

Musicone Is Winner In Elimination Test During Convention

**Crosley Speaker Was the Only
One That Would Reproduce
Both the Highest and
Lowest Notes.**

During the recent convention of Crosley salesmen at the main plant of The Crosley Radio Corporation, in Cincinnati, Charles W. Peterson, inventor of the Musicone, conducted a series of interesting tests in which the Musicone was compared with practically every other cone-type loud speaker on the market, thus revealing in a very vivid manner the superiorities of the Crosley reproducer over every other model.

The Musicone was the only loud speaker that would reproduce both the highest and lowest notes perfectly. There were certain types that would bring in the high soprano notes, but would fall miserably when the low notes were reached. The manufacturers had sacrificed ability to reproduce the low ones in order to reproduce perfectly the higher tones. Others were just the opposite. They would reproduce the low notes fairly well, but could not bring in the higher ones without chattering and distortion. But the Musicone covered the entire range perfectly, reproducing the very lowest notes of a drum with absolute clearness and the highest notes possible without the least distortion.

In an interesting manner, certain types of "impossible" ones were eliminated until there remained but two loud speakers—the Musicone and one that functioned fairly well, but which cost in the neighborhood of \$50.00 as compared with \$14.75 for the Musicone. There was considerable argument as to the merits of the two models, and finally it was suggested that the men present turn their backs during the comparisons. The loud speakers were numbered and their number was called out while music was being received on "Number 1" or "Number 2." Then the men voted on the one they believed was most perfect. All but one voted for the Musicone.

Mr. Peterson explained the mechanism of the Musicone and pointed out the advantages of using the floating cone, for which there is a patent pending and which, he said,

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READY FOR BIG RADIO SUMMER



The picture above was taken during a recent gathering of certain of the field representatives of The Crosley Radio Corporation, at which these salesmen predicted that judging from present conditions the sale of radio merchandise will be unusually heavy during the coming Spring and Summer. Among those in the group are: Top row—Lee Bird, E. L. Storer, F. G. Evans, E. K. Revercomb. In the middle row: H. D. Johnson, B. H. Clark, J. T. Dalton, G. Hayes, E. L. Shepherd. In the bottom row: C. H. Carey, J. L. Woods, W. B. Fulghum, Powel Crosley, Jr. L. A. Kellogg, E. T. Pfaff.

Radio Activity To Be In Direct Ratio To Energy Of The Dealer This Summer; Busy Season Faced By Live Merchants

Activity in the radio industry during the coming Spring and Summer will be in direct ratio to the energy of the retail dealer. If the merchant who sells to the consumer remains on the job and refuses to permit experiences of former seasons to influence him, there will be a continual flow of radio merchandise through his store. On the other hand there will be little business for the man who gives up hopes of selling any receiving sets just because there was no market for them during the Springs and Summers of former years.

Crosley sales during January and February greatly exceed those of the first two months of any previous year and indications are that this unprecedented business will continue throughout the greater part of the four or five months to come. There is a market for the new four and five tube Crosley radios. Buyers actually are demanding them and despite the fact that

every one of the Crosley factories is being operated at full capacity, troubles are being encountered in meeting the requirements of the progressive dealers.

After a careful survey of the possible obstacles in the path of radio sales, it was decided that practically the only one that amounts to anything is the fact that during the heat of the Summer people will not want to remain in their houses to listen to radio music. Interferences so troublesome during Summers of the past are being eliminated through the use of higher power by the broadcasting stations and sets are being made with which it is more easy to cut out the interferences that have not been eliminated through the use of this higher power. Other obstacles have been overcome and so the only possible resistance is that of the Summer heat driving the listeners away from their radio sets.

(Continued on Page 3.)

Crosley Salesmen Predict A Bright Spring and Summer

**Announcement of New Sales
Record for January and Feb-
ruary Cheered by Field
Representatives.**

Announcement that Crosley Radio Sales during the months of January and February had greatly exceeded those of the first two months of any other year in the history of The Crosley Radio Corporation, was greeted with cheers at a recent gathering of field representatives, whose territories take in a greater part of the United States.

These men reported the outlook for a good Spring and Summer radio business was exceptionally bright and announced that orders are being placed for immediate delivery by both distributors and dealers, adding that the latter are displaying far more interest in radio than ever before at this time of the year.

Powel Crosley, Jr., explained to the men the circuits used in the new four and five tube sets and pointed out specific reasons why they were more efficient than those used in other types of receivers. He declared there was no reason for any noticeable slump in the radio business and urged his men to forget that in former years it had been a long, hard pull at this season of the year for everyone engaged in the radio business. He pointed out to the salesmen that they were handling a line of merchandise that was being sold with practically no resistance.

Walter B. Fulghum, general sales manager, also addressed the assembled representatives. He talked, off and on, for two days, explaining the sales policies of the Crosley organization and urging the men to work with even more energy than they have exerted in the past. Many interesting points were brought up during the round-table discussions and a series of perplexing problems was solved. New methods of merchandising were adopted and put into effect immediately, but these were not radically different from those employed heretofore.

George Lewis explained the technicalities of the various new sets and the Musicones, answering many questions in regard to the new circuits.

Crosley WLW Programs For Week of March 21

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Sunday, March 21st, 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—"The March to Calvary" Matthews

Salutation

The Lord's Prayer

Gloria

Organ Interlude

Duet—"Ye Have Taken Away My Lord" Mendelssohn

Miss Clark, Mr. Beddoe

Children's Sermon

Hymn

Scripture Lesson

Pastoral Prayer

Chimes

Announcements

Offertory—"Lento".....Geo. Calkin

Solo—"Father in Heaven" Doun

Mr. Beddoe

Prayer

Hymn

Sermon—Dr. Elias Evans, Pres. of Ripon College, will speak.

Hymn

Benediction

Gloria

Postlude

4:00 P. M.—Choir of the Latonia Baptist Church. F. D. Walker, director Mrs. F. W. Walker, organist

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

8:30 P. M.—A "Spring" program under auspices of The H. & S. Pogue Company. The H. & S. Pogue Orchestra under direction of Walter Esberger, well-known band master.

Soloist: HELEN REMLEY, coloratura soprano.

1. Selection: "Spring Maid"

2. Waltz: "Spring, Beautiful Spring"

3. Spring Song "Mendelssohn's"

4. Characteristic: "Spring Blossoms"

5. Intermezzo: "Tulips".....Miles

6. Danseuse: "Cupid's Frolic"

7. "In the Spring a Young Man's Fancy"

8. Necessus

9. Selection: "Wildflower"

10. "Legend of the Rose"

11. "Melody of Summer Night"

12. Finale: Excerpts from "Blossom Time".....Romberg (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Monday, March 22nd, 1926** Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman 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.—Weather Forecast and Correct Time.

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. Wiltbach, 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.

6:00 P. M.—Golf Chats by Archie Simpson.

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.

9:00 P. M.—Ladies Brass Band of the United Spanish War Veterans, Auxiliary No. 27, Dayton, Ohio.

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 Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and cymbals.

11:00 P. M.—The Buckeye Male Quartet from Xenia, Ohio.

12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Iowa. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Friday, March 26th, 1926** Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman, Physical Director.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Children's Hour, pupils from the College of Music of Cincinnati.

4:30 P. M.—Official Police Bulletin.

6:50 P. M.—P. 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.—The Cincinnati Times-Star Concert. Soloist: Howard Hafford, tenor.

(1) Interval of Classics:
The Robert Alter Trio
Robert Alter, Vox-Ferro (Saw)
Rosemary Stoess, piano
William Stoess, violin

(2) Interval of Hawaiian and popular strains. The South Sea Screamers, Dayton, O.

(3) Interval of popular dance selections
The Liberty Theatre Ragmuffins.

10:00 P. M.—Entertainment from Castle Farm. (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Tuesday, March 23rd, 1926** Central Standard Time.

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

8:00 A. M.—Morning Devotion 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.

12:10 P. M.—Uoon 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.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.

4:10 P. M.—French Lesson by Madame Ida Teimplis.

4:30 P. M.—Official Police Bulletin.

6:20 P. M.—Talks on Dogs by R. L. Davis, well known dog authority.

6:30 P. M.—Sonata in G by Brahms (for piano and violin) Clifford Lang, Pianist Wm. C. Stoess, Violinist

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 Popular Science Lecture, "The Heart of the Sierras," by Willis T. Sparhawk.

7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woszczek.

Serenade Badine ..Gabriel-Marie La Fontaine

Gavotte ("Mignon") ..Bohm

Impromptu A Flat ..Schubert

Valse Lente ("Coppelia") ..Delibes

La Zingana ..Bohm

7:50 P. M.—Second in a series of four talks on "Why Go To College?" by Benjamin T. Bryant, President of Student Council, University of Cincinnati. Subject: "How To Get the Best Out of College."

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 Florida, featuring: The Musicline Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnson, Interlocutor.

9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company. Program of "March"
1. March: "Man of the Hour" Fillmore
2. March: "The Mighty".....Hays
3. March: "Fellowship".....Klohr
4. March from "Aida".....Verdi
5. March of the Spanish Soldier Smetsky

Selections by the Lyric Male Quartet.

Part 2. Formica Orchestra. Waltz: "Wedding of the Winds"

Hall

Popular Requests:
a. Somebody Else Is Stealing My Sweetie's Kisses
b. I Never Knew
c. Sorry and Blue

10:00 P. M.—Dance Program from Castle Farm. (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Wednesday, March 24th, 1926** Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman 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.—Weather Forecast and Correct Time.

12:05 P. M.—Organ Selections by Petronella Trimbur.

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 Dunling, co-operating with the Settlement Schools and other Institutions assisted by the Cincinnati Exchange Club.

4:30 P. M.—Official Police Bulletin.

6:30 P. M.—Joint Recital by Cecile Falkenstein, pianist, and Ira Falkenstein, violinist.

6:50 P. M.—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 National Lumber Manufacturers' Association.

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

8:00 P. M.—American Composer Program of the Omicron Chapter of the Sinfonia Fraternity. The program will include the following:
1. "King Robert of Sicily" by Henry Wadsworth Longfellow, music by Liza Lehman.
2. Sinfonia Woodwind Ensemble.
3. Sinfonia Woodwind Ensemble.

9:00 P. M.—Concert by the Tenth Infantry Military Band from Ft. Thomas, Ky.

10:00 P. M.—The Cincinnati Zither Players.
Ruth Hohe
Charles Hohe
Anton Roehrich

10:20 P. M.—Further Radio Adventures of Senator Schultz.
Fenton Pugh, first tenor
Russell Dunham, second tenor
Richard Fluke, first bass
Leland Shoehy, second bass
Walter DeVaux, accompanist

11:00 P. M.—Maid of Melody, Grace Donaldson and Hortense Rhodes.

11:15 P. M.—Popular request organ recital by Johanna Grosse. (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Thursday, March 25th, 1926** Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman 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.—Weather Forecast and Correct Time.

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. Wiltbach, 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.

6:00 P. M.—Golf Chats by Archie Simpson.

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.

9:00 P. M.—Ladies Brass Band of the United Spanish War Veterans, Auxiliary No. 27, Dayton, Ohio.

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 Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and cymbals.

11:00 P. M.—The Buckeye Male Quartet from Xenia, Ohio.

12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Iowa. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. **Friday, March 26th, 1926** Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman, Physical Director.

Crosley Radio Weekly

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

LITERATURE READY

Circulars illustrating and describing the new four and five tube Crosley Radios are ready now for authorized dealers. A sample of the new advertising literature was sent to every Crosley dealer last week, and imprinted on it was a suggestion that the dealer order enough to circularize carefully every mailing list available. These lists can be taken from the local directory, telephone book, etc. Other new circulars will be ready within a very short time, and samples of these also will be sent to the dealers so they can order as many as they deem necessary for their requirements. Advertising mats and electrotypes also are available. Reproductions of newspaper advertisements furnished dealers are being published in the Radio Weekly from time to time, and many dealers are finding it very profitable to use these in their local newspapers.

CROSLY FRANCHISE IS VALUABLE

Wide-awake dealers and distributors are nursing their Crosley franchise. They realize this is a valuable asset to their organization and that its worth is increasing daily. Recently there was a distributor who failed to recognize the value of this franchise and was on the verge of throwing out the line. But after more careful consideration, he decided he was making a serious mistake and asked that he be permitted to retain the right to distribute these "Better—Cost Less" radios. He not only agreed to exert greater energy in the merchandising of Crosley products, but volunteered to discard all other lines of radio receivers and loud speakers. Since featuring Crosley radios, he has sold more sets than he ever did before in the same length of time. He realizes now the value of the Crosley franchise.

Don't try to use old batteries in the plate circuits of your set, unless you want plenty of unaccountable noises. B batteries that are more than about 15 per cent lower in voltage than normal should be replaced, as they have served their useful life.

R.F.L.-75, Musicone and Special Table Form Ideal Combination

Combination Going Into the Homes That are Most Particular About Their Radios.

The very attractive radio combination illustrated at the right is that of the Crosley R. F. L-75, the Musicone DeLuxe and a specially designed cabinet that is welcomed by those who demand neatness and attractiveness as well as perfect reception in radio. This combination is going into the homes of persons who are most particular about the appearance of their radio apparatus. It blends harmoniously with the most beautiful surroundings and is heartily welcomed in the room that is furnished with real taste.

Radio buyers often wonder what they will do with their receiving set when they get it home. In many cases the problem is a serious one, and is solved only when the Crosley radio table is shown to the customer. There is nothing clumsy about it—it takes up very little room. Design and finish are so exquisite that very favorable comments have been made by furniture men, artists and decorators.

The R. F. L-75, which forms a part of this ideal combination, is a new five tube radio. The beautiful Heinrich design on the panel is exquisitely done in gold with rose gold metal trimmings to match. The circuit was invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull and was developed and perfected by The Radio Frequency Laboratories, Inc. It is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

There has been an exceptional demand recently for the DeLuxe Model Musicones. In these the mantel clock type cabinet of delicately grained 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.

The price of this combination is

REAL ART IN RADIO



The picture above is that of the Crosley Musicone DeLuxe, the R. F. L-75 radio and a special Crosley table. Electrotypes of the above will be furnished to those who desire to illustrate the combined units in their catalogs. In ordering cuts ask for E-631-A.

\$127.50, or \$75.00 for the radio set, \$23.50 for the Musicone DeLuxe and \$25.00 for the table.

Radio Activity To Be In Direct Ratio To Energy of Dealer

(Continued from Page 1.)

This sales resistance can be crushed very easily. All the dealer need do is suggest that the purchaser buy an extension cord for his Musicone, which then can be carried to the porch, on the lawn or where-ever members of the family desire to assemble on the hot Summer nights. Music on the porch or on the lawn really is more beautiful than in the house. Any student of music will agree with this. There are no walls from which the sound waves will rebound time and time again, and so there is no music sweeter than that being received in the great out-doors.

Radios can be sold to people who complain about not desiring to remain in their homes during the hot weather when such a suggestion as this is made to them. They can be sold all the year round by dealers who are alive and on the job. As we stated, activity in the radio industry during the coming Spring and Summer will be in direct ratio to the energy of the retail dealer.

Crosley Salesmen Entertain Manager With Surprise Party

Dinner is Given in Honor of Walter B. Fulghum at Close of First Year as Sales Manager.

On the evening of March 2, Crosley radio salesmen, who had gathered in Cincinnati for one of their regular conferences, attended a surprise party in honor of Walter B. Fulghum, general sales manager, who, on that day, was celebrating the first anniversary of his connection with the Crosley organization. The party was given by Powell Crosley, Jr., President, and was in the form of a very elaborate banquet at the Cincinnati Business Men's Club.

Mr. Fulghum, who lives at the Club, was lured to the dining room by a fake telephone call to the effect that one of the Crosley men had been arrested and was being held in Room so-and-so by prohibition officers. He was asked to come down and identify him as a Crosley man. Always ready to be of assistance, Mr. Fulghum rushed to the room, only to be met by the cheers of his fellow-workers, who had gathered about a very beautifully decorated table, at the head of which was a birthday cake, with one candle.

Mr. Crosley, at the close of the dinner, expressed the feelings of the Crosley men toward Mr. Fulghum, complimented him upon the manner in which he has conducted the sales department during the past year, thanked the men for the hearty manner in which they have co-operated with the sales manager and then very briefly outlined what he expected the sales department to accomplish during the coming season.

Mr. Fulghum, too surprised to talk for a few moments, soon was "going strong" and after thanking the "boys" for their assistance, declared the year just closing has been the shortest one of his life. He outlined what he desired to accomplish during the coming season and predicted that Crosley sales would exceed many times those of any previous year.

Then every one of the men was called upon to make a few remarks, which were all of those "that reminds me" type that must be omitted because of certain postal regulations. But anyhow "a good time was had by all."

Don't throw away the No. 6 dry cells when they are too far run down for your set. Use them on the door bell, and they'll last nearly as long as new ones, in the latter service.

Data Regarding Crosley's New Four And Five Tube Radios

| I. GENERAL | | | | | II. OPERATION | | | | | III. ACCESSORIES | | | | | IV. CONSTRUCTION | | | | |
|--------------------------------|--|---|---|---|------------------------------|---|---|---|---|---|------------------------------------|--------|--|--|---|--|--|--|--|
| a. Model | RFL-75 | RFL-60 | 5-38 | 4-29 | Model | RFL-75 | RFL-60 | 5-38 | 4-29 | Model | RFL-75 | RFL-60 | 5-38 | 4-29 | Model | RFL-75 | RFL-60 | 5-38 | 4-29 |
| b. Price, with-out accessories | \$75.00 | \$60.00 | \$38.00 | \$29.00 | a. Number of Tuning Controls | | 3 | 3 | 2 | a. Type of Tubes | 201-A, UX base. | | Dry or storage, all types except power tubes and 200's. UX base. | Dry or storage, all types except power tubes and 200's. UX base. | a. Panel | Formica | | Wood | Wood |
| c. Type of Cabinet | Table type Self-contained. Sloping Panel | Table type Compact Straight Panel | Table type Compact Sloping Panel | Table type Compact Sloping Panel. | b. Will Set Log | | Yes | Yes | Yes | b. Type "A" Battery | Storage, 6 volt or "A" eliminator. | | Dry or storage or "A" eliminator. | Dry or storage, or "A" eliminator. | b. Cabinet | Solid Mahogany. | | Hardwood, mahogany finish. | Hardwood, mahogany finish. |
| d. Number of Tubes | 5 | 5 | 5 | 4 | c. Volume | Loudspeaker on distant stations. | Loudspeaker on distant stations. | Loudspeaker on distant stations. | Loudspeaker on distant stations. | c. Type "B" Battery | Dry or storage or "B" eliminator. | | Dry or storage or "B" eliminator. | Dry or storage, or "B" eliminator. | c. Condensers | Low-loss, soldered plates, cadmium plated, vernier control. Capacity 0.00054 mf. No. used3 | Low-loss soldered plates, cadmium plated, vernier control. Capacity 0.0003 mf. No. used 3. | Low-loss soldered plates, cadmium plated, vernier control. Capacity 0.0004 mf. No. used 2. | Low-loss soldered plates, cadmium plated, vernier control. Capacity 0.0004 mf. No. used 2. |
| e. Type and length of Aerial | Outdoor 60-150 ft. | Outdoor 60-150 ft. | Outdoor 60-150 ft. | Outdoor 60-150 ft. | d. Distance | Long-distance reception. | Long-distance reception. | Long-distance reception. | Long-distance reception. | d. Type "C" Battery | Dry or Storage. | | Dry or storage. | Dry or storage. | d. Sockets | Gang sockets for UX base. | Gang sockets for UX base. | Gang sockets for UX base. | Gang sockets for UX base. |
| f. Wave length Range | 200 to 550 meters | 200 to 550 meters | 200 to 550 meters | 200 to 650 meters | e. Non-radiating Features | Non-oscillating, balanced circuit and loosely coupled, aperiodic antenna circuit prevents radiation. | Non-oscillating first stage R. F. tube combined with loosely coupled, aperiodic antenna circuit prevents radiation. | Non-oscillating first stage R. F. tube combined with loosely coupled, aperiodic antenna circuit prevents radiation. | Non-oscillating first stage R. F. tube combined with loosely coupled, aperiodic antenna circuit prevents radiation. | e. Recommended "B" Voltage | 16-45 detector, 90 amplifier. | | 16-45 detector 90 amplifier | 16-45 detector, 90 amplifier | e. Inductances | Tubular. | Spider-web low-loss. | Spider-web low-loss. | Spider-web low-loss. |
| g. Features of Sets | 1. Entirely new method of balancing. 2. Balanced throughout entire wave length range—will not squeal at any wave length. 3. Efficient reception of long wave stations. 4. Method of balancing allows of maximum amplification per stage. 5. Easy to tune and operate. 6. Non-radiating. | 1. Crescendon controlled detector (both 2nd R. F. tube and detector tube incorporate crescendon principle). 2. Remarkable selectivity and volume on distant stations. 3. Non-radiating. | 1. Crescendon controlled detector 2. Remarkable selectivity and volume on distant stations. 3. Non-radiating. | 1. Crescendon controlled detector 2. Remarkable selectivity and volume on distant stations. 3. Non-radiating. | f. Selectivity Features | Loss-loss construction throughout makes set selective. | Low-loss construction combined with crescendon makes set highly selective. | Low-loss construction combined with crescendon makes set highly selective. | Low-loss construction combined with crescendon makes set highly selective. | f. "C" voltage recommended by manufacturer of tubes used. | 4½ | | 1½ to 9, depending on tubes used. | 1½ to 9, depending on tubes used. | f. Wiring | Semi-rigid insulated wiring soldered to bus terminals. | Semi-rigid insulated wiring soldered to bus terminals. | Semi-rigid insulated wiring soldered to bus terminals. | Semi-rigid insulated wiring soldered to bus terminals. |
| h. Circuit | Two stages balanced radio-frequency amplification, detector, and two stages of audio-frequency amplification. Aperiodic antenna circuit, loosely coupled to local circuit. New Method of balancing developed by Stewart Ballantine and Dr. Lewis M. Hull, incorporates a true Wheatstone bridge in each radio-frequency stage. | Two stages radio-frequency amplification, detector, two stages audio-frequency amplification. Detector and second stage R. F. tube use crescendon by coupling plate circuit of detector to grid of second R. F. tube. Aperiodic antenna circuit loosely coupled to local circuit. | One stage radio-frequency amplification. Detector and second stage R. F. tube use crescendon controlled detector, two stages audio-frequency amplification. Aperiodic antenna circuit loosely coupled to local circuit. | One stage radio-frequency amplification. Detector and second stage R. F. tube use crescendon controlled detector, two stages audio-frequency amplification. Aperiodic antenna circuit loosely coupled to local circuit. | g. Tube Control | Rheostats accommodate all types of tubes except 200's. Filament switch enables tubes to be turned off without touching rheostats. | Rheostats accommodate all types of tubes except 200's. | Rheostats accommodate all types of tubes except 200's. | Rheostats accommodate all types of tubes except 200's. | g. Grid leak recommended by manufacturer of tubes used. | 2 to 5 megohms | | 1 to 3 megohms | 1 to 3 megohms | g. A. F. Transformers | 4:1 ratio | 1st stage 9:1 2nd stage 4:1 | 1st stage 9:1 2nd stage 4:1 | 1st stage 9:1 2nd stage 4:1 |
| | | | | | h. Stability | Balancing feature assures stability. | | | h. Milliamper "B" battery consumption with 201-A tubes | 20-35 | | 15-30 | 14-20 | h. Rheostats | 1-30 ohm for volume control. 1-6 ohm for filament control. | 1-6 ohm for filament control. | 1-6 ohm for filament control. | 1-6 ohm for filament control. | |

V. SIZE, WEIGHT, ETC.

| Model | RFL-75 | RFL-60 | 5-38 | 4-29 |
|---------------------|-----------|-----------|------------|------------|
| a. Weight In Carton | 28 pounds | 14 pounds | 11½ pounds | 9 pounds |
| b. Weight Unpacked | 20 pounds | 10 pounds | 8½ pounds | 6½ pounds |
| c. Length over all | 26½ in. | 17½ in. | 19½ inches | 15½ inches |
| d. Height over all | 10½ in. | 7½ in. | 8½ inches | 7½ inches |
| e. Depth over all | 12½ in. | 7½ in. | 9½ inches | 8 inches |

"NOT BAD FOR DAYTIME RECEPTION"

INDIANA MAN SAYS AFTER TUNING IN

Davenport, New Orleans and Jacksonville

ON A FIVE TUBE CROSLY 5-38

READ WHAT OTHERS SAY ABOUT THE NEW FOUR AND FIVE TUBE CROSLY RADIOS

"Gentlemen:
"In a test at home, with a Crosley 5-38, I received on a Musicone, during the daytime, stations in Cincinnati, Ohio; Chicago, Ill.; St. Louis, Mo.; Davenport, Iowa; Louisville, Ky.; New Orleans, La.; Atlanta, Ga.; Jacksonville, Fla. and Pittsburgh, Pa.
"Not bad for daylight reception, is it? I get Mexico City at night as well as California stations. I have seen many \$300.00 sets fail to do it and my list of daylight stations will make the dealer of other radios turn green with envy.

"Yours respectfully,
"N. J. Eddy,
"Greenwood, Indiana."

"Dear Sirs:
"I have had several makes of radios, but none can come up to your Crosley 4-29. Can get any place in the U. S. Have been recommending your Crosley Model 4-29, and here's hoping we have more Crosley radio fans.

"Yours very respectfully,
"Oscar Rieker,
"Michigan City, Indiana."

"Dear Sirs:
"Just a word on your new models. They have the snap tone and quality far above the price you have on them. I just received one 5-38 which is a wonder for the price. I pulled in KFI, Los Angeles, on a Musicone. It came in as loud and clear as you could ask for. I want to congratulate you and thank you also.

"Yours truly,
"Lloyd Peterson,
"Carbon, Iowa."

"Gentlemen:
"We have tried out your 4-29 and 5-38 and will say they are a perfect success. The people were sure surprised at their performance Saturday, the 20th. We put on a program with the 5-38 from 3:00 P. M. to 9:30 P. M. using two Musicones on the one machine. You could hear it plain for three blocks, all the different stations, New Orleans, Pittsburgh, Davenport, Omaha, and many others. We sure had some audience, country folks and city. Every customer we have sold is a real booster.

"Marshall, Miller & Marshall,
"Grafton, Illinois."

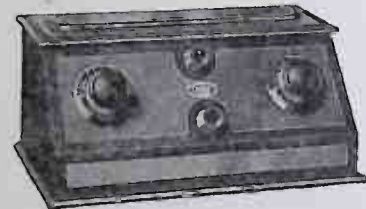
"Gentlemen:
"I just received my new Crosley R. F. L.-60 receiving set and a Crosley Musicone, which I now regard as the greatest invention in radio. I have listened to many different types of radios, and own several kinds which I heretofore believed were excellent, but I am thoroughly convinced now which one I shall keep. The reception is so natural that if a listener did not see the radio he never could tell that the music or voice was being reproduced. I feel I am very fortunate in getting one of these new sets so early. Wishing you success with your wonderful line of radios, I am,

"A. J. Brune,
"Galion, Ohio."

"Gentlemen:
"I just purchased one of your Crosley 5-38 sets, and after trying it out two nights must say it is a pleasure producer beyond words.

"F. B. Stonesifer,
"Houston, Texas."

FOUR TUBE 4-29 \$29.00



This four tube radio consists 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 that permits weak signals to be heard throughout an entire room.

FIVE TUBE 5-38 \$38.00



The 5-38 consists of two stages of tuned radio frequency amplification, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification.

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.

FIVE TUBE R. F. L.—60



WITHOUT ACCESSORIES
\$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.

FIVE TUBE R. F. L.—75



WITHOUT ACCESSORIES
\$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. The solid mahogany, duo-toned cabinet holds all batteries. Circuit is same as is used in the R. F. L.-60.

THE CROSLY RADIO CORPORATION

CINCINNATI

Crosley Sales and Service Manual

SERVICE HINTS

TUBES

TYPES OF TUBES. Tubes are divided into two general classes according to the type of filament battery with which they are to be used—dry cell or storage. For purposes of discussion let us consider RCA and Cunningham tubes as standard types, since tubes of most other makes follow the same specifications and are given practically identical type numbers. There are three RCA storage-battery tubes, the UX 200, UX 201-A, and UX 112; and three dry-battery tubes, the UX 12, UX 19, and UX 120.

UX 120 and UX 112. UX 120 and UX 112 are power tubes, designed for amplifier stages only. Since they require a higher "B" and "C" battery voltage than ordinary tubes, and since but one set of "B" and "C" battery terminals is provided in Crosley sets, they must be used in all amplifier stages when employed in connection with Crosley sets. In models 5-38, 4-29, and RFL, the radio-frequency amplifier tubes are not biased by the "C" battery, and the power tubes must not be used in them, therefore, since they cannot be used in the radio frequency stages without a "C" battery, and they cannot be used in the audio-frequency stages alone (in combination with other radio-frequency tubes), as they require a higher "B" battery voltage than other tubes, and but one set of amplifier "B" terminals is provided. Thus the use of these tubes is confined to the 51 series, the 52 series, and the Trirdyns, in which they should only be used in all amplifier stages. The new four and five tube sets give sufficient volume with ordinary tubes so that the use of power tubes in conjunction with them is unnecessary.

UX 200. UX 200 is a detector tube. Its use is also confined to the older Crosley models, the 50, 51 and 52 series and the Trirdyn and Pup. The sockets, and rheostat provisions have therefore not been made for handling UX 200. UX 200 used as a detector, in combination with UX 201-A's in the Trirdyn, 52 series and 51 series will give the maximum of volume.

UX 201-A. UX 201-A is recommended for use in all sockets of the 5-38, 4-29, and RFL, and for use in all amplifier sockets of Trirdyns and 52's, when storage battery tubes are desired.

UX 199 and WX 12. UX 199's and WX 12's may be used in any of the Crosley sets with the exception of the RFL for which they are not recommended. The RFL is balanced for 201-A tubes. The ques-

tion of which is better, UX 199's or WX 12's is largely a matter of personal choice. In any of the sets which incorporate one or more stages of radio-frequency amplification (such as the 5-38, 4-29, or Trirdyn), UX 199 is probably to be preferred. One point should be noted in connection with UX 199, that for most economical service it should be used in connection with an "A" battery of six cells in series-parallel instead of with only three cells in series.

Table of Tubes for Crosley Sets. The following table shows the types of tubes that may be used with each type of Crosley set:

Model RFL
UX 201-A tubes in all stages.

Model 5-38
UX 201-A tubes in all stages, or UX 199 tubes in all stages, or WX 12 tubes in all stages.

Model 4-29
UX 201-A tubes in all stages, or UX 199 tubes in all stages, or WX 12 tubes in all stages.

Trirdyn Models
1 200 and 2 201-A's, or
1 200 and 2 112's, or
3 199's, or
3 WX 12's, or
1 199 and 2 120's (112's or 120's to be used in first and last sockets.)

52 Models
1 200 and 2 201-A's, or
1 200 and 2 112's, or
3 199's, or
3 WX 12's, or
1 199 and 2 120's (112's, or 120's to be used in the last two sockets.)

51 Models
1 200 and 1 201-A, or
1 200 and 1 112, or
2 199's, or
2 WX 12's, or
1 199 and 1 120.
50 Models and Pup
1 200, or
1 199, or
1 WX 12.

The UX and UV Sockets. Some confusion exists in the minds of many individuals as to the difference between "UX" tubes and "UV" tubes. The "UV" and "UX" refer only to the type of base and have nothing to do whatsoever with the construction of the tube. Aside from the base, UX 201-A's are exactly the same as UV 201-A's, UX 200's the same as UV 200's, UX 199's the same as UV 199's, and WX 12's the same as WD 12's. The new power tubes (UX 120 and UX 112) are supplied only with the UX base.

SALES HINTS

NEWSPAPER PUBLICITY

If his local papers publish radio pages, the dealer has an excellent opportunity to secure indirect advertising by means of publicity stories. Hundreds of newspapers throughout the country use articles from the Crosley News Service sent to them weekly from the factory. In towns where newspapers devote considerable space to radio, and where this service is not used, dealers should call the attention of the papers in which they advertise to the great number of interesting articles afforded them by the service. Many newspapers are not familiar with the service, and would welcome its being sent to them, once they were introduced to it.

Special articles supplied to the papers by the dealer himself are of great advertising value. If there is someone in the dealer's organization who can write good copy, he should certainly be encouraged to prepare and submit as much newspaper material as possible. In the preparation of newspaper articles certain rules should be followed:

First, do not write an article unless you have something to write about. It is unreasonable to expect a newspaper to publish an article which will not command the attention of its readers. There are certainly sufficient subjects of interest about which articles can be written. Set owners are interested, for instance, in important facts relating to tubes and batteries, and to the care and operation of sets. A discussion of interference and various remedies for it will be of real help to many persons. Then there is always the possibility of writing a series on the "how and why" of radio; and there are certainly a great many matters of local interest which may be made the subject of stories. The important point to keep in mind is that any article submitted to a newspaper for publication should contain real information of interest to its readers.

Second, avoid writing in such a manner that the articles appear to be propaganda or advertising matter. Sufficient publicity is obtained through the mere mention of your store in connection with the name of the author, as:

FACTS ABOUT RADIO TUBES
By John Sebastian
The Capitol Radio Supply Co.

All thought of publicity should be stricken from one's mind in writing the article. It should be prepared as a sincere attempt to provide useful and timely information for the public. Then the name

of the store can be mentioned with the author's name, or inserted at some convenient point in the story.

Third, all copy should be typewritten, double spaced, on plain paper. No headlines should be written, as various newspapers have their own styles and customs for headlining, but sufficient space (say one-fourth of a page) should be left blank at the top of the first page so that the newspaper editor will have room to write in his own headlines.

Fourth, an old rule which is especially applicable to live news articles is that the whole story should be told in brief in the first sentence, and then enlarged upon in the sentences that follow. The first sentence tells the "what, when, where, and why"; the others tell the "how."

Fifth, there is a certain approximate length of article which appears, from the experience of men of long association with this type of work, to be most popular among newspaper editors. It seems that a single-column story should be from six to seven inches long. This corresponds to an average page of typewritten copy, double spaced with no margin at the top for headlining). A double column story should be from one and one-half to two times this long.

Sixth, a one page story should preferably be divided into three or four paragraphs. Fewer than that number will make the paragraphs too long, and more than that number will make them too short. This is not an inflexible rule, but is in accordance with usual newspaper practice.

Seventh, illustrations add greatly to the interest of articles, and should be used wherever possible. Line cuts made from pen and ink drawings are best for this purpose. If halftone reproductions of photographs are used, they should be 60 or 85 line screen. Cuts for single-column stories should be two inches wide, those for double column stories four inches wide, for practically all newspapers. Some publications prefer to have their own cuts made. They should be supplied with the original drawings and photographs.

These, in brief, are some of the most important factors concerned in the preparation of publicity stories. If any additional information is desired about this phase of indirect advertising, the dealer should communicate with the Publicity Department, The Crosley Radio Corporation.

Musicone Is Winner In Elimination Test During Convention

(Continued from Page 1)

was the solution of perfect reproduction of low notes. He also brought out the fact that there really are thirty-two magnets in the Musicone, as compared with one and two in other types.

The salesmen were advised to push the Musicones as strenuously as possible and to point out to the distributors and dealers the advantages of their handling such a type of loud speaker exclusively.

DAILY PROGRAMS

(Continued from Page 2)

- 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.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- "Silent Night"
(The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation,
Cincinnati, Ohio.

422.3 Meters—710 K. C.

Saturday, March 27th, 1926
Central Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports and Stock Quotations.

- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ Request Lady.
- 7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Barnyard Symphonies by Uncle Charley Warner and his Coon Dog Orchestra from Georgetown, Ohio.
- 8:30 P. M.—Paradise: "A Step on the Stairs."
Fifth act of the mysterious, thrilling radio drama by Robert J. Casey.
- 9:00 P. M.—Uncle Charlie Warner and His Orchestra.
- 9:30 P. M.—Popular dance program from Castle Farm.
(The Baldwin Piano)

The scraping of dials on the panel of a radio set can be corrected by placing thin discs of felt on the backs of the dials. They will then work smoothly without noise.

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.

CROSLY

RADIOS

Distributed by

THESE JOBBERS

OHIO, KENTUCKY, INDIANA

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 ^E & ^A 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

SELL YOUR CROP

OF

TOBACCO

AT THE

KENTON LOOSE LEAF
TOBACCO WAREHOUSE

Covington, Ky.

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