

New Super Musicone With 16-inch Cone, Heartily Welcomed

Nationally Famous Reproducer Now Offered in Four Models, Including Beautiful Console Type.

Letters and telegrams congratulating The Crosley Radio Corporation on the new Super Musicone are coming in from all sections of the United States, dealers and distributors acclaiming it to be the most welcome addition to radio since the regular Musicone was announced.

This new unit is larger than the Musicone that has become so tremendously popular, having a sixteen-inch cone instead of a twelve-inch one. Both the front and back of the Super model have been very attractively decorated and other changes have been made that increase the eye value of the speaker.

Differences in quality of reproduction between the regular twelve-inch Musicone and the Super Musicone seem to be matters of opinion. The same operating unit is used in all types of Musicones, and so the only differences must come, if there are any, from the different sized cones. The Super Musicone is said by many who have heard it in operation to develop more resonance in bass reproduction and to be particularly adapted for use in large rooms.

Despite the ever-increasing demand for a larger cone, there are many listeners who like the smaller one, and so there will be a large market for both types. The price of the regular Musicone, with the twelve-inch cone, has been reduced from \$14.75 to \$12.50, while the price of the new Super Musicone will be \$14.75.

In addition to these two types there are the DeLuxe Musicone and the Musicconsole. The former is a regular Musicone installed in a very attractive clock-type case, with a grilled screen. This model was exceptionally popular last season and it is certain that many will be sold during the coming Fall and Winter. The Musicconsole, a later addition to the Crosley line, is a regular Musicone installed in a beautiful two-toned mahogany fin-

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PIONEER CROSLLEY DISTRIBUTORS



Pictured above are three of the pioneer Crosley distributors. They have attended all of the annual conventions, this picture having been taken during the fourth of these gatherings. Reading from left to right, they are: H. F. Willenbrink, of Louisville, Ky.; Joseph Cummings, of San Antonio, Texas, and John Hanson, of Waterloo, Iowa.

Every Set Sent Out On Trial Sold By Dealer Who Entered Radio Field To Accommodate Pastorless Parish

To sell radio it is only necessary to use common horse sense, and to be alert. No technical knowledge is needed on the part of the radio dealer to sell large numbers of radio receivers if he sells a line that is dependable and does not need a great deal of servicing. That is the kind of merchandise that Mr. Kohler, of Kohler Brothers, General Merchandise, Antonia, Missouri, picked when he started handling radio only ten weeks ago. Antonia is a town of 50 people.

This is how it happened. A short time ago the small number of people in that section found it impossible to support properly a pastor at the small Lutheran church there, so it was necessary to stop the services at the church. Following this a few faithful members traveled quite a distance to attend another church, but the majority were unable to reach a church at all. Mr. Kohler, being alert, took advantage of the situation and the fact that KFVO, Concordia Seminary of the Lutheran Church, Missouri Synod at St.

Louis, Missouri, broadcasts regularly special sermons and music from the chapel.

At that time the hardware jobber from whom he bought the most of his merchandise was not a jobber for Crosley radio, but their retail radio department was buying from a Crosley distributor the new Crosley sets for the retail store. Mr. Kohler saw their sets on display and was impressed with their quality, good appearance, and price, and wished to purchase some. He was informed that they could only be sold to him at retail price inasmuch as they were purchased by the retail store for retail purposes only. Kohler Brothers, at that time, were not authorized Crosley dealers. However, he was so enthusiastic over the line and its sales possibilities that he purchased six assorted Crosley receivers at retail price and the necessary accessories to put them in operation.

He placed each one of these receivers on demonstration in six

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New 5-50 Certain To Become Fastest Seller On Market

Jobbers Recognize Immediate and Tremendous Demand for All Other Better—Cost Less Models.

The new \$50.00 five-tube Model 5-50, with its single drum station selector, power-tube adaptability, solid mahogany cabinet and numerous exclusive features, is certain to become the fastest-selling radio receiving set on the market. Distributors who have seen it have declared emphatically it will be the most popular radio of the season, and that thousands and thousands will be sold during the coming Fall and Winter.

The same receiver, installed in a beautifully designed console cabinet, with a built-in Musicone and separate compartments for batteries or battery eliminators, also is destined to become a leader in the radio field. The attractiveness of this radio appeals strongly to those who demand neatness and its operating efficiency meets the requirements of the most particular listeners. This model is known as the 5-75, the retail price of which is \$75.00.

Two other receivers in the Crosley line are the four-tube 4-29 and the five-tube 5-38, which have become tremendously popular since they were announced at the first of the year. The 4-29 has been sold in large numbers at times when other types of radios could not be moved from the dealer's shelves. There have been slight changes in the panels of the 5-38 which have increased the eye value of the set, but the prices of both remain the same, \$29.00 for the four-tube set and \$38.00 for the five-tube receiver.

In addition to these there are the R. F. L. models—the R. F. L.-75 and the R. F. L.-90. The R. F. L. circuit used in both these sets has proven its worth during the past season and has become one of the most popular in use. Both are five-tube sets, the R. F. L.-90 being in a beautiful two-toned mahogany console cabinet, with a built-in Musicone. Like the 5-38, the panel of the R. F. L.-75 has been slightly changed—a change that has in-

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NEW AND EXCLUSIVE FEATURES INCORPORATED

IN THESE LOW PRICED CROSLY RADIO SETS

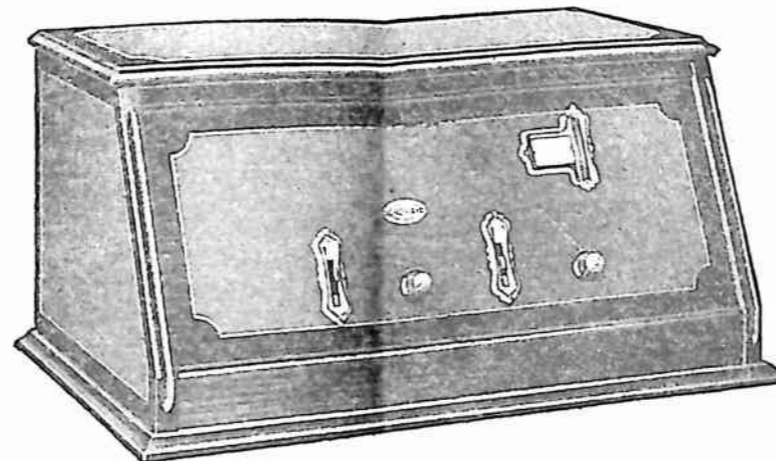
THE 4-TUBE 4-29



\$29.00

The Crosley four tube 4-29 consists of one stage of tuned radio-frequency amplification, Crescendon controlled detector and two stages of audio-frequency amplification. Ample volume to operate a loud speaker is provided, even when stations at very great distance are being received. The Crosley Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio-frequency sets, to such an extent that they fill an entire room. Volume of local stations can be cut to almost a whisper without destroying the quality. Many entirely new qualities in radio are found in this popular four tube radio, the demand for which has been far greater than had been expected. It has proved to be the fastest selling four tube set on the market this spring and summer.

THE 5-TUBE 5-50



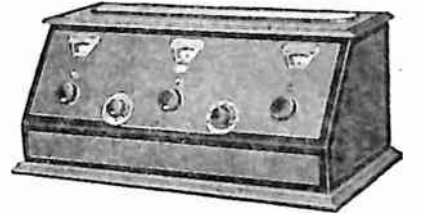
SINGLE DRUM STATION SELECTOR SOLID MAHOGANY CABINET

\$50

This new five tube radio, with its single drum station selector and installed in a solid mahogany, two-toned cabinet, is certain to dominate the medium priced field. It incorporates two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification, with means provided for

use of a power tube in the last stage. All stations found instantly on this one control, which revolves smoothly under slight pressure. Can be calibrated for wave lengths. Incorporates new shielded compartment metal chassis designed to receive extremely favorable comment for its advanced attractive features in radio set construction.

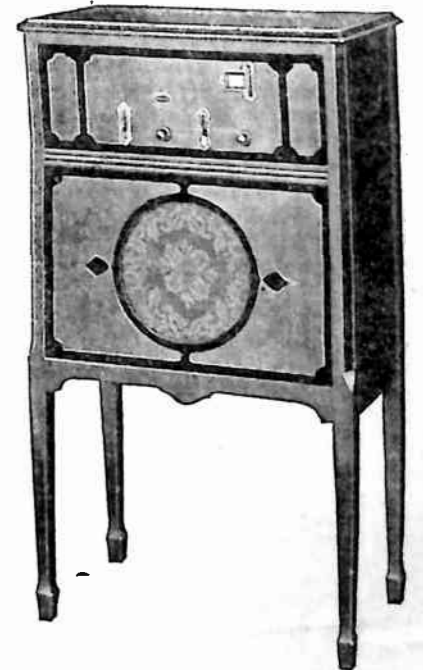
THE 5-TUBE 5-38



\$38.00

The Crosley 5-38 is a five tube receiver, incorporating two stages of non-oscillating radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency amplification. It is identically the same as the set that has become so popular during the past Spring except it has greater eye value due to the fact that the sectors and pointers have been removed from the front of the panels, and are observed through windows. This is one of the five tube sets Powell Crosley, Jr., offered to the public after promising to do so only if he could make one better than any on the market. Sales and reports of performances since its introduction indicate that it is measuring up to Mr. Crosley's promise.

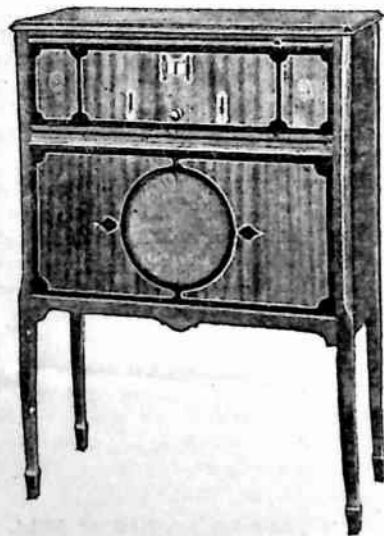
THE 5-TUBE 5-75



\$75

The five tube 5-75, in its beautiful solid mahogany two-toned console cabinet, with built-in Musicone, is another most startling value in the new Crosley line. The receiving set itself is the same as that used in the 5-50, with its single drum station selector, shielded chassis, power tube adaptability, etc. This set was heartily approved by the distributors at the Crosley convention and was believed by them to be greatly underpriced. In the 5-50 and 5-75 there are two adjustment levers which permit very sharp tuning when nearby stations spread broadly over the dial. Under varied conditions, these levers, when once adjusted, need not be touched again. Many other attractive features, found only in very high priced equipment, are incorporated in these new receivers.

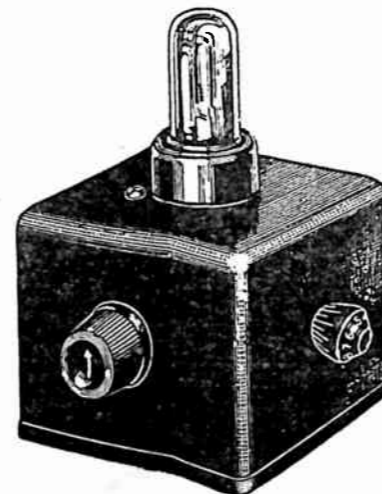
THE 5-TUBE R. F. L.-90



\$90

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

THE ONE TUBE PUP



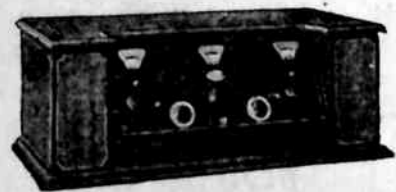
\$9.75

The Crosley "PUP" is a genuine Armstrong regenerative radio receiver. Brings in distant stations in an amazing manner. Easy to operate—exceptionally economical. It is the ideal radio for the person who is satisfied with head-phone reception.

The "PUP" is an improvement over the Crosley single tube radio with which many listeners have tuned in trans-Atlantic stations. It is not a toy, but a real, long-distance receiver for which there is an enormous market. We suggest that every dealer place an order immediately for a reasonable number of these now-famous Crosley "PUPS".

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

THE 5-TUBE R. F. L.-75



NOW \$65.00

Price of the popular R. F. L.-75 has just been reduced to \$65.00 due to savings effected in elimination of decorated bakelite panels and the substitution of wood panels with windows that permit the operator to observe the otherwise concealed dials. Pointers have been eliminated from the front panels. These changes, while affecting a saving, have, at the same time, made the set actually more attractive. Like the R. F. L.-90, this radio incorporates the famous, non-oscillating and non-radiating R. F. L. circuit. Perfect balancing is achieved by introducing the Wheatstone bridge into each stage of amplification—a clever engineering feature instantly recognized by technicians—and appreciated by the laymen in the selectivity and tone this set affords.

4-TUBE 4-29 PORTABLE



\$33

The Crosley four-tube 4-29 Portable is an absolutely self-contained receiving set with which its owner can "take his entertainment with him" wherever he goes. It is an ideal set to feature at this time of the year, when listeners are looking for radios that can be taken to camps, etc. The set itself is the same as the Crosley 4-29, which has become so tremendously popular since it was announced at Christmas time. It now is offered in a neatly designed portable cabinet in which there is ample room for the necessary batteries, head phones, etc.

Tremendous Business For Crosley Dealers Predicted By Distributors In Commenting On New Merchandise; Products Surpass Everything On Market, They Say

At the fourth annual convention of Crosley jobbers, 100 per cent indorsement was given to the new line of radio merchandise. Every distributor present praised most highly the new receiving sets and Musicones. Interviews with a number of these jobbers were published in the last issue of the Radio Weekly, a number of others are published herewith and still more will appear in later issues. Expressions of the opinions of a number of the jobbers follows:

The Crosley line for the coming season far surpasses my fondest expectations. To the dealer who enjoys the Crosley franchise comes the greatest opportunity to prosper this season and I feel indeed grateful that we are among those distributors who are to carry this message to our dealers.

Radio Corp. of Kansas,
Wichita, Kansas.

"Built up to a standard, but down to a price," sums up, in a few words, what I think of the new Crosley line. It should and in my opinion will, be the year's best seller, and we are getting back of it right from the shoulder.

Specialty Service Company,
Brooklyn, New York.

Regarding the new radios which were unveiled at the convention, I cannot say enough. The Crosley line meets all demands. It embodies the latest feature in mechanical construction together with artistic appearance surpassing anything in its class.

Hawkes Auto Equipment Co.,
Lansing, Michigan.

The Crosley line of radio, which is offered to the market this season, surely is a line which embraces extreme beauty of design, simplicity of operation and master construction, which, combined with the very low price range, should remove practically all sales resistances which are more or less encountered by dealers on other lines.

H. A. McRae & Co., Inc.
Troy, New York.

With the new 5-50 at Fifty Dollars in a one dial control, and the other refinements in the line, together with the Console Models, I can't see anything but a decided increase in Crosley business. I am very much enthused over the line, and big things can be expected from us.

W. H. Rowerdink & Son,
Rochester, New York.

The Crosley line now holds the greatest possibilities for the Crosley dealer, and the biggest values for the Radio Public that it has held during my four years as distributor.

Peabody Electric Company,
Oklahoma City, Okla.

The new Crosley line, shown at the 1926 Crosley Radio Convention, presents what promises to be the greatest achievement in radio. Beautiful new designs, suitable for any home, and at prices within the reach of all.

J. H. Gaedeke, Sec. and Mgr.,
Electric Parts Corporation,
Syracuse, New York.

Powel Crosley, Jr., with his line of radio products, has always been the leader in the radio industry, but with the new models which have been shown at this distributors' convention, the distributors of Crosley products are afforded one of the greatest opportunities of their existence to do a real service to the public in supplying sets to them that cannot be surpassed in

appearance or performance by any, and the price is within the reach of all. "Always Buy Crosley."

Van Deren Balm Hdw. & Supply,
Lexington, Kentucky.

The new line of Crosley sets and accessories are the best looking we have ever seen. Many of the Models look as though the price should be from ten to twenty-five dollars more.

We are frank to say,
That this is our guess,
There's truth in the slogan,
"BETTER—COSTS LESS"
Erle Radio Co., Inc.,
Erie, Pa.

There is no doubt that the new Crosley 5-50, one dial control, at Fifty Dollars, will start at the top of individual radio sales for this season. From all indications the public is looking for a low-priced receiver of this type, and Crosley "BETTER—COST LESS" Radios are alone in this class.

Iroquois Sales Corporation,
Buffalo, New York.

In the advanced design shown in the new models, it is my feeling that Crosley has hit the keynote of public desire. This particularly in reference to the 5-75. Simplified control and radio that is "furniture" have been the recurring thoughts voiced by users during the past season. Two new fields of buyers will be opened in the class of those people who will buy radio at reasonable prices—first, those not caring for radio, if the process of getting its entertainment involves an almost scientific manipulation of multi-controls, and second, the families where there has previously been no radio because the housewife effectively objected to giving her living room a "power house" appearance. Together with the other fully accepted types of Crosley models and the Musicones the Crosley dealer can now satisfy his public with radio from its simplest to most advanced wishes.

The Shield Company, Inc.,
Forth Worth, Texas.

The new Crosley models seem to anticipate the inevitable trend toward simplicity of operation and refinement of design. Radio is no longer an unsightly clutter of wires and batteries but is an artistic piece of furniture, harmonizing with its surroundings. Crosley has again demonstrated his leadership in the radio industry and the outlook for a fine radio business this fall should look good to a Crosley distributor or dealer.

Interstate Hardware Supply Co.,
Bristol, Virginia-Tennessee.

There is no doubt in my mind but that the new Crosley line of Consoles and smaller type receivers will dominate the low-price field for the coming season. The in-built quality and immense eye value, added to the already established Crosley reputation, are certainly a combination of qualifications hard to beat.

American Wireless Corporation,
New York City, New York.

The Crosley line, as it stands, certainly answers the radio question and can fulfill the demands of the most eccentric prospect. My personal experience in the sale of single control sets, however, causes me to hesitate to be over-enthused on this type but to round out the line it is a most important addition and with the introduction of the auxiliary controls I can see that very probably the cause of my previous sad experience will be entirely eliminated.

Ozburn-Abston Company,
Memphis, Tennessee.

"HENRY FORDS OF RADIO"



These pictures show how Crosley dealers are advertising their merchandise on their delivery cars, both of which happen to be Fords. The truck on top is owned by Guy H. Robinson, Miami, Florida, distributor, while the sedan below, with its unique serial, is owned by George Bryan, Crosley dealer at Hutchinson, Kansas.

The Evolution of The Radio Cabinet

The writer's first introduction to radio was in 1910, in Washington, D. C., and was occasioned by a school boy in the next room who was an amateur enthusiast. The recollection is principally of incessant clicking of code and weird noises at all hours of the night. This interference with sleep was a prophecy of what was to come years later, but voluntarily.

Our next contact with radio was about five years ago, when some walnut lumber was furnished a friend who wanted to move his outfit upstairs from the basement. Within a year we received an ultimatum that our own outfit which was scattered about the sun parlor, should be housed in a respectable manner, or banished to the lower region.

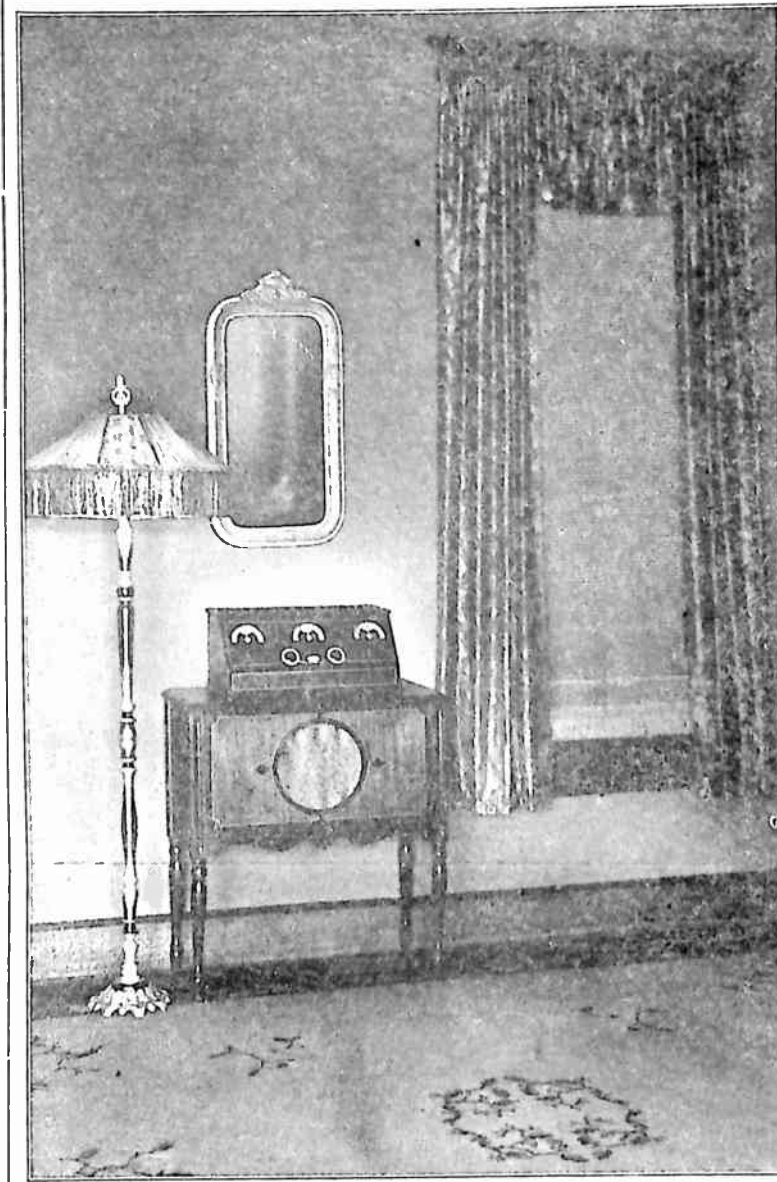
This has been the history of radio in countless homes. At first it was a plaything for the basement, attic or the den; with little effort to assemble the equipment in a compact manner. Next, it went into crude boxes that more or less concealed the working parts. These early boxes were often little better than well built packing boxes. They were usually built of any available material and perhaps given a coat of some kind of stain to make their appearance somewhat more acceptable.

The next big improvement was the "factory set," which began to replace the assembled outfit. In these sets, put out by the leading radio manufacturers, the receiving set itself was neatly housed in a well made cabinet. These cabinets, however, did not provide either for batteries or loud speaker. They often occupied some old table in the house with a loud speaker alongside and perhaps the batteries on a shelf below.

The next step in the evolution of the radio cabinet was a special stand or table on which a cabinet might be placed. These had compartments below for the batteries. This type of equipment was soon made obsolete by the development of the console cabinet. The first of these were awkward, built with an upper inclosed space for the receiver and below, a compartment for batteries and a loud speaker. This arrangement was unhappy, as the voice of the radio was aimed at our knees.

These cabinets were, however, the first real pieces of furniture that could be placed in any room of the house without marring the appearance. As a matter of fact, these cabinets were often the best looking pieces of furniture in the room.

This brings us to the cabinet of 1926. There apparently has been an end to the evolution as far as convenience and compactness are concerned. In the place of this there



Above is shown a radio receiver and Musicone designed especially to harmonize with fine home surroundings. The luxurious effect is obvious.

has occurred a great change in design. The radio cabinet has been put out in all the classical period styles and in designs that will satisfy the most exacting decorator as an harmonious piece of furniture. A cabinet can now be obtained in a style that can be placed in any room in the house although it seems natural to go most often in the living room. This is the place that makes it most available to the whole family and for guests.

Today the radio buyer considers the proposed set not only for its performance, but also for its appearance. One goes about the purchase of a modern radio set in the same manner that one buys a piano.

Naturally the first consideration in the purchase of either a radio or a piano is an "action" that will deliver the goods. This point being settled, then comes the considera-

tion of the radio or the piano as a piece of furniture.

Is the cabinet properly designed for convenience? Is it of a style that is in pleasing harmony with the other furniture with which it must be placed? Is it of the kind of wood that harmonizes with the other furniture in the room or that one expects to put in the room in the future?

Is it of a wood that permits a wide range in colors of hangings, tapestries and floor coverings? Is it of a wood that is rich in appearance? Is it of a wood that will never go out of style? Is it of a wood that requires little work to keep looking well? Will the wood show finger marks?

These questions and many more the consumer is asking today, when contemplating the purchase of a radio. As receivers become stand-

ardized, as has been the history of automobiles, appearance will have an increasing importance in their merchandising.

The better homes movement has been fostered by many agencies and the home makers are fast acquiring a knowledge of proper furniture and home decoration. The radio manufacturer and dealer that caters to this tendency will find that sales resistance is greatly decreased.

A survey of good radio cabinets today shows a striking predominance of the use of American walnut. This is due not to the fact that walnut is the leading cabinet wood for other furniture, but because it gives the widest opportunity to display the art of the designer and the cabinet maker. American walnut veneers can be had in an endless variety of pattern and figure; while walnut's depth and richness of color and figure make possible a cabinet of rare beauty.

The radio cabinet not only must look well but it must be serviceable. It is usually located in the room where the family lives. Instead of a wall piece to look at, it is used every day, sometimes many hours a day. It is subject to as many accidents of service as any piece of furniture in the house, with the exception of the living room table.

The evolution of the radio has truly been remarkable. Five years ago it was a novelty, a toy for boys, old and young. It was the inhabitant of the attic or basement, else it was the despair of the orderly home maker. Today it is accepted as an important and necessary part of our daily happiness. It has evolved from a messy clutter of junk into the richest and most beautiful piece of furniture that can decorate any home. Surely radio came in at the stretch to share with the automobile the honors of the first quarter of the twentieth century.

(By GEO. N. LAMB, in Radio Manufacturers Monthly).

Broadcasting Crime

Students of crime have the opportunity of keeping in touch with crime in greater Cincinnati through the broadcasting of bulletins supplied by the police department. These broadcasts are given through the Crosley WLW station daily at ten-fifteen and four-thirty o'clock. Emergency bulletins are broadcast immediately upon receipt in the studio.

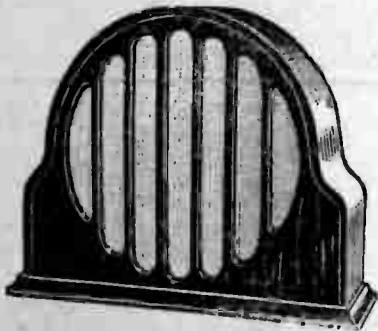
Health Talks

Dr. Carl Wilzbach, director of the Cincinnati Y. M. C. A., gives talks about health through the Crosley WLW station, every Thursday at noon.

The New SUPER MUSICONE \$14.75

The famous Crosley Musicone is now offered in four models, the Super Musicone, the Regular, the DeLuxe and the Musiconsole. The patented actuating movement, which has been responsible for the tremendous success of this type of loud speaker, is the same in all four types. Each also has the floating cone. With these four beautiful models, Crosley dealers are able to meet every loud-speaker demand. Distributors have predicted that hundreds of thousands will be sold during the coming season.

Musicone Deluxe



\$23.50 This mantel, clock type cabinet of delicately grilled mahogany houses attractively the Musicone. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet radio. Size is 12¼ inches high.

The Musiconsole

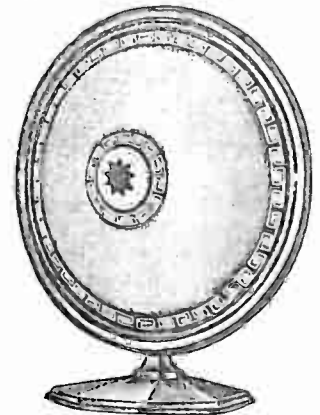
The Musiconsole is a beautiful console cabinet with built-in Musicone and compartments for batteries. This very artistically designed two-toned mahogany finished cabinet, serving as a table for a radio receiver, will be welcomed in the homes of the most particular listeners.

\$32.00



To meet the ever increasing demand for a larger Musicone, the new Super Musicone was developed. The 16-inch cone, beautifully designed on both front and back, is certain to appeal strongly to those who are particular about their appearance of their receiving set and loud speaker. The Super Musicone is considered by some to develop more resonance in bass reproduction and is particularly adapted for use in very large rooms. The success of the Musicone Regular in replacing so many thousands of old type loud speakers is a basis for presenting the larger model.

Musicone Regular



Recent reduction in the price of the Musicone Regular, from \$14.75 to \$12.50, has been welcomed **\$12.50** everywhere. This type, with its 12 inch cone, has been the fastest selling reproducer on the market ever since it was introduced. Radio reception received a great step forward when Crosley gave the Musicone to it. It was a revolutionary idea in loud speakers—not only in appearance but in performance. The Musicone makes good radio better. Indifferent performing sets are improved. If your customers are not satisfied with their radio maybe it's a Musicone they need.

CROSLY RADIO

BETTER • COST LESS