from Famous Light Operas (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C.

Tuesday, March 9, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

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

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

11:00 A. M.—Market Reports.

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

12:05 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—French Lesson by Madame Ida Telmptids.

4:50 P. M.—Official Police Bulletin.

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

7:00 P. M.—Historical appreciation of music by Etelka Evans, Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Science Lecture: "Inventions, Trademarks and Tradenames."
Mr. George Parker.

7:30 P. M.—Piano Memories by the Crosley Piano Request Lady; Mary Louise Wozzeck.
Dorothy (Old English Dance)

A Jollification Smith
Bacarelle ("Tales of Hoffmann") Offenbach
Chinese Serenade Fliege
The Mill Jensen
Valse Bleue Margis
Alla Mazurica Nemerowsky

7:50 P. M.—Dog Talk.

8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists. In a potpourri of wit and melodies of other days, dedicated to Crosley Jobbers in the State of Arkansas; featuring: The Muscogee Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.

9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company.
Replica of a program given by an orchestra through Station WDO, Hilversum, Holland.

Part one:
1. March
2. Valse Romantique
3. Overture: "William Tell" Rossini
4. Songs by Tosti
5. Selections from "Aida" Verdi
6. Overture: "Morning, Noon and Night" Suppe
7. Waltz and Ballet "Le pas des Fleurs" Delibes
8. "Extase" Ganne
9. Humoresque Dvorak
10. Finale: "Muscle from the Opera Faust" Gounod

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C.

Wednesday, March 10, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

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

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

11:00 A. M.—Market Reports.

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

12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

3:30 P. M.—Kroger Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co.

4:00 P. M.—Shut-in Program, directed by William Duning, co-operating with the Settlement Schools and other Institutions, assisted by the Cincinnati Exchange Club.

4:30 P. M.—Official Police Bulletin.

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

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

7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.

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

8:00 P. M.—ENTERTAINMENT EXTRAORDINAIRE BY THE SYRIAN TEMPLE SHRINE BAND AND SOLOISTS, UNDER THE DIRECTION OF HENRY FILLMORE.

10:30 P. M.—The Crosley Male Quartet:
Fenton Pugh, first tenor
Russell Dunham, second tenor
Richard Pluke, first bass
Leland Sheehy, second bass
Walter DeVaux, accompanist

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C.

Thursday, March 11, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Central Y. M. C. A.

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

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

11:00 A. M.—Market Reports.

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

12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.

12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.

12:40 P. M.—Songs by Russell (Red) Green, Lyric Tenor.

1:30 P. M.—Business Reports.

2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.

3:00 P. M.—Market Reports.

4:00 P. M.—Piano recital by Adelaide Apfel.

4:30 P. M.—Official Police Bulletin.

6:15 P. M.—Musical Handshakes by Bob Groenke and Jim Mischler, the original Crosley Hello Boys.

6:45 P. M.—"The Eyes Have It" by C. H. Hoffman.

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

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

7:30 P. M.—Educational feature—Wild Animals in Captivity.

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

8:00 P. M.—Musicals by members of the Delta Omicron Sorority, Eta Chapter, College of Music.

8:30 P. M.—Lee's Concert Band, New Richmond, Ohio.

1. March: "Heads Up".....Klohr
2. Overture: "Cow Boy's Wedding" Heysler
3. Cornet Solo: "Gaiety Polka"
4. Novelty: "Hoof Prints" Leslie Lee
5. Waltz: "Over the Waves" Crumbling
6. Fairy Tales Laurendau
7. Overture March Fillmore
8. Indian War Dance Bellstedt
9. National Melody Southwell
10. El Capitan March Sousa

9:30 P. M.—Uncle Jake Rutz and His Punkin Vine Orchestra.

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

10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the state of Alabama, (furnished by the French Bros.-Bauer Co.).
Frank Penderghast, piano and director; L. J. Doherty, banjo, entertainer and manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Blutdau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.

11:00 P. M.—Billy Huber, baritone; Pet Trubur, piano.

11:15 P. M.—Dance Selections from Castle Farm.

12:15 P. M.—"Night Howls" with the Crosley Pups (The Baldwin Piano)

(Continued on Page 4.)

Crosley Radio Weekly

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Colerain and Sassafras Streets, Cincinnati, Ohio.
Telephone: Kirby 3200
Robert F. Stayman
Editor
Alvin Plough
Associate Editor

PROLONGING THE RADIO SEASON

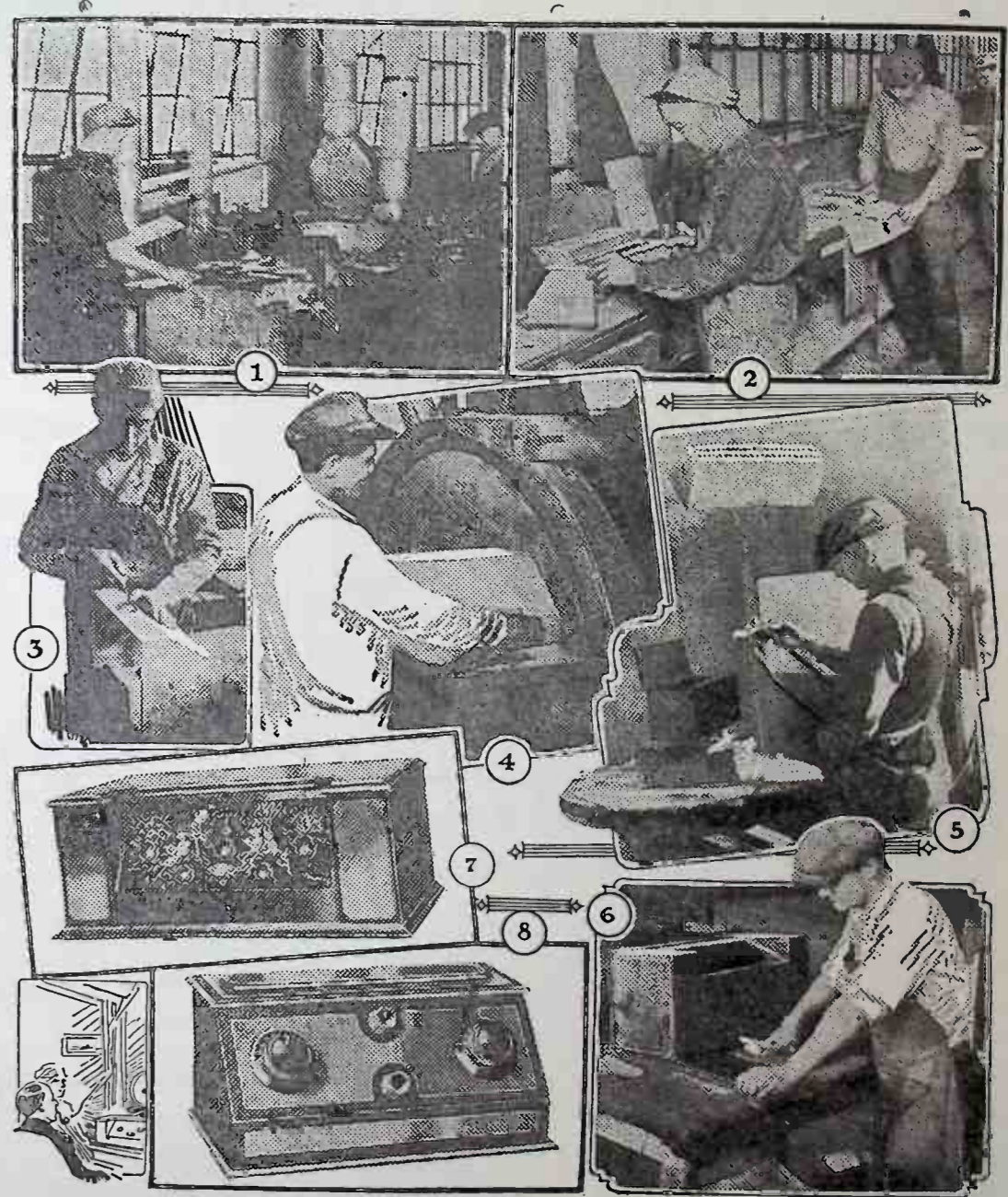
Activity in the four plants of The Crosley Radio Corporation is far more pronounced today that it is in the factories of any other radio manufacturing company in the world and present indications are that this activity will continue throughout the coming Spring and Summer. Distributors, always cautious and mindful of the dangers of overstocking at this period of the year, are buying in tremendous quantities and are turning over their stocks with remarkable rapidity. Authorized dealers are experiencing the business revival and are happily surprised at the manner in which the people are inquiring about and buying the new four and five tube Crosley radios.

Several weeks ago it was predicted by Powell Crosley, Jr., that his announcement of new multiple tube receiving sets, retailing at such ridiculously low prices, would prolong the radio buying season. His prediction has come true and those who study market conditions closely tell us the great value he is offering will result in a busy Summer for those dealers who feature and push the Crosley line.

The little competition noticed immediately after the Christmas holidays, when so-called "sales" were conducted everywhere, is dying out and the public is realizing that it is better to purchase new merchandise at standard prices than it is to buy old material at these so-called "sales." Crosley's new radios have been welcomed everywhere. The number of consumer inquiries received from advertisements in which the new sets were featured has been beyond all expectations—proof that there is a great, nation-wide interest in such radios as these. These inquiries are to be sent direct to the authorized dealers who are boosting Crosley radios and there is no reason why each should not mean a sale.

Co-operation on the part of the authorized dealers is essential in carrying out our campaign to make this a prosperous radio Summer and we readily predict that those who feature Crosley products will find their Summer sales curve almost equal to that of the past busy season.

RADIO CABINETS IN THE MAKING



The trend of radio receiving apparatus is towards the artistic as well as its efficiency. Women are responsible for this change, which has brought the equipment from a laboratory state to one of the most important pieces of home furniture. In its metamorphosis, which has been gradual, the radio set has not only been condensed from a lot of parts wired to a board but the finest artists and designers have contributed their talents to making the

1926 models objects of beauty and efficiency. One of the largest users of solid mahogany in this country is The Crosley Radio Corporation, Cincinnati. The excellence of the cabinets and panels used by this concern are factors in the eye-value appeal to women. The accompanying pictures show how some of the work is done in the cabinet division of the concern. The first view (1) is that of a

four-sided molding machine or stick-assembly of a cabinet; (2) finishing touches are being put on the cabinet; a large wheel of sand-paper (4) makes the wood smooth; air-brushes are used (5) to spread the lacquer evenly; hand-work is required (6) to give the cabinets their final polish. Two types of cabinets, with decorated panel and two-tone finish are shown in the other (7 and 8) views.

Busy Season Faced By Merchants Who Boost Crosley Sets

(Continued from Page 1) of the manner in which they will

be received when the great masses of radio buyers realize fully what wonderful values Crosley is offering. The demand will be tremendous and dealers who fail to carry a sufficient number in stock to meet the requirements of their customers will overlook a golden opportunity

to cash in on the successful manner in which The Crosley Radio Corporation has prolonged the radio buying season. Shielding, when improperly installed, introduces excessive losses in a set.

International Tests May Be Conducted In December Hereafter

Chairman Believes Reception is Better at That Time of Year — Regenerative Sets Defended.

When discussing the recent International Radio Tests, Powel Crosley, Jr., chairman of the executive committee that fostered Radio Week, said:

"I believe all was accomplished that might have been expected. We must remember that an effort was being made to listen to foreign stations of very low power. Foreign stations are rated on input, while American stations are generally rated on output. This means that foreign stations having a rating of 1, 2 or 5 KW, actually put into the antenna only a fraction of that power, according to our method of rating.

"In order to get a reasonably satisfactory signal from a foreign station, it has been figured that at least 50 K. W. should be used. Probably no foreign station was using in excess of 2 K. W. Any one who heard such a low powered foreign station may well congratulate himself. There were other factors that made the 'stunt' of foreign reception even more difficult than limitation of power. Reception conditions during the latter part of January could not be expected to be as satisfactory as if the tests had been held a month earlier. Theoretically, the best time of year for reception is approximately December 22, at the time of the longest nights and shortest days. As the days become longer receiving conditions become noticeably poorer. So if trans-Atlantic tests are held again, it might perhaps be better to have them in December.

"The atmospheric conditions of this last International test week were far below par. Static was unusually bad, as were absorption conditions. This was unfortunate, but no one can be blamed for weather conditions.

"Through a lack of complete understanding of the most simple technical principals of radio a rather unfair blame has been put on so-called regenerative receivers. The word regeneration is not synonymous with radiation. A receiving set incorporating regeneration, even though coupled directly to the antenna usually offends, due to the low plate voltage, much less than an unbalanced so-called non-regenerative tube, having high voltage on the plate.

"In a regenerative receiver the oscillations which cause radiation are controllable, while in many other

(Continued on Page 8.)

Crosley Now a Commodore



Powel Crosley, Jr., and his family are passing a month's vacation on Mr. Crosley's motor boat, the "Mumoma," off the coast of Florida.

Musicone Welcomed By All Radio Fans; Reception Improved

(Continued from Page 1) naturally, wire connections are made. Thus, this attractive reproducer can be in the living room, bed room, dining room or wherever the owner may desire music—and it will harmonize perfectly with the furnishings in any part of the most beautiful home.

Owners of these Musicones have been heard to say that radio reception received a great step forward when Crosley announced this type of reproducer. It was a revolutionary idea in loud-speakers in both appearance and performance. Efforts have been made to imitate the Musicones and in certain cases these have been successful so far as appearance is concerned. But in regard to performance, every effort has failed because this performance is due to the patented actuating movement which none other than Crosley can manufacture.

The Musicones make good radio better. Indifferent performing receiving sets are improved. Reception with any type of radio is better when a Musicone is used. Dealers must bear this in mind and sell them to owners of all types of sets. Lowest and highest notes, often lost entirely on many radios, are reproduced perfectly on the Musicone, which is truly orthophonic.

RADIO PROGRAMS

(Continued from Page 2)
WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, March 12, 1926
Central Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A. by William Stradman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Noon concert from Flor-entine Room of Hotel Gibson Robert Visconti's Orchestra.
- 1:30 P. M.—Stock Quotations. "SILENT NIGHT" (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, March 13, 1926
Central Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Weather Forecast.
- 1:30 P. M.—Business Reports.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Program of Popular requests by Johann Grosse, organist.
- 7:30 P. M.—Safety Talk for children.
- 7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—"A DAY ON THE FARM," a descriptive musical interval of life and music on the farm. Donald Bain, whistling and imitations of fowls and musical instruments.
- OLD FIDDLERS—KINMON'S BAND from Warsaw, Gallatin County, Kentucky.
- Walter Kinmon, violin and director
- Jessie Kinmon, violin
- Joe Kinmon, banjo
- Bertie Kinmon, piano
- 9:30 P. M.—Dance selections from Castle Farm. (The Baldwin Piano)

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.
- Bond Department

THE FIFTH-THIRD NATIONAL BANK of Cincinnati.

THE CROSLLEY PUP

Genuine Armstrong Regenerative One Tube Radio



ONLY \$9.75 Without Accessories

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

The CROSLLEY RADIO CORPORATION CINCINNATI, OHIO

THOUSANDS

INQUIRING ABOUT

THESE ENTIRELY NEW FOUR AND FIVE TUBE

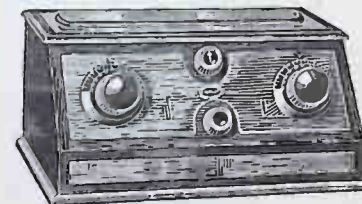
CROSLLEY RADIOS

BETTER—COST LESS

Four and Five Tube Radios

Featuring The CRESCENDON An Exclusive Crosley Device

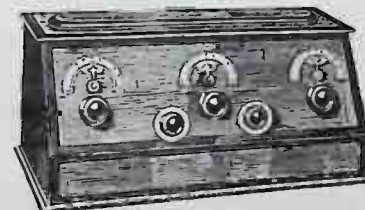
Crosley 4 Tube 4-29



\$29.00

The new 4-29 is a four tube radio consisting of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature—a new amplifying device improving volume and selectivity. It is equivalent to one or more additional tubes of tuned radio frequency amplification. Stations from coast to coast easily heard on a Musicone or any other type of loud speaker.

Crosley 5 Tube 5-38



\$38.00

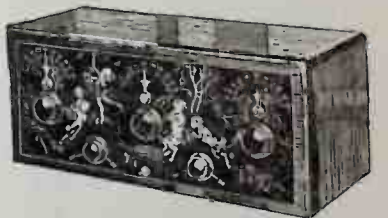
The 5-38 consists of two stages of tuned radio frequency amplification, detector, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification. In volume, selectivity, sensitivity and tonal qualities, the 5-38 is really a wonder. The cabinet, like that of the 4-29, is of hardwood, with handsome two-tone mahogany finish. The Crescendon makes the 5-38 superior to any ordinary five tube sets on the market.

Five Tube Radios With

R. F. L. CIRCUIT and Incorporating True Cascade Amplification

Crosley 5 Tube R. F. L.-60

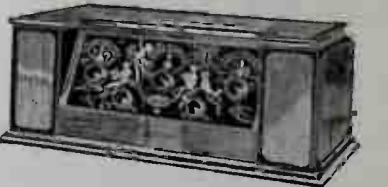
\$60.00



The R. F. L.-60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

Crosley 5 Tube R. F. L.-75

\$75.00



This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley R. F. L.-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries.

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.

THE CROSLLEY RADIO CORPORATION

CINCINNATI


ADVERTISEMENTS

FOR CROSLEY DEALERS

The advertisements shown below now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes and order accordingly. For instance, if you

desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-635. If you desire an electrotype, ask for E-635. The M stands for Mat and the E for electrotype. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.

NEW



CROSLEY
4-29

A real Crosley triumph. Powel Crosley, Jr.'s leadership in popular radio again definitely emphasized.

Nothing like it has ever been offered. Perfect radio performance to please the most exacting is assured with these

4 TUBES
and the
CRESCENDON

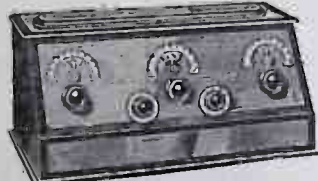
Crosley incorporates this new feature, the Crescendon, exclusively. It is a reserve volume control giving finer and better performance to first-class tuned radio-frequency circuits.

\$29.

Dealer's Name

M-635
E-635

CROSLEY
5 TUBE
RADIO



The 5-38
\$38.

A corking good five-tube set, doing all the things claimed of good five-tube sets, beautifully made and finished and, according to the Crosley mass production plan, produced at a very low cost per unit. A remarkable value at that, BUT, in addition,

with the
CRESCENDON

a new Crosley idea, it becomes a radio value of startling significance.

This new idea introduces greater volume into heretofore limited tuned radio-frequency circuits.

Exclusively Crosley

Dealer's Name

M-639
E-639

ABSOLUTE
BALANCE
in the new
CROSLEY
R.F.L.
5 Tube



RFL-60

A set of remarkable range, volume on distant stations, clarity of sound from all stations and a marked degree of selectivity.

All of these characteristics are more pronounced in this set than in any other of its type because of the effort, study and skill behind its development.

Without the Crosley methods of mass production under which it is built its cost would be at least twice its price.

\$60.

Dealer's Name

M-640
E-640

CROSLEY
5 TUBES
PERFECTLY
BALANCED



THE NEW
RFL-75

A result of study and long investigation of a group of eminent radio engineers at Powel Crosley, Jr.'s, demand for perfectly balanced tuned radio frequency that could be sold at popular prices.

Not a radio built to meet a price, but expert designing hand in hand with mass production creating a value by far the greatest Crosley has ever offered to the world.

This set is fool-proof. Just set the dials. No fishing and fumbling. Once logged, always there. Tremendous volume and marvelous clarity.

\$75.

Compact Model Is \$60

Dealer's Name

M-644
E-644

Crosley Sales and Service Manual

SERVICE HINTS

Aerials and Grounds (Continued)

Every dealer should be familiar with the underwriters' rules for radio installations so he can be sure of installing sets without causing undue hazard from fires caused by lightning, etc. These regulations are not uniform in all places, but the regulations which follow are those of the Philadelphia Fire Underwriter's Association (which is the authority for the National Electric Code) and represent the usual practice.

Regulations of the Philadelphia Fire Underwriter's Association.—For Receiving Stations Only.

A. Antennae and counterpoise outside buildings shall be kept well away from all electric light or power wires of any circuit of more than 600 volts, and from railway, trolley or feeder wires, so as to avoid the possibility of contact between the antennae or counterpoise and such wires under accident conditions.

B. Antennae and counterpoise, where placed in proximity to electric light or power wires of less than 600 volts, or signal wires, shall be constructed and installed in a strong and durable manner, and shall be so located and provided with suitable clearances as to prevent accidental contact with such wires by sagging or swinging.

C. Splices and joints in the antenna span shall be soldered unless made with approved splicing devices.

D. The preceding paragraphs, A, B and C, shall not apply to light and power circuits used for receiving antennae, but the devices used to connect the light and power wires to radio receiving sets shall be of approved type.

E. Lead-in conductors shall be of copper, approved copper-clad copper-clad steel or other metal which will not corrode excessively and in no case shall they be smaller than No. 14 B. & S. gauge, except that bronze, or copper-clad steel, not less than No. 17 B. & S. gauge may be used.

F. Lead-in conductors on the outside of buildings shall not come nearer than 4 inches to electric light and power wires unless separated therefrom by a continuous and firmly fixed non-conductor which will maintain permanent separation. The non-conductor shall be in addition to any insulating covering on the wire.

G. Lead-in conductors shall enter the building through a non-combustible, non-absorptive insulating bushing slanting upward toward the inside.

H. Each lead-in conductor shall be provided with an approved protective device (lightning arrester), which will operate at a voltage of 500 volts or less, properly connected and located either inside the building at some point between the entrance and the set which is convenient to a ground or outside the building as near as practicable to the point of entrance. The protector shall not be placed in the immediate vicinity of easily ignitable stuff, or where exposed to inflammable gasses or dust or flyings of combustible materials.

I. If an antenna grounding switch is employed, it shall in its closed position form a shunt around the protective device. Such a switch shall not be used as a substitute for the protective device.

It is recommended that an antenna grounding switch be employed, and that a switch rated at not less than 30 amperes, 250 volts, be located between the lead-in conductor and the receiving set.

J. If fuses are used, they shall not be placed in the circuit from the antenna through the protective device to ground.

Fuses are not required.

K. The protective ground conductor may be bare and shall be of copper, bronze or approved copper-clad steel. The grounding conductor shall not be smaller than the lead-in conductor and in no case shall be smaller than No. 17 B. & S. gauge, if of bronze or copper-clad steel. The grounding conductor shall be run in as straight a line as possible from the protective device to a good permanent ground. Preference shall be given to water piping. Other permissible grounds are grounded steel frames of buildings or other grounded metal work in the building, and artificial grounds such as driven pipes, rods, plates, cones, etc. Gas piping shall not be used for the ground.

L. The protective grounding conductor shall be guarded where exposed to mechanical injury. An approved ground clamp shall be used where the grounding conductor is connected to pipes or piping.

M. The grounding conductor may be run either inside or outside the building. The protective grounding conductor and ground, installed as prescribed in the preceding paragraphs, K and L, may be used as the operating ground.

It is recommended that in this case the operating grounding conductor be connected to the ground terminal of the protective device.

SALES HINTS

Newspaper Advertising.

One of the most valuable forms of advertising for the radio dealer is newspaper advertising. This is especially true in cities and towns where newspapers carry a radio page, listing the daily programs of prominent stations and printing features and stories on radio from time to time. In such a newspaper the dealer has an ideal medium for reaching fans and prospects who are interested in radio.

A fundamental principle of newspaper advertising is that to be most effective it must be conducted according to a consistently planned campaign. A two-inch advertisement, run twenty times, often secures more business than a forty-inch advertisement run but once. Plan to advertise regularly, not spasmodically. People are more lastingly impressed by that which

containing space for the dealer's name and address, etc., and describing various Crosley products. These electrotypes are supplied free of charge to authorized Crosley dealers.

Consideration should be given to the circulation and type of reader that a newspaper reaches in placing advertising. In many towns, for instance, there are two newspapers, one published in the mornings and one in the evenings. In order to properly cover the territory about such a town, it would be much better to advertise in both papers than in but one of them.

There are many kinds of stores to which advertising is not nearly so essential as to radio stores. A grocery, for instance, will do a certain amount of business because of its location, whether or not it



is continually presented to them than by that which they merely see occasionally.

Contracting for several months' space at the beginning of the season often makes it possible to obtain especially good rates. The dealer should decide what portion of his advertising appropriation he wishes to spend in newspaper before the season opens. He should carefully plan his campaign—what newspapers he wishes to use, how often he wishes to advertise, etc. He is then in position to place contracts with the chosen newspapers for the succeeding six months or so.

To relieve Crosley dealers of the necessity of having special cuts made for their advertisements, The Crosley Radio Corporation has available for its dealers at all times a large number of electrotypes of adds of various sizes and shapes,

spends a cent for advertising. To drug stores, also, the location factor is much more important than advertising.

Radio, however, is a product more comparable to automobiles; one for which people will travel long distances in order to get just the kind of equipment they desire. Radio is a permanent addition to the home, an acquisition that requires long thought and consideration before the purchase; not an every-day necessity like bread, or clothes. Advertising plays an important part of moulding the likes and desires of the prospect during this more or less lengthy period of consideration. It shapes the background of prejudice, formed before the final decision to purchase is made.

International Tests May Be Conducted In December Hereafter

(Continued from Page 1.)

types of receivers oscillations are uncontrollable and radiation is continuous.

"The advantages in the use of regeneration are many. Regeneration means utmost efficiency in simpler types of receivers and consequently brings satisfactory reception at lowest cost to those who might otherwise not be able to afford the enjoyment and pleasures of radio.

"Radiation from any type of receiver seldom causes interference to the reception of reasonably strong signals. Radiating receivers of all types cause interference to very weak signals. This will eventually be overcome by the building up of signal strength through the increase in the power of broadcasting stations. There is far less room for improvement in radio receiving sets than there is in the development of broadcasting.

"The increase in power of a broadcasting station from 500 watts to 5000 watts improves the reception for all receivers within its range several fold. Five thousand watts, although today considered high power, is but a step in the right direction. Eventually we shall see stations using 200,000 watts, or more. Such power will force through satisfactory trans-Atlantic signals in spite of static and interference of other forms, including radiation."

Concentration On Crosley Line Means Dealer Prosperity

(Continued from Page 1.)

how they even had gone to other cities in hopes of hearing a real good set demonstrated. It so happened that they came into his store while he was hooking up a new R. F. L-60 and purchased it, together with a Musicone, as soon as they heard how "marvelously it brought in distant stations during the day-time."

If you wish to BUY or SELL
SECURITIES

Or own some about which you
DESIRE INFORMATION
COMMUNICATE WITH US
Our Statistical Department is At
Your Service

WESTHEIMER & CO.

Members of—

The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

Vote on White Bill Vitaly Necessary; Action Is Demanded

(Continued from Page 1)

The report that Secretary Hoover intends to give up all efforts to control radio broadcasting unless Congress gives him some authority to act is not based upon idle gossip. It comes direct from persons in very close touch with affairs in the Department of Commerce who are well acquainted with Mr. Hoover's feeling in the matter of trying to control broadcasting without the least legal authority.

Mr. Hoover has accomplished what perhaps no other man could have done and deserves the wholehearted support of every person interested in radio broadcasting or reception.

**SELL YOUR CROP
OF
TOBACCO
AT THE**

**KENTON LOOSE LEAF
TOBACCO WAREHOUSE
Covington, Ky.**

**CROSLY
RADIOS**

Distributed by
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

DEALERS
Send For Our New Catalog.
Ask How to Become a Crosley
Franchise Dealer. Let us tell you
about the new Crosley sets.
OHIO RUBBER
228 W. 7th St. Cincinnati

**The JOHNSON-ELECTRIC
Supply Company**
331 Main St. 232 E. Fifth St.
CINCINNATI
Radio and Electrical Supplies of
Quality
Write Us for Dealer Proposition

ILLINOIS

National Supply Co.
Distributors of
CROSLY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA, ILLINOIS.

The Fastest Selling Radio Reproducer On the Market!

IT'S A

CROSLY MUSICONE



Regular Model
\$14.75

DeLuxe Model
\$23.50

Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

The Crosley Radio Corporation
CINCINNATI.