

# WVZ The CROSLLEY WVZ #5 RADIO BROADCASTER

Published by The Crosley Radio Corporation

VOL. VI. NO. V.

APRIL 1, 1927

## Remarkable Achievements of Powel Crosley, Jr., Cited In Survey of His Six Years in the Radio Business

### Six Tube Crosley Models Ideal For Big Summer Sales

Factory Places National Advertising In 26 Farm Papers To Help Dealers

At this season of the year radio dealers are looking for something that will take the edge off the summer slump and The Crosley Radio Corporation has some models that will do the job.

These are the new six tube models, the G-60 at \$60, and the G-85 at \$85. Judged by any standards they are top-notch receiving sets. Dealers ought to be able to replace many less expensive, less powerful receivers with these new wonder performing models—right now during the spring months.

Leaders in the radio industry have agreed that there is no sound reason for a summer slump as it existed in the early years of radio. Conditions have changed and there is no reason for the industry to continue to be frightened by a ghost.

With good merchandise and powerful broadcasting stations, combined with genuine sales effort, there need be no summer slump.

The trade decline during the off season last year was not as pronounced as it had been previously and this year it is bound to show still greater improvement.

Livewire dealers can take these six tube Crosley models and keep business booming right now. The sets are RIGHT. They will do the work and all that's needed now is intelligent and enthusiastic sales effort. Dealers kill their own business when they relax their sales effort when the first robin begins to sing. How can the public forget the summer fairy story when radio dealers themselves begin to hunt shady nooks to rest in at the approach of summer?

This year the spring and summer business is up to the dealers. The Crosley Radio Corporation has

### IN RADIO BUSINESS SIX YEARS Now Is Dominating Figure In One Of Greatest Industries



Just six years ago Powel Crosley, Jr., whose picture appears above, entered the radio business. To-day he is a leader in the industry, being president of one of the largest radio manufacturing concerns in the world—The Crosley Radio Corporation—as well as president of the DeForest Radio Company and chairman of the board of the Amrad Corporation.

year-round merchandise and the broadcasting stations are putting on better programs than ever before with power enough to drown out static. There is a broadcasting station for every locality that will furnish good entertainment without interference.

It is up to the dealers to do some missionary work. Convince your prospects that summer reception will be worth while. Show

them these Crosley six tube sets. Show them how they will perform.

The Crosley Radio Corporation has never received more enthusiastic reports than on these six tube models. Power, sensitivity, selectivity, volume, appearance—no matter what measuring stick you use the answer is the same. These sets are just what is needed for summer reception. They will go

(Continued on Page 2)

Decision To Enter Field Reached At Table In Suburban Restaurant—Battery Eliminator Most Recent Development

Just six years ago a small group of men, consisting of Powel Crosley, Jr., and a few of his associates in the automobile accessory mail order business, sat in a little restaurant in a suburb of Cincinnati and discussed what was then a very mysterious subject—WIRELESS.

At that table there was laid the foundation of what is now one of the largest radio manufacturing concerns in the world—The Crosley Radio Corporation. Because it was then Mr. Crosley decided there was, or very soon would be, a large market for receiving sets that could be offered to the public at reasonable prices.

Mr. Crosley had inquired about a receiving set, his son having expressed a desire to own one of these "new playthings." But he had learned that the prices then asked for "wireless sets" were prohibitive and had wondered why they could not be made and sold at prices the average man could afford to pay.

Such was the basis of the conversation at the restaurant table that day, and when these men returned to their offices they were determined to concentrate their entire efforts upon the production of apparatus used by "wireless" listeners.

We use the word "wireless" because that was the popular expression in those days, but as this new method of obtaining entertainment grew in popularity the expression was changed to "radio", and it has been that ever since.

This decision to get into the radio business was reached in February, 1921, and very shortly there-

(Continued on Page 7)

# These Office Employees Remember When Crosley's Was a Pup



Top row, left to right—W. A. Aikin, purchasing agent, S. Angebrandt, Fannie Kelley, Louise Kellogg, assistant treasurer, Charles E. Kilgour, chief engineer, Bernice Beyersdorfer, Henrietta Burke. Front row, left to right—Martha Porter, Catherine Meyer, Anna Turrill, Jennie Kehrt, Margaret Bo vuy, Elsie Paschke and Edna Scheurle.

## Six Tube Crosley Models Ideal For Big Summer Sales

(Continued from Page 1) beyond nearby stations. They reach out. They are just the thing for rural sections.

Mr. Crosley had enough faith in these models and in the enterprise of Crosley dealers to authorize a full-page advertisement in twenty-six farm magazines throughout the country. It is up to Crosley dealers to justify this expense with some real sales effort.

Mr. Crosley knows these sets will sell in this season or he certainly wouldn't invest thousands of dollars in nation-wide advertising.

Dealers can do their part by tying in with this advertising. It is to your advantage to display these models prominently in your windows. Have cards made calling attention to the many attractive features of these receivers. The demand for them is good now. It can be made better.

The Crosley 6-60, as you know, is a six tube circuit consisting of three stages of radio frequency, detector and two stages of audio frequency amplification. This is a perfectly balanced combination capable of bringing in great distances with perfect clarity and great volume. It has a single drum selector, Crescendon, acuminators, power tube adaptability and extra-sensitive volume control. The 6-85 is the same set in console model with built-in Musicone.

As a result of the nation-wide Crosley advertising you are bound to have calls for these models. If you have none in stock you should

protect yourself by ordering a few models immediately from your nearest distributor.

**NOW THAT'S SETTLED, SO LET THE WORLD KEEP MOVING!**

When Fred Smith, director of WLW, says "Cincinnati" he pronounces the final "i" like it sounds in "if". Others, including many Cincinnatians, pronounce the word as if it ended with "a".

Now the question was which was right?

Smith insisted on his pronunciation despite the fact that he got several critical letters from listeners. One complained bitterly against Smith's "ignorant and illiterate" way of saying the word.

It got to the point of a showdown and when authorities were consulted it was found that Smith was right. The final letter in Cincinnati is "i" like in "it", not like the final "a" in "banana."

They were all out of step but Smith.

Operation of a bowling team by any authorized dealer is excellent publicity, especially if the team is a good one like the "Crosley Five Tubes."

Radio fans in Australia now own and operate more than 100,000 receiving sets.

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

Station WASH is operated by a laundry company at Grand Rapids, Mich.



Left to Right: Adolph La Mott, Alma Massman and Joseph Sieve. Their connection with Crosley dates back to phonograph days.

### Station WLW Announcements Push Crosley Merchandise

Station WLW operated by The Crosley Radio Corporation, is aiding dealers directly in selling Crosley merchandise.

At frequent intervals the announcer reads short and snappy announcements describing the various Crosley sets and inviting listeners to call on their nearest Crosley deal-

er for demonstrations. These announcements will not sell merchandise directly to the consumer but they will arouse his interest and draw him into the dealer's store. Then it is time for some first class salesmanship.

The latest series of announcements at WLW dealt with the 6-60 and 6-85. The preceding series dealt with the new direct light socket models, the AC-7 and AC-7C.

# Veterans of Old Woodworking Plant Still Serve Crosley



Front row, left to right—Benny Wright, Ed Helmsing, Joe Ruhe, Fred Vitt, W. E. Mueller, foreman, Jimmy Leonard, Fred Fangman, Omar Foreman and Fred Rachel. Back row—John Blenenstein, John Sess, L. Biedinghaus, Oscar Evans, John Dettert, Dick Hopton, George Burr, Ed Brafford, Garfield Compton and Ed Bosse.

## Rapid Growth Of Company Explained by Purchasing Agent

Like Topsy "It Just Grewed," Aiken Says — Savings In Buying Passed On To Trade

By Avery Aiken  
Purchasing Agent

In the dim past of six years ago we hazily remember the decision which was reached in a little restaurant close by The American Automobile Accessories Company to form a subsidiary company, to be known as The Crosley Manufacturing Company, for the manufacture of "wireless" sets. Then too we remember the first public demonstration which The Crosley Manufacturing Company gave at a meeting of the College Hill "Boosters" at the College Hill Town Hall to prove to the mystified public the possibilities of "wireless" transmission of the voice and music.

It will be recollected that in those days radio was really a mysterious affair and that the only broadcasting stations in existence were WJMH, of The Precision Equipment Company, of this city, which organization later became a part of The Crosley Radio Corporation, KDKA, at East Pittsburg, and possibly one or two other stations which we do not now remember. Of course, there were the spark set stations and "hams," who, in their humble beginning and way, have made the radio industry what it is today.

Reminiscing further, we can remember how well gratified we were in our first month's radio sales—about \$5000.00, if we recall cor-

rectly. At that time we occupied little or no factory space and that which we had was devoted exclusively to the making of automobile accessories. The Engineering Production and Purchasing Departments consisted of one individual who did all of the necessary work incident to the radio end of the business as well as the automobile accessories. Like Topsy, "we just grewed" and it wasn't long until it became necessary to build up these departments, as WLW, our own broadcasting station and other stations had come on the air and there was unmistakably a rush among manufacturers who had never before delved into radio to break into an industry which gave so much promise. The radio manufacturer who was still in his swaddling clothes soon found this out to his sorrow.

The growth of our company continued and we moved to more commodious quarters in the Alfred Street plant, which plant we later out-grew, moving to our present plant and utilizing the Alfred Street plant for the manufacture of parts.

As the merchandising field became larger in its scope and our volume of sales increased proportionally, our purchases made it possible to build better value into each set which we manufactured, passing this saving along to our jobbers and dealers in a better class of merchandise at prices which appealed to Mr. Average Man's pocket-book. We are honest in our convictions when we say that during the past season, we believe that we have built more dollar for dollar value in each set which we have manufactured than our competitors.

We have often wondered how many of our jobbers and dealers—  
(Continued on Page 11)



These five men are veterans in the National Label Company, another Crosley organization. Left to right—Elmer Veth, Fred Buettner, W. B. Wacker, James J. Vance and Oscar Mehrkens.

### CALIFORNIANS ENJOY JAPANESE PROGRAM ON 5-75

What is thought to be a record for long distance radio reception in Beaumont, California was established recently according to Clyde Lee, who lives on California avenue, in that city. Mr. and Mrs. Lee and Mr. and Mrs. Leo J. Crumley en-

joyed a program from station JOAK at Tokio, Japan from 2 a. m. to 4 a. m. The music and announcements came in clear and loud enough to be heard all over the room on the loud speaker. This foreign station was heard on a 5 tube, Model 5-75, Crosley radio receiving set.

# 6th Anniversary Finds Crosley Expanding Faster Than Ever

### Assistant General Manager Points Out Development of Well-Balanced Organization.

By LEWIS M. CROSLY, Assistant Manager, The Crosley Radio Corporation.

No period in the development and growth of The Crosley Radio Corporation has been quite as interesting as the present one, marked by the sixth anniversary of this organization.

Expansion during previous years had been rapid, but the rate of increase has been even greater during the year that has just closed.

We now find that over three hundred thousand square feet of floor space are occupied by the various activities carried on in our own plants and that twenty three hundred people were employed, using nearly two million parts each day during maximum production, to turn out Crosley sets, reproducers and accessories.

As the work carried on in our plants is largely of an assembly nature these figures would be increased greatly if that portion of the plants and organizations of our many suppliers could be computed and included.

This growth has not been entirely in the nature of an expansion, as a great deal of attention has been paid to the policies, methods and personnel of the various departments. Careful stock has been taken and numerous changes made to insure a well balanced smoothly working and efficient organization.

It might be assumed that maintaining the momentum gained by past efforts could be relied upon to take care of future needs, but this is not the case as new plans have been made for nearly every department and it is expected that growth during the coming year will be even greater in proportion than that of former years.

### MORAL—OWN A RADIO!

George Sprague, farmer, who tills the soil near Shiloh, Ohio, stayed up till midnight listening in on his radio and this little "dissipation" saved him from being burned to death, or at least from losing his house.

Shortly after midnight, when he turned off the radio to go to bed, he noticed that his house was on fire. He turned in the alarm and the house was saved.

In a letter to W.I.W. the Crosley station at Cincinnati, Sprague credits the radio set with saving his life.



SECOND IN COMMAND—Lewis M. Crosley, assistant general manager of The Crosley Radio Corporation.

### Jobbers Praised By Credit Manager; Growth Described

Five years ago our credit department consisted of one man and only part of his time as given to actual credit work. Even such a credit department however was a distinction at that period of business development. We were selling mostly to dealers at that time and they were located in all parts of the United States. Orders for radio merchandise were taken and filled without hardly any knowledge of the customer's financial standing. A large percentage of our business was done on a COD basis. In those days the parts business were very large and we had over 2500 accounts on our books arranging from 25c to two or three hundred dollars. At that period in our business the Credit manager seldomly was able to leave his desk and for his information had to depend chiefly upon credit rating books.

Later on, when our business grew so large we had to abandon the selling direct to the dealer method, and devote our entire sales effort to selling distributors exclusively, and whose accounts we expected to reach in the thousands of dollars, we had to resort to other means of obtaining the necessary

information before appointing a distributor.

The foremost thought in our mind at the time of appointing a distributor is not whether he will pay for the first or second shipment we make to him, but whether or not he is able to finance his business during the rush season when his orders amount to thousands of dollars and he has a sufficient credit limit to take care of same. When a distributor is unable to fill his dealers' orders due to the fact that he has reached his credit limit with the manufacturer, the dealers are going to his competitors for their merchandise. He therefore loses the business that he has worked so hard and spent money the previous months to obtain.

Our initial information on a prospective distributor comes from our salesmen in the territory. He is in a position to give the credit department the most valuable and up to the minute information. Our salesmen are instructed to co-operate with the credit department and I can say they give 100 per cent co-operation. They are supplied with a form to fill out when they call on a prospective distributor and when this form is received by the credit department completely filled out we have a complete mental picture of the firm in question. With this information, in addition to their rating in Dunns and Bradstreets, we are able to pass on them intelligently. We therefore feel our sales department is the credit department's greatest asset. In fact co-operation among all departments has made The Crosley Radio Corporation one of the world's largest radio manufacturers.

We have a wonderful collection of first class distributors handling our line. More than eighty-five per cent of them take advantage of our discount terms and the greater portion of the remaining 15 per cent pay before the invoices fall due. You will therefore see that very little time is taken up in the collection of bad accounts.

### HAS KICK TO IT

"Camden, Indiana.  
"Dear Sirs:  
"I just received my Crosley 6-60, and must say you can produce the goods at a very low cost. The 6-60 certainly has the 'kick' to it. Comparing it with some of the high priced six-tube sets (which it out performs) I do not see how you can make such a good radio at such a low price.

"Very truly yours,  
"Floyd H. Gardner."

There are between 12,000,000 and 15,000,000 radio receiving sets in operation throughout the world.

### Many Famous Radios Designed by Crosley Engineering Staff

### Achievements Of Past Six Years Are Outlined By Charles Kilgour—Socket First Contribution

By Charles Kilgour Chief Engineer

Six years ago the radio engineering work of this corporation was inaugurated with the designing of a vacuum tube socket. In spite of the fact that radio sales in those days were but an infinitesimal part of their present volume, this socket received such an instantly enthusiastic reception that the first production order was doubled and redoubled before it was completed.

Following this socket came other units such as the rheostat, tap switch and the book type variable condenser.

In the fall of 1921 the manufacture of radio receivers was started in a very small way and with the first real boom in radio, which came early in 1922, production of the famous Harko Senior, a single tube receiving set, leaped to astounding proportions. Those were feverish days. Naturally none of us knew anything about the manufacture of radio receivers and the volume of production which was accomplished in a few months was really remarkable.

The single tube receiver was soon supplemented with a two stage amplifier and the two were shortly combined into a three tube receiving set. At that time a regenerative license was not available for our firm and practically all competitive receivers of any efficiency were using a regenerative detector with two stages of audio frequency amplification. Early in the summer of '22 experimental work was completed with a circuit making use of one stage of tuned radio frequency amplification. The two tube receiver was known as the Model VI and the four tube as the Model X. This circuit was the first to make commercial use of tuned radio frequency amplification and because of this fact, was very successful.

Since that time developments have been very rapid as everyone acquainted with the radio game can testify. The development of our Experimental Department or Laboratory and the improvement in the technique employed has been just as great as the advancement in the receiving sets.

When we consider the facilities that are at our disposal at the present time and the methods that have been developed for making meas-

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### THE CROSLY RADIO BROADCASTER

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

Telephone: Kirby 3200

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.

### "MANY ARE CALLED BUT FEW ARE CHOSEN"

The course of the radio industry, like every other pioneer trail, is bordered on each side by the wrecked caravans of those who failed.

For every conspicuous leader there have been hundreds of failures. Success has been governed by the survival of the fittest.

Leadership has gravitated into the hands of those who have proved their ability to master the perplexing problems that appear from day to day. Radio is only today becoming stabilized. In the past it moved with such whirlwind rapidity that a thriving business of one day would be a ruin the next.

Among the few who have survived the storms and the pitfalls is Powel Crosley, Jr., president of The Crosley Radio Corporation.

This edition of the Broadcaster, marking the sixth anniversary of The Crosley Radio Corporation, is dedicated, without his knowledge, to Mr. Crosley.

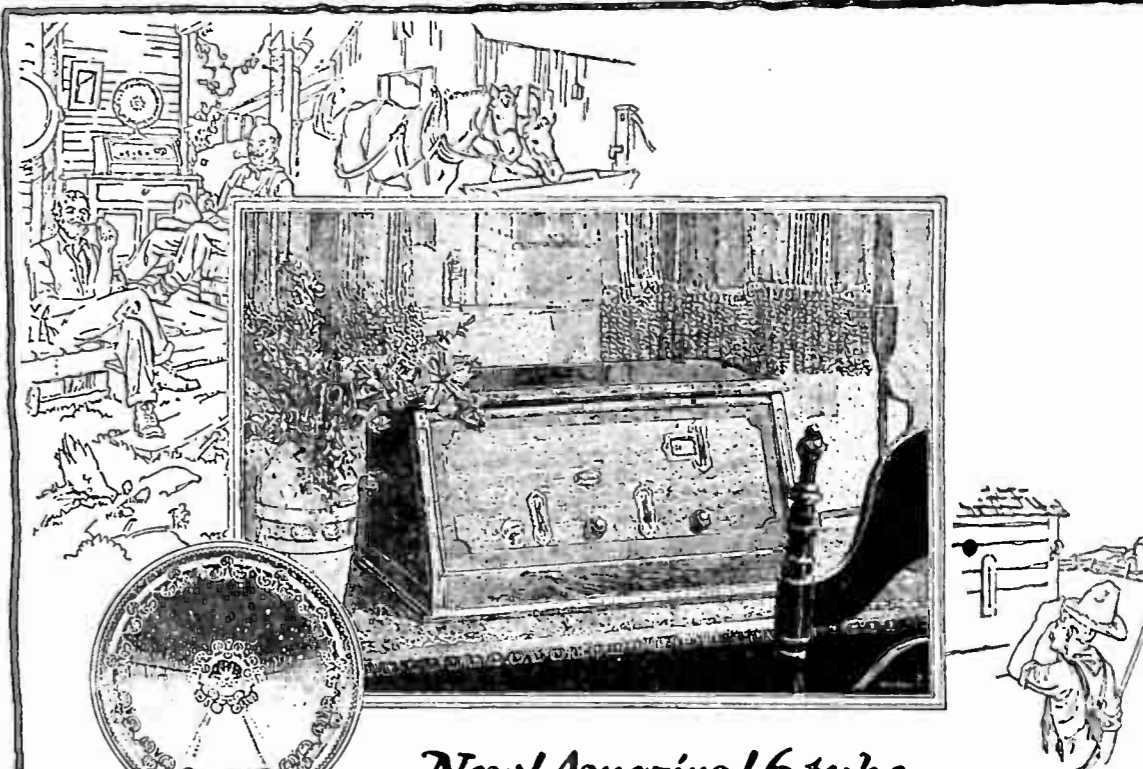
In its columns the story of the growth of the Crosley interests is told by men who have been associated with Mr. Crosley for years. Some of them who know Mr. Crosley now as a successful manufacturer on a large scale worked for him when he was a successful manufacturer on a small scale—before radio was dreamed of.

It is hard to assign a definite formula for success. Too many elements enter into it. However, if we sought to express briefly the reason for the growth of the Crosley enterprises we probably would say that Mr. Crosley has sensed the trend of business ahead of time and has been prepared for it. He has blazed the path while others have tried to keep up with it.

Mr. Crosley has the Napoleonic trait of never being taken by surprise.

### Tie In With This Ad!

This advertisement has been placed in twenty-six farm magazines throughout the country to aid Crosley dealers in selling the popular 6-60 and 6-85 models. These sets will sell all summer if dealers push them. Tie-up with this ad by window displays and sales effort. The six tube models will smash the summer bugaboo if they get half a chance.



The CROSLY MUSICONE The finest loud speaker you can buy—not the costliest. Enormous demand has kept price at an incredible low level. Crosley patented actuating unit will reproduce sound perfectly. Volume is tremendous. 12 inch size, \$9.75—16 inch size, \$14.75.

# New! Amazing! 6 tube CROSLY RADIO \$60.

SINGLE DRUM CONTROL

## Distant stations louder and clearer—cut through summer static with this powerful 6 tube radio.

Folks who own this new Crosley set are going to enjoy radio as much this summer as in winter. 1927 summer broadcasting will be more extensive than ever. With this 6 tube marvel stations formerly in the far-away class become neighbors.

Crosley radio is the farm radio because farmers as a whole spend their money very carefully. They are business men. They have learned to look for value. Actual count shows more Crosley radios owned on farms than any other make.

This new set of Crosley is a wonder. Match it against any set of 6 or 7 tubes. The volume of its reproduction will keep radio a delight all summer.

Crosley radios are high in quality. Finely finished cabinets, beautifully decorative in two tones and gold metal trimmings. Up to the minute single drum control. Easiest set on the market to tune.

Crosley radios are low in price, because Crosley mass production methods permit spreading expenses over many units instead of few. Second cost is reasonable too, because battery consumption is unusually low.

See them at your Crosley dealers. Write Dept. .... for descriptive literature if your dealer cannot supply you

### THE CROSLY RADIO CORPORATION

POWEL CROSLY, Jr., President. CINCINNATI, OHIO.

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

The 6-60 is a beautifully finished 2-toned mahogany cabinet. All stations found with and written down on single drum. Acuminators find stations missed on ordinary single dial control sets. Croscedon brings distant stations in like locals.



The 6-85. Same radio mechanism as in table model 6-60. Same startling results. Same complete radio satisfaction. Genuine Crosley Musicone built in this pleasing console. Beauty of tone and fidelity of reproduction unmatched. A rare value and a set that will give you pleasure for years to come. Price, without tubes and batteries, \$85

Through this man's invention the Musicone revolutionizes the loud speaker field

Powel Crosley Jr.



C. W. PETERSON, 34, is responsible for the amazing tone, the surprising volume and startling fidelity of reproduction of the Crosley Musicone.

Nearly three years ago Peterson showed a crude model of his invention to Mr. Crosley, who immediately saw its possibilities and backed it with his resources and the facilities of his laboratories.

In a short time Peterson produced a marvelous actuating mechanism so designed as to vibrate freely without choking regardless of the heavy electrical impulses applied to it. It revolutionized the loud speaker field.

Within a few weeks after its announcement the Musicone captured the loud speaker market and has dominated it ever since.

The Musicone has been imitated in appearance but the patented actuating unit has never been equaled.

This Advertisement

Appeared In

Liberty Magazine,

Edition of March 5.



Now! The Genuine CROSLY MUSICONE \$9.75 16 inch size . . \$14.75

CROSLY MUSICONES

Growth of Crosley Interests Cited In Six Years' Survey

(Continued from Page 1) after it was announced that the "radio division" of the Crosley Manufacturing Company was making a porcelain tube socket that was so designed as to permit its being mounted either on the panel of the receiver or on the base of the set. With this announcement came that of a very unique rheostat—the two meeting a hearty reception everywhere. While getting into production on these two units, Crosley engineers designed the famous book-type condenser, then regarded as one of the most radical developments in radio, a unit that was sold by the hundreds of thousands in the next few years.

Full page advertisements in many magazines soon "put over" the Crosley story, and within a very brief period the "radio division" of the Crosley Manufacturing Company was doing a tremendous business. Success in the manufacture of parts induced Mr. Crosley to enter the completed set business, and after a considerable amount of research work he announced the famous "Harko Senior," a one tube receiver, and the "Harko Junior," a crystal detector set. The former sold for \$16.00, without the tube or batteries, and the latter for \$15, complete with headphones and aerial.

Thus was started what is now known as The Crosley Radio Corporation. Thus was laid the foundation for what is now one of the largest radio manufacturing concerns in the world. One development after another came in rapid succession, a broadcasting station

was opened, a more powerful one took its place, only to be followed by improved and more efficient ones until there was dedicated the present 5,000 watt transmitter. Even now this station is being pressed into the back-ground and plans are being made for the construction of a 50,000 watt broadcaster.

Other developments, including the taking over of the Precision Equipment Company, as a result of which the right to manufacture radios under the famous Armstrong Patent was obtained, and transactions which placed Powel Crosley, Jr., at the head of the Amrad Corporation and the DeForest Corporation, came in due time, and then came the welcome announcement that Crosley Radio had offered a six tube batteryless receiver, with a specially designed battery eliminator, at a ridiculously low price.

This announcement has been proclaimed by dealers and distributors as the crowning feature of Mr. Crosley's very successful career and the new sets have been termed the "finest ever manufactured."

Six years have passed now since that memorable meeting in that suburban restaurant. A new and powerful industry has assumed a permanent position in the business world—an industry in which Powel Crosley, Jr., is looked upon as one of the leaders.

This issue of The Broadcaster is dedicated to Mr. Crosley's achievements. Those who, through faithful service, have a right to do so have asked that we dedicate it to the man who has done so much to develop radio broadcasting and reception.

ONE-TUBE WISDOM

You can talk about consoles and supers, Of sets that get Texas and Maine; My set is just one of those bloopers That give everybody a pain. It isn't a coast-to-coast bringer, It's homely as homely as can be; But when I want fiddler or singer, WLW is waiting for me.

No place of distance awaits me, Not even old KDKA; My friends never pester or date me To hear some far orchestra play. I stick to the same dial setting, At the point where it always will be; And dollars to doughnuts I'm betting WLW is waiting for me.

So try for your far away places, Havana, or out on the coast;

And I'll be right here making faces As you vainly chuckle and boast. I will sit at my ease with my blooper, With dials changed not one degree, And while you play hunter and snooper WLW'll be waiting for me!

E. D. Gibbs, Advertising Director, The National Cash Register Co., Dayton, Ohio.

The most powerful wireless station in Europe is on the banks of Lake Kochelsee, in Germany. A feature of the new plant is a two-mile antenna.

There are upward of 2,400 American patents in force in the radio field, and innumerable applications are still pending in the Patent Office in Washington.

REPLACE

the tubes in your R. F. sockets with DE FOREST DL4 Special R. F. Amplifiers

then—enjoy the

IMMEDIATE IMPROVEMENT IN DISTANCE RECEPTION— Greater Clarity Purer Tone Increased Volume



Price \$2.25

The Type DL4 Audion is designed and made specifically as an R F Amplifier, and has no equivalent. It is but one of the range of DeForest Specialist Audions, each one of which is designed and made for a specific duty.

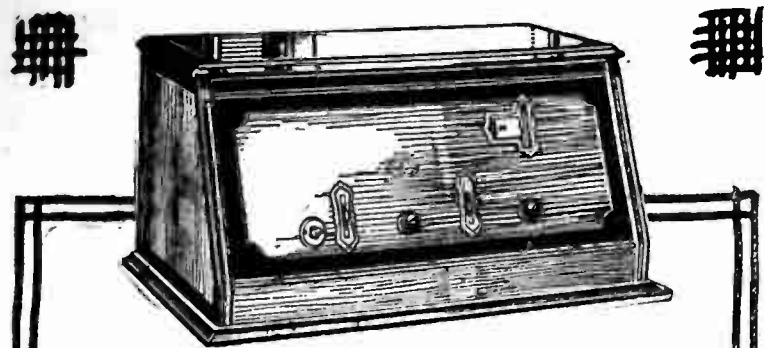
The correct choice and operation of DeForest Audions will produce the best results of which your set is capable. Write for the DeForest Specialist Audion Chart.

DE FOREST RADIO COMPANY POWEL CROSLY, JR., President

(Dept. DL4) Jersey City, N. J.

DE FOREST

THE GREATEST NAME IN RADIO—STANDARD SINCE 1906



~~CROSLY~~  
**6 tube**  
 6-60 \$60  
*single drum control*

A six tube, single dial radio for \$60.00. Nothing else like it on the market at anywhere near the price. A genuine long-distance radio, incorporating many exclusive Crosley features. Its power tube adaptability, shielded chassis, Crescendon control, Acuminators, filament switch, etc., combine to form a remarkable receiving set. Cabinet is of mahogany, beautifully finished in two tone. Let us demonstrate this new radio.

FOR SALE BY

E155

M 155

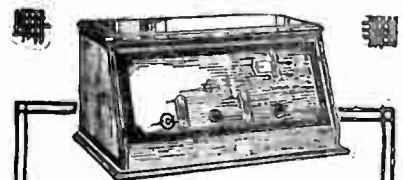
# You'll Sell More Radios If You Advertise

Dealers who sell the largest number of Crosley Radio products do a considerable amount of local advertising. They use the mats or electrotypes supplied by us, inserting their names in the spaces specified. In the last issue of the Broadcaster there appeared reproductions of advertisements on the batteryless sets. Here we have advertisements on the six tube 6-60 and the 6-85, as well as another small one on the batteryless sets. Using these in your local newspapers will increase your busi-

ness. They will tie up with the national advertising campaign being conducted from this office. These are furnished free, but we want you to use mats wherever you can. Ask a representative of the newspaper in which you intend to advertise as to whether he can use mats. If he can, order accordingly. If not, order electrotypes. At the bottom of each advertisement is a number and letter. The "M" stands for "Mat" and the "E" for "Electrotype."

Send your order to the Advertising Department

**THE CROSLY RADIO CORPORATION**  
 CINCINNATI, OHIO



~~CROSLY~~  
**6 tube**  
 6-60 \$60  
*single drum control*

This new and wonderful six tube radio is now offered to you for \$60.00. Its single drum control, power tube adaptability, shielded chassis, Crescendon, Acuminators, etc. make it the best set on the market to-day. Incorporate many exclusive features. A genuine coast-to-coast radio at a ridiculously low price.

FOR SALE BY

E156

M156



The *Ultra*  
 \$9.75  
 The new **CROSLY**  
*MUSICONE*

The new Ultra Musicone is the same as the Super Musicone, which has been proclaimed by hundreds of thousands to be the best reproducer on the market, except it is slightly smaller. Gives exactly the same results. Beware of imitations. Demand the genuine Crosley Musicone.

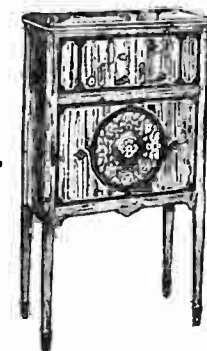
FOR SALE BY

E-159

M-159



*Single drum control...*



~~CROSLY~~  
**6 tube 6-85**

Here is the new six tube Crosley single dial radio. Every recent development in radio incorporated in this set. Many exclusive Crosley features. Beautiful two-toned mahogany cabinet and built-in Musicone. The very radio you have been awaiting—and at a ridiculously low price.

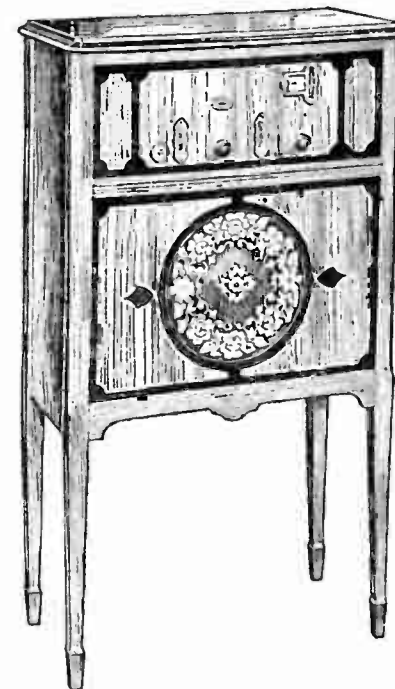
FOR SALE BY

E-160

M-160



*Single drum control...*



POWER TUBE  
 ADAPTABILITY  
 SHIELDED CHASSIS  
 BUILT IN MUSICONE  
 EQUIPPED WITH  
 CROSLY  
 CRESCENDON  
 MAHOGANY  
 CABINET

~~CROSLY~~  
**6 tube 6-85**

A new six tube radio for \$85.00. Incorporating all the very latest radio developments, including several exclusive Crosley features, this six tube receiver is becoming the most popular model ever offered. Three stages of radio frequency, detector and two stages of audio frequency. Its single drum control, power tube adaptability, built-in Musicone, beautiful cabinet, etc., are a few of its many features. See this new radio NOW at our store.

FOR SALE BY

**\$85**

E-151

M 151

### Southern Radio Dealers Realize Advertising Pays

By J. L. Limes, Ass't Gen'l Sales Manager.

Radio dealers in all sections throughout the country are realizing more and more every day that advertising is "the greatest single force for increasing merchandise consumption in America," furnishing one of the greatest and most powerful sales appeal for the establishment of radio demand in the hearts of the public. From a constructive merchandising standpoint advertising is now considered by all dealers as most essential to their progress and continued success.

Southern radio dealers were the most reluctant to recognize advertising as a necessary factor in successfully promoting the sale of radio equipment, but even they have now adopted this publicity practice, as is evident by the ad of M. Rich & Bros. in the Atlanta Journal, reproduced in this edition of the Broadcaster.

You will notice this is a full page featuring Crosley products exclusively. The typographical set-up and illustration are so arranged that the advertising is an instantaneous attention arrestor, which even to the casual observer registers "Crosley Radio" at a glance. The detailed copy talks the language of the specific locality most comprehensively so that it takes on an intimate and personal appeal.

Some of our dealers go a great deal further in detail in localizing an advertising campaign, and very often obtain a written endorsement from a prominent citizen in the locality and reproduce their testimonial along with their photograph. This adds a personal touch and a direct contact element, everyone of the locality being personally acquainted with this prominent citizen, whose judgment is undoubtedly recognized in the whole community as a decisive authority on any kind of a purchase. This sort of a personal appeal permits the ad to talk to the public rather than at them, which in a great many localities, especially smaller cities, brings better results.

**Good Summer Season Predicted.**  
A great many dealers are now of a firm belief that radio apparatus can be sold through the late spring and summer if consistently advertised.

It has been said that the best radio season is between Columbus day and St. Patrick's day and this has been partly true up to the present time, but this tradition, save for certain summer static conditions,

may be shattered during the forthcoming summer.

As a matter of fact, even summer static has been dealt a staggering blow by the general increase in power. Formerly almost any kind of radio reception was hopeless during the summer months, but it was found by increasing the power that much could be done to overcome the discordant element.

Added to this was the increase in the number of large stations so that almost every principal city has one and at least the residents therein and the suburbs can depend upon that station if no other can be tuned in. There are perhaps no more pesky summer conditions in any two cities in country than Washington, D. C., and St. Louis, for instance. Yet in both of these cities radio listeners are now as well served with good programs in the summer as the winter and so far as their own city station is concerned, hardly know what static is. And this example could be repeated in many parts of the country.

In addition to the benefits that ever increasing power will afford, fans this summer may surely expect additional relief in the way of clearing up and stabilizing air conditions by the new radio commission.

Altogether it would seem considerable hope may be held out for the best spring and summer period we have ever had, and every dealer, by all means, should continue to take advantage of this opportunity by advertising locally each month.

### WHAT'S YOUR FAVORITE MUSIC, WLW ASKS MEN IN ALL WALKS OF LIFE

If a man is a banker or a lawyer you can depend on that his favorite sport is golf. If he is an enthusiastic college alumnus the chances are he'd mortgage his house and lot to see a Thanksgiving football game.

But how do you know by a man's business activities what kind of radio entertainment he likes?

Fred Smith, director of WLW, the Crosley station at Cincinnati, has set about to find out.

Smith has written to representative men in nearly all walks of life—teachers, preachers, soldiers, sailors, butchers, bakers and candlestick makers, to find out their favorite broadcasts.

Those will be put on the air over WLW with due credit given to the professions or trades that offered the suggestions.

It may reveal that college students like opera and bankers like jazz. You never can tell.

When using iron supports for the aerial it should be well insulated from the iron pole and swung a few feet away from it by a stout rope.

**Journal Radio Section** THE VOICE OF THE SOUTH

## Crosley Sets the Pace!

### THE LEADER IN RADIO PROGRESS

Everybody is waiting for what Crosley is always first to do. The first Radio from direct light socket for less than \$150. An unexcelled leader in the popular price field. Crosley answers all "Wonders" in Supreme Radio Satisfaction. There is a model here to suit you.

**M. Rich & Bros. Co. Radio Department Offers a Superior Service to Radio Fans—Better Equipment, Lower Prices**

By increasing the output of our radio and electrical department we are able to give you the best value for every dollar. Our policy is to give you the best quality of our products, and all prospective purchasers should compare our prices for our products with a comprehensive display of the very best equipment the market affords.

<b>6-Tube 6-85</b> Price \$85	<b>6-Tube A-C-7</b> Price \$75	<b>6-Tube A-C-7-C</b> Price \$95
<b>The Musicconsole</b> Price \$122	<b>Easy Terms</b> A-B and C Power Units	<b>5-Tube 5-75</b> Price \$75
<b>6-Tube R-F-L-90</b> Price \$98	<b>Single Control</b> Price \$50	<b>Super Musicone</b> Price \$14.75
<b>Crosley Merola</b> Price \$15	<b>Ultra-Musicone</b> Price \$9.75	<b>Lowave</b> Price \$40

**M. Rich & Bros. Co.**  
Radio and Electrical Department  
Geo. M. Gosa, Manager H. H. Horn, Assistant Manager  
Fourth Floor W.A.L. 4636

### Delivering Radios by Airplane



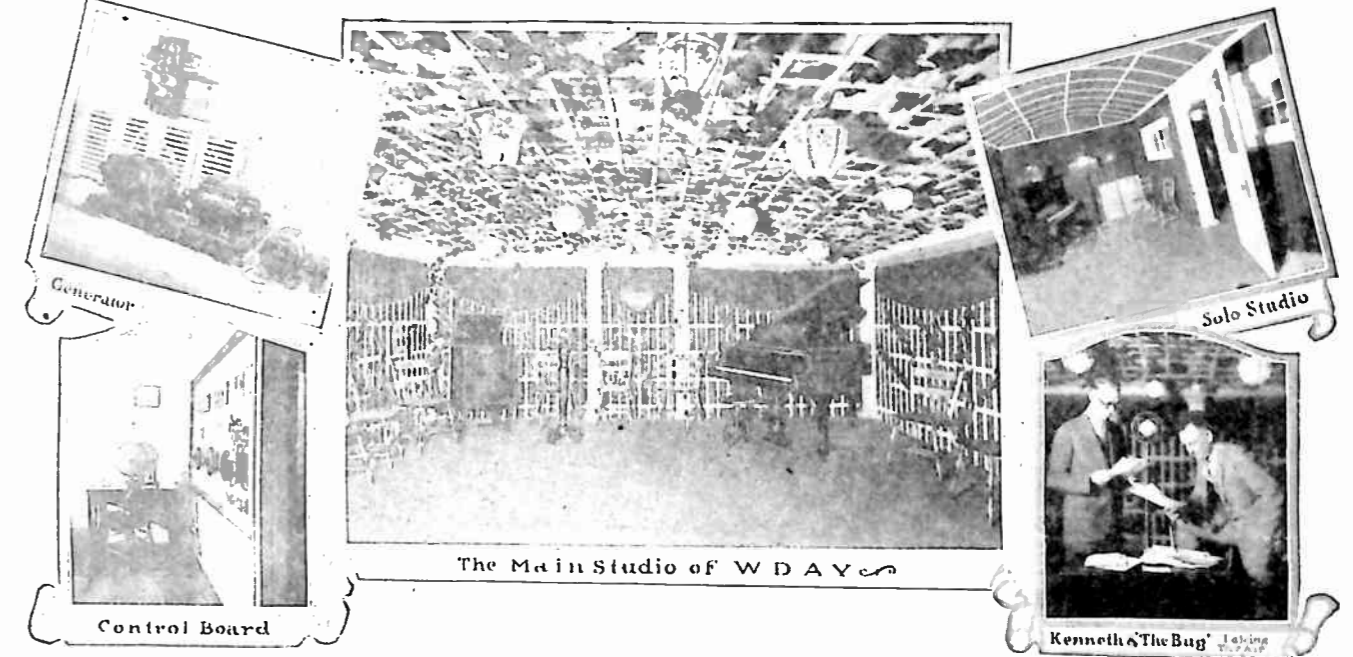
In order to get samples of the new Crosley batteryless radios to Columbus, Ohio, in time for a convention of dealers who buy through the Avery & Loeb Electric Company, it was necessary to have them delivered by airplane. These sets were rushed from the testing tables in the Crosley factories to the airplane field in Cincinnati and carried to Columbus in the plane shown in the above picture. The aviators are shown removing the sets from the plane and loading them in one of the Avery & Loeb trucks.

The House has passed a bill that the ether within the limits of the United States is "the inalienable possession of the people," but no one seems to know exactly what ether is.

The great variety of languages spoken into the microphones of European broadcasting stations makes listening-in on that content sound like a visit to the Tower of Babel.

**Among CROSELY JOBBERS**

### Broadcasting Station Operated by Crosley Distributor



The pictures above show several different views of the studios, radio for 20 years, is announcer. By means of the station, the Radio etc., at Station WDAY, owned and operated by the Radio Equipment Corporation, Crosley distributors at Fargo, North Dakota. Kenneth Hance, general manager of the company, who has been interested in thousands of its customers.

### Rapid Growth of Company Explained By Purchasing Agent

(Continued from Page 3)  
realize that in any success which we may have attained they are in a large degree responsible for it. We members of the Crosley organization who are not directly in contact with you as the Sales Department, will not break faith with you who are selling our product. We fully feel our responsibility in this matter and will continue in our efforts to make the products which we manufacture far superior in dollar for dollar value than our competitors.

The yearly purchases of this company run into millions of dollars. It is the duty of the Purchasing Department's personnel, which numbers a dozen persons, to spend this money wisely and advantageously so as to continue to react for your benefit. With your whole hearted co-operation next season this company expects to continue its unprecedented growth which means further expansions in this department.

### Traces of Women's Influence Being Seen In Beautifully Designed Radio Cabinets And In Increasing Simplicity of Sets

Much has been said about woman's influence in radio. Certainly she has had a great influence on the whole radio industry—from broadcasting to radio set manufacture.

Probably the first important trace of woman's influence that could be noticed was in cabinet design. The turn toward finer cabinets, toward console types and self-contained sets, was occasioned by the woman radio buyer. Every radio manufacturer knew that a woman would not want wires and batteries strung about her home. As radio became a home necessity, therefore, manufacturers turned their attention toward the design of beautiful cabinets that would be models of fine furniture.

The influence of the woman buyer could next be seen in striving on the part of radio engineers for good tone quality. The majority of men are satisfied with the thrill of fishing for distant stations. Their wives, however, want good programs. So women have had an important place in bringing about the fine quality of reproduction found in modern radio receivers.

Today woman's influence is most noticeable in the increasing simplicity of radio sets. The lady of the house wants to tune the set herself. She does not want it to require considerable technical knowledge or operational skill in order to bring in different stations. Tuning must be simple to please her. And so the most fundamental tendency in radio set design today is toward simplification.

Throughout the history of the world, everything that women have

shown an interest in they have made finer and better. In but three short years their influence in the radio industry has resulted in the manufacture of much better sets. No doubt the continued interest of women in radio will result in many advances in both the art of broadcasting and in the making of radio sets in future years.

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

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



### Series Of Effective Collection Letters For Radio Dealers

Any One Of These May Be Counted On For Results—Together They Will Clean Up Most Of "Tough Ones"

In a recent issue of the "Jobber's Salesman" there were published the following letters that might be used very effectively by Crosley dealers in the collection of outstanding bills:

**Letter No. 1**

(The "Reasonable Excuse")

Perhaps you have been sick! Or you may have been in Florida or California for pleasure! Or any of a number of things might have happened!

If so, won't you please tell us about it, so we may know why our statements of account mailed you in the last 30 days have been so neglected.

A check—in whole or in part—will answer my purpose, but I must get this account cleaned up soon, or at least headed in the direction of an early settlement.

May we count on that check, be it large or small—by return mail?

**Letter No. 2**

("Warming Up")

Sending you statements of account—

Writing you letters asking for money—

It's out of my line—I'm a business man, not a lawyer or a collection agency. I don't like it at all, any more than you like to receive them, but something has got to be done about this account. Either you have to pay it up or I have to pocket the loss—and I'm certainly not going to do that without taking the matter to court.

Why not save me this disagreeable task of writing you letters or driving me to making actual threats? I don't want to do it. It's not good business. But you are driving me to it!

Now naturally I'm going to do one of these things—but you can save me a check now

in whole or in part. What do you say?

**Letter No. 3**

(Cutting Down Paying Resistance) I like to see you coming here regularly to make purchases, but I see by your account that you have stopped buying here.

Now, I don't want you to do that, but I do want you to settle up your ones, but do it regularly, and get started right away. The sooner the better.

Frankly speaking, I don't like the collection end of this business. I like to see you make purchases and pay as promptly as you can. Telephone me why you can't pay and I'll make all reasonable allowances, or send me a check in part with a promise to pay the balance—and when.

That will make you feel better—and me too!

**Letter No. 4**

(Pulling the Tooth Out by the Roots)

Back in the Stone Age, records were carved on a stone slab. When the debt was due, Mr. Creditor presented the account in a very polite fashion—holding the slab in one hand, while in the other he carried his stone mallet. The debtor had no alternative.

Today, there are the courts, quick judgments, a seizure of property, or a making-it-impossible to ever again hold property, real or personal, in your name until that judgment is satisfied.

What a penalty to have hanging over one's head simply from letting an account grow stale!

Frankly, I'm getting to the end of my rope now. Will you compel me to sue or will you now answer my letters and pay something on your account? You have until next Tuesday to attend to this matter. I'm not going to write you any more letters.

Station WSUI, the radio college of the University of Iowa, has started its third year with eight new courses. The university station broadcasts lectures on the wave length of 484 meters.

Station WEMC, Berrien Springs, Mich., has adopted a "no jazz" policy, and will attempt to broadcast speeches and music of the highest type only.

## Dealer Tells of Breaking Sales Records With Crosley

(The Charleston Radio and Supply Company, Charleston, West Va., has been so exceptionally successful in the merchandising of Crosley radios, which they handle exclusively, that we asked them to contribute an article to the Radio Broadcaster. This article follows.)

Way back in the ancient days of 1922-23,—ancient so far as strides of progress are reckoned in radio manufacture and sale—we sold our first Crosley Radios, and started in to convince the public of the superlative performance of the wonderful "X-J" and "Super X-J", heralded then as the latest and best in ability, volume and distance.

This remarkable instrument, for its time, was followed by the now historically known Crosley "51", and the Trirdyns with their several improvements, we continuing to add more friends and satisfied customers, with the then growing Crosley line, until today, after four years of intensive effort with never a change in policy of being "Exclusively Crosley" we have in four months broken, not only our own records of sales, in the four months, September 1st, 1926 to December 31st, 1926, but so far as statistics can be gathered, have sold and installed in that period, more Crosley radios, than all other dealers, on all other makes of radio in this city of fifty thousand inhabitants.

We have seen radio shop after radio shop spring up in competition,—wither and die. We have seen the price cutting wars take their toll from unsuspecting victims who have later come to us, asking us to service their sets, and we have been told our policy and plan would fail as we could make no profit in the business.

We have weathered all storms, all adversities, and our good ship "Crosley" has come out into the peace and calm of brighter sunlight and reached the port of "Success."

How did we do it?—I'll tell you. When we first started to sell radio, we decided to handle Crosley exclusively, together with the best equipment the market afforded, on

storage batteries, B batteries, chargers, tubes, eliminators, etc. I never pays to handle an article other than of highest standard make. You might get by with it for a while, but the trade is attracted by highest advertised and standard accessories.

Having plenty of competition, one of the best arguments used was that we would service every Crosley sold by us for one year without charge; that is to say, any time a Crosley would become dead, from any reason, we placed our service at the customer's call, PROMPTLY.

Every Crosley sold by us was installed without charge, that is to say, no additional charge was made for antenna equipment or erection and installation, whereas others charged from five to ten dollars for such service.

We guaranteed and replaced every tube and battery which became defective by reason of defective manufacture, without charge in that one year's guarantee. We told each customer who purchased a Crosley that should the instrument become defective by reason of defective material or workmanship in one year, we would either repair the same to the purchaser's satisfaction or replace same with a new set.

So well has the Crosley line been built, we have had to replace but three receivers IN FOUR YEARS, and these could have been repaired, and returned to the original owners had we insisted. We adopt the attitude that the customer is always right—we never argue with a customer.

To those of you who read this, there will be among you some who will say, "That bird threw away all his profit."

Did he? I'll say he didn't. Each time a service call was made, in appreciation of same, the customer would invariably say, "So and So was here and heard this set and is much interested," and give us the names of from one to ten friends and relatives who were then or would shortly be in the market for a radio receiver.

The service and free replacement

(Continued on Page 14)

## Radio Reception In Far North Is Good In Spite of Aurora

Broadcaster In Artic Circle Rates Crosley Station As One Of Three Best In United States

The popular theory that the Aurora Borealis or Northern Lights, interferes with radio reception is apparently disproved in a letter received by Powel Crosley, Jr., from Lieutenant H. Holten Moller, manager of Godhavn Radio, Nordgronland. This station is said to be the most northern in the world.

Lieutenant Moller states that radio reception is remarkable under the very shadow of the North Pole. "As we have practically night all winter, we are not affected by the sun," Moller wrote. "The northern lights, of which we have plenty here, do not affect radio. I have, of course, carried out a number of tests in this respect and have been instructed by my home government, Denmark, to render a report on northern lights, but I can only say that they have nothing to do with fading, weakness of signals, or poor reception. I have carried out wireless work for the last eleven years in every part of the world but I have not found such ideal reception conditions as we have here.

"We receive the Daventry station in England better than any other. It is constant and gives good music results on five valves. It is a pity that the difference in time moves his closing time so that it ends at 9 p. m. here or even earlier.

"Of the American stations I find KDKA the best, but it is hard pressed by WJZ. We have had some fine concerts from WLW in Cincinnati, which I rate as No. 3 in the United States of America. The new General Electric station at Schenectady, which tested last winter on 1,640 meters, was a disappointment to us. We had expected fine reception from him but we found we obtained better results from the ordinary stations."

Lieutenant Moller, whose station is operated by the Danish Government, has a daily broadcast hour for the purpose of distributing news to the section of the world which his station serves. In part of the frozen reaches covered by the station there are no white men. The broadcasting is done in the Greenlandish tongue.

The Lieutenant adds that eskimos use radio every day in their

## Leaders On Coast



The Electric Corporation, Crosley distributors at Los Angeles, was founded in 1908, but has been under the present management since 1917. Since that year the organization has shown a greater growth than any other radio and electrical jobber on the Pacific Coast; its five stores covering the entire Pacific Coast territory. The building in Los Angeles is the largest ever built by a radio and electrical jobber in the West.

The Electric Corporation has been handling Crosley Radio merchandise since 1924. The company has found that Crosley Radio meets with a ready sale and since the demand has become so great

it has organized a special department to push Crosley exclusively. It employs a specialty man whose business it is to call on all of the Crosley dealers in the territory and give them every assistance possible in advancing sales, instructing them in the best operation of the sets, and helping them in any difficulties they may have.

In the Southern California territory the company has some eighteen or nineteen calling salesmen who make weekly visits to each Crosley dealer in their territories.

As officials of the corporation state, their main idea is to give authorized Crosley dealers service with the "Vice" taken out.

every-day work and communications.

The station uses the CW valve transmitter with output of two k. w., on which Lieutenant Moller uses the new system of modulation so he can broadcast voice.

Broadcasting stations of Canada now number 67. Of these there are four in the Maritimes, seven in Quebec, 29 in Ontario, two in Manitoba, eight in Saskatchewan, eight in Alberta, and nine in British Columbia.

Because some temperamental artists complain that they miss the glare of lights, a broadcasting station in London shoots a ray of spotlight in the direction of the microphone to make the entertainer feel as if he were on the concert stage.

The French Nord Railway has installed at Lille station a wireless transmitter and receiver, which will enable communication to be maintained with all principal stations of the system at periods of telegraph breakdowns.

## Here's Chance To Get Popular Model 51, With Tubes, for \$5.50

Limited Number Offered To Dealers At Rock Bottom Price; Sales Broke All Records

Here's a chance to get hold of an easy-selling Crosley model at a rock-bottom price!

It's the Model 51—the set that smashed all radio sales records within 24 days after it went on the market. The set has always given excellent service, and although thousands have been sold practically none have been returned.

This set has not been pushed for more than a year and only a few are available. These are being offered direct to dealers for a mere song—\$5 equipped with two De Forest storage battery tubes and \$5.50 equipped with two De Forest dry cell tubes.

Dealers may set their own retail price on the set equipped with tubes, batteries, etc., allowing themselves a satisfactory margin of profit.

This offer not only affords dealers a chance to make a neat profit but it gives them something to put in their windows that will pull prospects into the store. The world is still full of people who are skeptical about radio and who are unwilling to venture more than a few dollars.

It will be easy to sell them a 51 and once they try it out they will be sold on radio. The 51 will perform so that they will be convinced. Then they will be in the market for a more expensive set. You not only get them the first time but you get them a second time.

These sets are packed in shipping containers of ten sets each. Where units of ten sets are ordered for shipment an additional 5 per cent may be deducted. The company shall, however, accept orders for any quantity from one up. This offer is subject to prior sale and is open only so long as these sets last.

Owing to the extremely low price and the expense attached to opening accounts with dealers all over the country it will be necessary for cash to accompany the order.

Every Crosley dealer probably knows the Model 51, but for the benefit of newcomers it is a two tube receiving set with detector and one stage of audio frequency amplification—a most efficient type. The set is extremely economical in its use of battery current.

About two hundred thousand of them are in use and giving satisfaction.

### Charleston Dealer Tells Of Amazing Sale Of Crosleys

(Continued from Page 12)

Invariably sold a large majority of these leads, as we referred the prospect to a typewritten list of customers sold, to whom we had rendered our free service, and who were most enthusiastic about their Crosley and our prompt and efficient service. Thus, a loss apparently on the face of it was turned into a hundred-fold, or even a thousand-fold profit.

As you can gather, we are still exclusively Crosley and our firm conviction and opinion is that no salesman can honestly sell more than one line of radio. He will either favor one or slight the other. The average salesman wants to make as large a sale as he can, thus making more profit. This may be all right if the purchaser is financially able to pay out his contract but it is all wrong to try and sell a man a \$300.00 radio, who can scarcely afford to pay for a \$100.00 one. It means lots of grief and in the end,—repossession, with a used instrument on your hands. Sell a man something he knows he can pay for.

So much for that. Now, what did it cost us to sell Crosleys? All our salesmen work on a strictly commission basis of 10 per cent. on what they sell. They average \$20.00 to \$75.00 per week, some devoting only their evenings. All they do is to turn the order over to the store, and the one and only thing repeatedly impressed on each salesman is to tell the truth and make no misrepresentations nor slander any other make of radio.

When a man decides he wants a radio, or when the salesman convinces him he is going to want one, that man wants it right away; he is "Rearing to go", so to speak, and it is up to the dealer to get that radio in that man's home that same day, whether the order is left at 8 a. m., or 8 p. m. An electric socket antenna plug has many times been used as a most satisfactory antenna until the next day when we could put up a good antenna and is much more convenient and takes less time to install than wires around the room or putting up an antenna in bad weather or at night.

We have in our store one saleswoman and one man, with a man in charge every evening during the week. A large part of our sales have been made at night when receivers can be properly demonstrated. We have found that those dealers who lock up and go home at six don't last long, and

he is missing the "cream off the milk."

Little dissatisfactions will creep into any business, particularly into the radio business. There are times of poor reception when the purchaser, particularly if he is a new one, blames it onto a defect in the radio. We find with courtesy and tact these situations can be saved, even when a radio is placed strictly on approval.

We have an outside man, whose duty it is to put up all antennas, and to service any calls in the daytime and we also maintain a trouble man at night, to whom we furnish a car and who works at 50c on each call. Some calls take one minute, others will take an hour. This man is also a salesman and makes his 10 per cent. commission quite frequently on sales made while trouble shooting.

We believe in advertising. During the active season, we find it pays to spend \$100.00 to \$200.00 per month advertising in our daily papers.

At this time, 50 per cent. of our sales result from recommendations from satisfied customers, 25 per cent. result from customers who come into the store, which some will say is a very low percentage and 25 per cent. from personal calls on those not previously interested in radio. The 50 per cent. mentioned of course do come into the store, but only after having heard a Crosley elsewhere, or having been told by some friend or relative to buy a Crosley, because of the service and satisfaction given by these instruments.

We find the Crosley Dealer helps of great assistance. Each Dealer should have one of the attractive electric signs which can be seen for two squares and obtainable from The Crosley Radio Corporation at the nominal and cost price of \$12.00.

We have an excellent location on one of Charleston's main streets, readily accessible to the public and generally speaking, this is an advantage.

We sold in the period from September 1st, 1926, to December 31st, 1926, 122 Crosley radio receivers, which together with Musicones and necessary accessories, aggregated the sum of \$14,802.77.

In conclusion, let us again repeat our success is the result of the high class, efficient equipment handled, coupled with SERVICE on the same. We expect to continue our free service plan, and we expect to continue to handle, exclusively, the most attractive and saleable Crosley Line of radio.

The United States supplied 7 per cent. of the annual radio purchases of Sweden, decreasing the value of its shipments approximately 23 per cent as compared with the year before.

## Two Leaders In Radio Industry Join Crosley Corporation



RALPH H. LANGLEY  
Assistant to the President

Two important additions to the executive staff of The Crosley Radio Corporation have been made recently.

Ralph H. Langley, formerly in charge of receiving set development for the General Electric Company at Schenectady, has been appointed assistant to Powel Crosley, Jr., and Harry E. Sherwin, general sales and advertising director of the Garod organization, has been named general sales manager, succeeding Walter B. Fulghum.

Both of these men have long records of achievement in the radio industry.

Mr. Langley, a graduate in electrical engineering at Columbia University, launched out immediately into wireless when he got his degree in 1913. His progress has been rapid and now he is considered one of the leading engineers in the industry. He developed the first airplane transmitter several years ago when he



HARRY E. SHERWIN  
General Sales Manager

was connected with Marconi.

At General Electric he was intimately connected with the development of a number of receiving sets.

Mr. Sherwin is a veteran salesman. His career dates back to Spanish-American war days, when he served in Cuba and the Philippines. His first sales experience was in 1903, when he joined the sales force of the Ingersoll Watch Company. In a few years he was in charge of European sales for that company, with offices in London.

He continued there until the outbreak of the World War interfered with the business.

Incidentally Mr. Sherwin served with the American forces overseas during the war.

After the war he entered the radio industry and in the last few years he has been a leader in radio sales activities.

## Many Famous Radios Designed by Crosley Engineering Staff

(Continued from Page 4)

vements of all types, and the fund of experience that has been accumulated, together with the enormous advance in the science of the radio art, it seems remarkable that we were able to accomplish anything six years ago.

If the coming years can show the same development as have the past years, and they should, radio manufacturing will prove to be a

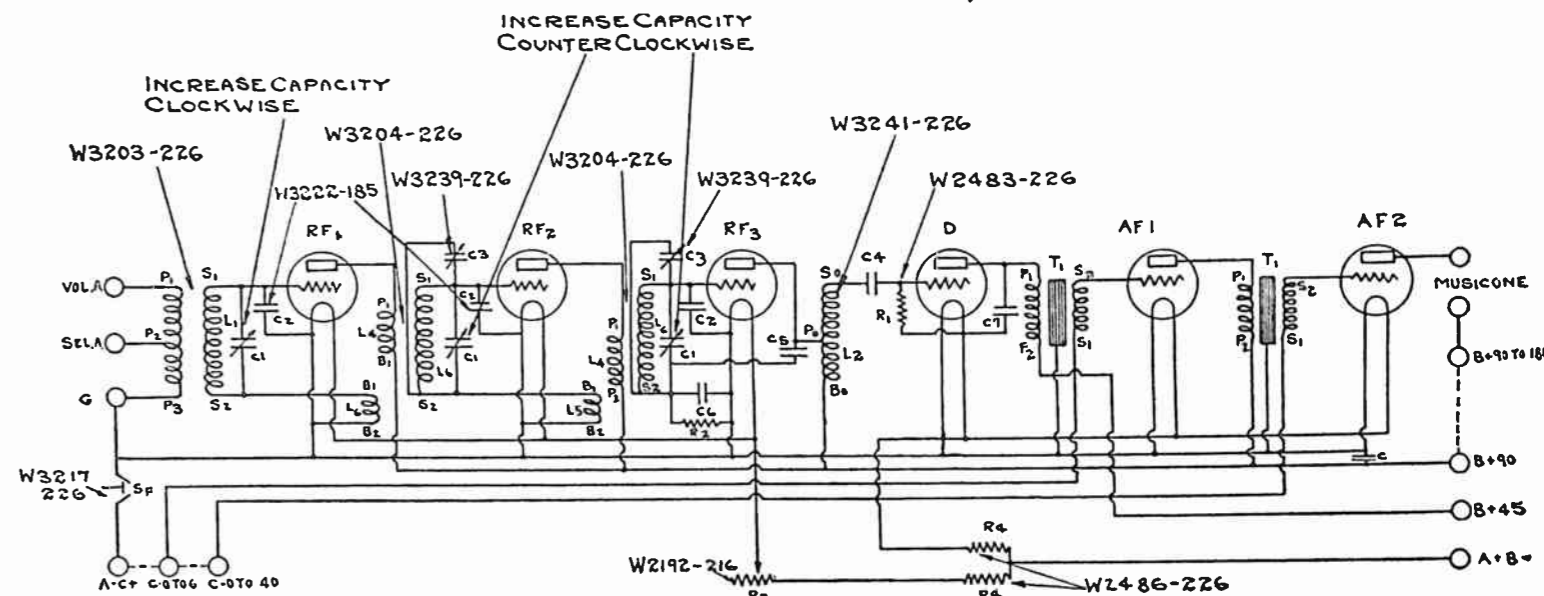
very interesting experience for all concerned.

### TO FORM NEAT HOLES IN PANELS

When drilling holes in wood or bakelite panels always start the drill from the front side of the panel and clamp the piece to be drilled tightly against a pattern of wood similar in size and about one inch thick. This prevents the chips on the underside of the panel around the holes from breaking away. Use sharp drills and a tapered reamer in cases where it becomes necessary to enlarge the hole beyond the size of bits on hand.

# CROSELY SERVICE MANUAL

## MODEL R F L-90--PART II, THE CIRCUIT



### The Circuit

The circuit of this set consists of three stages of tuned, radio-frequency amplification, a non-regenerative, untuned detector, and two stages of transformer-coupled audio-frequency amplification. The three radio-frequency stages are balanced by the RFL method so that the set is quiet in operation on all wave lengths.

### Radio-Frequency Stages

The radio-frequency stages in the above diagram are marked "RF1", "RF2", and "RF3". The antenna and ground circuit are coupled to the input of the first radio-frequency stage by means of radio-frequency transformer "L1", the primary of which is untuned. Two antenna taps are provided on the primary of this coil, marked "Vol A" and "Sel A". The one marked "Vol A" (an abbreviation for "Volume Antenna") provides greater coupling; the one marked "Sel A" (abbreviation for "Selective Antenna") provides less coupling.

The three condensers "C1" shown shunted across the secondary of the antenna coupling coil "L1" and across the radio-frequency transformer secondaries marked "L2" are the major tuning condensers. They are controlled by the two-drum type station selectors with which the set is provided. The two condensers "C3", shunted across the secondary coils "L3", are very small variable condensers which serve to sharpen the tuning of the set, and are operated by the "acuminator" controls.

Balancing of the first two stages is accomplished by means of the balancing coils "L5", and "L6" in conjunction with the balancing condensers. The method of bal-

ancing is a unique system developed and patented by Dr. Lewis M. Hull and Stewart Ballentine, prominent radio engineers, and is manufactured under license by the Crosley Radio Corporation. An important feature of this method of balancing is that it is independent of the wave-length of the signal received. Thus good balancing may be obtained throughout the entire wavelength range without sacrificing signal volume at the longer wave-lengths.

The third radio-frequency stage (RF3) is balanced by means of the balancing condensers "C6" and "C5", in conjunction with the adjusting condenser "C2". No balancing coil is used in this stage.

The three condensers "C2" are small variable condensers used for adjusting the balance of the set at the factory. There is practically no chance for these to lose their adjustment in transit. In the next article a method of procedure will be described whereby the set may be re-balanced by means of these condensers if necessary. In the factory these condensers are adjusted for 201-A type tubes to be used in the radio-frequency stages.

Condenser "C6" in the third audio-frequency stage is shunted by a cartridge-type resistance "R2".

### Detector Circuit

The detector is non-regenerative. "C4" is the grid condenser, and "R1" is the grid leak. "C7" is a by-pass condenser shunting radio-frequency currents around the primary of the transformer "T". The detector is coupled to the first audio-frequency stage by means of an audio-frequency transformer.

Audio-Frequency Amplifier Circuit The two audio-frequency stages are transformer coupled. The

small condenser "C" is a by-pass condenser shunting radio-frequency currents in the audio circuits around the "B" battery. Terminals are provided for the regular 90 volt amplifier "B" battery, and an additional terminal for putting more than 90 volts on the last audio stage if it is desired to use a power tube in this stage.

### Filament Control

The filament current for the three radio-frequency tubes is controlled by the rheostat "R3". This rheostat is intended to be used only as a volume control. For regulating the voltage supplied to the filaments of all tubes, two ballast resistances "R4" are used. These automatically control the filament voltage if a six volt source of supply is used.

### Tuning Control

Tuning is accomplished by means of two drum-type station selectors. One of these drums is connected to condenser "C1" shunted across the secondary of the antenna coupling coil. The other drum controls the tuning condensers of the second and third stages. Minor variations in the second and third-stage condensers which might prevent their "tracking" together exactly throughout the entire wave-length range may be overcome by means of the two auxiliary condensers, or "acuminators".

### Audio-Frequency Transformers

As stated above, the audio-frequency stages are transformer coupled. Both audio-frequency transformers are of 4 to 1 ratio. They are completely enclosed in metal cases, and the primary and secondary terminals are marked on the cases.

### "C" Battery Connections

Only the audio-frequency stages are provided with "C" battery terminals. It is important, for this reason, that not more than 90 volts of "B" battery be used on the radio-frequency stages. Two "C minus" terminals are provided, so that a heavier bias may be used on the last audio stage if a power tube is used in this stage with a high-voltage "B" battery. When no "C" battery is used and the "C" wires are left uncut, the grids of the audio-frequency tubes are connected direct (through the audio-transformer secondaries) to the filaments of these tubes. There is no voltage drop between the filament and grid through the medium of a filament rheostat or ballast resistance as in some radio sets. The only biasing voltage applied to the grid is therefore that of the "C" battery used.

### Testing The Set

In order to inspect the circuit and test the parts of the set, it should be removed from the cabinet and laid up side down on the test table. The different parts of the circuit may then plainly be seen.

The coupling coils between "RF1", "RF2", "RF3", and "D" are wound on tubular forms and are in plain view from the bottom of the set. The balancing coils are also wound on these forms. The tuning condensers may only be reached when the set is placed right side up on the table. The ballast resistances "R4", controlling the filament voltage, are attached to one of the metal compartment dividing walls, near the second-stage audio-frequency transformer. The small balancing condensers "C2" are almost directly beneath the

(Continued)



## Prize Winner Tells How Crosley Radio Provides Pleasure

### Discovers Novel Way Of Spending Many Delightful Hours — "Tour" Is Described

Second prize in the recent "Spend An Evening With The Crosley 5-50" Contest was won by Howard Graft, of 771 George Street, New Haven, Conn., representing the Specialty Service Company, of that city.

The letter that won the prize for him follows:

"The average person has about exhausted ways and means of having an evening's entertainment but the writer has discovered a novel way of spending many delightful hours with a varied program which will suit the most fastidious tastes.

"A few evenings ago, with some friends, I decided to open up the 5-50 and see just how many places and programs I would be able to cover on the dial.

"The first station brought in proved to be WPG, Atlantic City, where a wonderful orchestra was handing out 'Barcelona,' but as no 'delineators of the terpsichorean art' were present, I just pulled the wheel over and caught the tail end of a hockey game between Chicago and St. Paul, broadcast Station WLS, of Chicago.

"Not being particularly interested in hockey, I again steered the wheel ahead and did not stop until I reached Nashville, Tenn., Station WSM, where I stayed for quite a while listening to Jack Montgomery singing some good old Scotch melodies.

"A sharp turn to the left, if such a feat is possible with radio, brought me to Atlanta, Ga., Station WSB, where I was agreeably surprised with a medley of songs played on the Hawaiian guitar by Miss Naylor. With me Hawaiian music always 'hits the spot,' but as I was out to establish a record I did not tarry in the South very long and after putting the machine in reverse and backing around I headed north to find myself listening to the Boston Symphony through Station WBZ, at Springfield, Mass.

"It is needless to say that the Crosley Musicone brought out each instrument with a clearness that I have yet to find equalled by any other make of speaker.

"I next jumped to New York City to hear the 'Dance of the Gnomes' through Station WGBS, and for reasons stated before I again switched the dial and found myself out in the 'wilds' of Chicago where Hazel Romaine was singing 'I Got My Diddle-Dee-Dee in Maine,' broadcast by Station WJAZ.

"Realizing I was entirely too far from home, I started East and arrived in Hartford in time to hear Mr. Butler perform on his banjo and mandolin through Station WTIC. Feeling safe at being so near home, I decided to make a few side trips, my first stop being at New York City, where a beautiful soprano voice was singing 'Rose Time In Killarney,' through Station WNYC.

"Another turn of the dial took me out on Long Island, and as it was close to bedtime, Station WAHG was broadcasting a very appropriate selection, 'My Mother's Lullaby.'

"I had just about decided to call it 'quits,' but like a regular radio fan I gave the dial one more turn and, to my surprise, found myself listening to Station WLS, in Chicago, with the artist singing 'Little Brown Jug.'

"It is not necessary to dwell upon the merits of the Crosley 5-50 but if you would have an evening of real pleasure just get one and try for yourself."

The letter of C. H. Richards, of Houston, Texas, winner of third prize, will be published in the next issue of the Broadcaster.

## MODEL RFL-90

(Continued from Page 15)  
forms on which the balancing coils are wound.

### Ordering Replacement Parts

In ordering replacement parts, follow the numbers on the above circuit diagram wherever possible if you do not have a complete parts list for this set. For full information, obtain a parts list.

### Test Chart

A test chart will be published on this page in the following issue of

## TUNE IN!

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

- Financial News.
- Market Reports.
- Government Bond Quotations.
- Call Money Rates.
- Foreign Exchange.
- Grain and Live Stock Quotations.

The FIFTH THIRD UNION COMPANY

14 West 4th Street  
Cincinnati, Ohio

the "Broadcaster" as Part III of this series on Model RFL-90. This test chart will show a view of the bottom of the set, and may be used in connection with the above circuit that may be giving trouble.

**NEWSPAPERS AND MAGAZINES:** Please do not copy any portion of the material in this article, since it pertains to a patented circuit arrangement, information about which is printed herein solely for the benefit of Crosley distributors and dealers.

Judge (to prisoner)—"What is your name, your occupation, and what are you charged with?"

Prisoner—"My name is Sparks. I am a radioman, and I am charged with battery."

Judge—"Officer, put this guy in a dry cell."—Telegraph and Telephone Age.

### If You Wish to BUY or SELL SECURITIES

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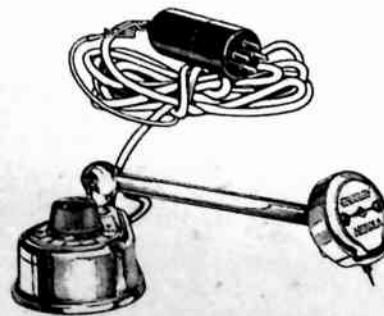
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A device for reproducing records on old phonographs through your radio set so that the new full-toned effect of latest talking machines is achieved. Reproducer sits inside phonograph beside record. Old tone arm is not used. Wire leads to plug, which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

The Crosley Radio Corporation  
CINCINNATI