

# THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOLUME VI

JUNE 1, 1927

NUMBER IX

## CROSLEY RECEIVES R. C. A. LICENSE

*Most Important News of Year---Means Better Crosley Sets---Distributors and Dealers Enthusiastic*

*All Sales Resistance Removed--1927-28 Radio Season Predicted To Be Greatest In Crosley History*

The Crosley Radio Corporation is now licensed to use the basic patents on tuned radio frequency circuits held by the Radio Corporation of America, Westinghouse Electric and Manufacturing Company, General Electric Company, and American Telephone and Telegraph Company. This has been made possible by an agreement recently entered into by Powel Crosley, Jr., with the Radio Corporation of America and associated companies.

This new arrangement will be of especial interest to Crosley Distributors and Dealers because it means that The Crosley Radio Corporation will be enabled to use many valuable patents, exceeding more than a hundred in number, controlled by the Radio Corporation. It also means that the new developments made by R. C. A. engineers will be available to The Crosley Radio Corporation. Thus, it will be possible for Crosley products to be of even a higher quality.

Furthermore this new arrangement will insure that Crosley products can be sold at even more reasonable prices in comparison to other equipment of similar quality. This is possible since the new Crosley license will prevent possible litigation regarding patent matters, such as has proved so costly for many independent manufacturers.

### Overhanging Clouds Removed

For years the patent situation has kept a continual cloud overhanging the manufacturer of radio. Radio engineers have been continually held in restraint and the best in radio manufacture has been out of the question. This cloud cast its shadow not only over the manufacturer, but affected radio jobbers and dealers and even the public.

Recent court decisions have now swept all uncertainty in the patent situation aside. The Courts of America have definitely established that a group of large corporations, which includes the Radio Corporation of America, General Electric Company, Westinghouse Electric & Manufacturing Company and the American Telephone and Telegraph

Company, hold the control of a great mass of valuable patents which covers almost every phase of radio sets and circuits. This decision has given these companies the right to issue licenses covering the patents which they control.

### Crosley Receives License

Powel Crosley, Jr., has always recognized the existence of a patent situation and has always recognized patent rights. In the past years he has paid out nearly a million dollars in royalties on patents. As soon as the patent situation was definitely settled he entered into negotiations with R. C. A. and the licenses which he now holds is the result. These licenses give The Crosley Radio Corporation a right to manufacture under all patents pertaining

to so-called tuned radio frequency receiving sets, covering in all over a hundred patents.

### Influences 1927-28 Models

The importance of this announcement cannot be over-emphasized. It is the greatest piece of Crosley news for the year. All the forces which were restraining Crosley engineers are now released. The influence which this new arrangement will have upon the new additions to the Crosley line to be announced at the Crosley Distributors' Convention, June 8 and 9, will be tremendous. The greatest line of radio apparatus ever put on the market is now a definite Crosley assurance.

The news of the Crosley alliance with R. C. A. has already spread over the country. It has been received by Crosley Distributors and Dealers in every section with great enthusiasm. All instantly saw that it automatically made the Crosley franchise more valuable to them.

### Avalanche Of Sales

The Crosley line of merchandise has always been one of the best selling lines on the market. Now, however, with greater quality performance possible and prices which represent a value never before equalled, all sales resistance is swept aside, and an unprecedented avalanche of Crosley sales is an absolute certainty. The prospects for the 1927-28 radio season, already bright, are now unlimited in their scope. The great Crosley sales organization can well throw its hat in the air and give one great yell of satisfaction.

*See Powel Crosley, Jr.'s, Talk To The Trade On Page Five of This Issue*

Powel Crosley, Jr., considers the alliance with R. C. A. as the greatest piece of Crosley news for the year. See what he has to say about the patent situation in his "Talk to the Trade" on Page 5.

*Attend Chicago Trade Show*

*See Crosley Ideas at Booth 86, Exhibition Hall, Stevens Hotel*

One of the big events on the Radio calendar which will be of interest to both Crosley Distributors and Dealers is the Chicago Trade Show which will take place at the Hotel Stevens, Chicago, Ill., June 13-18, inclusive. All that is new in Radio will be displayed at this show. The entire Crosley line will be on exhibition and it is urged that every Crosley Dealer and Distributor, who can possibly be there, attend this show.

A group of Crosley men will be in Chicago during the entire time of the show. Thus, this will be an opportunity for you not only to see what is new in the Crosley line, but to meet the various members of the Crosley organization.

### Chicago Branch Office

As announced in the last issue of the Broadcaster, the Chicago branch has been opened in suite No. 712 in the North American Building at State and Munroe Streets. This will be thrown open for your convenience while you are at Chicago. You are urged and requested to visit the Chicago branch office and make full use of its accommodations.

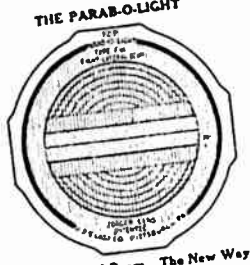
Interior views of the Chicago branch office are shown in another part of this issue of the Broadcaster.

Mr. Henry W. Chadwick, Western Sales Manager, is in charge of the branch office and all arrangements for the Crosley exhibit at the R. M. A. Trade Show.

The reception room, in the outer office, is in charge of Miss A. M. White, who will gladly make arrangements for hotel, transporta-


(Continued on Page 7)

### Prominent Doctor And Business Man Indorses Crosley Radio



THE PARAB-O-LIGHT  
Right Lateral Beam. The New Way

**THE ZORGER LENS CO.**  
MANUFACTURERS OF  
PARAB-O-LIGHT AND GLAR MASK  
AUTOMOBILE LENSES  
5 MAIN ST  
CHAMPAIGN, ILL.



THE GLAR MASK  
For Glaring Fords

Mr. Roy Harris  
311 North Walnut Street  
Champaign, Ill.

My dear Mr. Harris:

You asked me how I like the Electrical Crosley Radio you just sold me?

I have owned 4 different sets. I have had occasion to examine many different makes in homes when calling on my patients.

The new Console Crosley is absolutely the best I have ever seen. This beautiful little machine is far superior to all the old battery types and is as good as any machine at any price.

Pauline, my little 6 year old daughter, learned to operate it splendidly the first evening.

Of all mechanisms for pulling music from the skies that I have ever seen, Crosley's full electrical type Radio is absolutely the best.

I thank you for selling me this wonderful machine.

Truly your friend  
W. H. Zorger, M. D.  
*W. H. Zorger*  
President



Dr. W. H. Zorger and Six Year Old Daughter Pauline, Crosley Enthusiasts

Dr. W. H. Zorger, in addition to being one of the prominent doctors of Champaign, Illinois, is president of the Zorger Lense Company, nationally known manufacturers of Parab-O-Light and Glar Mask automobile lenses. The picture shown above is that of Dr. Zorger with his little six year old daughter, Pauline, whom he mentions in his letter.

The doctor loves his little daughter, Pauline, and so it is only natural that he is delighted to find a radio receiver so simple of operation that his little girl can tune in for him. You may be sure that Pauline will be an enthusiastic Crosley booster all her life.

### [Satisfied Customers With Crosley

Roy Harris, Crosley Dealer At Champaign, Illinois, Received Above Letter

Mr. Roy Harris, Crosley Dealer at Champaign, Illinois, is on the job pushing Crosley merchandise in his community. He believes in the ability of Crosley products to produce satisfied customers.

The letter reproduced above is evidence that cannot be disputed. When you receive letters from your customers such as the one which Dr. Zorger sent to Mr. Roy Harris, you know for a certainty that you are not only selling radio apparatus but establishing satisfied customers who will come back to you time and time again. To be thanked for making a sale to a person is the highest compliment that can be paid. No wonder Roy Harris shoved out his chest and looked proud when he received that letter.

## Get Ready For The 1927-28 Crosley Radio Season

Opening of New Radio Season Just Ahead--Powel Crosley, Jr., to Tee-Up at Distributors' Convention

In just a few days now, all trains headed for Cincinnati will carry Crosley distributors to the Fifth Annual Crosley Distributors' Convention, June 8 and 9. This event is of great importance to every member of the Crosley sales family; for the annual Crosley convention is the signal for opening the new Radio season.

Two days after the close of the Crosley Distributors' Convention, the 1927-28 Radio season will be wide open. Right now preparations are being made in every department of The Crosley Radio Corporation for the opening of the new season. Every member of the Crosley organization is efficiently doing the part assigned. The busiest man about the entire organization, however, is Powel Crosley, Jr., who is keeping a close touch on everything that is going on. Nothing escapes him. As each day passes, Crosley plans and ideas for 1927-28 are more nearly reaching completion.

The great day now is not far off. Speaking in the language of the golf course, Powel Crosley, Jr. is right now preparing to tee-up for the greatest and biggest Crosley season that has yet been known. When the proper time arrives, he will send the ball shooting through the air with a great, masterful drive and the 1927-28 Radio season will be in full swing.

#### Tee-Up With Him

Everything that is needed to make the Crosley line, the master selling line of radio receivers, loud speakers, etc., on the market during the 1927-28 season is being done. The few, new additions to the line of Crosley merchandise, the new advertising and sales promotion ideas—all of which will be announced at the Distributors' Convention—will place Crosley products in a class of their own during the coming season. The wide-awake dealer who is prepared to fall in line with these new plans and push Crosley apparatus to the fullest limit will ride on the crest of the waves and encounter a wonderful prosperity during the entire 1927-28 Radio season.

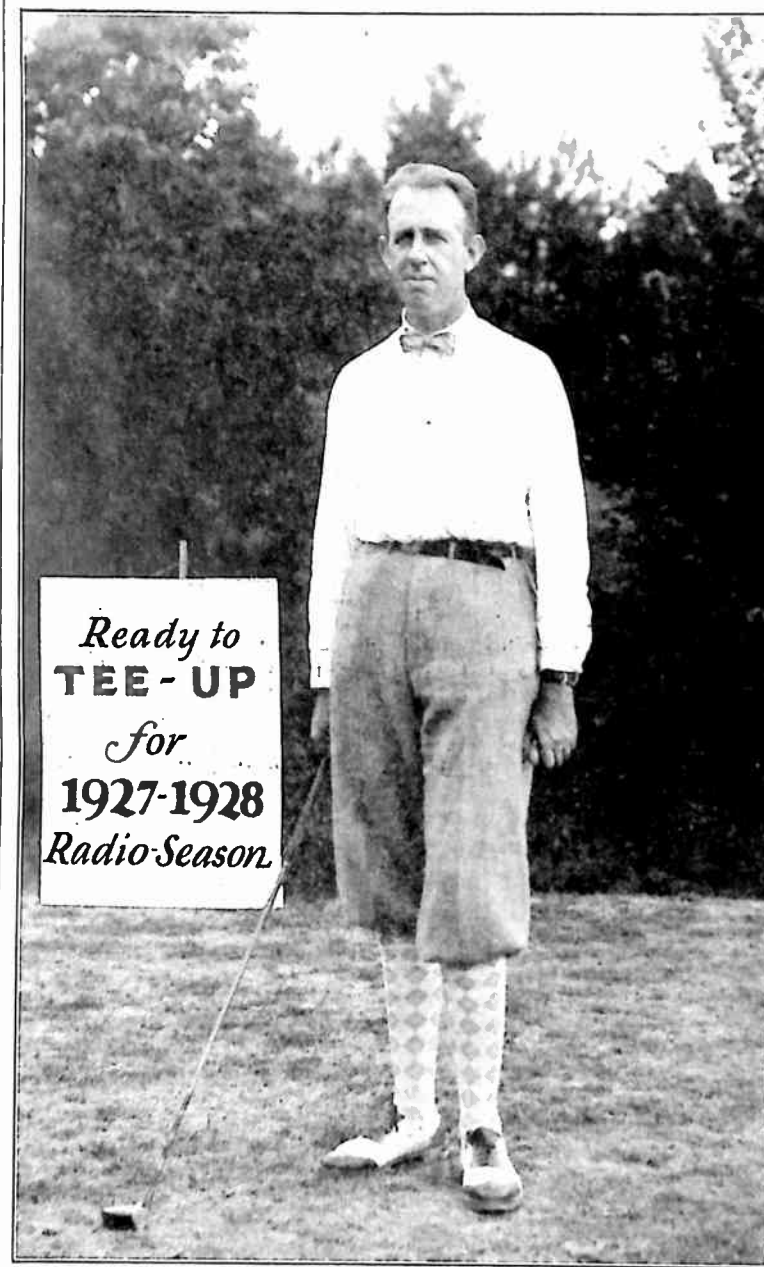
Get all set to make a great showing with the Crosley line during the coming season. Dealer! Keep in close touch with your Distributor. Just as soon as he returns from the Crosley Convention, get him to tell you all that's new in Crosley.

The future is bright for Crosley Dealers . . . everything points to a season crammed full of rich, money-making possibilities with the Crosley line. Don't wait until the

other fellow has made a firm hold in your territory with his line. Get an early start in the 1927-28 Radio

season with the Crosley line. Get the jump on things in your territory. Make this a big Crosley year.

Set a goal for yourself—prepare to make this the biggest year of your history.



Powel Crosley, Jr., Ready to Tee-Up Play the Game With Him---Make the Coming 1927-28 Radio Season, the Biggest Ever

One of the favorite pastimes of Powel Crosley, Jr., is golf and when the golf season rolls around, he makes frequent visits to his golf club.

During these last days, however, Powel Crosley, Jr., has had little opportunity to play golf. He has been too busy attending to other things of greater importance. He has been up to his neck in work, getting ready to tee-up for the 1927-28 Radio season. He is in the thick of things, doing everything that is humanly possible to make this an outstanding Crosley season.

When Powel Crosley, Jr., tees up and thereby officially opens the 1927-28 Crosley radio season, will you be ready to play the game with him? Consider this question seriously. Get all set—be ready to get into the thick of things—the reward will be well worth your while.

## Crosley Dealer Convention

Special Convention Crosley Dealers Called for 2:00 P. M., Wednesday, June 15 At Congress Hotel, Chicago, Illinois

So many Crosley Dealers have indicated that they would be in attendance at the R. M. A. Trade Show at Chicago, June 13 to 18, that it has been decided to hold a Crosley Dealers' Convention on Wednesday, June 15 at 2:00 P. M. This Convention of Crosley Dealers will take place in the ballroom of the Congress Hotel, Michigan Boulevard and Congress Street, which is within two blocks of the R. M. A. Trade Show, Exhibition Hall, Stevens Hotel.

The line of radio receivers and loud speakers introduced by The Crosley Radio Corporation for the season of 1927-28, together with the enlarged merchandising plans, contributes such an advanced program of activity that it is of the utmost importance for this information to be passed on to every Crosley Authorized Retail Merchant. It is for the purpose of passing this information on that the Crosley Dealer Convention is being called.

#### Crosley Plans Disclosed

The Dealers who are in attendance at this Convention will receive complete information concerning Crosley plans for 1927-28. It is urged that where it is at all possible, Crosley Dealers arrange to be in attendance at this Convention. If you can only be in Chicago for a day or so, make your plans so that you will be there, Wednesday, June 15.

The Crosley Convention will be addressed by the officials of The Crosley Radio Corporation and all the methods that will apply for increased sales this year will be explained. Powel Crosley, Jr., will be there and open the Convention with a semi-technical talk on the Crosley line for the coming radio season of 1927-28.

#### Stay At Congress Hotel

Crosley Headquarters will be established during the week of the R. M. A. Trade Show at the Congress Hotel. (Continued on Page 7)



Published By  
The Crosley Radio Corporation,  
Manufacturers of Radio Apparatus  
Colerain and Sassafras Streets,  
Cincinnati, Ohio  
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. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

# Editorials

## Interesting News

It is the desire of the Editorial Department to make The Crosley Broadcaster a publication just chuck full of interesting, valuable material. We want to keep every member of the great Crosley organization informed of what the others are doing. We want to make this paper a place to exchange ideas—to broadcast news, and sales plans.

Try as hard as we may, however, it is impossible for us to make The Crosley Broadcaster a success without the co-operation of Crosley distributors and dealers. To keep The Crosley Broadcaster filled with newsy items, to keep it overflowing with workable sales plans, we must receive news and sales ideas for the trade. Won't you co-operate by sending in news? Won't you please send in pictures which will be of interest?

What is your experience selling the Crosley line? What unique sales plans are you using? What special plans are you using for going after summer business? What new plans have you for the coming radio season, gained from the experience of last year? These are some of the things the Editor of the Broadcaster is interested to know.

You, of course, would like to know how the other fellow is going about selling the Crosley line. Well, start with yourself. If you send in your news, the other fellow will send in his and we will have a lot of interesting material to put in the Broadcaster.

Let's all work together to make The Crosley Broadcaster more interesting—to fill it with live news

and ideas. This is your paper—you can help make it more interesting if you will co-operate.

## Looking Ahead

We stand on the brink of a new season. The Fifth Annual Crosley Convention which will take place June 8 and 9 will herald in the 1927-28 radio season.

Right now it is well for every Crosley dealer and every member of the great Crosley family to look ahead into this new season—to see what it has in store.

Never has the outlook been brighter. Never has a season held a greater promise than that which is now so near at hand. Every year radio has reached out into more homes and the possibilities of the radio dealer have increased. The thousands of radio sets which were sold during the 1926-27 season have played their part in developing the demand for radio.

During this next year, there are thousands, yes millions, of homes on the market for radio receivers and accessories. Some of these homes will replace their old set for a new one—some will buy their first radio receivers.

What part of this business—as a Crosley dealer—will you get? That is the question you must ask yourself now, when you take this little look into the future. The answer is largely in your hands. The Crosley Radio Corporation—with its plans for the 1927-28 radio season, which will be announced at the Crosley Convention—is doing everything in its power to bring a goodly share of this business your way. Crosley engineers have done their part.

The 1927-28 Crosley line will make it easy for you to go after the radio business in your community. The advertising and merchandising plans for the coming season will aid you in bringing that business into your store. Everything is being done to make this the greatest Crosley season in history.

Are you prepared to do your part? Crosley dealers have sales possibilities ahead of them which are absolutely unlimited. The live-wire Crosley dealer will find the 1927-28 radio season the biggest yet encountered. Be prepared to bring your share of this business your way. Co-operate to the fullest extent with the Crosley plans which will soon be announced! Get in touch with your distributor at once! Find out when he will return from the Crosley Convention—be prepared to put some of the new Crosley models into your store just as soon as they come out.

Regular, daily radio communication between England and Australia has been made possible by the Marconi beam system of radio telegraphy.

## Stick Out Your Chest!

What part does the radio dealer take in the general scheme of things? This is a question which every radio dealer should ask himself.

Certain professions and certain lines of business are placed upon a pedestal because of the valuable service which they perform to humanity. The medical profession, the ministry, teaching, and the manufacturing and selling of certain necessities of life are put in a class by themselves because of the service they perform—because of the good they do. Members of these professions and businesses are successful because of their high respect for the calling which they are in.

What of the business of selling radio? Should the radio dealer be placed on a pedestal? Does he perform a real service to humanity—a service which should make him proud of his calling—proud that he is in the radio business?

The radio business has grown so rapidly, developed in such tremendous leaps and bounds that many who are engaged in the business have not stopped long enough to analyze the place which they hold. Many radio dealers are just selling radio receivers and radio apparatus. They are too busy to realize that they are performing a valuable service to the community in which they live.

It is time, however, that the radio dealer and all who are engaged in the radio business analyze their work carefully, considering the questions asked above. Those who follow this suggestion will find first that the radio business is no longer an infant, but a great monstrous industry, which holds an exceedingly important place in the general scheme of things. Secondly, they will find that the radio business performs a service to humanity surpassed by few industries.

Radio has, almost overnight, changed the thinking of the whole world. Those engaged in the radio business have bigger reasons to puff out their chests and be proud of their work than those in many lines of endeavor. Radio has become indispensable. It has a fixed and necessary place in this fast-moving age and every day that passes makes radio more indispensable, gives it a more prominent and important position.

What is the service which radio renders to humanity? Radio brings joy—happiness—entertainment . . . radio brings the world closer together . . . radio, instantly and universally sends out calls for help in the times of disaster or calamity. And the services of radio are only partially understood, only partially realized. The days to come will unfold them in even greater number.

It is the radio dealer who is in

the business of selling radio receivers, accessories, etc., who brings the advantages of radio directly to the public. No calling is higher, no service is greater than that which the radio dealer renders. The Crosley dealer, who brings the joys of radio within the reach of all performs a service which places him in a special class by himself.

Get the right viewpoint of this business of selling radio. Puff out your chest and be proud that you are a radio dealer. Be proud that you handle the Crosley line and that you are in the business of selling Crosley apparatus, rendering this truly great service to humanity.

## Special Train For Distributors

### Spzzia! Big Four Train Carries Crosley Distributors to Chicago

The proximity in the dates of the Crosley Distributors' Convention and those of the R. M. A. Trade Show at Chicago, makes it possible for every Crosley Distributor to take in the Chicago Show immediately following the Crosley Convention. Because of congested traffic in the direction of Chicago, The Crosley Radio Corporation has chartered a special train to transport Crosley Distributors to Chicago immediately following the Crosley Convention June 8 and 9.

All Crosley Distributors are urged to make their Chicago trip on this special train. If you have not already done so, notify Charles T. Peters, care of The Crosley Radio Corporation, Cincinnati, how many berths you wish to reserve.

The train will land in Chicago, Saturday, June 11. If you desire to reserve rooms at the Hotel Congress at special Crosley rates, advise direct here, or Henry W. Chadwick, The Crosley Radio Corporation, North American Building, Chicago.

## Well Pleased With Crosley Models

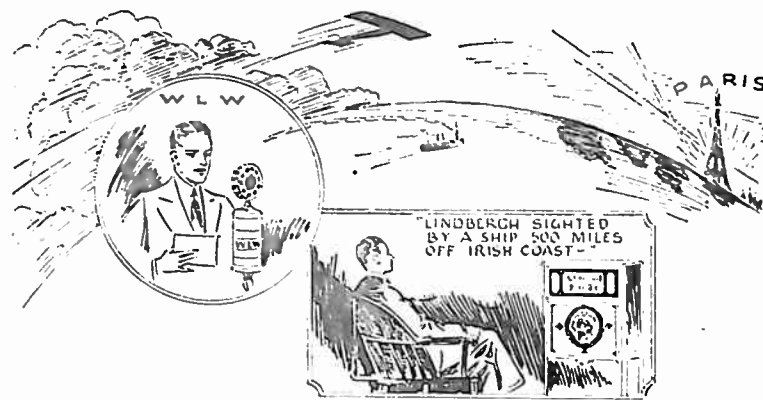
Crosley Radio Corporation, Cincinnati, Ohio.

Will say frankly that your new G-60 and G-85 and your AC sets are mighty fine and we are more than pleased with them.

With best wishes,  
Sincerely yours,  
L. S. Chidester & Co.,  
Ottumwa, Iowa.

Many small villages in the Philippines are equipped with community radio sets around which the natives gather in the evenings to listen to the Government band at Manila, and to the daily news reports.

## Three Cheers---Lindbergh Did It!



### WLW Keeps Radio Fans Informed of Progress of Lindbergh's Heroic Flight

The most famous man in the world today is "Slim" Lindbergh, who piloted his plane—the "Spirit of St. Louis"—over the hazardous three thousand, six hundred miles in his non-stop flight between New York and Paris. The whole world was interested in this flight—the whole world wished him luck—but only the most optimistic thought he could do it. Well, "Slim" accomplished the impossible and for ever knocked the "I" off "can't."

This flight, which Lindbergh made, again brought out the importance of Radio; for throughout the flight WLW kept Radio fans informed of the progress of this daring flier. During the first part of the flight, announcements were made every hour. In the last hours of the flight announcements were made from WLW station every half hour. These announcements were made possible through the cooperation of The Cincinnati Post.

### Public Responds

That thousands were tuned in on WLW throughout the entire flight is shown by the great flood of letters which has been received by the Studio Director of WLW. The listening public sure appreciated the service which the Crosley Station—WLW—rendered in broadcasting the Lindbergh non-stop flight.

Just one of the letters received is reproduced below:

The Crosley Radio Corporation Cincinnati, Ohio Gentlemen:

Please permit me to compliment you upon your splendid news service today in broadcasting the flight progress and bulletins of the Lindbergh Non-Stop Flight from New York to Paris, and to assure you that each flash was awaited eagerly by an anxious crowd here.

It is such service as you gave to this country today that makes Radio really worth while. To have the satisfaction of knowing just what is going on in the world at the time it is taking place is the greatest service you can possibly render to mankind.

May you continue to rank foremost among Broadcasters in America, and with the knowledge that we will get the best, the latest and the clearest on the air at all times we beg to remain,

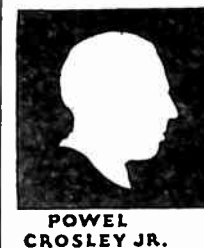
Very sincerely,  
(Signed) E. R. Beard, M. D.  
Liberty, Indiana.

## Powel Crosley, Jr., Will Speak

### Powel Crosley, Jr., to Address Special Crosley Dealer Convention, Hotel Congress, 2:00 P. M. June 15

Powel Crosley, Jr., has promised to open the Crosley Dealers' Convention, Hotel Congress, with a semi-technical talk on the Crosley line for 1927-28. Mr. Crosley has given much personal attention to the development of the line for the coming season and takes great pride in the results of his efforts through the Engineering Division.

It is particularly urged that every Authorized Crosley Dealer attending the R. M. A. Trade Show, Exhibition Hall, Hotel Stevens, June 13 to 18, should arrange to register at the Crosley branch office, North American Building, Munroe at State Street, or at the Crosley headquarters, second floor, Hotel Congress, from 9:00 A. M. to 10:00 P. M. for tickets of admission to this special event.



## Powel Crosley Jr. TALKS TO the TRADE

One of the greatest problems that has confronted every manufacturer of radio apparatus during the past few years of its growing popularity has been the so-called patent situation. It has taken time for the Courts at Law to finally determine and clarify this situation. The result has been that it now seems that a great mass of valuable patents covering almost every phase of radio sets and circuits is owned by a group of large manufacturers whose interests in electrical developments extend back over a period of a great many years.

It is only natural that some of the greatest developments covered by patents should be in the hands of those companies who have maintained for a long period of time extensive research organizations. This group of electrical manufacturers, to whom is due so many of the developments in radio, includes The Radio Corporation of America, General Electrical Company, Westinghouse Electric and Manufacturing Company, and The American Telephone and Telegraph Company, whose patents have recently become available for license to other stable manufacturers in the industry. The Crosley Radio Corporation has always recognized patent rights, has paid hundreds of thousands of dollars—in fact nearly a million dollars—in royalties on patents including the Armstrong Patent and many others.

As the Courts had cleared up the patent situation, making it advisable for The Crosley Radio Corporation to extend its patent position, an arrangement was entered into recently with the Radio Corporation of America and associated companies whereby our corporation acquired licenses under all patents pertaining to so-called tuned radio-frequency receiving sets including such vitally important patents as Alexanderson, Rice, Hartley, etc., which now seem to completely tie up all forms of tuned radio-frequency receivers.

Dealers and distributors who have heard of the action of The Crosley Radio Corporation in acquiring these licenses have expressed their enthusiasm over the fact that they shall now feel a new degree of safety in handling Crosley products—a new degree of security in the future of the Crosley franchise. Although in the past they have known that The Crosley Radio Corporation stood behind its dealers and distributors in all matters pertaining to patent protection, they now feel that the last possible element of sales resistance, which might arise out of the uncertainty of the patent situation, has been eliminated—that The Crosley Radio Corporation now has a straight clear path from every patent interference permitting it to use practically anything that it desires in the way of circuits—that the quality of the circuits and the resultant performance need not be handicapped to the slightest degree on account of patents.

A new spirit of enthusiasm pervades the Engineering Department of the corporation. Brains and hands are unshackled—development is unrestrained. Crosley receiving sets can be made better than ever. Advantage can be taken of new things developed in the laboratories of the great electrical manufacturers and, through our ability in quantity and mass production, be brought to the public at lower prices than ever.

Powel Crosley Jr.

# Radio Outlook For 1927-1928 Season Most Promising

## General Condition Over Country Good--Biggest Radio Sales Ahead

Radio dealers throughout the entire nation should be most optimistic for the coming season, as every factor that should contribute to good business is at hand. Practically every line of endeavor shows extreme confidence amid enthusiastic activity that is bound to net increases in business generally over the figures of the previous year.

It is probable that we are actually doing business under a new era. Perhaps a new prosperity has become, finally, a reality. At least many sources of authority are suggesting this to be the case. There is unquestionably sound evidence in support of their contention.

### Prosperity Predicted

Excellent reasons for the belief that prosperity will attend the radio trade throughout the balance of the year are found in practically every section of the country with a possible exception in the flooded area of the south, and it is predicted that these destructive waters will recede very quickly, leaving a fertilizing surface deposit that will be beneficial to the soil.

Crop diversification has materially helped the South. Plenty of rain and snow in the Pacific Coast region assures good irrigation for crops in that territory. Increased employment in the industrial sections of the middle west is giving those regions greatly increased buying power. Strides in the direction of further diversification in the Northwest should make the grain country a bigger factor in the buying market. The corn belt too is preparing for its biggest season. Gains being made in all lines of business in the metropolitan area of New York and the New England states are extremely gratifying.

### Automobile Industry Cited

The automobile industry has every reason to be proud of its first quarter achievements. April production for the whole industry, including automobiles and tires, will compare favorably with that of last year, and shows every indication of a decided increase in the total figures for the first quarter of the year. This industry is playing a big part in solving the problem of the unemployed which very liberally puts a great deal of money in circulation to a vast army of American workers, who become excellent prospects for radio equipment.

### "Normalcy" In Steel

"Normalcy" appears to be the key note of a recent report on the

steel industry which anticipates a level of activity about equal to the average for the first quarter of this year and possibly exceeding by a trifle that of the second quarter of 1926.

It is quite evident that the building industry will keep apace of the volume that was set last year and there is a possibility that contracts being let for the late spring and summer will be in excess of the previous year's figures.

It was thought that the coal strike would throw a buying gloom over those sections, but coal miners operating on an open shop basis are providing adequate to the strike emergency so far as the consumer is concerned. This present situation is liable to carry well into

the year which will have a tendency to pour a little oil on this troubled water.

All in all general conditions, nationally, are exceptionally good this year, and all radio dealers should take advantage of the opportunity to get the jump on the season.

### Radio Commission Contributes

Another very important reason for optimism is the announcement of the Radio Commission by President Coolidge, and the excellent work they are accomplishing in clearing the chaotic conditions of the air. This will eventually clean up the confusion that has existed in the radio broadcasting field, assuring better reception along with the development of more powerfully

performing, and higher powered, multiple tube receivers, which will make it more possible to override old man "static".

Now is the time to start your intensive campaigning so that you will reach that even business stride in the earliest opportunities of the season.

## Special Hotel Rates

### Special Rates For Crosley Dealers, Congress Hotel, Chicago, During The R. M. A. Trade Show

If you have not made hotel reservations for the R. M. A. Trade Show, telegraph Henry W. Chadwick, The Crosley Radio Corporation, North American Building, Chicago, Illinois, advising price room and date you will arrive, as we have made special arrangements with the Congress Hotel for rooms as follows. \$2.00—\$2.50—\$3.00—without bath—and—\$3.50—\$4.00—\$4.50 and \$5.00 with bath.

This places you within two blocks of the R. M. A. Trade Show, Exhibition Hall, Stevens Hotel, corner Seventh and Michigan Boulevard.

There will be a Crosley committee at the Crosley headquarters, Congress Hotel, to welcome you, as well as any special service that we can render at the Crosley Radio branch office, North American Building, State and Munroe Streets.

## Radio Expert Reports Results

Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

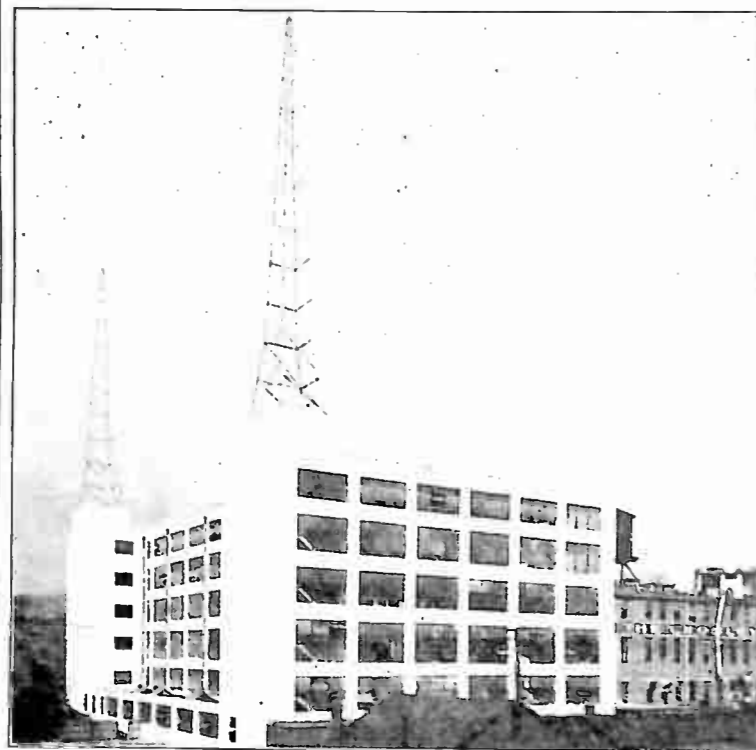
Talk about results! Listen to this:

Took six different makes of five tube radio sets from stock and put to a daylight test. Used 90 volts "B" battery and socket aerial. Logged one Pennsylvania station, one Cincinnati station, one Cleveland station, between 9 and 10 a. m., but used Model 5-75 and logged the same stations using only 10 volts "B" battery and socket aerial, all on loud speaker.

Yours very truly,  
Myron Adams,  
Experimental Test Station 8 A. O. U.,  
Navarre, Ohio.

There are 2,000 stores selling radio in New York City. At no time have their been more than 300 stores selling phonographs in the city.

## Ready For 1927-28 Production



### Crosley Distributors Will See Completed Building

The picture above shows the new addition to the Crosley Plant No. 1, which was under construction during last year's Distributor Convention. Many Crosley distributors who will attend the 1927 Distributors' Convention, June 8 and 9 will see the completed building for the first time. This modern six story concrete structure adds approximately 120,000 square feet of Crosley production floor space.

Mexico is building fourteen new radio telegraph stations for government communication. The estimated expenses of the Mexican Government for radio during 1927 are more than eight million dollars.

More than thirty new broadcasting stations will be opened in Europe by Autumn. The largest of these will be the one at Motala,

near Stockholm, operating on 140 kilowatts, and the one at Hertzogstrand, Germany, which is rated at 100 kilowatts.

The first radio aircraft beacon to be erected for commercial aviation uses by the Bureau of Standards will be located at Bellefonte, Pennsylvania. Forty similar stations will be erected at intervals of 200 miles along much used air routes.

## Attend Chicago Trade Show

(Continued from Page 1) tion, theatre, auto bus, etc. for any Crosley Dealer who wishes to take advantage of this service.

In another part of the office, the new Crosley models will be exhibited and demonstrated. Mr. R. P. Crawley, Mr. H. F. Jaax and Mr. O. C. Thorsen, are to be in charge of this part and will gladly demonstrate the new line for you.

### Crosley Headquarters At Hotel Congress

In addition to the Crosley Branch Office, Crosley Headquarters will be established in Congress Hotel, on Michigan Boulevard and Congress Street, located just two blocks from the R. M. A. Trade Show, Exhibition Hall, Stevens Hotel. Arrangements have been made with the Congress Hotel to give special rates to all Crosley franchised dealers. If you want to take advantage of these special rates, get in touch with H. W. Chadwick, The Crosley Radio Corporation, North American Building, Chicago, Ill.

Plan to be in attendance at the R. M. A. Trade Show. It will be well worth your while to be in Chicago during the week of June 13-18. You will receive inspiration at the Trade Show which will enable you to make a whirl-wind start in the 1927-28 Radio season.

### Convention Crosley Dealers

A Convention of Crosley Dealers will be held at the Congress Hotel, 2:00 P. M., Wednesday, June 15. This Convention will be addressed by Powell Crosley, Jr., and other officials of the Crosley Corporation. Complete details of the 1927-28 Crosley plans will be unfolded here. Thus, if you can only be in Chicago for a day or so, make it a point to be there on Wednesday, June 15. Arrangements are being made to accommodate from four to five hundred Crosley Dealers.

### Be There Sure

Now make your plans to be in Chicago during the R. M. A. Trade Show. Telegraph ahead to Mr. Chadwick to reserve your room. When you buy your railroad ticket, get a certificate and present this to the Crosley branch office when in Chicago, and thus receive the special 1 1/2 rate which has been arranged for all Crosley Dealers.

Don't miss the big doings in Chicago during the R. M. A. Trade Show. Be on hand . . . be among those live-wire Crosley Dealers who insure themselves of a successful start during the 1927-28 Radio season.

Short waves have been used with great success by the U. S. S. Pittsburgh, at Shanghai, China, in communicating with the Motherland.

## Chicago Branch of The Crosley Radio Corporation

Visit These Offices While In Chicago---Attend R. M. A. Trade Show



MR. HARRY W. CHADWICK, Western Sales Manager

MISS A. M. WHITE, In charge of Reception Room.

The views of the Crosley Chicago branch office shown above are as follows: No. 1 Reception and Display Room, No. 2 Laboratory, No. 3 Executive Office, No. 4 Entrance to Crosley Branch Office, Suite 712, North American Building.

Henry W. Chadwick, Western Sales Manager in charge of the Chicago branch office, North American Building, previous to connecting with radio activities was very successful in the field through sales of electrical refrigeration.

In 1925 Mr. Chadwick entered the radio field connecting with a nationally known manufacturer, having charge of their Western branch

office. On March 1, he joined The Crosley Radio Corporation and has completed a special survey of the Mexican states, having spent a considerable amount of time in Mexico City.

Mr. Chadwick has charge of the preparations for the R. M. A. Trade Show activities and he and his colleagues are prepared to greet

every visitor at the Chicago branch office and Booth 86, Exhibition Hall, Hotel Stevens.

Miss A. M. White, in charge of the Chicago branch office reception room, has had much past experience in the special service field that fits her to assist each of the Crosley visitors and arrange for reservations at hotels, theaters, etc.

## Crosley Dealer Convention

(Continued from Page 3) gress Hotel. It is urged that Crosley Distributors and Dealers make their headquarters at the Congress Hotel, which will bring them within two blocks of Exhibition Hall, Stevens Hotel. To make this possible, special arrangements have been made with the Management of the Congress Hotel to furnish rooms to all Crosley franchised Dealers at special rates. To take advantage of these special rates, write or wire The Crosley Radio Corporation, North American Building, Chicago, Illinois.

"See you at Chicago", is the special Crosley message now broadcast to every Crosley franchised dealer. Be there. Take in the whole show if possible, but make special effort to be in attendance at the Crosley Dealer Convention, 2:00 P. M. Wednesday, June 15, at the Congress Hotel.

Hundreds of messages of assistance in bringing help to stricken districts are being handled by amateur radio operators in the areas now flooded by the Mississippi river.

## Demonstration of New Crosley Models

### Crosley Electric Power Models Exhibited and Demonstrated at the Chicago Branch Office During R. M. A. Trade Show

Special wiring of alternating current has been installed in the suite of offices of The Crosley Radio Corporation, North American Building, State and Munroe Street, Chicago, for special demonstration of electrically operated Crosley receivers as well as the demonstration of the other models introduced for the season 1927-28.

Both exhibitions at Hotel Stevens and at the branch office are under the personal direction of Henry W. Chadwick.

R. P. Crawley, H. F. Jaax, and O. T. Thorsen will be in personal attendance at the Chicago branch to welcome all visitors and will gladly demonstrate the new line and at the same time, show the merchandising plan that will apply for the coming season.

An electrical stereopticon has been installed to show the views of points of interest in the great Crosley plant.

Captain H. C. Gray listened in to broadcast programs while in a balloon 31,000 feet above Scott Field (about 5 miles) recently.

Short waves have proven their distance getting powers once more

in the case of the yacht Kaimiloo, which has been cruising in the South Seas for the last year. During this time, the Kaimiloo has communicated consistently with the United States, Mexico, China, Ja-

pan, India, France, Italy, and England, all on short waves. Although as far as 10,000 miles away from New York City at times, the yacht copied press reports from that city regularly.

American radio fans complain because there are too many stations on the air, while British fans are protesting that there are insufficient stations in their country to give them any variety in programs.

# Country Market Great Field For Radio

### Statistics Show Sales Per Capita Far Less In Small Towns And On Farms-- Go After This Profitable Business

Radio manufacturers and distributors must invade the small town and rural market on a large scale if they wish to take advantage of the many natural and potential sales possibilities presented to the radio industry. There is much discussion and fairly accurate figures on radio sales in the cities as compared to the country. Although accuracy in some reports are questioned, there is no denying the fact that there has been, per capita, comparatively more radio receivers and loud speakers sold in the congested area than in the small towns and country.

#### Invade Rural Territories.

Practically all radio manufacturers thoroughly realize the necessity for intensive advertising and merchandising campaigns in these sparsely populated communities. Accordingly, all distributors and especially dealers should by all means take advantage of this condition and co-operate with their respective manufacturers in concentration of effort in the rural districts. Reports are coming in from a great many sources indicating that excellent results are being obtained by small town dealers, who are wide awake to their local opportunities.

Figures showing the sales picture for towns of various sizes in the United States were recently prepared through a survey made by the General Federation of Women's Clubs to determine the sales per capita of home equipment in this country.

#### Statistics Interesting

Every one of the forty-eight states figured in the survey. More than 8,000,000 American homes, representing more than 32,000,000 people, answered the questionnaire.

From this survey, radio sales it is seen, is far less in towns of less than 1,000 inhabitants than in others. In towns of this size 18 per cent of the homes had radios, while in the larger communities those with populations between 1,000 and 2,500 the percentage is 19 per cent.

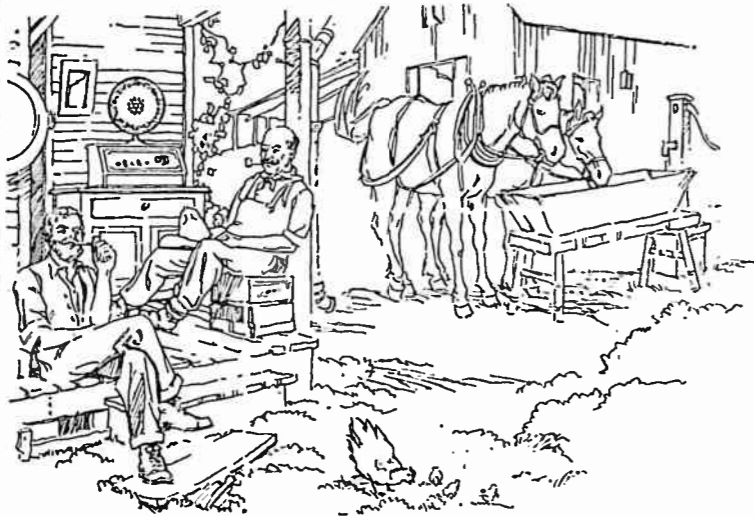
In cities from 50,000 to 100,000 people, 26 1/2 per cent of the homes are radio equipped, while this percentage drops to 26 per cent in cities over 100,000.

In the small towns those with populations over 1,000 the state of California holds the record for maximum sales of radio equipment in proportion to residents. Vermont takes the lead in cities between 5,000 and 10,000, with a radio record of 50 per cent of homes sold. In the 10,000 to

25,000 class Rhode Island towns have achieved a 75 per cent record.

#### Many Receivers Obsolete.

Of the above figures it is quite apparent that a large number of these receivers having been sold in the last five or six years, are now obsolete and out of date. As the average radio receiver in the small towns and on the farm is only four tubes (the majority a smaller number of tubes) it is



plainly evident that the bigger percentage of receivers on the farm are old fashioned, than those owned by the city dweller. This fact also intensifies the possibilities of the farm market.

Furthermore, the farmer is a natural-born radio prospect, as he of all people should necessarily have a radio receiver. Far and beyond the entertainment feature radio reception should play a very important part in the daily routine and operation of his business. The broadcasting of daily weather reports and weather predictions help the farmer regulate his work with considerable precision. Advanced information of this character very often has saved the farmer hundreds of dollars.

The dissemination of stock reports is another great advantage to the farmer, especially so when it is realized that they are given out several times daily, enabling the ruralist to obtain up-to-the-minute marketing prices on food products and stock.

#### Selling the Farmer.

How best to campaign for this farm business from a dealer's standpoint is largely a local problem. Should the town in which the dealer is located be fortunate enough to support a good daily, or even weekly, newspaper, the task is not half so difficult. The use of the local newspaper in consecu-

tive advertising is a single force creative of a demand for radio that cannot be denied. The advertising illustrations and copy must be of such a magnetic drawing power to bring the public into the dealer's store, or at least create a radio demand that will place the customer in a receptive frame of mind.

Newspaper advertising could be followed up by a telephone canvass,

postal card, requesting catalog and prices.

The receipt of this return postal card is the dealers cue to personally call on the prospect, taking the catalog with him as an excuse for an interview. The sale from there is then just a matter of personality, and persistency to put it over.

## Why Sell Time

### Better Programs --- Bigger Chance to Please The Public

"Would it not be possible", asked a usually well informed radio man the other day, "to edit announcements just as copy for a newspaper is edited; to cut out all extraneous sentences and words, and to make the announcements concise and accurate?"

"Of course", was the answer. "But in order to do that all announcements must be written in advance. That means a larger staff than we have at present, which in turn, means more money."

And there, in its broader application we have the answer to the oft-repeated and seldom answered question, "Why do radio stations sell time", or in its more specific form, "Why does WLW sell time?"

All good businesses are budgeted in this age. If one department greatly exceeds its budget, or if one department is budgeted more heavily than its returns justify, then the whole business becomes top-heavy and the business structure is endangered.

No owner of a broadcasting station today can satisfy either the public demands for excellent broadcasting, or his own aspirations, with the budget his business can safely allow for broadcasting purposes.

There has been a great deal of shouting and arm waving in defense of broadcasting against this insidious thing—advertising. But the shouting has chiefly been about what might happen, rather than what has happened.

We all know that some of the best and most interesting programs on the air are advertising features, and it has been definitely proved that the fact a program is used for advertising need not detract from its entertainment or utilitarian value. It has also been pretty definitely shown that no censorship is needed beyond the public's inattention to those advertising programs which go beyond the limits of good taste, or cease to be good entertainment.

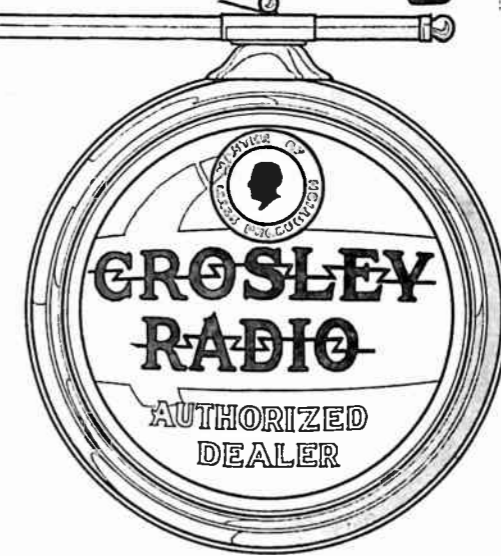
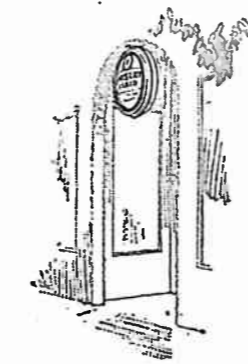
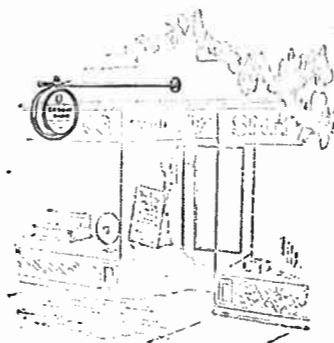
Under such circumstances the radio station which refuses to lease its facilities for advertising purposes, places a severe and very definite limit on its possibilities.

(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



Radio Fans Enjoy These WLW Entertainers



To the left we have the Crosley Cossacks with William Stace their popular leader. Shown to the right is Judith Anderson. A big attraction on the Crosley Woman's Hour.

The Crosley Cossacks are featured every Thursday at 10:00 P. M. through WLW. This popular WLW unit can be identified by the "Cossack Revel's", a characteristic Cossack melody which begins their program of offerings best suited for their ensemble.

Judith Anderson, dietician of the Kroger Grocery and Baking Company, who formerly gave the cooking chat on Wednesday at 3:30 P. M., is now imparting this valuable information at 10:15 A. M. during the "Woman's Hour". This change in time no doubt will give more of our feminine listeners an opportunity to hear Mrs. Anderson.

WLW is now broadcasting regularly from the Cincinnati Zoological Garden. They have put in remote-control apparatus over at the Zoo with four microphones—one under the stage for use by the announcer, the other hookup for the band on the stage, another to pick up the dancing at the club house, and still another to pick up dancing at Russland.

Among the big features which are scheduled is Wheelock's Indian Band which will be broadcast from the Zoo on Sunday evening, June 5, and Sunday evening June 12, promptly at 8:15 Eastern Standard Time. Mr. Wheelock is conductor of the band and some real music is in store for Radio enthusiasts everywhere.

You wouldn't have recognized the WLW studios if you had walked into them during the past few days. Everything was topsy-turvy—it was house cleaning time at WLW.

Now, however, everything looks spick and span. The walls have all been refinished, the furniture has been polished, the rugs cleaned and the tapestries all restored like new. While all this was going on, WLW programs continued as usual. A little thing like house cleaning doesn't keep the artists at WLW studios from sending their cheer and gladness to every corner of the country.

The Studio Director of the Crosley WLW Station announces that he has received license from the Federal Radio Commission to operate on 700 kylo-cycles or a wave length of 428.3 meters. This license will be in effect beginning June 15 when the temporary licenses are revoked.

In receiving this license the value to the Radio Public of the WLW Station is recognized, for this gives WLW full time on the air without the restriction of sharing time with any one and a wave length entirely free from interference.

### Australasian Radio Fans Ready

#### Special Broadcast By WLW To Travel 7,000 Miles To Australia

Long after midnight, when most of America's radio sets are tuned off until time for the morning setting-up exercises, WLW, the Crosley station at Cincinnati, will go on the air with a special Australasian program, put on especially for radio listeners in the far-off continent.

Radio has already done everything but turn the world upside down and this broadcast will do that—for the program broadcast in the early hours of Sunday morning at Cincinnati will be received in Australia and New Zealand at the conventional hour of eight on Monday night.

#### June 26 Big Day.

The date set for the special feature is June 26. This date is in the middle of the poor reception season in America, but in Australasia, below the equator, it is the best time of the year.

The program will be flashed across the Pacific on both of WLW's transmitters, the regular 5 K. W. set operating on 428.3 meters, and the new short wave transmitter, operating on 52 meters. This will give the Australasia listeners a double chance to receive the program. The short waves especially are adaptable to international broadcasts as they carry over enormous distances.

#### Special Program Arranged.

The program arranged for the special feature by Fred Smith, director of WLW, is a mixture of Australasian and American compositions.

The Crosley Cossacks will open the broadcast with "Rule Britannia," followed by "Hands Across the Sea."

Then Lydia Dozier, operatic soprano, will sing some of the favorite numbers of Dame Nellie Melba, famous singer whose name is derived from the city of Melbourne, where she scored her first successes as a young Australian singer.

Johanna Grosse, WLW staff organist, will take the listeners on a "Musical Flight Around the World."

Marjory Garrigus Smith will give the Australasians a taste of what is popular in America when she plays Gershwin's "Rhapsody in Blue," which she learned from the composer when he was in Cincinnati recently.

incidentally, that this WLW pianist was the only woman he had ever heard who could play the Rhapsody right.

Then the Crosley Cossacks will take the air again with a series of numbers by Percy Grainger, famous Australian composer. These will be followed by "The Star Spangled Banner," and "God Save the King."

#### Thousands to Listen In.

A big listening army for the special program has been built up by Crosley representatives in Australia and New Zealand. They have cabled to WLW that a great deal of interest is being shown.

Powel Crosley, Jr., owner of WLW, has authorized his representatives in Australia and New Zealand to award prizes of Crosley receiving sets to listeners located in the most remote sections of Australia and New Zealand who receive the program.

The broadcast will be the first important world reception test of 1927. It also is novel in combining both the long and short waves in one international program.

### Crosley 5-50 Brings In Wide Range

Dear Sirs:

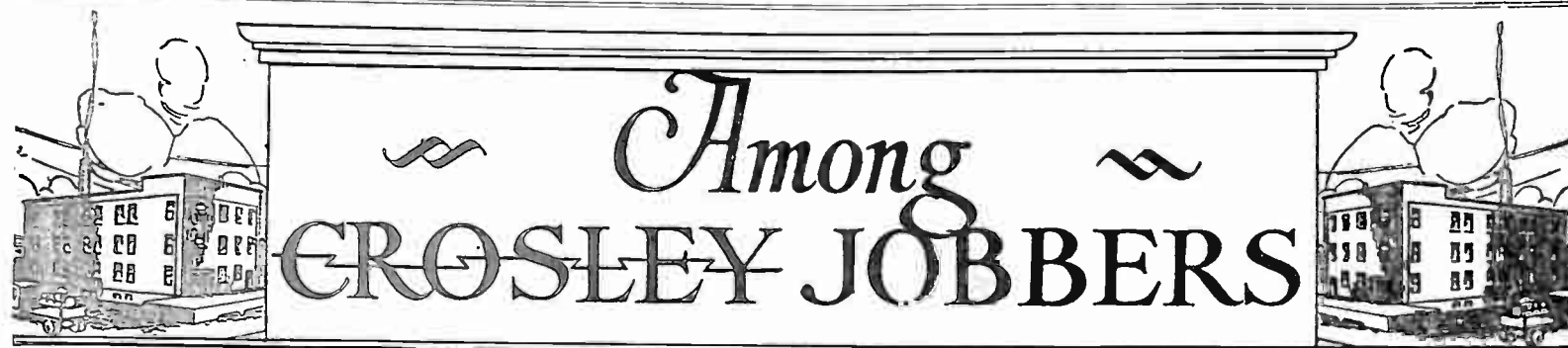
I take the liberty, after seeing some of your advertisements, of letting you know my satisfactory results. I have the authenticated stations of my 5-50 as follows: KGO, KPO, KFWO, WOMO, KNX, KOWW, KFI, PWX. If the duplicates of these are of any value in your advertisements, why you are more than welcome. I am not equipped with a charger yet as we are only just having the electricity installed; so you see my listening in for distance was limited to probably once a week.

These stations are loud speaker reception and as late as the 25th of this month, I listened in to KPO and KFI, the announcements of names of persons being very clear, also the music.

Percy Roper,  
Clawson, Mich.

**TAYLOR ELECTRIC CO.**  
MADISON, WISC.  
Exclusively Radio  
Wholesale Only  
CROSELY DISTRIBUTOR

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



## Crosley Distributor Makes Good Will Tour Big Success

### Special Train of Wichita Boosters, Radio Equipped, Through Courtesy of The Radio Corporation of Kansas

One of the most popular men on the 1927 Good-Will Tour of the Wichita Boosters, Jobbers and Business Men of Wichita, Kansas, was Mr. W. E. Titus, who is president of The Radio Corporation of Kansas, Wichita, Kansas. There was a good reason for Mr. Titus' popularity.

Those who took the trip were constantly entertained by radio through special radio apparatus installed on the train. Not only were the delegates who made the trip entertained, but the people who came within a half-mile of the train as it sped, or stopped on its route of spreading good cheer, also received the benefit of the trip. This, together with the pictures, reproduced with this article, show the way this live wire Crosley Distributor let the world know that he was selling Crosley apparatus.

#### Account of The Trip.

The 1927 trade trip of the Wichita Boosters consisted of 125 of the best jobbers and business men of Wichita, Kansas, who made a five-day trip through Western Kansas, and into parts of Oklahoma and Colorado. This was a strictly GOOD-WILL tour, which is an annual feature of the Wichita Chamber of Commerce and Wichita business men.

#### W. E. Titus Congratulated.

This season THE RADIO CORPORATION OF KANSAS, under the management of W. E. Titus, president, placed on this train a Crosley 6-60, Musicone and a Western Speech Amplifier on the observation coach. A four-foot horn was placed on a bracket so that it fit into the brackets on rear of coach and could be reversed from either side of train. By the use of a Crosley Merola electric pickup, phonograph records were reproduced with sufficient volume

to be heard one-half mile from the train. At times radio stations were received over the Crosley 6-60 and transferred to the loud speaker so that direct broadcasting was relayed to the public. Market reports and baseball scores were received while the train was in motion.

#### Aerial Erected on Coach.

A single wire aerial, 60 feet long, was erected, 18 inches above the top of the observation coach,

which acted as the aerial; ground was made to the frame of the steel coach and the Crosley 6-60 performed wonderfully even when the train was in motion. The vibration of the train did not jar the set out of tune. Crosley transfer window signs were placed on windows of each side of the observation car and the large horn putting out the music, with unheard of volume, to the public was quite an attraction.

#### A. V. Riggs Commended.

Mr. A. V. Riggs, who has charge of the service department of the Radio Corporation of Kansas, attended to the installation and the operation of the equipment during the trip and he has been highly commended for his intense interest and the manner in which he looked after the apparatus and kept it in operation at all times when needed.

The amplifier used 12 volts filament current and two 90 ampere storage batteries would run the amplifier about 10 hours, a total of 14 storage batteries were consumed on the trip. 300 volts B batteries were used and six Eveready Layerbuilt batteries served during the five days and tested on return they showed very little drop in voltage. The milliamp drain was 55 and the extra set of Layerbuilt which were taken along for spares were not needed.

#### Will Repeat Next Year.

On the return from the trip many of the Trade Trippers commended W. E. Titus very highly on the operation of the equipment and increased interest and good that was created by the addition of this amusement feature, and invited us to repeat the incident next season.

At a number of the stations, members of the Trade trip gave short speeches over the Microphone which were received by the crowds in a good way and served to be a real boost for Wichita.

At our overnight stops connections were made via telephone lines with the Hotel Lassen radio station and these were relayed to Wichita and put on the air.

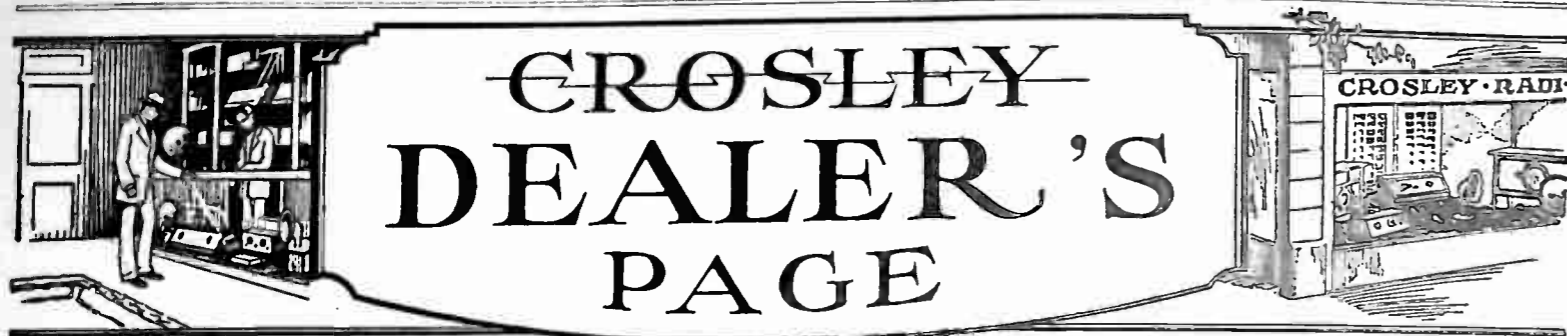
The Radio Corporation of Kansas, 149 North Emporia, Wichita, Kansas.



The pictures shown above are as follows: No. 1, Back end of observation car showing large speaker hanging in bracket of coach; No. 2, W. E. Titus with his Ford sedan which is continuously used in the promotion of Crosley Radio sales; No. 3, W. E. Titus, President of Radio Corporation of Kansas, standing beside observation coach of Wichita Boosters' Special Train; No. 4, Crosley 6-60, Musicone Speaker, Crosley Merola, and Western Electric Public Address System used on observation car.

**SCHUSTER ELECTRIC COMPANY**  
WHOLESALE  
CROSELY DISTRIBUTOR  
2169 Spring Grove Avenue  
412 Elm Street  
Phone West 144 Main 820

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



### Crosley 5-50 First Choice

J. S. Rherson, Crosley Dealer at Pontotoc, Miss., Makes Unique Sale

Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

I thought I would write you a few lines to tell you about one particular sale I made recently to Mr. John A. Donaldson, about three miles from this place. I installed for Mr. Donaldson a 5-50 radio and waited two weeks to go back as he was teaching school and was only at home on Friday and Saturday nights.

When I got out there, Mr. Donaldson invited me in the hall. I noticed a six tube set, of another make, on the same table where I left mine. He carried me on in his room where he had moved my radio. He had it up and working fine. He said the dealer for the other radio wanted him to hear his before he bought, so he installed his radio after I had one in on demonstration. That is something I won't do. I could not sell him that night for the other radio had just been installed the day before.

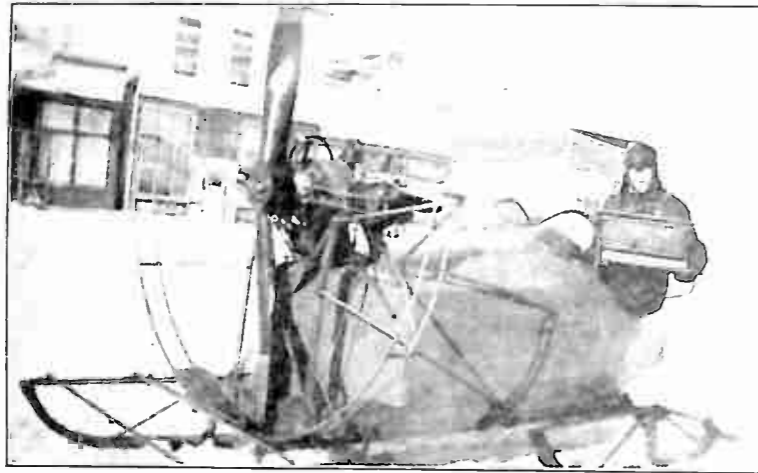
I waited two more weeks and went back and he told me he could get stations on my five tube radio when he couldn't get them on the six tube of the other make. He also said he believed it to be easier to operate and it would pick up so many stations and bring them in so clear. He also told my sister that he intended buying my radio although it was a little higher than the other one.

The other gentleman took his radio out and today Mr. Donaldson is a Crosley booster for me and a satisfied Crosley owner. I think they are as good as any radio at any price I ever heard.

Hoping you have a prosperous year in 1927, I remain, Yours truly, J. S. Rherson, Pontotoc, Miss.

Whenever a dealer installs a set he should try changing the radio-frequency tubes around in their sockets until the best working combination is found.

### Crosley Dealer Outwits Old Man Winter



#### O. M. Mickelson, at Callaway, Minnesota, Uses Unique Method To Make His Rounds

In these warm days of June, a picture like the one reproduced above is exceedingly refreshing and cooling. It shows the way Mr. O. M. Mickelson, Crosley Dealer at Callaway, Minnesota, gets around selling Crosley sets during the cold months of the winter.

There are some radio dealers who might be tempted to stay at home and wait for trade to come to them, when all the countryside is snowbound and the road are impassable to automobile traffic. Not so with Mr. O. M. Mickelson. He is prepared to get around in all kinds of weather. When old man Winter puts a blanket of deep snow over all the roads, Mr. Mickelson leaves his automobile in the garage and takes out the aeroplane propeller-driven sleigh, shown here. In this he gets around everywhere, and through the aid of his son, does a big business with Crosley apparatus.

#### Sure Attention Arrester.

The noise of the propeller thrashing its way through the wintry breezes of North Dakota announces the approach of Mr. Mickelson. Thus, when he demonstrates the Crosley receiver he has already gained the full interest and attention of his prospects.

Crosley dealers in those parts of the country where travel is hard in the winter time had better

file this idea away for use next winter. Why stay at home in snowbound weather? Just equip yourself with a sleigh such as Mr. Mickelson uses and fool old man Winter—make the rounds of your territory right through the deep snow.

No, Mr. Mickelson doesn't use the motor driven sled above for selling Crosley apparatus during the summer time. He backs his car out of the garage and makes his rounds that way. Mr. Mickelson and his son-in-law are enthusiastic Crosley dealers. They are doing everything in their power to make Crosley the leading line in their section. From recent reports, they anticipate a great increase in Crosley business during the coming 1927-28 Radio Season.

Much attention is being paid in England at the present time to the use of radio in the public schools. An extensive outline of programs has been worked out, and some of these have already been put into effect. In order to make the programs of maximum value to teachers and pupils, printed announcements are sent out several weeks ahead of time, containing references which may be used in connection with the radio lessons. For some of the lessons, special pamphlets have been prepared, which are distributed among the students.

### Sell Yourself First

Sterling Jewelry Company, Dayton, Tries Out New Crosley AC Receiver—Easy To Sell.

Being sold on a thing yourself is half of the battle in successful salesmanship. This was demonstrated conclusively by the Sterling Jewelry Company of Dayton, who are Crosley dealers in that city. After trying out the new Crosley AC power set, the whole organization became enthusiastic about it, and they found it exceedingly easy to sell. Here is the letter which Mr. H. I. Cramer of the Sterling Jewelry Company wrote in to Mr. Powell Crosley, Jr.:

Crosley Radio Corporation, Mr. Powell Crosley, Jr., Cincinnati, Ohio. Dear Mr. Crosley:

I followed your suggestion a couple of weeks ago and tried out the new Crosley power set. Hooked this up beside my other set, which, incidentally, is a much higher priced outfit, and was startled at the results. The Crosley fairly buzzed with stations. In fact it was so selective that I had merely to touch the dial to bring in another station.

Since this experience, we have had no trouble in selling our customers on this splendid outfit, as we all here are absolutely sold on it ourselves, and if one sells himself first there is less resistance in selling the prospect.

Your very truly, (Signed) H. I. Cramer, Sterling Jewelry Co., Dayton, Ohio.

#### Try Out This Plan.

The most successful Crosley dealers in every part of the country are using this same plan which the Sterling Jewelry Company suggests in their letter. They call together all their salesmen who have anything to do with selling their sets and put on an actual demonstration of what the sets will do. This then sells their entire organization on Crosley performance. That is all that is necessary. Once your organization knows what Crosley apparatus will do, sales come easy. It is just a matter of giving testimony on Crosley performance.

(Continued on Page 13)

## Model 51 Boosts Business For Crosley Dealer Sell Yourself First

Four Years A Crosley Dealer With No Serious Kick--Record of W. E. Clore

Deep water runs smoothly—a satisfied customer has little to say. That's the way it is with the great army of Crosley dealers. We hear very little from them because they are satisfied Crosley Boosters. They are enthusiastically pushing the Crosley line and have little time for telling their story.

Such is the case with W. E. Clore, Crosley dealer at Roseville, Illinois. Although he has been a Crosley dealer for four years and a constant reader of The Crosley Broadcaster, he has just taken it upon himself to tell his story. Say, it would be a great thing if a few of you other dealers would follow his example, and tell a little bit of the experience that you have had selling the Crosley line.

#### Model 51 Boosts Business.

We will let the letter which Mr. Clore wrote in, tell his story. We might just emphasize here, however, the experience Mr. Clore has had with the Crosley Model 51, in boosting his business. For the last number of issues, The Crosley Broadcaster has been advising Crosley dealers everywhere to lay in a stock of Model 51's. The accompanying reproduction of the circular which Mr. Clore used recently shows one way to put the Model 51 to work. The occasion might arise in your community to co-operate with a number of other businesses to put out a circular similar to that used by Mr. Clore. Yet, there is no need to depend upon the co-operation of other merchants for the success of this plan. You, yourself, can offer the Model 51 as a prize to stimulate your business.

Just note how Mr. Clore's case backed up the viewpoint that a Model 51 can be used in landing bigger orders. When Mr. Clore went to deliver a Model 51, he immediately sold Model AC-7-C. This same principle will work out in your case. Get a Model 51 into the homes of your territory and you immediately establish a prospect who will buy our recent Crosley models from you.

#### Read This Letter

Crosley Radio Corporation, Cincinnati, Ohio. Dear Sir: I have been a Crosley dealer four years and a constant reader of your weekly publication. I am due for a letter. As you know, a word of commendation travels slow over what one might term the "detour" route. On the other hand a complaint gets right through—no interference—loud and clear. In four years I have not had a serious "kick" to

register, so you see the praise finally breaks through.

Long before now you have surely been inundated with bits of cheer and praise from the stronger and more alert minded ones of your dealer organization. Being naturally conservatively minded, when

of the 51 and sold them the AC-7-C (not in stock) with only a "Broadcaster" to assist me.

Two thousand circulars like the enclosed were distributed over the town and rural routes. I feel I cannot overestimate the good advertising I got out of this. It

<b>MERCHANTS CARNIVAL</b>			
<b>ISIS THEATRE ROSEVILLE, ILLINOIS</b>			
<b>ALL WEEK - APRIL 18th to 23rd</b>			
<b>FREE 150 FINE PRIZES FREE</b>			
<b>Orth's Cafe</b> TRY OUR SPECIAL SUNDAY CHICKEN DINNER 10:00 CASH EACH NIGHT	<b>Rankin's Meat Market</b> WE HANDLE WHOLE FAMILIES PHEASANT, HAM & BACON The Best of Quality Meats in Town QUALITY AND SERVICE Our Motto "You Get What You Pay For" 1 NICE HAM EACH NIGHT	<b>Roseville Bakery</b> TRY OUR BREADS HOMEGRADE & WHOLE WHEAT BREAD DIXIE COCAINE PASTRY Every one of our Cakes & Pies 1 NICE CAKE EACH NIGHT	<b>L. H. Lieurance</b> STAPLE & FANCY GROCERY 100-250 - First Quality QUARTY COFFEE BEANS 100-250 - First Quality ONE PRIZE EACH NIGHT ONE PRIZE EACH NIGHT ONE PRIZE EACH NIGHT
<b>O. V. Beaver</b> CLOTHING, SHOES -AND- GENTS FURNISHINGS EVERYTHING FOR MEN AND BOYS ONE PRIZE EACH NIGHT	<b>A. E. Johnson</b> CASH PRICES TRY OUR SPECIAL -AND- EGGS - The Flare to Top DIXIE GARDEN SEED AND ALL KINDS OF GARDEN SEEDS 25-50 CENTS LIVE CHICKENS FREE	<b>The Hawkeye Oil Co.</b> FAMOUSLY REPUTED 100-250 - First Quality AND GREASES 1 NICE HAM EACH NIGHT	<b>Johnson's Barber Shop</b> LAUNDRY, HAIR DRESSING & SPECIALTY Your Hairdressing Expert CUT, SHAVE & GROOMING C. J. JOHNSON, PROP. 4 BOTTLES HAIR TONIC
<b>M. C. Spurr</b> DRUG STORE Everything to be had in a well-stocked DRUG STORE Phone 41 ONE PRIZE EACH NIGHT	<b>L. J. Strickler</b> WE SPECIALIZE IN BUYING HIGHEST PRICES AT 100-250-500 New York Hats New Spring Outfits Ladies Dress Making 1928	<b>BENNETT'S</b> DRY GOODS AND SHOES ROBEY HARRY DRUG STORE 100-250-500 1 NICE HAM EACH NIGHT	<b>Carlson &amp; Son</b> VARIETY STORE BAGGAGES EVERY DAY IN THE CITY SHOES, THE ALL-LEATHER SHOE ONE PRIZE EACH NIGHT
<b>Wayne E. Clore, phone 3045 Isis Theatre</b>			
AUTHORIZED DEALER FOR THE FAMOUS CROSLY RADIO			
TRY OUR ONE DAY BATTERY SERVICE - RADIO ACCESSORIES AND ELECTRIC SUPPLIES			
REDUCED PRICES ON EDISON BATTERIES			
1 NICE CROSLY RADIO FREE - HAVE YOUR COUPONS ON THE BIG CAPITAL PRIZE			
<b>WATCHE FOR THE BIG MUSICAL STREET PARADE</b>			

I break out with enthusiasm the last "detour" is far behind.

All success is surely coming to The Crosley Radio Corporation. With the AC-7-C, it is my belief that you have topped all competition. Any dealer that has not had one of these sets, should be urged to make an investment in a Revelation.

I made a sale a few days ago in an unusual manner. The inclosure will give you the idea of it. The fine Crosley radio (a 51 De Luxe) was the big prize of the week. The winner being one of three middle-aged spinster sisters living together. Strangely, they had never been considered prospects and had never shown any interest in radio.

I frankly told them the limita-

cost me \$23.50, for I let the lucky lady trade the Model 51 in on the AC-7-C.

This AC-7-C is in a good home and nothing could take it out. The ladies tell me "they are more than satisfied and exceeded their expectation." I feel that they are going to help me sell more AC-7-C sets.

As this letter has reached some considerable length for my first attempt, I had better "sign off". Wishing you every success, I am,

Yours truly, Wayne Clore.

Radio broadcasting was one of the chief agencies used in the recent campaign to raise funds for the aid of distressed flood sufferers.

(Continued from Page 12) enthusiasm is the basis of successful salesmanship. A salesman literally bubbling over with knowledge and enthusiasm of the product he is selling cannot help but make sales.

Put this idea to work. Call together your entire organization and have a little radio party with Crosley receivers which you have in stock. Test them out thoroughly, put them along side more expensive sets as Sterling Jewelry Company did.

Just give them a chance—Crosley performance speaks for itself.

### Woman's Hour At WLW

New WLW Feature Appeals To Women - - Tell Your Customers

One hour a day is devoted by WLW, the Crosley station at Cincinnati, to a program especially designed to attract the interest of women listeners. This is on the air every morning except Sunday at 10 o'clock, Eastern Standard Time. It includes musical features in addition to topics of interest to housekeepers put on by authorities in various lines.

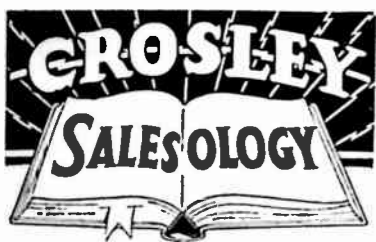
There are suggestions for the evening meal, given by an expert dietician, discussions about styles and fashions, housekeeping hints, health talks given by physicians, hints on the care of babies and numerous other informative talks.

Fred Smith, director of the station, instituted the feature after he concluded that the psychology of women listeners is different in the morning. At that time, he contends, women do not want a program of straight music. They are in a practical frame of mind and want practical information on the programs of the day.

This new program is now on the air daily. Tell your customers about this program. Get them to listen in with their Crosley set.

Communication over 900 miles without transmitting antennas has been accomplished by the Naval Research Laboratory in Washington, D. C., and Navy Research Station 4NE, at Winter Park, Florida. This is believed to be a record for long-distance communication without transmitting aeri-

The thrill of playing to an audience of 4,000,000 instead of one of 3,000 has won Walter Damrosch, retired chief conductor of the New York Symphony Orchestra, from the auditorium to the radio studio after forty-two years of conducting.



# Arranging A Safe Journey For The Crosley Musicone

## Crosley Dealer Furnished Music

### Places Loud Speaker In Picture Show 300 Feet Away

Now is the time to plan for the 1927-28 radio season—not after the rush actually starts. Plan your advertising campaign, arrange any new servicing and sales schemes that you have in mind, and have the door open when opportunity knocks. Above all, keep in close touch with your distributor regarding new developments, so that you will be sure of a supply of sets just as soon as they are out.

Once a large manufacturer hired an established dealer, who had made a record for big sales, as General Sales Manager of his corporation. The first lesson that the new Sales Manager learned was this: that the very life of a manufacturer depends upon the wholesalers and dealers who handle his products, and that every sane manufacturer is glad, yes anxious, to cooperate with his dealers and distributors to the limit (unless he is in business for the purpose of committing suicide).

The second thing that he learned was that it is often a serious problem, when difficult situations come up, to make the dealer realize that actions at the factory are really motivated by this cooperative spirit. This difficulty is emphasized by the fact that often a general policy which benefits almost every dealer will work hardships on a few.

If the Sales Manager could have become a traveling preacher, his sermons would all have been woven about the theme that a sensible dog never bites the hand that feeds him, and that every manufacturer realizes that in his case this feeding hand is his dealers and distributors. Since the Sales Manager could not afford to give up his profession to go into the preaching business, we are passing his story on to you here.

A class of summer prospects that is often sadly neglected is motorboat owners. No doubt everyone who takes week end trips in the summer time on his motorboat (and the number of these persons is by no means insignificant) would thoroughly enjoy having a radio set aboard. Yet few dealers work these prospects (at least, as such), and the consequence is that those who do equip their boats with radios do so on their own initiative. Getting a list of motorboat owners (through license records, etc.) is not difficult, and it would certainly pay to cultivate the acquaintance of these potential fans.

You must hand it to Crosley dealers for resourcefulness. Here is a publicity stunt being used by the Rettig Hardware Company of Holgate, Ohio.

There is a picture show located just three hundred feet from the Rettig Hardware Company. This enterprising Crosley dealer decided that he would furnish the music at the picture show and thus at the same time demonstrate Crosley receivers. So he installed a loud speaker in the picture show and connected it with a Crosley set in his sales room, which is just three hundred feet away.

The Crosley set is operated in the display room of the Rettig Hardware Company. The boys in the store take care to see that there is always a good brand of music being furnished to those who are in attendance at the picture show. Not a bad idea.

#### A Very Good Plan.

A sign proclaims who is furnishing the music and how. This offers a real suggestion to Crosley dealers located in small towns where the movie show cannot afford regular music. The management of the movie house should be willing to announce, from time to time, that it is the local Crosley dealer furnishing the music over a Crosley receiver. Here is the letter sent in by Ed. Lees of the Aitken Radio Company, Toledo, Ohio:

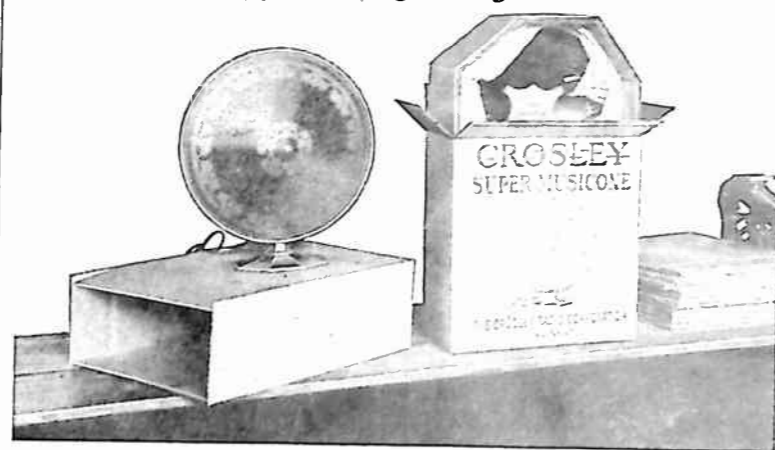
The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

Just a line to let you know that Crosley in my territory is the set taking seconds to none. I found a new use for the wonderful AC-7-C. The Rettig Hardware Co., Holgate, was using it to furnish music for a picture show, located about 300 feet from their salesroom. The boys ran two wires over to the movie and put a large speaker in it and you may be assured they have real music and plenty of volume. They have a suitable sign on the speaker telling who and what was furnishing the music.

Yours for a greater success in radio,

Yours very truly,  
Ed. Lees (Salesman)  
Aitken Radio Company,  
Toledo, Ohio.

Latest Scientific Methods Used In Packing And Shipping  
Crosley Apparatus—Thousands of Musicones  
Shipped Safely Every Year



The successful manufacturer today realizes that he must do more than just produce a quality product. To completely fulfill his responsibility to the trade and the public, his product must be so packed and so shipped that it can be delivered safely into the hands of the ultimate consumer.

The manufacturers are, therefore, studying packing and shipping problems with greater care than ever before. Scientific methods are being brought into play. The Crosley Radio Corporation employs experts to solve the packing and shipping problems which come up in safely delivering Crosley radio apparatus into, not only every section of this country, but into almost every part of the world.

#### Each In Container

The packing and shipping of each member of the Crosley line are considered separately. Each product has individual characteristics which necessitate the use of different principles in packing and shipping. The above illustration gives a graphic idea of the way Crosley Musicones are packed in their individual containers. The photograph shows the Crosley Super Musicone. However, the same type of container, with only a difference in size, is used in packing both the Ultra Musicones and the Console Musicones.

It would be of great interest to follow step by step the various operations which take place in manufacturing and assembling the Crosley Musicone. The limits of this article must include only the packing and shipping of Crosley Musicones. We will follow the Musicone from the time it is completely assembled through the time that it is speeding on its way to the Crosley distributor. Each Crosley Musicone before it is sent to the packing department is carefully tested. It must measure up to a very high scientific standard of quality and performance. To

make these tests the latest scientific instruments are used.

#### Every Precaution Taken

Just as soon as the Musicone has been tested, it is sent to the packing department to be placed in its individual corrugated container. Many people would say that an excessive amount of care is taken in packing Crosley Musicones. Here at the plant, however, that question is never considered. It is a Crosley policy to take every precaution to insure the safe delivery of a product. The Crosley Musicones are so packed that they can stand many times the strain that is put upon them in transit from the plant to various sections of the country.

Let us take a Musicone now and prepare it for shipment. We first wrap tissue paper around the frame to protect the finish from scratching. Then a circle piece of cardboard is placed over the purchase cone to protect it. A piece of corrugated cardboard cut just the width of the individual corrugated container, is then placed lengthwise around the cone allowing only the base of the cone to extend out. Two other pieces of specially cut corrugated boards are then placed one on either side of the frame, locking the Musicone firmly in place. The Musicone is now slipped into its high test corrugated carton and fits so snugly that it cannot be jarred or moved. Just as soon as the Musicone is slipped into place the carton is sealed and sent to the stock room.

#### Notice—Open This End

Each Musicone fits snugly in the carton. Special care therefore, must be taken in removing it from its carton. Directions are printed on each Musicone carton for this purpose, under the heading, "Open this end." The person opening the end of the carton directed, will find the Crosley Musicone upside down in the box. The base is extending

(Continued on Page 16)

# Crosley Service Manual

## Circuit of Models AC-7 and AC-7C

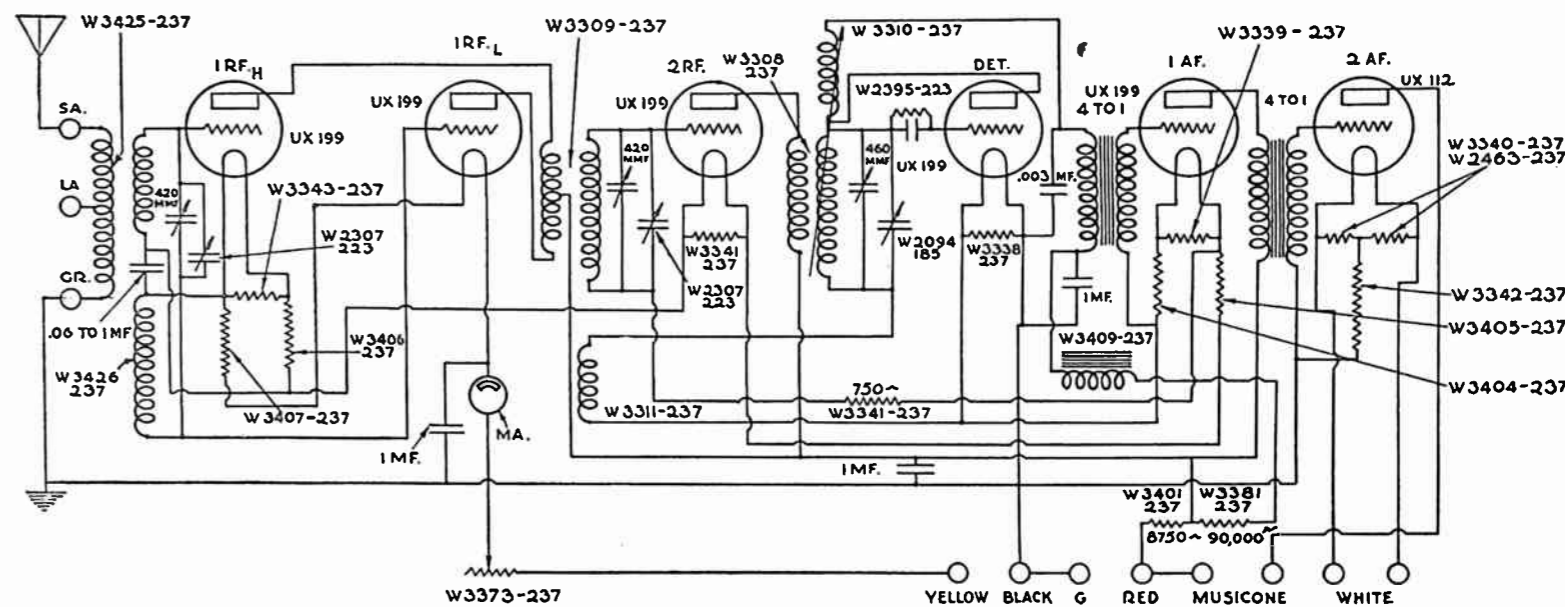


FIGURE 1—CIRCUIT OF AC-7 AND AC-7C

#### Type of Circuit

Models AC-7 and AC-7C employ identically the same circuit, differing from each other only in their cabinet design.

Six tubes are used in the circuit—three radio-frequency amplifier tubes, a crescendou-controlled regenerative detector, and two stages of transformer-coupled audio-frequency amplification. The first two radio-frequency tubes form a single stage of "push-pull" radio-frequency amplification.

#### Antenna Coupling

The antenna circuit is untuned, or aperiodic. Two antenna taps are provided on the antenna coupling coil, so that the amount of coupling may be adjusted. The tap giving the greater coupling is marked "SA" for "short antenna." That giving the lesser coupling is marked "LA", for "long antenna."

#### Push-Pull Stage

The stage of push-pull radio-frequency amplification consists of the two tubes marked "1 RF H" and "1 RF L". The grids of these tubes are connected to the extremities of the secondary of the antenna coupling coil. The middle tap of the coil secondary is connected to the filaments of the two tubes. The condenser marked ".06 to 1 MF" is essential in order to prevent short-circuiting of the filament of the tube "1 RF H", as may be seen by tracing out the wiring. The condenser marked "420 MMF" is the tuning condenser for this stage, and the condenser marked "W2307-223" is the acuminator, or small auxiliary condenser for sharp tuning. If any of these three con-

densers become short circuited, the filament of tube "1 RF H" will not light. In practice, the tuning condenser is the only one of which there is much likelihood of short-circuiting, so that if the filament of one of the radio-frequency tubes fails to light, while those of all of the other tubes light satisfactorily, the first tuning condenser should be examined carefully to see if the plates touch when the condenser is in certain positions.

The push-pull stage is coupled to the second radio-frequency stage

so as to be beyond the scope of this article.

#### Second Radio-Frequency Stage

In the second radio-frequency stage, as in the push-pull stage, the condenser marked "420 MMF" is the tuning condenser, and the condenser marked "W2307-223" is the auxiliary condenser, or "acuminator". The coil "W3311-237", coupled to the input transformer of this stage and connected to the grid circuit of the detector tube, is a

"crescendou" knob on the set. The condenser marked "460 MMF" is the detector stage tuning condenser, and that marked "W2094-185" accomplishes a purpose similar to that accomplished by the acuminator condensers of the radio-frequency stages, but instead of being controlled from the front panel of the set, like the acuminators, this auxiliary condenser is adjusted from the bottom of the set. It is intended that it should be adjusted once, when the set is being built at the factory, and then left as adjusted.

#### Audio-Frequency Stages

Both audio-frequency stages are transformer coupled, by means of 4 to 1 ratio audio-frequency transformers. A by-pass condenser is shunted across the primary of the first of these transformers, to act as a by-pass for radio-frequency currents in the plate circuit of the detector tube.

The second audio-frequency stage employs a power tube, which has separate filament connections to an AC filament supply.

(To be Continued Next Issue)

The American Government has proposed that an International Radio Telegraph Conference be held in Washington next October especially to discuss problems in connection with the protection of the public interest.

Broadcasting in Great Britain is now directed by a state-controlled Board of Governors. The Board is allowed great latitude in its choice of policies, but operates under the jurisdiction of the Postmaster General.

by means of the transformer "W3309-237". The primary of this transformer (the ends of which are connected to the plates of the push-pull tubes) is tapped in its center, and this center tap is connected to the "B" current supply. Connecting the "B" supply to the center tap of this transformer is necessary in order to obtain the proper current and potential relationships in the plate circuit of the push pull stage—a fact which may be accepted without the necessity of tracing out the phase relations and outlining the other basic rea-

balancing coil, serving to prevent self-oscillations in the radio-frequency stages.

#### Detector Stage

The radio-frequency transformer marked "W3308-237" couples the second radio-frequency stage to the detector tube. The coil "W3310-237", in the plate circuit of the detector tube, and inductively coupled to the radio-frequency transformer between the second radio-frequency stage and the detector, is the regenerative tickler coil, controlled by means of the

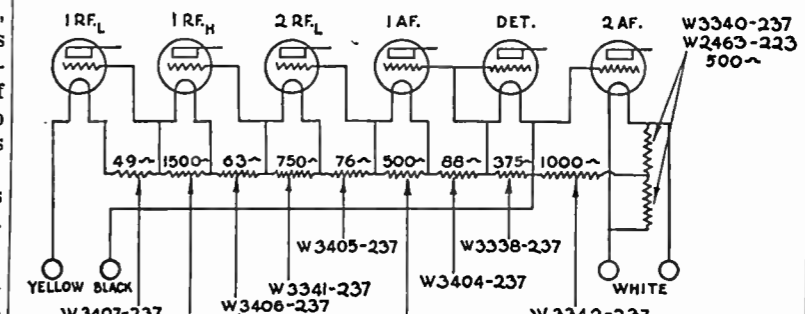


Figure 2—Diagram of Filament Connections.



## War Waged On Interference

### Why Sell Time

(Continued from Page 8)

There are practically no limits to which the radio art may soar, provided only that money is available. The sale of station facilities provides a practical means for obtaining this money.

At present WLW sells only a small proportion of its total time on the air. All money received from advertising features goes into the production of better programs. Better programs attract more permanent listeners for WLW, in turn making the station more valuable to the advertiser. Of course, there is no accomplishment under this scheme, if the advertiser is allowed to present features not up to the station standard. Hence a strict censorship over advertising features is maintained by the station director.

The whole future of WLW and of radio in America is intimately tied up with radio advertising. Indeed, because of the practical application of this scheme, this station and radio in general is just entering a period of rapid expansion of program activities which will take us to undreamed of achievements.

### Tone of AC-7 Praised

Mr. Powel Crosley, Jr., Cincinnati, Ohio.

Dear Sir:

We purchased a new Crosley AC-7, the first to be sold here in Bath. A few weeks ago, the Crosley hour, featuring the Hawaiians, came in with absolutely no air noise of any kind and the very best we ever heard. The very first night we used the set, we turned in twenty-eight stations in three hours' time and any night we have two and three stations on each number on the dial.

So far this set does all you claim and we consider it very superior to any we have ever heard, in tone, volume, etc.

Naturally, we are pleased and thought you might be interested in knowing how this set has proved out. We believe this record can't be beaten, taken hour for hour, with any other set on the market.

Very truly yours,  
Lulu M. Palmer,  
(Mrs. Cecil M. Palmer),  
Bath, New York.

The California Farm Bureau received more than 20,000 letters from farm radio fans last year expressing their interest in radio programs broadcast for the benefit of the farmer.

One-third of a million people are now employed in the radio industry.

### Jamestown Engages Trouble Man--Local Crosley Dealer Active

A general warfare is being waged in all parts of the country by communities to eliminate local interference and thus improve reception conditions. Crosley dealers everywhere are taking a prominent place in this work.

Jamestown, New York, is one of the first cities in the country to take active steps in this direction. The Radio Listeners' Club of that city is making rapid strides towards eliminating all causes for hindrance in radio reception. They have an efficient committee who has worked out the plan which is now in effect in Jamestown. Mr. W. J. Steinel, of the Steinel Battery Service, Crosley dealer in Jamestown, is the Chairman of this Committee. It is largely through his effort that such rapid progress has been made in Jamestown.

Mr. Steinel Chairman of Committee.

The means which Jamestown has taken in tracing down interference is to hire an experienced radio trouble man. This radio trouble chaser is an experienced telephone man, who is at work daily in tracing down interference causes. Radio fans who find interference in their neighborhood are requested to report to Mr. Steinel, who in turn notifies the trouble man. The cause of the interference is then traced down.

Many other communities are now employing much this same means. Dealers in every part of the country have gone together, who fight interference causes. Through their efforts, radio reception is constantly improving.

## 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

## Arranging Sale Journey

(Continued from Page 14)

up above the corrugation packing. The base furnishes the means by which the cone can be pulled out of the box. When these directions are followed the cone is removed with the utmost safety.

### Crates And Large Containers

Crosley Musicones are always packed in individual corrugated boxes. These cartons, however, are not the only precaution taken to insure the safe shipment of Crosley Musicones. Just as fast as orders for Crosley Musicones are received by the shipping department, individual cartons, each containing one Crosley Musicone, are sent from the stock room by a conveyor belt to the shipping department. These are then packed ready for shipment in units of five or ten in light crates, or large high test corrugated containers. In the case of the Super Musicone, ten individual cartons are packed together in a light crate. In the case of Ultra Musicones and special type Musicones five are placed in a large high test corrugated container. Where Crosley Musicones must take an unusually large and hazardous trip they are packed in strong wood boxes.

The success of the methods which are used in packing and shipping

Crosley Musicones is conclusively demonstrated by the fact that last year, although practically two hundred thousand Crosley Musicones were shipped, an almost negligible percent were broken or damaged.

The Federal Radio Commission has completed a survey which shows the number of broadcasting stations within fifty mile radius of the larger cities. These numbers for a number of the aereas are as follows: New York City, 89; Chicago, 68; Boston, 32; Baltimore, 32; Cleveland, 27; Los Angeles, 26; Detroit, 23; Pittsburgh, 21; Cincinnati, 21; Omaha, 21; Davenport, 19; Seattle, 18; San Francisco, 18; Rochester, 16; Minneapolis, 15; Portland, 13; Denver, 11; St. Louis, 10; and Kansas City, 10.

If You Wish to BUY or SELL  
SECURITIES

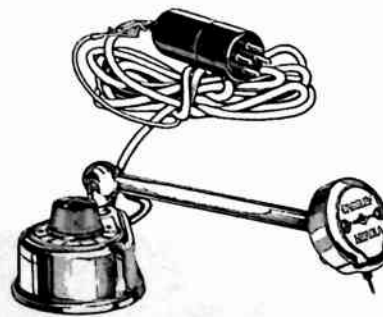
Or Own Some About Which You  
DESIRE INFORMATION  
Communicate With Us.  
Our Statistical Department  
Is At Your Service

WESTHEIMER & CO.

MEMBERS OF—  
THE CINCINNATI STOCK EXCHANGE  
THE NEW YORK STOCK EXCHANGE

Telephone: Main 567  
326 WALNUT STREET

## Push The Crosley Merola---Big Sale Possibilities Open



\$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