

# WLW The CROSLLEY WLW RADIO BROADCASTER

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## JUST ROLL THE DRUM AND TAKE YOUR CHOICE OF MUSIC, OKLAHOMA OWNER OF CROSLLEY FIVE TUBE 5-50 DECLARES

### Smith Returns As Studio Announcer At Station WLW

### Cheery "Good Night" Being Heard Once More By Lis- teners Who Tune in Cros- ley Station

Fred Smith has returned to the Crosley WLW super-power broadcasting station. He resumed his activities as studio director after an absence of a year, during which time he has been associated with the United States Radio Society, of which organization he is a director. He has many plans for enlarging the activities of the studio and will introduce many new features which he has been preparing for some time. William C. Stoess will be the musical director and assist in announcing.

Smith first joined the broadcasting department of The Crosley Radio Corporation in August, 1922, upon his arrival in this country after eight years spent in Spain, France, Belgium, Holland, Germany and England, where he studied the arts, languages and institutions of those countries. He returned to Europe in the Spring of 1925 as America's first radio ambassador, re-visiting all of the important European radio centres.

The radario or play written especially for presentation via broadcasting, was originated by Smith who also prepared the studio acting version of the first mystery serial story for broadcasting — "A Step On The Stairs." The first Sunday School Services were started by Smith. He also originated the thematic style of presenting programs, utilizing graphic word pictures as background for musical settings. Many other radio broadcasting novelties were created by him.

Smith was voted the most popular radio announcer in Cincinnati, in a contest conducted a few years ago and he is known throughout the country through his cheery

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### "Almost Uncanny The Way This Set Brings In Distant Stations," He Adds; Super Musicone Also Is Praised

"It is almost uncanny the way the five-tube Crosley 5-50 brings in the stations. Just roll the drum and sit back and take your choice of the cream of music, plays, lectures, etc.," writes W. D. Mauk, of Eakly, Oklahoma. His letter, in which he speaks so highly of the efficiency of this type of radio, follows:

"I am writing this letter because I believe in giving praise where praise is due. The other day I walked into one of the neighborhood radio shops in which the dealer had hooked up one of your new five-tube 5-50 radios. He was listening to a station at Fort Worth, Texas, and the reception was great.

"But," said I to myself, 'single dial control may be all right for those who are willing to sacrifice selectivity and sensitivity.' And imagine my surprise when I walked over to the set and tuned out the station by turning the drum about one degree.

"The next day I purchased a 5-50 and a Crosley Super Musicone. I installed the set in my store that night, and right there I got another big surprise. I had not heard the Super Musicone in operation and say, when I plugged in that speaker I got real music, rich, sweet toned and full, and with enough volume to fill an auditorium. It really is uncanny the way that set and Super Musicone bring in the stations. Just roll the drum and sit back and take your choice of the cream of music, plays, lectures, etc.

"And as for selectivity, I have an eight-tube set in my home that I have sworn by in the past, but I'll be doggone if that little 5-50 won't do anything the eight-tube set will do and do it with one less control. We entertain our friends every day with noon programs from Chicago, Dallas, Ft. Worth, Oklahoma City, Bristow, Okla., Omaha, Nebr., and many others with volume enough to be heard a block away. The thing that puzzles me is 'How can Crosley do it for the money?'"

Another excellent five-tube radio

### Jobber Broadcasts Service Articles To Assist Dealers

### Pittsburgh Station Operated For Benefit of Merchants; Servicing of Crosley 5-50 Described

What is believed to be the only broadcasting station in the world that is dedicated solely to the interests of radio and electrical supply dealers, is owned and operated by the Doubleday-Hill Electric Company, 719 Liberty avenue, Pittsburgh, Pennsylvania, distributors of Crosley radios and Musicones. This station, the call letters of which are KQV, is one of the pioneer plants, having been in operation continually, except during the World War, since November, 1921. Five hundred watts are being used at the present time, and programs are broadcast on a wave length of 409 meters.

Station KQV is known far and wide among radio dealers, and especially those in the Pittsburgh district, who have relied upon it to broadcast programs at any time of the day. In other words, when a dealer has a prospective customer in his store and desires to demonstrate a receiving set, he telephones to KQV, from which a short program is broadcast immediately.

Such service has been greatly appreciated, but recently the owners of the station decided to elaborate upon its service system and to broadcast, at certain periods of the day, special service articles that are of vital interest to every radio and electrical dealer.

Naturally such broadcasting is done when other stations are not "on the air" and at such hours as are believed to be most convenient to the dealers. Experience has taught those interested in the radio business that service articles are welcomed by dealers every where, and so when this Pittsburgh com-

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in the Crosley line is the 5-38, thousands and thousands of which are giving perfect service to their owners. Read what one of them has to say about this set:

"Gentlemen:

"We thought you might be interested in knowing how one of your five-tube 5-50 radios perform out here in New Mexico. This little set does not balk at distance during the day time and will reach out and bring in stations that other sets in operation around here will not bring in at night. Our nearest broadcasting station to the north is at Denver, which is some 425 miles away. We easily get this, as well as Chicago and St. Louis in the day time. During the World Series, I entertained many of my friends with the 5-50. One of these owns a \$200 set, but could not get the reports plainly enough to be understood.

"Yours very truly,

"R. D. Hutchison, Amistad,  
New Mexico."

How the five-tube 5-50 accomplished what owners of other radios, costing as high as \$300.00, have been unable to do, is described in the following letter, which was received from J. A. Carmena, of Sellers, Louisiana:

"I have lost considerable sleep since obtaining the model 5-50. In

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# CROSLY

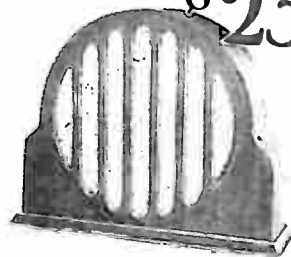
## SUPER \$14.75 MUSICONE

The Regular Musicone, shown below, is a beautifully proportioned speaker. Recently reduced from \$14.75. Preferred by many to larger speakers. Excellent tone and volume capacity.



This mantle, clock type cabinet of delicately grided mahogany houses attractively the Crosley Musicone. The art case is designed especially for those wanting something especially exclusive as a fitting compliment to an elaborate cabinet radio.

\$23.50



\$12.50



The Crosley Musicone, because of its faithful reproduction of every musical note, has become the most popular radio reproducer and has replaced hundreds of thousands of other types. The new Super-Musicone, with its 16-inch cone, artistically designed on both front and back, but the same patented actuating unit that has made the Musicone so tremendously popular, rapidly is exceeding, in popular favor, the smaller model. The Super-Musicone is said by some to develop more resonance in bass reproduction and is par-

ticularly adapted for use in large rooms. Success of the Crosley speakers is due to the wonderful actuating unit, with features found in no other radio reproducers, and to the floating cone. Every possible note, from the highest to the lowest, is heard perfectly and voice is reproduced exactly as broadcast. Its capacity is tremendous. No volume is too great, and the trick notes, guttural bass or flute, amaze and delight the ear. Listeners will never enjoy their radio as they should until they use a Crosley Super-Musicone.

## A MUSICONSOLE for Every Radio

The Musiconsole is a beautiful, two-toned mahogany finished console cabinet with a built-in Musicone and compartments for batteries or battery eliminators. A receiving set placed upon the Musiconsole forms a self-contained radio, with a loud speaker and all batteries hidden from view. This unit has been welcomed everywhere, thousands having been sold since it was announced a very short while ago. Properties and patented features of the Musicone, which is a part of the Musiconsole, are so far superior—its reproduction of all tones, both high and low, is so life-like and clear—that anyone, who once hears the Musicone will never again put up with any "loud speaker," even the best and costliest of previous design.



\$32.00

Here in brief are the advantages of the Musicone:

- Absolutely no distortion of voice or music.
- No multi-tube set can overload it.
- Faithful reproduction over the entire musical scale, from the highest notes to the lowest.
- No adjustment required for varying conditions.
- Floating cone and light, balanced armature eliminate chattering.
- Magnetic circuit formed of permanent laminated magnets.
- Needs no additional batteries.
- Eliminates the awkward, unsightly horn, with its directional properties.
- Low in price—ruggedly built—artistic in the beauty.

### THE CROSLY RADIO BROADCASTER

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus, Colerain and Sassafras Streets, Cincinnati, Ohio. Telephone: Kirby 3200 Robert F. Stayman, Editor  
Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

#### THE CROSLY RADIO BROADCASTER

This is the first issue of the Crosley Radio Broadcaster, a semi-monthly publication dedicated to the welfare of Crosley dealers, distributors and salesmen. It is a successor to the Crosley Radio Weekly, which had been published every Monday during the past several years, and while the policies of the Radio Weekly will be continued in this new publication, increased efforts will be made to render greater assistance to the merchants for whom it is published.

Powel Crosley, Jr., and the editorial staff of the Radio Broadcaster desire dealers and distributors to regard this semi-monthly paper as their own property, in the columns of which they may express their own opinions and exchange such ideas as are beneficial to the trade in general. Stories about special methods of merchandising Crosley products, personal notices, pictures, etc., will be welcomed, and we urge that every Crosley dealer, distributor and salesman send to us, as often as possible, such articles as they believe are of interest to other members of this great radio family.

The editorial staff is endeavoring to publish a paper that will be of great interest to every person engaged in the sale of Crosley Radios, and will welcome any criticisms or suggestions. Suggestions of changes that will make it more interesting will be appreciated, as will any criticisms of the manner in which it is edited. Our advertising columns will be open to Crosley distributors who may desire to be represented. Naturally the dealers also are invited to take advantage of this medium, but we frankly advise them against doing this as the paper is not read by the people to whom dealers appeal for business. Distributors' advertisements, however, will be published on the page set aside for them, or on the nearest possible page.

But above everything else we want our jobbers and dealers to realize that we are publishing the Radio Broadcaster in an effort to assist them in the merchandising of their products and to keep before them continually the advantages that are derived from concentration of sales efforts on Crosley radios and Musicones.

### Discovers That Board Improves Speakers



Charles W. Peterson, who is the inventor of the Musicone, has discovered that the use of baffles, or boards, considerably improves the quality of the average radio speaker. The baffles are especially effective in the reception of organ music and certain types of orchestral programs.

Charles W. Peterson, well-known acoustical engineer and inventor of the widely-used Crosley Musicone, has discovered that the tone quality of the average cone-type speaker may be considerably improved by simply mounting it behind a hole in a board. The board, or "baffle" as Peterson calls it, serves to accentuate the low tones usually lost in radio reproduction.

For a baffle he uses a square board measuring about four feet on each edge, or a round board of equal diameter. A hole is cut in the center of this board the size of a speaker cone. The speaker is then mounted on the back of the baffle so that the point of its cone extends through the hole, and the whole unit is hung near a wall.

The result of this arrangement is that low notes of organ music and of orchestras or instrumental solos are brought out with surprising clarity. The tone quality is more mellow, full, and pleasing than can be obtained with any ordinary loud speaker. Music sounds more natural, and static and other high-pitched noises are reduced.

"In conducting the experiments I tried several speakers," says Peterson. "While using a Musicone, which I developed, I discovered that practically the same results could be obtained by mounting it behind a hole in the front of a console cabinet, provided that the cabinet and hole were designed properly. This discovery is of tremendous importance from the manufacturing standpoint, because it makes it possible to build console-type radio sets which give unusually good quality of reproduction.

"The radio fan who wants to try this scheme with his cone-type speaker can do so with very little trouble. It is merely necessary for him to get a board of the proper size, cut a hole in it the size of the speaker, and mount the speaker on this board so that it lines up with the hole. It is usually possible to remove the base of the speaker, so that it can be mounted easily. The front of the board may be covered with tapestry or decorated so that it presents a pleasing appearance, and then the assembly may be hung in a corner of the room or any other convenient place.

### Just Roll The Drum And Take Choice of Stations, Fan Says

(Continued from Page 1)

spite of our now 'enjoying' the worse radio weather of the year, so far, the volume and distance ability of this model is, indeed, remarkable. The station at Houston, Texas, was received at noon yesterday with sufficient loud speaker volume to be heard one block away. Static was very bad and the thermometer was above 90° F. I have seen numerous owners of other makes try this in vain with sets costing in excess of \$300.00. Other owners of the 5-50 here have reported unbelievable daylight reception."

"The Crosley line certainly represents great value in both appearance and performance," writes Earl L. Webb, of Adel, Iowa, whose letter in part, follows:

"We are very enthusiastic over the performance of the new Crosley radios. The complete line this year certainly represents great value both in appearance and performance, and we expect to place a large number of Crosley instruments from now on in this town and surrounding communities. We are doing a large quantity of advertising both in our local newspapers and in various other ways. There has not been an issue of our local newspaper this summer in which Webb's Radio Shop and Crosley instruments have not been represented. Guess that's going some for a dealer in a town of this size?"

Crosley dealers are advised to push the sale of the one-tube "PUP" which is a really remarkable little set. This radio is giving exceptionally satisfactory service in the homes of thousands of owners. A sample of the many letters received from "PUP" owners follows:

"I have been seeing several advertisements of different persons receiving radio stations on the Crosley 'PUP' and I believe that I have a good list of stations. Recently my father gave me a Crosley 'PUP' and since then I have received the following stations: WJAZ, Chicago; WWJ, Detroit; WGES, Chicago; WBBM, Chicago; WOK, Chicago; WSBC, Chicago; WLW, Cincinnati; KDKA, Pittsburgh; WBCN, Chicago; KMA, Shenandoah; WJJD, Mooseheart; WLS, Chicago; WCBW, Zion; KFXX, Hatings; WHAS, Louisville; WSMB, New Orleans; WHT, Chicago; WEBH, Chicago; KFAB, Lincoln, Neb.; KOIL, Council Bluffs, Iowa; and WGBU, Fulford-by-the-Sea, Florida.

"I have received all of these without the use of a grid leak, and they have all come in plain. We have a larger set and the 'PUP' has received some stations that we have never heard before.

"Very truly yours,  
"Paul Baker, Lyons, Indiana."

### Jobber Broadcasts Service Articles to Assist Dealers

(Continued from Page 1)

any decided to render this added assistance to its dealers, it did so with an absolutely unselfish motive and with the one desire of helping its dealers in merchandising the various products sold.

Broadcasting of these service articles, dedicated naturally to the welfare of dealers but so arranged as to be of interest to radio listeners as well, was started with a carefully prepared description of the manner in which a radio dealer could service a Crosley five tube 5-50 radio receiver. The day before the article was broadcast the announcer of KQV suggested "over the air" that at a certain hour the next day every Crosley dealer have before him the chassis of such a set. He told how to remove this chassis, described the advantages to be derived from having the set open before him, and pointed out the valuable information to be obtained from listening to such a service message.

And at the designated hour the next day H. E. Clark, station operator and announcer, broadcast the article, which had been especially prepared by service engineers. Reports received later indicated the service was welcomed and appreciated by radio dealers, who insisted that such talks be broadcast regularly.

Officials of the Doubleday-Hill Electric Company were of the opinion that the plan could be elaborated upon in such a manner as to include the broadcasting of service articles of interest to electrical fixture dealers, washing machine dealers, etc., and to set aside one day every week for a certain class of merchants handling products sold by them. At any rate they agreed to "try it" and permit the dealers to decide as to whether or not the service should be rendered regularly.

Some idea of the manner in which dealers appreciate this service may be obtained from the following correspondence received by the Doubleday-Hill Company:

"We wish to take this opportunity to thank you for the splendid co-operation given us when we requested that you broadcast two special organ records for us. The response was instantaneous and we certainly appreciate your kindness.

"W. F. Frederick Piano Company, Pittsburgh."

"For some time we have been taking advantage of the dealer service broadcast by you. We can truthfully say that it has been of great benefit to us.

"Schutzer Electric Supply Company, Pittsburgh."

"We wish to compliment you upon the service you have been

### BEHIND THE "MIKE" AT K. Q. V.



The men shown above prepare and broadcast regular service articles from Station K. Q. V., Pittsburgh. At the left is H. E. Clark, announcer and operator, while at the right is Paul J. Miller, manager of the radio department of the Doubleday-Hill Electric Company.

rendering your dealers. This shows the right spirit.

"U. S. Radio Co., of Penna., Inc." When the broadcasting of the so-called "demonstrated programs" was inaugurated by these Pittsburgh Distributors, the following announcement was sent to all radio dealers in that territory:

"We wish to announce to our dealers that a permanent daytime broadcasting schedule has been arranged from Station KQV, Pittsburgh, Pennsylvania, the radio-telephone studio of Doubleday-Hill Electric Company, which we primarily wish to arrange to accord with your best 'selling hours.'

"Due to many requests from dealers in the Pittsburgh and adjacent territory for special 'demonstration programs,' we offer a service which we wish to make helpful to the largest number of dealers possible. To do this we are 'on the air' during the silent periods of other local stations and our present schedule calls for a Broadcasting Hour at 10:30 a. m., and 3:00 p. m. If you have other suggestions to make for your own individual needs, we shall be glad to have them. Also, if for any reason you may need a short program during the day time for radio reception demonstration other than our schedule provides, do not hesitate to give our 'Broadcasting Department' a ring and we shall be glad to go 'on the air' with a special program broadcast for you and so announced.

"Or—if you wish to have us arrange a special Artists' Program with your favorite artists, we shall be glad to do so, again announcing it as Your Special Program.

"This service may be quickly arranged if you will call:

"Mr. H. E. Clark, Station Operator and Daytime Program Announcer.

"Mr. H. H. Tully, Sales Manager,

air' and welcome your suggestions and telephone call whenever you are in need of a Demonstration Program."

A similar announcement regarding the new service will be made soon.

### TUNE IN!

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

THE FIFTH THIRD NATIONAL BANK OF CINCINNATI

Doubleday-Hill Electric Company.

"Call our operator on Atlantic 3000, and ask for either of the above, in order to insure Prompt Response and the Program Service you need.

"We wish to serve you 'on the

## CROSLY HEAD PHONES

BETTER --- COSTS LESS

Every owner of a radio receiver must have headphones. It matters not whether he has a loud speaker—head-phones are essential. Thousands and thousands of sets of Crosley phones are sold annually. Dealers should see immediately that they have a reasonable number in stock. If you have not, send your order to your distributor at once. The price and quality of Crosley phones appeal to all radio fans.



ONLY

\$3.00

The Crosley Radio Corporation  
CINCINNATI, OHIO

### Use of Short Waves In Broadcasting To Eliminate Chaos

New Device, Added to Present Receivers, Permits Listeners to Hear Low-Wave Programs

Short waves are the solution of the present "chaotic condition" confronting broadcasting, says Powell Crosley, Jr. It will be a matter of only a few months until many powerful broadcasting stations will be transmitting programs on short waves. Some stations are at present transmitting programs on the lower wave bands, in addition to their normal ones, and are being heard consistently at great distances.

Atmospheric disturbances do not affect reception on the lower wave lengths, to the same extent as found in the present band and it is unquestionably true that clearer reception on the lower wave lengths is possible when interference is encountered on the present band.

The present over-crowded broadcasting wave band is due to the fact that there are only 88 available wave channels between 210 and 546 meters and it can be readily seen what an enormous expansion can be made when it is realized that between 10 and 100 meters there are some 2998 wave lengths that can be used, spacing, as has been the practice, 10 kilocycles apart. This means that a very large increase can be made in broadcasting stations and that each station may have an individual wave length.

Broadcasting on a short wave length, as well as the present 422.3 meters will be a regular feature of the Crosley WLW super-power station in Cincinnati. There will be many more stations broadcasting on short waves as the audience increases and realizes the clearness of reception on the lower band.

Realizing the tremendous importance of this new wave transmission, The Crosley Radio Corporation is making a new unit invented by W. M. Bruce, Jr., consulting engineer of the U. S. Signal Corps, which will make it possible to receive low wave broadcasting from 40 to 200 meters with any type of vacuum tube receiver, thus making unnecessary the obsolescence of the 5,000,000 sets now in use.

This short wave receiver utilizes three tubes, but is so compact that it is installed in a cabinet the panel size of which is but 10 1/2"x7". The cabinet depth is but seven inches. Additional "A" battery power is unnecessary, but a 90-volt "B" battery is required for the operation

of the short wave device. This unit is placed between the broadcasting receiver and the aerial, with a switch permitting the throwing out of the short wave receiver without disconnecting it. In other words, the antenna is connected to the antenna post of the short wave unit, and the output post of the new set is attached to the aerial post of the broadcast receiver.

### Bright Future Is Faced By Dealers, Jobber Declares

Retailers Are Buying on Unprecedented Consumer Demand, Sales Manager Says After Trip

The public is buying radios this fall in larger and better units than at any other time in the history of the business, according to E. E. Floyd, sales manager of the Gilman Electric Company, Inc., Atlanta, Ga., distributors of Crosley radio receivers.

Mr. Floyd, who just completed a comprehensive survey of Georgia, made this statement at the close of a most interesting discussion of the radio situation.

According to Mr. Floyd, retailers are buying on an unprecedented consumer demand, little hindered by comment on the situation in which the industry finds itself this year. Failure of Congress to pass needed radio legislation has not reacted to the detriment of the industry, he says, and little, if any, chaos in broadcasting is being experienced by the consumer of radio receiving sets.

This condition is due, in large measure, he believes, to the improved types of receivers now being marketed in Georgia and the South generally, where so much trouble was experienced a year ago because of poor receiving conditions.

"This is the month when the radio dealer is laying his plans for an active selling season," said Mr. Floyd, "so in order to shape those plans wisely and prudently he will want to study with great care all the factors now in sight which may have any bearing upon the radio merchandising in general and the desire it has evidenced for completely equipped radio receiving sets that will give the average user the minimum of trouble. A well-known, well-manufactured and well-advertised receiving set, one behind which the manufacturer, distributor and retailer can put his unqualified support, is the kind of equipment the consumer is demanding."

"General conditions appear extremely favorable for a sound fall business," continued Mr. Floyd, "but these conditions can be upset if the retailer does not take care of his consumer demand by supply-

### Interest In Radio Grows Rapidly As Winter Approaches

Never Have Program Announcements Been So Rich in Promise of High-Grade Entertainments

Now that the summer static has been cleared out of the air by the approach of cold weather, radio listeners will turn to their receiving sets with renewed interest.

Never before in the history of broadcasting in this country have the program announcements of the various broadcasting stations been so rich in promise of high grade entertainment.

he most famous personages in grand opera are scheduled to appear weekly throughout the coming winter; musicians whose names are household words in every cultured nation will strive to entertain the great American radio audience; symphony orchestras, jazz orchestras and ballad singers will unite to provide programs that will suit the varied taste of all music lovers.

The whole tendency of those to whom the task of arranging programs has been delegated appears to be an earnest effort to elevate the musical taste of the average American without making the educational feature unpalatable.

The broadcasting of football games play by play, ring battles blow by blow, and baseball games are features that are thoroughly appreciated by crowds clustered around radio loudspeakers in the streets when some famous contest is in progress. The broadcasting of weather and market reports is becoming of great importance to the rural communities, but this is not an unmixed blessing as city people have found out who drive into the country to buy eggs and other produce and find the farmers well posted on city prices.

ing equipment that is the successful product of some well-rated manufacturer and that will give the user the maximum of service with a minimum of trouble.

"There are many good sets on the market at the present time that will give the retailer and consumer the very thing they are looking for. Our choice in radio receiving apparatus was gauged largely by consumer demand. That our decision was the right one is evidenced in the volume of business I experienced in this recent swing around Georgia.

"Retail trade as a whole has set new records for volume, so far this year, indicating that the public is spending freely. This condition is reflected in the radio industry."

### COMMON SAW IS MUSICAL INSTRUMENT

Robert S. Alter, well-known radio saw artist who has been heard through station WLW several times recently, believes that the musical saw is destined to be one of the popular orchestral instruments of the future. "The musical saw," says Alter, "is like a magnificent piano or organ which, when properly handled, will respond to the temperament of the artist to the fullest degree. Alter has not only played at many radio stations, but in several concert orchestras as well.

The rheostat should be shut down entirely when turning off the receiver.

### 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 CINCINNATI STOCK EXCHANGE THE NEW YORK STOCK EXCHANGE Telephone, Main 567 326 WALNUT STREET

## NEW ELECTRIC SIGNS

ARE FLASHING EVERYWHERE

Order Your Three-Color Electric Crosley Advertising Sign Immediately

This neat and attractive sign, which can be seen at greater distances during the day and at even greater distances when illuminated at night, is certain to attract immediate attention. It is twenty inches in diameter, the frame being of silver effect and the globe decorated in three colors. Use of this sign, either in front of your store or in your window, will permit you to tie up perfectly with the tremendous advertising campaign The Crosley Radio Corporation is carrying on. The glass is so made as to withstand the hardest usage, and is said to be practically unbreakable.

PRICE OF GLOBE AND EXTENSION ARM

\$12.00

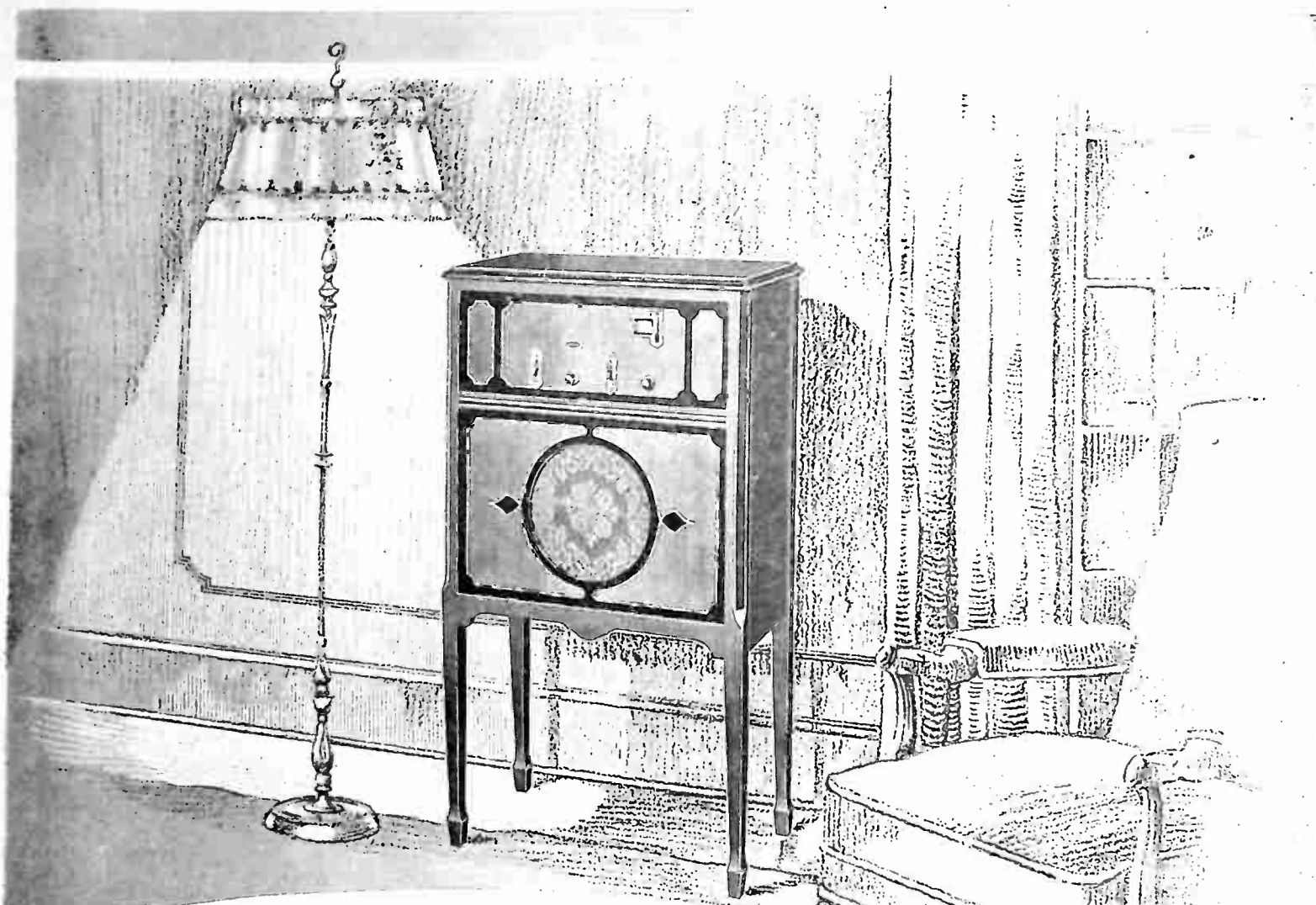
F. O. B. CINCINNATI

Cash, Check or Money Order Must Accompany Your Order, Which Should Be Sent to

ADVERTISING DEPT.

THE CROSLY RADIO CORPORATION

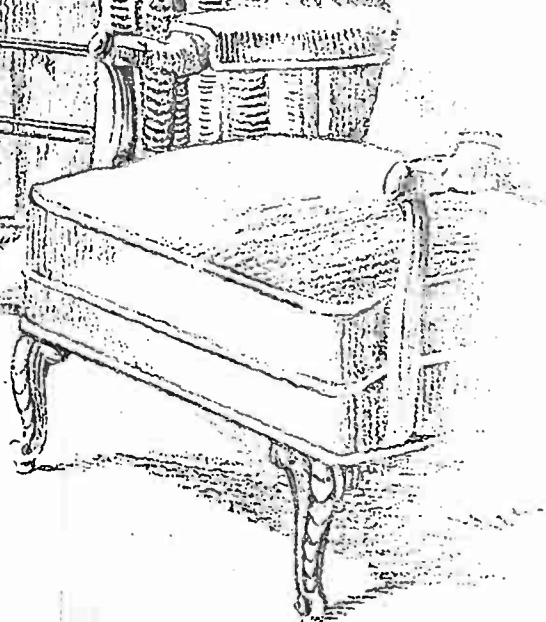
CINCINNATI, OHIO



### BEAUTIFUL CONSOLE RADIO WITH BUILT-IN MUSICONE

This very attractive five-tube single dial control radio receiver, at the exceptionally low price of \$75.00, has become one of the most popular models of the season. The beautiful two-toned mahogany cabinet, with its built-in Musicone and compartments for batteries, its neatness and its compactness, combined with its operating efficiency, have made the demand far greater than anyone had anticipated. The set itself consists of two stages of non-oscillating tuned radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency, with means provided for use of a power tube in the last stage. All stations can be found instantly on the one control, which revolves smoothly under slight pressure. The set can be calibrated for wave lengths. There are two adjustment levers which permit very sharp tuning when near-by 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 this new receiver.

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., and other patents issued and pending.



THE 5 TUBE  
5-75  
\$75.00

Truly the new 5-75 is the most startling value in the Crosley line. A five tube single dial control radio, with an all metal shielded chassis, power tube adaptability, etc., incorporated in a two-toned mahogany cabinet, with a built-in Musicone, for but \$75.00. Proclaimed by thousands to be the best radio on the market today.

### Jobber Optimistic After Gale Wrecks His Store In Miami

Graphic Description of Florida Tornado Contained in Letter Received From Guy Robinson

How Guy H. Robinson, Crosley distributor in Miami, Florida, fared during the recent tornado, is described in a letter written by him just after the storm. Mr. Robinson formerly was assistant sales manager of The Crosley Radio Corporation, but resigned about two years ago to enter the radio business in Florida, where he has served as a dealer and later a distributor of Crosley merchandise. His letter regarding the storm follows:

"I do not believe there is any one in the storm area who can give a complete and comprehensive story of the storm. Everyone saw it from a different angle. But it was as near hades as I ever want to be.

"I had just returned from West Palm Beach, Lake Worth and other intermediate towns. While in Lake Worth an 'extra' was on the street warning of the storm. We came to Delray and made a call, then went to an old sea captain, to whom I sold a Crosley set for one of the dealers. He read the barometer and said there was nothing to indicate Delray would be visited unless it came in a hurry. That was at 4:30 p. m. and we were about 45 miles north of Miami. The storm didn't do them much damage. The air and the skies had a peculiar color; it was very close and there was much wind. We reached Miami about 7:30, finding everyone in a worried condition.

"That night radio worked better than ever. We closed the store about 10:30 P. M., and at that time I called the weather man who stated we would not get more than gale winds. I went to bed but slept only a few minutes. The wind was raging. I checked over, to see if everything was tight, and went back to bed. I awoke sometime in the morning, near 2 A. M., and 'she' was upon us.

"I did not think my place would go as I was pretty well protected, but soon my front window went out when something was blown against it. Even then the wind did not come in the store due to everything being closed tight, but in a few minutes something else struck the plate glass and everything in the window was gone.

The ceiling was bouncing up and down like a rubber ball and the wind was making about 75 miles per hour through the store, with

salt spray so heavy you could scarcely see ten feet with a focusing flash light. And talk about salt, it was salty. I had to place my hands over my eyes, cracking my fingers, so that I might see where I was going. I came to the front door, but couldn't stand up even when holding to something. I started to get down on my haunches to crawl and the wind blew me away from the door. I came back again and started out when a roof, loaded down with tile, swept by me, part of the tiling striking my hand.

"The air was full of everything. I laid down and crawled about one-half a block, holding to the splintered glass windows, to an alley just back of a bank. When I turned into the alley, the wind caught my feet and I thought I was a goner as it stood me on my head. I found an inset in the bank and just about the time I got in, the roof of the Motor Company, (four stories), blew off and the roofing smashed me in the face and drove me up tight against the bank building, but I happened to have a cap on and the visor protected my face. I got a pretty good jar anyway. I remained there, standing in water and could see the air full of almost anything.

"Frame buildings would go up about 25 feet or more, stand still for a minute, flutter and sail away like clay pigeons. The wind would pick up a wagon load of 2x4's in the same manner, but when they 'busted' you never saw them again. It was too swift for the human eye. It reminded one of blowing bubbles. Come up for a minute then burst and that was all you could see.

"The storm would remind one of a football team. It would tackle from one side then try the other, (saying, we will get you this time). It blew every window out of the bank on the south side and had us huddled up in the rear against the vault, which was the only place to escape debris and glass. The ceiling fell on part of the bank, injuring four people, but not seriously.

"My place of business was wiped out. I could have salvaged more had it not been for the salt water blown from the ocean. This spray was noticeable as far inland as 12 miles. A Miami News, that date issue, was blown to Ft. Myers in one hour. That's across the state.

"I have tried to salvage some of my clothes, but only a few which I picked up under cement blocks, but I have enough to keep me on the decent side of the fence.

"Of course, it is hard to lose everything you have, but we should be thankful that we were spared. You can't buy life, but you can other things. I had just reached a point where I could begin to do a nice business. I am better established here than I thought and with rough digging and treating everyone square, we will come back some day. Of course, business will be slow in this immediate territory until homes are rebuilt or repaired."

### PERFECT TRANSFORMER IS NOT DESIRABLE

The so-called "flat top" transformer, which reproduces all audio frequencies within wide ranges with equal facility, is not desirable for use in practical radio sets according to statements made by Kenneth E. Jarvis, Radio Engineer

of The Crosley Radio Corporation, in a talk before the Institute of Radio Engineers in Cincinnati. Jarvis gave for his reason that imperfections in the reproduction caused by radio-frequency transformers should be compensated for in the audio stages, and the audio transformers should therefore be imperfect rather than perfect.

# The CROSLY "PUP"

ONE TUBE  
Genuine  
Armstrong  
Regenerative  
RADIO

The Crosley "PUP" is a real long-distance radio receiver. Owners tune in broadcasting stations as far as 1,500 miles away, and many reported hearing trans-Atlantic stations last winter. Installation is very simple, upkeep cost amounts to practically nothing and tuning is so easy that a child can operate it perfectly. The "PUP" is the ideal radio for the children and for the invalids. It is a wonderful gift for anyone.

The Crosley  
Radio  
Corporation  
CINCINNATI,  
OHIO

\$9<sup>75</sup>

# Millions Will Read These Advertisements

## Tremendous Demand for Crosley Radios Being Created in Every Section of the United States. Campaign Released at Psychological Time

Once more The Crosley Radio Corporation is hitting the buying public squarely in the eye with astonishing values. A more opportune time could not have been chosen. Prospective fans have been studying various types of radios and are about ready to buy. These advertisements practically close the deals. Illustrated on these pages are six of the advertisements to appear in a large list of metropolitan newspapers within the next few weeks. Featuring low prices and unexcelled efficiency, they are certain to create a demand of great magnitude. Every dealer holding a Crosley franchise will be benefited by the publication of these display advertisements.

Releasing of this advertising campaign in a large list of newspapers—a direct tie-up with the enormous magazine and trade paper campaign—will cause an unprecedented demand for Crosley Radios and Musicones. Authorized dealers everywhere are advised to conduct local advertising drives to permit their customers to know where Crosley Radios may be purchased. Dealers who are consistent advertisers are reaping harvests of gold this season. You can do likewise. Accept the advice of President Coolidge, who declared in a recent speech, that advertising was the very foundation of big business. The Crosley Radio Corporation is creating the demand, you must draw the buyers into your store. Mats and electrotypes of smaller advertisements are yours for the asking. Use them consistently and you will prosper. Naturally it is impossible for The Crosley Radio Corporation to advertise in every newspaper, but those chosen are read by millions of people, hundreds of thousands of whom are on the market for a good Radio. As an authorized Crosley dealer, you have what they want.

**CROSLY RADIO**  
BETTER - COSTS LESS



**SINGLE DIAL CONTROL Console**  
THE 5 TUBE 5-75

**\$75**

Other Models \$9.75 to \$90.00

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO

**CROSLY MUSICONE**  
BETTER - COSTS LESS



**Real imitations!**

**\$14.75**

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO


**CROSLY MUSICONE**  
BETTER - COSTS LESS



**\$14.75**

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO

**CROSLY RADIO**  
BETTER - COSTS LESS



**Single dial control \$50**  
The amazing 5 tube 5-50

**\$75**

5 tube 5-75 Console

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO

**CROSLY RADIO**  
BETTER - COSTS LESS



**an amazing success!**  
**SINGLE DIAL CONTROL**  
5 tube 5-50

**\$50**

OTHER MODELS \$9.75 to \$90

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO

**CROSLY RADIO**  
BETTER - COSTS LESS



**Single dial control**  
5 tube CONSOLE MODEL 5-75

**\$75**

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO

### Difficult Issues Being Faced By Radio Inventors

#### Career Is Course Beset With Rocks and Shoals; Many, However, Reap Big Harvests

While hundreds of thousands of dollars are paid in royalties each year to the owners of patents on certain radio devices, the career of the average radio inventor is a course beset with many rocks and shoals.

Investigation discloses that a large majority of radio patents issued by the patent office are worthless to those who have conceived them.

In some instances this is due to the fact that the inventor is not a good enough business man to know how to sell his idea. In a number of cases it is because the invention itself, while an entirely new and novel idea, is not commercially practical.

Powel Crosley, Jr., who has several inventions to his personal credit and who is noted for having successfully marketed the ideas of a large number of radio inventors, receives a number of letters from owners of patents which are not commercially practical. He takes especial pains to have every new idea suggested to his corporation thoroughly investigated. Mr. Crosley has found it easy to popularize inventions of real merit, filling a public need, and has been highly successful in applying methods of quantity production and distribution to such devices.

Those who wish to reap rewards from radio inventions should make certain first of all that their ideas are new. With hundreds of radio engineers as competitors, and thousands of radio patents already issued, it is difficult even for technical radio experts to discover principles that have not been thought of before. Nevertheless, valuable new devices are being constantly developed. The would-be inventor should not be discouraged by the keen competition with which he is faced, but he should make certain that his idea is new before he offers it to a radio manufacturer.

The inventor should next consider whether or not there is a public need for the device he has in mind. He must realize that the public will not buy an article simply because it is patented. For his device to be commercially successful it must be something that the public actually wants, or something that it may be taught to want.

Those who are successful in marketing their radio inventions often receive rich rewards. Charles W. Peterson, inventor of the Musicone loud speaker, received over fifty

thousand dollars in royalties during the first year that his unit was manufactured.

### PRODUCTION IS FAR BEHIND DUE TO BIG DEMAND FOR RADIO RECEIVERS

Never before has the demand for radio apparatus been as great as it is today. More interest is being shown by the general public than in the past when radio was supposed to be for the experimenter and scientist.

A visit to the three large manufacturing plants of The Crosley Radio Corporation in Cincinnati disclosed the fact that despite early plans, production is far behind schedule. Not only are these plants working to capacity by the addition of a night force, but many outside concerns are kept busy supplying material for the various models of receiving sets and two styles of Musicone reproducers.

Production of radio receiving apparatus differs from making equipment in other industries in which the fundamentals of design are largely standardized. While it is possible to turn out standardized equipment in the mercantile field, a visit to a radio plant of the size of the ones in Cincinnati, discloses various departments contributing to the making of the receivers.

Many months are spent by the engineering division in designing circuits and parts for the sets. Not only must each circuit be perfect but the parts used in it must operate correctly and be designed for use in that set.

### Smith Returns As Studio Announcer at Station W L W

(Continued from Page 1)  
"Good Night," at the close of the programs he announces.

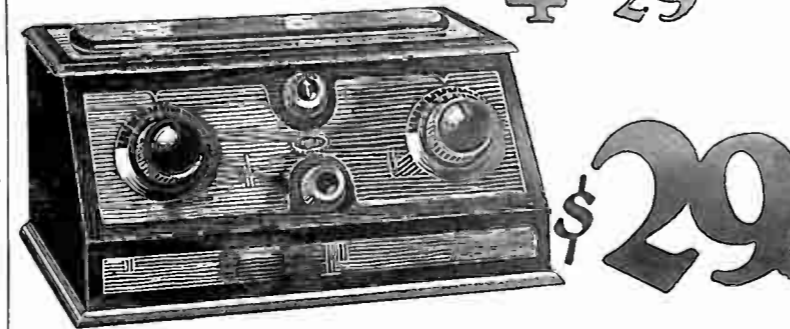
The popularity of this announcer and director may be understood by the many telephone messages and telegrams he received on his first night's announcing through WLW when the listeners had no previous knowledge of his return. His voice is one that is easily identified, once it has been heard.

### GREAT RADIO INTEREST IN MIDDLE WEST

A merchandising survey conducted by statisticians of The Crosley Radio Corporation and others shows a greater interest in radio in proportion to population in the middle west than in any other part of the country. This is believed to be explained by the interest of farmers in receiving market quotations and weather reports. While city fans consider their radio sets as valuable means of entertainment, many farmers feel that radio is indispensable to them in the conduct of their business.

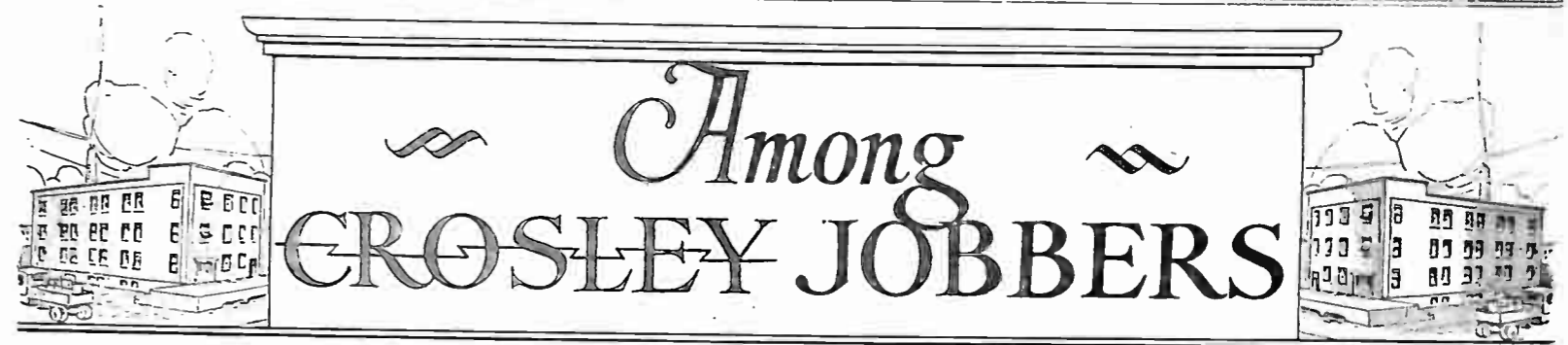
# Another CROSLY Triumph

The Four Tube CRESCENDON equipped ~ 4-29



The Crosley four tube 4-29 consists of one stage of tuned radio-frequency amplification, Crescendone 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 Crescendone 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 CROSLY RADIO CORPORATION**  
CINCINNATI, OHIO.



### Reduce the Number Of Lines You Carry, Advice Of Jobber

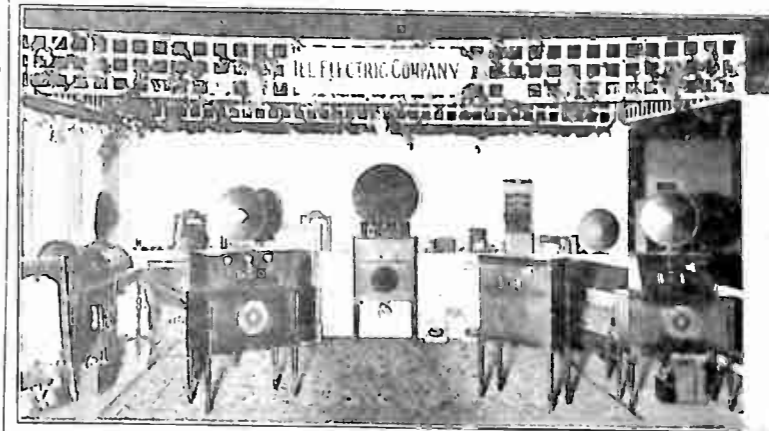
#### Net Profit Governed by Volume of Business, and Not By the Rate of Discount

"In discussing with radio dealers their plans for the fall and winter, the one decision which appears to be unanimous is to reduce the number of lines carried," according to a statement issued by the Trilling and Montague Company, Crosley distributors at Philadelphia, Pa. "We strongly endorse this attitude which we believe is bound to result not only in greater economy of doing business, but actually in a larger volume of sales.

"In the past many radio dealers have been pursuing the policy of stocking nearly everything that the market offered in the notion that greater variety meant more sales and profits. Some dealers realized, however, that while this plan follows the line of least resistance, yet in order to be successful no dealer can afford to sit back and depend on other than his own efforts for the consistent growth of his business. Moreover, they felt that stocking too many lines of competitive merchandise would not only increase their inventory and increase their chances of loss when models changed, but what is perhaps of more importance, that they could not concentrate their efforts on too many lines and that as a result their gross volume of business suffered.

"The dealer's net profit is governed not by the rate of discount which he gets, but by volume of business. Volume means greater turnover and this means greater net profit. This fact is too apparent to need much elaboration here. What is not equally apparent, however, but what more dealers are realizing every day, is that volume depends on concentrated sales effort. Having fewer lines to deal with, the dealer and his salesmen can make a closer study of the merchandise, familiarize themselves with every sales feature and thus place themselves in position to make more sales. It is worth while to calculate the amount of business lost to dealers through in-

### FEATURING CROSLY RADIOS



The picture above is that of the Tel-Electric Company's booth at a recent radio show in Houston, Texas. This company is a distributor of Crosley Radios, concentrating its sales efforts on this "Better—Cost Less" Line.

adequate familiarity with the merchandise they are expected to sell, the total would undoubtedly make a staggering sum.

"Dealers are prone to stock every line that is locally advertised, which is one of the chief causes of trouble experienced by them in the past and which is responsible for heavy losses suffered by many of them. While it is true that ad-

vertising will aid materially in the sale of a meritorious product, yet it is equally true that a product without merit will not stay sold, regardless of the amount of advertising behind it. Recent experience has shown that many makers of radio equipment who placed advertising ahead of quality were doomed to failure, and left in their  
(Continued on Page 14)

### ANOTHER CROSLY BOOTH



The E. L. Wilson Hardware Company, Crosley distributors at Houston and Beaumont, Texas, attracted a considerable amount of favorable comment upon the attractiveness of its booth at a recent radio show in Houston. Crosley radios and Musicones were displayed exclusively, as the picture shows.

### Meeting of Crosley Dealers Conducted By Texas Jobbers

#### More Than 200 Attend Convention Under Auspices of Southern Equipment Co.

Representatives of the more than 200 Crosley dealers attended the Crosley "Authorized Dealers' Convention" which was conducted recently in the St. Anthony Hotel, San Antonio, Texas, under the auspices of the Southern Equipment Company, Crosley distributors in that city. The convention opened at 10 o'clock in the morning and during the day there were talks by Crosley salesmen and engineers explaining the 1926-27 lines.

In the evening there was a dinner, and a program was broadcast for the dealers' benefit from station WOAI.

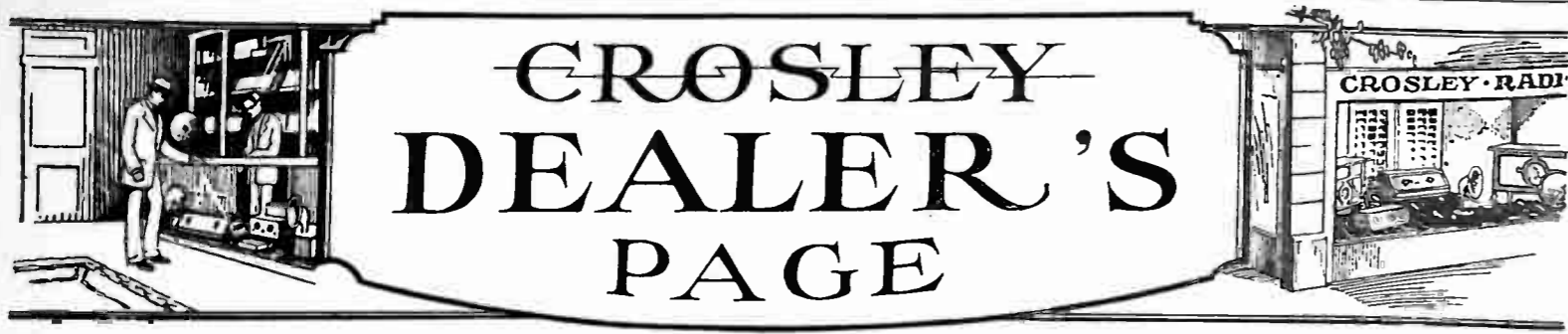
Regarding the convention, J. G. Cummings, manager of the electrical-radio department of the Southern Equipment Company, said:

"The purpose of the convention was to permit the Crosley authorized dealers to get together and exchange views and learn more about the Crosley line for the season of 1926-1927. It is without doubt the outstanding moderate-price line of radio this season.

"In addition to Crosley using the five and six tube tuned radio frequency circuit, the fact that Crosley is licensed under the Armstrong patent permits the Crosley Corporation to use regeneration on their detector tube in addition to tuned  
(Continued on Page 14)

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati  
Wholesale Distributors  
**CROSLY & AMRAD RADIOS**  
Write Us For Dealer Proposition

**AUTHORIZED DISTRIBUTOR CROSLY RADIO**  
PROMPT SERVICE  
**YOUNG, LORISH & RICHARDSON, Inc.**  
710 W. Jackson Blvd., Chicago, Ill.  
Phone, Haymarket 8240



### Crosley Line Added By Atlanta Dealer; Big Year Expected

Radio Department of Store Is Enlarged to Make Room for "Better—Cost Less" Products

In line with its policy of meeting the buying public's demand for a popular-priced radio receiving set that offers the maximum of power, coupled with a wide receiving range with a minimum of upkeep and maintenance, the J. M. High Company, Atlanta, Georgia, department store, announced recently the addition of the Crosley line.

The J. M. High Company, operators of radio broadcasting station WDBE and one of Atlanta's pioneer radio retailers, is known throughout the southeast in the industry. They have found the public demanding Crosley products because of their excellent reputation.

With the addition of the Crosley line of radio receiving apparatus, the High Company has found it necessary to enlarge its radio retailing department. This was accomplished by moving it to the first floor where more room was available and where it would be more accessible to the buying public.

In the new department a complete stock of radio receivers, including table and console types, is on display. Here the customer may hear the particular type of instrument in which he is interested at work at practically any time of the day.

A. K. Deering, superior of Station WDBE, and W. E. Dobbins, Jr., will remain in active charge of the enlarged department with Mr. Dobbins assuming the bulk of the retailing problems.

"We are making great preparations for the ensuing season," said Mr. Dobbins, "for it looks very much as if this season's receptive conditions are going to be much better than they have for some time past. Then, too, with a line like Crosley, we can assure our customers of a maximum amount of entertainment with a minimum of interference."

### NEW SIGNS DRAW CROWDS



The picture above is that of the front of the store of the National Radio Supply Company, Crosley dealers in Cincinnati. Hamilton Fordyce, president of the company, has purchased two of the new electric signs, which, as the picture shows, are displayed prominently in front of the store. These signs illuminate the entire neighborhood at night, and can be seen many squares away during the day. Mr. Fordyce, who handles Crosley radios exclusively, reports a steadily increased business since he purchased these advertising signs, which cost but \$12.00 each.

### Kansas Dealer Attracts Attention By Using Radio Equipped Automobile

An interesting manner in which A. R. Cogswell, Crosley dealer at Kirwin, Kansas, attracts the attention of prospective radio buyers is described in the following letter: "Gentlemen:

"I am writing to tell you of a stunt that has attracted quite a little favorable attention for me.

"I set a Crosley five tube 5-50 in the rear seat of my car and hooked up dry B and C batteries. Then I hooked the set to the car battery for A current. A piece of wire about ten feet long was hooked to the Vol-A post and a battery clip to the outer end. A loud speaker

was set on the trunk on the rear of the car and attached to the set.

"I would drive up in the street where there were a few people and get out of the car with a screwdriver, take hold of the wire connected to the A post of the set and stick the screwdriver in the ground and clip the wire to it. Before starting, the set was tuned to KFKX and as I got out of the car I would connect the positive A. As quick as I touched the wire to the screwdriver the speaker would begin giving the dope right out. I did not get any very great distance during the day time but at night could get nearly anything.

(Continued on Page 14)

### Radio Is As Stable As Auto Industry, Dealer Declares

Constant Improvements Will Increase Popularity, Rochester Merchant Says; Sales Increase Forecast

"An event of national interest broadcast over radio brings out the real facts of the ever increasing popularity of radio reception," says Henry J. Rowerdink, authorized Crosley radio dealer, at Rochester, New York.

"A few years ago many skeptics said radio was just a passing fad. It would never last. They claimed that in a few years radio would be put on the shelf for some other means of entertainment. The use of the radio during the recent championship fight and the World Series disproves all of these statements. Radio will never pass out, in my opinion. It is here to stay and constant improvements will make it even more popular.

"The radio to-day, even though it is but a few years old, is as stable as the automobile industry. It has entered many thousand of homes and thousands more will be the owners of radios in the next two or three years. We are able to see the advance of the use of radio through our equipment department. The week preceding the big fight there was a phenomenal increase in the demand for batteries. The greater part of a carload was disposed of. The sale of tubes is another barometer of the use of radio receivers.

"The radio department of Rowerdink's increased enormously since it was established three years ago. We have two special radio salesmen covering Rochester and surrounding territory. A radio service car has been placed in service for radio delivery and to take care of service work. Two service men are always in readiness to check up on sets, give service and make necessary repairs."

The ground is one of the most important portions of the radio circuit.

Crystal detectors operate as long as the detector is in good condition.

## A Page for SALESMEN who sell CROSLY RADIOS and MUSICONES

### "Sell Them What You've Got," Says Sales Manager

Salesmen Must Dominate Decisions of Their Customers, Walter B. Fulghum Declares

By WALTER B. FULGHUM, General Sales Manager

The proprietor of a large business just left my office a few moments ago. We were talking about the difference in salesmen, and discussing the big turn-over in sales forces. The remark was made that too many men who dubbed themselves "salesmen" were, in reality, only "Order Takers." This particular proprietor admitted that of his entire sales force, about one third of his men were real salesmen, and the others were no more or no less than "Order Takers."

The subject came up in discussing the shortage of certain models of Crosley Radio Receiving Sets at the present moment, and the question was, just how to sell the models which the manufacturer, or the jobber, or the dealer, could supply, rather than to lose business because perhaps the prospective customer wanted a certain model which was not at present available.

Honest-to-goodness salesmen will dispose of stock which is available in their warehouses, even though there is an insistent demand for types which cannot be supplied. The "Order Taker" will merely send in to his house a complaint that the "demand" is for the model M-X, and unless this can be supplied, no orders can be obtained, and will mope around on his route until the "demand" is supplied, and then wonder why he doesn't get along better in the world, or why his salary is not regularly increased.

Primarily, the retail salesman is the one who can move out slow-selling articles better than either the salesman representing the jobber or the manufacturers. The retail salesman is the one who influences the ultimate consumer. One of the best salesmen I ever knew kept continually saying to himself and the others about the store, "Any time I let a retail customer tell me what he should buy, I shall cease to call myself a salesman." In other words, he always made it

### PLANNING CROSLY CAMPAIGN



The group shown above consists of radio salesmen employed by The Electric Corporation, Los Angeles, Calif., distributors of Crosley radios. When this picture was taken the men were preparing a greater Crosley sales campaign in the Pacific Coast territory. Each man is a specialist in his department and keeps up to the minute on all matters pertaining to the merchandise he sells. Reading from left to right around the table, they are: George F. Detwiller, G. M. Shepard, Frank B. Kreitman, Wm. Zeitz, Wm. E. Lockhart, Gordon R. Starrett, H. T. Burkey, Gene Shour, Walter M. Fagan, sales manager; Ellis Woodmansee, Frank A. Hausen, J. V. Guilfoyle, Ted R. Bailey, C. H. Johnston, C. E. Lewis and Earl L. Crain.

his business to dominate the decision of the customer.

The fact that you do not have a certain model in stock is a poor alibi for not making a sale. There are always substitutes, and many times these substitutes are better than the particular article asked for by the customer.

A certain mid-west Radio dealer, of particular models, preached to his salesmen never to let a customer go out of the store without supplying him with a Radio Set, regardless of whether the customer's choice was in stock or not. Many situations were handled in this manner. A customer had picked out a certain Radio Set which he thought he wanted after reading some magazine advertisements. Perhaps he decided he did not want to invest more than \$50.00 in a Radio Set, and at the time he entered the store to make his purchase, the store did not have anything which could be installed for less than \$75.00. Rather than to let the customer walk out of the store across the street to a competitor, the salesman always insisted that he be given the privilege of "lending" the customer a higher-priced set, until such a time as the lower-priced set was in stock, with

the assurance that when the lower-priced set came in, that it would be sent up to the house and the customer might have the opportunity of trying it and making a comparison, and if the customer so desired, the higher-priced set would be removed, and the lower-priced set installed.

You would be surprised to know what a large proportion of the higher-priced sets stuck. The customer would learn just how to operate the first set, and somehow or other, the set upon which he had first set his heart, did not quite satisfy him, and of course, this was the opportunity for the clever salesman to close the deal on the higher-priced set.

Dominate your customer's thought and decision. Realize that the customer knows comparatively little about the merits of the goods which he is about to buy. He is not a Radio specialist as you are; probably his job is running a railroad engine, which if you undertook to operate, you would run through the side of a roundhouse. You know Radio, he knows steam engines. Why should you let him tell you what sort of a Radio Set he should buy? "SELL HIM WHAT YOU'VE GOT!" This is the secret of successful salesmanship.

### Salesman Proves Exhibitions Sell Crosley Radio Sets

Demonstrates Superiorities of Crosley Radios and Musicones When Prize Fight Returns Are "In the Air"

Demonstrations sell Crosley radios and Crosley Musicones. Salesmen who put Crosley products up against any other receiving sets or loud speakers, regardless of cost, number of tubes used, etc., easily succeed in convincing their customers that greatest value is to be found in Crosley merchandise. An interesting account of the manner in which H. C. Barnes, who sells Crosley radios at Lee, Massachusetts, sold a number of these sets after a special demonstration is contained in the following letter, just received from Mr. Barnes:

"Dear Sirs: "In a recent issue of the Crosley Weekly, I read about some salesman giving a wonderful demonstration of a Crosley radio from his Ford car, so here goes a similar one.

"The night of the big prize fight in Philadelphia, I installed a Crosley receiver in my Speedster and drove to Stockbridge, a neighboring town. I obtained permission from the selectmen to operate on the main street. After putting up an aerial about forty feet long and ten feet high, between two trees, grounded the set on a surface water grate in the gutter, and tuned in. The set was on the trunk at the rear of the car and the speaker, which was a sixteen inch Super-Musicone, was placed on the deck of the car with no background to throw the sound.

"I entertained a large audience from seventy-three to eleven. Eastern Standard Time. The best of it was that a dealer with a two hundred dollar outfit with a power speaker, which had a background, was demonstrating across the way. The people on my side of the highway could not hear his, but those on his side heard mine and several came over to see it, telling me how

(Continued on Page 14)

### Reduce Number Of Lines You Carry Advice of Jobbers

(Continued from Page 11)

wake a trail of grief and financial loss to dealers who believed in this short-sighted policy.

"The radio dealer's main problem is not to sell merchandise, but to sell merchandise that will stay sold. His customers depend on him, and his assumedly superior knowledge of the technicalities of radio, to give them the best that their money will buy. If that happens to be a widely advertised article, well and good; if not so widely advertised, but possessing intrinsic worth, well and good, too. When a customer gets satisfaction out of his purchase he will not stop to consider whether the product is advertised or not, but he will help to advertise it by his own word-of-mouth recommendation. On the other hand, if he is dissatisfied with his purchase, he will not blame the advertising but the dealer who sold him.

In choosing a line of radio receivers, it is vital that the dealer should obtain a satisfactory answer to the following questions:

"1. Does the line enable me to give my customers the highest value for their money? Satisfied customers is the successful dealer's first consideration.

"2. Has the line prestige? Is it known favorably, and will it add prestige to my establishment in the eyes of the public?

"3. Can I make money with the line? Does it involve a minimum of service so as not to eat up my profit? Is the manufacturer helping to create consumer demand? Does he extend price protection? Is the number of dealers limited so that I could get a profitable proportion of the business available?

"In addition, dealers have found from experience that a determining factor governing the success and expansion of their business is the service of the distributor behind their orders. The lines of sets and accessories handled by Trilling & Montague were chosen because they have been found to possess the elements that will help us grow and our dealers to grow with us."

### MODERN BROADCASTING STATIONS HAVE A CONSTANT WAVE-LENGTH

Improvements in equipment have made it possible to prevent even very slight changes in the wavelength of modern broadcasting stations so that it is possible for up-to-date stations to maintain almost the exact wave-lengths allotted to them at all times. Tests conducted at station WLW over a period of months show a variation of but a fraction of a kilocycle from the frequency allotted to the station.

### Storm Warnings Received On 5-50 Prevent Destruction of Schooner; Florida Radio Station Praised

(From Pensacola Florida News)

Callers at the city hall today were numerous, but possibly the most grateful was a delegation from Bay county, consisting of Capt. J. H. Laird, president of the Bay City Fisheries Company; Horace Coburger, of the Gulf & Caribbean Fisheries Company, and Captain Van Lark, of one of the fishing schooners of the Bay City Fisheries fleet.

Captain Van Lark said that he wanted to express publicly his appreciation for the invaluable aid he had received in the past through the medium of bulletins broadcast from the local radio station. He has a Crosley 5-tube set 5-50 aboard his boat, and daily takes time from the WCOA bulletins. But it was the warnings from WCOA ament the approach of the hurricane that he was the most grateful for, he said.

It was on Thursday of last week, while on the Campeche banks, he said, when he heard WCOA telling about the storm coming. He listened and had no trouble in locating the course of the blow. Then the following broadcasting period the warning was repeated, and through the medium of said warnings, he said, he kept his boat out of trouble. "My course ordinarily would have thrown me through the hurricane, but when the warnings came through I steered clear of it and came through without the least damage. I always depend on WCOA, and the hurricane warning, I can say, which was broadcast hence, saved the lives of myself and ten of the crew. And I want to give full credit for the same. The commissioners and the personnel of the station have our fullest support and thanks, and I want to say

that even a more powerful station would work wonders for the seafaring man, you might be sure."

Mr. Coburger, who at one time made his home in Pensacola and who was born here, said that warnings from WCOA were picked up by Capt. Roy Ecker, 100 miles off shore, aboard the smack Hazel C. The warnings had the effect of causing Capt. Ecker to turn back and return to port. It was this warning alone that saved the boat and crew, Mr. Coburger said, "but a sister ship of this boat had not been heard from and we are really uneasy as to her fate."

Capt. Laird said that the worth of WCOA could not be fully realized by the people generally. It was a real salvation to the vessels of his fleet in more than one instance, "and I am going to prove this to the extent of ordering radio sets aboard each of the boats which my company operates. And I want to add my hearty appreciation of the work by the city commissioners in providing the station here, and also to the personnel of the station. I can really say that we have been materially aided on more than one occasion, and have enjoyed the programs to a great extent."

Capt. Van Lark said that he regarded WCOA as "his best friend. I always make my time from the hourly announcements, or at least by the regular periods of weather bulletins and signing off time. You don't know how we enjoy the programs at sea, and have no trouble in getting the Pensacola station while on the fishing banks."

The skipper called attention to the fact that "while it gives us so much pleasure, just think how many more sailors and fishermen are given pleasure likewise on the lone watches of the sea."

### Salesman Proves Exhibitions Sell Crosley Radios

(Continued from Page 13)

mine was superior to his. They were greatly amused to think of my outfit being sold at half the price of his and with more volume and clearer reception.

"The above demonstration was not planned, so of course I had no advertising circulars out, and of course the fight created so much excitement that it was difficult to talk with people. Nevertheless, they have managed to get in touch with me and as a result I have made a number of sales.

"Hoping this item will be of interest to you, I remain,

"Very truly yours,  
"H. C. BARNES."

### ESTABLISHES DAYTON BRANCH

The Aitken Radio Company, of Toledo, Ohio, distributors of Crosley Radios and Musicones, has established a branch at 527 Brown street, Dayton, Ohio. A retail and wholesale business will be conducted from the Dayton branch.

### NEW COMPANY TO DISTRIBUTE CROSLY RADIOS

The Schuster-Fordyce Company, of Cincinnati, Ohio, a newly organized concern, has been appointed distributor of Crosley Radios and Musicones. This company will handle Crosley products exclusively and will cover Ohio, Indiana and Kentucky.

### Meeting of Crosley Dealers Conducted By Texas Jobbers

(Continued from Page 11)

radio frequency amplification and greatly increase the efficiency of the set and still not reradiate, as is the case with the old style single circuit regenerative set.

"The introduction of regeneration in a tuned radio frequency set, such as the Crosley 5-38, 5 50, 5-75, etc., is equivalent to one or two more tubes and would, of course, be used by all the manufacturers of tuned radio frequency sets if they were licensed to use regeneration under the regenerative patent.

"In addition to the tuned radio frequency sets in the Crosley line, which incorporates regeneration, they also have the R. F. L. circuit in their new sets. This is a circuit developed in the Radio Frequency Laboratories, Inc., and is straight cascade amplification employing the Wheatstone-Bridge principle.

"The meeting proved to be of great value to all Crosley dealers who attended and in addition to business sessions that were conducted through the day, arrangements had been made for a banquet in the evening and broadcasting direct from the convention hall.

"The evening's broadcasting program was rather lengthy, because in addition to the Gebhardt Mexican Players, who broadcast in costume at the convention for the special benefit of the dealers present, as well as for the radio audiences, there was a special hour allotted to the radio dealers, after the Gebhardt program, during which time they were accorded an opportunity to make a little talk of their own over the radio."

### Kansas Dealer Uses Radio Equipped Auto

(Continued from Page 12)

This was worked during the world's series every day.

"The action is that of a big condenser, as the negative post of the car battery is grounded to the frame and the entire car becomes one side of the condenser with the ground forming the other. It happens that I have disc wheels on my car and the same thing tried in a coach with wood wheels was even more successful.

"This is a pretty good attention getter and I am passing it on in the hopes that it will do dealers in other parts of the country a lot of good."

Mr. Cogswell is proprietor of the Solomon Valley Highway Garage, at Kirwin, Kansas.

# CROSLY SERVICE MANUAL

## Installing and Operating RFL-75 and RFL-60

### Circuit

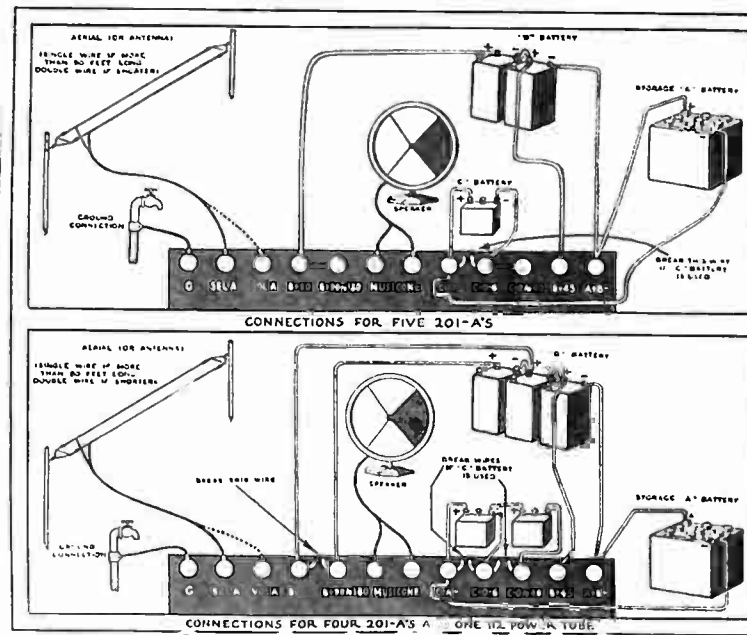
The circuit of the RFL-60 and RFL-75 is the same, identical panel assemblies being mounted in different cabinets in building the two models. These sets have five tubes, —two stages of radio-frequency amplification balanced by the RFL method, a non-regenerative detector, and two stages of audio-frequency amplification. The RFL method of balancing is based upon what is called the "Wheatstone Bridge," and prevents squealing and howling oscillations without sacrificing signal volume. It is superior to the ordinary neutralized or balanced sets in that its balance is practically independent of wave-length; the balance being good for short-wave stations as well as for long-wave stations. This results in it being possible to design the set so that it delivers considerably more volume on the long-wave stations than do the average neutralized or balanced type sets. The set is designed for loud speaker operation. Because of the almost perfectly balanced radio-frequency stages the radiation of this set is practically zero.

### Aerial and Ground

The aerial should be from 50 to 100 feet long, as with other Crosley sets. The use of too long an aerial will tend to make the scale readings of the first-stage condenser differ considerably from the scale reading of the condensers in the succeeding stages when the set is tuned to a signal. With an aerial lying between the limits given above, the readings of the three condensers will be very nearly the same whenever the set is tuned to a signal. Be sure to secure a good ground connection.

### Tubes

All of the RFL-60 sets and the first series of RFL-75 sets were built primarily to be used with 201-A (301-A) type tubes in all stages. A 200-A (300-A) type tube may be used in the detector socket of these sets if desired, however. The second series of RFL-75 sets is equipped with extra "B" and "C" battery terminals so that a power tube may be used in the last audio-frequency stage. The detector and second-stage audio-frequency sockets are plainly marked on the sub-panel of the set, so that the proper sockets for the insertion of tubes may be easily found. In order to distinguish between the first and second series of RFL-75's it is merely necessary to observe the front panel. Sets of the first series are equipped with scales mounted on the front of the panel and with pointer tuning indicators. Sets of the second series have tuning dials mounted behind windows in the



Connections for RFL-75, Series 2

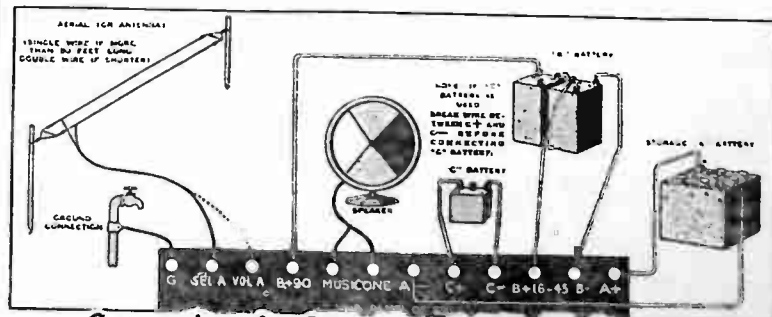
front panel, the scales being engraved on these dials. Except that a power tube may be used in the second series of RFL-75's if desired, the same tubes should be used with it as with the earlier RFL models.

### Batteries

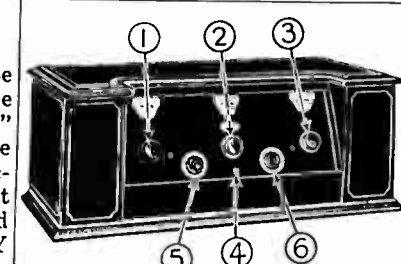
Batteries will of course be chosen in accordance with the tube combination used. A storage "A" battery or "A" eliminator is the usual equipment for the tubes recommended. In all instances except those in which a power tube is used THE AMPLIFIER "B" BATTERY VOLTAGE SHOULD NOT EXCEED NINETY VOLTS. It is suggested that a ninety volt battery be used. For the detector tube, from 22½ to 45 volts may be used, some types of tubes operating best with 45 volts "B" battery voltage. If a power tube is used in the last stage of RFL-75, series 2, it will be necessary to provide extra "B" battery blocks, and extra "C" battery terminals being provided for these connections.

### Connections

An "Sel A" and a "Vol A" terminal are provided for antenna



Connections for RFL-60 and RFL-75, Series 1



Controls of RFL-75 and RFL-60

first series of RFL-75 sets and on all RFL-60 sets. These binding posts are strapped together, and in connecting a "C" battery to them it is necessary to break the wire linking them together. In the second series of RFL-75 sets, the "A minus" and "C plus" posts are combined in a single post "A minus C plus." Next to this post is a "C minus 0 to 6" terminal and then follows a "C minus 0 to 40 terminal."

Always tune the set until the station selectors are adjusted so that the circuits are as near to perfect resonance with the incoming signal as possible. NEVER ATTEMPT TO CONTROL THE VOLUME OF THE SIGNAL BY DETUNING ONE OR MORE OF THE STATION SELECTORS. This will spoil the quality of the received signal. For reducing the volume, always use the volume control.

These three posts are strapped together. A "C" battery for ordinary amplifier tubes should be connected between "A minus C plus" and "C minus 0 to 6", and the wire strapping these terminals together should be broken before the connection is made. The other "C" terminal is provided so that a high "C" voltage may be connected to the last audio-frequency stage if a power tube is used in this stage. The wire strapping this other "C" terminal ("C minus 0 to 40") to "C minus 0 to 6" must be broken before the high-voltage "C" battery is connected. Similarly, a high-voltage "B" battery post is provided for use if a power tube is used in the last audio-frequency stage. This high-voltage "B" battery terminal is strapped to the regular amplifier "B" battery terminal and the wire connecting them should be broken if a high-voltage "B" battery is used. The other terminals are self-explanatory.

### Tuning

Tuning of this set is very simple. It is merely necessary to close the filament switch, turn the rheostat to the proper position, and slowly rotate the tuning dials, keeping them all at about the same settings. A volume control (5) is provided. This should be turned all the way to the right (clockwise) before tuning the set.

The rheostat knob (6) should be set at a dial reading of about 9 when using a freshly-charged "A" battery. As the battery loses its charge, it will be necessary to advance the rheostat slightly. A filament switch (4) is provided so that that battery current may be turned off without changing the setting of the rheostat. NEVER USE THE RHEOSTAT CONTROL AS A VOLUME CONTROL. Control 5 should be used for that purpose.

In Tuning, rotate the three station selectors (1, 2, and 3) very slowly, keeping them at approximately the same settings. They may be adjusted one at a time, if desired. When a station is heard, dials 2 and 3 should be carefully adjusted until the signal volume is greatest. Then dial 1 should be adjusted.



# CROSLY

BETTER COSTS LESS

# RADIO



## One-Dial Control!

... in this amazing 5-tube set at \$50

Already the new 5-tube Crosley set, at \$50, has met such a tremendous demand as to confirm the prediction that it will replace thousands upon thousands of sets now in use.

Confronted by high prices, many people who desired to replace their old sets have hitherto hesitated to do so. Now ... in the new Crosley "5-50" ... they find the features and qualities they desire, formerly exclusive to very high-priced sets ... available at small investment.

The incomparable joys of Single-Dial Control! Uncanny selectivity, resulting from its metal-shielded chassis and the surpassing efficiency of the Crosley circuit's advanced design! Exquisite volume, thanks to the matchless Crescendon! Crosley Acuminators, power tube adaptability ... all the attributes of radio at its best ... for \$50.

In all the Crosley line no instrument represents a greater triumph than this wonderful 5-tube set.

See it ... hear it. View the refreshing beauty of its mahogany cabinet. Operate it yourself. Watch the stations, written in on the graphic dial, parade before you and usher in their programs with unerring accuracy. Sharpen the selection with the Crosley Acuminators. Release inspiring volume by means of the Crescendon.

Know what heights ... in tone, volume, selectivity and sensitivity ... radio of moderate price has reached!

Never before, at anywhere near this price, has a radio set possessed all these advantages: 1. Single-dial control with graphic station selector. 2. Metal-shielded chassis, contributing to amazing selectivity and reducing cost. 3. Crescendon control, producing exquisite volume from distant stations. 4. Crosley Acuminators, which sharpen tuning and increase selectivity. 5. Power tube adaptability. 6. Beautiful cabinet of distinguished design and exquisite two-tone finish.

*One-dial control. You find your station, then write its letters on the graphic dial, locating it once and for all, to turn to whenever your fancy dictates.*

*The new Crosley all-metal shielded chassis not only aids in producing astounding selectivity, but standardizes manufacture and helps make possible the price of \$50.*

# \$50

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., and other patents issued and pending.



# WLW The CROSLLEY WLW RADIO BROADCASTER

Published by The Crosley Radio Corporation

VOL. V. NO. XLV.

NOVEMBER 15, 1926.



# VALUE OF CONCENTRATION ON CROSLY PRODUCTS VIVIDLY IS DEMONSTRATED BY ROCHESTER JOBBER; RADIO BUYING SEASON TO BE LONGEST IN HISTORY

## Salesmen Able To Give Greater Aid To Retail Dealers

Tremendous Success of New York Distributor Attributed to Selection of One Popular Type of Radios.

Importance and value of concentration of sales efforts on one line of radio merchandise have been demonstrated by the Rochester Electrical Supply Company, 240 St. Paul street, Rochester, New York. Since eliminating competitive lines, this company has made rapid progress in the radio business and has built a trade in Crosley radios and Musicones of which every member of the organization is proud.

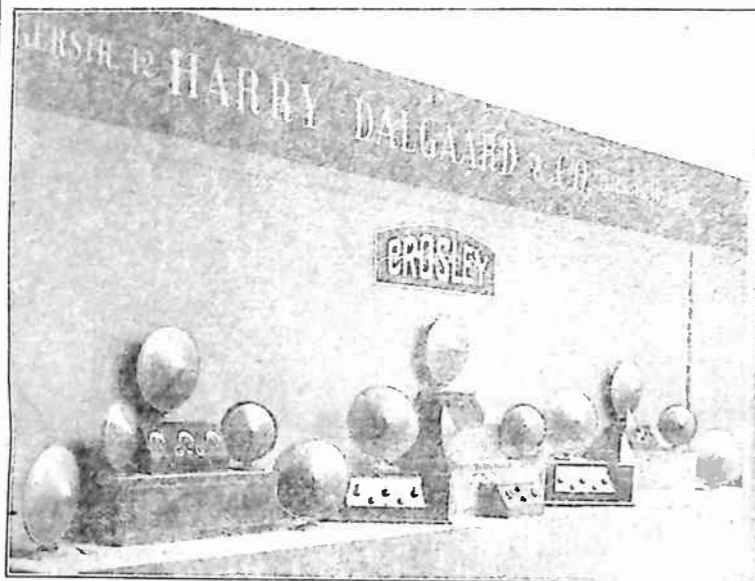
Handling of but one line of radio products permits sales representatives of this Rochester concern to become actual specialists in this type of merchandise. They know what they are selling, appreciate its advantages over other types of receiving sets and speakers and are in a position to be of real assistance to the dealers upon whom they call. They are able to concentrate their efforts on one line of thought and to bring home to the retail trade the real story of the manner in which the dealers may reap their share of the Crosley profits.

In addition to this advantage, the company itself is able to keep in close touch with the manufacturer and to obtain from him 100 per cent co-operation. This does not mean in the least that distributors who handle other lines do not receive this co-operation from the manufacturer, but in calling a spade a spade it must be said with all frankness that the exclusive Crosley distributor is watched more carefully and more interestingly than is the company that handles competitive merchandise. The exclusive Crosley jobber is in closer touch with the manufacturer at all times, naturally, and as a result of this co-operation on his part is able to derive advantages that the less interested jobber is unable to obtain.

G. R. Bellis, representative of the Rochester Electrical Supply Company, was a recent caller at the Crosley factories, having made the trip to Cincinnati in a personal effort to obtain a larger number of sets and Musicones. Last July, this company, along with all the

(Continued on page 14)

## Crosley Exhibit In Far-Away Denmark



The picture above is that of a Crosley exhibit at a recent radio show in Copenhagen, Denmark. This display was presented by Harry Dalgaard & Co., Crosley distributors in Denmark. The display attracted wide attention, and resulted in the sale of thousands of Musicones and radio receivers in that country.

## New Broadcasters Should Do Own Prospecting On Short Wave Lengths, Is Declaration of Powel Crosley, Jr.

Declaring that owners of new broadcasting stations should develop the great short-wave field, doing their own prospecting of the ether, and stating emphatically that pioneer broadcasters should be protected against piracy, Powel Crosley, Jr., prominent radio manufacturer and owner of broadcasting station WLW, in Cincinnati, said in a recent interview:

"The egg that fell from the wall in the oft-quoted Mother Goose rhyme, Humpty-Dumpty, presented no more serious job of unscrambling than the broadcasting stations that are all mixed up now in the band of wave lengths between 200 and 600 meters. Some 600 broadcasting stations are now overlapping or on top of each other, wrestling and struggling for a place free from interference in a band that can only accommodate eighty-eight broadcasting stations.

"Of course the most serious problem is legislation through which there will be established some authority to control the wave length assignment of these stations and to police the air in such a way that its use will be most beneficial to the public. Congress will,

no doubt, frown upon any idea that will give special rights to any individual broadcasters over and above any other broadcasters. The courts, however, will, no doubt, regard the matter differently, as they should. Property rights will most certainly be recognized by the courts.

"The rights of priority of pioneer broadcasters will most certainly be recognized by the courts just as the rights of the prospector and the inventor have always been respected under the common law. It should be obvious to any one that the pioneers in broadcasting who invested their money to develop this wonderful thing known as broadcasting should have some very definite rights to the wave lengths that they have pioneered and made valuable. Now that the value of these wave lengths is well established, it seems unfair that any one else should come along and destroy the value of the investment of the pioneer broadcasters through causing interference.

"The question then arises, What shall be done with the new broadcasters? Shall they be denied

(Continued on page 14)

## After-Christmas Demand Certain To Be Tremendous

Radio Season To Extend Into Late Spring, Jobbers Say—Every Fan To Be Salesman.

Analysis of a survey recently conducted by The Crosley Radio Corporation shows the dealers and distributors who sell "Better-Cost Less" radios and Musicones are in the midst of the longest buying season in the history of the industry. In addition to being in the midst of the longest season, they also are in the midst of the most profitable one, with receiving sets and Musicones going out in far greater numbers than ever before.

It has been unanimously agreed by everyone interested in the radio business, from the manufacturer to the retail salesman, that the buying season started from a month to six weeks earlier this year than in former years. Whether this was due to an early fall, a natural increase in nationwide interest in radio reception or to the improved programs being broadcast by all the stations in the United States, is a difficult problem to answer. But the fact remains that the buying season opened with a bang much earlier than in former years, and that there has been a steadily increasing demand for radio apparatus ever since.

This, we all knew about, but the survey showed that the buying season is to extend throughout the Winter and into the late Spring. Even the most conservative distributors, and we all know there is no more careful buyer than a jobber, are making preparations for a tremendous after-Christmas business. They realize, naturally, that the bulk of the trading will be done in December, but are firmly convinced that every set sold at that time will "sell" a number of others later, and that the new radio listeners will be so enthusiastic about the type of entertainment derived from their receivers that they will "broadcast" such reports as will be of tremendous advantage to the trade in general.

When the sealing wax at one of the binding-post clips on a dry battery does not afford full coverage, melt a little of a stick of wax to make the whole battery envelope airtight.

## THE CROSLY RADIO BROADCASTER

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus. Colerain and Sassafras Streets, Cincinnati, Ohio. Telephone: Kirby 3200 Robert F. Stayman, Editor Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

## SHORT WAVE BAND NEEDED

The government has ordered a comprehensive survey of existing broadcasting conditions. Officials in Washington are worried at the present outlook. Drastic action is needed, and needed in a hurry.

Since the courts declared that governmental control of broadcasting is impossible without further congressional legislation, the broadcasting situation has grown steadily worse. Stations are appropriating wavelengths at random, broadcasting at any time that they choose, and boosting their power. New stations are coming on the air in large numbers.

This increasingly chaotic condition should not be blamed against broadcasters. They have no desire to ruin the broadcasting art, nor to fight one another rather than to co-operate to their fullest ability. But their hands are tied. The number of stations is constantly increasing, and there is no room for them. All available wave channels within the present broadcasting range have been taken already—in many cases by more than one station. Broadcasters cannot help crowding each other because there are far too many of them for the channels available.

There is one remedy that will take care of the present crowded conditions, and that is, to adopt some new band of broadcasting wavelengths where there is plenty of room for expansion. That is the only scheme which will solve the problem of crowding satisfactorily. Many such wavelength bands are available within the short-wave range.

A short-wave band could be chosen below the present broadcasting range in which one hundred times as many stations as are at present operated could broadcast without the slightest interference. Apparently such a solution is the one to which the broadcasting art will very soon have to come. Fortunately when short-wave broadcasting is adopted it will not only clear up present conditions of interference, but will make it possible for fans to receive over much greater distances, both in the daytime and at night.

## PROSPERITY IN THE RADIO BUSINESS

Nowhere in the history of industry, in any age or country, can be found such an amazing chapter as has been written by radio in the space of a few years. We used to point with pride at the swift development of the automobile business. True, the automobile industry has swung high and wide in the orbit of business, but compared to the climb and spread of radio in a given number of years since the close of the World War, the automobile moved into its present eminence relatively slow.

The fact is radio seems to have donned the fabulous pair of seven-league boots and bestride the earth almost overnight.

In view of what we see and know concerning radio, it is difficult to realize that radio is still in its infancy, still in its swaddling clothes, but the most promising infant in business the world has ever welcomed.

It is difficult to comprehend this amazing truth when one walks through the plant of The Crosley Radio Corporation, in Cincinnati. An army of skilled workers engaged in the manufacture of radio sets. A forest of deft fingers fashioning piece by piece and building bit by bit the complete set which is even yet like so much magic to so many of us. All working at high, but uncannily skilled speed; trained fingers specially trained in one of the greatest of systems in all the world of industry. The man who made it, who owns it, has been called the Henry Ford of Radio. There is indeed a likeness between the Detroit millionaire and the Cincinnati millionaire in their wizardry in industry.

Yet this army of Crosley employes, more than 2,300 of them, is never through. It is a business statistical fact in Cincinnati that the Crosley plant, despite its 100 per cent efficiency, has yet to meet the dawn of a day during the active selling season when every order has been filled. Never has the Crosley corporation with all its trained workers and all of its great factory and factory equipment been able to keep even near to the demand made upon it by jobbers, dealers and users throughout America and the wide world.

Something like the fellow down in the well pumping out one gallon whereas two in the shape of orders, pour in upon him.

In spite of the fact that the plant is already ranked in front in man-power in Cincinnati, its worry is not in the bid for orders but how to distribute its product as equably as possible in the face of such day by day demand. In a word, too much success.

Last May, when the corporation broke ground adjoining the old

four-story factory for its present additional concrete-built castle of industry of six great floors, Powel Crosley, Jr. thought he had solved his dilemma. Now the new factory is running full blast, the older factory, too, is going at top speed and still the corporation finds itself deluged with orders. Right there is proved the buxom, fast-growing infancy of the radio industry. Right there in Cincinnati is the straw which shows which way the wind is blowing—a mighty powerful wind, a hurricane of demand, in fact.

The newer factory was completed last September in record-breaking time. Then to work. From worker to worker each set in its operation of building goes. From hand to hand, each pair of hands doing its own skilled work. Then to the testers. A wonderful sight, this making of a complicated radio set before your eyes. From the tester to the cabinets. All done. Ready for the shippers. Trains of cars on the Crosley sidetrack soon filled up; the switching locomotive couples on. Away go the loaded cars. Their cargo to be distributed all over the earth. Another cut of empties shunted into the Crosley sidetrack—and so it goes. They ship 6,000 radio pieces of freight a day.

One million, nine hundred thousand individual parts are handled each day. Each employe has each set in custody in an average of two minutes. So smooth is the system

of operation, and so certain the result, that the superintendent can tell in the morning the output, almost to a set, that will be completed by evening.

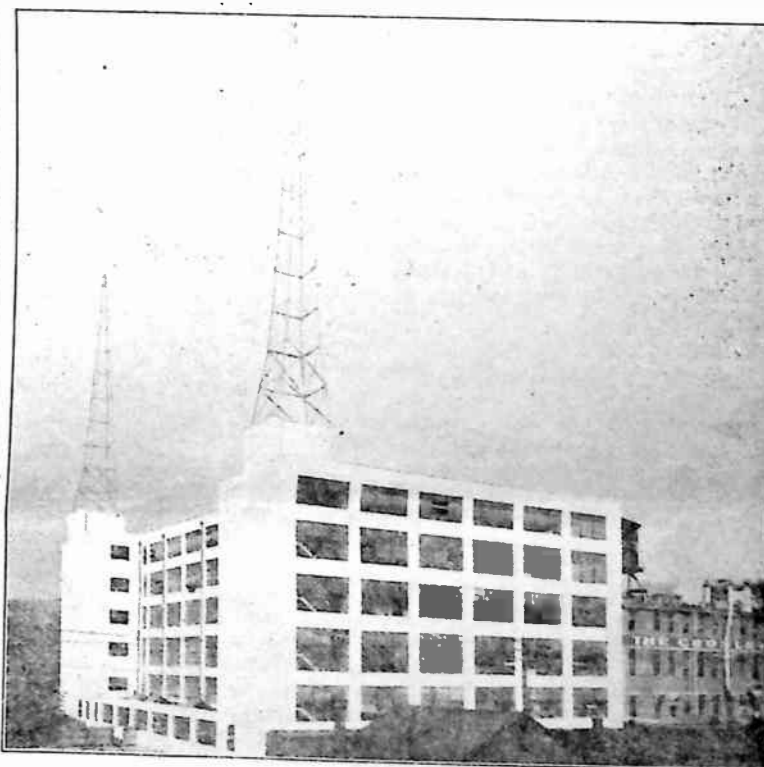
In the face of its overwhelmingly large orders every day the Crosley Corporation is not able to make all of its raw material. For much of this it must depend on outside sources. For instance it has been estimated that 1,000 and more punch press operators in other factories are required to supply the Crosley corporation alone in punched material. Several large plants are kept busy continuously supplying the Crosley corporation with the delicate wire used in radio sets. Miles and miles of wire go into Crosley sets every day. Enough to stretch across the entire American continent and reach far out in the Pacific or Atlantic oceans.

In the Musicone department, a phase of radio progress which has revolutionized the loud speaker business, accuracy is the watchword. Twenty-five hundred Musicones are turned out each day, fit and perfect. More wire. A quarter of a mile of the finest wire is to be found in the two coils that are in each Musicone. This wire is as delicate as a hair, but marvelously strong.

All of the productive processes in that wonderland of ingenuity were developed individually by Crosley and his engineers. It is

(Continued on page 14)

## ONE OF THE CROSLY FACTORIES



The picture above is that of the new six-story building in which Crosley Radios are being made. It is but one of the five large factories used in the manufacture of "Better-Cost Less" products.



# Radio at Very Top Of Big Business In U. S., Paper Says

### Prosperity Faced by Those Engaged in Great Industry, Chicago Editor Declares.

Declaring emphatically that radio is now resting on its proper level—at the very top of big business—the Chicago Daily News recently printed the following article:

"Radio as an industry has found its proper level—rather, reached its just height, and that is at the very top of big business in America, in annual turnover, prosperity, stability and service.

"That can be the only interpretation of recent developments within the industry. That is the only translation into concrete terms of significant announcements coming in rapid succession: factories working overtime, jobbers behind orders, and a general spirit of co-operation all along the line, on the splendid foundation of better broadcasting and public enthusiasm. The optimistic outlook has been blazoned in every trade journal, in the daily press, and by representative commercial organizations.

"Daily conferences of the trade took place during the Radio World's Fair in New York City. It was a brilliant show, first of all a marvelous advertisement for radio. The exposition elevated radio to where it belongs. It did much to demonstrate that radio has eliminated many evils within its ranks, evils that must be expected, tolerated, and finally overcome, within so vast a young industry.

#### Radio Leaders Work Together

"The radio World's Fair proved that the leaders of radio were working together as never before, in a common aim, not only to increase their own material profit, but in giving to the public, which expects and demands so much of an industry that is founded on romance, if there ever was one in the world's history—a genuine bargain in every dealing.

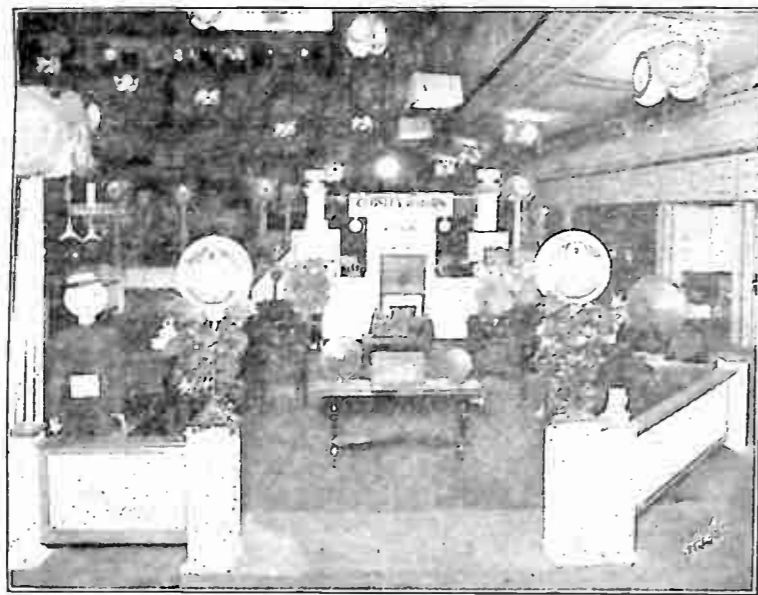
"We saw in New York the largest exhibit ever staged by any industry under a single roof. And radio is the proverbial infant still.

"Radio has shaken off plenty jealousies, tackled business problems in a business way, and served notice that it stood on solid rock by eliminating the duplicate show held simultaneously at great inconvenience and expense to manufacturers and public alike. The reaction of this was instantly favorable.

#### Exposition Plans Helped

"The decision to hold only one annual exposition in New York—and carrying out that idea without delay—meant much in arousing the industry and stimulating public

## Crosley Booth At Chicago Show



The picture above is that of the booth of The Crosley Radio Corporation at the great radio show in Chicago. This booth was filled from morning until night with men, women and children, all of whom were deeply interested in Crosley Radios and Musicones. The talking man, shown at the left, attracted considerable attention.

attention to what was in essence the first move toward the organization of radio, a further manifestation of substantiality, that in other industries came neither so quickly nor so wisely.

"Everybody marveled at the Radio World's Fair for many reasons. It proved conclusively that the jazz stage of radio was over. Products were not being offered with high sounding names instead of guaranteed efficiency. Sets are being marketed on simple truthful statements as to what might be expected of them. Accessories are superior and reasonably priced. Radio has become dependable.

#### Public Is Seeking Best

"Because these facts are evident, attacks upon radio have fallen upon deaf ears. The public is seeking the best there is in radio, confident that it represents a value beyond mere dollars.

"With marked rapidity, as such things go, radio has eradicated merchandising evils more quickly under unbiased analysis than its present leaders believed possible. Not all the evils have gone and they never will as long as human nature and greed are what they are, but the tone of the radio industry is clean and clear.

"Continued and advancing prosperity of radio has been safeguarded by wholesome, progressive and energetic action. The trade groups,

particularly, have done splendid work. It is well that this is so, for the picture will soon be complete with the passage of adequate legislation relative to broadcasting. For there is no business in which the American people are so keenly concerned that means so much to them in entertainment and education, that presages for the country an enlightened public opinion to insure the rightful maintenance of traditional institutions, that has dealt, almost magnificently, a death blow to ignorance on questions political, economic and sociological, as radio has done and will do with greater effectiveness in the years to come."

### ENGINEER CORPS USES CROSELY RADIO SETS

Broadcasting has been brought within the reach of waterways workers by the installation of radio sets on the boats of the U. S. Engineer Corps and the Mississippi River Commission along the Mississippi River between St. Louis and New Orleans. The fifteen Crosley triodyn receivers installed on these boats will help the engineers and channel workers to while away their evening hours.

### EXTRA ATTRACTIONS

Many radio novelties are introduced every week through the Crosley WLW broadcasting station in Cincinnati, that are not on the pre-arranged program. These features are given to the audience whenever some celebrity comes to the city or visits the studio.

The best way to learn to tune in a set is by experimenting.

## Jobber Imprints All Circulars For Retail Dealers

### Michigan Merchants Enthusiastic About Crosley Line, Sherwood-Hall Representative Says.

H. E. Clark, manager of the radio department of Sherwood Hall, Ltd., Crosley distributors at Grand Rapids, Michigan, visited the Crosley factories recently, bringing with him an order that spoke well for radio buying conditions in the Michigan territory. Mr. Clark declared his customers are all enthusiastic about Crosley radios, and are selling them in far greater numbers than ever before.

The Sherwood-Hall Company imprints all advertising circulars for its dealers. This co-operation on the part of a distributor is greatly appreciated by the retail trade and has brought about a vastly increased business. Instead of sending dealer helps, such as counter circulars, envelope stuffers, etc., direct to the dealers, Mr. Clark has asked all manufacturers, whose merchandise his company distributes, to send them to him in order that he might imprint them for the dealers.

This printing cost amounts to a considerable sum during a season, but officials of the company realize now that it is money well invested because of the good will created among the dealers and the manner in which these imprinted circulars assist the dealers in disposing quickly of their merchandise.

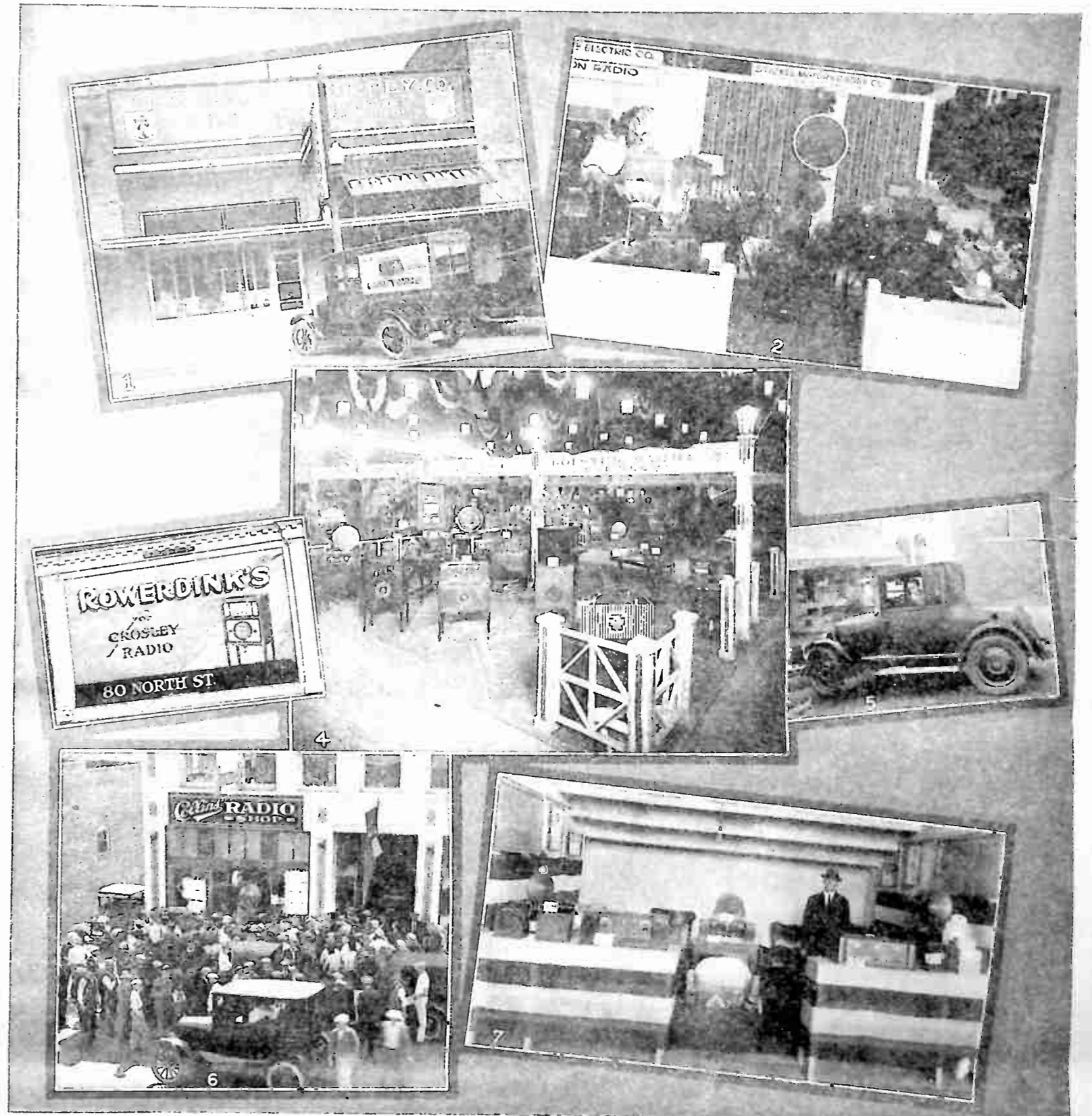
### FARM RADIO COUNCIL FORMED

After several months of preliminary conferences and investigations, the California Farm Radio Council has been formed with a membership representing widely varied and important interests of the state. The purpose of the council, it has been announced, is "To develop and promote the use of radio as an effective aid to agriculture."

### DRAIN WATER FROM PIPES BEFORE SOLDERING

Fans should not attempt to solder the ground wires from their sets to cold water pipes, unless the water has first been drained from the pipe, according to Crosley service engineers. The solder will not stick properly to the cold pipe, and poor reception will often result. In connecting to a cold water pipe, the ground wire should first be soldered to a ground clamp, and the clamp then tightly fastened about the pipe, after first scraping the pipe clean.

## Group of Pictures of Interest To Crosley Dealers



The pictures above are of interest to dealers and distributors who are selling Crosley Radios and Musicones. Number One, in the upper left hand corner, shows the store and delivery truck of the Electric Supply Company, at Port Arthur, Texas. The big picture of the Model 5-50 on the side of the truck has attracted wide attention. Number 2 is that of the artistically arranged booth of the Stickel Motor and Radio Company, at a recent radio show in Los Angeles. Number 3 is that of one of the sign boards used by W. H. Rowerdink & Son, Crosley distributors at Rochester, N. Y., in its outdoor advertising campaign. Number 4 is that of the beautiful booth occupied by Kierulff & Ravenscroft, Crosley distributors at Los Angeles and San Francisco, at a recent radio show in Los Angeles. Number 5 shows the radio-equipped automobile used by Robert S. Gerwing, Santa Anna, Calif. The Musicone is mounted on the radiator cap and the set is neatly installed inside the car. Day and night demonstrations of Crosley radios are given by Mr. Gerwing in his automobile. Number 6 gives you some idea of the interest attracted by the Collins Radio Shop, Burbank, Calif., when it announced that special reports on a certain football game would be received on a Crosley 5-50 and Musicone. And Number 7 is the picture of a booth at the County Fair at Bloomsburg, Pa., occupied by Clarence Whitmoyer, a wide-awake Crosley dealer.

### The New 6-Tube R. F. L. 90

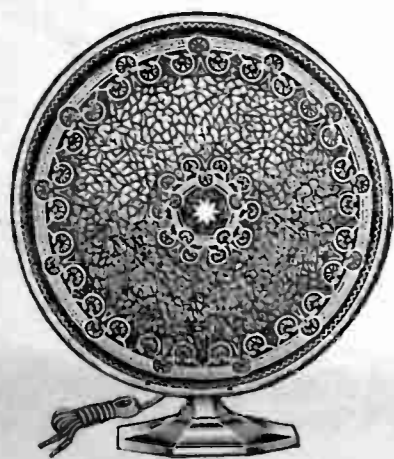
With World's Most Marvelous Built-in Reproducer, the Crosley Musicone.



\$90

A six-tube radio receiver installed in a beautiful console cabinet with built-in Musicone, for but \$90.00. This ridiculously low priced radio consists of three bridge balanced stages of radio frequency amplification, detector and two stages of audio frequency amplification. It is the now-famous R. F. L. circuit about which there has been so much favorable comment recently. The two-toned mahogany cabinet, with built in Musicone, fits perfectly into the finest surroundings. This is, without doubt, the season's most remarkable radio value.

### There's Only One Super Musicone



\$14.75

The perfect reproduction of the Crosley Super Musicone, with highest and lowest pitched sounds, its capacity to handle tremendous volume and its VERY LOW PRICE combine to make it the best seller on the market today. Such success begets a host of imitators. Beware! The secret of the Musicone's superiority is NOT the cone—but the Crosley patented vibrating unit. Remember—the Musicone is built solely by Crosley. 14-inch cone, design in brown shade—brass frame and base.

### New 5-50 Most Popular Radio, Dealers Admit

Tone Quality Is Excellent and Selectivity Is Uncanny, Listeners Say in Praising Five-Tube Radio.

From far and wide are coming letters of praise for the five-tube 5-50. Every person who owns one of these sets is eager to pay tribute to its efficiency. Hundreds of letters have been received from well-pleased listeners, a few of which follow:

"We surely were surprised at the way the 5-50 delivered the goods. We knew it would be a good set, but we did not realize a radio could be built to perform the way this does. It surely takes the cake. The tone quality is excellent. The selectivity is uncanny. We are located right in the center of a large circle of stations—stations from 500 to 5,000 watts. Still, we are able to tune them out with the 5-50 receiver. Distance rolls in like water off a duck's back. We don't think there is any radio receiver on the market that will touch it for performance.

"JOSEPH A. KERR, 225 West 57th Street, New York City, N. Y."

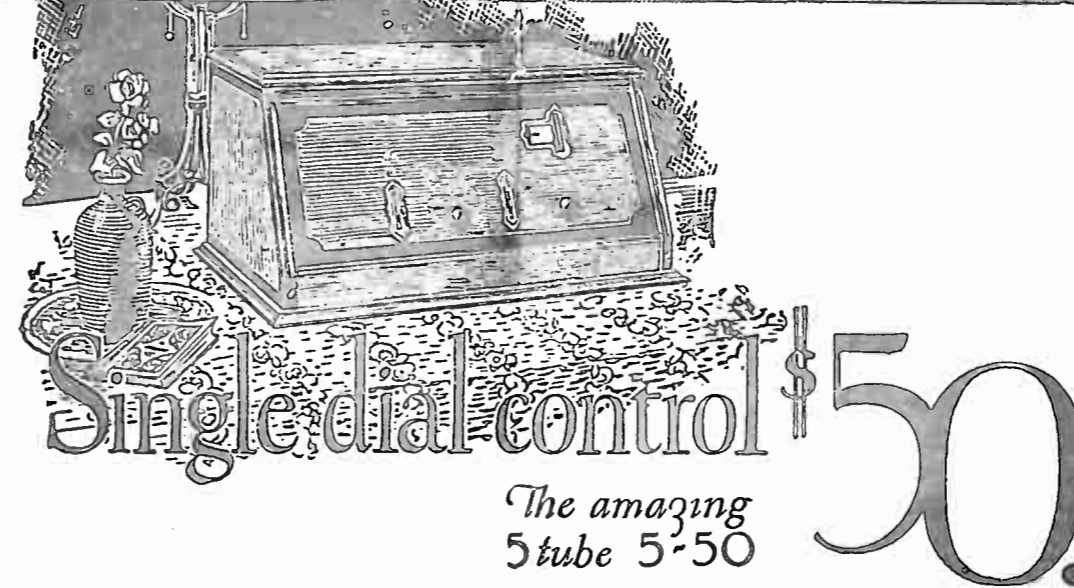
"Your new model 5-50 receiver is, indeed, a wonder. Everyone who has heard it says it is the most selective one-dial set on the market today. Not only is it a great success in so far as ease of tuning is concerned, but comparing tone quality and volume it excels most five-tube sets on the market.

"Very truly yours, IOWA RADIO CORPORATION, Des Moines, Iowa."

"A few of the stations logged since August 24, 1926, on a 5-50, using a Super-Musicone, follow:

"Chicago (15 stations); Rockpoint, Mass.; Baltimore, Md.; Milwaukee, Wis.; Richmond, Va.; Bay City, Mich.; Rochester, N. Y.; N. Plainfield, N. J.; New York, N. Y. (8 stations); Decatur, Ill.; Batavia, Ill.; Boston, Mass. (3 stations); Miami, Fla.; Atlantic City, N. J.; Pittsburgh, Penna.; Mouncton, N. B.; Cincinnati, O.; Springfield, Mass.; Zion, Ill.; Mooseheart, Ill.; Schenectady, N. Y.; Philadelphia, Penna.; Ottawa, Canada; S. Dartmouth, Mass.; Washington, D. C.; Hartford, Conn.; Providence, R. I.; Portland, Me.; Detroit, Mich.; Omaha, Nebr.

"I have 21 other stations marked, but time did not permit me to stay with them for a sign-off. Not at all bad, eh? "AL-ROE RADIO & BATTERY SERVICE, 12 Webster Street, Beachmont, Mass."



The amazing 5 tube 5-50

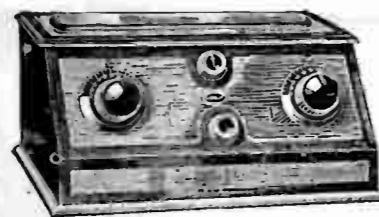
The incomparable joys of Single-Dial Control! Uncanny selectivity, resulting from its metal-shielded chassis and the surpassing efficiency of the Crosley circuit's advanced design! Exquisite volume, thanks to the matchless Crescendon! Crosley Acuminators, power tube adaptability . . . all the attributes of radio at its best . . . for \$50. In all the Crosley line no instrument represents a greater triumph than this wonderful 5-tube set. Never before, at anywhere near this price, has a radio set possessed all these advantages: 1. Single-dial control with graphic station selector. 2. Metal-shielded chassis, contributing to amazing selectivity and reducing cost. 3. Crescendon control, producing exquisite volume from distant stations. 4. Crosley Acuminators, which sharpen tuning and increase selectivity. 5. Power tube adaptability. 6. Beautiful cabinet of distinguished design and exquisite two-tone finish.

### The Crosley Radio Corporation CINCINNATI, OHIO

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., and other patents issued and pending.

### FAMOUS FOUR TUBE 4-29 RADIO

EQUIPPED WITH THE CRESCENDON

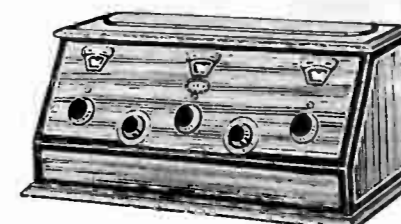


ONLY \$29

With two stages of audio frequency amplification and a Crescendon controlled detector cleverly blocked to prevent oscillation by a stage of radio frequency this little set has proved a marvel to all who have tested it. It puts many an ordinary 5-tube set to shame. It is Crescendon equipped. This extraordinary device enables the operator to increase the volume on distant stations to full tone proportions, thereby greatly increasing the amusement possibilities of the instrument. Owners report unusual performance in selectivity and distance. Its tone is excellent.

### ANOTHER FIVE TUBE RECEIVER

THE CROSLLEY CRESCENDON EQUIPPED 5-38



Truly a Fast Seller For

\$38

A wonderful 5-tube set! This ejaculation is applied only after reports from all over the country from enthused owners attest to its great efficiency. It is selective. It gets distant stations with ease. Its tone is pleasing, rich and full. In this hook-up are incorporated two non-oscillating stages of radio frequency, a detector controlled by the regenerative Crescendon and two stages of audio frequency amplification. The Crescendon is that added feature device for building up volume on distant stations to room-filling proportions. The cabinet is beautifully finished in two-toned mahogany.

### Local Stations Easily are Tuned Out with a 5-50

Merchants Reaping Huge Profit by Centering Sales Effort on "Better-Cost Less" Products.

Reports from dealers and distributors everywhere indicate the Crosley five-tube 5-50 is the most popular radio on the market today. It is the fastest selling receiver ever offered, they declare, and every one sold is giving perfect service.

This type of receiver has so many advantages over other models, it is priced so reasonably and its appearance is so attractive, that buyers choose it on sight. Its all-metal shielded chassis, one dial control, power tube adaptability, etc., are found in no other radios in this price range, and in addition to these features there are a number of exclusively Crosley devices that combine to make it a radio well worth twice the money.

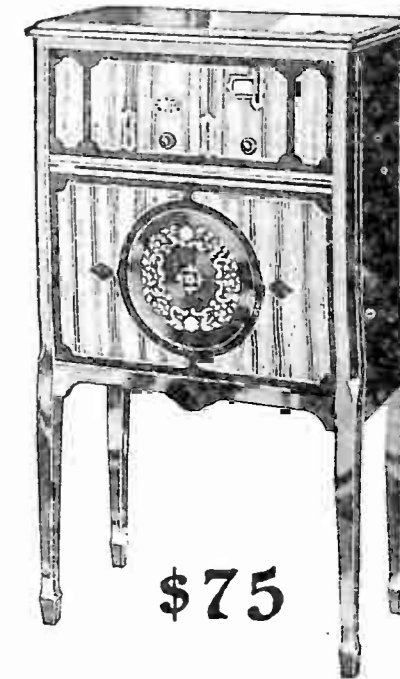
Wide-awake dealers can sell the Crosley 5-50 with the minimum amount of sales efforts. In fact, many report all they need do now is take orders. Extensive advertising is creating an unprecedented demand for Crosley radios and dealers who concentrate their energies on these products are listening all day long to a merry tune being played on their cash registers.

Dealers everywhere are recognizing the importance of offering those radios for which there is the greatest demand. Intelligent toward Crosley, have watched the buyers grow tired of investing huge sums in radio equipment and now are cashing in on their ability to give the public what it wants. They are aboard the Crosley band wagon, bound for Profit Town, and are face to face with the most profitable season in the history of radio.

While dealers agree that the fastest selling radio today is the five-tube 5-50, they report tremendous demands for the five-tube 5-75, which is the same as the 5-50, except it is installed in a console cabinet in which there is room for all batteries and in which there is a built-in Musicone. The four-tube 4-29 is another exceptionally popular model, as is the five-tube 5-38, a radio that is giving extraordinary satisfactory service this fall. The new six-tube R. F. L.-90 is attracting nation-wide attention. Shipments of these models in large quantities will be started in the near future. In addition to these radios, there also are the popular Musicones, which are, without doubt, the fastest selling loud speakers on the market.

### The 5-Tube 5-75 Single Control

All-Metal Shielded Chassis. Power Tube Adaptability. Built-in Musicone



\$75

Wonderful performance—marvelous appearance—amazing price. No wonder everybody calls it the "hit" of the season. And "hit" it is with its exclusive Crosley features together with advanced radio reception ideas found only in highest price sets.

Shielded chassis shields units. Dial drum whereon station letters can be written. Power tube adaptability. "Crescendon" that builds up volume on distant station letters can be written. Power tube adaptability with "Acuminators." Two-tone mahogany cabinet with rose gold trimmings. A 40-inch Console—ample room for all batteries and accessories. Genuine Crosley Musicone built in.

### The Crosley Musicone in Console Cabinet



\$32.00

This beautiful console table with built-in Musicone will absorb unsightly radio equipment and provide the finest loud speaker radio has produced. No need of unsightly wires, ugly batteries and awkward loud speaker, to give offense to the charm and beauty of a well ordered home. The wonderful performance of the Crosley Musicone so skillfully built into this console unit is the radio sensation of an industry where the unusual is the rule and not the exception.

# NEW CIRCULARS READY FOR DEALERS

Order Your Individual Counter Pamphlets  
and Envelope Stuffers NOW

**BUT ORDER BY FORM NUMBER**

Circular On  
**Super-Musicone  
Red**  
Form No. 616

Circular On  
**5-75  
Orange**  
Form No. 641

Circular On  
**RFL-90  
Blue**  
Form No. 645

Beautifully Designed Circular on  
**5-50  
ORANGE**  
Form No. 643

Circular On  
**5-38  
Green**  
Form No. 642

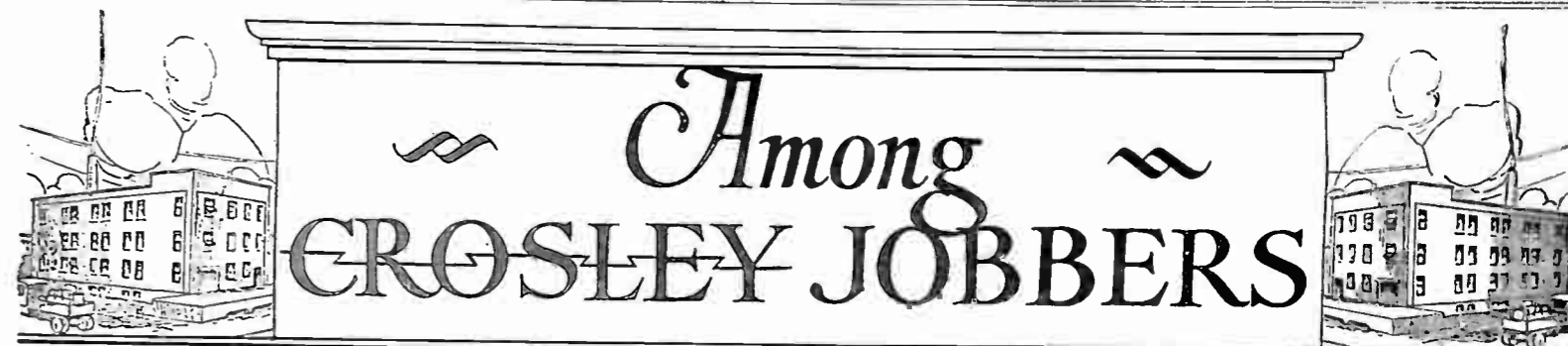
Circular On  
**4-29  
Yellow**  
Form No. 644

Circular On  
**Entire Crosley  
Line**  
Form No. 615

SEND YOUR ORDER TO ADVERTISING DEPT.

## THE CROSLY RADIO CORPORATION

CINCINNATI



### Eight Page Section Of Paper Devoted To Crosley Jobber

Rochester American Pays  
Elaborate Tribute to Chapin-Owen Company on  
Opening of New Home.

An entire eight page section of a recent Sunday edition of the Rochester, N. Y. American was devoted to the remarkable development of the Chapin-Owen Company Inc., distributors of Crosley Radios and Musicones, which recently moved into its new six story building at St. Paul and Franklin streets. "Business Builds Up To \$1,000,000 in Twelve Years," was the headline on the first page of this interesting section, in which there are numerous articles regarding the rapid growth of the organization.

Pictures of Charles T. Chapin, chairman and treasurer, Charles S. Owen, president and general manager, and the new home of the company appeared on the first page. Under the picture of the building was a five column box, headed "Chapin-Owen Success Founded on Service." The article under this follows:

"One million dollars of business a year.

"Such a record is a goal many upon many a business concern is striving to make.

"Such is the record made by the Chapin-Owen Co. Inc., Rochester's well known automobile accessory and sporting goods store.

"And the record was made within a short twelve years of the company's first beginnings.

"Behind the whole is a reason—a reason that can be explained in one short word—

"Service.

"Quality merchandise of known manufacture, sold at prices that are right, with deliveries when promised because stock of sufficient size are always carried, with courteous, obliging employes—that is the definition of service according to the Chapin-Owen standard."

Manufacturers of merchandise distributed by the Chapin-Owen Company occupied advertising space in the section, not in an effort to sell their product but merely complimenting the jobbing house upon its remarkable success.

### WISCONSIN DEALERS ATTEND JOBBER'S CONVENTION



### Rochester Jobber Discontinues Its Retail Business

Places Order for More Than  
500 Sets in Addition to  
Those of Specifications  
Sent in Last Summer.

Realizing the possibilities of increasing its prestige among the retail dealers of Rochester, New York, the W. H. Rowerdink and Son Company, distributors of Crosley Radios and Musicones, has discontinued operation of its retail store and limited its activities to the jobbing business.

Henry J. Rowerdink, a member of the firm, was a caller at the Crosley factories recently and was extremely interested in the manner in which receiving sets and Musicones are produced in such large numbers. He expressed himself as being very enthusiastic about trade conditions in the Rochester territory, and reported the demand for Crosley products was so great there that it was necessary for him to place an order for more than 500 sets in addition to what his specifications for November and December called for. These specifications were placed last Summer in anticipation of a great demand for Crosley merchandise, but now he finds they were not large enough.

In commenting upon the discontinuing of his retail store, Mr. Rowerdink declared he had noticed immediately a more friendly feeling on the part of his dealer customers, who appeared to appreciate the fact that he had eliminated a certain amount of competition



These pictures were taken during a convention of Crosley dealers conducted by the W. A. Roosevelt company, of LaCrosse, Wis., distributors of Crosley radios. Dealers from Central and Southern Wisconsin attended the meeting, which was a most enthusiastic one from beginning to end. The display shown in the lower picture is exclusively Crosley. While the W. A. Roosevelt company does handle other lines, this dealer meeting was held solely in the interest of Crosley merchandise. The Roosevelt company is an aggressive organization and anticipates doing from ten to fifteen times as much Crosley business this year as it did last season.

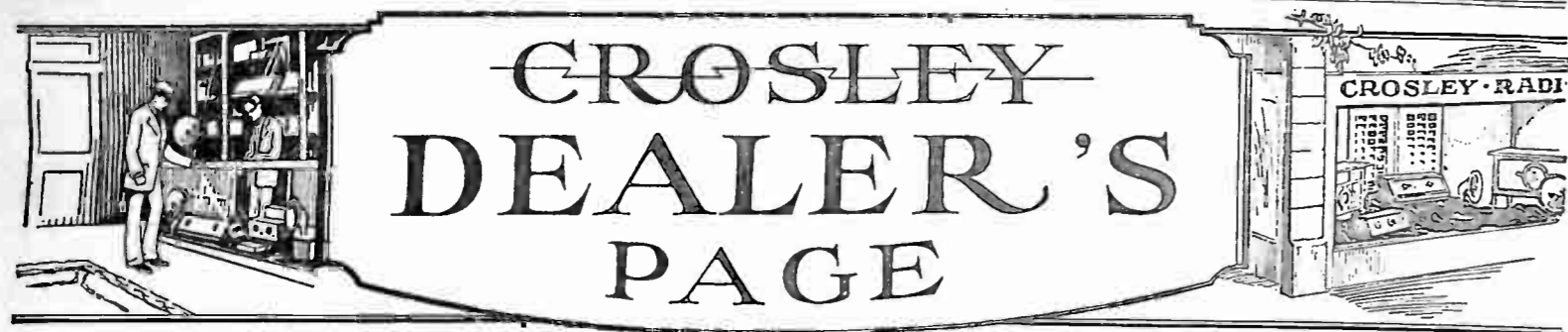
for their special benefit. He believes all jobbing houses should limit their activities to the wholesale business, giving all possible assistance to the dealers who sell their products.

#### SIGNING OFF

When little Bennie, who is fond of listening to the children's hour on the radio, knelt down to say his prayers the other night, he finished in an unusual way. At the close of the customary string of petitions, he said, "This concludes our program for tonight. Good night and amen."—WOAW Bulletin.

**THE  
JOHNSON ELECTRIC  
SUPPLY CO.**  
331 Main St. Cincinnati  
Wholesale Distributors  
**CROSLY & AMRAD RADIOS**  
Write Us For Dealer Proposition

**AUTHORIZED DISTRIBUTOR  
CROSLY RADIO  
PROMPT SERVICE**  
**YOUNG, LORISH & RICHARD-  
SON, Inc.**  
719 W. Jackson Blvd., Chicago, Ill.  
Phone, Haymarket 8240



# CROSLY DEALER'S PAGE

## Sells Crosley Sets Four Years; Not a Single Complaint

Record for Long-Time Concentration of Sales Efforts on "Crosley Five Tubes," Held by Missourian.

J. W. Moles, of LaMonte, Missouri, has never had a dissatisfied customer during the four years he has been engaged in the sale of Crosley Radios and Musicones. He claims to hold the record for long-time concentration on the sale of Crosley merchandise and is well pleased with the business he has built up as a result of his efforts.

Mr. Moles takes pride of the fact that he has never had a dissatisfied Crosley customer, giving credit for this accomplishment to his efforts to please each individual buyer, to whom he is always eager to give advice as to how to get the maximum efficiency from the sets he sells.

While we bow to Mr. Mole's claims about holding the time record for Crosley sales, we believe there are other dealers who have been centering their efforts on Crosley products for more than four years, and will be glad to publish in these columns articles from any merchant who has been featuring this merchandise for a longer period.

The S. E. Walker Furniture Company, of McKinney, Texas, Crosley dealers, have been attracting considerable attention and publicity recently by the attractive manner in which they have been decorating their windows. The McKinney Gazette, for instance, recently published the following article:

"Radio fans have been exceedingly interested in the display window of the S. E. Walker Furniture store in this city which is demonstrating the 1927 Crosley Radios. The Crosley radio may be found in scores of McKinney homes and those who have had them installed express themselves as being well pleased with their sets.

"The following placard is found in the window, '1927 Crosley Now on display; Are Better, Cost Less; Ask Us for Demonstration.'

"The window includes a one-tube

## FAN COULD NOT FIND SOCKETS IN 5-50

When a radio fan in Michigan opened his new five-tube Crosley 5-50 recently he was delighted at the appearance of the set and naturally "took a look" inside to see the new metal chassis he had read so much about. It looked fine to him but suddenly he was astounded because he could see no sockets.

"How am I to operate this set without sockets?" he asked himself, and without further consideration, wrote a sarcastic letter to the dealer from whom he had bought the set, criticizing him for handling merchandise that was so grossly incomplete.

"There are no sockets in this set," he said, after demanding that the dealer send him a new one immediately.

The dealer had a good laugh and then wrote to the customer who lived more than 100 miles away, to the effect that there are newly designed built-in sockets in the Crosley sets—sockets that are far better than other types because they permit use of any kind of tubes without adapters. He never received a reply from his customer, and so is taking it for granted that he is too ashamed and now too satisfied to answer his letter.

'pup' set, a 5-tube set, a 5-tube set console, a 4-tube set, portable, aeriels and other radio accessories.

"Those who have not seen the window and are interested in radio, are invited to take advantage of the opportunity of viewing the display.

"The window was artistically arranged by O. G. Burns of the Walker store."

"Service That Satisfied. A trial is all that is necessary." This is the motto of the Cycle Electric Company, Crosley dealers at Buffalo, N. Y. This company operates an attractively arranged store at the corner of Genesee street and Michigan avenue, and carries a large stock of Crosley radios and Musicones.

Another Buffalo concern that is doing a big business in Crosley radios is the Strauss-Dilcher Com-

(Continued on page 13)

## Crosley Dealers at Wichita Meeting



This picture was taken during a Crosley dealers' convention conducted recently by the Radio Corporation of Kansas, of Wichita, distributors of Crosley radios. Plans for one of the greatest sales campaigns in the history of radio were discussed at this meeting. These plans are materializing and more radios are being sent into that territory now than ever before.

## Thirty-Two Page Radio Catalog Issued By Crosley Dealer In Kansas City

J. W. Yardley, Crosley dealer at 1904 North Fifth street, Kansas City, Kansas, is being complimented upon the attractiveness of the radio catalog that has just come "off the press." This is a thirty-two page booklet, printed on light brown paper and with a neatly designed gray cover. Nine of the 32 pages are devoted to Crosley radios and Musicones. In his introduction to this interesting catalog, Mr. Yardley says:

"We take a great deal of pride and pleasure in putting this radio catalog into your hands, thereby bringing to your notice and for your careful consideration the splendid line of radios and accessories we are handling.

"Every illustration and every description has been prepared with the sole purpose of clearly presenting our goods, so you may have full details regarding the weight, dimensions, and in many instances the proper method of use.

"Our pricing system is simple and complete and represents the prices ruling at this date, but we wish to impress upon you however, that in the Radio business changes

are so radical, and so rapid, that prices are subject to change without notice.

"Insomuch as the specific purpose of this catalog is to promote a closer relationship between us, we solicit your order either personally or by mail, and you may be assured in either case of our prompt and interested attention and entire satisfaction to you.

"This year signalizes the twenty-sixth year of our entrance into the Hardware business, and during that entire period we have sold quality merchandise, and it is upon that Foundation we have built the splendid business we now enjoy. We dare not take chances with Quality now, our twenty-six years of high reputation is at stake. We feel justly proud of our record of our years of honorable Service to the trade, a Service which we promise to continue always.

"Again assuring you of our earnest desire to serve you and hoping that our profits may be mutual by the issuance of this splendid Radio catalog, we are,

"Very Respectfully Yours,  
"T. W. YARDLEY"

## Salesman Profits By Going Direct To Buyers' Homes

By IM A. SALESMAN

During my life as a salesman, I have sold everything from children's wearing apparel to printing presses, but never have I "tackled" anything that sold so easily and remained sold so consistently as Crosley Radios and Musicones. Articles of real value, about which there was not the least bit of sales resistance, these products actually sold themselves, and on but very few occasions was I compelled to display what salesmanship abilities I possessed.

I make it a rule to enjoy the work I do, and if I am unable to find pleasure in selling any certain line, I quickly drop it and try something else. But for several years now, I have been engaged in the most pleasant work ever undertaken—that of selling Crosley radios and Musicones both over the counter in a retail store and in house-to-house work. Many salesmen might prefer the former, but I find more pleasure, more exercise, and, most important of all, more money, in house-to-house work.

It was about two years ago I read in the Crosley Radio Weekly a suggestion that salesmen could dispose of a large number of radios by making personal calls at every house on which there was no aerial. I started out with this suggestion in mind, but soon decided there was no use in my passing up the houses on which there were aerials, as in such homes there resided many people who were planning to buy new sets, who wanted new reproducers, batteries, etc., and in many instances I was able to close deals that meant more money for me at the end of the month.

I had planned a sort of a campaign, having divided the city into a great many small districts, limiting myself to two days in each section. Then I carefully canvassed each district, calling upon every resident, being actually surprised at the hearty reception received at a great majority of the homes. Women especially were cordial, and I soon found it was necessary for me to stay in the store every other day to demonstrate Crosley radios to the people whom I

## Pretty Girls Making "Extra Money" Selling Musicones During Evenings; Welcomed In Practically Every Home

Pretty girls, with pleasing personalities, are becoming successful Musicone "salesmen." Dealers who have employed girls have reported unusual success and have learned they are welcomed in homes where men would be looked upon as mere solicitors.

Practically no knowledge of radio is necessary in the selling of Musicones—demonstrations being all that are required. One wide-awake dealer tells us his girls do not work until after supper hours, when the families are gathered about the radio. Then they call at the homes of those people who are known to have other types of loud speakers, merely asking for an opportunity, without obligation to buy, to demonstrate this wonderful reproducer.

The neat saleslady, with a pleasing personality, is welcomed 99

times out of a 100. She carries a small switch with which she can quickly change from the loud speaker the family owns to the Musicone, bringing out vividly the great difference in tone quality, volume, etc. Then the sale is made, and often times she is compelled to leave her demonstrator in the house and return to the store for another to use in the next house.

This is but a suggestion that every Crosley dealer might consider. In every city, village and hamlet there is one or more girls who would make excellent Musicone salesladies and who would be glad to have the opportunity of making extra money by participating in such enjoyable work a few hours every evening. Naturally all should work on a strictly commission basis.

had interested the day previous. I also was kept busy at night, as I had agreed in many instances to bring a Musicone to the home to demonstrate its superiorities over the type of loud speaker certain parties had been using. My Musicone sales were surprisingly large, as only one demonstration was necessary to convince the listener that this low-priced reproducer was better in every possible way than the one he had been accustomed to.

I am a firm believer in house-to-house selling and have made a lot of money selling radios to men and women who needed and wanted new sets and speakers but who would have gone without had I not called upon them personally. A salesman who has a good radio, a good loud speaker, and well advertised and efficient accessories can make three times as much money "on the street" as he can in the store.

William H. Hetzel, Crosley dealer at Racine, Wisc., evidently appreciates the value of newspaper publicity. In a recent issue of the Journal News, published there, there appeared a column devoted to the manner in which Mr. Hetzel merchandised Crosley radios and the other lines he handles.

## Sells Crosley Sets Four Years Not a Single Complaint

(Continued from page 12)

pany, 707 Main street, which has been in the radio business for three years. The business this company is doing amounts to several hundred thousand dollars annually.

Ward Breese, of the Breese Electric Company, Crosley dealers at Montrose, Pa., reports that many of his customers have been complimenting him upon handling radios that were so successful in tuning in reports of the big prize fight at Philadelphia. "A few years ago it would have been necessary to wait until the following day for a complete report of a baseball game or prize fight," one of his customers said. "Now, however, radio has revolutionized these conditions and we have immediate reports on fights, round by round, and baseball games, innings by innings."

In each issue of the Tipton, Mo., Times there appears a list of men and women to whom J. W. Dick, garageman and radio dealer, has sold Crosley radios.

The Standard Electric Company, of Columbus, Ga., has added the Crosley line to its stock of merchandise and has announced its intentions of concentrating its sales efforts on "Better—Cost Less" radios and Musicones.

A. L. O'Neill has opened a Crosley radio store at Shelton, Washington. He is being assisted by A. Nash, an expert radio man, who will handle service work and assist in the sales department.

The quarters of the Victoria Radio Company, Victoria, Texas, have been handsomely renovated and present an attractive appearance. James Hunt, probably the best known young radio expert in Texas, is associated with A. M. Wertheimer in this business and is devoting his entire time to it. The company has the agency in that territory for receiving sets manufactured by The Crosley Radio Corporation and carries a complete line of radio accessories.

A Page for SALESMEN who sell CROSLY RADIOS and MUSICONES

## Crosley and His "Pup"



The picture reproduced above appeared in a recent issue of the New York Evening Journal. The pup shown here might be a pedigreed bird dog or a curb-stone setter, but nevertheless the Crosley one-tube "PUP" radio receiver is retaining its nation-wide popularity.

Never use a small "B" battery on a large set nor an extra large battery with a small set.



### New Stations Must Start Prospecting On the Short Waves

(Continued from page 2) the right to use the air? While it seems logical that they should be deprived of the right to interfere, a way should be devised whereby they can broadcast even though it is necessary to put them in the position of the pioneer broadcasters when they started. The present band occupied by broadcasting stations was set arbitrarily as being the most suited for the purpose several years ago. It was believed at that time that the present eighty-eight channels would be adequate, for no one anticipated the demand that has developed for wave lengths.

**Many Waves Available**  
"There are thousands of wave lengths available for broadcasting below 200 meters. These wave lengths are practically entirely undeveloped. They are perhaps even better suited for broadcasting than those wave lengths in the present band because it is a well known fact that there is less interference from static on the shorter waves and that greater distance can be obtained with less power on the higher frequencies of shorter wave lengths.

"It is true that today there are comparatively few homes equipped with receiving apparatus to receive outside of the present band of broadcasting, few receiving sets that will bring in the short wave stations, but is not that the same situation which existed some five years ago when the pioneer broadcasters commenced their work of developing broadcasting?

"Therefore, would it not be fair to insist that the newcomers in the broadcasting field undertake the same work that was done by the older broadcasters, that is create a quality of broadcasting on the shorter waves that will in turn create a demand for receiving apparatus to bring in those short waves? It is easy to imagine a situation developing wherein the best of the broadcasting will be done on the short waves that are not now used.

**Must Consider Two Elements**  
"In deciding what stations are to be transferred from the present band of broadcasting to the new band of shorter waves two elements should be very carefully considered.

First, that which has already been mentioned, priority, which should be considered very carefully in connection with a second element, the service that is being rendered. A station, in order to maintain its prior right to the use of a wave length, should maintain its place in the continued development of radio for it would be unfair to the public to reserve a wave length for an older station on a

basis of priority alone, unless that station continued to develop and maintain the service. Whether broadcasting is regulated by the Department of Commerce or whether it is handled by a new Radio Commission created by Congress, the agency which controls and directs radio broadcasting must have the power actually to control it. Legislation must, therefore, provide the necessary power to unscramble the present condition which borders on chaos; it must have the power to eliminate from the present band of broadcasting at least five hundred of the present six hundred stations; it must have the power to prevent the further pirating of wave lengths, and it must have the power to assign stations not entitled to wave lengths in the present band to wave lengths in a new band to be created."

### Prosperity in the Radio Business

(Continued from page 3) an amazing enterprise when you consider the short time required to get it going. The corporation has its own woodworking plant where the most expert of cabinet makers are at work. The 400 men there produce 1,500 cabinets a day. But this doesn't fill the demand. The corporation is compelled to go outside and buy thousands more of cabinets each day. Far from the madding rush of day to day routine labor of getting out sets for a public that somehow can't get enough of them, you will find the engineers; their laboratories produce the new ideas. Always something new. No business in the world is making such progress in invention as well as in the general market.

Crosley put up his new factory at a cost of \$250,000. One of the miracles of the thing was that he was able to take that cost of his current cash. Get that, you business men—current cash. You know what that means. No need to touch the reserves.

The cost of the building was taken care of. Today Crosley has in cash in bank and government bonds, etc., a reserve exceeding \$1,000,000. Current accounts receivable and not more than 30 days old come to another \$1,000,000. Factories, inventories, material in process of manufacture are clear, free and unincumbered. Nothing owed. More than \$4,000,000 worth of orders on the books unfilled. Moreover, Crosley owns all of the stock of his concern individually. Twenty thousand authorized radio dealers in the United States alone.

Crosley is a young man. He has made a place in the radio world, a world that is growing by leaps and bounds.

The bases of all vacuum tubes are not the same.

### Salesmen Able To Give Greater Aid To Retail Dealers

(Continued from page 2) other distributors, sent in its specifications, which were considered large then and which had been upon what appeared then to be the beginning of an exceptionally busy season. The specifications, as stated, appeared to be almost too large, but when Mr. Bellis arrived he handed to the sales manager an order for 525 additional sets to be delivered during November and December. These were to be in addition to the sets ordered in July as well as the ones purchased since then.

Mr. Bellis is a firm advocate of concentration of sales efforts upon one type of merchandise. He declared his company would not have been able to sell such a large number of radios had it attempted to handle various types. He stated that he and his men were as well acquainted with the value of Crosley merchandise as were the personal sales representatives of the Crosley company, and as a result of this individual knowledge of the "workings" of every model in the Crosley line they were able to "put it across" in a manner that was most pleasing to the "bosses."

The Rochester company is in the midst of the most profitable season it has enjoyed since entering the radio business, and is willing to give credit for this success to having selected a popular line or receiving sets and speakers and then concentrating its efforts on this merchandise.

### New 5-50 Radios Being Produced In Larger Quantities

(Continued from page 4) antenna. Much experimenting has been done on this set, using loops, but we recommend the short wire indoors in preference to the loop. Chicago stations roll in here in the evening in Cincinnati on this receiver, a distance of 350 miles, with no antenna on the set at all. I have frequently demonstrated this to friends who have come into my home in the evening.

"The thousands of reports that we have had from all over the country, and best of all reports from the dealers and distributors who have been handling the 5-50, are very gratifying and make us feel that we have indeed gone all the way in giving the public all that it may desire in a radio set and at a price so startlingly low that it is difficult to make people believe that

wonderful things that this set will do until they have seen it work and have listened to the quality of its reproduction.

"Now, again, I urge you, even though you may be selling several of this type every day or if perhaps you have not had this set to play with, that you get one, that you spend an evening with it, that you have your salesmen spend an evening with it. It will be a revelation to you.

"We firmly believe this set is destined to be the most popular radio set that has ever been built. We believe at last we have a product so standardized that CHANGES WILL NOT BE NECESSARY FOR A LONG TIME TO COME. Frankly, we do not know how we could improve this receiver.

Advertising Creating Demand  
"Our National advertising is creating a demand, and, commencing November 7, the leaders papers in large centers all over the country with combined circulation of many millions carried the story to those millions telling them of its wonders and creating an even greater demand.

"The business of The Crosley Radio Corporation has never been larger than it is this year. We are breaking all records from month to month. We are now employing more than twenty-three hundred people in our three plants here in Cincinnati. Last year the largest number that we employed at any time was 1927 and the year before an approximately seventeen hundred people were employed. We are adding more and more employees every day. Our production of 5-50's has exceeded two thousand in a single day, the largest numbers of any one set that we have ever been able to produce in a day.

"We urge you to become familiar with the 5-50 as soon as you can. Take one home with you tonight. Even if you are satisfied in your own mind that it is a good set, we urge you to learn what a wonderful set it is first hand. You will get a thrill when you turn the dial and hear the stations roll in with such a punch that you never thought was possible in a receiver at any price.

"Some dealer in your territory is going to tumble to the full possibilities of the sale of this set and steal a march on his competitors."

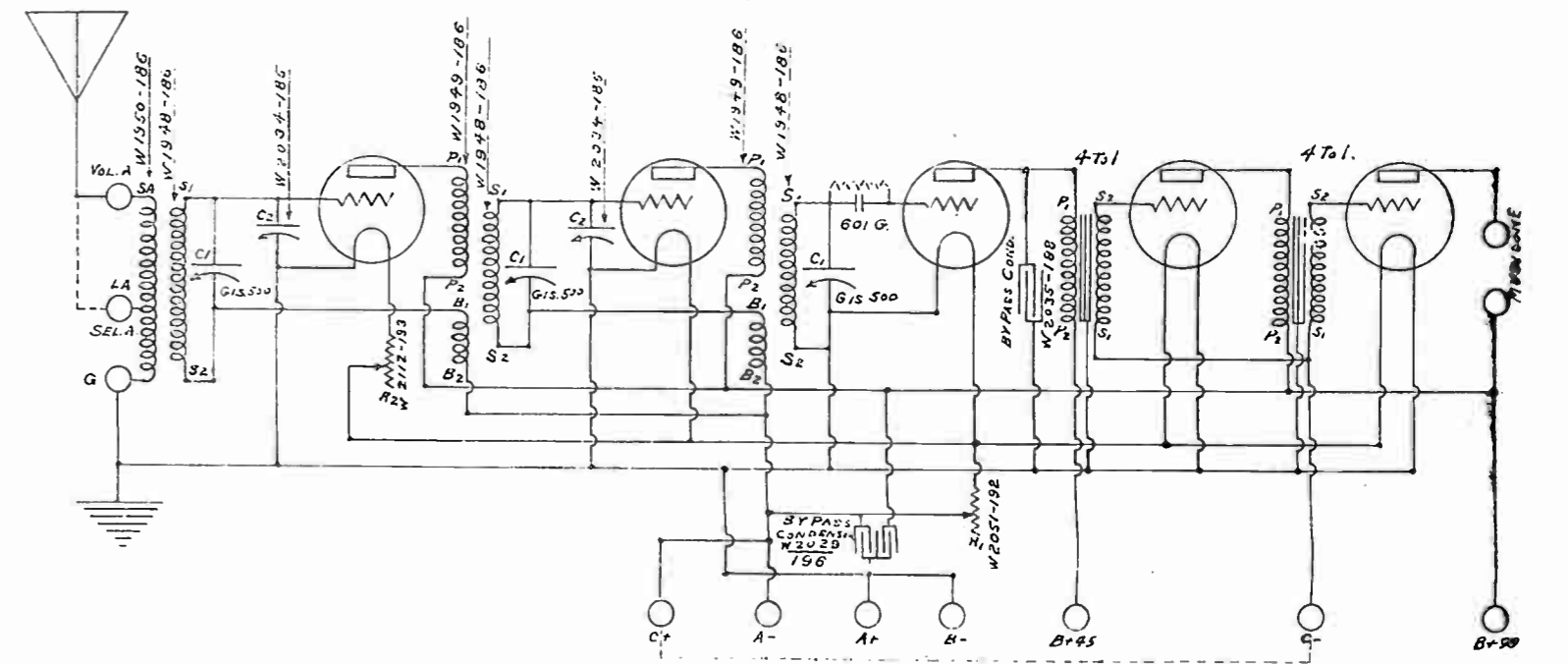
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# CROSLY SERVICE MANUAL



CIRCUIT OF MODELS RFL-75 AND RFL-60

By JOHN LOOFBOUROW

**The Circuit**  
The circuits of models RFL-60 and RFL-75 Series 1 are the same. That of the model RFL-75 Series 2 differs only in having an extra "B" battery and an extra "C" battery terminal provided so that a power tube may be used in the last audio-frequency stage. The circuit illustrated herewith is that of the RFL-60 and RFL-75 Series 1 models.

Fundamentally the circuit consists of two stages of balanced radio-frequency amplification, a non-regenerative detector, and two stages of transformer-coupled audio-frequency amplification.

**Method of Balancing**  
The purpose of balancing the radio-frequency stages is to prevent them from oscillating, so that the set will be quiet in operation and so that the quality will be good when receiving signals of any wave length. The unique balancing system used was invented by Stewart Ballantine and Dr. Lewis M. Hull, prominent radio engineers. The prevention of oscillations is accomplished by the use of small balancing coils, coupled to the plate circuit of each radio tube (these are marked "B1-B2" in the circuit diagram.) These coils are so connected in the circuit that while energy may be fed back from the plate circuit to the grid of each of the radio-frequency tubes, this energy is balanced out, or neutralized, as far as its effect across the tuned grid circuit of each of these tubes is concerned. Since energy must be transferred from the plate circuit to the tuned grid circuit of a tube in order for the tube to maintain itself in oscillation, the balancing coils prevent the self-oscillation of the radio-frequency tubes. The principle of the meth-

**Antenna Circuit**  
The antenna circuit is of the aperiodic, or untuned type. The primary of the antenna coil is provided with two taps, (as on other Crosley sets,) marked "Sel A" and "Vol A." The "Vol A." terminal provides great r coupling to the antenna circuit and the "Sel A" terminal provides less. The antenna coupling coils are wound on a cylindrical form.

**Compensating Condensers**  
Two small compensating condensers, marked "C2" in the circuit diagram, are provided for adjusting the radio-frequency circuits to a good balance. These condensers are adjusted at the factory so that the set is properly balanced for average tubes. They are of the "book" type, each consisting of two small plates with a strip of mica

in between, so arranged that the distance between the plates may be regulated by turning a small screw. Radio-Frequency Transformers  
Both radio-frequency transformers are of the tubular coil type. Each unit consists of a primary, a secondary, and a balancing coil. Audio-Frequency Transformers  
The audio-frequency stages are transformer coupled. The two audio-frequency transformers used are of 4 to 1 ratio. They have large cores and are completely enclosed in metal cases. Their design is such as to permit high amplification without appreciable distortion. The primary and secondary terminal markings of these transformers are stamped on their casings.

**Master Rheostat and Volume Control**  
A single master rheostat is used for controlling the filaments of all five tubes. This is the lower right-hand knob as seen from the front of the set. It is marked "A1" in the circuit diagram. A second rheostat, marked "A2" in the diagram, is used as a volume control. It regulates the filament current of the first tube. All five tubes depend upon the master rheostat for filament current regulation, however, the volume control merely affording an additional regulator for reducing the filament current of the first tube without changing the amount of current supplied to the other tubes.

**By-Pass Condensers**  
Two by-pass condensers are provided for shunting the radio-frequency current around the "B" battery in the audio-frequency stages. One is connected from the plate of the detector tube to "A plus B minus." The other is connected between "B plus 90" and "A plus B minus."

**Power Tube Operation**  
RFL-75 Series 2 models are provided with terminals for the use of a power tube in the last audio-frequency stage. This second series of RFL-75's may easily be distinguished from the first series by the fact that its tuning condensers are equipped with dials placed behind windows in the panel, while the sets of the first series have their tuning condensers equipped with pointers.

In order to provide for the high "B" battery voltage required by power tubes, one of the "Musicone" terminals, instead of being connected to "B plus 90" is connected to a separate terminal marked "B plus 90 to 135." Modifications are also introduced in the circuit so that a separate "C minus" terminal is provided for the last audio-frequency stage.

**Ordering Replacement Parts**  
In ordering replacement parts for the models described in this article, use the numbers given on the circuit diagram above. A test chart for these sets will be given on this service page in the next issue of the "Crosley Radio Broadcaster," and the number of any part may be quickly determined by referring to it in connection with the above circuit diagram.

**ATTENTION NEWSPAPER EDITORS, MAGAZINE EDITORS: PLEASE DO NOT COPY ANY OF THE MATERIAL CONTAINED IN THIS ARTICLE. THIS IS STRICTLY CONFIDENTIAL INFORMATION FOR CROSLY DISTRIBUTORS AND DEALERS AND IS NOT FOR PUBLIC RELEASE.**

# "ANIMAL CRACKERS"

Bears, Pigs, Etc., Now used by KIDDIES To Log Their Stations

ONCE upon a time, in the city of Cincinnati, on the bank of the beautiful Ohio River, there lived a manufacturer of radios. (Of course, he still lives there and is now manufacturing radios in even greater numbers than ever before, but to make this story appeal to the kiddies we thought it best to start out with the famous "Once Upon a Time, etc.")

Like the good Prince, this manufacturer was always trying to benefit his fellow-men and fellow-women. And that is where his greatest trouble came in. In the rush to do something good for the grown-ups, such as make radios and loud speakers and sell them at very low prices, he overlooked, for a while, the kiddies. There were hundreds of thousands of curly-headed boys and girls who loved to tune their daddy's radio, but in the great scramble to get out enough receiving sets to satisfy their parents, he had overlooked them entirely. Then one morning a fairy appeared before this manufacturer and said:

"Your one dial 5-50 and 5-75 radios are fine for the grown-ups. They can read the figures on the dial and return to the stations that have been logged. But the kiddies cannot read these figures. Truly, your sets are simple enough to be operated by the boys and girls, but these youngsters are unable to tune the stations they want when they want them.' These kiddies know that at certain hours there are the bed-time stories and the fairy stories, but their little minds are not capable of remembering whether they should pick out the 40 or 60, or whatever the case may be."

"That's true," this manufacturer said to the fairy, "but how can we fix these sets so they can be used by the kiddies?"

And then the fairy made this suggestion.

"Animal Crackers!"

"Any youngster three years old knows a monkey from a kangaroo. Any tot would never mistake a rabbit for a cow. Well, instead of having to depend upon numbers in units of ten, from zero to 100, and try to find W L W, say, at 70, any kiddie would soon learn that if she tuned to the giraffe she would get that long-reaching station, W L W.

"After finding another station she liked, she could see in an instant that a big black bear stood opposite the pointer, and would know that to return to that station all she need do was to turn the dial until the pointer faced the bear. Still another station could be found when the lion, or the horse or the cat stood opposite the pointer."

Then the good fairy disappeared, but he had left with the manufacturer a suggestion that was put into effect immediately. New drum cards were printed, bearing pictures of a number of well-known animals. These will be sent to all dealers upon request.

Now, of course, there are some grown-ups who would not appreciate having these pictures on the dials of their radios, so it was decided not to put the animal cracker dials on all sets. Instead, the manufacturer decided to keep these special dials in his office and to send them free to any dealer or distributor who might ask for them. Any set can be made suitable for the kiddies at a moment's notice.

This manufacturer is sorry he has overlooked the little ones so long and is asking his dealers to help square himself with them. He is asking the dealers to equip all sets that are in the homes of families in which there are children, with these new Animal Cracker Dials. Just write to Powel Crosley, Jr., and ask him for as many of the new dials as you believe you need.



"Animal Cracker"  
Dials  
Free to Dealers

The Crosley Radio Corp.

CINCINNATI, OHIO