

Lowering Prices of 51 and 52 Regular Adds To Popularity

Two Radios to be Featured in National Advertising Campaign Soon to be Released

The Crosley Models 51 and 52 Regular, at \$14.75 and \$25.00 respectively, are genuine Armstrong regenerative radios, the former with one stage of audio frequency amplification and the latter with two. Thousands of owners of both models have received stations from coast to coast, the Model 52 bringing them in on a Musicone or any other type of loud speaker. The Model 51 will operate a loud speaker on stations within a reasonable radius, but, with head phones, stations from the Atlantic to the Pacific and from Canada to Mexico are tuned in with ease.

Wherever these radios are properly displayed they draw a great amount of attention, and dealers who realize their attractiveness to the people who demand excellent service at low cost are selling both models in large numbers. Recent price reductions have affected both types, the Model 51 having been reduced from \$18.50 to \$14.75 and the Model 52 from \$27.50 to \$25.00. This saving for the consumer has resulted in increased buying of both models, thousands and thousands having been disposed of since the price announcement was made.

There is no doubt but what the Model 51 is the most popular radio ever introduced. Close to 200,000 have been sold in about a year and a half. Easy to install, simple to operate, economical on batteries, these sets have a nation-wide reputation that is of tremendous value to the dealer. Certainly one or more of them are in operation in your town. Get in touch with the owners of the Crosley 51 radios and obtain from them statements regarding the operating qualities of their radios. Then tell the next prospective customer what "Mr. Jones" thinks of the set he owns. Radio listeners are demanding coast-to-coast radios at reasonable prices—and in the Models 51 and 52 they are getting value that is more than reasonable. They are getting radios that stand supreme in both price and quality.

The Model 52 is practically on a par with the Model 51 so far as popularity is concerned. This is

(Continued on Page 8)

TWO POPULAR RADIO RECEIVERS



Illustrated above is the popular Crosley Model 52 Regular, while at the right is the Model 51 Regular—two radio receiving sets that are to be featured in a national advertising campaign soon to be released. These sets combine Armstrong regenerative and audio frequency amplification, the larger with two stages and the smaller with one. Close to 200,000 of



the 51 Models have been sold and it is certain that thousands and thousands more will be sold during the coming Fall and Winter. The Model 52 is also a very popular set and will be in great demand when the radio season gets into "full swing." Prices of both models recently were reduced, the sets now standing in a field by themselves so far as cost is concerned.

Benefits of Regeneration Cited; Use of Fewer Tubes Is Permitted; Selectivity Far More Pronounced

Armstrong regeneration is the very foundation of radio reception. Practically every circuit—with very few exceptions—are based, in one way or another, on the one discovered and patented in 1914 by Major A. H. Armstrong. The Crosley Radio Corporation is one of the original Armstrong licensees, and every set manufactured incorporates this truly efficient hook-up.

Many advantages of regeneration could be cited but the following probably are the most important: They give the same results as sets using a larger number of tubes. Their selectivity is more pronounced. Their operation is far more simple because fewer tubes are used.

They readily amplify weak signals, causing those from distant stations to be built up.

They locate distant stations easily.

They can be operated with less efficient antenna arrangement.

They require less and simplified wiring apparatus.

The weaker the signal the stronger the sound. If critically adjusted, even the weakest signal will give an audible sound.

They require very little space.

In Armstrong regenerative sets a coil of wire, or inductance, is connected, one end to the antenna and another to the ground. A third connection on the coil goes to the grid of the detector tube and a fourth connection to one side of the filament. Inside the first inductance mentioned, or in inductive relation—(parallel)—to it is found a second coil known as the tickler or plate coil. This coil has one connection to the plate of the detector tube and the other to the phones or amplifying transformer, as the case may be. The circuit is now completed by a connection from the other side of the phones to the plus side of the B battery

(Continued on Page 6)

Three Tube Super Trirdyn Regular Is Reduced To \$45.00

Popular Receiver Affected by Most Recent Price Cut—Saving to Result in Increased Sales

Economies of gigantic production in the Crosley plants permit another price reduction.

This time the popular Super Trirdyn Regular is affected, the price being reduced from \$50.00 to \$45.00.

A genuine achievement in radio performance and value which all America was quick to recognize, this Super Trirdyn Regular, in which three tubes do more work than five do in other radios, is now offered to the buying public at a price that has actually amazed the radio trade. Just imagine a receiving set consisting of tuned radio frequency, Armstrong regeneration and reflexed amplification, with which stations from coast to coast and from Canada to Mexico can be tuned in on a Musicone or any other type of loud speaker, being offered at the very low price of \$45.00. It is no wonder so many thousands of these radios are being sold—and with the new price it is certain that there will be greatly increased sales.

This change is in keeping with the policy of The Crosley Radio Corporation of passing on to the consumer every cent it is possible to save in increased production. Mr. Crosley has pledged himself to produce for the masses; to manufacture radio sets that can be sold at such prices as the needy as well as the wealthy can afford. He has declared many times that radio is for everyone, not only the rich, and is intended to see that every man, woman and child in the United States, no matter in what condition he may be in financially, can afford a receiving set with which he can be entertained.

At the ridiculously low price of \$45.00, the Super Trirdyn Regular is admittedly a wonderful buy. Your customers will recognize this immediately and will order accordingly. A little local advertising, a window display and a little sales effort will result in every large-sized Crosley dealer selling a large number of these types of receiving sets. Now is the time to go after the real radio business. Everyone is talking about radio, everyone is planning to buy. But everyone is

(Continued on Page 8)

Only \$3.00

FOR THESE

PERFECT HEAD PHONES



The Crosley 2500 ohm head-phones embody all the features of a perfect receiver. They give perfect satisfaction under the most severe operating conditions. Their sensitivity and matched tonal qualities make them ideal for every radio listener. Beauty, comfort, ruggedness and lightness are combined in these phones. Compare their efficiency with that of phones costing twice as much. You will be surprised. At the very low price of \$3.00, thousands and thousands of them should be sold every month. Feature Crosley head-phones and you will be amazed at the number of sales you will make.

Every Fan Needs Phones

Crosley head-phones are necessary wherever there is a radio receiving set, no matter whether it is a tube or crystal receiver. It matters not whether the operator may have a Musicone or any other type of loud speaker—head-phones are essential to satisfactory tuning. Crosley phones should be sold whenever a radio set is sold. A great many radio listeners prefer head-phone to loud speaker reception. Still others have crystal and one tube sets that will not produce enough volume to operate a loud speaker. Crosley phones can be sold to these men and women. Then again there are times when one person desires to listen to the radio without disturbing others. He needs Crosley phones. The aged, the crippled the sick—those shut-ins who listen by the hour—prefer using head-phones. In fact there are scores of cases that can be cited where Crosley phones are preferable to a loud speaker. These receivers, perfectly designed and made, are offered now at such a low price that everyone can afford them. Order a supply of Crosley phones and see how quickly they will be taken from your shelves by your customers.

The Crosley Radio Corporation

CINCINNATI

Saturation Point Never to be Reached In Radio Industry

Decrease in Number of Home-made Sets Can be Traced to Low Cost of Factory-made Receivers.

The tremendous interest shown by the crowds attending radio shows proves the saturation point has not been reached. Nor will it ever be. Powell Crosley, Jr., who had some experience in the automotive industry before he turned his entire attention to the manufacturing of radio equipment, recalled the many periods in the automobile manufacturing days when he was told the saturation point had been reached. It has not, nor has there been any indication of one being reached in the radio industry.

There are more places selling radio apparatus today than ever before. The type of dealers merchandising apparatus is higher than in the early days. It will not be long until there will be "radio rows" in cities, just as it is possible to find "auto rows" in every town. Most of the manufacturers are following the plan of The Crosley Radio Corporation in establishing a sales outlet for their apparatus through

Authorized Sales and Service Stations.

Reliable manufacturers of radio apparatus stand behind their products and there is less poor merchandise upon the market today than at any time since the start of factory-built equipment. Consumers have been taught to purchase from reliable dealers and the decrease in home-made sets can be traced not only to the low-cost of factory-built sets, but to a better understanding of the component parts of the sets which has been brought to the public's attention through the daily press and fan magazines.

Idle curiosity is no longer the magnet which attracts people to radio shows, but the desire to learn what is new and see improvements in standard lines. One of the most important changes in the displays is found in the greater showing of complete factory-built sets and the rapidly passing showing of parts. Accessories, too, are not displayed as much as in past years, due to their being included in some of the factory-built receivers. The auto dealers in accessories are not selling as much as they formerly did for the reason that manufacturers are including accessories in their cars.

It's eight o'clock in the morning, you've slept the whole night through—now get up and set-up to exercises through WLVW by Bill Stradtman of the Cincinnati Y. M. C. A.

NOW \$14.75 The Crosley Musicone



Recent reduction in the price of the Musicone—from \$17.50 to \$14.75—has caused a tremendous increase in the demand for this popular and perfectly operating radio reproducer. Immediate ordering by dealers is necessary. Our greatly increased production is being taxed even now when the radio season has hardly opened. Thousands of Musicones are being manufactured every day—but many more are being sold. The only way to be sure to accommodate your customers is by sending your order to your distributor immediately.

The full, rich, mellow tones of the Musicone—its extraordinary reproduction of the human voice and all musical instruments without distortion of pitch or tinny overtones, constitutes one of the outstanding achievements in all radio history.

Musicone De Luxe

The Musicone is also offered encased in an artistic clock-type mahogany cabinet with a grilled screen. Its superior beauty makes it ideal for use with the Super-Tridyn or any other set. **\$27.50**
Price

The Crosley Radio Corporation

200 Alfred Street

Cincinnati

Crosley Radio Weekly

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

TENFOLD IN THREE YEARS

According to a survey of the radio industry just completed by the Copper and Brass Research Association, the retail value of radio receiving sets and parts to be sold during the season of 1925-26 is estimated at \$500,000,000, as compared with \$50,000,000 worth of equipment sold during 1922.

The survey points out that in 1922 there were fewer than 100,000 sets in use. By the close of the following year this figure had mounted to 2,000,000 and the end of 1925 should see 5,000,000 sets in service, an illustration of the phenomenal strides which radio has made in a period of four years.

In its findings the association expresses the belief that public interest in radio is greater than ever.

About a year ago demand for radio sets was far in excess of the manufacturers' ability to supply. At that time home-made sets excepted, the factory-made, and there was a correspondingly large retail market for radio parts. The year 1924 has seen the beginning of stabilization in the industry. The trend is now away from the home-made set toward the set purchased as a complete unit.

The present rate of manufacture, the survey states, indicates that 1925 production will be 2,000,000 sets, in which the consumption of copper and brass will be about 7,500,000 pounds. These metals are used for aerials, ground connections, coils, condensers, tube sockets, panels and miscellaneous parts.

Radio now appears to be as universal in its appeal and as much a necessity as the automobile, so there is no reason to look for any falling off in sales in the next few years. The radio purchaser is not only a good customer for tubes, batteries, plugs, jacks and other parts, but almost generally he is ready, after using a set for a year or two, to scrap it and replace it with another which has a more stylish cabinet or a newer "hook-up".

WLW To Radio World Series

Arrangements have been made to broadcast the Sunday, October 11, world series game direct from the field. Crosley WLW will give daily reports of the struggle for baseball supremacy each day from its Cincinnati station.

Beautiful Colored Posters For Bill Board Advertising

CROSLY POSTERS

Illustrated above and below are samples of the bill-board advertising soon to be released by The Crosley Radio Corporation in co-operation with its distributors, in various sections of the United States. Distributors are sharing in the expense of placing these signs. The beautifully designed and colored posters will add to the interest in Crosley merchandise and help dealers everywhere in selling "Better—Cost Less" radio products.

Quite naturally it will be impossible for The Crosley Radio Corporation to display these decorated posters in every community, but we will furnish the posters providing the authorized dealers guarantee to see that they are placed in the most prominent position available. We will send to any authorized dealer the posters immediately upon receipt of a contract signed by the dealer with some local bill-posting organization. In other words, the dealers must sign a contract with the bill-poster, calling for the placing of so many signs. Then he must send the contract to us and the necessary signs will be sent to him. Of course the contract will

be returned at once. In case the dealer wishes his name imprinted on the signs, it will be necessary for him to enclose, with the contract, \$2.50, regardless of number ordered, to pay for the printing. They are 24 sheet posters, measuring 10 x 25 feet.

Following closely the publication of the gigantic four page advertisement in the Saturday Evening Post, and tying up directly with the rest of the tremendous national campaign, these posters will serve as a magnet to draw buyers into the stores of authorized Crosley dealers.

Crosley is a leader in the field of radio advertising. In practically every widely-read publication full page "spreads" are pounding into the homes of future radio fans the value of Crosley merchandise. The low price of these products, combined with their known efficiency, make them easy sellers. We know the sales resistance on Crosley radios is smaller than that on any other radio line. We know hundreds of thousands of people are ready even now to purchase Crosley receiving sets. And so we know that a profitable season is ahead

of those authorized dealers who feature the Crosley line.

Gigantic as the four page advertisement in the Saturday Evening Post may have seemed, it must be remembered that it is but a small part of the ammunition to be fired in the Crosley advertising campaign this fall. Full page ads will continue to appear in the Saturday Evening Post, the Literary Digest, Good Housekeeping—in fact, all of the well-known and proven magazines of tremendous circulation. For instance, see the double page ads in full colors that will appear in Liberty.

Watch for the complete advertising campaign to be run in the farm papers all over the United States, in weekly and in monthly state and national papers. Newspapers in many cities will run many Crosley ads.

On every hand, everywhere you turn—you'll see Crosley, Crosley—all that you want in radio—Crosley.

Crosley has been the most consistent radio advertiser in the radio business. Back in 1922 Crosley was using 4 and 6 pages in many (Continued on Page 6)

CROSLY POSTERS

Price of Another Crosley

SUPER TRIRDYN REC

SUPER TRIRDYN *Special*



Price
Without
Accessories

\$60.00

CROSLEY 52-SD



In the 52-SD greater selectivity, sharper tuning and improved receptivity have been achieved. Refinement of parts—improvements of designs, have made this a truly remarkable set.

The double circuit reduces radiation to a minimum. It is a genuine Armstrong regenerative receiver, beautifully proportioned and finished. Cabinet holds necessary dry cells. A real wide range receiver—easy to tune—easy to enjoy and easy to pay for. Has two stages of audio frequency amplification.

Without Accessories, \$32.50

THREE TUBES DO THE WORK OF FIVE OR SIX

As a result of Crosley advertising, the radio buyers now realize they can obtain quality merchandise at very low prices. They know they can purchase coast-to-coast radios, such as the Super Trirdyn Special, without investing a huge amount of money.

That is the reason for the ever increasing popularity of Crosley receiving sets. The Super Trirdyn Special is a three tube set, consisting of one stage of tuned radio frequency amplification, Armstrong regeneration and reflexed amplification—a combination that permits the three tubes to do the work of five or six.

The beautifully designed cabinets, with their sloping panels appeal to your customers—the operating efficiency sells the sets. The cabinets are large enough to house all dry cell batteries required. Coast to coast reception on a Musicon or any other type of loud speaker is a regular event with owners of Crosley Trirdyns.



Above is the Luxe Combination Crosley Musicon Trirdyn Special arranged on a signed table. The combination appeals to the best in the table alone—\$25.00 combination—\$112.50.

THE GREATEST SELLING

PPRICE of the Crosley 51 recently was reduced from \$18.50 to \$14.75. This is the greatest selling two tube radio ever manufactured. Close to 200,000 have been sold in the last year and a half.

Here is outstanding value—a genuine Armstrong regenerative radio with two tubes only, which operates successfully with dry or storage batteries, and with any type of tube on the market. It will out-distance and out-perform other radios costing two or three times as much. The Crosley 51 is unquestionably the most popular radio in America. More of them are in use than any other radio ever made.

Local stations are heard on the loud speaker at all times, and when atmospheric conditions are favorable distant stations also are heard on the loud speaker. With head phones stations from coast to coast are heard by owners of the Crosley 51. On the night of February 2, 1925, a Cincinnati owner tuned in four stations in California.



CRO
MOD
NO
\$14

THE CROSLEY RA

200 SASSAFRAS STREET

Crosley Radios
under U. S. Pat

Crosley Radio Reduced!

REGULAR NOW \$45.00!



Super Trirdyn De-
consisting of a
DeLux, a Super
and a beautifully de-
signed beautiful com-
to those who de-
radio. Price of
0. Price of com-

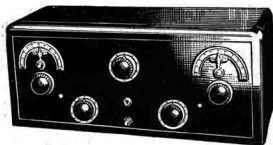
COAST TO COAST RADIO AT A VERY LOW PRICE

"SELL the Super Trirdyn Regular for \$45.00" That was the message dispatched last week by Powell Crosley, Jr., to his authorized dealers. The effect was instantaneous.

Congratulations and messages of thanks poured in. Dealers appreciated the added opportunity of a more rapid turn-over. Consumers appreciated the savings. The Super Trirdyn Regular is exactly the same as the Super Trirdyn Special except it is installed in a slightly smaller cabinet. It is a coast to coast receiver, in which the three tubes do the work of five or six.

Lowering of the price will result in an increased demand for this radio, and dealers must be prepared to meet the requirements of their customers. Place an order immediately with your distributor—order at least half a dozen Super Trirdyn Regular radios.

SUPER TRIRDYN *Regular*



Price
Without
Accessories **NOW \$45.00**

CROSLLEY 51-SD

RADIO IN THE WORLD

THE following is the exact translation of a very interesting letter regarding the Crosley 51:

"Taltal, Chile, South America.

"Dear Sirs:

"I have pleasure in advising you that the stations which I have heard transmitting in English are actually of the U. S. A.

"About four days ago I invited an English gentleman—who owns a 4 valve receiver and who, so far, has only been able to hear 'Radio Chilena' of Santiago—and he was amazed at my receiver (Crosley 51) which has only 2 tubes.

"As this gentleman is English, he translated for me the transmissions of the above referred to stations. We heard seven stations in English. Two of them were of New York and one was WRC, of Washington.

"Don't think that I hear these stations only on certain days. On the contrary, I have been hearing them for over a month, but had not given them any importance as I thought they were of the Argentine.

"Without further, (signed) "Juan Guzman."

"Yours, etc.,



CROSLLEY
MODEL 51
NOW
\$45.00



This two tube 51 Special DeLux is a genuine Armstrong regenerative receiver, with one stage of audio frequency amplification.

The cabinet is attractive, holds necessary batteries and is mahogany finished.

Greater selectivity, sharper accuracy of control and improved receptivity have been achieved by the use of a new worm type tickler, the new Crosley vernier plate condenser and the double circuit, thus reducing radiation to a minimum.

Without Accessories, \$23.50

DIO CORPORATION

are manufactured
ent No. 1,113,149.

CINCINNATI, OHIO.

Fewer Tubes Used In Regenerative Sets; Selectivity Is Greater

(Continued from Page 1)

and a connection from the minus side of the B battery to the filament of the tube.

If the broadcasting station you wish to tune in is operating on 300 meters the tuning inductance is tuned until the receiver wavelength is 300 meters, or in resonance with the station transmitting. This being done the high frequency oscillations of the station pass into the receiver from the antenna, through the detector tube where they are rectified to audible frequency and on to the head phones where these frequencies are changed to sound waves. The tickler is in the circuit to make the detector regenerate. By regeneration we mean that the signal, after passing through the detector tube once, is fed back, due to the inductive relation of the tickler to the tuning inductance, into the tuning inductance and so forms the cycle, being fed from one coil to the other thousands of times.

Being the user of a regenerative receiver you know that if the tickler is tuned too nearly parallel to the tuning inductance a click is heard in the headphones and stations will come in distorted and mushy. The set is oscillating, and it is only when the set is oscillating that you can by any chance bother your neighbors, because it is only when a vacuum tube is oscillating that it will transmit current from the antenna.

Inasmuch as a regenerative receiver will not give the user good results while oscillating and causes much trouble to neighboring fans, the tickler should at all times, be kept retarded enough to keep the set from oscillating.

BEAUTIFUL COLORED POSTER.

(Continued from Page 3)

radio publications. Crosley has been before the public month in and month out regardless of season. Depend upon Crosley advertising now to do a bigger and better job than ever in bringing people into your store to inspect the Crosley line.

And now comes the bill board advertising. Few radio lines, if any, are backed by such an advertising campaign. The name Crosley will be before millions of people daily. The value of Crosley merchandise will be called continually to the attention of practically every person in the United States. You, as experienced dealers, realize that with such a campaign being waged, there is certain to be a buying drive on the part of the consumers that will make the busy season of last winter look like the middle of July.

By John R. Loofbourow

Electric shops were the pioneer dealers in radio, and that is most natural, since radio sets of five or more years ago were fairly complicated assemblages of electrical equipment, purchased, for the most part, by experimenters, schools, colleges and commercial institutions. Radio sets were then considered as but one step further in the development of communication—a system to supplement the telephone and telegraph. No one in those days recognized their value as a means of entertainment. They were sold to take the place of telephones and telegraphs where these were inoperative and to supply the amateur electrical wizard with a means of amusing himself.

The advent of broadcasting wrought a great change in radio. It became immediately a means of bringing the theatre, the opera, and the best of public speaking into the home. Its acceptance was changed overnight from mere interest of the experimenter to applause of the multitude. It ceased to be electrical equipment, and became an Alladin's Lamp, producing unlimited entertainment at the will of the owner.

But electrical stores retained their important place in the merchandising of radio because even with the advent of broadcasting, radio sets were on a somewhat technical plane, and servicing was one of the important factors in selling radio. It is primarily their adaptability to servicing that has given electrical stores their present status in the radio selling machinery. Repeatedly electric stores are found which in appearance and merchandising ability are inferior to other stores, but which are nevertheless doing the lion's share of the business of the community because of the reputation they have gained through well-organized installation and servicing plans. Electric stores should never lose the sense of importance of this primary factor through which they have gained the confidence of the public. They should strive ever to retain this confidence as one of their chief assets in radio merchandising.

Electric stores as a class have not failed to make mistakes in radio. Their fault has been too much rather than too little technicality. Many of them having been in the radio business during the pre-boom days, it was hard for them to change when the transition period from the experimenter-buyer to the general-public buyer came. Their tendency has been to stress technical points rather than to sell aggressively. What they need is more canvassing, more demonstration, more display directing the attention of the buyer to one line, more aggressive selling.

Their interest in technical things

has often led electrical stores to over-diversification. Some stores today carry as many as ten different makes of sets. That is very poor radio merchandising policy. It might have worked no evil five or six years ago when the amateur and experimenter controlled radio buying, but the buyer of today, Mr. Public, knows nothing about radio and wants to be shown what set he should own. It is hard to lead him to a definite choice when he has even two sets before his eyes, to say nothing of ten. The electrical radio dealer must realize, if he is to retain his prestige in the radio business, that he must concentrate his efforts on one or two lines. It is only by concentration that he can put his sincere efforts into genuine aggressive selling.

Even with these few weaknesses borne in mind, one might say that the electrical dealer occupies an

enviable position in radio retailing today. In his prior start in radio and in the confidence he has won by knowing the care and operation of the equipment he is selling, he has a wonderful foundation on which to build a permanent radio business of the future.

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.

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

CROSLEY

BETTER—COSTS LESS RADIO

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.

OKLAHOMA

Southwestern Radio Dealers!
Get Your
Crosley Radio Sets, Parts
and Crosley Loud Speakers

From
PEABODY ELECTRIC CO.
Phone: LD-40 Muskogee, Okla.

ILLINOIS

National Supply Co.

Distributors of
CROSLEY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA ILLINOIS.

TEXAS

**Radio Equipment Co.
of Texas.**

Distributors in Texas for
CROSLEY RADIO APPARAT-
US, EVEREADY BATTER-
IES, CUNNINGHAM
TUBES
and
OTHER QUALITY LINES
1319-1321 Young Street
Dallas, Texas.

Stoess Director
William Stoess, director of Crosley WLW Studio, leads the Formica Concert Orchestra every Tuesday evening.

Crosley WLW Programs For week of October 11th

SUNDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation
Cincinnati, Ohio.
October 11. Central Standard Time.
422.5 Meters.

5:30 A. M.—
School conducted by the Editorial Staff of the Sunday School Publications of the Methodist Book Concern.

11:00 P. M.—
Services of the Church of the Covenantant; Dr. Frank Stevenson, minister; J. Warren Ritchey, organist; Charlotte Sandness Angert, soprano; Louise Koeltter Kellgren, contralto; Erwin Meyer, tenor; Edwin Weidinger, bass.

7:30 P. M.—
Services from the Emmaus Lutheran Evangelical Church; E. P. Dannenfeldt, Pastor.

8:30 P. M.—
Concert through the courtesy of The H. & S. Department Store, Cincinnati, Ohio. Orchestra directed by Walter Esberger.

1. Sacred Selection
2. March: "Dawn of Victory" Roberts
3. Overture: "Faust" Gounod
4. Ballet music from "The Sleeping Beauty" Tchaikovsky
5. "Parade of the Wooden Soldiers" Zamenik
6. Excerpt from "The Marriage of Figaro" Floto
7. Two popular requests:
(a) Ah-Ita
(b) The Sugar
8. Finale: "American Fantasy" Herbert
Soloist: ARTHUR DONDERO, violinist.
(The Baldwin Piano)

MONDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation
Cincinnati, Ohio.
October 12. Central Standard Time.
422.5 Meters.

7:30 A. M.—Morning Exercises by William N. Stradtman of the Department of Physical Education, Y. M. C. A.

7:45 A. M.—Morning Devotions under auspices of the Y. M. C. A.
10:45 A. M.—Weather Forecast and Business Reports.

11:55 A. M.—Correct Time.
12:15 P. M.—Non-day service conducted by Rev. Geo. H. Kass.

3:00 P. M.—Business Reports.
3:30 P. M.—Market Reports.
4:00 P. M.—Student recital from the classes of Leo Stiefgen and William Kyle.

6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner hour concert from the Hotel Gibson, orchestra directed by Robert Visconti.

7:30 P. M.—Theatrical Review.
8:00 P. M.—Continuation of the Hotel Gibson Concert.

8:00 P. M.—Solo recital by the Studio Staff of WLW Super Power Station; Louis John Johnson, haritone, and William Kyle, violinist.

Sonata for violin in D minor
Vercini
(a) Where E'er You Walk
(b) Mary Richardson
(c) Gypsy John Clay
Mr. Johnson
Ballade Vienxtemp
Brindisi (Hamlet) Thomas
John

(a) Hymn to the Sun (Le Doq Dor) Rimsky-Korsakov
(b) Andantino Beethoven
(c) Spanish Serenade Kreisl
Mr. Stosses
(a) Page's Road Song
(b) Novello

(b) Kinky Head
..... Edward Morris
(c) The Wandering Jew
..... Edward Morris
Mr. Johnson
Accompaniments by Rosemary Stoess.

The second of a series of famous O. Henry plays, "The Ransom of Mack," Solos by Warren Foster, WLW's phenom. change boy soprano.
(The Baldwin Piano)

TUESDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation
Cincinnati, Ohio.
October 13. Central Standard Time.
422.5 Meters.

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

7:45 A. M.—Morning Devotions under the auspices of the Y. M. C. A.
10:45 A. M.—Weather Forecast and Business Reports.

11:55 A. M.—Correct Time.
12:15 P. M.—Petrinella Trimbur, organist.

1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—French Lessons by Madame Ida H. Hapkins.

6:30 P. M.—Instrumental Trio—violin, cello and piano.
George Johnson at the Wuritzer Unit Organ.

7:00 P. M.—
8:00 P. M.—
The first in a series of orchestral novelties presented by the WLW Feature Orchestra under the general title of THE LANGUAGE OF FLOWERS in music.

1. "To a Wild Rose" MacDowell
2. "Violets" Hadley
3. "Lily of the Valleys" Hadley

4. "Daffodils" Hadley
5. "Gardenia" Hadley
8:20 P. M.—
THE LYRIC MALE QUARTET.

William Drexilius, first tenor
Erwin Meyer, second tenor
Edwin Weidinger, baritone
John Doid, bass
Howard Evans, accompanist

8:40 P. M.—
Bob and Jim, Crosley "Hello Boys" in Musical Hand-shakes.

9:00 P. M.—
CONCERT PROGRAM FURNISHED THROUGH THE COURTESY OF THE FORMICA INSULATION COMPANY.

THE FORMICA CONCERT ORCHESTRA, William Stoess, director.

1. March: "The Swastika" Klor
2. Overture: "Cinderella" Rossini
3. Overture: "Cinderella" Rossini

(a) Dost thou know the Land (Mikron) Thomas
b. Miserere (Il Tossatore) Verdi
c. The Soldier's Chorus (Faust) Gounod

4. Selection: "Katinka" Friml
5. Popular requests:
(a) "Remember" Friml
(b) "Peter Pan" Friml
(c) "I'll See You in My Dreams" Friml

6. Final: "Sweetheart" Herbert
(The Baldwin Piano)

WEDNESDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation
Cincinnati, Ohio.
October 14. Central Standard Time.
422.5 Meters.

7:30 A. M.—Morning Exercises by Wm. N. Stradtman of the Department of Physical Education, Y. M. C. A.

10:45 A. M.—Weather Forecast and Business Reports.
11:55 A. M.—Correct Time.
12:15 P. M.—Noonday requests featuring the player roll art-

ists, Irene Downing and Marjorie Hebestreit, piano and orchestra novelties.

1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Program of the "Shut-In" directed by Mr. and Mrs. Wm. Dunning, cooperating with the Cincinnati Settlement Schools and other institutions. (Auspices of the Cincinnati Exchange.)

6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra directed by Robert Visconti.

7:20 P. M.—Educational talk—National Farm Radio Council. Continuation of Hotel Gibson Concert.

10:00 P. M.—
Program of ensemble and solo by the CINO MALI QUARTET.
Fenton Fugh, first tenor
Russell Dunham, second tenor
Richard Fluke, first bass
Leland Sheehy, second bass
Walter DeVaux, accompanist

10:30 P. M.—
Contraalto solos by Mary Alice Cheney, scholarship pupil of the Cincinnati Conservatory of Music.

10:40 P. M.—
Orpheus Instrumental Trio (Violin, cello and piano)
William Stoess, violin
Arthur Knecht, cello
Rosemary Stoess, piano

(a) Novelle Schuman
(b) Gavotte Grieg
(c) Love Song Grieg
(d) Ballet music from Faust (arr. for trio) Gounod-Borch

11:15 P. M.—
ORGAN CONCERT BY JOHANNA GROSSE, playing the Wuritzer Unit Organ.

1. Les Sirenes Chaminade
2. Oriental Fantasia
3. Popular selections
(The Baldwin Piano)

THURSDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation
Cincinnati, Ohio.
October 15. Central Standard Time.
422.5 Meters.

7:30 A. M.—Morning Exercises by Wm. H. Stradtman of the Physical Department of the Y. M. C. A.

7:45 A. M.—Morning Devotions under auspices of the Y. M. C. A.
10:45 A. M.—Weather Forecast and Business Reports.

11:55 A. M.—Correct Time.
12:15 P. M.—Mildred Prigge at the Wuritzer Unit Organ.

1:30 P. M.—
Talk by Wilzbach, Y. M. C. A.
3:00 P. M.—Business Reports.
3:30 P. M.—Market Reports.
4:00 P. M.—Piano recital by Adelaide Apfel and pupils.

6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra directed by Robert Visconti.

7:20 P. M.—Current Facts—talk by Dr. H. Kaufman, optometrist. Continuation of Hotel Gibson Concert.

10:00 P. M.—
Three minute message from the Civil Service Department of the United States Government.

10:30 P. M.—
Popcorn Program by the Doherty Melody Boys (furnished by French Bros.-Bauer Company)
Frank Fendergast, piano and director
J. L. Doherty, banjo, entertainer and manager
Roy Goodlander, trombone
Frank Burt, saxophone
Doc Fay, bass
Vincent Rubenbauer, drums and effects
"Chuck" Flannigan, saxophone

10:45 P. M.—
Songs by Homer Scott, tenor.

10:50 P. M.—
THE WLW CONCERT ORCHESTRA, strings and reeds

1. March: "Spanish Patrol" Hueter
2. Selection: "The Danubian" Herbert

3. Old Time Waltzes Visconti
(a) Die Meiser Wagner
(b) Almerleaf Wagner
(c) "I Want To Be Happy" Visconti
(d) "Honest & Truly" Visconti
(e) "Hong Kong Dream Girl" Conneling
(f) Organ Numbers.

12:00 M. M.—
MIDNIGHT BOW-WOWS—The Sky Terriers featuring Chief Barker (announcer), Kay Nye, organist and pianist, and Rin Tin Tin.
(The Baldwin Piano)

FRIDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation
Cincinnati, Ohio.
October 16. Central Standard Time.
422.5 Meters.

7:30 A. M.—Morning Exercises by Wm. N. Stradtman of the Department of Physical Education, Y. M. C. A.

7:45 A. M.—Morning Devotions under the auspices of the Y. M. C. A.
10:45 A. M.—Weather Forecast and Business Reports.

11:55 A. M.—Correct Time.
12:15 P. M.—Gene Johnson, organist
(The Baldwin Piano)

"Yes, That's My Baby" "Charleston"
1:30 P. M.—Business Reports and Stock Quotations.
(The Baldwin Piano)

SATURDAY
RADIO PROGRAM
W L W
The Crosley Radio Corporation
Cincinnati, Ohio.
October 17. Central Standard Time.
422.5 Meters.

10:45 A. M.—Weather Forecast and Business Reports.
11:55 A. M.—Correct Time.
12:00 P. M.—Business Reports.

6:50 P. M.—U. S. Weather Forecast and Market Reports.
7:00 P. M.—JOHANNA GROSSE, organ soloist; (selected)
1. Waltz: (selected)
2. Jewel of the Madonna
3. Garden of My Heart
4. Popular Selections
Instrumental Trio—violin, cello and piano.

7:35 P. M.—SECKATARY H. A. W.—
8:00 P. M.—Continuation of Organ and Trio Concert.
(The Baldwin Piano)

New Radio Cabinets in Fine Furniture Class

Newer and better methods of finishing radio cabinets are being introduced this year. The cabinets of the best sets are rapidly becoming a par with the choicest furniture. In the Crosley woodwork-

ing plant for instance, experimental work has been conducted throughout the spring and summer months to determine the finishing methods best adapted to radio cabinets.

This development work has produced a method of finishing far in advance of that in use in previous years. Cabinet finishes by these methods fit harmoniously among the best of home furnishings.

Lowering Prices of 51 and 52 Regular Adds To Popularity

(Continued from Page 1)

a three tube radio, as you know, with an Armstrong regenerative detector and two stages of audio frequency amplification. All the volume that could be desired is provided, and the selectivity is really remarkable. Thousands and thousands of these Model 52 radios are in use throughout the country, and the many testimonial letters on file are evidence of their perfect operation.

There is absolutely no intention of dropping these models from the Crosley line. Certain dealers have been under the impression that announcement of the DeLux models would be followed by the dropping of these regular types. This is absolutely not the case. Both types are far too popular and are such good sellers that it would be folly even to consider dropping them. On the other hand a national advertising campaign, in which these sets will be featured, is being planned and will be released within the next few weeks. This will carry the story of the Models 51 and 52 Regular into millions of homes—will create a demand that dealers must be prepared to meet.

Our suggestion is that you order immediately from your jobber a reasonable supply of both types. You will be surprised at the rapidity with which they will be disposed of providing you tie up with this national advertising campaign and feature the two sets accordingly.

ONLY ONE AIR GAP IN CROSLY'S NEW TRANSFORMERS

Radio transformers might be rightfully called the heart of the radio set, since on them depends to a large extent the volume of the signal output and the clarity of reproduction. Among radio transformers incorporating recent improvements are those used in Crosley sets. These new transformers are so constructed that they have but one air gap. The ordinary transformer core has two or three air gaps. This makes for loss of volume and distortion.

The new transformers were considerably increased the volume and made it possible to hear stations more clearly with the sets in which they are incorporated, due to the decrease in leakage caused by reducing the number of gaps.

The ordinary style of transformer is easier to assemble. The new core has three legs, one of which is broken so that it can be bent and inserted through the hole in the transformer coil when assembling the unit. Thus the laminations of the core must be put into the coil one by one by hand, until the whole transformer is put together.

RUBBER USED IN CONSTRUCTION OF CROSLY SOCKETS

Many materials have been used in making sockets for holding vacuum tubes and gave fairly good results. It was not until recently, however, that engineers in the Crosley laboratory completed their experimental work with various grades of rubber for use in socket construction. This material is now used.

In the early days of radio, sockets were made with insulating bases and metal receptacles but experience showed that metal was not good and lessened the efficiency of the receivers. Porcelain was tried later; in fact it was Powel Crosley, Jr., who first introduced its use in the radio industry and was one of the early accessories he manufactured. In recent years the tendency has been to make sockets of bakelite or hard rubber, because of the unbreakable nature of the product but the former was found to induce considerably greater losses in the electrical circuit than the latter.

Thousands of sockets are made daily in the Cincinnati plants, for use of the one, two and three-tube receivers made by the Crosley organization. Although the tendency is towards factory-built sets, a great quantity of sockets are sold to consumers who like to construct their own apparatus.

Three Tube Super Trirdyn Regular Is Reduced To \$45.00

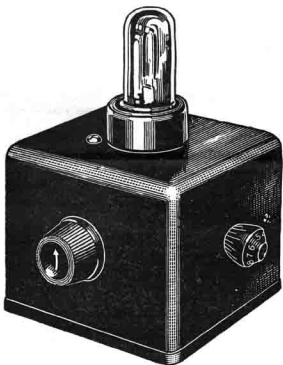
(Continued from Page 1)

looking for the most for his money and he finds this in Crosley merchandise only.

Crosley customers are satisfied customers. The service necessary is negligible. When a set is installed in a home it "stays put," as the saying goes. They are made right and remain that way during their long life time. Certain dealers may be of the opinion that they can make more money by selling a more expensive set. They are on the wrong track. These dealers, by pushing the Crosley line, can sell three or four times as many Crosley radios as they can any others, the combined profits being far greater than that derived from the sale of one other receiving set. On the other hand, the customer who invests a large amount of money expects the dealer to service his set. If he does not the customer goes elsewhere for his accessories—and a customer is lost. But as we stated, Crosley radios need practically no servicing, so this cost is saved to the dealer.

Order your Super Trirdyn Regulars immediately and take advantage of the great number of sales that are certain to follow this price reduction.

The Crosley PUP A Highly Selective Long Distance Receiving Set \$9.75



A Genuine Armstrong Regenerative Double Circuit Radio

Here, without question is the biggest value ever offered in radio history—a one tube set with a radius of 1500 miles or more on head phones under average conditions! The PUP is a genuine Armstrong receiving set, employing the double circuit to reduce radiation to a minimum and to provide a degree of selectivity that enables the operator to tune through local stations without difficulty. Everyone should have one. Half as big as a shoe box and conveniently portable. A permanent, substantial, quality product throughout, phenomenally priced only because of its simplicity and Crosley's tremendous manufacturing facilities. The price, \$9.75, does not include accessories. Our \$1,000 contest is creating nation-wide interest in the Pup. Boosting the sale of this set will be profitable to you.

Another One Tube Radio!

CROSLY MODEL 50



Lowering of the price of the Model 50 from \$14.50 to \$12.00 has met wide approval. The Model 50 is a one tube Armstrong regenerative radio, similar to the one with which Leonard Weeks, of Minot, N. D., kept in consistent communication with MacMillan when he was near the North Pole. Price of the Model 50-Portable has been reduced from \$16.00 to \$14.00 and the price of the Model 50-A, a two stage amplifier has been reduced from \$18.00 to \$14.00.

The Crosley Radio Corporation
200 Sassafras Street
Cincinnati