

# THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOLUME VI

MAY 15, 1927

NUMBER VIII

## Chicago Branch Office Open

*When In Chicago Use The Crosley Branch Office As a Convenience*

On March first The Crosley Radio Corporation opened their central western branch office in the North American Building, State and Monroe Streets, Chicago, for two purposes.

1—The reception room in the outer office is in charge of Miss A. M. White, who will gladly arrange ticket reservations for railroad, automobile buses, etc., as well as hotel reservations at any time letters or telegrams are received there requesting us to do so. Special correspondence paper is provided for our visitors and any telegrams or letters to be dictated are available, and the service cheerfully given without any expense involved in the dictation and transcribing.

### Dealers Given Card of Introduction.

This service is available to every Crosley franchised dealer who has occasion to visit Chicago, and a club card will be mailed to every one of our franchised dealers which will serve as a card of introduction.

2—The branch office is also our merchandising control station for the season of 1927-28, covering division number two, which includes the central western states through to the Rocky Mountains.

Henry W. Chadwick, Western Sales Manager, is the executive in charge of central western activities, and will personally welcome all Crosley distributors and Crosley retail merchants who visit our branch.

In the next issue illustrations will show the branch and the interior arrangement which has been laid out to assist Crosley radio merchandising.

The Chairman of the new Radio Commission, Rear Admiral Bullard, was the first director of the Naval Radio Station NAA, at Arlington, Virginia.

## If He Were To Tell!



*Powel Crosley, Jr. Looks Toward The New 1927-28 Radio Season With This Broad Smile of Satisfaction*

There are times when a smile can speak louder than words. That is true right now in the case of Powel Crosley, Jr., who is now wearing the most pleased and satisfied smile you ever saw. The picture above shows that smile bursting forth in all its glory.

If you could know all the secrets which Powel Crosley, Jr., knows, if you could know as he does what has been done in the Engineering Department, the plans which are being perfected by the Advertising and Sales Departments, you too would wear a great, broad smile of satisfaction. According to Powel Crosley, Jr., and he certainly is in a position to know, Crosley prospects are brighter than they have ever been in any year that has gone before. This is destined to be a "Crosley" year. Everything points that way. The smile which constantly brightens the countenance of Powel Crosley, Jr., foretells it.

Just hold your horses a little bit longer. Keep your face muscles ready to relax into a great smile. All Crosley secrets will be told at the Fifth Crosley Distributors' Convention June 8 and 9. If you are a Crosley Distributor, don't fail to be on hand. If you are a Crosley dealer, keep in touch with your distributor so that you will know the good news as soon as he returns from the convention.

## Australia Will Listen In June

*The Influence of Short-Wave Broadcasting on Foreign Radio*

C. J. Hopkins, Mgr., Foreign Dept. Crosley Radio Corporation

When the first broadcast on low wave was made by Station KDKA (Pittsburgh) a couple of years ago, the writer received a letter from Australia commenting favorably on this new departure and asking in effect, that if he had any influence with the KDKA officials he should endeavor to get them to continue this low wave broadcasting regularly, as such things "are the life blood of radio."

At that time, the program was received by this particular Australian Distributor and re-broadcast on the regular Australian wave length, so that listeners-in all over the country could hear it.

### Most Distant Points

Since then regular transmission on low wave has been and is now being made by three stations—KDKA (Pittsburgh) WGY (Schenectady, N. Y.) and WLW (Cincinnati), simultaneously with their regular wave lengths. With the new low wave receivers it is now no longer necessary for the distant stations to rebroadcast and these are being received at the most distant points in the world. Hardly a day passes that we do not receive letters from all parts of the world reporting that listeners-in have heard these programs.

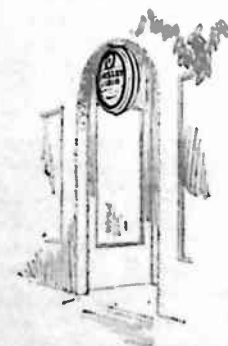
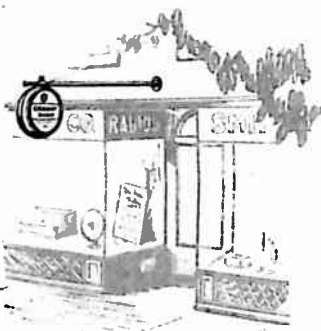
Now, on Sunday, June 12th at 3 A. M. Station WLW will go on the air with an especially selected Australian program, which (on account of the difference in the time and the fact that one whole day is added on crossing the 180th parallel of longitude West) will be heard in Australasia about 8 P. M. on Monday, June 13th, and a very great amount of interest is being manifested in this venture.

### Offer Prizes

Distributors in Australia, New Zealand, Tasmania and other Aus-

(Continued on Page 16)

# With this Globe You can Advertise Crosley Radios



Price of Globe and Extension Arm

\$12.00

## Immediate Attention Attracted To This Sign

This neat and attractive sign, which can be seen at great 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 to enter very shortly. The glass is so made as to withstand the hardest usage, and is said to be practically unbreakable. The regular price of such a sign is in excess of \$25.00, but we are buying them in sufficient quantities to permit the manufacturer to sell them to us for \$12.00.

CASH, CHECK OR MONEY ORDER MUST BE SENT WITH YOUR ORDER FOR THIS GLOBE

SEND ORDER TO ADVERTISING DEPARTMENT

# THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

# Make Intensive Drive On Farmers in Your Region

### Radio Farm Market Hardly Touched--Summer Ideal Time To Sell The Farmer--Money Then Plentiful

What are you doing about selling radio to the farmers of your locality? You undoubtedly know that weather forecasts, crop and live-stock reports make Radio a necessity to the farmer.

The farm market has hardly been touched—the surface hasn't even been scratched. Recent research made by the Electrical Merchandising magazine shows that only 24.1% of American farmers now own radio receivers, and many of these may be replaced. Right now when the farmer is growing his crops, has actual money in prospect, is the time to sell him. The facts given below show the tremendous need the American farmer has for radio. Read this article, then get out and put radio sets into the farms in your territory.

A Great Asset To The Farmer—"Radio"

Radio, which first came to dispel the mystery and isolation of the seas, and then link the earth by invisible chains of communication through the air, has now come to attune every home with the great world outside.

Radio's greatest contribution to civilization lies not so much in what it does for the city dweller but upon the signal influence it can bring upon the life and action of our farm population. True enough, to the city dweller Radio is a valuable medium of obtaining news, information and entertainment, but to the farmer and the farmer's family it is a vital necessity of their economic, social, spiritual and intellectual life if it realizes the possibilities forseen by the educators who devote themselves to agricultural betterment.

Farmer's Radio Needs Analyzed.

These possibilities may be summarized in one sentence—Radio will do for the farmer what it will do for anybody else and more. It will help:

A—To relieve the farmer and his family from the sense of isolation which is perhaps the hardest handicap of agricultural life.

B—To broaden their social, spiritual and religious life.

C—To cope with class and sectional differences and develop greater national unity as between the farmer and other elements of our citizenship.

D—To make possible a system of agricultural colleges, which will be open to thirty million Americans who live on farms.

E—To aid in keeping the boys and girls on the farm, thus preserving for agricultural development the energies of the thousands of ambitious young men and wo-

men who are drawn away each year to urban pursuits.

F—Radio can be employed to furnish accurate time signals and weather reports to the farmer and townsman. It can broadcast of approaching storm and flood warn-

a result of daily market and weather reports.

Very few radio dealers, in approaching the farmer radio prospect, recognize the psychological selling advantages contained in these sales appeals and consequent-

"GEE MA, DUNNO HOW WED RUN THE FARM 'THOUT THE RADIO"



ings received through radio, which will be of priceless value to the farmer.

G—Radio can furnish accurate news of prices and trade conditions of farm products at all principal markets within the hour and make it available to every farm home.

H—Radio is designated to become one of the most effective elements in the business equipment of the farm, inevitably and importantly a necessity.

The farmer, of all people, most certainly should take advantage of all the opportunities to possess a Radio receiver. To the farmer can be made the most effective of all sales talks, combining the personal entertainment feature with actual financial advantages that radio reception would give the farmer as

ly are overlooking this great potential market for all radio equipment.

Broadcasts To The Farmer

Perhaps the main reason for this oversight on the part of our radio dealers is that few of them realize the important extent of the broadcasting of weather reports, market news, and other features intended especially for farmers, or if they are aware of its extent, they fail to realize of how great importance and practical value these reports are to the farmer, and as a result, do not elaborate on them sufficiently to convince their prospects of the necessity of radio as pertaining to the successful operations of their daily farm work and more intelligent marketing of their produce.

## June 8-9 New Dates of Crosley Distributors' Convention

The fifth Crosley Distributors' Convention will not be held May 17th and 18th as first planned. At the request of many Crosley Distributors, Powel Crosley, Jr., has postponed the Convention until June 8 and 9.

These new dates will enable the Western Distributors to take advantage of the summer railroad rates. It will now also be easier for the far distant distributors to take in on the same trip the Crosley Convention and the Chicago Trade Show, which starts June 13.

"It won't be long now" as the saying goes. The whole radio world is wondering what Powel Crosley, Jr., will do next. It is certain that some big announcements will be made at the fifth annual Crosley Distributors' Convention, Wednesday and Thursday, June 8 and 9.

The two great practical uses of radio so far developed, at least from the listener's standpoint, is the dissemination of weather reports and market reports on farm produce. In this respect radio is more especially acceptable than any other possible means of dissemination because of its speed, the necessity for which is evident, if this information is to be used to

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## Enthusiastic About 25 Cycle Power Unit

H. E. Clark, Manager Radio Department of Sherwood Hall Company, Ltd., Grand Rapids, Michigan.

The recent addition to the Crosley line—the new twenty five cycle power unit—is proving an important factor in increasing the sale of Crosley AC Models.

This new power unit which operates on twenty five to fifty cycles of current has greatly enlarged the field in which the Crosley AC-7 and AC-7-C receivers can be used.

Enthusiastic letters are now being received from the Crosley trade on this new twenty five cycle power unit. Just one of these is published below and gives some idea how this new power unit is taking. Just read what Mr. H. E. Clark, Manager of the Radio Department of the Sherwood Hall Company, Ltd., of Grand Rapids, Michigan, has to say:

May 4th, 1927

"Crosley Radio Corporation, Cincinnati, Ohio.

Attention J. L. Limes: Ass't Sales Mgr.

Dear Mr. Limes:

Just a few lines to let you know that the new 25 cycle Power Unit works to perfection. There is absolutely no hum and the unit doesn't heat the way a great many of them do.

We have tried "B" Battery Eliminators that cost more than the A. B. C. Power Unit and they wouldn't give near the results.

We are more than pleased with the results obtained and expect to do a big business on the AC 7 and AC-7-C.

Wishing you every success, we are,

Very truly yours,  
SHERWOOD HALL CO., LTD.  
H. E. Clark,  
Mgr. Radio Department."



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Telephone Kirby 3200  
Editor: Charles E. Fay

This is your paper. Help make it interesting by sending in contributions. All material sent in will be most welcome. Comments of every description will be appreciated. What do you say? Lets all pull together.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,118,149 and under patent applications of the Radio Frequency Laboratories, Inc.

# Editorials

## "Step On The Gas"

It was Andrew Jackson who said, "Take time to deliberate, but when the time for action arrives, stop thinking and go to it".

This bit of Jacksonian philosophy is chuck full of common sense. It is particularly apt in its application to the Crosley outlook at the present time.

There is a time and place for everything. At the proper time, there is nothing more important or necessary than careful and thoughtful deliberation. It is because Powel Crosley, Jr., has been a firm believer in deliberation that he has been able to put this Company in the place of leadership, which it now holds. It takes thorough deliberation, exhaustive research, multitudes of tests to keep a step ahead of the other fellow, in the radio industry.

The Engineering Laboratory of The Crosley Radio Corporation is constantly experimenting and constantly deliberating. In the past months, Crosley engineers have been hard at work behind closed doors. They have taken plenty of time to deliberate—they have experimented from every possible angle, but now the fruit of their deliberation has taken concrete form.

Those who know what Crosley engineers have been doing—those who know the results which have been obtained—wear a broad, happy smile of satisfaction, because they know that the fruit of their labor is good.

The Engineering Division of this Company has been busy getting into shape new Crosley models. They are not the only Division, however, that has been busy deliberating and planning. The product is one thing, but the merchandising and adver-

tising of that product is of equal importance.

The Sales and Advertising Divisions of the Company also have been busy deliberating. The plans that they have been developing for the radio season of 1927-28 will make this the greatest season in Crosley history.

But now, just as Andrew Jackson said, "Take time to deliberate, but when the time for action arrives, stop thinking and go to it", so the time is fast approaching when Powel Crosley, Jr., will say "stop deliberating, everything is all set, now is the time for us to go to it. It is time to 'Step on the gas'."

The Fifth Annual Crosley Distributors' Convention on June 8 and 9 will be the signal for every member of this great organization to stop deliberating and "Step on the gas". Then Crosley machinery, and Crosley production will start ahead with ever accelerating speed. From that time on The Crosley Radio Corporation will put the deliberations of the past months—the plans for the 1927-28 radio season to work.

The philosophy of Andrew Jackson should apply not only to the Crosley Organization here at the home plant, but to every part of the country. Crosley distributors should come to the convention already to stop deliberating and "Step on the gas". Crosley dealers should be prepared just as soon as the distributors pass on the information received at the convention to stop deliberating and get into action—"Step on the Gas".

## Personalities In Business

More and more the human element is entering into business. Corporations and big business enterprises are allowing the human element to govern them in their relations with other business concerns and the consumer.

The large successful corporation of today is not a cold-blooded, feelingless business enterprise, organized to get as much from the other fellow as possible. The human element creeping in has given many large business concerns a personality, individual and pleasing. A friendly desire to give valuable mutual service to humanity—to bring enjoyment to others—has replaced the cold-blooded business tactics of yesterday.

What gives a corporation a human contact with the world at large? How can a large business enterprise possess an individual personality? It is the personality of those individuals who dominate a business, who direct its dealings that brings the human element into business, that gives an organization a personality.

The Crosley Radio Corporation, though it has grown in leaps and bounds and taken a leading place

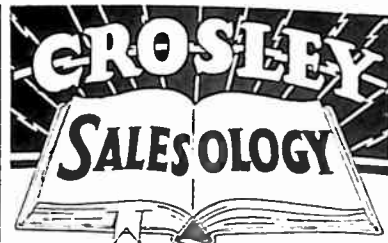
among the manufacturers of radio apparatus, has kept the human element ever dominant in its dealings with the trade and the public. The Crosley Radio Corporation is not a cold, lifeless business enterprise. It has a personality all its own and that personality finds its origin in the directing influence of the founder and builder of this business, Powel Crosley, Jr.

From the very early days when Powel Crosley, Jr., first conceived the idea of entering the radio field, he had the human element uppermost in his mind. It was to bring the joys of radio to the average home of America, that prompted Powel Crosley, Jr., to found this business. The success of this enterprise has been based solely upon rendering a real service to the American public. The personality of Powel Crosley, Jr., has permeated every department of the great business which he has built. Every member of the Crosley organization has caught Powel Crosley, Jr.'s enthusiasm. Every member of the entire organization is working with him to produce the finest radio apparatus which it is humanly possible to build. The whole organization here at the plant is just one great family. All are strong for Powel Crosley, Jr.—all love him and respect the spirit of service which he has made to dominate the business.

It is little wonder then that the trade thinks well of The Crosley Radio Corporation. It is little wonder that the great army of persons who own Crosley receivers, loud speakers, etc., have a kindly feeling towards The Crosley Radio Corporation. The human element governs the relations of this company with the outside world. The personality of Powel Crosley, Jr., filtering through all the divisions of this great business, gives The Crosley Radio Corporation an individuality all its own, a personality that is human and kind and sympathetic in all its dealings.

All Canadian radio fans are required to obtain licenses each year from their government before they can operate their sets. These licenses cost one dollar, and the fees are used by the government to assist in regulating broadcasting and in bettering receiving conditions. About 150,000 fans in Canada are now licensed, which is estimated to be one-half of the total number of radio set owners within the Dominion. A drive has recently been begun to round up evaders of the law.

In testing the voltage of your dry cells, leave them connected to your set and leave the tubes turned on. If tested with the tubes off, the voltage may appear to be considerably higher than it actually is when the batteries are carrying their usual load.



It is a good plan to keep a record of every set sold. This record can be kept on a card file, a separate card being made out for each set sold. The information on the card should include the name, address and phone number of the person to whom the set was sold, the date the set was sold, together with the type of set purchased. These cards can then be filed alphabetically by name of purchaser.

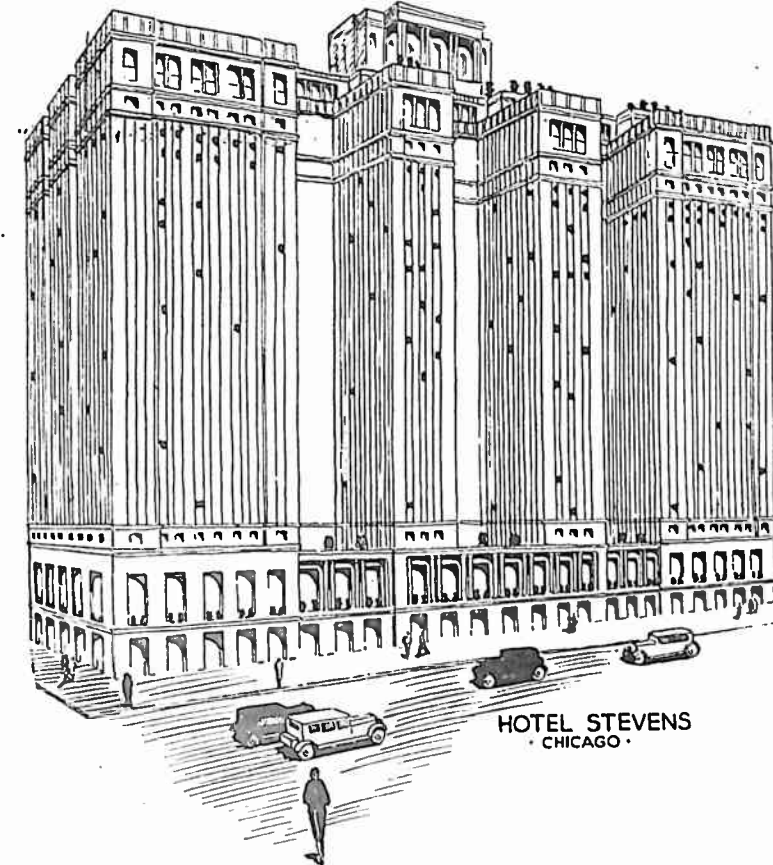
Such a record proves invaluable for follow-up purposes. Make a practice to look through this file at least once a month. A person who has owned their set for six months is on the market for "B" batteries. A person who has owned the set for a year needs new tubes. Call at these homes—you are certain to sell them accessories and in many cases you can interest them in a new model receiver. Some dealers write letters to their customers when they think they need new "B" batteries or new tubes.

Right now, every dealer should check up on the sets sold last October. The "B" batteries on these sets are certain to be run down. As you make the call and suggest that they need new "B" batteries, tell them about the Crosley batteryless receivers which work all year round without the constant bother and worry about batteries.

At this season of the year, prospects are liable to say that they will put off purchasing a new receiver until the fall. These persons have the mistaken idea that there is little use for a radio receiver during the summer months. It is certain that they have not listened in to summer programs for summer entertainment is of such a nature—is of such a high type—that the radio fan should not miss it. Sell your customer on the pleasant evenings they can spend with radio during the summer months. Get them to put an extension on the loud speaker and bring it out to the porch or lawn. Get them to take their receiver out to the camp, or the summer cottage. Radio is an all year round entertainer. Sell this idea to your customers.

Whenever a baseball game is broadcast, be sure you have a loud speaker busy. This is a sure means of attracting public attention to your store and will prove a very profitable advertisement for you.

# ATTEND RADIO TRADE SHOW AT CHICAGO JUNE-13-18



## Crosley Radio At The R. M. A. Trade Show, Hotel Stevens, June 13-18 Inclusive

Radio retail merchants should attend the R. M. A. Trade Show at Hotel Stevens on June 13, and visit Crosley Radio Booth, No. 86, in the center aisle near the main entrance of exhibition hall.

The new Crosley line of merchandise for the season of 1927-28 will make its first appearance there and the house has planned a display feature that will draw favorable attention immediately.

The display will be in charge of

Henry W. Chadwick, Western Sales Manager. His aides in attendance will be John T. Dalton, Leonard A. Kellogg, and Byron Besse at exhibition hall, Steven House.

R. P. Crawley, H. F. Jaax, and O. T. Thorsen will be in attendance at the Crosley Radio branch office, North American Building, corner State and Monroe Streets, where electrically operated receivers will be on demonstration, as will be the entire new line.

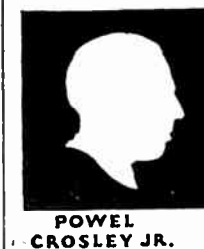
## AC-7-C SOLD IN RECORD TIME

The Rettig Hardware Company of Holgate, Ohio, Claims Record For Speedy Sale.

When 'all is said' and done you must hand it to the Rettig Hardware Company of Holgate, Ohio, for making a speedy sale.

In a recent letter addressed to The Crosley Radio Corporation they state that just seven and one-half minutes after they received their first AC-7-C receiver they had it unpacked and in operation and sold. They claim the record for a speedy sale. This will have to stand unless it is disputed by some other dealer in another section of the country. Quoting from their letters they say: "This shows how the people take to Crosley merchandise."

Come on, you Crosley dealers, can you beat this record? If so, let's hear about it.



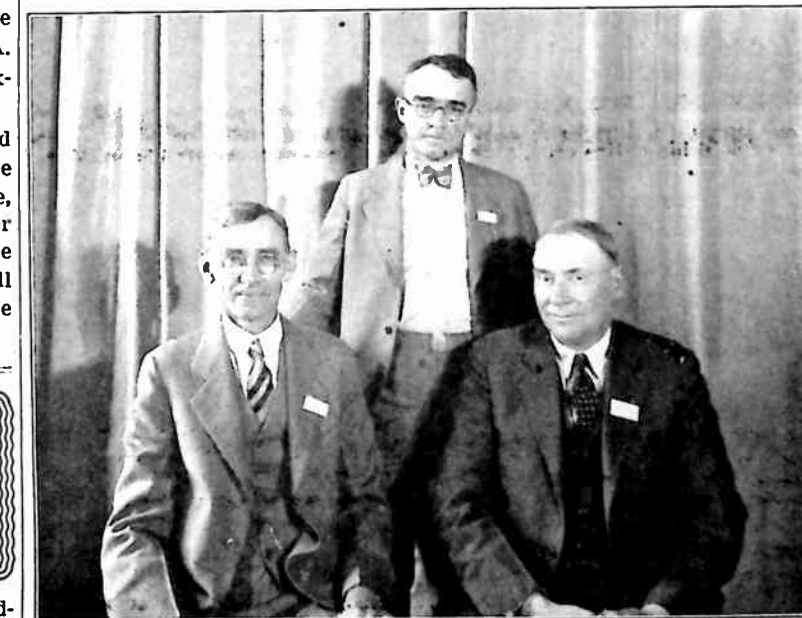
# Powel Crosley Jr. TALKS TO the TRADE

Radio is emerging from its swaddling clothes, no longer a baby, an infant industry—it is now grown up to be a big boy. Over \$500,000,000 last year in sales with every promise of a tremendous increase again in 1927. Many of the undesirable elements of radio's infancy—its mumps, measles, whooping cough—are now rapidly becoming things of the past. The fly-by-night radio manufacturer, the opportunist, who believed radio offered the possibility of big, easy, quick money, and the over-production evil, which has demoralized business at times, are now fading into the past.

The radio manufacturing business is becoming limited more and more to the manufacturers whose stability is proven—the manufacturers who invest their money in national advertising to build a business for the future. Dealers now appreciate the advantages of handling nationally known radio products. Dealers are today buying merchandise which has national acceptance rather than buying discounts attached to unknown merchandise. All of this is as it should be and makes for stability, success, and a living wage for the dealer.

Powel Crosley, Jr.

## Pioneer Crosley Distributors



From Present Indications All Three Will Be Here June 8th and 9th

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

# Make Drive On Farmers

(Continued from Page 3)

advantage by those who receive it. Adequate knowledge of the markets and advance information on the weather very often results in tremendous money savings to the farmer.

Many instances of the actual important use made of radio market and weather reports by farmers are constantly being received at the broadcasting studios of all those stations throughout the entire United States, from which these reports are daily sent out. Several instances in particular that have more recently been called especially to our attention where farmers, through receiving these reports, have saved money.

### Truck Farmer Benefited

One example is from a truck farmer who wrote in and his letter indicated that he is in a rather happy state of mind over the price he had received for a carload of truck vegetables—practically his entire crop. This letter relates that he had been planning to load and ship his car a few days earlier than he did, but decided to wait a bit when he heard in a report of the market broadcast from WLW, The Crosley Radio Corporation, the statement that southern market of early vegetables was coming in very slowly, and that unusually cold weather in the northwest was preventing shipments from that section. The light supplies caused a reaction in the market and the prices jumped from a low quotation to about thirty per cent increase within a very few days at which time, of course, the truck farmer sold his entire crop, making a thirty per cent larger amount of profit as a result of receiving this prompt and accurate market tip by Radio.

Instances of this sort could be multiplied indefinitely. Many potato growers, for example, told us the special summaries of the potato situation given over Radio from various broadcasting stations early last fall, had prompted them to hold their potatoes until later in the season. As a result, some of them were able to sell their crop at \$3.00 per bushel as compared to the 90c or \$1.00 they were offered at the start of the season.

No other means of disseminating market information is so effective in this respect, and with the markets and the weather, SPEED is the vital necessity, so that the information reaches the farmer in time so that he may reap the benefit.

### Daily Reports Welcomed

These special market summaries have undoubtedly scored heavily in the way of securing increased financial returns for some farmers,

yet it is after all the daily market reports and daily weather reports which in the aggregate account for the greater savings attributed to Radio.

Another example is that of a lettuce shipper, who, on learning by way of Radio that an unusual number of cars of lettuce had been started to market on one particular day, put his day's cutting into the local storage warehouse instead of shipping it. He thereby avoided one of the worst market slumps of the season and made a difference to him of several hundred dollars in the returns received for his lettuce a little later.

In this particular case it was not merely the completeness of the information which saved the lettuce grower from loss, but especially the speed of getting the information to him which Radio broadcasting and reception made possible.

In this respect Radio has clearly opened a new era of opportunity for the farmer. No longer need he be completely out of touch with current doings in the world, no



longer need he sell his produce blindly without an intelligent degree of foresight and good judgment.

Radio is the miracle worker which has completely changed the situation.

### Labor Problem Benefits

Radio may perhaps lead to a solution of many farm labor problems. During harvest or other rush seasons when labor supply is of manifest importance to the farmer, broadcasting might well call attention to available labor supply. Acting with existing facilities for securing labor, broadcasting will enormously expand the scope. It will contribute to the fluidity of the supply, enabling farmers in need in one region to draw on the labor surplus of another.

### Combating Animal And Insect Epidemics

There is no dearth of information as to proper procedure in case of animal and insect epidemics. The problem is to make such information instantly available. The farmer who in such times of emer-

gency must act promptly either lacks the time or information to consult a distant authority, nor can he safely keep a herd of sick steers or cows waiting the particular treatment necessary. The limiting factor in such cases is accessibility.

By giving the farmer just what he wants when he wants it, broadcasting will widely extend the emergency services of the various agencies which the government has created to help him, dealing out nationally specific information so that serious epidemics may be avoided all together, or at least curbed in their national tendency to spread.

### Entertainment Is Welcomed

The entertainment feature of Radio, of course, has been welcomed by a large enough multitude of people to result in one of the most rapid developments of any industry that has ever been known. However, it is fully recognized by radio dealers that there is one great class of listeners to whom Radio means most of all in the way of enter-

tainment and education, and who, at the same time, are practically the only group to whom it also means an actual money gain to possess a radio set. This reference, of course, is to the farmer, the class which makes up nearly one-half the population of the United States.

### Keeps Them On The Farm

Beyond its utilitarian uses, the message that Radio brings to the farmer is the message of human contact, human sympathy, and culture.

If men and women of the farm are not to continue to drift away from the land, to herd themselves in great cities to swell the ranks of industrial labor and leave the farms unmaned, agricultural life must be made more attractive. The farmer deserves to share and should share in many of the educational opportunities now enjoyed only by the city dweller; his family deserves and will have entertainment and cultural influences which the cities have created; his children should not be without the educational advantages which

sparsely populated communities cannot afford at present.

No movement to bring the young man or woman back to the farm could have fully succeeded without the vital, human touch that is the gift of Radio.

Radio is destined to bring the city to the farm without the crowding, the dependence and the fierce competition which are the risks imposed upon those who would live in the cities, giving freer play to every force that is operating today for farm betterment, and firing the imagination of farm colleges and extension services which Radio has made possible by a more personal contact of communication.

A striking example to illustrate this point occurred recently when a Western professor suggested that a Radio wave length be allocated to the farmer for his exclusive use.

There are so many advantages brought to the farmer through Radio that it has been more instrumental in keeping the farmer boy at home and contenting the hired help than any other single force could possibly serve the same purpose.

A great many of our prominent and successful business men of the city today have been known to state very emphatically "that in my (their) case had there been tractors, autos, and radio on the farm when they were boys they would still be on the farm today." The opinion is generally that Radio is proving of more value and interest to the farmer than to any other class of people in any walk of life. It is reducing the disadvantages of isolation, furnishing entertainment, education, information, and news and it can be made to do so in such a way that the farmer doesn't feel he is being deprived of valuable time.

Men who bring to work such enthusiastic devotion welcome almost prayerfully the tremendous aid which Radio is serving.

### Educational Advantages

Broadcasting stations throughout the entire world are beginning to realize more and more each day the appreciation of the public toward their educational programs. They are broadcasting very consistently educational talks and lectures in their weekly programs. The United States Government, Department of Agriculture, in recognition of Radio as a quick medium of reaching the largest number of people have formed a farm radio school. The attention of every farmer in the United States has been called to the many advantages of this radio school and each of them have been requested to enroll in this tremendously large national class room, so that they may all individually receive, through the mediums of their radio set, the many advantages of the agricul-

(Continued on Page 10)

# CROSLY MOSCOW ART ORCHESTRA WLW FEATURE ON ALTERNATE SUNDAYS

Fine Program Announced for Sunday, May 29, On Air Through Twenty Stations at 4:30 P. M., Eastern Standard Time



The Crosley Moscow Art Orchestra is pictured above just as they are ready to start a WLW program over the WEAF network. Arno Arriga, the director, is shown facing the mike.

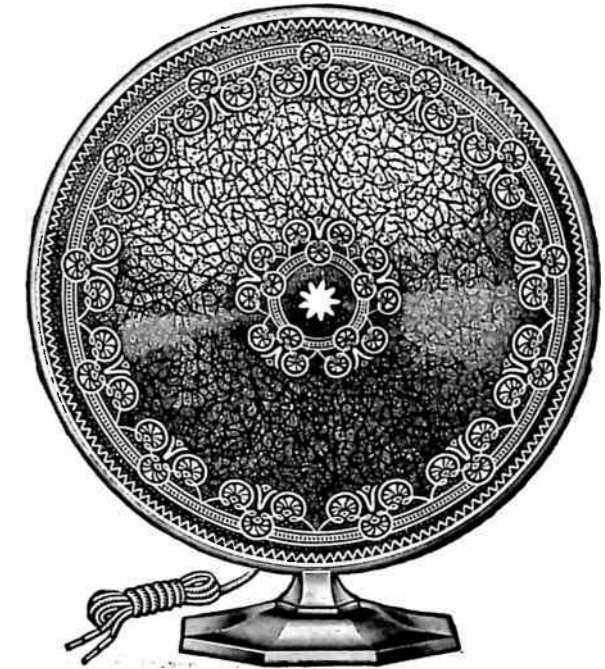
New York has pushed its clocks up an hour to Daylight Saving Time, thus advancing the time for the regular bi-weekly Crosley feature to 4:30 Eastern Standard Time instead of 5:30 as was during the winter and early spring. With every succeeding program, the Crosley Moscow Art Orchestra have found a warmer place in the hearts of the radio-loving public of America. This program sponsored by Powel Crosley, Jr., is broadcast over approximately twenty stations of the WEAF chain on alternate Sundays.

Crosley dealers in every section have found that the excellence of this program is helping materially to make Crosley radio apparatus more popular. Many letters have been received from both the trade and the public, congratulating Powel Crosley, Jr., on the excellence of the programs broadcast. So enthusiastic have these letters been in their requests that the Crosley Moscow Art Orchestra continue its programs that Powel Crosley, Jr., has continued to have them furnish on each alternate Sunday the entertainment for this Crosley feature.

### Program For Sunday, May 29, 4:30 P. M. Eastern Standard Time

- "Pomp and Circumstance" ..... Elgar
- "Valse" ..... Chopin
- "Floods of Spring" ..... Ruchmaninoff
- "Veil Dance" ..... Goldmark
- "Rhapsody No. 6" ..... Liszt
- "Song of Songs" ..... Maja
- "Selections from 'Faust'" ..... Gounod
- "Serenade" ..... Pierne
- "Toreador and Andalous" ..... Rubinstein
- "A Dream" ..... Bartlet
- "Autumn" ..... Chaminade
- "Tango-El Pinchazo" ..... Arriga

# CROSLY Super Musicone \$14.75



## Go After Summer Business With This Crosley Speaker

"The fastest selling radio reproducer", that is the reputation which the Crosley Super-Musicone has earned for itself among Crosley dealers everywhere. Right now, as the warm summer season approaches, there are big opportunities to sell Crosley Musicones.

At home, at camp, or the hundred and one other places where radio takes a prominent place in the summertime, the Crosley Musicone is sure to be in evidence. With an extension cord, the Musicone transports the joys of radio to the porch, to the lawn, or to any other place where entertainment is desired, without moving the radio receiver. Even those persons who own console models with built-in Musicone will want to have a Crosley Musicone to use with extension cord during the summer months.

The Super-Musicone pictured above is a sixteen-inch cone, beautifully designed and famous the country over for its perfect reproduction of every musical note. The Crosley Ultra Musicone is a twelve-inch cone with high reproduction qualities, selling for only \$9.75. Land summer sales with these two quality Crosley Musicones.

# CROSLY RADIOS BETTER • COST LESS

# Summer Sales Depend Upon Salesmanship—Go Out After The Business

## Wide Market for Crosley Six Tube Single Dial Receiving Sets

Crosley six tube receivers, the 6-60 table model for \$60 and the 6-85 console model for \$85 are important factors in radio sales these days. Wide-awake dealers all over the country are hitting hard on these popular models.

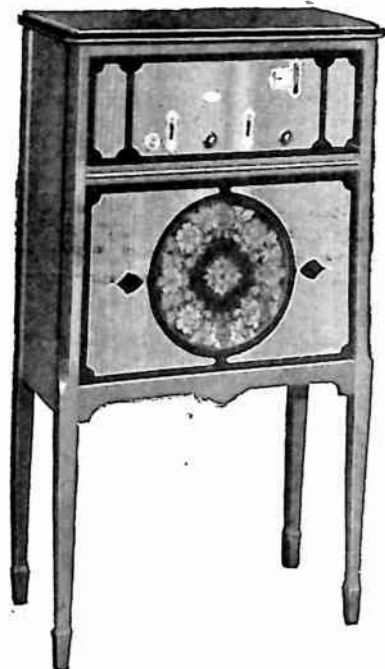
It makes no difference what type of prospect you have, you can please them with one or the other of these high quality radio instruments. Any one desiring a selective, quality performance, rightly priced, six tube receiver will be quick to buy one or the other of these sets.

### For Those Who Demand Perfection

Here is a single dial six tube model that is a sure seller everywhere. It is a quality receiver in every sense of the word. Beauty of cabinet is combined with quality of performance so that this set will make a booster of every person who buys it from you.

The single dial makes tuning easy. This combined with the many other exclusive Crosley features with which it is equipped makes it a buy that's hard, if not impossible to equal for the money.

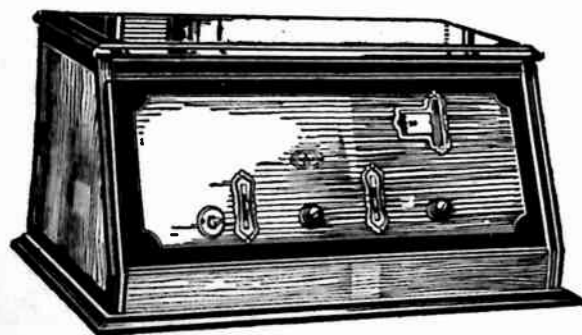
The handsome two-toned console cabinet with built-in Crosley Musicone and roomy compartment for batteries or eliminator will instantly appeal to your prospect. Get busy with this set. Push it during these coming weeks.



6-85 CONSOLE

### Crosley 6-60 Receives Enthusiastic Endorsement

For those prospects who are not interested in the console feature with built-in Musicone and yet who insist on high performance at reasonable price the Crosley Model 6-60 priced at \$60 is the set to show. Push the 6-60 model. It includes all the exclusive Crosley radio refinements featured in the 6-85 and is a sure fire seller.

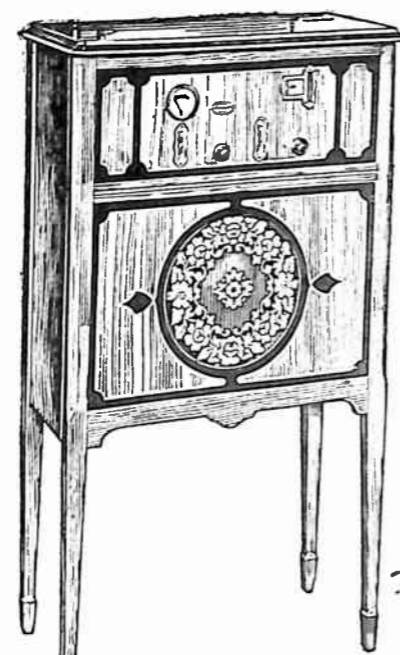


CROSLY MODEL 6-60

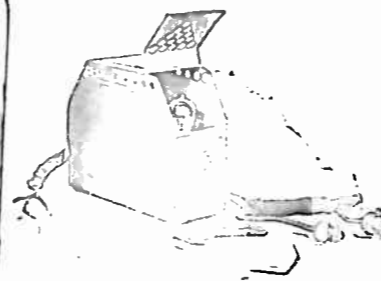
## Crosley Batteryless Models Going Strong

The Crosley batteryless models, the AC-7-C and AC-7 with the AC Supply Units are going strong in every section of the country. These models have struck the bull's eye of public demand and have unlimited sales possibilities during these next weeks.

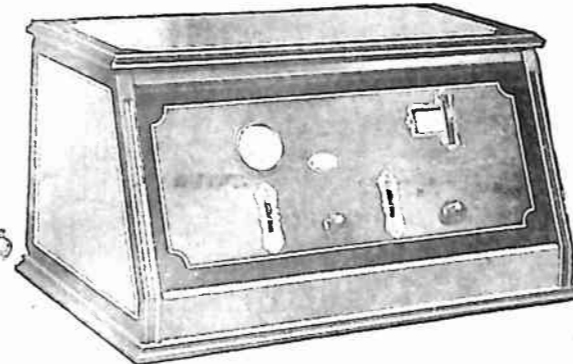
With the addition of the new AC Supply Unit to be operated on AC current of from 25 to 50 cycles, the territory in which the AC models can be used is greatly enlarged. Everybody is a prospect for the Crosley batteryless models. Sales effort spent in selling Crosley AC models will be richly rewarded.



AC-7-C CONSOLE MODEL



AC SUPPLY UNITS  
AC-60 For 60 Cycle Current  
AC-25 For 25-50 Cycle Current



AC-7 TABLE MODEL

## Crosley Five Tube Models Profitable Sellers At This Season

Every Crosley dealer should make an intensive drive on the Crosley five-tube models at this season. The popularity of these Crosley Receivers is undisputed. Use them for going after the summer radio business. Use them for landing the farmer trade. Radio is a necessity to the farmer in the summer season so go after the farmer radio business with the Crosley sets—Models 5-50 and 5-75.

### The Beautiful Console Model 5-75

This five-tube console single-dial model is an exceedingly popular seller. In attractiveness and beauty it is hard to equal.

Only mass production makes it possible to so price this model that it can retail for \$75.00. The genuine Crosley Musicone, a built-in feature of the 5-75, together with the roomy space provided for batteries or eliminators makes this console model very desirable.

Many times this receiver has been placed along side receivers of greater price and has outsold them. A demonstration of the Crosley 5-75 is certain to result in a sale. Make a drive during these next weeks on this beautiful console model.



5-75 CONSOLE

### Crosley Model 5-50 Has Universal Appeal

This compact, single-dial, five-tube table model is one of the most popular sellers in the Crosley line. Put up in a beautiful two-tone mahogany cabinet, it includes the Crosley features which have made both the 5-75 and 5-50 so popular. There is nothing to equal the 5-50 in its range. Use it to convert prospects into satisfied customers. Priced at \$50 it is within the reach of every pocket book.



CROSLY MODEL 5-50

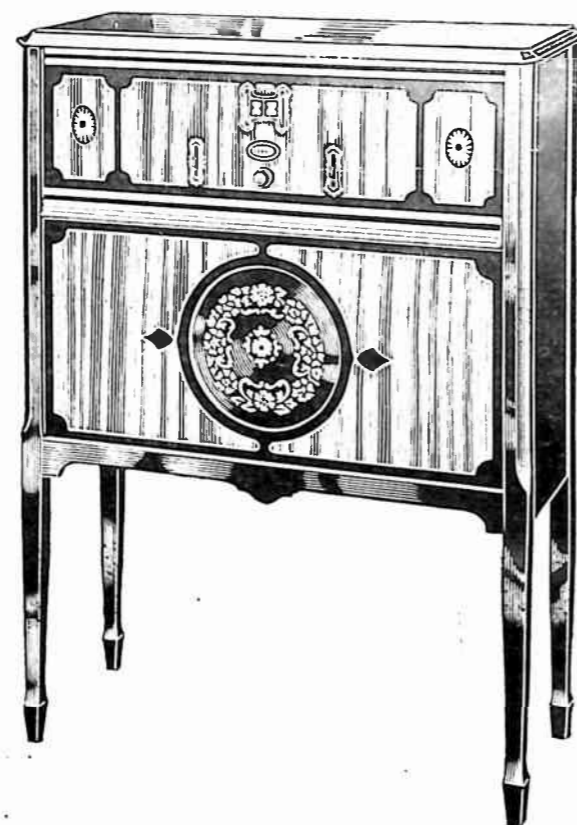
## The RFL 90---The De Luxe of Beauty and Reception

### This Six-Tube Console Model at \$98.00 Appeals To the Most Discriminating

When it comes to beauty and quality reception the RFL 90 retailing at \$98.00 is in a class by itself. A six-tube radio receiver with the famous non-oscillating RFL circuit, the RFL-90 has a strong appeal to those radio fans who are particular about what they buy.

So well balanced is this set that it is noted for its quiet, smooth performance. The double-drum selector makes it easy and accurate to tune. It possesses many of the very latest radio refinements. The well guarded metal chassis is installed in a two-tone console cabinet which gives the RFL 90 outstanding beauty. The Crosley built-in Musicone makes possible quality reproduction. Ample space in the console for batteries or battery eliminators, makes this a self-contained model.

Don't pass up the sales possibilities of the Crosley RFL 90. It is a real bargain at \$98.00. Every sale you make means a satisfied customer.



R. F. L.-90 CONSOLE

# CROSLY RADIOS



POPULAR WLW ENTERTAINERS



Maybe you have never seen these folks before, but no doubt you have heard them broadcast over WLW. The gentleman to the right, seated at the WLW organ is Rudy Germain, who has been a regular feature on the WLW programs.

The group, shown to the left of "Rudy" are the Crosley WLW Burnt Corkers, who are heard on the Crosley program every Monday night at 8:15. Listen in to them next Monday night. They are one of the most popular entertainers on the entire Crosley program.

The members of the Federal Radio Commission are right on the job, doing everything in their power to clear up the air and make broadcasting more enjoyable to the public at large. Mr. Smith, studio director at WLW, often receives orders from them, and he, like a good fellow, carries them out to the letter.

Just the other day an order went out from the Commission informing him that starting with Monday, May 9, it would be necessary for him to announce twice each day, at the beginning and the end of his program, that "WLW is broadcasting on a frequency of 710 kilocycles by authority of the Federal Radio Commission." The Federal Radio Commission further fixes a maximum of 1.2 kilocycle as the extreme deviation from the authorized frequency from which a Station can go.

The Crosley dealer receives numerous direct benefits from the fine programs which are broadcast from WLW. WLW has done wonders towards spreading the fame of Crosley. WLW is constantly making it easier for Crosley dealers to sell Crosley apparatus. At frequent intervals, the announcers at WLW make direct reference to the Crosley line. Various Crosley products are described and their outstanding features emphasized. This feature is a direct means in building a demand for Crosley products.

WLW is still doing its bit to help relieve suffering down in the Flood Zone. Those who listen in on WLW programs have certainly responded in a wonderful fashion. Thousands of dollars have already been turned over by the studio to the Cincinnati Chapter of the Red Cross and still the money pours in.

All the facilities of the studio were used in helping the sale of tickets for the flood fund benefit given Sunday, May 9 by the Cincinnati Symphony Orchestra. Through their appeals to WLW listeners-in, a great many tickets were sold.

## Make Drive On Farmers

(Continued from Page 6)  
tural programs. These programs specialize in giving out specific and practical information treating on poultry raising and breeding, and crop raising. The lectures have been very carefully prepared by professors of our Agricultural Colleges, and also some of the higher officials in our United States Agricultural Department. This service alone should make the Radio indispensable to the farmer.

### Home Economics

Another factor of education in which instruction will be given to a great extent as time goes on is home economics. This is certainly of importance to the farm woman for it enables her to take care of the farm's most important crop—its "boys and girls." Many farm children do not eat a balanced ration, and yet they have at hand milk, green vegetables, fruit and etc. Now when the farm mother learns through Radio what constitutes a balanced ration, and how to prepare the food in order to conserve valuable food elements, she is most likely to apply these on her family, which will increase health and happiness for them all.

These programs on home economics disseminated from various broadcasting stations at certain intervals are becoming more and more an important feature in greatly improving home conditions, systemizing to a more efficient degree the farm woman's work and greatly improving her culinary art.

Now, taking into consideration the many advantages that Radio afford the farmer he is, then, obviously one of the best of all prospects for the sale of radio equipment. Furthermore, this rural field is so far practically untouched, for although there are already a great many radio sets owned by farmers the actual owners are only a small percentage of those who are still prospective buyers. The rural communities have hardly been scratched.

### Ways To Reach The Farmer

Now just a few suggestions as to the best means of reaching the radio prospect on the farm.

Window displays could not be considered as an effective means of selling the farmer because the majority of them only come to town occasionally, and as a rule are not very good window shoppers.

Newspaper advertising in large cities as a medium of attracting the farmer is not especially good as so few of them subscribe to these publications. Advertising in farm magazines and in small town newspapers is better, and is already being used in some extent to reach this vast market, but without a tremendous lot of success, as the farmer is a natural born precast-

inator and is more receptive to a more personal contact.

In planning your sales campaign for this rural trade, please remember that a most important factor is that the farmer, by nature, is a mail order buyer. This is a real tip for the average radio retailer who wishes to reach the surrounding farm territory and accomplish results. The little expenditure of postage stamps and printer's ink, of typewriter ribbon, and the use of selective list of farmers' names which can be readily secured from the local Farm Bureau Manager, will bring in many farmer prospects to visit the local dealer's store. Once there the selling is not so difficult because the possession of a radio set actually means more to the farmer than to any other prospect you can find.

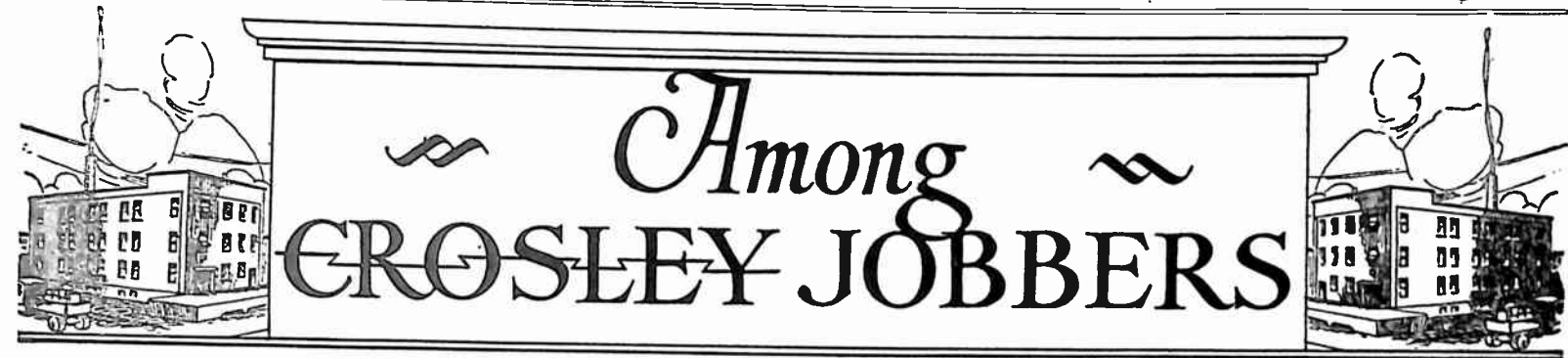
### Sales Letter Appeals

A very effective method of commanding the farmer's attention to the necessity of his possessing a radio set is through a series of personal sales letter appeals, written on illustrated letterheads to be signed individually by the local dealer, and with these letters enclose a return postal card, self-addressed, requesting a Crosley radio catalog to be mailed. The dealer, upon receipt of the return of this postal card then has the name and address of the prospect who is interested in the catalog, which, of course, is his cue to personally take the catalog to the prospect which gives him an excellent excuse for an interview and very often results in closing the sale.

Furthermore, the opportunity of the local dealer attending farmer's meetings of one kind or another should not be overlooked. Just the other day we received a letter from a dealer in a certain rural community relating where he had given a demonstration at a farmer's meeting and the result was that he received permission to install seven radio sets in the homes of residents of the community and latter closed the sales easily.

In considering the farmer as a prospective market for the sale of radio, the dealer is apt to be just a little reluctant in approaching this market for fear that the servicing of the sets would be more costly than the service that he would render in town, but in this connection it might be well to realize that the farmer is by habit and necessity a fair all around mechanic. He is quite accustomed to being his own "trouble-shooter" on many different kinds of farm machinery through the inconvenience of commanding this service from long distance, and his ingenuity has been developed by constant practice.

(Continued on Page 16)



## WLW To Broadcast from Zoo

### Daily Broadcast from Cincinnati Zoo Summer Feature on WLW Program

"Hey, Ma, there's a lion in the house." "No son it's only WLW giving their daily broadcast from the Cincinnati Zoo."

The above conversation may take place in many a home after May 22nd, for on that date WLW starts broadcasting daily from the Cincinnati Zoo. Mr. Smith, Manager of WLW has recently entered into an agreement with the Cincinnati Zoological Park for broadcasting the high class musical and dramatic programs which are rendered there.

### A Real Treat

There will be broadcasting from the Zoo practically every day of the week. No, it is not an assured fact that the Zoo lions and other animals will be allowed to entertain. Though why not? There are many who have never heard a lion roar. Why shouldn't the Zoo lion broadcast over the radio? But whether the Zoo animals will be on the program or not some real treats are in store for radio fans this summer through WLW. Such nationally known features are Vessella's and Wheelock's Indian Bands, William J. Kopp's orchestra, high class dance music from the Zoo pavilion and a number of light operas which will be staged by the Cincinnati Conservatory of Music, will be on the air from the Zoo through WLW.

### Big Zoo Features

Radio enthusiasts the country over enjoy WLW programs. With the Zoo features in addition to the other big attractions, which are planned for this summer's broadcast, the greatest summer broadcast schedule yet arranged is in prospect. That's of course good news to Crosley dealers everywhere for the finer the programs, the greater will be the demand for radio receivers and radio supplies this summer.

Radio sales in Southern California are showing a large increase at the present time according to a survey made by "Radio Retailing."

## Crosley Distributor Exhibits At Automobile Show



### George D. Barbey Displays Crosley Apparatus In Booths At Reading Automobile Show

The aggressive sales methods used by George D. Barbey, Crosley Distributor, at Reading, Pennsylvania, are shown by the illustration above. The Reading Automobile Trade Association put on an Automobile Show during February 5th to the 12th, and Mr. Barbey was right on hand with the attractive booth pictured above.

The show in large part was strictly an automobile show, there being only four types of radio receivers on exhibit. Swarms of people, however, passed Mr. Barbey's booth, though they came to see automobiles, they were only too pleased to stop and view the fine exhibit which Mr. Barbey had erected.

A booth of this kind offered so much contrast to the other booths in the show that Mr. Barbey's exhibit really had better attention than it would of had in a strictly

radio show. There is such a thing as having an exhibit and another thing entirely of having as attractive an exhibit as the one shown above. When you have a booth at a show, it pays to do as Mr. Barbey has done, make that booth just as attractive as you possibly can.

A rather crude test for dry cells, which, however, may be resorted to if no meters are at hand is to place lead wires from the terminals of the battery on the tip of the tongue, about a half inch apart. If the battery is not run down the wires will have an acid-like taste. This test should only be used with single 1½ volt cells, and should never be used with "B" batteries because the high "B" voltages might cause considerable discomfort to one's tongue.

Authorized Distributor  
**CROSELY RADIO**  
Prompt Service  
**Young, Lorish & Richardson, Inc.**  
710 W. Jackson Blvd., Chicago  
Phone: Haymarket 8240

**THE JOHNSON ELECTRIC SUPPLY CO.**  
331 Main St. Cincinnati  
Wholesale  
**CROSELY DISTRIBUTORS**  
Write Us For Dealer Proposition

## Crosley Lowave Scores Again

### Porto Rico Man Hears Dindhoven, Holland, With Crosley Lowave

Remarkable results are being obtained in every section of the country with the Crosley Lowave. Owners of Crosley Lowave receivers have received Lowave programs from tremendous distances.

The letter reproduced below from R. del Valle Sarraga picked up a is one of these instances which shows what a Crosley Lowave can do. It will be seen from the letter R. del Valle Sarraga picked up a program being broadcast on Lowave from Holland, a distance of 6000 to 7000 miles. A copy of the letter below.

The Crosley Radio Corporation Cincinnati, Ohio Gentlemen:

For your own information, I am sending you herewith a transcription of a letter addressed to the Broadcasting Station PCJJ of Eindhoven, Holland, that is self-explanatory, as follows:

Gentlemen: I confirm my previous note to you about my reception of your short wave broadcasting.

I heard your station on three consecutive days, the last time suddenly stopped and since then, I have not heard it any more.

The last day I heard your music it was 5:00 o'clock P. M. (P.R. time) about 9:00 o'clock Holland time. The sun was well out and still very hot in this tropical region to bear it without a hat on the head.

Please notice that we are about six or seven thousand miles from Holland, and nevertheless your music could be heard with strong volume on the loud speaker were it not for the feedback that was very annoying, but with the phones I was forced to reduce the volume.

I am using a Lowave manufactured by The Crosley Radio Corporation, Cincinnati, Ohio, attached to a Superheterodyne Radiola, manufactured by the Radio Corporation of America, New York.

(Continued on Page 16)



**Pioneer Crosley Dealer  
Uses Unique Sales Aid**

**Davis Radio Shop, Adrian, Michigan, Authorized Dealer Since October, 1922 — Demonstrates First Set Sold To Show Crosley Durability.**

Probably one of the most unique sales arguments being used by any dealer in the radio field is that used by the Davis Radio Shop of Adrian, Michigan, authorized Crosley dealer, since October 23, 1922. The first stock of the Davis Radio Shop consisted of one Crosley Model VI and one Crosley Model X. Their first sale was made to Mr. L. C. Baker of Jasper, Michigan, proprietor of a general retail store, who bought the Crosley Model VI. Mr. Baker used this set until the spring of 1926 when he traded it even up for a Ford delivery car. The garage owner with whom he made the trade operated it for a while and later exchanged it with the Davis Radio Shop for a later type Crosley receiver. The third owner, for the Davis Radio Shop sold this same set again, recently traded it in as part payment on a new Crosley receiver.

**Demonstrates Crosley Durability**

Mr. Davis now has this Model VI receiver in operation in his store and uses it constantly as a means of showing his trade the durability of Crosley sets. He reports that this argument recently sold a 5-75 for him.

Incidentally, the Model X Crosley receiver, which Mr. Davis sold

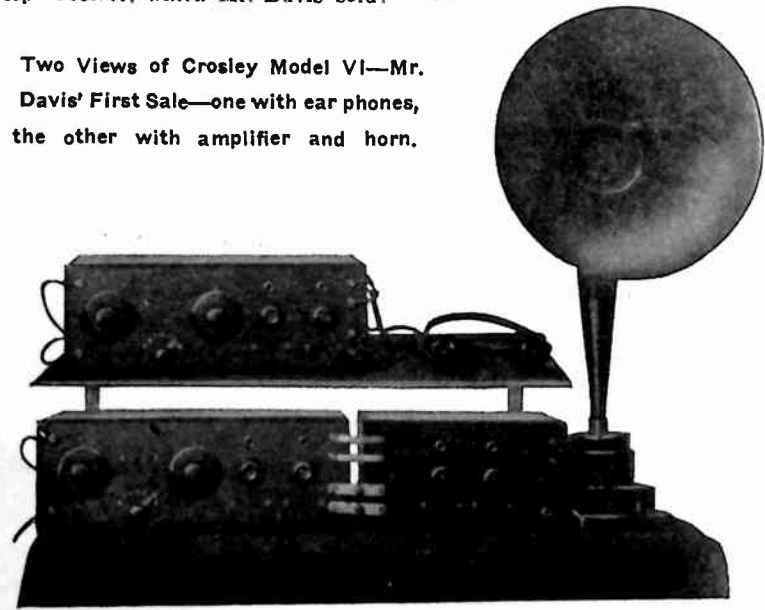
right after he sold the Model VI, is still giving satisfactory results. It was used by its first owner, Mr. Thomas Fretwell of Adrian, Michigan, until the Fall of 1926 when he traded it in for a Crosley RFI-60. Since then it has been resold by Mr. Davis, and is now giving fine results. Mr. Thomas Fretwell declares that he received every state in the Union with it except one, and at one time had Rome, Italy.

**Real Performance**

You must go some to equal the experience which Mr. Davis had with these first Crosley models which he purchased many years ago. The two pictures below show the Model VI receiver which has had such a record history. The upper picture shows it when the headphones were in use and the one right below shows the same set with a Crosley amplifying unit and a Magnavox loud speaker.

Mr. Davis is an enthusiastic Crosley dealer. He has made a big reputation in Adrian selling the Crosley line. Each year his business has grown. This year will see him going stronger than ever with the new Crosley models to be announced at the Crosley Convention, June 8 and 9.

Two Views of Crosley Model VI—Mr. Davis' First Sale—one with ear phones, the other with amplifier and horn.



**An Attractive Window Display**



**The Charleston Radio and Supply Company, of Charleston, West Virginia, Make Their Windows Sell For Them**

Attractive windows are effective means for increasing sales. They interest the passer-by and pull them into your store.

The Charleston Radio & Supply Company, Crosley dealers, located at Charleston, West Virginia, believe in having an attractive window. The illustration above shows the window to the left of the door as you go in their store. Simplicity plays a very important part in making this window attractive.

In a past issue of the Crosley Broadcaster, there appeared an article which gave the story of the remarkable growth of the Charleston Radio & Supply Company. They started selling Crosley radio receivers back in the early days of 1922 and have been on the job ever since. A good business has been built up and their sales have ever increased because of the aggressive manner in which they pushed the sale of Crosley apparatus.

In conducting their radio business, they realize that every means of selling must be used. That is why they maintain a service department. That is why they have trained salesmen always ready to demonstrate. That is also, why they always keep their windows attractively trimmed.

What are some of you other Crosley dealers doing in the way of displaying Crosley apparatus in your window? Let's hear from you. Send in pictures of the windows in which you are displaying the Crosley line.

Canada was our biggest foreign purchaser of radio equipment according to a report of the Department of Commerce, during the last month. Sales to Canada for the month totalled about \$200,000. Australia and New Zealand followed as the next best foreign customers.

**From Coast to Coast on the Model 51**

"The Crosley Radio Corporation. "Gentlemen: "Operating a Crosley 51, I hear stations in the following cities practically every night: Buffalo, Pittsburgh, New York, Schenectady, Springfield, Providence, Washington, South Dartmouth, Dallas, Elgin, Chicago, Kansas City, Montreal, Cleveland, Atlanta, Boston, Richmond Hill, Cincinnati, Davenport, Worcester, Oak Park, La Crosse, Toronto, Oakland, Cal., St. Louis, Iowa City, Detroit, Philadelphia, Ottawa, Louisville and Shenandoah. I shall always uphold and boost the Crosley sets and sincerely wish you good luck and prosperity.

"Respectfully yours,  
"Howard Brown,  
"Little Valley, N. Y."

**Hears 99 Stations in 1 Night With Crosley 51 Radio**

Ninety-nine stations in one evening with a two tube Crosley radio!

That was the accomplishment of H. A. Schleiter of Freedom, Pa., who sent us the following letter which was sworn to by a notary: "Gentlemen:

"I have at last succeeded in breaking my former record of 76 stations, received on a two tube 51 in one night, which I sent to you in November, 1924.

"On Wednesday evening I received, from exactly 6 p. m. to 2:30 a. m., 8 hours and 30 minutes, 99 stations, as the enclosed printed sworn statement shows.

"(Signed) A. G. Schleiter,  
"L. H. Hillisey.

**Higher Tones Easier for Ear to Detect**

From experiments made by Mr. B. A. Kingsbury, experimenter of the Bell Telephone Laboratories, it is shown that the shrill notes of the higher pitched instruments "carry" better than do tones lower in pitch. The secret of this, however, does not lie in the carrying power of these tones through the air. It is, according to Mr. Kingsbury a matter of the human ear. His experiments showed that the normal human ear was better able to hear the high pitched tones than the lower tones. Higher tones were found much louder to the average ear than the lower ones.

The largest user of the radio method of education is the United States Department of Agriculture. It is estimated that half a million farmers are now regularly enrolled in the radio courses sponsored by the Department.

**Use The Model 51 To Land New Customers**

**Rush In Your Orders For This Crosley Two-Tube Model At A Special Rock Bottom Price---With Storage Battery Tubes \$5.00---With Dry Cell Tubes \$5.50**

Did you ever hear of a radio dealer who was not interested in building up his business—who would not jump at any plan which would enable him to add new customers and increase his sales? No, that radio dealer does not exist.

Crosley dealers everywhere are such a live wide-awake bunch that they are quick to take up any suggestion which means increased sales and profit. That's why the demand for Crosley Model 51 at its special rock-bottom price is so big. Crosley dealers everywhere are keeping a stock of Model 51 on hand to use it in obtaining new business. All Crosley dealers who have not as yet availed themselves of this opportunity to buy Crosley Model 51 at this special price should send in their order at once, while the stock still lasts.

**Quality Two-Tube Receiver**

Every Crosley dealer who has handled Model 51 knows what a fine two-tube set this is. It has many times been referred to as the "Famous 51". Its sales history is nothing short of phenomenal. Thousands upon thousands of this two-tube 51 set have been sold. The first year, the sale of Model 51 totaled practically 200,000. These sets are still giving satisfaction in the homes of the country.

The Model 51 still remains one of the best two-tube sets that can be purchased. It is a genuine Armstrong two-tube regenerative radio, with a detector and one tube of audio frequency amplification. It brings in local on the loud speaker and its range of distant stations is surprising. The Crosley two-tube receiver has always sold for \$18.50, without accessories. Today you can buy it at such a reasonable price that you can offer it for sale at somewhere around \$10.00. The person who does not want to buy a five and six-tube set, will be quick to see what an irresistible bargain the Model 51 is.

**Used To Land New Customers**

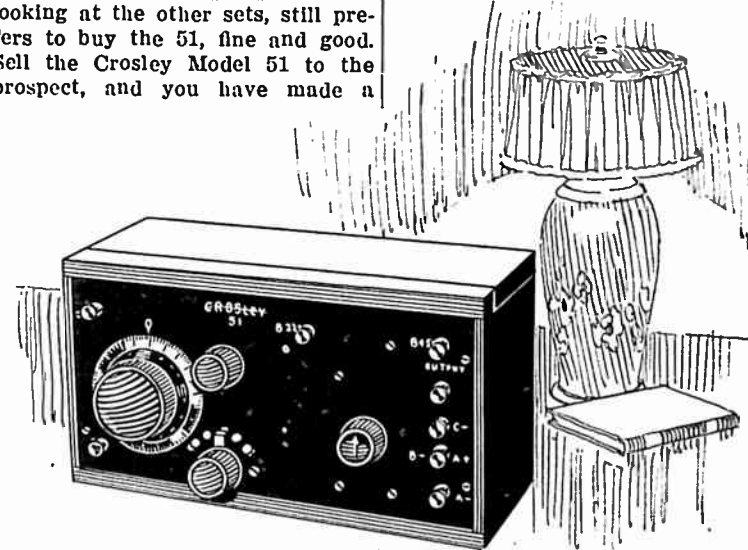
Crosley dealers everywhere are finding the Model 51 effective in landing new customers. They fix up a window display or run an ad in the local paper, featuring this two-tube Crosley radio receiver at its special price, including tubes, of around \$10.00. This pulls the prospective customer in the store.

Once this has been done, the dealer has a number of avenues of approach open. The dealer does not need to limit himself to the sale of the Crosley 51. He can demonstrate his other more recent Crosley models. He can show the advantages of the batteryless models. In a great many cases, prospects

who have come in to look at the Model 51 will decide to buy one of the later Crosley models.

However, if the prospect, after looking at the other sets, still prefers to buy the 51, fine and good. Sell the Crosley Model 51 to the prospect, and you have made a

tained. There is only a limited supply on hand and just as soon as this is exhausted, we cannot



customer. In just two weeks or a month, you can go back to that same person and interest them in one of the later Crosley models. In the meantime they have become interested in radio. They have become a radio enthusiast. It was impossible to sell them a five or six-tube set before, but now they are a live prospect. Some dealers are even finding it wise to allow the full amount paid for the Model 51, as part payment on the five or six-tube set.

**Send In Your Orders**

Put the Crosley Model 51 to work—use it in developing new customers. It is impossible to promise how much longer this opportunity to obtain the Model 51 at this special price can be main-

tened. Get on the job—send in your order today for at least ten of the Crosley Model 51.

**Discount Allowed**

These sets are packed in shipping containers of ten sets each. Where the dealer orders units of ten, an additional 5 percent may be deducted. It is possible, however, to order any quantity from one up.

Because of the extremely low price at which these sets are offered, it is necessary that cash accompany the order. Don't let this opportunity slip by, send in your order at once.

The largest radio tube as yet used in a broadcasting station has an output of 100 kilowatts.

**MAIL THIS COUPON FOR YOUR 51'S**

The Crosley Radio Corporation,  
Cincinnati, Ohio.  
Gentlemen:

Please send me ..... Model 51 Regular receivers with  
..... 3-volt Dry Cell Tubes ..... 6-volt Storage Battery Tubes

I am enclosing  
CASH  
MONEY ORDER  
CHECK

FOR \$.....

Name .....

Address .....

Town and State .....

## Australia Will Listen In June

(Continued from Page 1)

tralasian points will offer prizes for the best authenticated reports of reception from their listeners-in. Photographs of WLW Broadcasting station, Studios, and Crosley Studio Directors and Officials of the Company, with full accounts of this broadcast will appear in all the Australasian Newspapers. There is no doubt but this event will be one of the greatest sensations in the history of radio.

Due credit should be given to the Directors and Artists who will give their services, especially when they are enthusiastic enough to attend the Studio at 3 A. M. and who will be obliged to remain up all night or arise with the most enthusiastic fisherman on record, to add their musical and other entertainment capabilities to make this a success.

It is, as stated, "the life blood of radio" that such things are undertaken and carried through and the effect on radio reception in all parts of the world will be stimulated and enhanced.

## Hears WLW From Quebec

Kenogami, Que.  
March 12th, 1927.

Broadcasting Station "WLW"  
Cincinnati, Ohio.

Gentlemen:—

Last night I was a little bit surprised to hear the announcer of a short-wave station telling, "This is WLW Crosley Radio."

Of course WLW is an old friend of mine but this is the first time I received it on short-wave. I try to get the call of that station but they did not announce neither their call nor wave-length. I suppose you were around 20 meters.

Your program of organ music came very clear and loud enough on the loudspeaker with an old 3 tube Trirdyn changed to a short-wave. The reception was very poor last night I could not get your program from WLW at all but on short-wave it came in fine.

Wishing I will hear more about that station, I am

Sincerely yours,  
Craig Amiot.

One of the chief jobs confronting the radio-supervisory division of the Government within the near future is the renewal of several thousand operators' licenses. For many of these licenses it will be necessary to hold re-examinations.

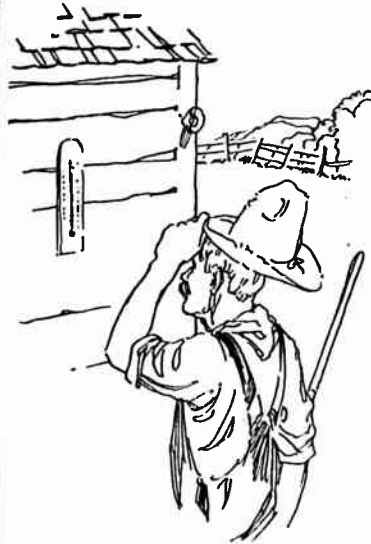
The percentage of time during which British broadcasting stations were broken down last year was less than 0.00 per cent of their total operating time.

## Make Drive On Farmers

(Continued from Page 10)

Able To Service Own Set

With adequate directions and comprehensive instruction sheets he is quite competent to go ahead and make his own radio installation with perhaps a little help over the telephone, and after the set is once installed and operating he is less apt to complain to the dealer than the average city customer as through studious adaptability he



will become capable of making his own little repairs rather than bother the dealer.

The risk of time sales to this class of trade is materially reduced as the majority of farmers buy for cash or on short time note which business is naturally more attractive to dealers.

Therefore, all things considered, the farmer is a prospect well worth more attention than he is now receiving and the potential sales possibilities in the farm territories are well worth the careful consideration of every live Radio dealer.

## 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 UNION COMPANY

14 West 4th Street  
Cincinnati, Ohio

## Crosley Lowave Scores Again

(Continued from Page 11)

Please let me know your schedule of transmission as I hope I will be able to hear you through the coming summer.

Sincerely yours

(Signed) R. del Valle Sarraga,  
P. O. Box 935  
San Juan, Porto Rico,  
West Indies.

I am surprised that no more Stations are broadcasting in short wave. The Pacific Coast could be tuned easily and consistently day after day. When the tropical static and fading is very bad and nothing is in the air in the longer waves, it is easy to get a good reception in short wave from KDKA and WGY.

Therefore, I congratulate you for your innovation in the short wave and I am anxious to get this schedule and specially the date of the inauguration of this service.

Sincerely yours,

(Signed) R del Valle Sarraga  
P. O. Box 935  
San Juan, P. R.

An important service of radio which is little known to the average fan is the broadcasting of Greenwich standard time to ships all over the world by the Greenwich and allied observatories.

## ONLY ONE QUESTION

Admiral W. H. M. Bullard, Chairman of the recently organized Radio Commission, will have a lot of problems to solve and questions to answer, but one harder than the Milwaukee dealer who was awakened from a sound sleep to answer the telephone one night recently. "Hello," said the caller, "we are having trouble with the radio we bought from you this afternoon and we have a crowd here at the house that wants to dance—will you tell us how to fix it?" "Sure," yawned the dealer, business getting the upper hand, "what can I tell you?" "Just tell us how to fix it for dancing," said the caller, "tell us which dial to turn to make it play faster." "Book of Smiles."

If You Wish to BUY or SELL  
SECURITIES

Or Own Some About Which You  
DESIRE INFORMATION  
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WESTHEIMER & CO.

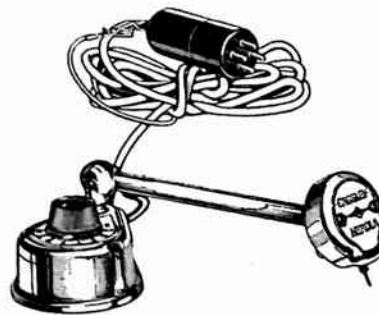
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## THE CROSLY MEROLA Brings Old Phonographs Up To Date



\$15.00

A device for reproducing records on old phonographs through your radio set so that the new full-toned effect of latest talking machines is achieved. Reproducer sits inside phonograph beside record. Old tone arm is not used. Wire leads to plug, which is inserted in detector tube socket in your radio. Wind phonograph and play record in usual way. Music comes from your loudspeaker. Control volume at will. Works perfectly on any phonograph reproducing laterally cut records.

The Crosley Radio Corporation  
CINCINNATI