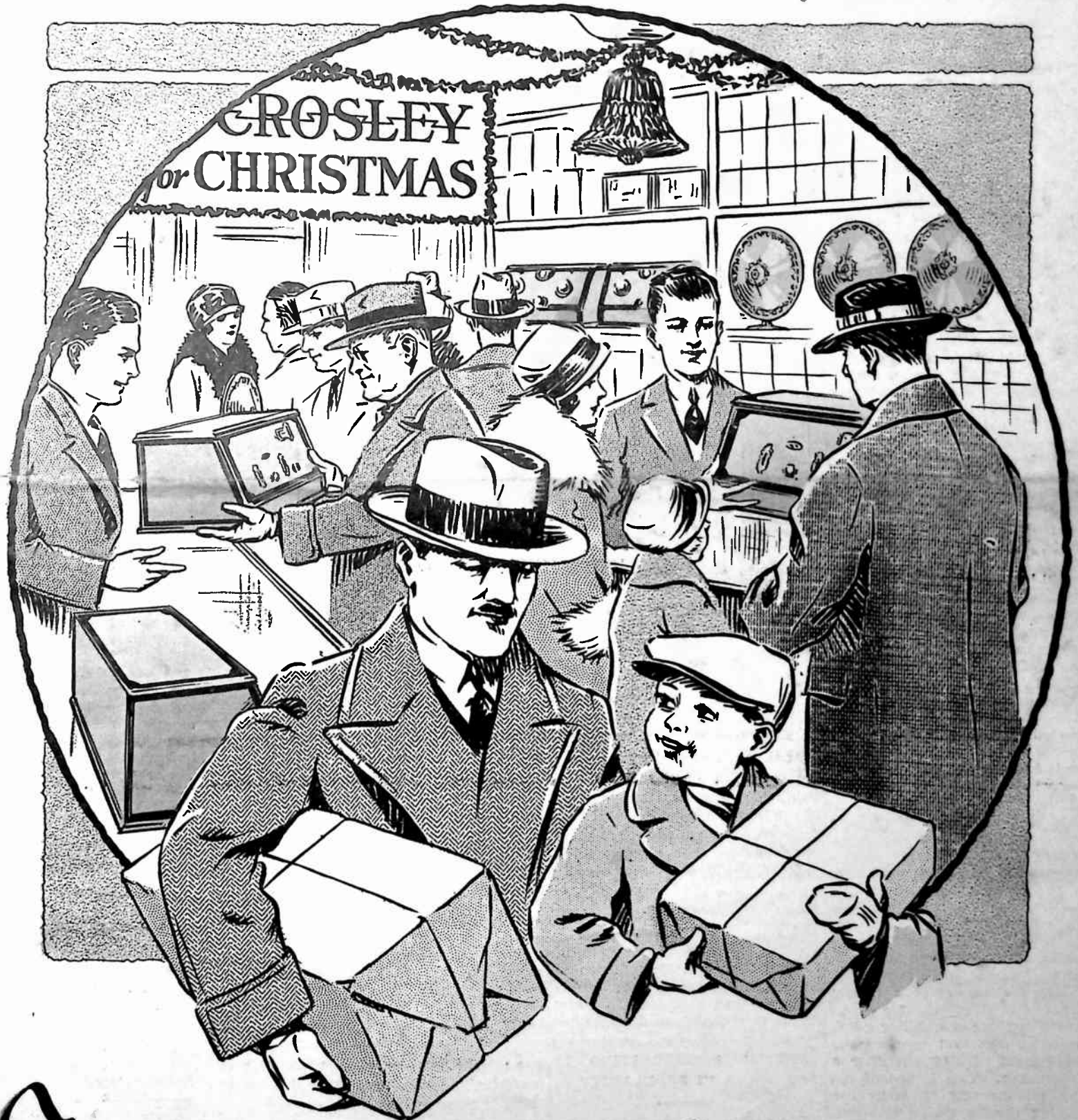


NEW The CROSLLEY NEW RADIO BROADCASTER

Published by The Crosley Radio Corporation

VOL. V. NO. XLVI

DECEMBER 1, 1926



They're buying NOW for Christmas

Thousands Of Radios Are Triply Inspected Daily; Every Receiver Perfect When Shipped From Factory; Indiana Dealer Claims The Small Town Sales Record

Each Completed Set Checked By Three Special Inspectors

Perfectly Operating System Explains Small Number of Service Calls Being Received by Dealers.

Despite the tremendous output, figured now in the thousands of receiving sets and Musicones daily, a thoroughly organized inspection department and a very efficient checking system permits nothing but perfect merchandise being shipped from The Crosley Radio Corporation.

After a receiving set leaves the hands of the thirtieth girl on a working table, it is turned over to the table inspector, who checks every connection carefully and sees that the set is in perfect working order. Then she gives the set to a girl from the inspection department, who rechecks it and passes it on to the third inspector, who repeats the work done by the other two. With three girls, all of whom have been trained to watch for possible defects, inspecting a radio receiving set, it is a certainty that the set will be in perfect order when it is passed on to the shipping department.

It takes thirty girls to build a receiver under the plan adopted by The Crosley Radio Corporation, each girl doing but a certain amount of the same kind of work on every set. She knows exactly what she is expected to do and the amount of time required to do it. When a mistake is found by the inspectors they know who made it, and turn the set back to her for correction.

Dealers and distributors have been commenting favorably upon the very small number of service calls received from Crosley set owners, and have wondered how it is possible to produce so many sets daily without letting a few "bad ones" slip through. The triple inspection system answers the problem.

While dealers expect a certain amount of service work, they naturally are in favor of handling a line of merchandise that requires the least amount of attention after a sale is made. This is one of the many reasons why so many are featuring Crosley radios this season. They realize they can obtain the sales profits without the possibilities of being required to hand them back in the form of service work.

ANOTHER FULL PAGE ADVERTISEMENT IN SATURDAY EVENING POST

THE SATURDAY EVENING POST DEC. 4th, 1926

CROSELY RADIO

Amazing single dial control and reproduction

The 5-tube 5-50	THE SUPER MUSICONE	THE 5-75 CONSOLE
Price \$50.	Price \$14.75	Price \$75.

THE CROSELY RADIO CORPORATION
CINCINNATI, OHIO

At the most psychological time of the year, The Crosley Radio Corporation is placing before the eyes of millions of prospective radio listeners the story of the greatest radio values obtainable. Reproduced above is a full page advertisement that appeared in the December 4th issue of the Saturday Evening Post and on Page Sixteen there is reproduced a full page advertisement in Liberty Magazine. In addition to these publications, Crosley advertisements are appearing in many of the most widely-read magazines

FOREIGN BROADCASTING IS GAINING IN POPULARITY

The popularity of radio in foreign countries is rapidly increasing, according to C. J. Hopkins, Export Manager of the Crosley Radio Corporation. "Shipments of Crosley

sets now go regularly to over forty countries," says Hopkins. "The demand in many of these countries is constantly increasing. Japan, the United Kingdom, and certain of the continental countries at present afford the best marketing possibilities."

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Branch Radio Shop Is Being Opened In Neighboring Town

Laurel Merchant Gives Credit for His Success to Popularity and Efficiency of Crosley Radios.

Laurel, Indiana, is capably represented on the "radio map" by a dealer who claims to hold a record for small town business. This dealer is Paul Foster, of G. H. Foster and Son, whose turn-over is equal to that of city dealers and who has prospered to such an extent that he is able to consider the opening of branch stores, with the ultimate intention of operating a chain of radio stores in Southern Indiana.

His first so-called branch is being opened at Connersville, Ind., where he and Russell Davis, now a partner, will operate under the name of the Davis Music Company. Foster is a strong booster of Crosley radios, has been merchandising "Better—Cost Less" products a number of years and gives credit for his unusual success to the popularity of this line of radios.

Laurel is a Crosley town, there being many more Crosley sets in operation there than any other type. This is due to the activities of Mr. Foster, who has canvassed the town thoroughly. In addition to his work in the town, he has spread the Crosley story over every rural route, thousands of farmers in the surrounding country owning these radios.

Mr. Foster buys his Crosley products from the Johnson Electric Supply Company, Cincinnati, but manages to keep in close touch with members of the sales department of The Crosley Radio Corporation. Because of the many orders received from him, he has found it unnecessary to sign the company name, merely saying "Send me 25 Model 50's. Paul." Everyone knows who "Paul" is, and everyone is glad to see him when he comes to Cincinnati.

Rendering satisfactory service to his customers has helped make Mr. Foster popular, but he admits that in handling the new Crosley line he has been asked to "come out" on but very few occasions.

Less than six years ago there was only one broadcasting station in the United States organized for the service of public programs, while today there are more than 600.

THE CROSELY RADIO BROADCASTER

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

SHORT WAVE SUGGESTION HEARTILY INDORSED

The statement made recently by Powel Crosley, Jr., to the effect that new broadcasting stations should develop the great short-wave field, doing their own prospecting of the ether, and that pioneer broadcasters should be protected against piracy, has attracted nation-wide interest and been published in many newspapers.

Evidence that it will have a certain amount of bearing upon Congress when that body starts consideration of radio legislation is found in letters from radio listeners, radio editors, etc., who declare they have sent copies of it to their Congressmen with the suggestion that they bear this idea in mind in reaching a decision on some means of relieving broadcasting conditions.

In certain newspapers this statement has been commented upon in editorial columns, the Greenville, South Carolina, Piedmont, for instance, having the following to say editorially:

"CROSELY IS RIGHT"

"In a statement given out recently Powel Crosley, Jr., the well-known radio manufacturer of Cincinnati, says that new broadcasting stations should develop new short wave bands and that pioneers must be protected against piracy.

"It is clear to the great army of listeners that the pioneers in broadcasting who invested their money in free entertainment should have definite rights to the wave lengths that they have made valuable. Now that the value of these wave lengths have been established, it seems unfair that anyone else should come along and destroy the value of the investment of the pioneers in the industry.

"Mr. Crosley we believe is right in this contention and Congress should see that these rights are protected."

An emergency speaker can be made by fitting a telephone unit into a horn.

Never put oil or vaseline on the switches of a set.

ORIGINAL PROGRAMS EVERY WEEK



This is the famous Formica Concert Orchestra, which has been playing for radio audiences for nearly four years without repeating a single program. William Charles Stoess, director, has created many of the novel thematic programs that are broadcast every Tuesday evening at 9 o'clock, Eastern Standard time, through the Crosley WLW broadcasting station in Cincinnati.

Logs 73 Stations In 11 Hours With Crosley Model 5-75

LOGGING 73 stations within eleven hours is the remarkable achievement of the son of C. R. Ingraham, Crosley dealer at Oneida, New York. This feat was accomplished with the assistance of a Crosley five tube Model 5-75, which brought in stations from as far away as Canada, Mexico, Porto Rico, California, Florida, etc. It was described in the following letter from Mr. Ingraham: "I cannot refrain from telling you about our experience last Saturday night. I was so impressed with the appearance of the 5-75 when it arrived that I connected it with batteries, aerial and ground for a tryout and told my seventeen year old son to see what he could do with it. He ran the set from 5:30 P. M. until 4:30 A. M. with wonderful results logging seventy-three stations including Porto Rico, Florida, Alabama, Louisiana, Texas, Mexico, California (2), Colorado, Calgary Canada. Isn't that some record?"

Near-by Station Is Tuned Out Easily With Crosley 5-75

Listener Who Lives in Shadow of Aerial of 1,000-Watt Station, Tunes it Out—Brings in Distant Broadcasters.

Although he lives practically within the shadows of the aerial of a 1,000-watt broadcasting station, Adrain B. May, 317 Kemper Lane, Cincinnati, Ohio, has no trouble in tuning out that station and bringing in out-of-town music. Mr. May, who is a son of Ben May, well-known advertising man, owns a five-tube Crosley 5-75 and claims it is the first of many receiving sets he has owned with which he could tune out the near-by station. The set, May says, not only is

the most selective one he has ever operated, but also is the most perfect one, when it comes to bringing in the music or voice exactly as broadcast. The built-in Musicone, he declares, is the only reproducer he has ever owned that permits him to hear every note, from the very highest to the lowest, without the scratchy interference so noticeable in other loud speakers.

May's successful operation of this five-tube radio so close to such a powerful broadcasting station is of great interest to thousands of radio listeners, who reside in the immediate vicinity of such stations and who own receiving sets that will not tune them out. Crosley dealers who hear of such complaints can repeat this story to the dissatisfied listeners, point out to them the manner in which the Crosley 5-75 will tune out powerful local broadcasting and suggest to them that they replace their inefficient apparatus with a five-tube 5-75.

Distant Stations Tuned In During Daytime With 5-50

Oklahoman Listens to Pittsburgh, St. Paul, Etc.—Minnesota Man Tunes in WLW at Noon With a 5-75.

Daylight has no horrors for owners of the Crosley five tube 5-50 receiving sets. These sets have been known to reach out, while the sun is shining, just like other types of radios do at night. Proof of this statement is found in a letter from a listener in Eddy, Oklahoma, who tunes in far-away stations during the daytime. This letter follows:

"Box No. 4
"Eddy, Oklahoma.
"Nov. 17, 1926.

"Dear Sirs: "I purchased one of your 5-50 radios from D. C. Baker, Lamont, Oklahoma, your local salesman.

"I have had several different kinds of receiving sets before, but the Crosley is far better. It reaches our farther than any other radio around here. My aerial is forty feet high and 125 feet long.

"A few of the stations I am getting in daylight follow: WLW—Cincinnati; KTBS—Hot Springs, Ark.; WFAA—Dallas, Texas; WSB—Atlanta, Ga.; WCCO—St. Paul; KOA—Denver, Colo.; KDKA—Pittsburgh, Pa.; WHO—Des Moines, Iowa; KMOX—St. Louis, Mo.; KSD—St. Louis, Mo.; WREO—Lausang, Mich.; KYW—Chicago, Ill.; WOC—Davenport, and WDAF—Kansas City.

"A few of the stations tuned in from 7:00 P. M. till 12:30 midnight are:

"PWX—Havana, Cuba.; KFI—Los Angeles, Calif.; WJZ—New York; WEAF—New York; KJR—Seattle, Wash.; WCAE—Pittsburgh, Pa.; KGW—Portland, Ore.; WMBF—Miami Beach, Fla.; KXN—Hollywood, Calif.; KFON—Long Beach, Calif.; WGY—Schenectady, N. Y.; WSAT—Cincinnati, O.; WCX—Detroit, Mich.; CNRM—Montreal, Canada and many others.

"Very truly yours,

"W. J. CONGVAM."

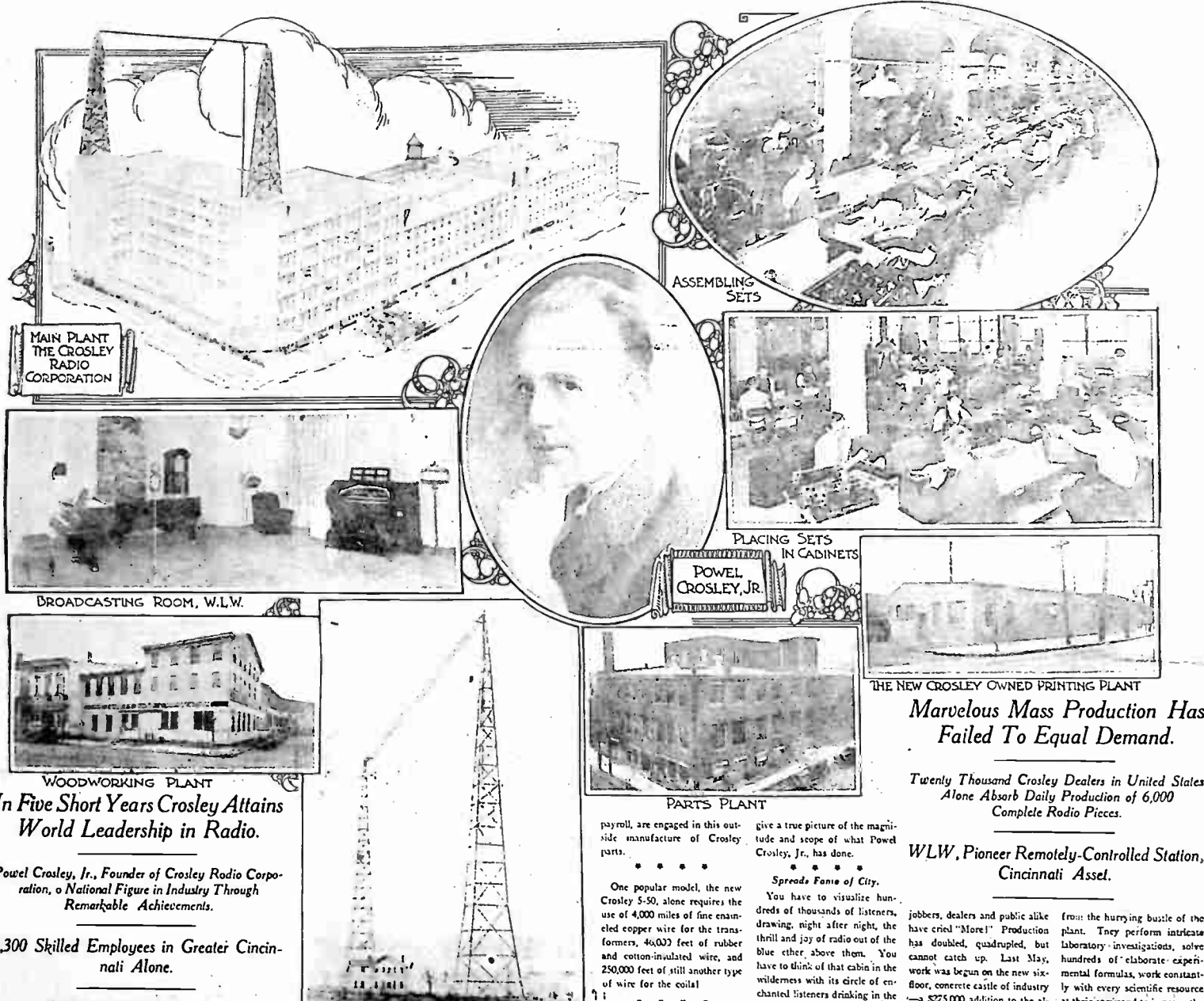
And up in Mankato, Minn., an owner of a Crosley 5-75, which is the same as the 5-50 except it is installed in a console cabinet, with built in Musicone, tuned in the noon-day program broadcast by station WLW, in Cincinnati, a distance of more than 700 miles. In addition to this, he tunes in all the stations, from coast to coast, at night. This listener is R. W. Pearson, who writes as follows:

"517 Wheeler Ave.,
"Mankato, Minn.
"Nov. 10th, 1926.

"Gentlemen: "A word of praise would not possibly be too much for you. (Continued on Page 10)

THE ENQUIRER, CINCINNATI, WEDNESDAY, NOVEMBER 17, 1926

CROSLLEY RADIO CORPORATION WINS RECOGNITION AS A LEADER IN RADIO INDUSTRY



In Five Short Years Crosley Attains World Leadership in Radio.

Powell Crosley, Jr., Founder of Crosley Radio Corporation, a National Figure in Industry Through Remarkable Achievements.

2,300 Skilled Employees in Greater Cincinnati Alone.

Five years ago a young Cincinnati business man, just past thirty-five and already an unusually successful man, looked into the future with the vision of a seer, matched his ambition with courage, burned his bridges behind him, and with enthusiasm and dynamic energy plunged with all his heart into the then hazardous and highly speculative business of building radio receiving sets. That young man was Powell Crosley, Jr.

Today—just five short years later—Powell Crosley, Jr., is a millionaire. His Crosley Radio Corporation has won the very topmost rank in the most amazing industry in all history. To-night, 2,300 highly skilled artisans, will go home to 2,300 prosperous Greater Cincinnati homes, while the product of their industry will go spreading to a world wide market. And the company has a million-dollar cash reserve, another million dollars in accounts receivable, its factories, models of industrial organization and efficiency, all owned, clear and free of all encumbrance—and there are to-day \$4,000,000 worth of unfilled orders on the books.

W.L.W. STATION AT HARRISON

had the organizing and industrial genius to create and build for permanence.

A trip through the great plants of The Crosley Radio Corporation is a fascinating experience. A beehive of industry, combining the skill of expert artisans, with the most marvellous of mass production equipment and organization. Building a radio requires skill, to execute the designs of the designing engineers. There can be nothing but the most painstaking workmanship in a set of Crosley quality, for the exquisite delicacy of a radio instrument demands precision in every part. Yet there must be highly organized and astonishingly efficient mass production to permit of a production of 2,000 complete sets a day of one model alone, and a total production of 6,000 complete pieces of radio equipment daily. That's what Crosley does.

Tremendous Production.
To make these 6,000 pieces of radio equipment daily requires the manufacture of 1,000,000 precision-made parts. Obviously, this vast production would tax the facilities of even so great an organization as this Crosley plant. Many of them are made, under contract and to Crosley specifications, by outside plants. Other thousands, in addition to the 2,300 who are at the Crosley

payroll, are engaged in this outside manufacture of Crosley parts.

One popular model, the new Crosley 5-50, alone requires the use of 4,000 miles of fine enameled copper wire for the transformers, 46,000 feet of rubber and cotton-insulated wire, and 250,000 feet of still another type of wire for the coils.

But figures do not tell the story of either the Crosley sets or the Crosley production. You may know that there are 20,000 sets in the United States, and dealers for Crosley radio sets in the United States. You may contemplate the number of persons who derive their living from the Crosley plant, say four to five persons for each of the 2,300 employees—a total of, perhaps, 9,000 persons. You may think of the financial resources of the Crosley Corporation, computed in millions of American dollars. And yet all of these figures, fascinating though they are, do not

give a true picture of the magnitude and scope of what Powell Crosley, Jr., has done.

Spreads Fame of City.
You have to visualize hundreds of thousands of listeners, drawing, night after night, the thrill and joy of radio out of the blue ether, above them. You have to think of that cabin in the wilderness with its circle of enchanted listeners drinking in the wonder of the far world beyond the horizon. You have to visualize the homes where Crosley has made possible the daily enjoyment of the miracle of radio, and the millions of listeners who have found happiness and inspiration from it. And there is always the national and international fame for Cincinnati that this wonderful new industry has created.

For Crosley has done for radio what that eminent Detroit manufacturer has done for the automobile. He found it a costly and highly experimental toy, by his manufacturing genius and by the savings of mass production, he made it available for the average home. This is an achievement that challenges the admiration. To take a plaything of the few and make it easily available to the masses is an achievement of the first rank.

Millions in Unfilled Orders.
It is significant that the Crosley plant, with its enormous production facilities, has never yet quite caught up with the demand for its products. For five years,

Marvelous Mass Production Has Failed To Equal Demand.

Twenty Thousand Crosley Dealers in United States Alone Absorb Daily Production of 6,000 Complete Radio Pieces.

W.L.W., Pioneer Remotely-Controlled Station, Cincinnati Asset.

Some Crosley Facts

- 2,300 employees—with their families representing more than 9,000 persons—
- Other thousands employed in other plants on products for Crosley uses—
- \$4,000,000.00 in unfilled orders on the books—
- 6,000 complete pieces of radio equipment produced daily—
- 2,000 complete "3-80" sets alone, 2,300 "Musicone" and many sets of other types—
- W.L.W.—world famous (remotely controlled) super-power broadcasting station, a Crosley achievement—
- The largest industrially owned industry in its field in the United States of America—
- A monument to the vision, foresight, courage and industrial genius of Powell Crosley, Jr.

Five Factors Are To Be Considered In Buying Radios

Technical Knowledge is No Longer Necessary in Determining Merits of Receiver for Home.

POINTS TO BE CONSIDERED IN JUDGING RADIO RECEIVER

- (1) Quality of Reproduction—Small, semi-power or power tube in last audio stage. Reproduction with loud speaker and power supply of type to be used with the receiver. Demonstration for reproduction of low and high tones.
- (2) Simplicity—Number of controls used in tuning.
- (3) Selectivity—Observe over how many degrees of the dial nearby stations are heard.
- (4) Sensitiveness—Ability to receive over a moderate range by daylight with good quality.
- (5) Appearance—Fitness of receiver, with all accessories connected, to be installed in the home.

With the techniques of radio reduced largely to the turning of dials, and not many of those, the prospective listener needs to know only what he wants, so simplified has become the matter of selecting a receiver. The manufacturers are taking care of the technicals and supplying receivers for any purse, for any requirements, and taste.

The great array of receiving sets tends to confuse the average radio beginner, but a systematic plan of selection should enable the most uninformed person to find the products best suited to his needs. The foremost consideration, of course, is the quality of reproduction, since the radio receiving set has taken its place as a musical instrument, rather than a novelty, as it was a few years ago. Improved transformers, impedance and resistance coupling devices now make it possible to have truthful reproduction at any desired volume.

One Tube Control Volume. The volume depends on the capacity of the last tube, and the selection of which should be guided by the size of the room in which the receiver will operate. The small tubes of the UX-199 and UX201-A type are capable of handling only relatively small output. With a good loud speaker they can fill a moderately-sized room with music of good quality. But in a larger room, where several persons may hear without refraining from conversation, the semi-power tubes are required. Most new receivers are equipped to care for these larger tubes.

CROSLLEY MUSICONE



Listen to this amazing reproducer of broadcasting! Then you'll understand why it is the biggest selling loud speaker on the market EVERYWHERE, and the most imitated. Its shape, however, is NOT the secret of its wonderful performance. The fidelity of its reproduction is solely through the Crosley patented actuating unit. Avoid imitations. There is only one genuine MUSICONE. Enjoy radio at its best with such a loud speaker—where high soprano, violin and flute notes are truly transmitted and deepest bass is heard in full sonorous tones.

Crosley Radios \$9.75 to \$90.00

The Crosley Radio Corporation Cincinnati, Ohio



Powell Crosley, Jr., President

\$14.75

The quality of output of a receiver is the product of the audio-amplifier, the plate voltage supplying it and the loud speaker. Each must be designed to work together properly to give good results. The ear, and not technical knowledge, will answer here. As a test of quality, tune in a

local station at moderate volume. Slowly increase this volume, listening to any change in the fidelity of tone. When it begins to sound harsh, that is the limit of the set. Be sure this limit is sufficient for your needs. Listen carefully to the low notes. It is the low note that

is the severest test for radio reproduction. To Test Selectivity. Selectivity is adequately met by most of the standard receivers, but, as a test, note whether a dial movement of two degrees diminishes (Continued on Page 6)

Authorization Of Radio Dealers Is Stupendous Task; Every Application Receives Careful Consideration; Merchants Who Sell Crosley Exclusively In Class A

Applications Come In At The Rate Of Hundred per Day

Each is Studied Carefully to Insure Selection of Most Logical Merchant in His Locality.

Great importance is placed by The Crosley Radio Corporation on the Authorized Dealers' Franchise, and no stone is left unturned to make the department that handles this work function properly.

The Authorization Department is supervised by Charles B. Meade, assisted by H. C. Kerchival and O. T. Thorsen and the department supports, in addition, ten girls who execute the startling amount of detail work involved in the authorization of dealers. These girls do not have time to handle any correspondence whatsoever and the transcribing is, therefore, in addition to the normal routine entailed.

The Crosley Corporation receives more mail per day than any other firm in Cincinnati, except a few mail order houses, and the Authorization Department, in turn, receives more than twice as much mail per day as any other department in the organization. This company now is represented by two hundred and two distributors, each traveling numerous men in the territories covered by them. Each of these is constantly endeavoring to better the Crosley outlets by obtaining applications of dealers they deem to be more desirable than the ones already in possession of Crosley Franchises.

When these applications reach the Crosley office it is the duty of the Authorization Department to determine whether or not they are to be accepted, and if so, what alterations, if any, are to be made in the outlets merchandising Crosley products under franchise prior to the receipt of the application.

These applications are coming in at the rate of about one hundred per day. It is not possible to place them all in a machine, turn the crank and find the approved ones dropping from one chute and the ones refused from another. Quite to the contrary, each application requires deliberation, deduction of facts and concentration on the problem presented in each locality, before a logical conclusion can be reached.

(Continued on Page 10)

MONTHLY INDIVIDUAL DEALER SALES REPORT MADE BY JOBBER

DEALER ESTIMATE OF PURCHASES FORM

APPLICATION FORM

DEALER REPORT FORM

Authorized Crosley Sales and Service Station AGREEMENT WITH The Crosley Radio Corporation

Authorized Crosley Sales and Service Station PURCHASE SCHEDULE 1926

DATA REGARDING TOWN

COMPLETE LIST OF ALL RADIO DEALERS IN TOWN

REPORT TO THE CROSLY RADIO CORPORATION

Reproduced above are the various forms used in Authorizing Crosley dealers and in keeping sales records up-to-date. A picture of Charles B. Meade, who supervises the authorizing of dealers, is shown in the center.

SELLING RADIOS ON THE INSTALLMENT PLAN

By Walter B. Fulghum, General Sales Manager, The Crosley Radio Corporation.

Much discussion has been going on of late, about the rightness and wrongness of installment selling. The system has been severely attacked by many thoughtful business men and economist. It has been maintained that installment selling induces the public to over-buy and to stretch their credit beyond a safe limit.

The opponents of the plan claim that there is much unnecessary buying and that the system promotes extravagance among those whose circumstances should naturally make them very economical. It is pointed out that many dealers over-sell and get their assets tied up in slow-paying contracts, and although large sales are quickly made through granting long-time credits on lease contracts, yet ultimately, they will involve the dealer's capital and often times crush his financial enterprises.

The pessimists on this subject maintain that ultimately a crisis will come, and should this country ever get again in the throes of a financial panic, the outstanding uncollectable credits will be so great that unprecedented disaster will result. It is reported that one large manufacturer closed his factories because he realized his product must be sold, if at all, on the installment plan, and he felt so keenly about the evils of the system that his conscience would not allow him to continue his business.

There are, of course, two sides to every question, and always merits on both sides. It is the writer's opinion that the benefits of the installment plan far out-weigh the dangerous features, and further, that the dangerous features of the installment plan can be largely avoided by the good business man. Let's look for a moment at the benefit to the retail dealer.

Number one—the plan brings the customer back to the store regularly to make his payments. The more frequent the payments are, the more benefit is obtained by the dealer; for every time the customer comes into the store to make his payment, he gives the dealer an opportunity to make new sales, and to obtain the names of new prospects for future sales. Right here, the caution should be given that under no circumstances should a dealer enter into a financing plan whereby the collections are made by mail or through the agency of a finance company.

Number two—a large proportion of the sales made by offering extended payments could not otherwise be obtained. Hence the installment plan in nearly all cases in specialty selling, increases the vol-

ume of any particular retail store many many fold.

Number three—under the lease sale plan of selling, usually the amounts charged off to profit and loss are negligible. One retail store coming under our observation, doing approximately \$100,000.00 per year over a period of five or six years, did not average \$25.00 per year charged off on account of bad debts. The installment plan with the proper form of lease, insures the

ey in amusements or for articles of less lasting nature than Radio sets, for instance. There are today tens of thousands of people enjoying Radio who, if they were compelled to save \$100.00 in cash before they could have a set, would never be able to place one in their home.

No doubt, quite often you have customers who say, "Oh, I'm not going to buy until I have the cash money to purchase." Very seldom do these customers ever come back

but we will give you the use and benefit of the Radio. It will probably take you ten or twelve months to save up \$100.00. Just think how much pleasure you could get out of your Radio Receiving Set all this time."

If you can get the customers who want a Radio Set, but feel they must wait until they have the cash for it, to look at the proposition in this light, the deal is quickly closed.

We dislike to think that there might be any unscrupulous dealers handling Crosley Radio Receiving Sets. Yet when considering the benefits of the installment plan in general to the buying public, we cannot ignore the fact that it is a great protection to the purchaser. Should the article purchased prove unsatisfactory, quite often the purchaser when he has paid cash, has difficulty in obtaining a satisfactory adjustment; but if he has only made a small down payment, he has the opportunity of insisting upon a proper adjustment before further payments are made. In short, the installment plan permits thousands of homes to obtain comparative luxuries with a minimum sacrifice, under a protective method of purchasing.

However, there are certain pitfalls in installment selling which must be watched very carefully by the dealer. First, the financing plans offered by the various financing companies, permit the dealer to obtain immediately sufficient cash to cover his purchase price, plus a large percentage of his profit. Many dealers forget that a certain number of their customers always fall down in their payments; a certain percentage of repossessions must be made; occasionally customers are thrown out of work on account of lulls in business, strikes and sickness; so a cash reserve should always be set up against such contingencies. There is an extreme temptation when the dealer has had a profitable month and has obtained his remittance from the finance company, to take his profits and go out and buy a new automobile.

Of course, the finance companies demand their payments monthly, whether the dealer collects from his customer or not, hence we warn, DON'T OVER-BORROW. Limit the amount of money obtained from the finance company to just enough to pay your jobber and get your 2 per cent cash discount.

Of course, you realize that obtaining money through a finance corporation is far more expensive than borrowing it at your local bank. If it is possible for you to obtain credit through your local bank at the usual rate of interest, it is foolish to try to obtain the money through a financing company, but in case you do find it necessary to

(Continued on Page 10)

The Crosley Radio Corporation
FINANCE PLAN
OFFERED BY
EQUIPMENT FINANCE CORPORATION
39 South La Salle Street, Chicago.

The Finance Company will be glad to consider the application of any authorized Crosley dealer whose financial statement shows a net worth of \$5,000.00 or more and whose volume of sales on a deferred payment basis is sufficient to enable him to send the Finance Company contracts totaling at least \$500.00 at a time.

Any form of contract conforming to the state laws, which shows delivery by you and which retains title to the merchandise until payments have been made in full, is acceptable.

The down payment must equal at least 25% of the purchase price, and the balance should be payable in equal monthly installments, the first payment starting approximately thirty days after the date of the contract.

When you have contracts totaling \$500.00 or more simply list them on an assignment form which the Finance Company will supply you and forward the original contracts and the form to the Finance Company.

The finance charge varies with the time required for the full payment of the account and is always based on the unpaid portion.

RATES:	EXAMPLE:
For contracts maturing in—	Assuming payments spread over twelve months.
4 months or less 4 %	Cash price of Crosley 5-50 and Super Musicone Tubes, batteries, etc. \$ 64.75
5 months 4 1/2 %	Total cash price 42.50
6 months 5 %	Add 10% for time payments \$107.25
7 months 5 1/2 %	Deferred payment price 107.25
8 months 6 %	Customer pays down 25% \$118.00
9 months 6 1/2 %	Balance, to be paid in 12 equal installments 29.50
10 months 7 %	Financing charge 8% \$ 8.85
11 months 7 1/2 %	Reserve (withheld temporarily) 10% 15.93
12 months 8 %	Remittance from Finance Company \$ 71.57
	Down payment retained 29.50
	Cash in dealer's hands \$102.07
	Return of reserve 6.45
	Total amount received by dealer \$110.92
	Amount received by dealer if sold for cash 107.25
	Additional Profit \$ 3.67

The total amount of the contract is immediately remitted to you less the financing charge and a 10% reserve. The reserve is returned to you after the payments by the customer have been completed.

Under this plan the dealer collects the installment accounts from his customers and remits to the Finance Company each month.

The first step necessary to put you in a position to turn your contracts into cash is to fill out and return a financial application blank and Memorandum of Agreement which the Finance Company will furnish on request.

Reproduced above is a circular explaining a finance plan approved by The Crosley Radio Corporation.

collection of the dealer's account. Number four—finance plans offered by various finance corporations quite often enable a dealer to obtain working capital which he could not obtain from his local banks, who are loathe, quite often, to lend against statements of a non-liquid nature, or probably better, slow-paying leases.

Those are some of the benefits to the dealer. Now let us look at the proposition from the buying public's standpoint.

In the first place, it certainly induces many people to save against payments due on personal property purchases on the installment plan, who would probably spend the mon-

into your store, if you have no arguments with which to convince them. The following has been very effective in closing sales on installment accounts with such customers:—"Why not make our store your bank? There are just one of two ways for you to get together the \$100.00 for your Radio Receiving Set. Either go to the bank each week and make a deposit against the future purchase of a Radio Receiving Set, or consider our store as your bank and instead of making your deposits weekly in the local bank, bring it here and deposit it with us. If you save through the bank, the bank will probably give you nothing for your small deposits,

Authorization of Dealers Requires Careful Thought

(Continued from Page 8)

In order that these logical conclusions may be reached in each case it is necessary that great quantities of information be kept in available files and that these files be kept active by keeping the information on hand up to date and that they are constantly added to.

The Authorization Department is in possession of the most complete file of radio dealers in existence in the United States. It is made up of Authorized Crosley Sales and Service Stations, and prospective dealers. Each piece of merchandise sold to dealers is also recorded in this file from records furnished by the distributor who makes the sale. It is possible to ascertain, at a glance, who is authorized in each locality, what distributor recommended each dealer, how long each one has been authorized, the quantity of sales made in that time, the population of the town or locality, etc.

In discussing the manner in which dealers are authorized and sales records kept up-to-date, Mr. Meade said:

"We now have our dealers classified. We have class 'A' and class 'B' dealers. Class 'A' dealers are those who handle Crosley Receivers exclusively and who have demonstrated, over a period of time, through sales reports sent in by the distributor who supplies them, that they are actively pushing the Crosley line. We must obtain maximum distribution in each locality and the class 'A' dealer must have a satisfactory sales report before he can be so classified. In other words, he has to show us that he is capable of giving us the maximum that we must have.

"Class 'A' dealers are not given any competition in towns of five thousands and under. We do not think it would be fair to such a dealer and we would rather have one good dealer than two or more mediocre ones.

"Class 'B' dealers are those who handle competitive merchandise and who sell Crosley products when a consumer asks for them. Perhaps that statement is a bit harsh, nevertheless, they are known to be dealers who don't aggressively push our line.

"We are compelled to give such dealers competition and shall continue to do so in each locality until one of the class 'B' dealers decides to enter class 'A', after having made enough sales to convince us he can properly and adequately handle his particular locality for us. At that time the dealer in question will be given his territory exclusively.

"When a dealer applies for a franchise, we go to our files and find who already is in the locality.

RADIO IS KING AT "FROLIC OF 1926"



Practically every resident of Hastings, Nebr., joined in the recent celebration of the third birthday anniversary of Broadcasting Station KFKX, operated by the Chamber of Commerce of that city. There was a street entertainment, known as the "Frolic of 1926," at which Radio was King. R. J. Myers, manager of the radio department of the W. M. Dutton & Sons Co., Crosley distributors, shown above, was manager of the entire affair. In a letter telling about the celebration, Mr. Myers said:

"On the stage in the Municipal Auditorium we built a Crosley Studio and gave a fifteen hour continuous program beginning in the afternoon and continuing until the next morning. The writer, being chairman of the Radio Committee of the Chamber of Commerce, had charge of the building so this studio and handling of the program fell on his shoulders and we are pleased to enclose, herewith, a photograph of the Crystal Studio just before

Of course, if there is no one there the contract is approved at once, if an initial order is specified. If there is someone there, we must decide whether or not we need another dealer outlet and if so whether or not the applicant is that dealer. If so, all is well and the contract is approved. If not, the contract must be refused and returned.

"After an application is approved, notification must be sent the distributor who recommended the appointment. The new dealer must be notified, record made of the appointment, the other distributors covering that county must be notified of the addition, the Stencil Department must revamp its files so that the new dealer will be assured of the receipt of advertising matter

operations began. (This photo is reproduced above.)

"It might be interesting for you to know that by Sunday noon we had received over twelve thousand letters, telegrams and long distance calls. Our estimate number of acknowledgments is between twenty and twenty-five thousand. The acknowledgments indicate that KFKX was heard in every corner of America and, no doubt, thousands of Crosley users and dealers tuned in on this program and will be interested in seeing a picture of this Studio from which it was broadcast.

"The studio was built entirely of glass in front in full view of three thousand people who packed the auditorium to see the broadcasting in progress and to hear it through the radio. The studio was sound proof due to the fact that it was lined with heavy felt on top of which heavy monks cloth drapes were hung. We thought you would be interested in knowing what we are doing for radio out in this territory."

and dealers helps and the original order must be recorded."

"How many authorized dealers have you?" he was asked.

"Eighteen thousand, eight hundred and eighty-nine," he replied.

Distant Stations Tuned In During Daytime With 5-50

(Continued from page 3)

sibly be amiss when you feel it is due.

"I purchased one of your 5-75 sets yesterday and to say that I am pleased with the reception is putting

Selling Radios On Installment Plan

(Continued from Page 9)

use the finance companies, be sure to add the cost of financing to the customer's bill. Installment buyers are accustomed to paying ten to twenty percent more for articles bought on the installment plan than when paying cash. If 10 percent is added to the cash price, this will show you an additional profit which should take care of your bookkeeping and collection expenses.

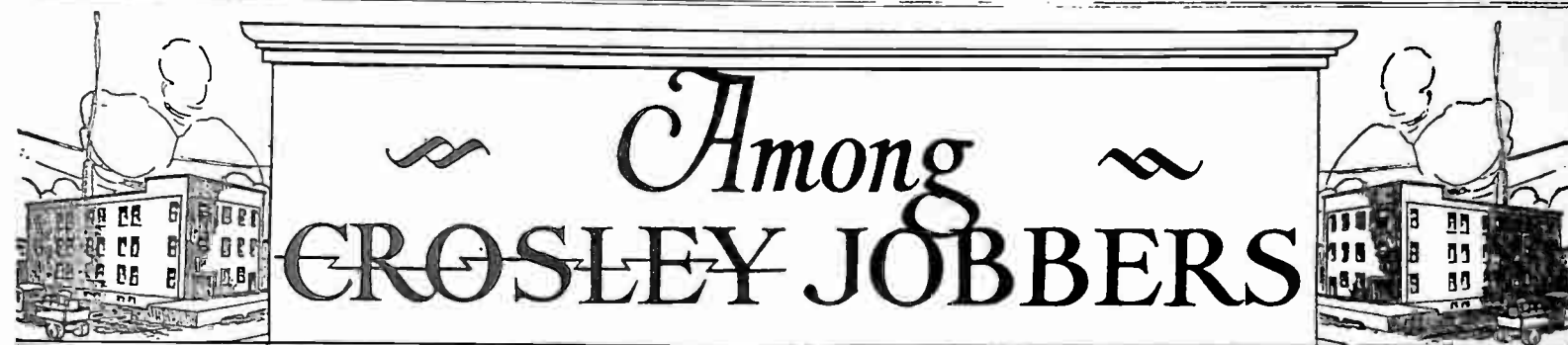
Two other points should also be noted. As mentioned above, under no circumstances should you leave the collections up to the financing company. Make your collections yourself. Repeating, bringing your customer back into your store every week means more business; and remember that the collection agency in another city has no personal interest in your customer. It is their business to get the money, and often the good will existing between you and your customer is destroyed because the foreign collection agency insists on payments being made, whether the customer is sick, out of work, or in some other temporary dilemma. Much good will can be built up for yourself and your store by keeping in personal contact with your customers, and granting temporary extensions and accommodations where necessary.

And finally, make certain that your down payment is sufficient to cover the costs of repossession and depreciation in case this becomes necessary. While most finance companies demand 25 percent down on contracts which they purchase, yet a good rule to follow is to have a sufficient down payment to cover what might be termed 'destructible material in the outfit, such as tubes, batteries and aerials. These have no repossession value, and you should protect yourself by having a sufficient down payment to cover their cost.

It is the writer's opinion that the installment selling plan will always continue to be successfully used, it only being necessary for the dealer to keep in mind possible entanglements in which the plan might involve him and to use the plan carefully.

It mildly. I tuned in stations from coast to coast last night, but what surprised me most was when I was able to tune in your station WLW at 12:00 o'clock noon today, at which time you were sending an organ recital. So that you may check my statement, 'Let me call 'you Sweetheart' was being played at that time. It came in with nice volume on the loud speaker. I consider this almost phenomenal, as it must be about 700 miles from Cincinnati to Mankato.

"R. W. Pearson."



"Let Claude Do It" Is Slogan of Radio Men of Cincinnati

Everyone Knows That Whatever is Done by President of Johnson Electric Company is Done Efficiently.

Radio distributors in Ohio, Indiana, Kentucky and West Virginia are kept on their toes continually meeting the competition handed out by Claude Johnson, president of the Johnson Electric Supply Company, 331 Main Street, Cincinnati, Ohio, distributors of Crosley radios. Mr. Johnson is one of the most popular men in the radio business in this territory, is on his toes all the time and is a loyal booster of Crosley radios and Musicones.

Whenever there is something to be done to benefit the industry in Cincinnati they "let Claude do it." This is not because of the desire of others to dodge work, but because everyone knows that when it is done by him it is done right. In the operation of his most successful radio business, Mr. Johnson is ably assisted by Willard B. George, manager of his radio department, a man who knows receiving sets and accessories from A to Z, and who admits there is nothing better on the market than Crosley products.

Johnson and George are not order takers. They are Crosley salesmen who are so thoroughly sold themselves that they are able easily to sell their dealers. They have been boosting the Crosley line a number of years, being among the pioneer "Better-Cost Less" distributors in this district.

Johnson is always willing and eager to extend a helping hand to those really in need of radios. Some time ago he installed a set in a hospital in which disabled soldiers were recuperating; he donates radios to the blind and to the infirm, and when he heard the United States Marines who were guarding the mails in the Cincinnati territory were looking for a radio, he offered to donate all the accessories used in the receiver given to the Marines by the Crosley Corporation.

Claude Johnson is an asset to the radio industry and The Crosley Radio Corporation is proud to include him among its distributors.

JOBBER'S DAUGHTER CROSELY FAN



The pretty little lady shown tuning a Crosley 5-50 radio is Grace Annette Loeb, daughter of Julien Loeb, of the Specialty Service Corporation, 575 Atlantic Avenue, Brooklyn, New York, Crosley distributors. This three-year-old child is able to tune in distant stations with this set, which speaks well for the abilities of the child and also for the simplicity of the receiver.

Vast Amount of Business Is Being Done By Wisconsin Distributor Who Handles Crosley Radio Merchandise Exclusively

"It certainly is gratifying to be a distributor for such a company as The Crosley Radio Corporation," writes the E. Garnich and Sons Hardware Company, of 400-412 West Seventh Avenue, Ashland, Wisconsin, in commenting upon an article that appeared in the Crosley Radio Broadcaster in which the vast production facilities of the Crosley organization were explained.

"We have thrown out all other lines and are depending upon your policy and production entirely," the letter continues. "Your new sets

are the finest we have ever tested." These Wisconsin distributors are proving the oft-repeated statement made in this publication regarding the advantage to be found in concentration of sales efforts on the Crosley line. They have done a far greater amount of radio business since eliminating other products, are in closer touch with the manufacturers and have found that members of their sales organization are more able to sell one line exclusively.

Their salesmen are covering a

Three Strict Rules Govern Jobber In Selecting Dealers

Day is Past When Merchant Can Consider Radio as a Side Line, Crosley Distributor Says.

Explaining his views as to what constitutes a radio dealer, Paul Goldsborough, assistant manager of the W. S. Nott Company, Crosley distributors at Minneapolis, writes as follows in the current issue of The Radio Record:

During the last few years there has been considerable discussion as to what constitutes a radio dealer. Several of my friends noticed that I was scheduled to give this talk on "What is a Radio Dealer" and asked me about it. Most of them seemed to feel that there was quite a little to be said on the subject, but I do not agree with them.

"As a matter of fact, the problem is quite simple when you analyze it and if you are really sincere

(Continued on Page 14)

large territory, but are covering it carefully and thoroughly, establishing the very best sales outlets in every community. Realizing themselves that it is advantageous to center their efforts on Crosley radio merchandise, their salesmen have little difficulty in convincing their dealers that they too can make more money by handling one line exclusively.

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

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



Future Of Dealer Lies In Service Jobber Declares

How Heinie Landed Printing Contract Cited by Roy B. Cohen as Proof of Value of Service.

By Roy B. Cohen
President, The Roycraft Company, Crosley Distributors at Minneapolis, Minn.

Heinie has been getting out my catalog for the last five years, I guess. He's a good printer and knows plenty about Radio terminology, copy and merchandising. On the side, he helps friends of his build sets, put up aerials, adjust loud speakers, test batteries, and tubes and is a general information man "when a feller needs a friend."

The other night Heinie was sitting in his easy chair smoking his reeky corn-cob and he had just finished a whirlwind turn of the dials. His telephone rang and a bit surprised at a call at ten-forty-five, he answered.

"You can't seem to get anything!" I heard him say. "That's funny. Reception is wonderful tonight. How're your batteries? Tubes O. K.? Connections checked-up? Well, all right, I'll be right over!"

So he came back to his set, turned the switch, told me to put my coat on, and we were off for a jaunt across the city.

Arriving there, Heinie began a complete check-up and quickly found the trouble on the roof. A moment's work and we left. I can't tell you how grateful Heinie's friend was. We could even hear him shouting his thanks after the motor had started.

A few days later this friend of Heinie's was influential in landing Heinie a big printing contract!

Yes, there is a moral there. And one no Dealer can afford to miss.

I don't care how you look at it: "Service" is your future success in a nutshell.

And the servicing you do for your trade might not come back as quickly as did Heinie's, but it will come back some time, and in larger quantities than you had ever hoped.

Some Dealers have the idea that when the price of the set has been

Crosley Radios and Ford Automobiles Go Hand In Hand, Ohio Dealer Says; Michigan Merchant Aids Workingmen

The Stickel Motor and Radio Company, Canton, Ohio, has learned that Crosley radios and Ford automobiles form a combination that is hard to beat from a profitable merchandising angle. E. L. Stickel, proprietor of the company, had been a Ford dealer in Canton for some time before the demand for radios became so great as to attract his attention. Then he started "scouting" around for a line of radio merchandise that would be most popular, give the best results and be sold at prices the masses could afford to pay. He selected the Crosley line, after carefully studying the market, and has been a 100 per cent Crosley booster ever since. His radio business has grown beyond all expectations, and as a result of this tremendous expansion of his business he has been compelled to divide his show space between Crosley radios and Ford autos. A partition separates the two lines and the businesses are conducted on such a sound basis that they actually work hand in hand, Ford customers buying Crosley radios and Crosley customers buying Fords.

Stedman's Tire Store, 208 East Michigan avenue, Lansing, Mich., has added radios to its line and selected Crosley merchandise exclusively so far as receiving sets and loud speakers are concerned. Owners of the store, who operate two others in Michigan and are planning to open another in the

rung up in the cash-register and the Receiver delivered,—the sale is closed! Why, that's when it has only begun. It's just a repetition of the old adage that "It isn't the amount of Sales you make, it's the amount of Repeat Business you can realize from that Sale that makes for Success!"

Are you closing the sale when the contact is over? Or are you the clever man who gives Service and earns his Repeat Business?

There you have two questions that will easily decide your future in the Radio game.

There are a thousand and one ways to the Consumer's heart and

near future, sell merchandise to workmen on credit without charging interest.

"Incomparable in every respect." "A treasure within the reach of everyone." "A choice possession."

These words were used by persons invited into the store of the Alvan Radio Parlors, 93 State street, Binghamton, N. Y., Crosley Dealers, to hear the Crosley 5-50 in operation.

Speaking of the hearty reception, Mr. Redmond says: "No praise or thanks we might offer would repay you for the increase in business that we have enjoyed since the arrival of your new products."

"For volume, clarity and tone, the 5-50, for instance, cannot be surpassed, to say nothing of its ability to bring in distance. North, East, South and West have offered no resistance, each fighting and making every effort to introduce its importance through the means of your go-getter.

"Although our confidence in the receivers was complete, we nevertheless solicited the opinions of our customers, after having invited them all to a demonstration. Their decisions were of this nature—'Incomparable in every respect.' 'A treasure within the reach of everyone.' 'A choice possession.'"

"We congratulate you. The results you have attained are certainly deserving of all the effort. Crosley receivers are surely the line of least sales resistance."

pocket-book. But the soundest way to both is by giving him something that he doesn't actually expect: That's what I mean by "Service."

When you go to a clothier to buy a suit and you do find something that pleases you, you don't expect that man to be calling on you every so often to find out whether the pants are holding out, or the vest is drawing up or the coat is tight under the armpits! Sure not; Clothing isn't necessarily a Service game. But Radio is!

And don't forget it for an instant. When that set leaves your door, your work starts.

(Continued on Page 14)

Dealer Entertains His Threshing Crew With Radio Music

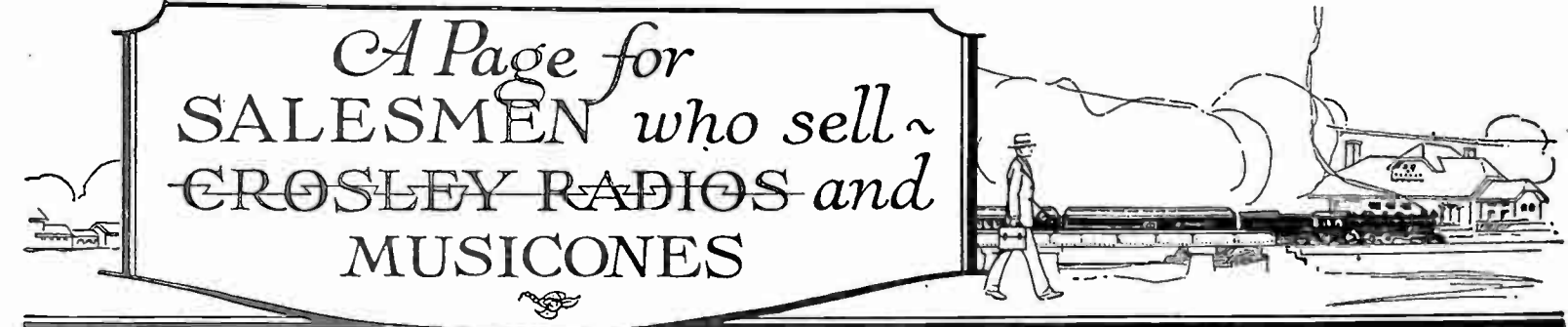
Men in Wheat Fields Work to Tune of Music Received on Crosley Radio—Stay in Camp at Night Now.

Out at Hansboro, North Dakota, there is a Crosley dealer who also is owner of a threshing machine, the crew of which he keeps working to the tune of radio music. In the cook-car of his outfit, which is one of the most complete ones in use in the great wheat fields of the northwest, L. C. Agarand has installed a five tube R. F. L-75 and a Crosley Super Musicone which provide entertainment for the working men throughout the days and evenings spent "in the fields."

During the broadcasting of the World Series, the Dempsey-Tunney prize fight and other events of particular interest to men, Len Sjordal, sales representative of the Auto Supply Company, Crosley distributors at Grand Fork, North Dakota, called at Mr. Agarand's store and with him rode out to the fields where the threshing crew was at work. This was about three miles from the Canadian border, where there would have been no means of providing entertainment for the men had it not been for the Crosley radio Mr. Agarand had installed in his cook-car.

The two reached the outfit as the men were quitting work and listening to the final reports of one of the World Series games. Every one of the threshers was crowded about the cook-car, waiting for their evening meal and listening to the baseball reports. After supper they gathered about the Musicone and were entertained until late in the night, when one by one they would wander away to their bunks.

Mr. Agarand declared that this was the first season during which he had no trouble keeping his men in camp at night, and gave full credit to the radio. Before he entered the radio business he worked with the threshing crew all the time, but now he lets his field manager do that work and gives most of his time to the selling of Crosley radios to the people who live in and near Hansboro.



Salesman Explains Aid He Gives To Crosley Dealers

Frank Grieco Known as Most Successful Salesman in U. S. in Establishing Dealer Outlets.

Frank Grieco, sales representative of the Motor Car Supply Co., Crosley distributors at Chicago, is regarded as one of the most successful salesmen in the United States when it comes to establishing Crosley dealer outlets.

Seven years ago, Mr. Grieco was working for a large piano concern in Chicago. And it was about that time that the war-time ban on private and experimental wireless stations was removed and interest in radio began to manifest itself. Mr. Grieco intuitively sensed the tremendous coming possibilities in the future of radio, gave up a lucrative position as piano salesman, and went to one of the largest radio and wireless plants in the country and got a job as a mechanic. Of a mechanical turn of mind, he had been experimenting with radio and wireless and he was able, after several months, actually to work his way through and master the subject.

It was the experience gained here that enabled him, when he decided to enter the selling field, quickly to determine that the Crosley was the "Ford" of the radio world.

"The last two years have seen the radio come into its own," said Mr. Grieco. "And today broadcasting is one of the country's greatest industries. Great because of the importance and value of the radio in education and entertainment, the only fields in which people are interested."

When Mr. Grieco was asked how he has earned the reputation of being the most successful salesman in the United States in establishing Crosley dealer outlets, he said:

"Calling me a great radio salesman is a lot of bunk. It is hard work, my knowing that the Crosley is the very best bet for the money, and getting the dealer to see it the way I do is what gets the business."

"First, I show the dealer my line. I point out what a wonderful merchandiser the Crosley line is. I

Champion Radio Salesman



Frank Grieco

Mr. Grieco is one of the most successful radio salesmen in the United States. He represents the Motor Car Supply Co. of Chicago, Crosley distributors.

show him how he can turn his investment over quickly. I show him that by handling the Crosley line he can outsell his biggest competitors and still make his full profit.

"The greatest impression I try to leave is that the Crosley is on the market to stay; that it has ample capital and will not go out of business, and that it will be worth his while to concentrate, work hard and build up his reputation on the Crosley line.

"It is my aim to co-operate with the dealer after I have sold him, and to help him move his stock after he has purchased it. My contact with dealers and jobbers enables me to make numberless suggestions from which a dealer in a particular location can pick and choose and thus avoid what might otherwise be a pitfall. In other words, I try to help him profit by the experience of my other contacts.

"I never try to overload a dealer in order to increase my sales. I always see to it that he has a representative Crosley line for his locality. Regardless of what other sets he may have for sale, I always see that he understands that the Crosley line is the best seller be-

Crosley Model 5-50 Installed In Auto, Easily Heard More Than Two Miles Away; New Set Is Praised By "Trouble Shooter"

How A. C. Crim, of Shoals, Indiana, "trouble shooter" for the Interstate Public Service Company, obtains wonderful results from his Crosley five tube 5-50 which he has installed in his automobile, and how music received on this set is heard more than two mile away, are described in the following letter:

"I saw quite an article on page 12 of the November 1st issue of the Crosley Radio Broadcaster by A. R. Cogswell and wish to say he is not telling 1-6 of what a Crosley 5-50 really will do on a car.

"I have an aerial neatly built on my Ford touring car with about 20 feet of 7-strand aerial wire run in a square and about six feet of fixture wire for a lead-in. For the ground I have about five feet of fixture wire hooked to G or A vol. (owing to the hookup) and a small battery clip on the other end to fasten another wire to. I pack a wagon end gate rod to poke into the ground. I have used a wire fence, glass filling station, fire hydrant and many other things but I find that it is not necessary to ground at all as I get as good or better results without a ground. I use the car battery and find it makes little difference which way plus or minus is hooked as it works fine either way. I can pull in the stations without either aerial or ground and am inclined to think that if the fellow who could not find the tube sockets

would have tried his, it would have worked without any tubes. However, I have selected 4-C301A and 1-C112 tubes with a 9 megohm grid and proper B and C batteries.

"I have only a 1 3/4 inch clearance of my top bows and the garage roof which makes by aerial low as I leave it on my car all of the time while shooting trouble for the Interstate Public Service Co. It works inside of the garage as well as outside. I have a Crosley Sales & Service sticker on the wind shield. A big bronze eagle on the radiator cap is illuminated at night. I have a 20 inch electric gong and two horns, which I do not need at night as I tune in some station, start the car and away we go. Volume? Oh yes. It has been heard on a still night over two miles, yes, on the run, but then I have some coil noise.

"I have hauled the set in the back seat in a rigidly built frame many miles over bad roads. It has not a scratch on it, has never had a loose connection and the works have never been off the pads or bolted down.

"Yours very truly,
(Signed) A. O. CRIM,
"Shoals, Ind."

"P. S. When two stations come in together, I find if you use the proper aerial that by shifting the left hand acuminator up you will tune in one of them and down will tune in the other without interfering with either."

CROSLY AN INVENTOR

The "acuminators" which are used in certain new single-control sets to obtain a greater degree of selectivity than has hitherto been possible in mono-control sets, were designed and patented by Powell Crosley, Jr., radio manufacturer, personally. Several years ago when Crosley was first starting in the radio game and had more time at his disposal, he invented and patented a number of radio devices.

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BEAUTIFUL WINDOW BANNER FOR CROSLY DEALERS



REPRODUCED ABOVE IS A BEAUTIFUL FOUR COLORED WINDOW BANNER RECENTLY MAILED TO EVERY CROSLY DEALER.

Three Strict Rules Govern Jobber In Selecting Dealers

(Continued from Page 11)

In your wish to determine just what or who a dealer is.

"The company for which I work made up the requirements for a radio dealer and applies these requirements to their mailing list to whom they mailed 4,000 catalogs in 1925: Applying these requirements, to the mailing list we found we had a mailing list of 2,000 names for our 1926 catalog. The fact that we cut our mailing list in half this year has not hurt our business any. In fact, it is better this year than last year.

"As stated previously there is no difficulty in deciding what the requirements of a radio dealer are and here they are:

First: Does the dealer maintain a regular place of business?
Second: Does he carry a stock

of radio merchandise?
Third: Does he maintain a service department?

"These were the three original requirements laid down by the sales department and, of course, the credit department added the fourth one, i. e., has he a reasonable amount of capital to invest?

"You will, no doubt, think there are a lot of dealers who will not qualify on some one of the four points just mentioned, but the fact that they are able to be in business at the present time without these qualifications has been largely a matter of luck for them, and they cannot possibly survive in competition with dealers who will qualify according to the four requirements which I have just given.

"I know of no business which shows the gross margin of profit with the quick turnover that is possible in the radio business, hence it becomes self evident that it would pay the dealer well to really get into this business and not treat it merely as a side line because the day when it can be treated as a side line is past."

Future Of Dealer Lies In Service Jobber Declares

(Continued from Page 12)

Because there are so many things that have to be hitting just right to get the reception, and get it where and when the Customer wants it. Batteries, antennae, tubes, condensers, power units, speakers and what-not all have to check O. K. before you're through.

Let's look ahead three or four years.

What do we see?
Do we have to be expert economists to realize that the Accessory end of the business is going to be a big thing? To every man who buys a Set, you'll have 100 customers who want tubes, batteries, new power units, new speakers, new this and new that being brought out daily by the Radio engineers.

By giving Service NOW you'll be on the ground floor THEN. And

there'll be greater Profits then, too. Being a wide-awake Dealer just means that you are giving the Customer something he doesn't expect—"Service." And the Dealer who gives him the most and the best Service is going to be remembered when he wants accessories in the future.

I speak from experience. The jobber's problem is exactly the same as the dealer's. We have built The Roycraft Company on the solid foundation of "Service to the Dealer." And we're going to keep on giving this Service until they can't think of Radio without immediately associating Roycraft with it.

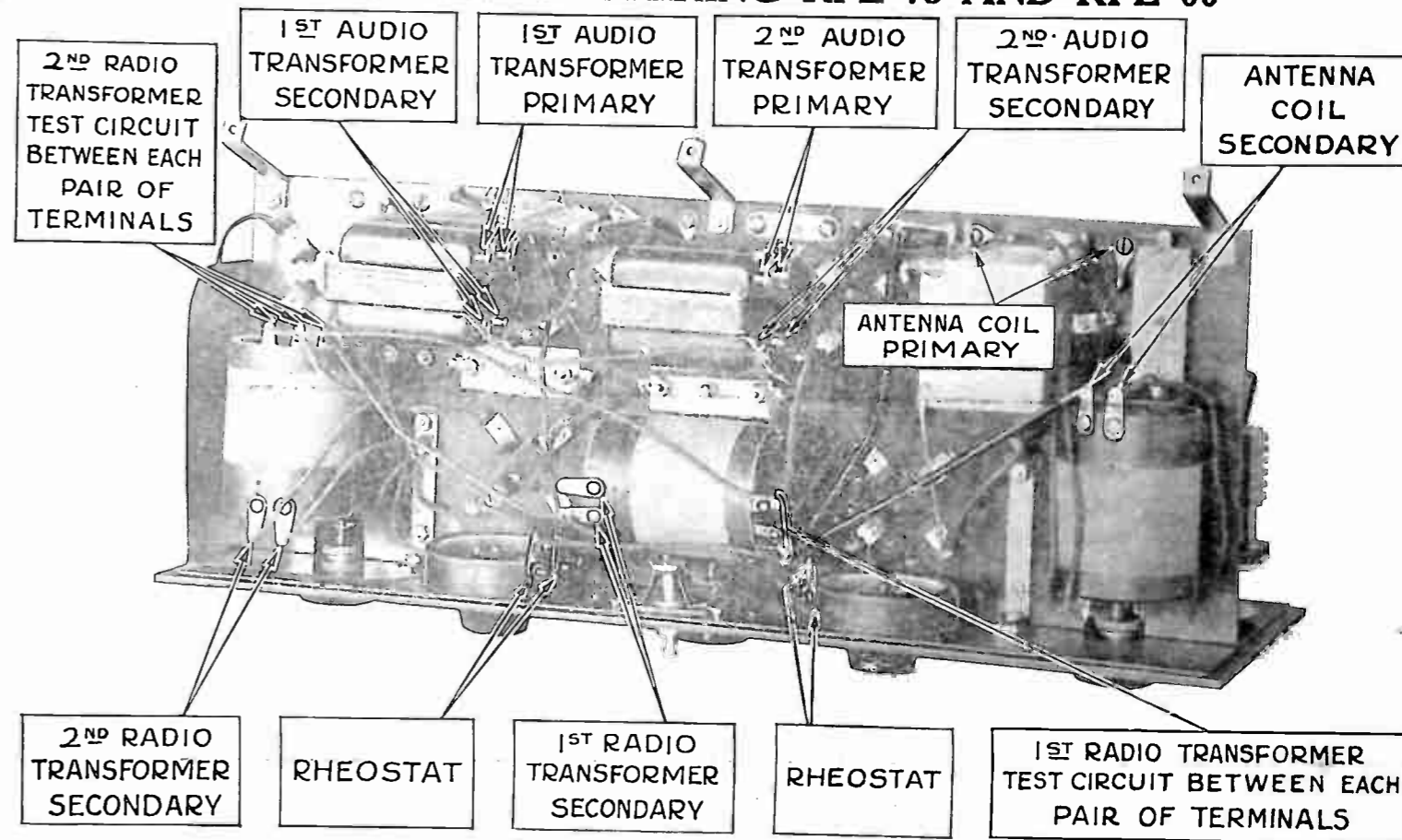
Let's take a tip from Heinie. That's our Future. Let's make the most from it.

Odd pieces of wire, stored away in an empty cigar or cardboard box, will always come in handy in making temporary connections.

A good cone-type of loud speaker will give the most natural reproduction.

CROSLY SERVICE MANUAL

TESTING AND REPAIRING RFL-75 AND RFL-60



TEST CHART FOR RFL-75 AND RFL-60

Preliminary.

To test models RFL-60 and RFL-75, they should first be removed from their cabinets and laid bottom side up on the testing table. Soldered connections should then be examined, and tried with the finger to see if they are solid. Since this circuit is of the balanced type, any factor which changes the constants of the different parts of the circuit may prevent the set from operating properly. Of such factors, poor connections are the most frequent cause of trouble. Be very careful, therefore, to see that all connections are tight.

Testing Variable Condensers.

To test the variable condensers, use a single cell of dry "A" battery in series with a pair of headphones. Connect these across the condenser, and if clicks are heard in the headphones when the condenser plates are rotated it indicates that the plates are short-circuiting. The ordinary circuit tester cannot conveniently be used to test these condensers, because an inductance coil, which would short-circuit the tester, is connected around each condenser and cannot be removed without breaking soldered connections. If a short-circuited condenser is found it should be removed and repaired or replaced.

Testing Coils.

Each of the radio-frequency circuits is provided with a small balancing coil (as shown in the circuit diagram published in the service article in the last issue of the "Broadcaster") which is mounted inside the large tubular transformer coil. On each of these sets of coils there are, therefore, six terminals — two for the primary, two for the secondary, and two for the balancing coil. Each coil should be tested by means of the circuit tester. On one end of each tubular form will be found two coil terminals. Touch the tester contacts to these terminals and see that the coil circuit is complete. On the other end of each tubular form will be found four terminals. Touch the tester contacts to the left-hand pair to test for one coil, and to the right-hand pair to test for the other coil. If a break in any of the coils is discovered, the complete coil unit should be replaced, since it is difficult to repair the coils without danger of changing the constants of the circuit and impairing the operation of the set.

Testing Transformers.

The audio-frequency transformers may be tested by means of a circuit tester in the usual way (for details of the procedure of testing audio-frequency transformers, see

earlier articles in this series). The primary and secondary terminals of the transformers are shown in the above chart, and these are also stamped on the metal shells of the transformers.

Sockets.

Insert a tube in each socket, and inspect the socket springs to see that they are making strong contact with the tube prongs. Remove the tubes, and bend such springs as do not appear to be making good enough contact so that they will press tighter against the tube prongs. Scrape or sandpaper the springs until they are clean and bright.

Balancing the Sets.

These sets are very carefully balanced before they leave the factory, AND THE RADIO DEALER SHOULD NOT ATTEMPT TO RE-BALANCE THEM UNLESS HE IS ABSOLUTELY CERTAIN THAT SUCH ADJUSTMENT IS NECESSARY. At the factory every precaution is taken to exclude extraneous interference when the balancing is done, and the dealer is seldom in position to use such care and precision methods. The method of balancing described below should only be used, therefore, in instances in which the dealer is sure that the set has been tampered with or unbalanced by break-

age and replacement of parts. The simplest method of balancing the set is as follows: Tune in a local, or nearby broadcasting station. Place a strip of paper between one of the filament socket contact springs and the filament prong of the first radio-frequency tube (this is the lower, right-hand socket in the above diagram). Now adjust the first balancing condenser with a wooden-handled socket wrench, or other instrument with little metal in it. This condenser is shown in the extreme upper right-hand corner of the above chart. Each time you adjust the condenser, remove the socket wrench and slightly retune the set until the signal is loudest. Adjust the balancing condenser until the signal can no longer be tuned in so as to be heard in the speaker. Repeat this same procedure for the second radio-frequency stage. See that all terminals are clean and bright. Examine them especially to see that the wires are firmly connected to them. After inspection and repair, the set should be subjected to a final test under actual receiving conditions. Reception should be quiet, and heterodyne squeal, due to oscillations in the set, should not be noticeable. Compare the distance reception of the set with that of an RFL known to be in good condition.

For one arm drivers!



CROSELY

Single Dial Control



5-75 Console \$75

The single dial unit operated by a drum action, receiver on which station letters are written as you locate them, is in a beautiful mahogany table cabinet at \$10.00, packed in two times and trimmed with rose gold strings—the 1-30—and by the two tone mahogany music cabinet as pictured here at \$25.00. The console incorporates the famous Crosley Mustang and space is ample for all hardware and accessories. The Superdynamo pictured on top of the 1-30 is \$14.75.

There are times when soft music is much more to be desired than a snappy talk on the habits of grasshoppers. It's easy, now, with a flip of the thumb, to run from station to station in search of tender chords to say what words cannot express. Here's a radio that gets many stations with little effort.

In this amazing radio, a drum, turning under slightest pressure, marshals a dial full of programs to your command. In they come—exactly where you've written them on the dial—each loud and clear and sharp.

Such perfection comes through Crosley's development of radio reception features not found in even costliest sets. For instance, the "Crescendos," a device for increasing volume of weak signals, builds far-off music up to room filling volume, and the "Acuminators" so sharpen tuning that distant stations entirely passed on ordinary one dial sets are arrayed in equal volume with the local and those of super-power.

These advanced ideas, including metal shielding and power tube adaptability, indicate what is easily Powel Crosley, Jr.'s, greatest achievement in value giving—the utmost in radio at a price astonishingly low.

Write Dept. 76 for descriptive literature

THE CROSELY RADIO CORPORATION
Cincinnati, O. Powel Crosley, Jr., President

Crosley manufactures radio receiver sets which are licensed under Armstrong U. S. Patent No. 1,313,119 and under patent application of Radio Frequency Laboratories, Inc., and other patents issued and pending.

Prices slightly higher west of Rocky Mountains

The 1926 success which everyone is talking about

\$50.

RADIO

WLVK The CROSLLEY WLVK RADIO BROADCASTER

Published by The Crosley Radio Corporation

VOL. V. NO. XLVII

DECEMBER 15, 1926



Filling His Christmas Orders

Combined Craftsmanship of 42 Men and Women Required In Assembling of One Crosley Five Tube Model 5-50; Perfect Work Certain After Set Passes Four Testers

Oregon Owner Of Model 5-50 Tunes In Tokio Station

Many Other Unusual Results
Are Reported by Listeners
Using Crosley Five
Tube Radios.

From Oregon to Japan is quite a long distance, and still Robert W. Staton, of Eugene, Oregon, operating a \$80 Crosley five tube Model 5-50 radio, tuned in a station in Tokio, and listened to a program broadcast from a 100-watt station at Bay City, Michigan. And out in Garland, Kansas, F. C. Albright, who owns a Crosley 5-75, which is the same as the 5-50 except it is installed in a console cabinet, tunes in far-away stations in the daytime—stations that owners of other sets are lucky to hear at night. "The Crosley line can't be beat," Mr. Albright says. Still others report tuning in distant stations with very short aerials or no aerial at all.

Letters from Mr. Staton, Mr. Albright and other happy owners of Crosley radios follow:

"Gentlemen:
"You will no doubt be pleased to know that on November 11th, at 2:25 a. m., I picked up Station JOAK, Tokio, Japan, on a Crosley 5-50 at 59 on the dial. The same night, at 55 on the dial, I picked up a station which I believe, on account of a lecture by a person who was talking with a decidedly English dialect, was a station in Australia. However, I could not get his announcement. We are at present listening to the Silk Stocking Midnight Frolic over Station WSKC, a 100-watt station at Bay City, Michigan.

"We have had from coast to coast and from Saskatoon to Mexico City.
"Yours very truly,
"Robert W. Staton."

"Garland, Kansas.
"Gentlemen:
"I have received my Crosley 5-75 and, after testing it out, I just have to write you and tell you of its performance. I will not trouble to tell you of its performance at night. Then it gets them all.
"But I want to tell you what it does in daylight, between noon and four p. m. Here are my distant stations with full loudspeaker vol-
(Continued on Page 10)

Tremendous Increase In Radio Business In 1927 Is Forecast by Sales Executive; Steadily Growing Interest Is Seen

By John L. Limes
Assistant Sales Manager, The Crosley Radio Corporation.

Radio business activity will continue indefinitely.

Pessimists can find no sympathetic listeners in the Radio industry.

People formerly looked upon Radio as a sort of a freakish unknown quantity which could never be mastered to a degree of audible and clear reception, as in the first couple of years of its development there were quite a number of sets on the market which were merely in their experimental stage, and which were far from capable of perfect tone reproduction. This had a tendency to intimidate a great many prospective buyers to a point of skeptical and objectional criticism, prompting their procrastination.

But now since so many excellently performing Radio receivers and loud speakers have been introduced the Radio business will continue to increase in popular demand for an

indefinite number of years to come. This should encourage everyone of us now actively associated in the Radio business to begin to lay our plans for the coming new year to handle a larger volume of business than we have enjoyed in 1926.

As a matter of fact, every branch of the Radio industry, including the Radio set and loud speaker manufacturers, tube manufacturers, battery manufacturers, Distributors and Dealers of all these various products have enjoyed such a phenomenal success and increase in business in the past several years that their present outlook can only be one of extreme optimism for the future.

Increasing stability is the outstanding characteristic of business development during the last several years of our industry, and the achievements of this condition is ascribed in a large measure to the improved technique of official dis-

(Continued on Page 6)

Court Ruling May Lead New Stations To Abandon Waves on Which They Cause Interference to Pioneer Broadcasters

Conclusive evidence of the legal property right established by priority in the use of broadcasting wave lengths is contained in the decision of Judge Francis S. Wilson, of the Illinois Circuit Court, restraining radio station WGES from broadcasting on a wave length closer than 50 kilocycles to that of the Chicago Tribune station, WGN, in the opinion of Powel Crosley, Jr., owner of super-power station WLW, in Cincinnati.

WLW's owner, who has long championed the cause of pioneer broadcasters, believes the future of the broadcasting art depends on the protection of established stations from the danger of having their programs ruined through indiscriminate appropriations of wave lengths by newcomers in the field of broadcasting. Such practice, he says, is in violation of the usual idea of right to property.

The decision of Judge Wilson is based on the principle that priority of time in the use of a wave length, and in the construction of equip-

ment and expenditure of sums of money for broadcasting on this wave, creates a right to the unimpeded use of that wave channel which must not be violated by other and newer stations. The principle was stated as being the same as that of the exclusive right to the use of registered signs and trademarks.

The moral effect of this decision may cause many new stations to abandon wave lengths, on which they are now operating, that interfere with the programs of older stations. Such a result would considerably clear up present broadcasting difficulties and improve reception.

The question of what channels for the hundreds of new stations to use will continue to be a problem, however. As a solution to this difficulty, the assignment of low waves to new stations, within a now unused band of wave lengths in which there is room for several hundred stations without crowding, has been strongly advocated by Mr. Crosley.

Individual Tasks Are Performed By Well Trained Girls

Rigid Inspection Prevents Defective Set Leaving Factory,
Despite Fact That Thousands are Shipped Daily.

Combined craftsmanship of thirty-six girls and six men is required in the assembling of one of the five tube 5-50 radio receiving sets now being produced in such large numbers by The Crosley Radio Corporation. Each of these 42 girls and men has a special task to perform—and must do his or her work so perfectly as to pass the rigid inspection of four carefully trained testers. In a previous issue of the Radio Broadcaster we stated the work was done by 33 girls, and in order to correct the error we decided to interview John R. Butcher, supervisor of the assembly department, to obtain first-hand information as to just how the work is accomplished.

Mr. Butcher, an expert radio-trician, has been in the radio business for five years and has supervised the assembling of Crosley radios during the past three years. In addition to performing this task, he has had charge of inspection and testing, which experience has enabled him to master the task of building Crosley radios according to the standards of the organization.

In order to make his explanation of the work more understandable, Mr. Butcher suggested that we start at the very beginning of an assembly table, and watch carefully the intricate tasks being performed by each worker. He stated there are 33 separate pieces of wire in each set, not counting, of course, the wires used in the various parts. Each piece of wire is numbered, and will be referred to by number as the work is explained.

"Here at the beginning," said Mr. Butcher, "is girl No. 1. She rivets the sockets to the all-metal shielded chassis used in these sets, and then passes it on to Girl No. 2. The work of the other girls will be described in order in which it is done.

"Girl No. 2—Checks serial number. Mounts nine binding posts, jumper and "C" wires.

"Girl No. 3—Mounts three binding posts (Vol. A to G inc.). Bends lugs. Mounts binding post strip with phone condenser. Mounts two
(Continued on Page 9)

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.

DRASTIC ACTION NEEDED

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

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

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

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

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

THE TREND OF RADIO DEVELOPMENT

The following statement in regard to the trend of radio development was made recently by Powel Crosley, Jr., President, The Crosley Radio Corporation, Cincinnati, Ohio.

The trend of radio affairs seems to be in the direction of tuned radio-frequency models having two and in some cases three stages of radio-frequency amplification with detector and ordinarily two stages of audio-frequency amplification.

Much development has been made during the past year or two along the lines of improvement in the audio-frequency amplification end of the receiver through the use of power tubes in the output stage or stages. The fact that power tubes are necessary in order to prevent distortion where smaller tubes are over-loaded is now well recognized and the power tubes form an essential part of the modern receiving set.

The trend in cabinet design is decidedly toward the console models although there is still a very large volume of sales in the table types. The indication now is that the public has come to regard radio as a permanent fixture in the home and therefore feels that the receiving set should be properly housed in its own individual cabinet of the console or furniture type.

Another very definite trend is toward the elimination of batteries through the use of power units which take the current directly from the light socket and make it suitable for use as A, B and C battery current. Without question the trend in this direction is growing very rapidly wherever power is available. Another year will see

the most tremendous development along this line, probably obsoleting many thousands of receivers of the battery type. The advantage of being able to press a button and have an unfailing type of current available at any time is eliminating the difficulties of worn out or run down batteries and the necessity for re-charging batteries, which is a considerable problem in the hands of the layman.

The band of wave lengths assigned in the United States to broadcasting ranging from 200 to 545 meters is now definitely inadequate to take care of the large number of stations that have already been established. More than 500 stations, with hundreds more contemplated, are now endeavoring to use some eighty-eight channels, separated by ten kilocycles. The result is a chaotic condition only relieved by the fact that in any locations it is always possible to receive several of the higher powered stations without severe heterodyning or interference.

However, any night now, any place in the United States, the majority of the lines on the dial will bring in nothing but heterodyne whistles. This is a condition that should be corrected but which requires legislation. Many of the broadcasting stations that are now occupying the present band will necessarily have to discontinue or will have to be assigned wave lengths in a new band of frequencies undoubtedly below 200 meters.

It seems only fair that the pioneer broadcasters should be entitled to the use of wave lengths that they have prospected and developed and

that newcomers should be compelled to develop new wave lengths with the idea that if the broadcasting on the new wave lengths justifies the public in purchasing apparatus to receive their programs, such apparatus will be made available by the manufacturers.

EARLE WRIGHT NAMES LANE AS LOS ANGELES MANAGER

Increased activity in the radio trade in Los Angeles, California, this Fall, is predicted by George G. Lane, newly-appointed Los Angeles manager for the H. Earle Wright Company, distributors of Crosley Radios and Musicones.

"With the coming of cool weather it is reasonable to expect a stimulus in radio," said Mr. Lane, recently. "People stay at home more in the Winter than they do in Summer, and must be amused by some form of indoor entertainment. That popular entertainment today is the radio."

Mr. Lane is one of the most widely-known radio men on the Pacific Coast. In 1926 he entered the field as radio operator with the Federal Telegraph Company, of San Francisco, traveling on vessels from the Pacific to the Atlantic oceans. Later he was appointed radio officer with eighteen vessels under his supervision.

Signals are weakened when the detector tube is allowed to burn too bright.

Every stage of amplification requires the use of a vacuum tube.

A Lot of Broadcasters Will Have to "Get Off" Before Those Left Can Get Anywhere

On What Basis Will Selection Be Made?



—Reprinted from Radio Retailing.

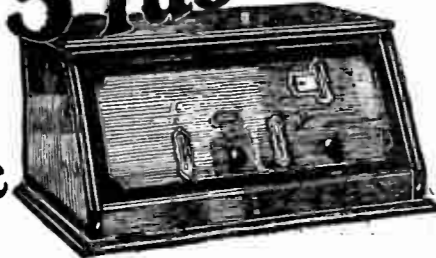
New "Advs" For Dealers

These one and two column "ads" are ready now for dealers. Use mats whenever you can. If you cannot, use electrotypes. Be sure to order by number. The "M" stands for mats. The "E" for electrotypes.

New and Beautiful 5 Tube Console Radio With but one Control and Built-in Musicone

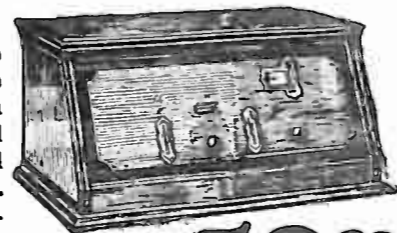
CROSLY NEW Single Control Radio Receivers 5 Tube 5-50 \$50.00

tube with but one control the NEW CROSLY 5-50



The sensation of the radio season! A five-tube single control radio, with a mahogany, two-toned cabinet, and an all-metal shielded chassis, for \$50.00. Every possible radio refinement incorporated in this wonderful radio. Consists of two stages of non-

oscillating radio frequency amplification, regenerative Cresendon controlled detector and two stages of audio frequency amplification, with means provided for use of a power tube in the last stage.



\$50.00

See this remarkable radio at our store NOW. Every possible engineering refinement incorporated in a receiving set at the very low price of \$50.00. A five-tube set with a single drum station selector and installed in a mahogany two-toned cabinet. Incorporates two stages of non-oscillating radio frequency amplification, regenerative Cresendon controlled detector and two stages of audio frequency, with means provided for use of a power tube in the last stage. New shielded compartment metal chassis. Truly a remarkable radio at a ridiculously low price.

For Sale by



Beautiful solid mahogany cabinet, with built-in Musicone and compartment for batteries.

\$75

CROSLY 5-75

This is a new five-tube radio, with single drum station selector, all-metal shielded chassis and power tube adaptability. Consists of two stages of non-oscillating radio frequency amplification, regenerative, Cresendon controlled detector and two stages of audio frequency amplification.

For Sale by



The Beautiful CROSLY 5-75 Console Model with a built-in Musicone.

The new 5-75 is the same as the 5-50, except that it is installed in a beautiful mahogany, two-toned, console cabinet, with a built-in Musicone and compartment for batteries. It meets the requirements of those who demand attractive as well as efficient receiving sets. These models are the most popular of the season. See them on display at our store.

For Sale by

E-808

M-808

E-829

M-829

E-828

M-828

New Animal Dials Making a Big Hit With The Kiddies

Children Tune in Favorite Station by Merely Turning Dial Until Certain Animal Faces the Pointer.

Judging from the many requests from dealers for the new Animal Cracker dials for the Crosley Models 5-50 and 5-75 radios, these must have made quite a hit with the kiddies, who are able now to tune in the stations they desire by merely turning the dial until this animal or that one faces the dial pointer.

For the benefit of those who might not have heard about these Animal Cracker dials, we might say they are the ordinary paper dials upon which have been printed pictures of various animals, such as bears, lions, monkeys, etc. When little Betty Jean sees the monkey, for instance, is facing the pointer while she is listening to Santa Claus talking from Station WLW, she knows that in order to tune in WLW tomorrow night, or the next night, all she must do is turn the dial until the funny little monkey stands opposite the pointer. Grown-ups can remember the dial markings by figures, or mark them down in their log books or on the dials, but the kiddies naturally will remember a monkey or bear more readily when they would the figures 42 or 78.

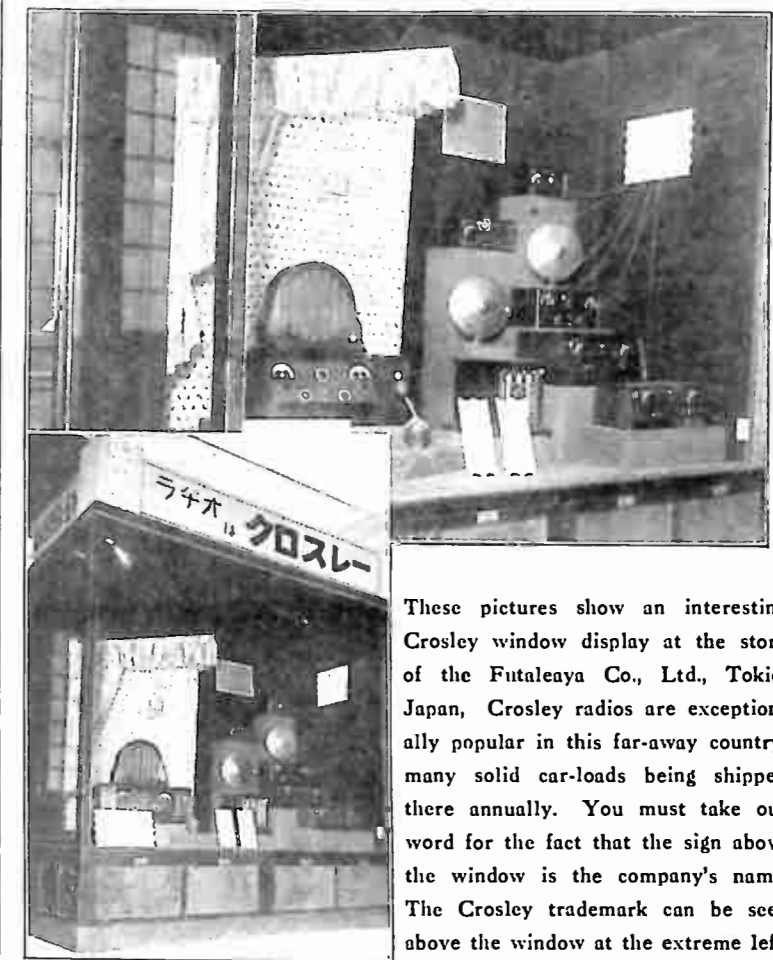
After finding another station Betty Jean liked, she could see in an instant that a big giraffe stood opposite the pointer, and would know that to return to that station all she need do was to turn the dial until the pointer faced the giraffe. Still another station could be found when the lion, or the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

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

Dealers have been asked to equip all sets that are in the homes of families in which there are children, with these new Animal Cracker dials. Just write to The Crosley Radio Corporation and ask for as many of the new dials as you believe you need.

A 500-watt broadcasting station, with call designation 1YA, has been placed in operation at Auckland, New Zealand.

SELLING CROSLY RADIOS IN JAPAN



These pictures show an interesting Crosley window display at the store of the Futaleaya Co., Ltd., Tokio, Japan, Crosley radios are exceptionally popular in this far-away country, many solid car-loads being shipped there annually. You must take our word for the fact that the sign above the window is the company's name. The Crosley trademark can be seen above the window at the extreme left.

Interest In Radio Developing Rapidly In Southern States

One Receiver for Every Seven Persons in New York—Dakotas Lead Rural Districts.

According to recent surveys, there is one radio set for every seven people in New York City. This is a much higher percentage of sets to population than the average for the United States, (which is in the neighborhood of one set to every twenty or twenty-five persons.) The great popularity of radio in New York may be explained by the large number of powerful radio stations there broadcasting high-quality programs.

In the rural districts, a survey made by statisticians of The Crosley Radio Corporation shows that the greatest popularity of radio is in the middle west, especially in North Dakota, South Dakota and Illinois. This agrees with the returns of applause cards to several of the larger stations, which show the largest amount of rural mail to be received from the middle western section.

The south is just beginning to awaken to the possibilities of radio, and interest in broadcasting is rapidly developing there. Several large broadcasting stations have been built in the south within the past year, and these are stimulating interest among southern radio fans.

Broadcasting on the west coast developed almost as rapidly as broadcasting in the east, but stations in that section of the country are handicapped by the impracticability of broadcasting over the Rocky mountains. Only a limited number of fans can enjoy their programs. Therefore fans in the section just east of the Rockies must rely largely upon middle-west and southern stations for their entertainment.

The ground connection is fully as important as the aerial, and unless both are good the set will fail to pick up distant stations properly.

men, at a meeting the Saturday before he came to Cincinnati, had informed him that it was imperative that they have larger shipments for their dealers and suggested that he place extensive orders for immediate deliveries. Mr. Bond reported the organization of a separate sales force to promote the sale of Crosley radios and Musicones throughout West Virginia and the other states his company covers. Both were very favorably impressed with the work being done in the factories and were deeply interested in the manner in which so many receiving sets and Musicones were produced daily.

Jobbers Report Big Increase In Demand For Crosley Radios

Representatives of 2 Houses Come to Cincinnati With Large Orders for Immediate Delivery.

Anticipating an exceptionally heavy demand for Crosley radios and Musicones during the next few weeks, C. W. Burress, secretary and treasurer of the National E. and A. Supply Company, Peoria, Ill., and Marshall Bond, of Bond, Rider and Jackson, Charleston, West Va., came to Cincinnati recently with orders that greatly exceeded their fixed quotas for the present period.

These companies are distributors of Crosley merchandise and their representatives predicted an unprecedented demand for both the new receiving sets and Super Musicones. Dealers in their respective territories are head-over-heels in work and are selling sets in far greater numbers than they had expected. All are clamoring for Crosley products, and in an effort to obtain larger shipments to meet their requirements the two distributors came direct to the Crosley factories.

Mr. Burress reported his sales-

WHAT'S A FIVE-TON TRUCK TO A MUSICONE?

Many a time and oft' in the columns of this publication we have emphasized the strength and rigidity of Crosley merchandise, but never before were these claims backed up so convincingly as in the following letter from one of our distributors:

"Billings, Mont.
"The Crosley Radio Corporation,
"Gentlemen:

"We are returning by parcel post one Crosley Super Musicone, serial number 481,050, to be repaired and returned.

"It was being delivered to E. A. Boschert, at Ballantine, by truck. While trying to get the truck out of a mud hole, the Super Musicone fell off and was run over by the truck, which weighed five tons.

"The Musicone was badly bent but it still would operate, which illustrates the strength and rigidity of Crosley products.

"Marshall Wells Co.,
"S. L. Beerman."

HE'D BEEN THERE BEFORE

"What are you taking your radio to the football game for?"

"Well, if I get the same seat I had last time, I'll need it to follow the game."—Radio News.

Huge Increase In Radio Business In 1927 Is Predicted

(Continued from Page 2.)

tribution, the better organization of our credit and transportation systems, the steadying influence of better informed and hence more alert industrial and business management and (most important) the late mechanical improvements in Radio receivers, speakers, and all equipment and accessories, assuring almost perfect reception and reproduction at exceptionally long range.

A steadily increasing interest in Radio and a constantly mounting demand for high grade Radio equipment is revealed by the United States Department of Commerce in a statement just issued. The only decline reported is in the number of crystal sets and head phones, indicating that the demand is largely for Radio receivers of the multiple-tube type, equipped with loud speakers. The public demand is largely leaning toward the manufacturers of nationally advertised standard makes of Radio receivers and speakers. The confidence of the public has been won by those manufacturers who feature Quality Radio at reasonable prices.

Great Increase Forecast

The year 1927 should show a material increase for our entire Radio industry as a whole. This statement is the consensus of views and opinions expressed by the foremost representatives and most celebrated authorities of the Radio industry throughout the country, based largely on the fact of the public's more thorough understanding and appreciation of the important part that Radio is now playing in the daily life of humanity.

The mounting ratio of increase in sales of multiple-tube receiving sets and loud speakers indicates clearly the adoption of Radio by the public as a permanent and safe investment which it has come to fully appreciate as holding many advantages. People in general have been brought to the serious realization that Radio in the home, class room, church and club room is now a necessity rather than a luxury, as evidenced by the fact that:

(a)—Thousands of educational institutions have installed Radios in the past several years for the purpose of receiving educational programs now being broadcast for the benefit of their pupils daily. Even the grown-ups are becoming more and more to appreciate these educational features.

(b)—Entertainment programs are being broadcast at practically all hours of the day and night, bringing the world's greatest artists into the homes of the millions of Radio set owners.

(Continued on Page 10)

*This Happy, Smiling, Little Pup,
With Head-phones On His Ear,
Has Won Full Many a Loving Cup
For Bringing Joy and Cheer*

*He has no pedigree, 'Tis True,
But the Kiddies Love Him So
That Dad Will Have to Buy Him;
Don't Forget--His name's BONZO.*



YES SIR! HE'S BARKING AGAIN!

"BONZO"

THAT FAMOUS CROSLY PUP

Now \$1.00 Net

Here's the fastest selling radio novelty ever offered. The kiddies go crazy about it—so do the grown-ups. Boys and girls see them on the dealers' counters and the first thing they say is:

"Mom, buy one of these for me."
Little Bonzo is full of pep and is growing more popular every day. His smiling countenance is certainly good to look upon. Bonzo is just one of those novelties everyone wants.

tenance is certainly good to look upon. Bonzo is just one of those novelties everyone wants.

These pups may be purchased direct from the Crosley factories or from your distributor. Cash, check or money order MUST accompany your order.

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

Model Homes Being Equipped With Crosley Radios; Broadcasting Bringing Better Music Into Every Home

Builders Of Homes Recognizing Value Of Radio Receivers

Special Attention to Installation of Radios Being Given by Sponsors of "Better Homes" Movement.

Thirty-six model homes being built in key cities throughout the United States under the auspices of the Home Owners' Service Institute as examples of the finest in architectural design and house planning will be completely wired for radio and equipped with a radio set. The sponsors of this nation-wide better homes campaign believe radio has become as essential to modern homes as stoves and refrigerators, and that complete radio facilities should be built into every modern house. The sets manufactured by The Crosley Radio Corporation have been chosen for installation in the thirty-six model homes now under construction.

The built-in features in these model homes will include aerial and ground installations, lead wires carried through conduit to outlets in the various rooms, and in some instances wiring to storage battery compartments placed in the cellars of the homes. The aerials will be so erected as to be almost entirely hidden from view, in order not to detract from the appearance of the houses. All joints in the aerial wiring systems will be soldered, and the most approved type of insulation will be used. In erecting the aerial, attention will not only be paid to appearance but to electrical efficiency as well.

The ground wire will be completely hidden from view, being run in conduit through the walls. Connection will be made to a water pipe or other good grounding object. The ground system will also be installed with attention to best operation of the radio equipment.

The provision of radio installations in these thirty-six model homes shows that it is considered best house-building practice today to specify wiring for radio sets. No doubt within the next two or three years it will be the universal practice to wire all new homes for radio. Built-in kitchen cabinets, incinerators, electric refrigerators, and other household aids are being adopted in most of the well-constructed homes of today, and it is reasonable to suppose that within a very short time, radio installations will be considered even more indispensable than these features.

Radio Fans in Salvador and Lithuania Pay \$14 to \$18 a Year for Permission to Tune in Their Broadcasting Stations

Radio fans in practically every nation but the United States must pay for the privilege of listening in. The charge for operating radio receivers is ordinarily made in the form of license fees imposed by the government, and these fees are used to help support broadcasting.

In some of the countries the fee is quite small—being but one franc, for instance, in France. In other countries, such as Salvador and Lithuania, cost of operating a receiving set runs as high as from \$14 to \$18 per year. In Great Britain the fee is ten shillings (about \$2.40), while in Japan it is 80 cents.

Stations in the United States are operated without cost to the radio fan, being supported by corporations, institutions, and public-spirited individuals. This independence of broadcasting stations from government financial aid enables every station to express its own individuality. William Stoess, Musical Director of station WLW,

The Crosley Radio Corporation, Cincinnati, who is a great believer in individualism among radio stations, says that in his opinion the freedom of stations in the United States from iron-clad government control and government subsidy has largely been responsible for the more rapid development of broadcasting in this country than in any other.

"The dependence of stations upon their own resources," says Stoess, "not only relieves the radio public from paying license fees, but tends to foster the initiative of studio directors and station personnel in creating ever better and better programs. There is more competition among stations here in America where each station is 'on its own'. The result is a higher class and greater variety of broadcasting. I certainly hope that the time will never come when the American radio public will agree to a system of licenses and fee-supported broadcasting."

Radio Is Creating A National Desire For Better Music

Broadcasting Stations Constantly Striving to Improve the Quality of Their Programs.

One very valuable service that broadcasting is rendering is the education of the general public to the appreciation of fine music.

Recitals of the great artists attract only the musically inclined, or the more cultured element of the public. Radio programs, however, bring fine music into every man's home, and there are no prohibitive prices or social difficulties to prevent even the most humble enjoying them.

The influence of this popularization of the best in music cannot be overestimated. Musical appreciation is known to be closely related to the intellectual as well as the artistic development of a nation. Any influence that brings about better musical appreciation contributes to better cultural standing.

Broadcasting stations are constantly striving to improve their musical programs. Whenever possible the recitals of the most prominent artists are broadcast. There is constant improvement toward the broadcasting of the very best music by the very best performers.

Thus popular appreciation of music is being developed hand in hand with the development of radio programs. As radio programs are better the public taste becomes more discriminating and this discriminating taste is met by still better programs.

Even jazz is feeling the influence of the radio programs. A few years ago almost any kind of a jazz band was a tolerated article of the big metropolitan centers. Today radio fans everywhere can tune in the finest dance orchestras of the big cities, and as the radio audience becomes accustomed to the finer type of jazz it demands better music from its local dance orchestras. The result is a constantly higher standard of performance from dance orchestras everywhere.

Radio is creating a national music taste, and is awakening the soul of the American public to many of the joys of music that it has missed in the past. This is just one more way in which broadcasting is contributing to the development of a higher type of civilization.

WHAT IS STATIC? HERE'S THE ANSWER

Radio listeners have applied many picturesque terms to static without really understanding the nature and cause of this troublesome nuisance.

The combination of temperature and barometric pressure occurring most frequently in the summer months is the cause of static. This combination involves high temperatures and barometric pressure which holds a uniform position slightly below the normal figure is the way Charles Kilgour, Crosley chief engineer explains it.

The uniformity of pressure minimizes wind movement. The comparatively quiet air is heated in varying degrees depending upon the character of the land below it. Rising and bearing moisture, this heated air mixes with much colder air in the higher altitudes where the moisture is condensed into clouds.

The mixing of air layers causes a friction which creates electrical energy. The result is a series of electrical discharges which cause static waves to travel in every direction.

Entering the radio receiving sets the waves interfere with the waves broadcast from sending stations

His First Set



Powel Crosley, Jr., is shown here with his first set—a crystal receiver and the first book-type variable condenser put on the market in 1922.

and produce the sputtering sounds which we designate as static. The same conditions of temperature and pressure when occurring in more intense form cause thunderstorms which are accompanied by what might be designated as "super static."

Super Musicone Is Ideal Suggestion For Xmas Shoppers

World's Most Wonderful Reproducer Will be Welcomed Heartily by Every Owner of a Receiving Set.

Dealers who are advertising Crosley Super Musicone as Christmas presents are selling them faster they can get them from their distributors. Never before has there been such a demand for a radio reproducer. Thousands and thousands are being sold daily. Everyone realizes such a gift as a Super Musicone would be heartily welcomed by any listener, but it is up to the dealer to tell the buyers in his community where such presents may be purchased.

It matters not what type of a radio a listener may have, providing, of course it is not a crystal set. A Super Musicone is a welcome addition to any tube radio—it makes even satisfactory reception better. Thousands have proclaimed it to be the most perfect reproducer on the market and are actually amazed when they learn the price is but \$14.75.

This reproducer catches every note. You, as a dealer know this. But you must convince your customers that this is the truth. To accomplish this you must permit your prospective customers to hear for themselves the difference between the Super Musicone and any other type of radio reproducer. It matters not what the other type may cost. Pick out the most expensive one on the market. Permit your prospective customer to listen to the expensive one and then switch over to the Super Musicone. The difference is so pronounced—the notes coming from the Super Musicone are so perfect—that the buyer will purchase the Super Musicone immediately.

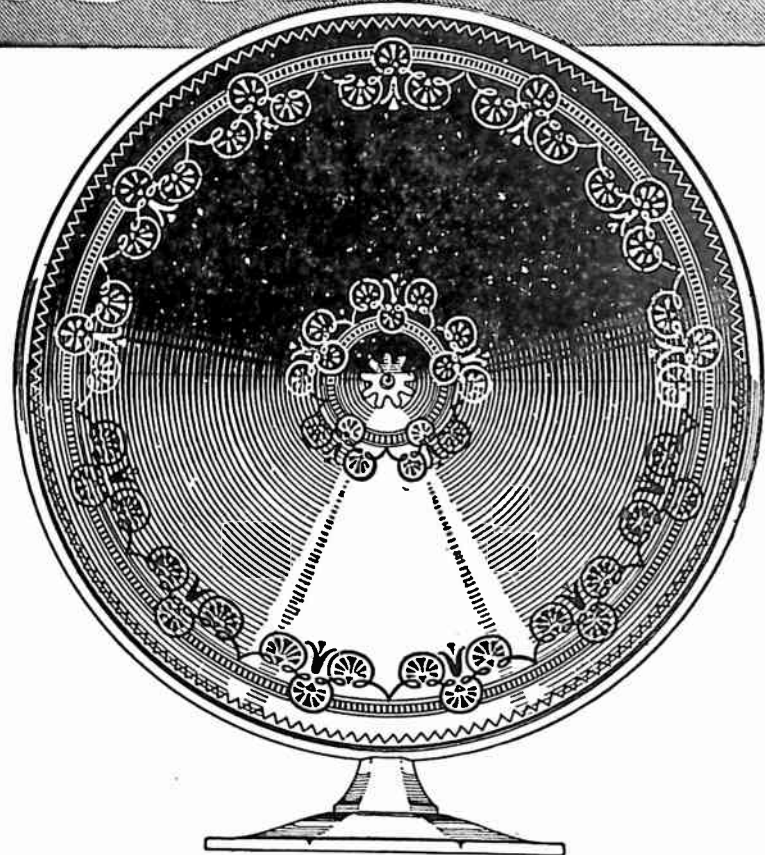
That, gentlemen, is the way to sell the Super Musicone. Prove, under actual receiving conditions, that this reproducer is superior to them all. Point out the perfect manner in which music and voice are brought to them. Show how impossible it is to overload the Super Musicone. Prove to them that the low notes of a drum are heard distinctly on a Super Musicone—and try to bring in these notes on any other reproducer. Just try it!

Radio buyers are skeptical. No one blames them. The radio business would be in a terrible condition to-day if buyers were skeptical. There would be an unloading of worthless merchandise that would ruin the industry. And so let's bow to the skeptical. Let's not argue with them. LET'S PROVE TO THEM THAT WHAT WE SAY IS TRUE.

Suggest to Christmas shoppers

CROSLY MUSICONE

BETTER - COSTS LESS



The Musicone holds batteries and accessories. Genuine MUSICONE built in. Delightful tone. Two-tone mahogany cabinet. \$32.

Listen to this amazing reproducer of broadcasting! Then you'll understand why it is the biggest selling loud speaker on the market EVERYWHERE, and the most imitated. Its shape, however, is NOT the secret of its wonderful performance. The fidelity of its reproduction is solely through the Crosley patented actuating unit. Avoid imitations. There is only one genuine MUSICONE. Enjoy radio at its best with such a loud speaker—where high soprano, violin and flute notes are truly transmitted and deepest bass is heard in full sonorous tones.

Crosley Radios \$9.75 to \$90.00

The Crosley Radio Corporation

Cincinnati, Ohio



Paul Crosley, Jr., President

\$14.75

that the Super Musicone is an ideal present for every radio listener. You will be agreeably surprised at the reaction. Your store will be filled with shoppers. You will be thanked for having solved the problem of "What shall I get for Dad?" You will have helped Dad choose

a gift for Mother; will have assisted the kiddies in choosing a present for Mother and Father.

And most of all you will have kept your cash register playing a merrier tune that you ever heard—even when received on a Super Musicone.

FRONT PORCH TO DISPLAY BOOTH

Guy Crane, of Battle Creek, Mich., Crosley dealer, has arranged his front porch to represent a display booth and invites his friends to drop in and enjoy the latest music.

Combined Craftsmanship of 42 Men and Women Required In Assembling of One Crosley Five Tube Model 5-50; Perfect Work Certain After Set Passes Four Testers

Individual Tasks Are Performed By Well Trained Girls

(Continued from Page 2.)

balancing condenser studs.

"Girl No. 4—Mounts two auxiliary condenser cans. Mounts two auxiliary condenser adjusting screws.

"Girl No. 5—Puts spaghetti on wire No. 30 and 33. Puts spaghetti on wire No. 27 and 38. Solders wire No. 30 and 33 to last auxiliary condenser. Solders wire No. 27 and 38 to second auxiliary condenser. Puts spaghetti on wire No. 44. Solders wire No. 44 to third socket second clip. Solders wire No. 17 to second socket third clip.

"Girl No. 6—Mounts two coil supporting studs. Mounts studs on two auxiliary condensers. Mounts two auxiliary condensers.

"Girl No. 7—Mounts one by-pass condenser. Mounts detector socket. Mounts grid condenser.

"Girl No. 8—Puts spaghetti on wire No. 6-12 and 45. Solders wire No. 6-12-22 and 45 to balancing condenser. Solders wire No. 39-43 and 47 to second by-pass condenser. Puts spaghetti on wire No. 11. Solders wire No. 11 to fifth socket third clip.

"Girl No. 9—Mounts varind bearing and bracket. Mounts balancing condenser. Mounts rheostat.

"Girl No. 10—Mounts two transformers.

"Girl No. 11—Prepares two transformers for mounting. Puts spaghetti on wire No. 42. Solders wire No. 42 to first socket second clip. Solders wire No. 17 to first transformer S-1. Solders wire No. 37 to first by-pass condenser. Solders wire No. 3 and 37 to second socket fourth clip.

"Girl No. 12—Solders wire No. 10 to second transformer S-1. Solders wire No. 8 to fifth socket first clip. Solders wire No. 40 and second transformer lead S-2 to C-0 to 6 lug. Solders wire No. 31-40 and 50 to first by-pass condenser. Puts spaghetti on wire No. 31.

"Girl No. 13—Solders wire No. 21 to C-0 to 40 lug. Solders wire No. 21 to first transformer S-2. Solders wire No. 19 and 43 to B+90 lug. Solders wire No. 19 to first transformer P-2. Solders wire No. 14 to B+45 lug. Solders wire No. 14 to second transformer P-2. Solders wire No. 23 to fifth socket fourth clip.

"Girl No. 14—Solders wire No. 23 and 24 to fourth socket fourth clip. Solders wire No. 20-24 and 25 to

third socket fourth clip. Solders wire No. 25 and 26 to second socket first clip. Solders wire No. 26 to first socket fourth clip. Solders wire No. 15 to C+A—Lug.

"Girl No. 15—Solders wire No. 10 to 4th socket 2nd clip. Solders wire No. 10 to 1st transformer P-1. Solders wire No. 18 to Musicone lug. Solders wire No. 18 to 2nd socket 2nd clip. Solders wire No. 5 and 49 to 4th socket 1st clip. Solders wire No. 5 and 48 to 2nd by-pass condenser.

"Girl No. 16—Solders wire No. 2-3-4 to G lug. Solders wire No. 36 to Sel. A lug. Solders wire No. 35 to Vol. A lug. Solders wire No. 7 and 9 to phone condenser. Solders wire No. 9 to 2nd transformer P-1.

"Girl No. 17—Solders wire No. 51 to 1st socket 1st clip. Solders wire No. 52 to 3rd socket 1st clip.

et. Cuts and scrapes antenna coil lead No. 5. Puts spaghetti on antenna coil lead No. 5.

"Girl No. 22—Puts spaghetti on wire No. 28. Solders wire No. 28 to antenna coil lead No. 4. Puts spaghetti on wire No. 34. Solders wire No. 34 and antenna coil lead No. 5 to 1st socket 3rd clip. Solders wire No. 4 to antenna coil lead No. 3. Solders wire No. 36 to antenna coil lead No. 2. Solders wire No. 35 to antenna coil lead No. 1. Solders wire No. 46 to tickler coil lead No. 2.

"Girl No. 23—Solders wire No. 15 to Rheostat. Solders wire No. 15 to Rheostat. Solders wire No. 20 to Rheostat. Solders wire No. 47 to 1st coupler coil lead No. 3. Solders wire No. 42 to 1st coupler coil lead No. 1. Solders wire No. 44 to 2nd coupler coil lead No. 1. Solders wire No. 22 to

"Girl No. 28—Mounts resistance unit on 1st condenser. Mounts long coupling. Mounts 1st condenser.

"Girl No. 29—Solders wire No. 12 and 13 to grid condenser. Solders wire No. 13 to 3rd condenser stator. Solders wire No. 41 to 2nd condenser stator. Solders wire No. 32 to 2nd resistance unit. Mounts four felt strips on chassis. Puts in thumb screws.

"Girl No. 30—Solders wire No. 11 to grid condenser. Solders wire No. 34 to 1st condenser stator. Solders wire No. 31 to 1st resistance unit. Solders wire No. 28 and 30 to 1st resistance unit. Solders wire No. 33 to 1st condenser stator. Solders wire No. 29 and 38 to 2nd resistance unit. Solders wire No. 27 to 2nd condenser stator. Solders wire No. 6 to 3rd condenser rotor.

"Girl No. 31—Mounts two screws on dial. Sets condensers. Sets dial.

"The set is now ready to be tested and inspected. The next three girls, referred to as No. 32, 33 and 34 subject the set to the most careful examination and after it passes from their hands it is as perfect as human hands can make it. Girl No. 35 gets it next. She is in an enclosed test booth and it is her task to see that the set operates properly under actual working conditions. She tunes in as many broadcasting stations as she can, and when none is in operation she uses an especially arranged buzz system with which she can put the receiver through the most rigid test.

"No. 36 is a man, whose task it is to place the set in its cabinet. He then passes it on to No. 37 who screws on the name plate and attaches the bolts that hold the chassis in the cabinet. No. 38 puts on the auxiliary condenser windows and the dial windows and No. 39 puts on the dial covers and knobs. No. 40 is a girl, who inspects the work done by these men and if it is satisfactory she passes it on to No. 41, who sees that the dial moves freely in the window and tacks on the serial card. It is then ready for the final operation—that being the work of No. 42, who puts the set in its carton, puts on the labels and places the completed set on a chute bound for the shipping department."

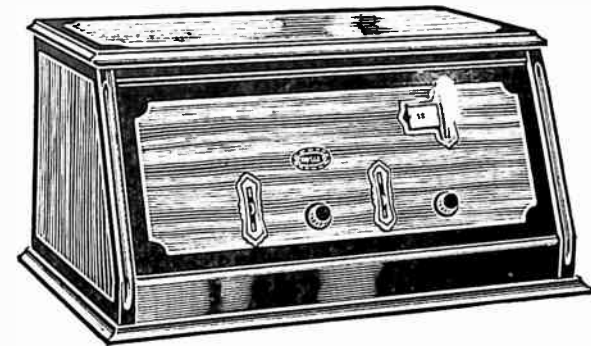
STOP—LISTEN

Judge—"What's the matter with your headlights?"

Driver—"I used wood alcohol in the radiator and the darn thing has gone blind."

To get the most from a single tube it must be connected in a regenerative circuit.

Assembled By Forty-two Trained Workers



The set illustrated above is the Crosley five tube 5-50, which is assembled and tested by 42 carefully trained men and women. Every set is tested and inspected by four people before it is passed on to the packers.

Solders wire No. 1-2, 51 and 52 to 1st transformer lug.

"Girl No. 18—Solders wire No. 53 to Phone condenser. Solders wire No. 1-8-49 and 53 to 2nd transformer lug. Solders wire No. 46 to 5th socket 2nd clip. Solders wire No. 29 to 1st coupler coil lead No. 3.

"Girl No. 19—Ties cable. Mounts three condenser supporting blocks. Cuts and scrapes 1st coupler coil lead No. 4. Cuts and scrapes 2nd coupler coil lead No. 4. Puts spaghetti on 1st coupler coil lead No. 4. Puts spaghetti on 2nd coil lead No. 4.

"Girl No. 20—Same as No. 19.

"Girl No. 21—Assembles tickler coil, worm nut and guides to supporting arm. Mounts tickler assembly and worm shaft to varind bracket. 2nd coupler coil lead No. 3. Solders wire No. 39 to 2nd coupler coil lead No. 2.

"Girl No. 24—Assembles stud on 2nd coupler coil. Mounts antenna

coil. Mounts 1st balancing coil. Mounts 1st coupler coil. Mounts 2nd balancing coil. Mounts 2nd coupler coil.

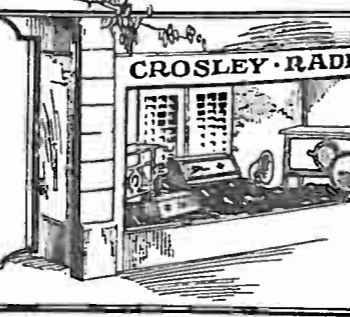
"Girl No. 25—Puts spaghetti on wire No. 41. Solders wire No. 41 and 1st coupler coil lead No. 4 to 3rd socket 3rd clip. Solders 2nd coupler coil lead No. 4 to balancing condenser. Puts spaghetti on wire No. 32. Solders wire No. 32 to 1st balancing coil lead No. 2. Solders wire No. 50 to 1st balancing lead No. 1. Solders wire No. 45 to 2nd balancing coil lead No. 2. Solders wire No. 48 to 2nd balancing coil lead No. 1. Solders wire No. 7 to tickler coil lead No. 1.

"Girl No. 26—Mounts set screw on dial. Mounts stop on dial. Mounts balance weight on dial. Assembles soldering lug on dial. Mounts 3rd condenser with dial.

"Girl No. 27—Mounts resistance unit on 2nd condenser. Mounts short coupling. Mounts 2nd condenser.



CROSLY DEALER'S PAGE



Solid Support Is Pledged To Dealers By Crosley Jobber

Trilling and Montague Sales Policies Hailed With Appreciation by Bona Fide Merchants.

In an article headed "Jobbers Must Protect the Dealer," Trilling and Montague, Crosley distributors at Philadelphia, Pa., have the following to say in their very interesting house organ, "Radio Talks:"

We have been hearing a lot of talk of late about "stabilization" of the radio industry, and usually the impression has been conveyed that the desired stabilization has already or nearly been accomplished. This is probably true in great measure, insofar as methods of production or design of materials is concerned, but this phrase concerns only a part of the problem. The elements of distribution are of equal importance with the elements of production when speaking of any industry, and stabilization of the radio industry cannot be deemed to be an accomplished fact so long as the wholesale and retail outlets for radio merchandise are no more clearly defined than is the case at the present time.

Whatever may have been the excuse for the unstable condition of radio jobber and dealer outlets in the early stages of the radio business, the time is at hand when manufacturers and wholesalers should formulate a definite idea as to who should and who should not be considered a bona fide jobber or dealer of radio merchandise. Unless this is done, no matter what progress is made in design and manufacture, and the weeding out of the weak sisters among manufacturers, there will still remain that uncertain and obstructive factor which will keep many of the logical distributors of radio from giving their full-hearted support to the business and bringing it to the dignified and profitable plane where it belongs.

That this subject has been given serious thought on the part of many authorities in the business is evidenced by a recent discussion which took place in the columns of Radio Merchandising, the Magazine of the

Offers Radio to Anyone Who Can Prove He Has Dissatisfied Crosley Customer

DEALERS AT JOBBER'S CONVENTION



The above picture was taken during a convention of dealers and salesmen conducted recently by the Grier Sutherland Company, Crosley jobbers at 433 East Larned street, Detroit, Mich. Plans for a great after-Christmas sales campaign were discussed at the meeting.

Radio Trade, on the topic "What Constitutes a Radio Dealer." The consensus of opinion finds expression in the winning definition which is reproduced herewith:

A radio dealer should be an individual or firm with an established place of business, readily accessible, open for business at all reasonable hours, with competent attendants for sales and servicing. A suitable stock of radio sets and accessories should be maintained at all times, purchased from reputable jobbers and sold at the established or commonly accepted list prices and the business in general conducted on a sound merchandising basis. A radio dealer should be one who fosters and promotes the sales of radio merchandise throughout the year and not one who exploits it for a few months only.

Trilling & Montague have pioneered in the movement to protect the radio dealer and to hasten the day when he could take his place on an equal footing of dignity and security with merchants in other lines of business. Not only has this firm, from the very beginning of its business existence, strictly adhered to the policy of selling at wholesale only, but unlike most wholesalers, they have endeavored as much as

possible to obtain definite assurance that anyone applying to them was really entitled to be considered a dealer and to receive dealers' terms. In innumerable instances would-be dealers were respectfully referred to their local dealer for their purchases, which has caused many an ill-thought toward this firm on the part of the would-be dealer, but by all bona fide dealers who were able to give the desired assurance, Trilling & Montague's policy has been hailed with approbation and appreciation and has resulted in affiliating with this firm a majority of the finest radio retailers operating in this territory.

Thus it is seen that a conscientious wholesale distributor can do a great deal to protect the legitimate radio dealer. Unfortunately, there are still many distributors who are not conscientious and who, prompted by their greed and supported by indiscriminate manufacturers will disregard the interests of their dealers and make harder the latter's struggle for existence and growth by encouraging and abetting undue competition.

Where no protection is afforded dealers by their wholesalers an effective remedy usually lies in their own hands. (Continued on Page 14)

Sells 46 Radios In Six Months In Town Of 300 Population

J. M. Harrison, Eldorado, O., Believes Pioneers Should be Protected in Allocation of Wave Lengths.

J. M. Harrison, authorized Crosley dealer at Eldorado, Ohio, has offered to give a Crosley five tube Model 5-75, complete with all tubes, batteries, etc., to any person who can prove that any person to whom he has sold a Crosley radio is dissatisfied with his receiving set. He has been selling Crosley products for five years, and despite the fact that he operates in a town that has but a population of 300, he sold, during the first six months of 1926, 46 Crosley radios. In commenting upon various articles read in the Crosley Radio Broadcaster, Mr. Harrison, in a letter to the editor, said:

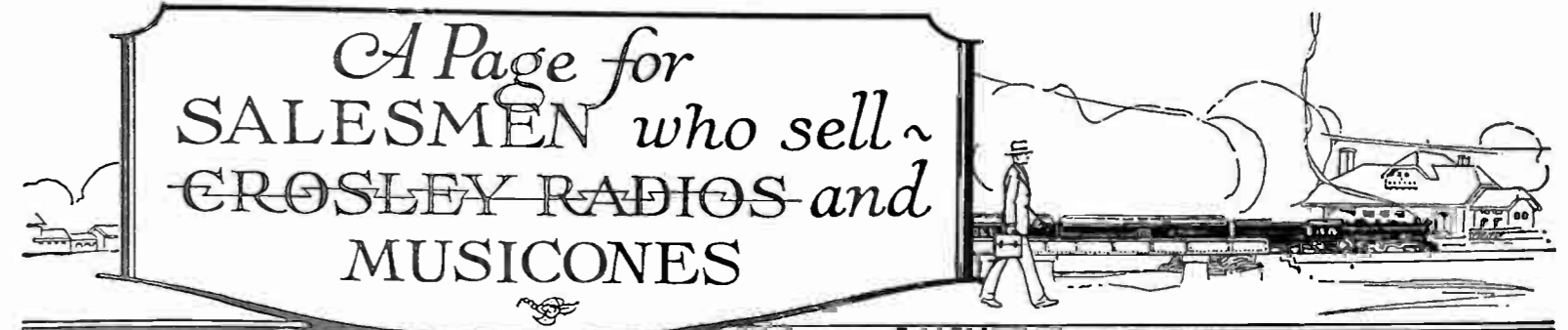
"Eldorado, Ohio, Nov. 25th, 1926.

"Mr. Robert F. Stayman, Editor, The Crosley Radio Broadcaster.

"Dear Sir: I have just read the November 15th issue of the Crosley Radio Broadcaster and can not pass it up until I have made some remarks as to the various articles which it contains.

"Every radio fan wants good broadcasting protected. There are, at the present time, far too many stations operating on the wave lengths between 250 and 500 meters. New stations that desire to open up should be required to do their own prospecting on other wave lengths. I find much less interference on the lower wave lengths and I feel quite sure that lower, instead of higher, wave lengths will prove to be the proper steps in the efforts to eliminate electrical interference and the interference caused by heterodyning due to some station riding the wave of another station.

"I have appealed to our Senator (Continued on Page 14)



Big Buying Season To Follow Holidays, Salesmen Are Told

Warned to Keep on Their Toes and to Help Make Next Few Months the Most Profitable Ones in History.

Several distributors have called to our attention the manner in which they are emphasizing to their salesmen the vital importance of renewing their sales efforts after the Christmas holidays. They have warned their road men against any cessation of these efforts and advised them to pay no attention to what this dealer or that one might say about a quiet period after the Christmas buying season.

As a matter of fact, the after-holiday period will be about as profitable to the radio dealer as the past six weeks have been. There are hundreds of thousands of men and women who will have received money as Christmas presents and who will be investing this money in radio. In addition to these, there will be those thousands who have heard their friend's receiving set, and will want a radio for themselves.

It has been admitted on perhaps every hand that the radio season will last far into the Spring. Vastly improved broadcasting and better receiving sets will combine to make this the longest active buying season in the history of the industry. Every set sold will sell others, and so the linking of this chain will be continued for months to come.

News dispatches from Washington are to the effect that our Congressmen, with first-hand information in regard to the conditions of the ether, are returning to the Capital with an avowed determination to pass radio legislation immediately. This will increase interest in radio reception and will bring out those buyers who have been holding back because of the published statements about the so-called chaos.

Many other arguments were advanced by the distributors—arguments that were especially forceful in their own localities—and the salesmen decided that they had an opportunity to make the next few months most profitable ones for their employers, for their dealers and for themselves.

Enjoying a Rest at "Camp Crosley"

Salesmen prove radio is a welcome addition to camping equipment.



The men in the picture above are, left side, George W. Livingston, and right side, B. K. Bunch, both salesmen employed by the Sterling Radio Company, Crosley jobbers at Kansas City, Mo. Mr. Livingston travels Northern Kansas and Mr. Bunch Northern Missouri. The photographs were taken near Linn Creek, Mo., when the men and their families were on a fishing trip. The boys reported excellent fishing, both in the creek and in the air, and the Crosley 5-38 pictured was the source of much entertainment to both them and their wives.

CLEANING AERIAL WIRES

An outdoor aerial should be cleaned every six months or so. Because the wire or wires become heavily oxidized, the over-all efficiency is greatly reduced. The most effective and simple way of cleaning is to coil the aerial wire into a roll and place it in a large earthenware dish, in which is poured about 25 cents' worth of muriatic acid mixed with three parts of water. Leave it there for about an hour and stir the solution three or four times every 15 minutes or so. Next prepare a strong solution of soda and water in another large dish and place the roll of wire in this to neutralize the acid. Let the wire remain in this solution for about ten minutes; then take it out and scrub off any remaining scales of oxidation with an old toothbrush. After cleaning the wire will be found in the same condition as when purchased.

CROSLY RADIOS FEATURED BY NEW DEALERS

Crosley radios and Musicones are being featured by Martz & Steel, a newly organized company at Greensburg, Pennsylvania. This company selected a store in the heart of Greensburg, and so arranged its display as to appeal immediately to everyone who was interested in radio receivers and accessories. At the formal opening recently, the store was crowded with buyers and ever since then has been the center of attraction of radio listeners. A half-page advertisement in the local newspapers was used in announcing the opening. This new company is buying through Doubleday-Hill Company, of Pittsburg.

A CHRISTMAS CAROL

'Twas th' night before Xmas an' all through th' house Not a bozo was stirring—everybody was sousted!

"Great Selectivity" Is Displayed By The Crosley Bowlers

Wisconsin Team, Known as Crosley Products, Claimed Two Out of Three Games.

The following interesting account of the manner in which the "Crosley Five Tubes," a bowling team, defeated the "Matt Kobernat Spiders," appeared in a recent issue of the Rhinelander, Wisc., Daily News:

"Displaying great selectivity and with two verses unmarred by static of any kind, the Crosley Five Tubes last night took two games out of three from Matt Kobernat's Spiders in a city bowling league match on the Lawrence alleys.

"Tuning in on station WIN, the Crosleys enjoyed a fine program, winning the first game 840 to 814. Static in the shape of 876 pins spilled by their opponents, however, made their 735 look small in the second game, but they managed to win out in the third by a scant two-pin margin, 763 to 761, although losing on total pins.

"Charlie McIndoe did most of the broadcasting last night. He started out with 221, then toppled 155 and wound up with 174, for a 550 series. Matt Kobernat with consistent games of 182, 180 and 178, got 540, while John Lawrence contributed 536 and Art Sohr, 502.

"The scores:

Crosley Five Tubes			
A. Sohr	190	134 178—502
H. Goldberg	..	148	158 125—431
A. Brown	140	140 140—420
C. McIndoe	..	221	153 174—550
C. Finn	141	148 146—435
Totals	...	840	735 763—2338

Spiders			
C. Larson	159	189 137—485
J. Lawrence	..	177	192 167—536
F. Hyland	...	156	175 139—470
E. Payette	..	140	140 140—420
M. Kobernat	..	182	180 178—540
Totals	...	814	876 761—2451

Wigwagging, the use of semaphore hand flags as a means of visual signaling in the United States army, has been replaced by radio.

Crosley Broadcaster Best Paper We Have Seen, Jobber Says

(Continued from Page 11)

mation and creates enthusiasm and we believe it brings in orders.
"Albany Hardware & Iron Co., Albany, N. Y."

"We certainly want to compliment you on the Radio Broadcaster. It is a very interesting paper and we feel sure that the dealers as well as the distributors' salesmen will take an interest in it and look forward to receiving it.
"Harblson Manufacturing Co., Kansas City, Mo."

"We believe the Crosley Radio Broadcaster is doing excellent work among the dealers and among our salesmen.
"Noyes Bros. & Cutler, Inc., Saint Paul, Minn."

"We believe the new Radio Broadcaster will be very beneficial to the distributor and dealer.
"Tower-Binford Electric & Mfg. Co., Richmond, Va."

"The Crosley Radio Broadcaster is excellent and will help to stimulate interest in Crosley products.
"Browning Bros. Co., Ogden, Utah."

"The ideas expressed in the Radio Broadcaster are excellent.
"F. D. Pitts Co., Boston, Mass."

"We wish to voice our opinion in regard to the new Crosley Radio Broadcaster as being a very practical publication.
"Central States Gen. Elec. Sup. Co., Chicago, Ills."

"We believe the Crosley Radio Broadcaster should create a lot of interest among the dealers and should help greatly.
"Wetmore-Savage Co., Boston, Mass."

"We think you are to be congratulated on the Radio Broadcaster. It is wonderful and makes excellent 'music' and I noticed from the very first issue that every one of our boys remarked about it and read it thoroughly.
"Sterling Radio Co., Kansas City, Mo."

"We like the new Broadcaster particularly because of the three pages divided among Crosley jobbers, dealers and salesmen. We will endeavor to supply articles for these pages from time to time.
"Motor Car Supply Co., Chicago, Ills."

"Just a line to tell you how much we appreciate the new Crosley Ra-

BOOSTING CROSLY IN MOBILE



The picture reproduced above is that of the booth of the McGowin Lyons Company, Crosley distributors, at the Mobile, Alabama, radio show. This corner attracted thousands of radio fans and dealers.

dio Broadcaster. It is through such publications as this that a closer contact is maintained between the manufacturer, jobber, dealer, salesmen, etc., and we hope the Broadcaster will continue to maintain this relationship.
"Joseph Strauss Co., Buffalo, N. Y."

"We want to compliment you on the new Crosley Radio Broadcaster.
"National Radio Co., Chicago, Ill."

"We are intensely interested in the new Crosley Radio Broadcaster. It is snappy, conservative and interesting to all our salespeople. You have been very considerate to us in running the picture of our sales organization and the boys all got a great 'kick' out of it.
"The Electric Corporation, Los Angeles, Calif."

"We think the Crosley Radio Broadcaster is just about the best radio publication of its nature we know of. In fact we do not know of anything even approaching it. We like all the features but are especially interested in the data published regularly on servicing the various models. This is a very valuable feature. We have written our dealers and salesmen on more than one occasion calling their attention to certain facts brought out in these service notes.
"Southern Equipment Co., San Antonio, Tex."

"We certainly think plenty of the Crosley Radio Broadcaster. Its make-up is mighty fine and we particularly appreciate the stress that is laid on the various Crosley models and their efficiency.
"Nebraska Buick Co., Lincoln, Neb."

Sells 46 Radios In Six Months In Town Of 300 Population

(Continued from Page 12)

and Congressman to support the White Bill and asked that they support and use their influence to have it adopted, and kill the Dill Bill, and asked they have a clause written in whereby stations would be selected on their basis of priority of service. Stations that have been giving the radio listeners good service for a long period of time should not have to do experimenting on other wave lengths nor be required to split up their time with other stations. I sincerely hope that all radio fans will ask their Senator and Congressman to support the White Bill for the best interests of us all.

"I congratulate Mr. J. W. Moles, of LaMonte, Mo., on his time record of Crosley sales. However, I am able to tie his record and exceed it a little as I have sold and serviced Crosley sets for almost five years, selling first the Model IV and down the line with the Model V, Ace and Crosley 3-B, XJ, 51, 52, Trirdyn, Super Trirdyn, 4-29, 5-38, RFL-75, 5-50, 5-75 and RFL-90, and in this period of time I have never returned but one set to the factory for service. This was one of the Trirdyn models—one of the first that was out. The trouble was from a bad joint that was not making good contact on account of the flux that was used in soldering. I do not know of a dissatisfied person to whom I have sold a set. I still have a couple of Ace 3-B sets in daily use. To some of my customers I have sold their second set. I had a man in just last week to whom I sold his second set. He saw and heard the new 5-75 and said he would like to try one of them out. I am sure that he will have one in the next few days, either the 5-75 or the RFL-90. He is now using the Super Trirdyn. I have not probably sold as many sets as some of your other dealers, as this village is of less than 300 population, but from December 1, 1925, to July 1, 1926, I sold 46 Crosley sets and to my knowledge I do not have a dissatisfied customer. I will give any person who can find a single dissatisfied customer of mine a model 5-75, complete with all accessories. My motto has been: 'A satisfied customer, first, last and always,' and it is to this that I owe my success in the radio field.
"The offer I mention above applies to customers only to whom I have sold Crosley sets.
"Very sincerely yours,
"J. M. Harrison."

own hands. It is simply to favor the wholesaler who does give them protection. Wholesalers who allow dealers' discounts indiscriminately to anyone who applies, as is done by some wholesalers who will extend dealer franchises and allow dealers' discounts to numerous persons working out of their homes, are surely not contributing toward stabilization of bona fide radio dealers who are burdened with heavy expenses incidental to conducting a store. Thoughtful dealers are learning to discriminate between this type of wholesaler and one whose sole dependence is upon the dealers' support and whose success follows in direct relation to that of his dealers.

Solid Support Is Pledged To Dealers By Crosley Jobber

(Continued from Page 12)

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RADIO SETS ARE PACKED CAREFULLY

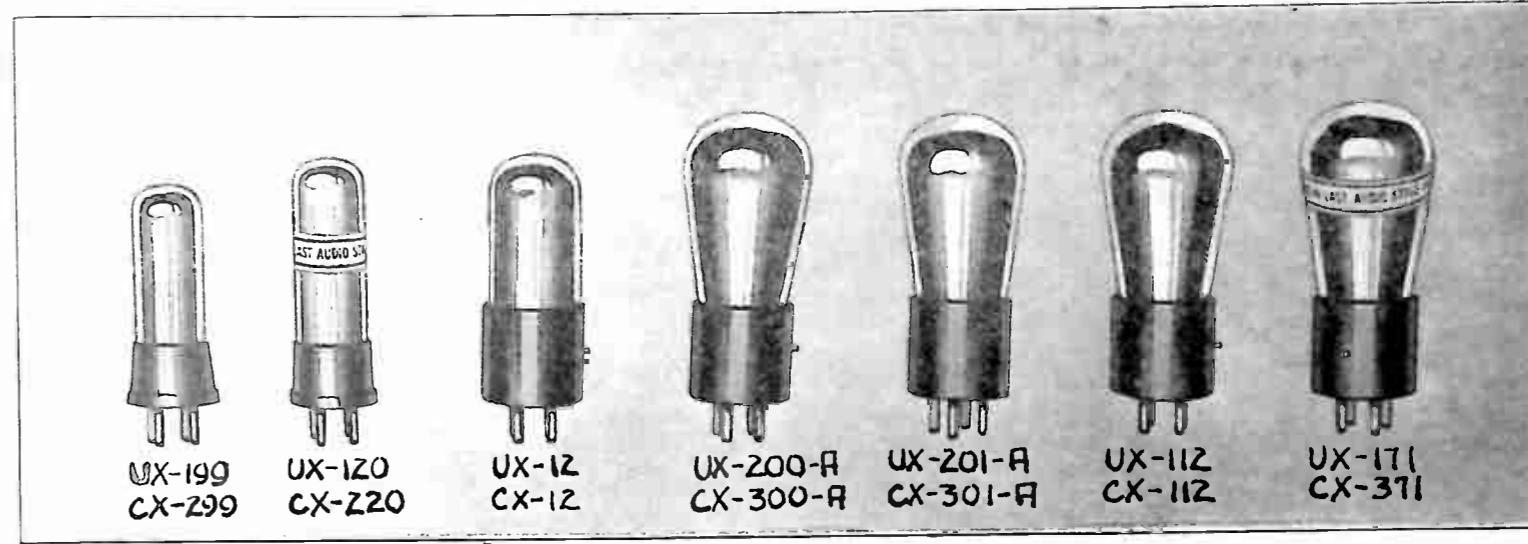
Radio sets are one of the most difficult articles to pack for shipment, according to Charles Peters, Traffic Manager of the Crosley Radio Corporation. The different parts of the sets are so fragile that it is difficult to pack them so that they will be proof against injury from rough handling. In co-operation with transportation companies, however, radio concerns have worked out methods of crating and boxing which have reduced the number of shipment damaged sets to a negligible amount in proportion to the total number of sets shipped.

An amateur should never try to improve on a manufactured set.

Employ flexible connections when experimenting with various hook-ups.

CROSLY SERVICE MANUAL

RADIO TUBES FOR CROSLY SETS



The purpose of this article is to describe the various standard tubes ordinarily used in Crosley sets, and to outline the particular purposes for which each type of tube is best adapted. Practically all Crosley sets are so designed that they will operate satisfactorily with any of the different types of tubes, but the dealer will find it advisable to recommend certain tube combinations for certain installations. A few Crosley sets are intended primarily for operation with one kind of tube only. Older models are not, of course wired for power-tube operation (the introduction of "power tubes" for last audio-frequency stages has been quite recent). All of these points will be covered in detail in the paragraphs that follow.

Kinds of Radio Tubes
Radio tubes are usually divided into two general classes: so-called "dry battery tubes" and so-called "storage battery tubes." Actually "dry battery tubes" may be operated from storage batteries, and vice-versa; the classification being simply a convenient one based upon the fact that certain tubes are designed to require small filament current and low filament voltage, so that they may be economically operated from dry-cell "A" batteries, while other tubes are designed to use greater filament current and voltage, and cannot ordinarily be operated economically except from storage "A" battery supply. The tubes requiring greater filament current and voltage, of course, deliver greater output.

In some cases there are very good reasons for operating "dry-cell tubes" from storage "A" batteries, or "storage-battery tube" from dry "A" batteries. There is no reason why this should not be done in such cases. One would not ordinarily recommend the use of a storage battery for operating five 199-type tubes, however, for these tubes

could be economically and efficiently run from three dry cells, at much less initial cost than would be required for storage battery operation. Nor would one recommend a dry "A" battery for operating five 201-A tubes, for 20 dry cells would be required for operating these tubes without excessive drain.

The point of the whole matter is that the dealer should not make a hard and fast rule only to install dry-batteries for "dry-battery tubes" and storage batteries for "storage battery tubes." It usually works out most economically that way. If the owner of a Trirdyn, however, who lives far out in the country, where he cannot conveniently charge a storage battery, wishes to use 201-A tubes for maximum volume, and if he is willing to buy twelve dry cells every time he renews his "A" battery, he will probably be most satisfied with that combination. Sell the customer what you believe will give him the most satisfaction. In general recommend storage "A" batteries for storage battery tubes and dry A batteries for dry battery tubes. When special cases come up, use your judgment, and base your calculations upon this simple rule—it is not economical to impose more than 0.25 amperes drain per cell of dry "A" battery.

"UV" and "UX" Tube Bases
Every Crosley dealer probably knows all that there is to know about these two types of tube bases by this time, but the subject may be worth a word or two of explanation. Until quite recently the "UV" or "Navy type" base was the standard base used on practically all radio tubes, and all older models of Crosley sets were equipped with sockets to fit this base. These sockets were of moulded composition (except in the earliest Crosley sets, in which they were made of porcelain) and consisted of a tubular

sleeve, which fitted around the base of the tube, together with four flat spring contacts that pressed against the bottom of the tube prongs. The tube was inserted in the socket, pressed down, and turned slightly to the right until a pin on the side of the base engaged with a slot in the socket and prevented the tube from coming out of the socket. Crosley sets using this type of socket include all of the Trirdyns, 52's, 51's, 50's, and all older Crosley models. The Pup is the only present model using the UV type socket. Either UV or UX type tubes may be used in these sockets.

Somewhat over a year ago a new tube base, called the "UX" was introduced. It was intended primarily for use with a push type socket, that is a socket consisting merely of four holes drilled for the prongs in a sheet of insulating material, with spring contacts arranged to press against the sides of the prongs when they were inserted in these holes. So as not to obsolete the UV sockets, however, the new base was made so that it could be used in the old-style sockets too. The UX base has longer tube prongs than the UV base, and one of the prongs is made larger than the other, so that, if the socket holes are drilled properly, it is impossible to insert the tube in the socket with the prongs in the wrong holes. The new UX base has several advantages. An important feature is that it eliminates the losses occasioned by the tubular composition receptacle of the UV type socket. This receptacle is entirely done away with. Another advantage is that UX type sockets lend themselves more readily to efficient, rugged set design.

Crosley sets were not fitted with the UX type sockets until after January 1926. Since that time the following models have been introduced, all with UX sockets: all

RFL, 4-29, and 5-38 models; model 5-50, and model 5-75. An easy way to remember this is that all Crosley sets having three tubes or less are equipped with UV type sockets, and all those having four tubes or more (except a few models built several years ago) are equipped with UX type sockets. The UV type tubes cannot be used in the new UX sockets.

UX and CX Tubes
The tubes to be described herein are designated by "UX" and "CX". The UX and CX tubes all have the UX-base described above, and corresponding type numbers of these two kinds of tubes are identical in construction and characteristics. They are all standard tubes, recommended for use in Crosley sets. Many other makes of tubes have similar characteristics and are designated by corresponding type numbers.

UX-12 and CX-12; UX-11 and CX-11
These tubes are all identical, except that the 11 type tubes are fitted with a special base which is not adopted to Crosley sockets (it will neither fit the UV nor the UX type socket). These tubes are of the "dry battery" type. They have what is known as "oxide coated" filaments, which operate satisfactorily at low filament temperatures. But one dry cell of "A" battery per tube is required for economical operation, the filaments requiring 0.25 amperes of current and a 1½ volt "A" battery (1.1 volts at the terminals of the filament). For this reason, these tubes are especially well adapted for portable sets using three tubes or less. Tubes having filaments of this type cannot be re-activated, however.

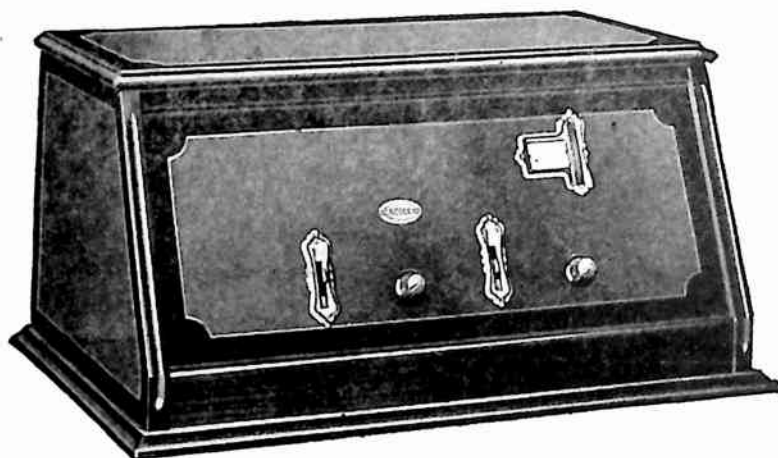
To Be Continued—In the next article, several other types or tubes will be described.

England-Japan-Australia-New York

All Heard by Californian

ON CROSLY FIVE TUBE 5-50

\$50.00



\$50.00



ALL-METAL SHIELDED CHASSIS

This truly great radio achievement, found in several Crosley sets, furnishes a substantial frame for mounting elements, produces excellent alignment of condensers, shields the units from each other, prevents interference, improves the stability of the circuit, increases selectivity and saves costs by standardizing this phase of manufacture.

Over big! Such a success! A Knockout! Enthusiastic owners report amazing performance—a drum dial delivering stations loud, clear, sharp.

Write the names of the stations on the drum; return to them night after night. Many advanced ideas in radio, including metal shielding and power tube adaptability indicate Powel Crosley, Jr.'s genius in mass production methods to lower prices. We do not claim every owner of a Crosley 5-50 can tune in Japan, Australia, England, etc., but we wish to emphasize the fact that such distant reception is possible.

Other Crosley Radios \$9.75 to \$90.00 Genuine Musicone, \$14.75. Avoid Imitations.



THE SINGLE-DIAL STATION SELECTOR

Nothing in radio equals the joy or the convenience of single-dial control. Crosley single drum control enables you to find the stations sought without loss of back or "tuning." You write each station's letters on the drum as you find them, enabling you to turn to them easily thereafter.

Read What Californians Say About the 5-50

"The Crosley Radio Corporation.

"Gentlemen:

"Following is a list of stations I have tuned in with my Crosley five-tube Model 5-50:

"2BL—Sidney, Australia; JOCK—Nagoya, Japan; JOAK—Tokyo, Japan; JOBK—Osaka, Japan; 5IT—Birmingham, England; WEAJ—New York, New York; KFOX—Omaha, Nebraska; KFWI—San Francisco; KFWB—Hollywood; KMO—Tacoma, Washington; KFWH—Chicago; WOI—Ames, Iowa; WWS—Chicago, Illinois; WORD—Chicago, Illinois; KMOX—St. Louis, Missouri; KFAD—Phoenix, Arizona; KSD—St. Louis, Missouri; KOAC—Corvallis, Oregon; WSM—Nashville, Tennessee; KSMR—Santa Maria; KOWW—Walla Walla, Washington; KFAU—Boise, Idaho; KDKA—Pittsburgh, Pennsylvania; CNRV—Vancouver, B. C.; KSL—Salt Lake City, Utah; AMB—Tia Juana, Mex.; KOMO—Seattle, Wash.; WGES, Chicago, Illinois; KOA—Denver, Colorado; WJAZ—Chicago, Illinois; KOIN—Portland, Oregon; KQW—San Jose; KSWN—Oakland; KNX—Hollywood; KTHS—Hot Springs, Arkansas; WGY—Schenectady, New York; KLZ—Denver, Colorado; KJR—Seattle, WAOL—San Antonio, Texas; KHQ—Spokane, Washington; WLW—Cincinnati, Ohio; WBAP—Fort Worth, Texas; WOC—Davenport, Iowa; KGW—Portland, Oregon; WOAW—Omaha, Nebraska; KFBK—Sacramento; WOK—Chicago, Ill.

"James Williamson,
"921 W. Sola Ave.,
Santa Barbara, Cal.

The Crosley Radio Corporation.

"Gentlemen:

"It might interest you to know of the success one of our customers had with a 5-50. After he has had the set for three weeks he has reported loud speaker reception of the following stations:

33 stations in California, 2 stations in Idaho, 3 stations in Nebraska, 1 station in Utah, 1 station in Wyoming, 4 stations in Texas, 1 station in Arizona, 2 stations in Colorado, 6 stations in Iowa, 8 stations in Illinois, 5 stations in Missouri, 3 stations in Ohio, 2 stations in New York, 1 station in Pennsylvania, 1 station in Minnesota, 1 station in Michigan, 5 stations in Oregon, 7 stations in Washington, 4 stations in Canada. A total of 90 stations in three weeks. Very truly,

"RADIO-MUSIC SHOP, 9 Santa Cruz Ave.,
"Los Gatos, California.. Nov. 24, 1926."



"CRESCENDON"

When, on ordinary radios, ears must strain to catch a station miles away, a turn of the Crescendon on Crosley radios instantly swells reception to room-filling volume. An exclusive Crosley feature.



USE OF POWER TUBE
Power tube adaptability marks the Crosley "5-50," "5-75" and "RFL" sets.



THE "ACUMINATORS"

Crosley Acuminators provide sharp tuning where reception spreads broadly over dial, easily tune out local and bring in far stations. Ordinarily, once adjusted and they need not be touched again.

THE CROSLY RADIO CORPORATION, CINCINNATI

Powel Crosley, Jr., President,

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.