

# WLW The CROSLLEY WLW RADIO BROADCASTER

Published by The Crosley Radio Corporation

VOL. V. NO. XLIV.

NOVEMBER 1, 1926.

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

### Smith Returns As Studio Announcer At Station WLW

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

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

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

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

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

(Continued on Page 10)

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

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

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

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

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

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

Another excellent five-tube radio

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

"Gentlemen:

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

"Yours very truly,

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

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

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

(Continued on Page 3)

### Jobber Broadcasts Service Articles To Assist Dealers

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

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

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

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

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

(Continued on Page 4)

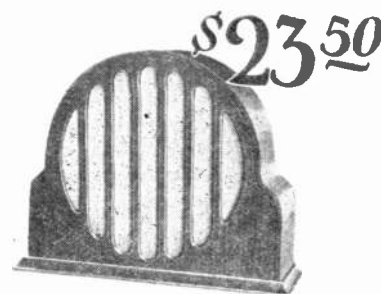
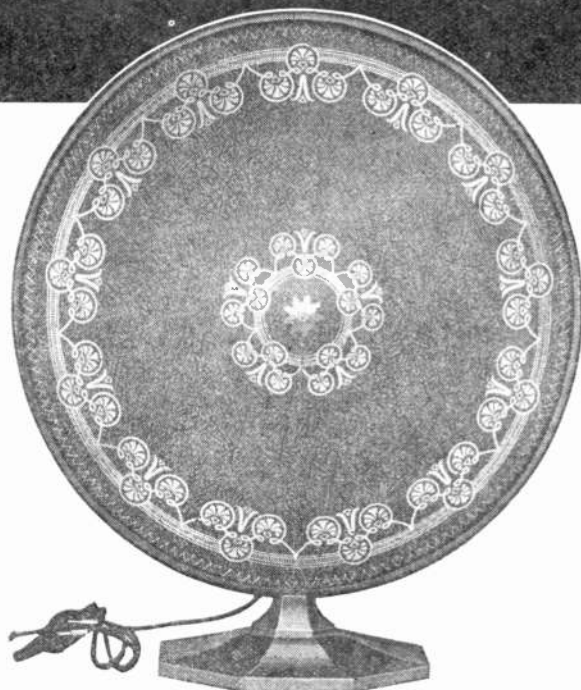
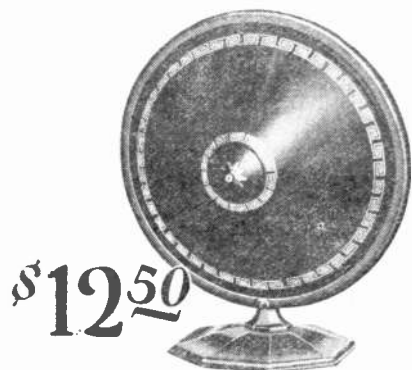


# CROSLY

## SUPER \$14<sup>75</sup> MUSICONE

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

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



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

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

## A MUSICONSOLE *for Every Radio*

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



Here in brief are the advantages of the Musicone:

Absolutely no distortion of voice or music.  
No multi-tube set can overload it.

Faithful reproduction over the entire musical scale, from the highest notes to the lowest.

No adjustment required for varying conditions.

Floating cone and light, balanced armature eliminate chattering.

Magnetic circuit formed of permanent laminated magnets.

Needs no additional batteries.

Eliminates the awkward, unsightly horn, with its directional properties.

Low in price—ruggedly built—artistic in the beauty.



## THE CROSLY RADIO BROADCASTER

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus, Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone: Kirby 3200

Robert F. Stayman, Editor

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

### THE CROSLY RADIO BROADCASTER

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

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

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

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

## Discovers That Board Improves Speakers



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

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

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

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

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

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

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

(Continued from Page 1)

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

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

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

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

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

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

"Very truly yours,

"Paul Baker, Lyons, Indiana."



## Jobber Broadcasts Service Articles to Assist Dealers

(Continued from Page 1)

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

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

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

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

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

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

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

"Schutzer Electric Supply Company, Pittsburgh."

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

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



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

rendering your dealers. This shows the right spirit.

"U. S. Radio Co., of Penna., Inc."

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

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

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

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

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

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

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

Doubleday-Hill Electric Company.

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

"We wish to serve you 'on the

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

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

### TUNE IN!

We broadcast daily at  
11:00 a. m. and 1:30 p. m.:

Financial News

Market Reports

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain  
and Live Stock

Quotations

THE FIFTH THIRD  
NATIONAL BANK-CINCINNATI

## CROSLY

BETTER --- COSTS LESS

### HEAD PHONES

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



ONLY

\$3.00

The Crosley Radio Corporation  
CINCINNATI, OHIO

## Use of Short Waves In Broadcasting To Eliminate Chaos

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

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

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

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

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

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

This short wave receiver utilizes three tubes, but is so compact that it is installed in a cabinet the panel size of which is but 10½"x7". The cabinet depth is but seven inches. Additional "A" battery power is unnecessary, but a 90-volt "B" battery is required for the operation

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

## Bright Future Is Faced By Dealers, Jobber Declares

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

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

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

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

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

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

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

## Interest In Radio Grows Rapidly As Winter Approaches

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

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

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

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

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

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

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

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

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

## COMMON SAW IS MUSICAL INSTRUMENT

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

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

If You Wish to BUY or SELL SECURITIES Or Own Some About Which You DESIRE INFORMATION COMMUNICATE WITH US

*Our Statistical Department Is At Your Service*

**Westheimer & Co.**

*Members of*

THE CINCINNATI STOCK EXCHANGE  
THE NEW YORK STOCK EXCHANGE

Telephone, Main 567

326 WALNUT STREET

## NEW ELECTRIC SIGNS

**ARE FLASHING EVERYWHERE**

Order Your Three-Color Electric Crosley Advertising Sign Immediately

This neat and attractive sign, which can be seen at 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 carrying on. The glass is so made as to withstand the hardest usage, and is said to be practically unbreakable.

PRICE OF GLOBE AND EXTENSION ARM

**\$12.00**

F. O. B. CINCINNATI

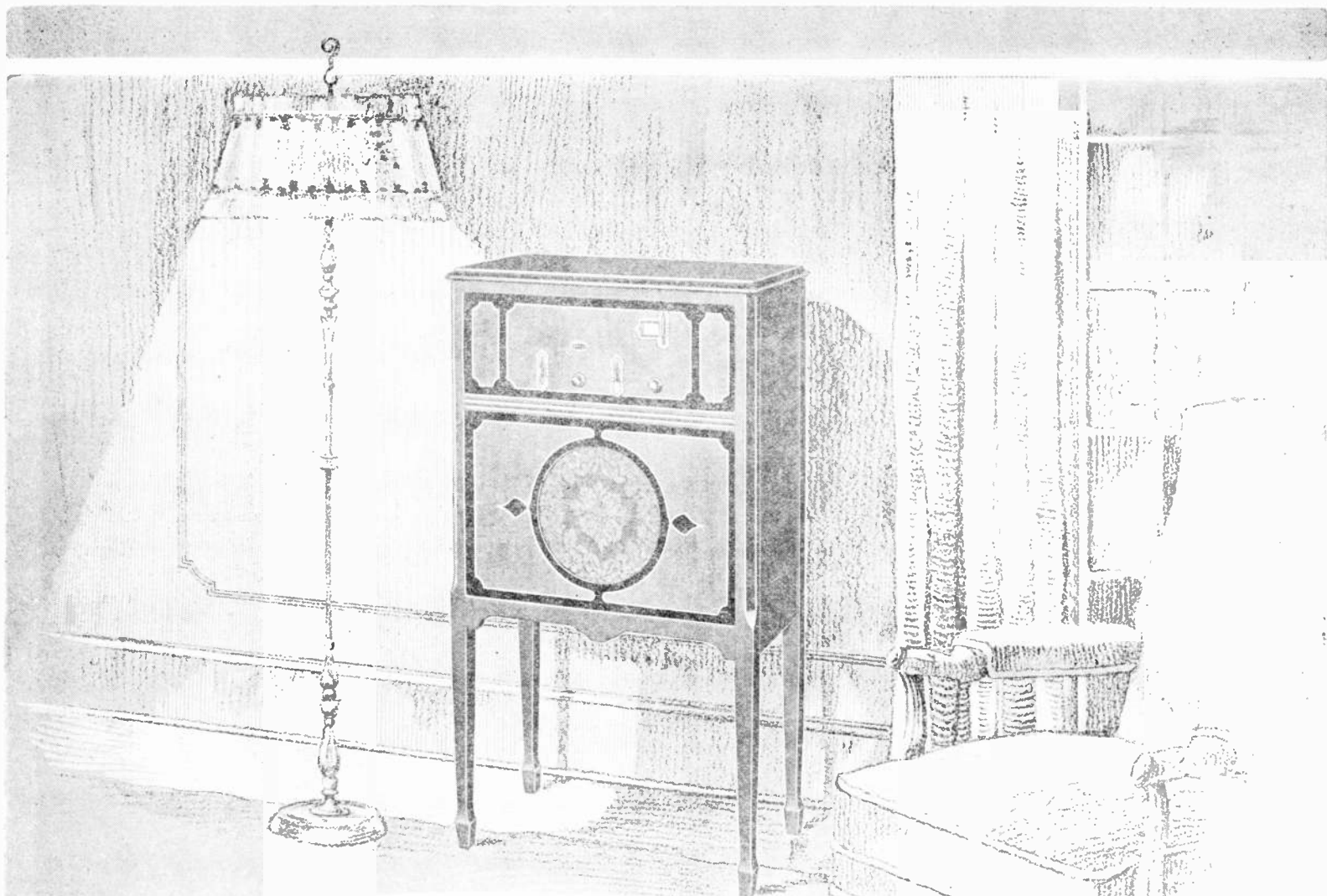
Cash, Check or Money Order Must Accompany Your Order, Which Should Be Sent to

ADVERTISING DEPT.

**THE CROSLY RADIO CORPORATION**

CINCINNATI, OHIO

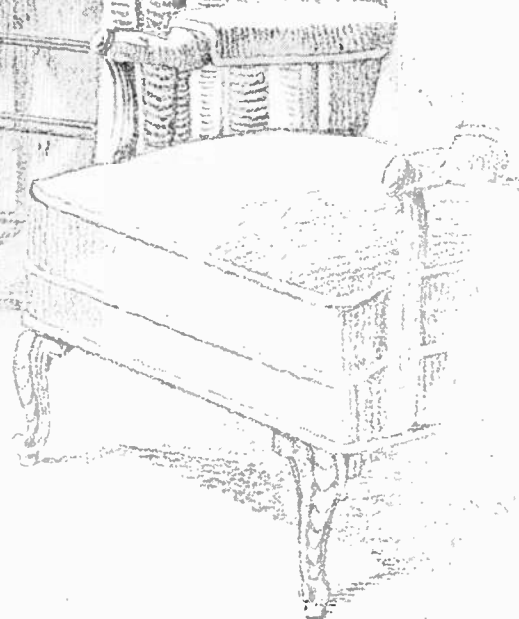




## BEAUTIFUL CONSOLE RADIO WITH BUILT-IN MUSICONE

This very attractive five-tube single dial control radio receiver, at the exceptionally low price of \$75.00, has become one of the most popular models of the season. The beautiful two-toned mahogany cabinet, with its built-in Musicone and compartments for batteries, its neatness and its compactness, combined with its operating efficiency, have made the demand far greater than anyone had anticipated. The set itself consists of two stages of non-oscillating tuned radio frequency amplification, regenerative Crescendon controlled detector and two stages of audio frequency, with means provided for use of a power tube in the last stage. All stations can be found instantly on the one control, which revolves smoothly under slight pressure. The set can be calibrated for wave lengths. There are two adjustment levers which permit very sharp tuning when near-by stations spread broadly over the dial. Under varied conditions, these levers, when once adjusted, need not be touched again. Many other attractive features, found only in very high priced equipment, are incorporated in this new receiver.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.



**THE 5 TUBE  
5-75  
\$75.00**

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



# Millions Will Read These Advertisements

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

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

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

**CROSLY RADIO**  
BETTER - COSTS LESS

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

**\$75**

Other Models \$9.75 to \$90.00  
THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO  
POWELL CROSLY, JR., President

**CROSLY MUSICONE**  
BETTER - COSTS LESS

**Avoid imitations!**

The perfect reproduction of this loud speaker, its wonderful performance with the piano to handle from melodious volume and its VERY LOW PRICE combine to make it the best seller on the market today. Such success begins a host of imitations. Beware! The secret of the Musicone's superiority is NOT the case—but the Crosley model—the Musicone is built by Crosley. 16 inch cone, design in brown radiobronzed frame and

**\$14.75**

Musiconole \$32  
\$12.50

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO  
POWELL CROSLY, JR., President

**CROSLY RADIO**  
BETTER - COSTS LESS

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

**\$50**

OTHER MODELS \$9.75 to \$90  
THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO  
POWELL CROSLY, JR., President

**CROSLY MUSICONE**  
BETTER - COSTS LESS

**\$14.75**

The Crosley Radio Corporation  
CINCINNATI, OHIO  
POWELL CROSLY, JR., President

**CROSLY RADIO**  
BETTER - COSTS LESS

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

**\$75**

5 tube 5-75 Console  
\$75

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO  
POWELL CROSLY, JR., President

**CROSLY RADIO**  
BETTER - COSTS LESS

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

**\$75**

**\$50**

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO  
POWELL CROSLY, JR., President



### Difficult Issues Being Faced By Radio Inventors

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### GREAT RADIO INTEREST IN MIDDLE WEST

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

# Another CROSLY Triumph

The Four Tube CRESCENDON equipped ~ 4-29



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

THE CROSLY RADIO CORPORATION  
CINCINNATI, OHIO.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### PERFECT TRANSFORMER IS NOT DESIRABLE

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

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

The CROSLY "PUP" ONE TUBE Genuine Armstrong Regenerative RADIO

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

The Crosley Radio Corporation  
CINCINNATI, OHIO

\$ 9 <sup>75</sup>



## Jobber Optimistic After Gale Wrecks His Store In Miami

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## PERFECT TRANSFORMER IS NOT DESIRABLE

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

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


# The CROSLY "PUP"


ONE TUBE  
Genuine  
Armstrong  
Regenerative  
RADIO

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

The Crosley  
Radio  
Corporation  
CINCINNATI,  
OHIO

\$ **9** 75





It's  
a Sky  
Terrier



# Millions Will Read T

## Tremendous Demand Being Created in E United States. Can Psychologic

**CROSLEY RADIO**  
BETTER - COSTS LESS

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

**\$75**

Other Models \$9.75 to \$90.00  
THE CROSLEY RADIO CORPORATION  
POWELL CROSLEY, JR., President  
CINCINNATI, OHIO

**CROSLEY MUSICONE**  
BETTER - COSTS LESS

**Avoid imitations!**

The perfect reproduction of this loud speaker, its wonderful performance with the highest and lowest pitched sounds, its capacity to handle tremendous volume and its VERY LOW PRICE combine to make it the best seller on the market today. Such success begets a host of imitations. Beware! The secret of the Musicone's superiority is NOT the cone—but the Crosley patented actuating unit. Rebuilt solely by Crosley. 16 inch cone, design in brown leather—brass frame and

**\$14.75**

Musiconol: \$32  
Musiconol: \$12.50

THE CROSLEY RADIO CORPORATION  
POWELL CROSLEY, JR., President  
CINCINNATI, OHIO

**CROSLEY RADIO**  
BETTER - COSTS LESS

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

**\$50**

OTHER MODELS \$9.75 to \$90  
THE CROSLEY RADIO CORPORATION  
Powell Crosley, Jr., President, Cincinnati, O.

Once more The Corporation is hitting public squarely in the wishing values. A time could not have Prospective fans have various types of radio ready to buy. These practically close to treated on these page advertisements to a list of metropolitan in the next few w low prices and une they are certain to of great magnitude holding a Crosley benefited by the pub display advertisement

Releasing of this advertising campaign tie-up with the enormous magazine and unprecedented demand for Crosley Radios and are advised to conduct local advertising where Crosley Radios may be purchased, reaping harvests of gold this season. Y President Coolidge, who declared in a recedation of big business. The Crosley Radi must draw the buyers into your store. Y ments are yours for the asking. Use th urally it is impossible for The Crosley Ra paper, but those chosen are read by millio are on the market for a good Radio. As they want.



# These Advertisements

## for Crosley Radios Every Section of the Campaign Released at Equal Time

Crosley Radio  
...ing the buying  
... eye with aston-  
... more opportune  
... ve been chosen.  
... ve been studying  
... ios and are about  
... e advertisements  
... he deals. Illus-  
... es are six of the  
... ppear in a large  
... newspapers with-  
... eeks. Featuring  
... celled efficiency,  
... create a demand  
... e. Every dealer  
... franchise will be  
... plication of these  
... nts.

gn in a large list of newspapers—a direct  
trade paper campaign—will cause an unpre-  
Musicones. Authorized dealers everywhere  
drives to permit their customers to know  
Dealers who are consistent advertisers are  
ou can do likewise. Accept the advice of  
at speech, that advertising was the very foun-  
o Corporation is creating the demand, you  
Mats and electrotypes of smaller advertise-  
em consistently and you will prosper. Nat-  
io Corporation to advertise in every news-  
ns of people, hundreds of thousands of whom  
an authorized Crosley dealer, you have what

**CROSLEY RADIO**  
BETTER - COSTS LESS  
Single dial control \$50.  
The amazing 5 tube 5-50

**CROSLEY MUSICONE**  
BETTER - COSTS LESS  
\$14.75

**CROSLEY RADIO**  
BETTER - COSTS LESS  
Single dial control \$75.  
5 tube CONSOLE MODEL 5-75

The Crosley Radio Corporation, Cincinnati, Ohio



## Difficult Issues Being Faced By Radio Inventors

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(Continued from Page 1)

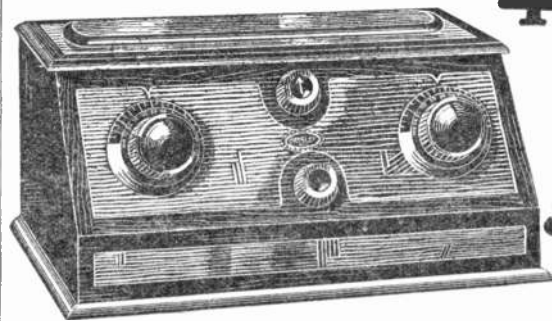
"Good Night," at the close of the programs he announces.

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

### GREAT RADIO INTEREST IN MIDDLE WEST

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

Another  
**CROSLY**  
Triumph  
The  
Four Tube **CRESCENDON**  
equipped ~  
4-29

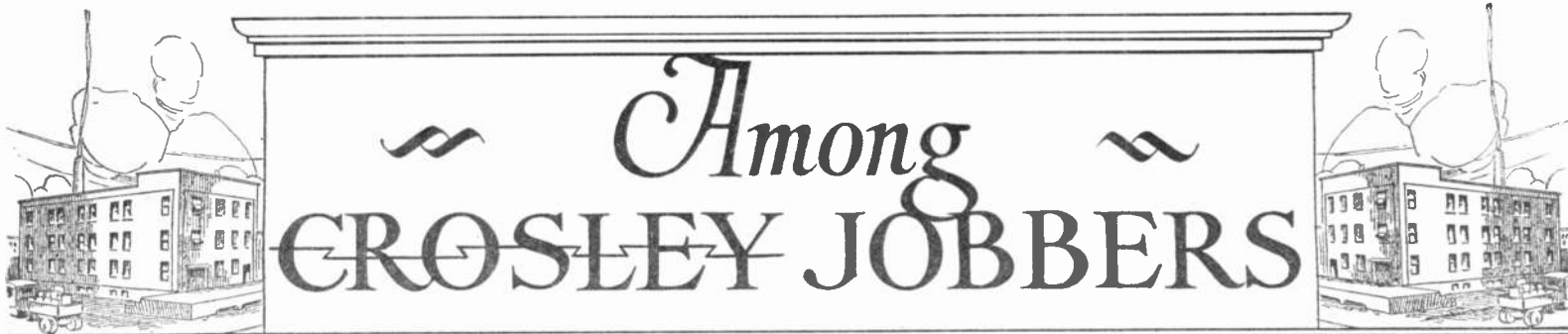


\$ 29

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

**THE CROSLY RADIO CORPORATION**  
CINCINNATI, OHIO.





# Among CROSLY JOBBERS

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

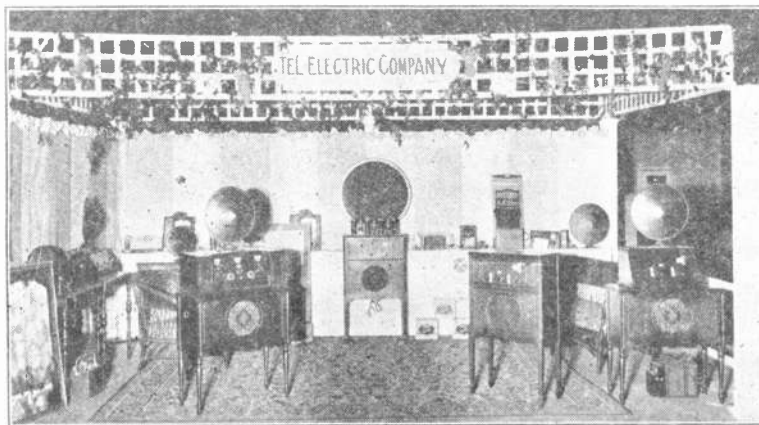
**Net Profit Governed by Volume of Business, and Not By the Rate of Discount**

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

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

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

## FEATURING CROSLY RADIOS



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

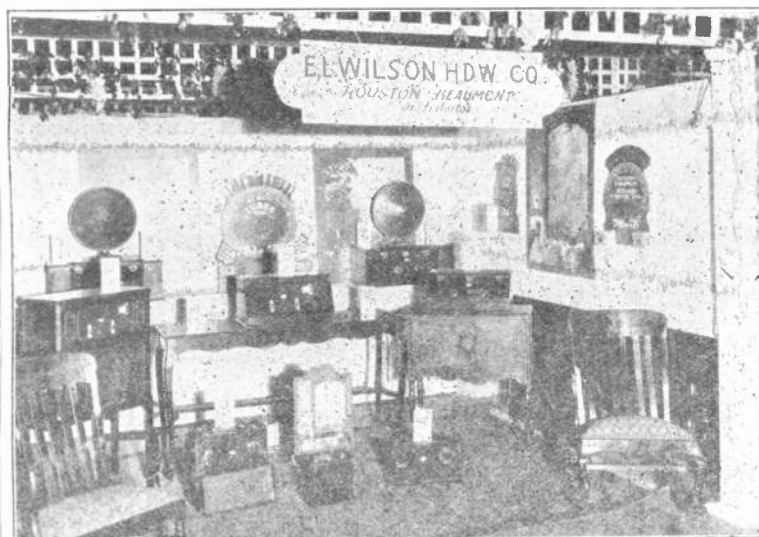
adequate familiarity with the merchandise they are expected to sell, the total would undoubtedly make a staggering sum.

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

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

(Continued on Page 14)

## ANOTHER CROSLY BOOTH



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

## Meeting of Crosley Dealers Conducted By Texas Jobbers

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

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

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

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

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

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

(Continued on Page 14)

### THE JOHNSON ELECTRIC SUPPLY CO.

331 Main St. Cincinnati  
Wholesale Distributors  
CROSLY & AMRAD RADIOS  
Write Us For Dealer Proposition

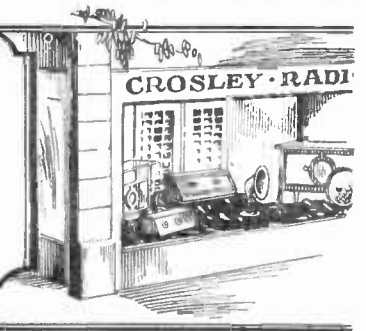
### AUTHORIZED DISTRIBUTOR CROSLY RADIO

PROMPT SERVICE  
YOUNG, LORISH & RICHARDSON, Inc.  
710 W. Jackson Blvd., Chicago, Ill.  
Phone, Haymarket 8240





# CROSELY DEALER'S PAGE



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

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

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

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

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

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

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

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

## NEW SIGNS DRAW CROWDS



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

## Kansas Dealer Attracts Attention By Using Radio Equipped Automobile

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

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

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

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

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

(Continued on Page 14)

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

**Constant Improvements Will  
Increase Popularity, Roch-  
ester Merchant Says; Sales  
Increase Forecast**

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

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

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

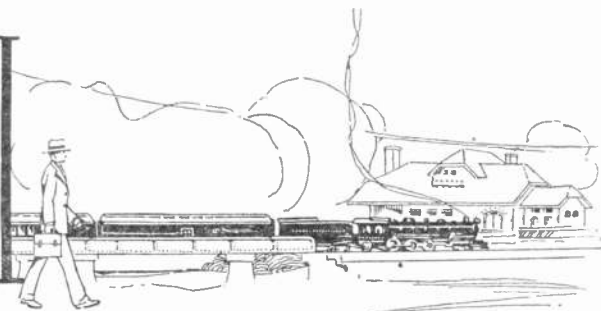
"The radio department of Rowerdink's increased enormously since it was established three years ago. We have two special radio salesmen covering Rochester and surrounding territory. A radio service car has been placed in service for radio delivery and to take care of service work. Two service men are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

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

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



# A Page for SALESMEN who sell CROSLY RADIOS and MUSICONES



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

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

By WALTER B. FULGHUM,  
General Sales Manager

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

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

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

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

In other words, he always made it

## PLANNING CROSLY CAMPAIGN



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

his business to dominate the decision of the customer.

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

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

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

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

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

## Salesman Proves Exhibitions Sell Crosley Radio Sets

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

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

"Dear Sirs:

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

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

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

(Continued on Page 14)



## Reduce Number Of Lines You Carry Advice of Jobbers

(Continued from Page 11)

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

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

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

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

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

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

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

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

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

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

(From Pensacola Florida News)

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

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

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

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

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

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

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

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

## Salesman Proves Exhibitions Sell Crosley Radios

(Continued from Page 13)

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

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

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

"Very truly yours,

"H. C. BARNES."

### ESTABLISHES DAYTON BRANCH

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

### NEW COMPANY TO DISTRIBUTE CROSLY RADIOS

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

## Meeting of Crosley Dealers Conducted By Texas Jobbers

(Continued from Page 11)

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

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

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

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

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

## Kansas Dealer Uses Radio Equipped Auto

(Continued from Page 12)

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

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

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

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



# CROSLY SERVICE MANUAL

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

### Circuit

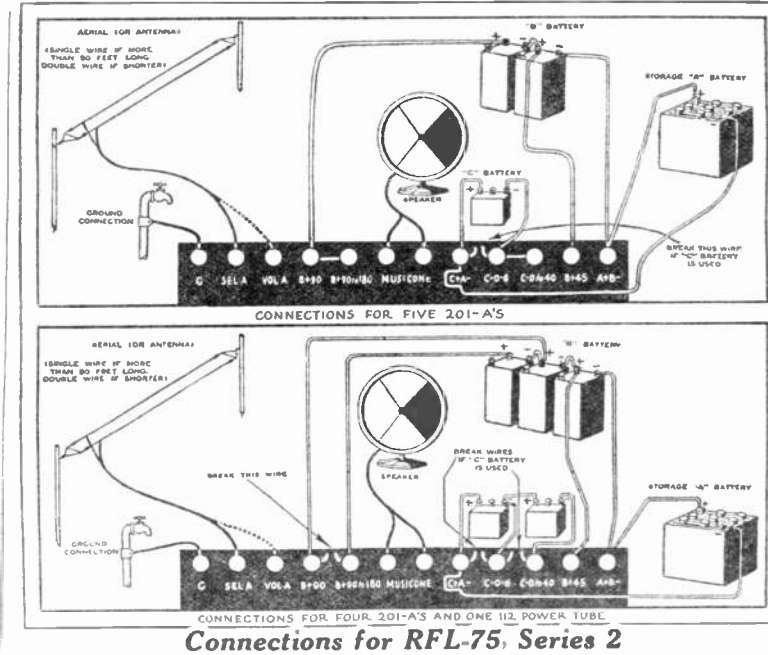
The circuit of the RFL-60 and RFL-75 is the same, identical panel assemblies being mounted in different cabinets in building the two models. These sets have five tubes, —two stages of radio-frequency amplification balanced by the RFL method, a non-regenerative detector, and two stages of audio-frequency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

### Aerial and Ground

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

### Tubes

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



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

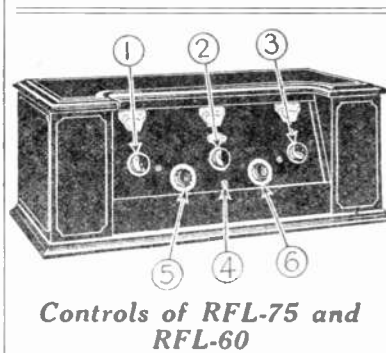
### Batteries

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

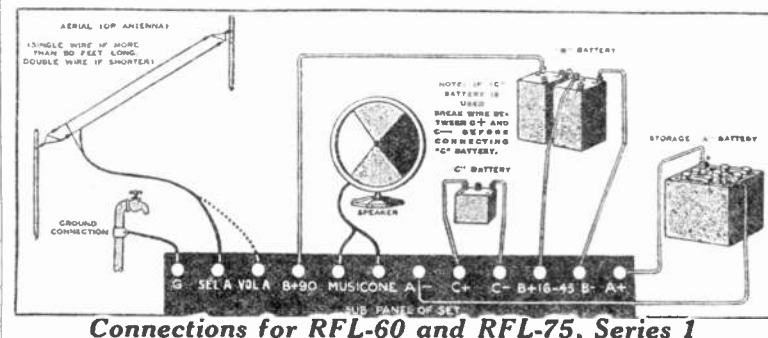
### Connections

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

connections, as in other Crosley sets. Try both of these terminals and use the one which gives the best results. Binding posts for a "C" battery are provided on the



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



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

### Tuning

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

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

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

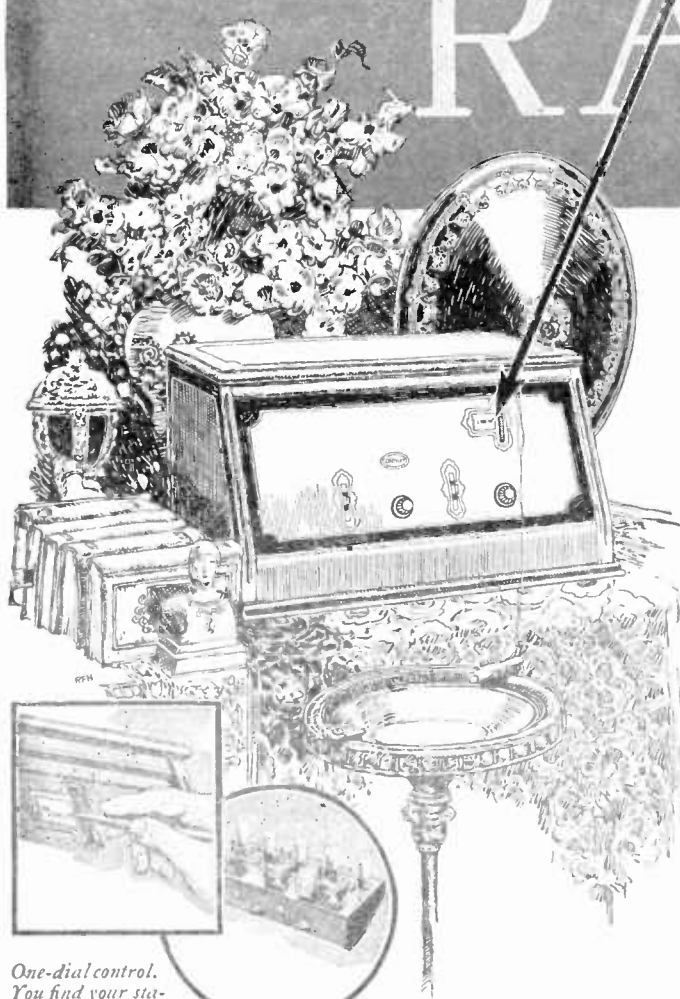
Always tune the set until the station selectors are adjusted so that the circuits are as near to perfect resonance with the incoming signal as possible. NEVER ATTEMPT TO CONTROL THE VOLUME OF THE SIGNAL BY DETUNING ONE OR MORE OF THE STATION SELECTORS. This will spoil the quality of the received signal.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



# CROSLLEY

BETTER COSTS LESS

# RADIO



## One-Dial Control!

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

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

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

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

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

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

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

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

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

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

# \$50

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.

THE CROSLLEY RADIO CORPORATION, CINCINNATI—POWEL CROSLLEY, Jr., President

