

THE ~~CROSELY~~ BROADCASTER

PUBLISHED BY THE CROSELY RADIO CORPORATION

VOL. VI. NO. X.

1927 DISTRIBUTORS' CONVENTION NUMBER

JUNE 15, 1927

1927-28 NON-STOP SALES FLIGHT



AS WE GO TO PRESS

comes word that in addition to the license under patents of the Radio Corporation of America, General Electric Company, Westinghouse Electric and Manufacturing Company, and the American Telephone and Telegraph Company, arrangements have just been completed wherein Crosley radio receiving sets will be licensed under

Hazeltine Neutrodyne and Latour Patents

The Crosley Bandbox will contain the genuine Hazeltine Neutrodyne circuit.

THE EDITOR

ENTHUSIASTIC
CROSELY
DEALERS
EVERYWHERE

Announcing Crosley "A" Power Unit

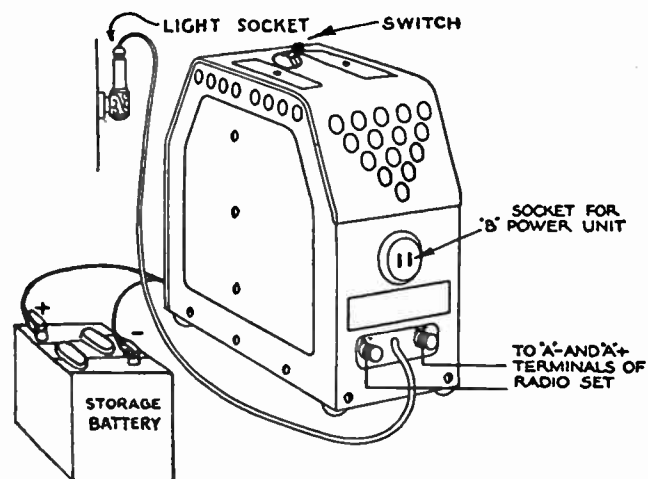
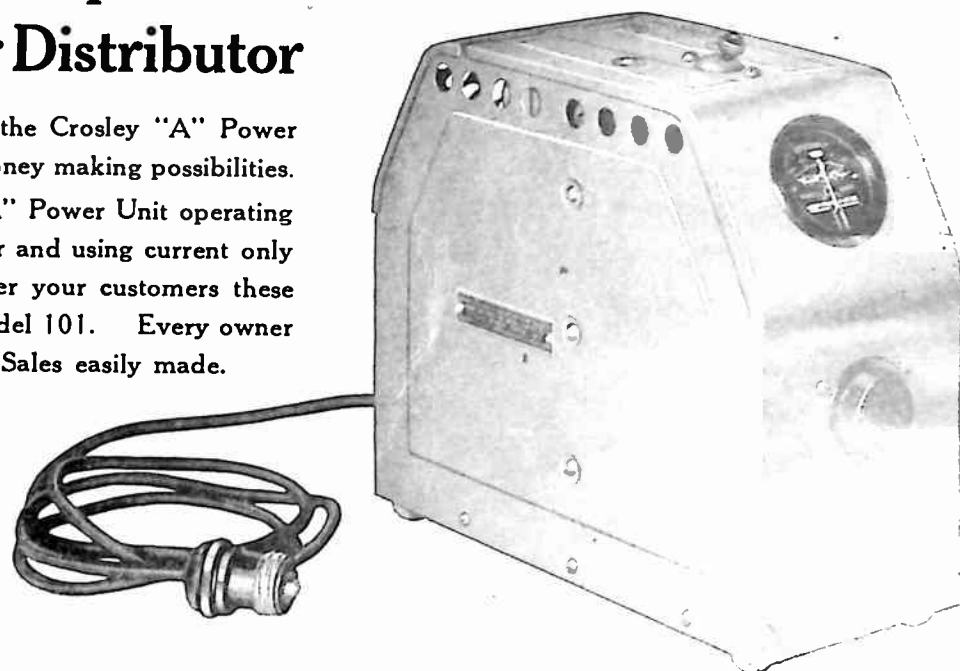
Ready For Immediate Shipment— Place Order With Your Distributor

Here you are—a new Crosley product — the Crosley "A" Power Unit, Model 101—which presents tremendous money making possibilities.

The public has long been looking for an "A" Power Unit operating the radio set directly from the light socket power and using current only when the set is turned on. Now you can offer your customers these features in the new Crosley "A" Power Unit, Model 101. Every owner of a battery operated radio set is a prospect. Sales easily made.

Send in your order immediately to your distributor for this new Crosley product.

Production on the Crosley "A" Power Unit is under way and units are now ready for immediate shipment. Have your distributor send you a number of these "A" Power Units at once. Put them on display.



Special Features Make This An Outstanding "A" Power Unit

Operates radio set directly from light socket power — battery used as a floater, no charging or discharging.

Current drawn from light socket only when radio is turned on.

Absolutely quiet in operation. Simple to connect — easy to operate. Contains no acid to spill; no intricate parts to get out of order.

All current supply — both light socket power and supply to set turned off by single switch.

Any six volt storage battery can be used with this unit.

Special socket provided where "B" Power Unit can be plugged in.

Rugged metal case with bronze finish.

Equipped with special full wave rectifier tube capable of operating ordinary six to eight tube set.

Made for 60 cycle, 100 to 125 volt AC lighting current.

Comes equipped with tube, all ready to operate. Retail at \$45.00. Extra tubes retail at \$7.00 each.

Crosley "A" Power Unit Complete with Tube \$45

CROSLY RADIO

BETTER • COST LESS

Annual Crosley Convention Opens Radio Season

Powel Crosley's Opening Address Received With Enthusiasm

"By H. F. Brechel"

The formal opening of the Fifth Annual Convention of Crosley Radio Distributors, by Powel Crosley, Jr., and the announcement of the new Crosley Radio models for the season 1927-28, took place at the Hotel Gibson Roof Garden at 11:00 A. M. Wednesday, June 8, 1927.

The opening address, delivered by Powel Crosley, Jr., president of The Crosley Radio Corporation, met with unparalleled enthusiasm on the part of the assembled distributors, and the entire session was pervaded with the spirit of the slogan "Let's Go," which formed the background of the very novel display arrangement utilized for showing the new Crosley radios, this being in the form of a life-sized model Crosley Radio Dealers' show-window.

1927-28 Models Shown.

Grouped in the display were the various models of the 1927-28 line along with a number of standard cabinets any of which are adaptable for either the AC or DC Crosley "Bandbox" Radio. These cabinets will not be supplied direct by The Crosley Radio Corporation as in the past, this feature constituting a change in policy in that the cabinets will be supplied by approved sources, namely the Showers Brothers Company and possibly the Wolf Manufacturing Company. These companies were selected for the reason that they are believed to be fully equipped to give the high standard of service we feel should be available for our distributors.

The Crosley "Bandbox" is in the form of a six-tube set, two models being available, the DC model being for battery purposes and known as No. 601, and the AC type No. 602 for use on alternating current in connection with the ABC power unit No. 104. This unit is supplied for operation on either 25 or 60 cycles as may be specified.

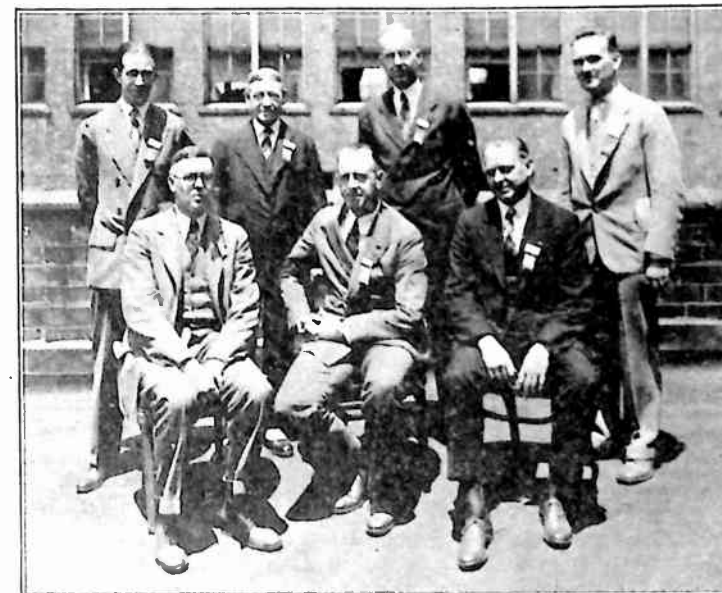
The point was also made that an unlimited supply of the various models would be available for Crosley Radio Distributors during the coming season through the fact that the new factory is now in operation and further, all tool equipment for the production of sets, being in duplicate the possibility of delay due to breakage and other causes, is entirely eliminated.

Completely Shielded.

Among engineering features touched on in the course of the opening address by Mr. Crosley, may be mentioned the following: "An elaborate shielding arrange-

Directing Crosley 1927-28 Sales

Big Crosley Year Assured by These Sales Executives



Crosley Sales Executives in the above picture are, from left to right, front row: Harry E. Sherwin, General Sales Manager; Powel Crosley, Jr., President; John L. Limes, Assistant Sales Manager; back row: Jack Dalton, Eastern Sales Manager; C. J. Hopkins, Export Manager; Henry W. Chadwick, Western Sales Manager; L. A. Kellogg, Sales Promotion Manager.

The picture above shows the group of Crosley executives who will shape and carry out the sales program for the coming radio season of 1927-28. Just the assurance that these men are at the helm is a guarantee of a successful and prosperous year. The biggest year in Crosley history is a certainty.

ment is used in the Crosley "Bandbox" making possible the extreme compactness of this unit. Radio frequency coils are all shielded in heavy copper cans, with the result that a very much higher factor of amplification is obtainable as compared to sets utilizing the coils unshielded. The tuning condensers are also housed completely in a steel case, while the audio frequency amplifying transformers are housed in aluminum shielding.

Another very novel feature lies in the fact that all steel parts of the chassis proper are cadmium plated, making corrosion or rusting impossible. "This is rather important especially where the sets are to be used in locations adjacent to the sea or under other conditions where undue conditions of atmospheric moisture are apt to be encountered." "The audio frequency transformer coils proper are also thoroughly protected in this respect through being imbedded in wax, which precludes the possibility of any electrolysis taking place."

An outstanding feature with respect to the AC "Bandbox" No. 602, is the alternating current supply control switch which is incor-

porated directly in the front panel of the set proper, thus making it unnecessary for the user to insert a floor plug or otherwise turn on the current supplying the ABC power unit No. 104 furnishing the tube current for the set."

Crosley Tilt-Table Musicone.

Another novel model announced is the Tilt-Table Musicone, wherein the Musicone unit proper is built directly into the table top, which however, does not tilt, although it has the appearance of this type of table which is so very popular an item of furniture and is utilized in the residence as a part of the decoration scheme rather than being put to any practicable use as a table. Through the wonderful tone effects that are obtainable through the use of the Table-top as a "baffleboard" in connection with the cone, this speaker provides an unusual "roundness" of reproduction that is little short of remarkable, and it should prove extremely popular, not only from the point of appearance, but also practical utility.

It might be added that, although a comparatively small cone is used in this design, the effect

(Continued on Page 14)

Almost 100% In Attendance

Crosley Distributors Came From Every Section

"The greatest Crosley Distributors' Convention", we have been saying that now for four years, but it applies more truly this year than ever before. Almost a hundred per cent representation of Crosley Distributors attended the Fifth Annual Convention which took place here at the Hotel Gibson, June 8th and 9th.

Crosley Distributors assembled from every section of the country, some by rail, some by automobile. Every member of the Crosley organization had been busy preparing for the big event so as to make the Convention a success, and to insure a whirlwind start into the radio season of 1927-28.

The remarkable attendance, the enthusiastic reception by the Convention delegates has made all the work, worry and expense worth while. Crosley distributors have put their stamp of approval upon the Crosley plans and ideas for 1927-28. They are unanimous in their opinion that the look into the future is brighter than it has been in the past. Just as the Crosley slogan reads "You're there with a Crosley", distributors are agreed that they are "there" when it comes to a money making proposition with Crosley for the coming season.

"Let's Go!" was the motto of the Convention, and that is the motto that every Crosley distributor is taking with them into the coming year and which should be caught up by Crosley dealers everywhere.

Perry Poole Broadcasts

M. I. Blakemore, of the Forbes Supply Company, Spokane, Washington, was heard to say, "the broadcast which Perry Poole of the G-Q Electric Company, Milwaukee, made while riding down the incline at Coney Island, Cincinnati, would have been much more interesting to his friends than the broadcast which he made at the Crosley Convention banquet, Wednesday evening, June 8."

The number of wave channels used by New York radio stations has already been reduced from forty-six to thirty-two, and it is said that the Federal Radio Commission hopes eventually to reduce this number to twenty.



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

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

Editorials

This Is A Crosley Year

The fifth annual Crosley Distributors' Convention, June 8 and 9, marked the zero hour. The closing of the last session of this convention, which was without question the greatest Crosley Convention, heralded in the 1927-28 radio season—the year that's destined to be a great Crosley landslide.

For six seasons the house of Crosley has strengthened its position in the radio world. Each succeeding year has brought additional Crosley triumphs. Now the new season is wide open and from the enthusiastic reception of Crosley ideas and plans for the 1927-28 radio season by Crosley distributors, it's evident that this is going to be a great Crosley year.

You just can't deny that the house of Crosley faces the 1927-28 radio season with the greatest line of merchandise in its history, with merchandising and advertising plans that will make this an outstanding Crosley year. The new Crosley merchandise is so far ahead of previous seasons that there is no basis for comparison. In appearance, in performance, in everything that influences the buying public, Crosley stands way out ahead.

Yes, this is a Crosley year. Everything points to that one outstanding truth. Profit is before you, Crosley distributors. The greatest sales opportunity that you ever faced, stretches out ahead. Money-making opportunities with the new Crosley merchandise are absolutely unlimited.

Aim High And Shoot Straight

The attitude that you take towards the 1927-28 radio season, which is now wide open, will greatly determine your volume of sales during the months ahead. "Let's Go" was the slogan that was reverberated throughout all the sessions of the Crosley Distributors' Convention. That is the spirit which Crosley distributors are taking back with them to their various territories.

It's the "Let's Go" spirit that is sure to win during the 1927-28 radio season. That spirit, however, must be directed, so here is another slogan which goes right along with "Let's Go"—"Aim High and Shoot Straight."

The plans you make, your ambitions, the goal you set for yourself will directly gauge your sales for the coming year. "Aim High and Shoot Straight," that is the spirit which will enable you to join the great landslide of Crosley sales during 1927-28, the great non-stop sales flight.

Set a goal for yourself and work towards that goal. Make your goal high, then shoot straight towards it and you will find it easy to attain.

There is a little poem that fits in well with this point, which goes like this:

"Bite off more than you can chew, Then chew it. Take on more than you can do, Then do it. Hitch your wagon to a star, Keep your seat and, There you are."

"Let's Go," the Crosley Radio Season is Open

Crosley 1927-28 Non-Stop Sales Flight Started--Display New Crosley Line

The greatest season in the history of radio is now started. The 1927-28 radio season is wide open. Powel Crosley, Jr., announced the new Crosley line at the Fifth Annual Crosley Distributors' Convention, June 8 and 9, and he officially opened the 1927-28 Crosley radio season.

The radio world has wondered during the last weeks what the new Crosley line of merchandise would include.

The trade and the public alike have learned to expect big things from the Crosley organization. Crosley announcements have always contained a sparkle of the unusual.

Now there is nothing more to wait for. The new Crosley line for the 1927-28 radio season has been announced. New Crosley merchandise will be on display at the Chicago R. M. A. Trade Show.

All Aboard For Chicago

Crosley Distributors Aboard Special Train To Chicago, Friday Evening, After Convention



This picture was taken at Cincinnati just as the Crosley Special pulled out. To the left in the oval can be seen a fond parting between Mr. and Mrs. L. A. Kellogg. Both have been with the Crosley organization for years. Mr. Kellogg has just recently been promoted to Sales Promotion Manager.

The nearness of the dates of the Chicago Trade Show and the Crosley Distributors' Convention made it possible for Crosley distributors to take in the Trade Show on the same trip as the Crosley convention. To insure that every Crosley distributor who desired to go to Chicago would have accommodations, The Crosley Radio Corporation chartered a special train to make the Chicago trip.

The Crosley Distributors' Special left the Cincinnati Union depot at 12:30 a. m., Saturday morning, June 11, arriving at Chicago at 7:30 a. m.

A great many Crosley distributors who were aboard the Crosley Special, were in attendance at the R. M. A. Trade Show, Stevens Hotel, Chicago. They carried with them the enthusiasm and inspiration gained at the Crosley convention, which all declared will stay with them during the entire season.

On pages 8 and 9 of this issue, the Crosley line is fully illustrated and described. In other parts of this issue Crosley distributors give their views of Crosley prospects for 1927-28.

Display New Models. The early bird catches the worm, so it's up to Crosley dealers to make an early start in the new season. Get in touch with your distributor at once. Find out the exact date that he can supply you with samples of the Crosley line. The important thing for all Crosley dealers now is to get the new Crosley merchandise displayed in their stores at the earliest possible date. Production in the Crosley factories has already started, so that Crosley merchandise will be in the hands of Crosley distributors earlier this year than ever before.

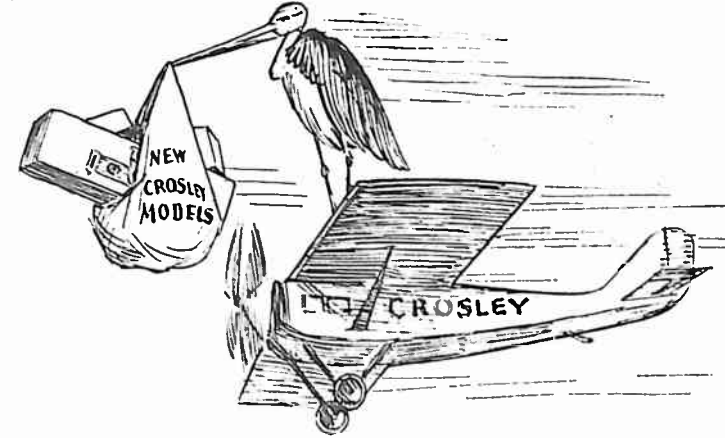
"You're There With A Crosley"

Crosley Advertising for 1927-28 To Be Centered Around This Expressive Theme

"You're THERE with a Crosley" is the Crosley slogan which will run through 1927-28 advertising. This slogan was announced for the first time at the Crosley Distributors' Convention and was received by all delegates with enthusiasm.

"You're THERE with a Crosley" is self evident. It forcibly brings out Crosley quality and performance in a way that no other slogan could possibly do. Base Ball, football, the opera, the jazz orchestra, the concert—everything is brought in by the Crosley "Bandbox" just as if you were there and that's the slogan in a nut shell. You're THERE just as surely as if you really were there.

The Coming Of The Crosley Stork



Powel Crosley, Jr., Enters Plane In Detroit Reliability Race--Crosley Men To Be Passengers

From June 27 until about the middle of July the "Stork" will be abroad in the land. This big bird will carry with it samples of the Bandbox, the new Crosley baby, so that Crosley dealers may see this latest member of the Crosley line.

The "Stork" is a Waco biplane, with Wright motor of the same kind as that used by Lindbergh in his trans-Atlantic flight. It has been purchased by Powel Crosley, Jr., and entered in the Airplane Reliability Race to start from Detroit June 27. It will carry samples of the new sets. The schedule of the flight is given below, and distributors in the various cities to be visited are urged to invite to the landing field all dealers in the vicinity. General Sales Manager Harry E. Sherwin will be aboard the airplane to exhibit the sets to the distributors and dealers present. Herbert Gay Sisson, director of public relations, will make the trip in the plane for the purpose of securing the widest possible newspaper publicity in each city to be visited.

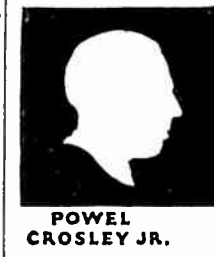
Lieutenant J. P. Riddle, of Lunken Airport, Cincinnati, is to pilot the plane. With a long and notable record as an air pilot, he stands an excellent chance of winning the reliability race. Entered last year in the Ford reliability tour, which was similar in nature to the coming tour or race, he finished fifth with a 90 horsepower engine.

So unusual a method of demonstrating new equipment should be certain to attract large numbers to the various landing fields where the "Stork" will descend. Each distributor and dealer in the cities visited, and nearby communities, should take it upon himself to make the most of this decidedly new adventure in publicity and sales promotion.

Flying Schedule of the "Stork".

Table with columns: CITY, AIRPORT, DATE. Lists flight schedule from Detroit to Dallas.

Other cities to be visited by the Crosley "Stork" are as follows: Oklahoma City, Tulsa, Wichita, Omaha, Moline, Ill., Lansing, Ill., Hammond, Ind., and Grand Rapids. The exact date of arrival at these cities will be announced later.



Powel Crosley Jr. TALKS TO the TRADE

Our fifth Annual Convention of Distributors starting our seventh season in the radio business has now gone down into history. If the spirit of enthusiasm indicated by our distributors can be taken as a barometer foretelling this season's business, our hopes will be far more than realized. I feel that not one of our distributors went away with other than the feeling that the Crosley line is not only the best that we have ever presented—that, of course, should be expected—but that the Crosley line is the best in the field this year.

The Crosley Bandbox, a completely balanced, completely shielded, six-tube set with single, illuminated dial at \$55.00 promises to sweep the country as no other set has ever done. The fact that its beautiful metal case can be removed, leaving a complete chassis ready for installation in a cabinet model of almost any type, adds tremendously to its merchandising possibilities. The buyer can first use it as a table model and later at any time he can add a cabinet of any kind that he may desire.

Great enthusiasm was expressed for the three beautiful console models shown by the authorized manufacturers. So great was the enthusiasm for these cabinets that orders were actually placed for fifty-seven carloads.

The announcement that the AC model of the Crosley Bandbox would utilize the new Radio Corporation AC tubes added to the enthusiasm of the distributors.

Crosley sets are now actually in production, samples will be in the hands of all distributors on or before July 1, and production will go full speed ahead, deliveries to dealers commencing early in July.

Powel Crosley Jr.

Ladies Attend Convention

Wives of Crosley Distributors Entertained

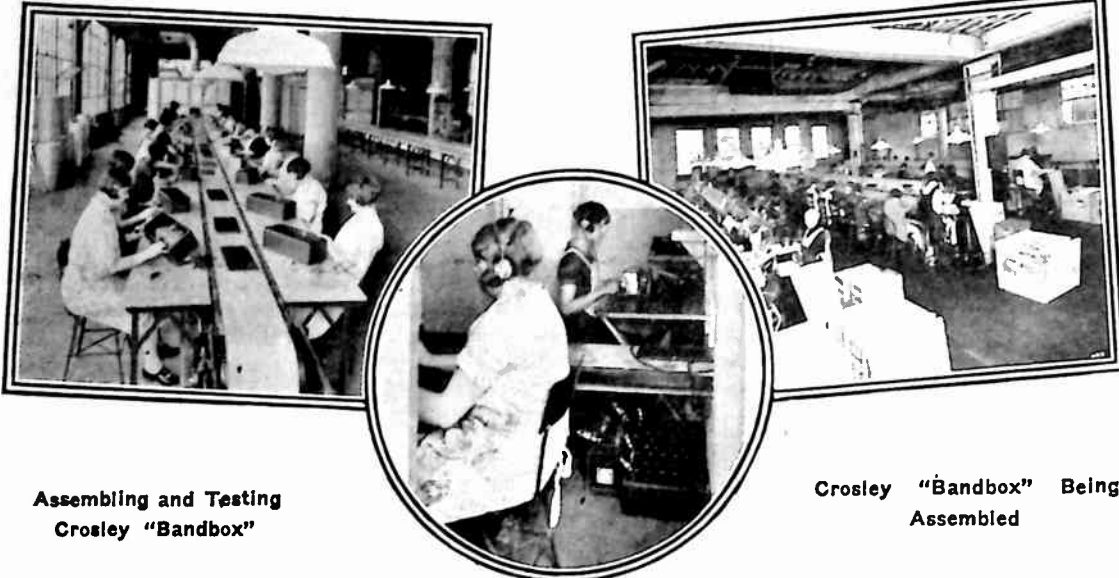
Three cheers for the ladies! They are the life of the party anywhere. The wives of Crosley distributors who attended the Fifth Annual Crosley Distributors' Convention were sure the life of the convention.

They were entertained by the following hostesses: Mrs. Powel Crosley, Jr., Mrs. Lewis M. Crosley, Mrs. Leonard Kellogg and Mrs. Ralph Langley. A lively program was planned for the ladies and they had the time of their life carrying it out. While the men were in session, the ladies were out enjoying themselves.

The following distributors' wives were present: Mrs. R. A. Whipple, Chicago, Ill.; Mrs. Robert Himmel, Chicago, Ill.; Mrs. J. D. Terrill, Mobile, Ala.; Mrs. J. G. Armstrong, Pittsburgh, Pa.; Mrs. W. T. Kinson, Pittsburgh, Pa.; Mrs. E. A. Bowman, Detroit, Mich.; Mrs. V. H. Tucker, Little Rock, Ark.; Mrs. Wilbur Humphrey, Decatur, Ill.; Mrs. Owen Smith, Toledo, O.; Mrs. D. M. Thompson, Hattiesburg, Miss.; Mrs. Robert B. White, Baltimore, Md.; Mrs. C. Howard Buchwald, Baltimore, Md.; Mrs. Lawrence Rebins, Erie, Pa.; Miss Alice M. White, Chicago, Ill.; Mrs. T. D. Sharar, Rochester, N. Y.; Miss Angie Hammond, Rochester, N. Y.

The big events on the ladies' pro-

1927-28 Production Started---Increasing Every Day



Assembling and Testing Crosley "Bandbox"

Crosley "Bandbox" Being Assembled

Interior View of Shielded Test Booth

Large Shipments Of New Sets Soon To Be Made To All Crosley Distributors-- Place Your Order Now With Your Distributor

Crosley production is under way. The above group of pictures shows the first of the new six-tube Crosley receivers on their way to the various departments of this highly efficient plant.

Brand new equipment has been installed throughout the plant to make mass production during 1927-28 possible. All this equipment is of the very latest and most efficient type and no expense has been spared in providing the latest machinery, the most modern and efficient conveyor systems, in fact everything needed to insure mass production on the new Crosley receivers.

equalled in the Crosley factory. This schedule of production is certain to take care of the needs of the Crosley Distributors and Dealers everywhere. The fact is that Crosley production this year is only limited by the number of Crosley sets that are sold.

Shipments Start Soon

The fact that production is already started and that latest machinery for mass production has been installed insures that you will have Crosley merchandise this year in greater quantities than any previous year.

In a very short time samples of the new Crosley merchandise will be in the hands of all Crosley Distributors and soon after that large shipments will be made.

Place Order Now

Get in touch with your Distributor immediately. Find out the first possible time that you can see samples of the new Crosley merchandise. Place orders right now with your distributor so that just as soon as your Distributor receives shipments of the new line he can send on samples to you. Do everything in your power to get an early start with the new Crosley line. Put samples on your floor just as soon as they are available. That is the way to tie in to the greatest extent on new Crosley selling and advertising plans.

The greatest radio sales year in the history is ahead of you. You have a line of Crosley merchandise which will dominate the 1927-28 radio sales. Be on the job, put your order in with your Distributor at once.

details, just as an interesting reference.

I also have a radio outfit home, a Crosley, of course, which has been the means of consigning two perfectly good sets to my attic, which were inferior in performance although costing a good deal more. I could write you a lot of nice compliments paid your instruments, by interested listeners in the various parts of call, but won't take up your time now.

My installation is the result of much care and experiment and shows what can be done in that line. I am keeping a record of the various locations where WLW is heard, and sending them to your company from time to time.

Wishing you a prosperous year,
Very truly yours,
R. R. Willmott, Master.
Home Address: 200-07 Beaufort Ave., Hollis, New York.



Make use of every spare minute you have during the summer season—don't let time drag on your hands. You can put your time to good advantage by making a systematic call on all the owners of radio sets in your community. You will always sell enough accessories to make the call worth while and in many cases, you can interest the person you call on in the new Crosley receivers which have come in since they purchased the set which they now own.

As you make these calls, keep a careful record of the facts which you find out in every home where you call. Jot down the type of set, the number of tubes, etc. This information will be exceedingly valuable to you later on and will form a basis for future sales.

Many radio dealers will find it profitable to put up a score board in front of their stores and post baseball returns on the board. Large crowds will always gather around a score board for baseball returns. By attractive windows and a loud speaker broadcasting a program, you can attract many of these persons into your store. Even if they do not come in, you let them know where you are located and that you handle radio apparatus and accessories.

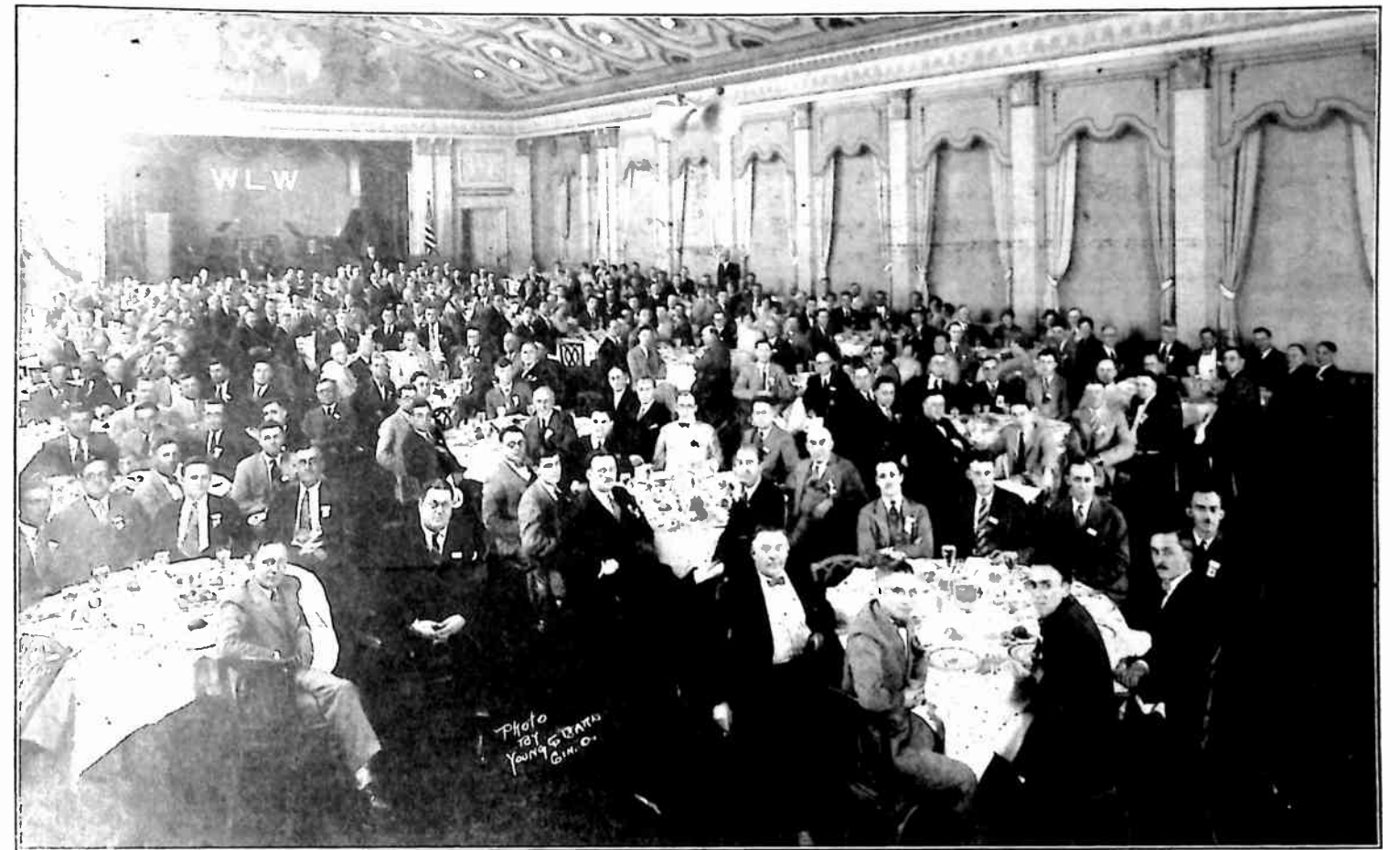
Where the radio dealer is located in the heart of the business section, where radio reception is poor due to motors, etc., many dealers have found it advisable to fit up a studio in the outskirts of the city. They use this studio for demonstration purposes. They refuse to demonstrate in the down-town district, explaining that there is too much interference and invite the interested party to their studio on the outskirts where reception is good.

Many dealers who are using this method write letters to persons who they think will be interested, inviting them to come to the studio for demonstration.

This studio may be a room of the dealer's home, especially fitted up, or it may be a display room in a neighboring building. The advantages of this plan are many and dealers who find themselves in a poor reception zone, will find it very profitable.

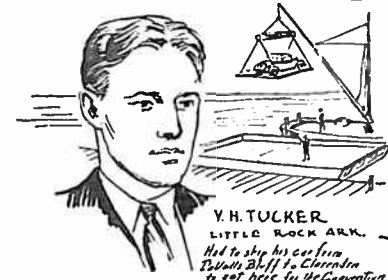
Static is not so severe during the month of July as during June and August, according to results of a long series of tests conducted by Dr. L. W. Austin of the Bureau of Standards.

Distributor Delegates At Convention Banquet



Here they are—Crosley Distributors assembled at the Crosley Banquet, Wednesday evening, the first night of the Crosley Distributors' Convention. Some fine looking group. It would have been great to have had all Crosley dealers there as well, but it would take the largest ballroom in the world, and then some, to get the whole Crosley sales family together.

A Radio Lindbergh



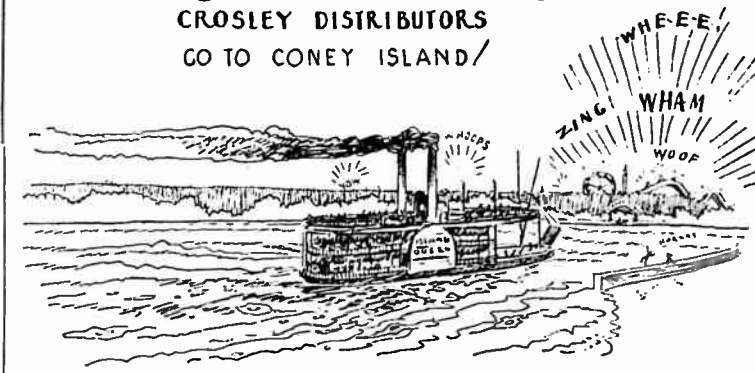
V. H. Tucker Makes A Record Ride

Flood conditions in Arkansas which made necessary a five hour boat ride in the course of a motor trip from Little Rock to Cincinnati were described by V. H. Tucker of O. D. Tucker, IV & Company, who with his wife drove here to attend the Crosley Distributors' Convention at the Hotel Gibson Roof Garden. Because many miles of highway were under water, Mr. Tucker with twenty-seven other motorists, were obliged to have their machines and selves ferried down the White River from De-Valls Bluff to Claridon.

He left Little Rock Saturday morning arriving in Cincinnati, Tuesday afternoon.

A Big Time At Coney Island

CROSELY DISTRIBUTORS GO TO CONEY ISLAND!



Crosley Distributors Wind Up Convention By Enjoyable Evening At Coney Island

Say, you should have been on hand when Crosley Distributors took possession of Coney Island on Thursday evening, the last day of the Crosley Distributors' Convention. That there is a little bit of boy in every grown-up man was sure demonstrated that night.

Busses took the Distributors to the Coney Island dock and they all boarded the huge river steamboat, Island Queen. After an enjoyable ride up the beautiful Ohio, the fun started when Crosley Distributors literally took possession of Coney Island, the Cincinnati million dollar fun resort.

The first thing on the program was a delicious banquet served in the Coney Island Club House. Following this the delegates scattered all over the park, each hunting the form of amusement that appealed most. Such thrills! If you had seen them you would have thought they were just a bunch of boys with never a business care to worry them. Their cries and laughter could be heard every place.

They say the Chicago gang took six successive rides on the "Wild Cat", Coney Island's most thrilling and dangerous roller coaster. They also say that Doc Bevins of the Erie Radio Co., Erie Pa., discovered why all the girls held on to the ropes going through "Blue Beard's Palace."

A hundred and one things could be written about the little incidents that happened. The next time you see your distributor, ask him to tell you all about it.

Coney Island is a great Cincinnati attraction, built at a cost of over a million dollars. Crosley Distributors say that the Coney Island trip was a fitting close to the most successful Crosley Convention ever held. When the Island Queen returned to Cincinnati at 10:30 it brought back a mighty tired but happy bunch.

The most general rearrangement of wave-lengths, power, and schedules that has taken place in the history of broadcasting will go into effect June 1, under orders of the Federal Radio Commission. The power of many stations has been drastically cut; especially of those operating in residential districts, which henceforth will be required to limit their power to 500 watts.

"I believe the Crosley Authorized Dealer Franchise to be the most valuable sales franchise any radio dealer can have this season. Certainly our RCA license imparts a feeling of security. Our engineering accomplishment this year has been astonishing and, at popular Crosley prices, the profit making opportunities are tremendous on this radio line."

Powel Crosley Jr.

**It Is A Simple Operation To Install Crosley Radios In The Approved
CONSOLE CABINETS**

Consoles for the Crosley Radios this season are not made by Crosley but by well known manufacturers whose designing and production ability, are nationally known. They have designed three beautiful consoles into which Crosley radios are quickly and easily installed.

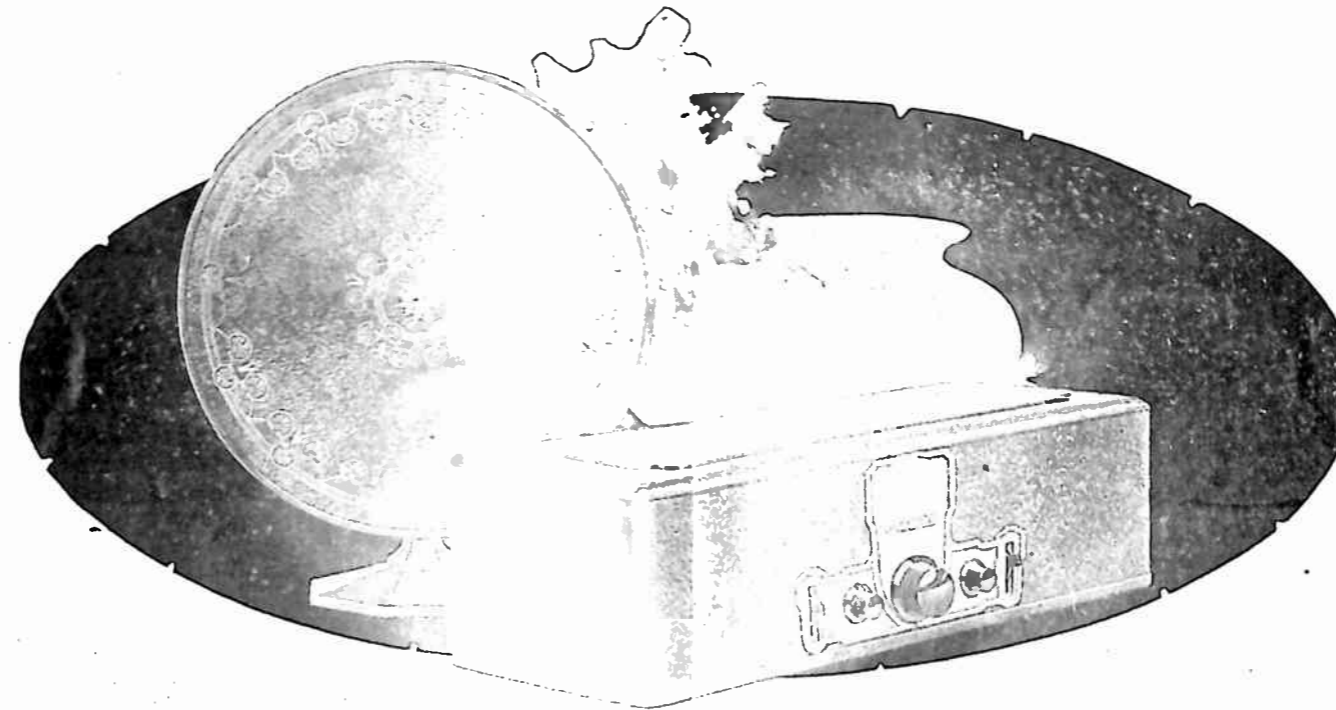
The metal cabinet of the "Bandbox" is quickly removed by releasing screws and removing those in bottom of set. Escutcheon comes off. Slip the independently mounted and completely shielded chassis out of the metal box. Approved Crosley Console will have necessary holes drilled in panels. In others, it will be easy to cut holes where needed, Escutcheon is mounted on console panel and radio receiver becomes a definite part of the console design.

These consoles are built especially for these sets and are not just a cabinet with a hole or shelf in which to stick the radio. Into these cabinets is incorporated the Crosley Musicone and ample space is provided for batteries or AC power unit.

Consoles are built of walnut-burled panels and rich carvings, add much to the beauty of their lines and finish.

All consoles are marked with an "approved" label stating that Powel Crosley, Jr., has approved the design and that the purchaser is getting, what, in his estimation, is a console acoustically and mechanically ideally fitted for Crosley radios.

Approved Crosley Consoles are sold by
H. T. Roberts Co., 914 S. Michigan Ave., Chicago, Ill.
Sales Agent For Approved Console Factories
Showers Brothers Company The Wolf Manufacturing Industries



THE "BANDBOX"

6 Tube Completely Shielded Receiver

While sold as an attractive table model in a beautiful frosted Crystalline, metal case, this case can be easily removed for installation in furniture type cabinets.

The set is completely shielded. Coils in individual copper housings. Variable condensers separately shielded. Wiring shielded from other elements.

This circuit is absolutely balanced. The radio frequency stages are completely and perfectly neutralized.

Single master station selector with supplementary acuminators for those who are not satisfied with local and high power stations. The single dial electrically illuminated. A great help in a

dark room and shadows. The volume control with which the set is equipped cuts down local signals to a whisper without hurting quality and permits increasing volume for dancing.

The set is furnished with a brown cable containing colored covered leads for all connections.

Crosley receiving sets are built in two types for battery or lamp socket power operation. The A

C models use the brand new RCA, A C tubes, and, frankly, this is the best real answer to the problem that we have seen.

Recent high court decisions have greatly clarified the befogged radio patent situation. Far sighted dealers sensing this trend are acting accordingly and consolidating their own positions. The advantages are clear. Crosley is licensed under Patents of the Radio Corporation of America, The Westinghouse Company, The General Electric Company, The American Telephone and Telegraph Company, and manufacturers under these and other patents including those owned by The Crosley Radio Corporation.

Without Accessories

\$55

Equipped for AC use with Crosley A. B. C. Units, Models 104-60, 105-25

\$65

PRICES IN THE WEST SLIGHTLY HIGHER

Improved Musicones

Complete radio enjoyment has come to hundreds of thousands through the efficiency and fidelity of the now famous Crosley Musicones. Today fresh laurels are won by these amazing instruments. Incredible improvements and refinements have brought their reproduction qualities to a state of perfection only dreamed of a few years ago.



\$9.75

\$12.75
NEW PRICE

There's satisfaction in selling superior articles. No piece of radio apparatus on the market today enjoys cleaner, steadier or more profitable sales than do the astonishing Crosley Musicones.

Musicones match Crosley radios. Physically the metal frames are finished in the same rich frosted brown crystalline effect as the receiver cabinets. The color and design of the cone harmonize perfectly. The actuating unit is especially developed to adequately reproduce the output of the Crosley receivers.

Musicones are built in 2 sizes, 12 inch and 16 inch as well as in a deluxe model—a tilt table design. This effective model stand 3 ft. high, is in a brown mahogany finish and has at first glance the appearance of a delicate old colonial tilt table. Incidentally, the design adds certain characteristics of tonal quality to the Musicones which are highly desirable. As an occasional piece of furniture for the living room it is most attractive.



\$27.50

Tilt-Table Musicone

New Crosley 6 Tube BANDBOX In AC Model Powered By Crosley ABC Unit



\$60

This little socket power unit is a marvel of engineering ingenuity and efficiency. Only 9 inches high and weighing less than 13 pounds, it is about half the size of a small storage "A" battery. Models for 60 and 25 cycles.

No elaborate connections to make. One plug to light socket—two others to the set. Snap switch on the set, stops flow of current at socket. Unit absolutely dead when not in use.

No interfering "hums."

In the radio stages and the first audio stage, the UX226, with filament heated by raw A.C. at proper voltage is used. The UY227, with indirectly heated emitter is used for detector. Power tube UX171 at 180 volts plate is used in the output stage, with raw A.C. in its filament. This is the entire story of the filament supply. The B supply unit transformer is arranged to give the proper A.C. voltages for these filaments. No circuit complications or trick methods of reducing "hum." The new R.C.A. A.C. Radiotrons do the work.



Some More Favorite WLW Artists



The picture above introduces another group of WLW favorites. To the right is shown Bessie Cricher, popular organist and pianist. To the left is shown a trio, a new attraction on WLW programs.

Bessie Cricher, capable WLW organist and pianist is the feature of the noon broadcasts on Tuesday and Friday through the Crosley station. Studio folks say that television would not be to the disadvantage of "beautiful" Bessie.

This new ensemble introduced to the WLW audience Thursday evening June 16 should continue to find favor with lovers of good music. The trio is composed of Mrs. Arthur Beyer, violin; Dorothy Lyon Badham, 'cello, and Hildegard S. Browning, piano.

Just recently the management started a new service, to be known as the WLW Artists' Bureau. Since inaugurating this service, contracts have been signed by Emil Heermann of the Cincinnati Symphony Orchestra, and Lydia Dozier prominent coloratura soprano.

In response to other popular WLW features, the signatures of other studio celebrities have been secured, including William J. Kopp, orchestra director; Marjory Garrigus Smith, pianist; the Lyric Male Quartet; the Crosley "Pups"; Johanna Grosse, organist; the Crosley Cossacks, and Melville Ray, tenor.

The statement was made by Fred Smith, Studio Manager, that the Crosley Artists' Bureau will confine its services to those artists and organizations whose popularity has been proved by past performance over the radio.

It is the desire of the management of WLW to make available for public appearances, the most successful of its performers whether the nature of their work is classical or popular.

If we should be asked when the most colorful (pun) programs are broadcast through WLW, our answer in all probability would be those hours sponsored by the Johnston Paint Company on Monday and Thursday, beginning at 8:30 P. M.

Says the studio staff "The Fifth Annual Convention of the Distributors at the Crosley Radio Corporation was featured with a special musical program staged on the Roof Garden of the Hotel Gibson." The acts presenting popular WLW stars were enthusiastically received.

Crosley "A" Power Unit Ready

Big Demand For New Product--Order Supply Now From Your Distributor

Here, at last is an "A" battery Supply Unit which is not merely a battery charger but operates the radio set directly from light-socket power. The new Crosley "A" Power Unit, Model 101, is a true "A" Supply Unit, using current only when the radio set is turned on.

Crosley dealers will be glad to learn of this entirely new and novel device, because it will undoubtedly have unlimited sales possibilities not only among purchasers of new sets but among those who already own sets.

Connect To Storage Battery

In external appearance, the new eliminator is very similar to the ABC Power Unit that has been supplied for some time with Crosley AC sets. In use it is designed to be connected to the storage "A" battery, ordinarily used as "A" current supply for the set. The battery however, acts simply as a "floater" in the line, stabilizing the supply of current to the set. No appreciable current is delivered to or drawn from the battery at any time so that it is subjected to no drain, and the lighting current is turned on only when the set is in operation.

Because the battery is used simply as a floater, its capacity may be quite low. Almost any six volt storage battery, no matter how small, will do. The majority of purchasers of the unit will undoubtedly have batteries of their own which they can attach to the unit.

Special Switch Feature

This new power unit employs a special rectifier and filter circuit, in which an especially designed full wave rectifier tube is used. A toggle switch on the unit controls the light circuit supply to the unit and the D C supply through the storage battery to the tubes. A meter is mounted on the front of the unit and a control is provided so that adjustment may be made for different light circuits. In order that the battery will function as a floater, without being charged or discharged.

Installation of the unit is simple. There are no complicated connections to make. Lead wires from the unit are simply attached to the battery, (with the battery disconnected from the set) and the power lead from the unit is plugged in a convenient light socket or baseboard receptacle. Leads are then connected from "A+" and "A-" terminals on the unit to the corresponding terminals on the set. After the connections have been

made, the power is turned on, and the current adjusted by means of the control provided for that purpose. The "A" Power Unit is then ready for continuous operation.

The new Model 101 Power Unit retails at \$45.00 complete with tube.

Ready For Shipment

These new Crosley "A" Power Units are now in production and are ready for immediate shipment. Get in touch with your distributor at once and have him supply you with a number of these units, so that you can immediately start pushing them. This is a wonderful addition to the Crosley line and it will pay you to push it strongly in your community.

Ten thousand letters received from farmers by the United States Department of Agriculture show that the farmer is not only getting entertainment through the medium of radio but is actually profiting financially from information and advice received from broadcasting stations.

Distributor To Far North



A. B. GARNICH
E. Garnich & Sons
Ashland Wisconsin

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

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



Crosley Distributors Enthusiastic About New Line

Read What They Have To Say

"The new line will outsell all rivals."

Mr. W. E. Titus,
The Radio Corporation
of Kansas.

"The new line is exceptionally attractive. The appearance of the entire line should appeal to all."

Mr. H. R. Perkinson,
Tower Binford Elec. Co.,
Richmond, Virginia.

"The new line is in a class by itself."

Mr. William Borghoff,
Geller, Ward & Hasner Co.,
St. Louis, Missouri.

"It will be the most widely sold set in the country."

Mr. H. P. Brill,
Rochester Elec. Supply Co.,
Rochester, N. Y.

"The new line is wonderful."

Mr. E. L. Smeltzer,
Dyke Motor Supply Co.,
Pittsburgh, Penna.

"The new line is right there."

Mr. J. R. Jordan,
Southeastern Electric Co.,
Chattanooga, Tenn.

"More than pleased with the new line."

Mr. J. H. Harbison,
Harbison Mfg. Co.,
Kansas City, Mo.

"It is the best yet."

Mr. Owen Smith,
Aitken Radio Co.,
Toledo, Ohio.

"Good looking stuff."

Mr. G. W. Warren,
Hawkes Auto Supply,
Lansing, Mich.

"It certainly looks good—unsurpassed."

Mr. L. E. Reid,
American Elec. Co.,
St. Joseph, Missouri.

"Line wonderful—enormous volume seller."

Mr. H. C. Bonfig,
Sterling Radio Co.,
Kansas City, Mo.

"Exceeds greatest expectations."

Mr. George Dutton,
W. M. Dutton & Sons,
Hastings, Nebraska.

"It looks like a clean-up for Crosley."

Mr. Pat Connell,
Kruse-Connell Co.,
Indianapolis, Ind.

"This far exceeds anything I could have imagined."

Mr. E. A. Rumsey,
Rumsey Electric Co.,
Philadelphia, Penna.

"There is nothing in the way of the Crosley line to keep it from going like wildfire."

Mr. L. J. Harris,
Harrisburg Standard Elec. Co.,
Harrisburg, Ill.

"New line wonderful!—best ever offered by anyone—nothing to touch it—etc."

Mr. Franklin D. Clare,
Iriquois Sales Corporation,
Buffalo, New York.

"I didn't believe such wonderful value could be offered in radio."

"Doc" Bevins,
Erie Radio Company,
Erie, Penna.

"Glad to be at the convention. All talks were very interesting and believe the new line is of great value and will go over big."

C. E. Sadler,
C. T. Patterson Co.,
New Orleans, La.

"Has all competition backed off the map."

John Oliver,
Jos. Strauss, Company,
Buffalo, N. Y.

"The new line is a knockout."

Mr. E. O. Hunting,
Equipment Service Co.,
Denver, Colorado.

"Fine! Best selling line on the market."

E. A. Bowman,
E. A. Bowman, Inc.,
Detroit, Mich.

"Beautiful workmanship."

Art Truesdale,
E. A. Bowman, Inc.,
Detroit, Mich.

"Beautiful line—should do a real volume of business."

Mr. George G. Schuster,
Schuster Electric Co.,
Cincinnati, Ohio.

"Crosley will have this year the best dealers in all centers."

Carl Kroner,
Hardware & Supply Co.,
Akron, Ohio.

"Very much pleased at prospects with our new line."

Mr. D. Aitken,
The Geo. Worthington Co.,
Cleveland, Ohio.

"Will not handle anything but Crosley. It's great."

Mr. Newell,
J. H. & F. A. Sells Co.,
Columbus, O.

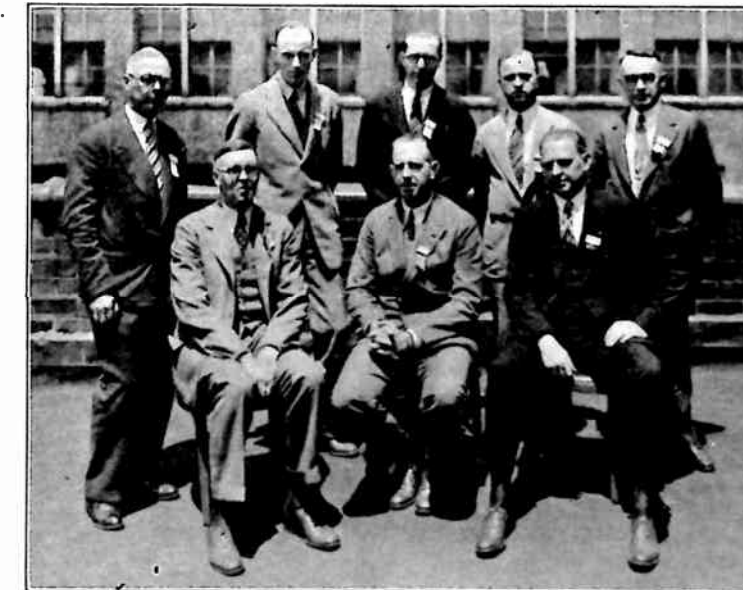
"I feel better since seeing the new line."

Mr. Bill White,
Orr Iron Company,
Evansville, Ind.

"Very greatly impressed by this first visit to a Crosley Convention."

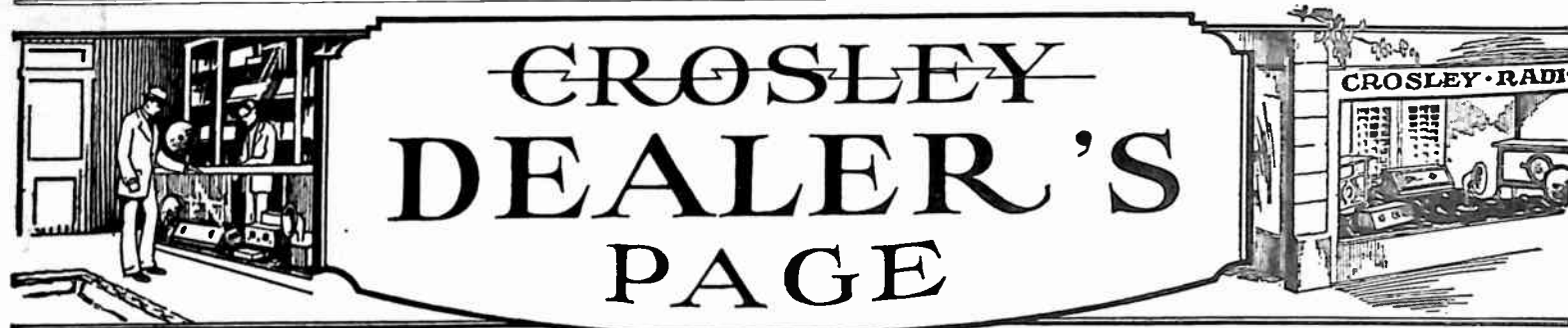
Mr. Buchwold,
Lincoln Motor Sales,
Baltimore, Md.

Crosley Distributors From Extreme Points



The above picture was taken at the Fifth Annual Crosley Convention. Those in the picture, reading from left to right, are: Top Row, H. P. Tozier, Portland, Me.; A. R. Willson, Seattle, Wash.; Earl Reinke, Fargo, N. D.; C. A. Pound, Gainesville, Fla.; "Uncle" Joe Cummings, San Antonio, Texas. Bottom Row: Harry Shirwin, General Sales Manager; Powell Crosley, Jr., President, and J. L. Hines, Assistant General Sales Manager.

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



Be An Exclusive Crosley Dealer

Mr. B. K. McNay Gives Views--He's Enthusiastic Crosley Booster

It pays to specialize in one line—it pays to be an exclusive dealer. That is what Mr. B. K. McNay of the B. K. McNay Radio Store, Crosley dealer of Osage, Iowa, claims.

Mr. McNay should know, for he has been in the radio business since the very beginning, even before the Crosley organization started. He claims that it is poor policy to mix lines. You can only handle one line successfully according to him. There is a lot in what Mr. McNay has to say. This is especially true with the 1927-28 line of Crosley receiving sets. It is the greatest line on the market this season and the dealer who gives it justice has no time to handle any other line.

Below is a copy of the letter which Mr. McNay sent us. Read what he has to say and judge for yourself:

"Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

I just received my pre-convention number of the Broadcaster. In looking over the historical display on page ten, it makes me feel old and hard boiled. I was at the radio game before Crosley was and have some more ancient models to my credit. I sold Crosley sets from the first tube up to now the six.

I am, and have been, an exclusive Crosley dealer. I never could see how a dealer could be successful by mixing up his lines, some must suffer. And now I am happy to learn that we will have Crosley sets, tubes, eliminators, speakers and complete equipment.

You can set me down as an exclusive Crosley merchandiser. Yours truly, B. K. McNay."

Only 30 per cent of well-to-do families own radio sets, according to a survey by the New York University Bureau of Business Research, while 97 per cent of these families own automobiles.

Radio Equipped Ford Sells Crosley Set Here's Record Sale

Oliver Greenstreet, of Owensville, Missouri, Uses Unique Method of Selling

You didn't know a Ford could talk, did you? Well, Mr. Oliver Greenstreet of Greenstreet & Rose, Crosley dealers at Owensville, Missouri, has pulled a stunt that sure sells Crosley sets.

This enterprising dealer has fitted up a Ford with antenna, receiver, etc., so that he can receive stations and give out the program through the loud speaker installed in his car, as the car rambles along through the streets.

This stunt does a great deal in attracting attention to the fact that he is selling Crosley merchandise and has enabled Mr. Greenstreet to make many sales.

Below is a letter sent in by Mr. Greenstreet, telling more about this stunt:

"Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

We are enclosing a card and clipping to show you we are pushing Crosley radios. We use this outfit to demonstrate radio receivers without putting up a permanent aerial. We drive the car through the streets of this city and others nearby while radio is tuned in and it works fine. We have created quite a radio interest, and believe this is the best advertisement we have ever put on.

Yours for better business, OLIVER GREENSTREET.

"The new Crosley line was certainly a surprise and undoubtedly, without any controversy whatever, it is the superior line of Crosley. So far I have heard no arguments against the above."

Frank Northern, Oklahoma Standard Radio Co., 702 N. Broadway, Oklahoma City, Okla.

The Crosley line for 1927-28 will

Greenstreet to make many sales. Below is a letter sent in by Mr. Greenstreet, telling more about this stunt:

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We are enclosing a card and clipping to show you we are pushing Crosley radios. We use this outfit to demonstrate radio receivers without putting up a permanent aerial. We drive the car through the streets of this city and others nearby while radio is tuned in and it works fine. We have created quite a radio interest, and believe this is the best advertisement we have ever put on.

Yours for better business, OLIVER GREENSTREET.

"It is very difficult to express my views in a few words how I am impressed with the Crosley line, sales policies and advertising helps for the coming year.

I feel that nothing short of first place would express my viewpoint. Considering the wonderful design of our new sets, the beautiful cabinets and the price of each, with the wonderful sales helps and the co-operation of the dealers, which this line deserves, is sure to land us in first place at the end of the season.

We have had a wonderful session during the last two days and have been royally entertained."

John Hanson, Standard Battery & Elec. Co., Waterloo, Iowa.

The Crosley line for 1927-28 will

Peel & Burnham Sell A Crosley AC7C Two Weeks Before Receiving Same

A number of weeks ago we published in The Crosley Broadcaster the record made by the Rettig Hardware Co., of Holgate, Ohio, in selling an AC Model in seven and one-half minutes.

Mr. Peel of the Peel & Burnham Co., Crosley dealers in Lake Village, Arkansas saw this and immediately made claim of a more speedy sale. His letter below states how he sold his first model AC7C set two weeks before receiving it. That's a real record. It is, of course, a question whether a sale is really completed until the article is delivered. Even so, Peel & Burnham have a pretty good right in claiming the record. What about it Crosley dealers have you any record to write about?

The letter which Mr. Peel wrote appears below:

"The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

We note in your May 15th edition of The Crosley Broadcaster, that the Rettig Hardware Co., of Holgate, Ohio, sold their first electric equipped Crosley in seven and one half minutes, after receiving same.

For your information will state that we sold our first Model AC7C Crosley two weeks before receiving same and sold it in Omaha, Nebraska to Mr. V. R. Huffman. We sold him this cabinet model without any information whatever except that it was electrically operated. He bought strictly on past performance of a Crosley Model No. 51, which he traded in on this machine. We think this exceptionally good considering the place it went and that we had no cuts, pictures or any information whatever as to its looks, performance or any other feature except it was electrically operated.

The above statement can be confirmed by Mr. Staunton of the O. D. Tucker IV & Co., of Little Rock, Arkansas, or from Mr. O. D. Tucker IV personally.

Yours very truly, Peel & Burnham By C. M. Peel."



Australian Distributor Impressed

Charles E. Forrest, Sidney, Australia, Enthuses Over 1927-28 Prospects

Mr. Charles E. Forrest from Sydney, Australia, attended the Crosley Fifth Annual Convention. Mr. Forrest is the President of the International Radio Company Ltd., in Sydney, Crosley Distributors for Australia. He represents probably the point farthest South of Crosley Distributors present at the Convention.

Mr. Forrest has just completed a visit to England and is now on his way back to Australia. He will sail from the West Coast shortly to get into the active work of Radio, for the Australian season which is now just beginning. This represents one of the good points of the foreign business, as



CHARLES E. FORREST INTERNATIONAL RADIO CO. LTD. SYDNEY AUSTRALIA

during the summer time when the Radio season is at its lowest in the Northern hemisphere, the peak is being reached South of the equator.

Here's what Mr. Forrest had to say at the close of the Crosley Convention:

"In my opinion the new range of Crosley radio sets will outsell any other make of radio.

The new scheme of the battery operated and the AC supplied sets being interchangeable in the cabinets will encourage all dealers to stock Crosley.

It will mean a range of only three cabinets and into these cabinets any of the new Crosley sets can be installed within five minutes.

It will only be necessary for the dealers to stock three models of sets whereas in the past there were about ten.

This immediately saves them the expense of carrying such a wide range and enables the trade to confine their efforts and increase their

Crosley Sales Force Enthusiastic

A Great Bunch of Fellows---They'll Help You Make 1927-28 A Crosley Landslide



The Crosley men in the above picture are as follows: (top row) E. L. Shepherd, J. L. Allen, J. W. La Marque, C. H. Carey, T. L. Jenkins, F. W. Lockwood, J. T. Dalton, Harry E. Sherwin, H. K. Chadwick, Ross Amos, C. E. Fay, O. T. Thorsen, J. L. Limes, Nell Bauer, W. R. Perkins; (bottom row) W. L. Sayer, H. Kercheval, E. M. Burns, H. G. Slason, H. D. Johnson, R. P. Crawley, H. F. Jaax, E. K. Revercomb, L. A. Kellogg, D. J. Butler, C. T. Peters, J. J. Hope, Jr., Thomas DeLime, C. W. Munger.

Crosley sales representatives are brimming over with enthusiasm. On Monday and Tuesday just preceding the Distributors' Convention they had a Convention of their own. The above picture was taken at one of the sessions of this Salesmen's Convention.

Harry D. Sherwin, General Sales Manager, assisted by J. L. Limes, Assistant Sales Manager, were in charge of proceedings. Mr. Sher-

win outlined the Crosley sales plans for 1927-28 and that explains the enthusiasm of the Crosley sales representatives.

The men are just aching to get out into the field and start the Crosley ball a rolling. With the greatest line of Crosley merchandise ever manufactured and the finest merchandising plans yet assembled, nothing can stop this group from bringing home the bacon.

A Fine Bunch of Fellows. We are very fortunate in having a capable group of sales promotion men. Everyone of them are of the go-getter type with plenty of initiative and always assuming an attitude of helpfulness rather than high pressure method, but when the occasion arises for high pressure they are there with an intensity of punch that sweeps all sales resistance before them.

Look upon any one of their faces and you will find a happy, radiant countenance which reflects a degree of satisfaction, sincerity of purpose and industrious execution. The most important mission and



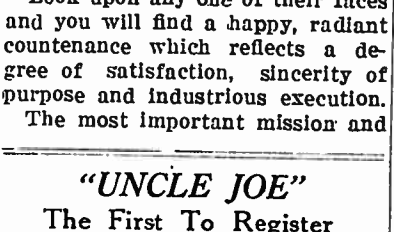
CHARLES J. HOPKINS MANAGER FOREIGN DEPT.

primary duty of Crosley salesmen for the coming season will be sales promotional work with the key dealers throughout the entire nation. This completes the entire sales cycle assuring constant repetition of orders.

The chief aim of the Crosley sales representatives is not only to move Crosley merchandise through the Crosley shipping department, but to keep it moving from the shelves of the distributor and the dealer into the hands of the ultimate consumer.

Radio has come to the aid of astronomy in recruiting observers to report phenomena in connection with the eclipse of the moon which will pass across northern Canada on the morning of June 15. Several of the large observatories which have felt financially unable to send expeditions to collect scientific data on the eclipse are appealing by means of radio to the traders, trappers, Mounted Police, and other inhabitants of north Canada for their help in obtaining the required information.

"UNCLE JOE" The First To Register



SILENT JOE CUMMINGS SOUTHERN EQUIPMENT COMPANY SAN ANTONIO TEXAS

A Jolly Good Fellow



C. E. URBAN US Radio Company Pittsburgh Pa. "The Fattest One"

WLW Station Important Factor In Crosley Sales



Fred Smith, Director of Crosley Station, Increases Radio Demand by Fine Programs

The influence which the broadcasting stations of the country have upon radio sales is many times underestimated. The radio distributor and dealer is often tempted to take all the credit unto himself for the sales made. He forgets that the radio receiver is but a means of snatching out of the air the many programs put on by broadcasting stations. He forgets that the only reason there is a demand for radio receivers is because of the enjoyable programs of entertainment, music and educational natures put on by broadcasting stations.

Direct Sales Factor

During the season of 1927-28, the WLW, Crosley Station, will play a big part in selling Crosley merchandise. The WLW station is one of the most popular stations on the air. Through the able management of Fred Smith, Studio Director, the very highest type of programs are put on. These programs are famous all over the country and thousands of homes naturally turn to WLW for their radio entertainment.

Fred Smith is just as busy arranging good programs during the summer months as any other time of the year. The fact is, summer time gives him the opportunity to arrange programs that are impossible during the winter time. The wonderful programs being broadcast from the Cincinnati Zoo are an example of this. The thousands of letters which have been pouring into the WLW Station during the past week show the appreciation of the listening public to the programs which are arranged for the summer months.

Radio Demand Increased

The WLW Station is certainly doing its bit to increase the demand for radio. Many a person

during this coming season will invest in a radio because of the high type of programs being put on by the Crosley station. The WLW Station is of benefit to every Crosley dealer and distributor.

However, there are other ways in which the WLW Station has a direct influence in increasing the demand and sales of Crosley radio receivers and merchandise. Everyone all over the country knows that WLW is a Crosley operated station. Through this the Crosley name is kept in the mind of the public. The WLW Station does its bit to cut down sales resistance and to expediate the sale of Crosley merchandise.

Trade Announcements Made

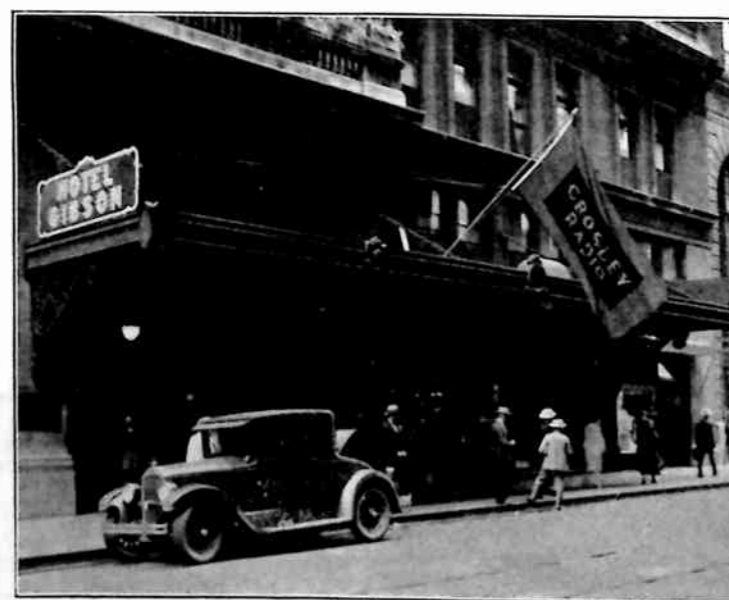
However, the management of the WLW Station does not rely on this alone for means of co-operating and assisting the sales of Crosley

merchandise. At stated intervals special announcements are made describing and very enthusiastically boosting Crosley merchandise. These announcements tell the public what Crosley has to sell and tend to bring the public right into the Crosley store.

The new 1927-28 radio season is now under way and the Crosley station is planning a schedule of entertainment which will make this coming year the greatest in its history.

Don't ever underestimate the value of the WLW station. It will have a direct influence upon Crosley sales during this coming year. It is a direct benefit to you in selling and merchandising Crosley merchandise. The WLW Station is an exceedingly important factor in the Crosley plans for making Crosley the outstanding line of radio merchandise in the country.

Crosley Banner Waved Over Hotel Gibson Entrance



Crosley's Opening Address

(Continued from Page 3)
due to the table-top acting as a baffleboard is the same in so far as tone quality is concerned, as though a larger diameter cone were used. In other words, the Tilt-table will faithfully bring out all of the tone frequencies in a most pleasing way.

The display of the new 1927-28 Crosley Radio models by Mr. Crosley during the course of his official opening address met with immediate and enthusiastic response on the part of the distributors present who were most spontaneous in voicing their unqualified approval of the line as well as the season's policy of the Crosley Radio Corporation as set forth. All agreed that the line is undoubtedly most complete and further, that the quality and design is of the very highest order and to quote Mr. Sherwin, who addressed the afternoon session, "The new Crosley Radio models closely approach the deluxe standard, while the price is distinctly in the intermediate range." Mr. Sherwin also brought out the thoroughness and attention to detail which is given in deciding upon such matters not only of policy in providing thorough cooperation and backing for the distributor and dealer, but also taking into consideration such comparatively insignificant features such as the color scheme as applied to display advertising circuits, etc.

All in all, it may be said without qualification that the Crosley Radio Corporation and its distributors will enter the 1927-28 radio season on a more solid basis than ever before, every angle considered. With a truly remarkable line of radios and Musicones available in virtually unlimited quantity and, with the engineering features at a higher standard than ever before, due to unbridled use of the most efficient technical designs as made possible through the licensing arrangement with RCA, Crosley Radio Distributors have had opened for them the way to an unparalleled era of prosperity during the coming season, 1927-28. "LET'S GO!"

What They Have To Say

"Enthusiasm is hard to write in dollars and cents but if we can cash in our feelings for Crosley, we are millionaires already.

Mr. Grant Layng,
Vice Pres. and Sales Mgr.
20th Century Radio Corp.,
104 Flatbush Avenue,
Brooklyn, New York.

"The Crosley Radio Corporation will undoubtedly this year predominate the radio market. Never have such values been offered the buyer as will be offered in the Crosley line."

Mr. M. I. Blakemore,
Fobes Supply Company,
Spokane, Washington.

Crosley Service Manual

Circuit of Models AC-7 and AC-7C

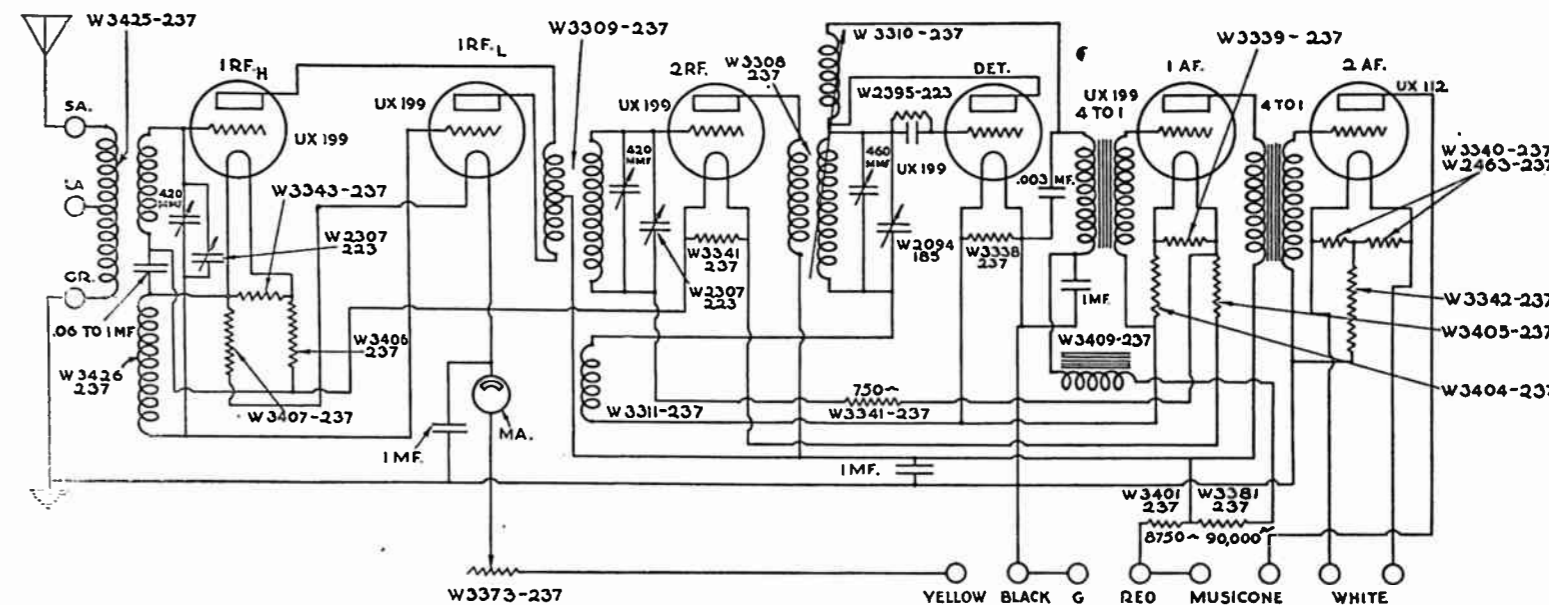


FIGURE 1—CIRCUIT OF AC-7 AND AC-7C

(Continued from Last Issue)

The Filament Circuit

The first five tubes have their filaments connected in series, while the last tube uses a separate source of "A" current supply. The method of connection may most readily be understood by studying figure 2. The terminal marked "Black" is the negative "A" supply terminal and that marked "Yellow" the positive "A" supply terminal.

As an electric current flows through a wire or resistance there is a fall of voltage or potential due to the resistance of the conductor to the flow of the current. If the yellow terminal is, for example, 15 volts positive with respect to the black, or negative, terminal, the point to which the grid of the first tube (figure 2) is connected may have a potential of but 13 volts positive, because of the drop in voltage in the 49 ohm resistance between the yellow terminal and this point. Thus the grid of the first tube will be made negative with respect to the filament of the first tube by means of this forty-nine ohm resistance, and the voltage drop through the resistance will take the place of a "C" battery in keeping the grid at all times negative with respect to the filament. The resistance W3407-237, W3406-237, W3405-237, and W3404-237 perform this "C" biasing function. Notice that the grid of the detector tube is connected direct to its filament, because it is not desirable to use a "C" battery on the grid of this tube.

To understand the connections of the filament of the power tube it will be best to refer to the cir-

cuit diagram of the Power Supply Unit, published in the previous article. The terminals marked "White" in figure 2 of this article are connected to a separate secondary on the step-down transformer of the Supply Unit. This supplies AC current to the filament of the power unit. In order that the potential of the grid will not fluctuate with the alternations of current in the filament a resistance is placed across the filament and tapped at its center. This center tap, which remains at constant

"minus B" (i. e. the "Black" terminal), unless some other path were provided for it. Likewise the "B" current from plate to filament of tube "1 RF H" would have to pass through the filaments of three tubes to get to the "Black" terminal, that of tube "2 RF L" would have to pass through the filaments of two other tubes, etc. This "B" battery current passing through the filaments would tend to burn them out prematurely, and so each of the tube filaments, except that of tube "1

In order to get the proper "B" voltage for the power tube, detector tube, and amplifier tubes, series resistances are used. Referring to figure 1 again, it will be seen that the Red, or positive "B" terminal, is connected, through the Musicone, direct to the plate of the power tube. This puts the full "B" voltage delivered by the Supply Unit on the plate of the power tube. The plates of the radio-frequency amplifier tubes and of the other audio-frequency amplifier tube are connected to the Red terminal through the resistance "W3401-237", which reduces the voltage applied to them. In order to get the necessary low-voltage "B" supply for the detector tube, still another resistance, "W3381-237" is introduced in the "B" current line.

Filters And Chokes

The choke coil "W3409-237" is connected in the plate circuit of the detector tube in order to guard against power-line hum which might be due to inductive pick-up or other causes. For the same reason, a 1 MF condenser is shunted across this choke coil to the negative "B" lead. The 1 MF condenser shown in the lower part of figure 1, about the center of the diagram, is connected across the "B" supply of the amplifier tubes, and the 1 MF condenser shown shunted around the filament current meter "MA" is across the "A" supply, both being filter condensers to eliminate hum. The filament current meter indicates the current flowing through the filaments of the five tubes connected in series.

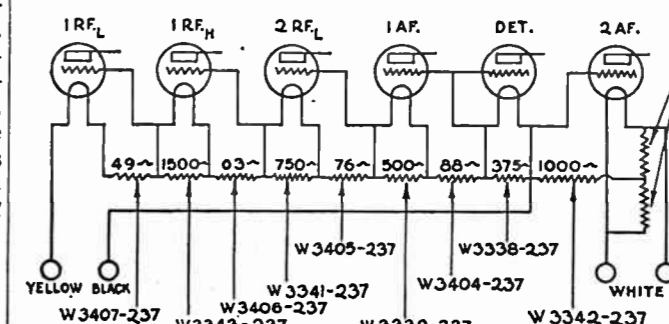


Figure 2—Diagram of Filament Connections.

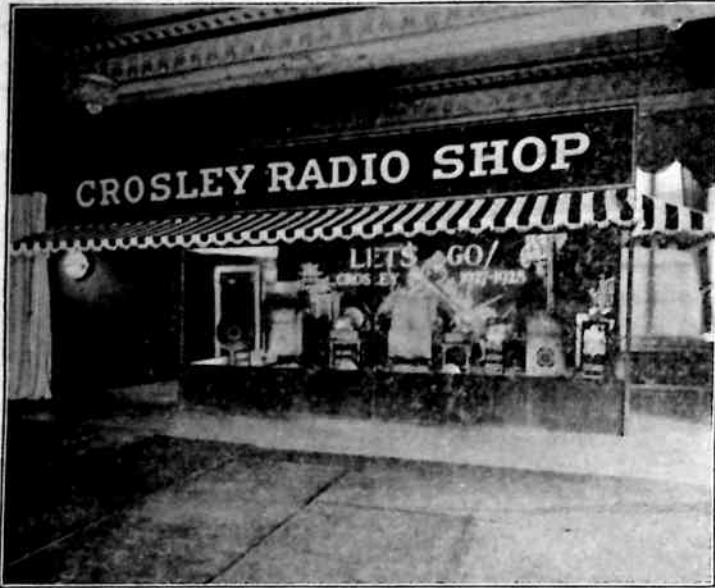
potential at all times, connects to the grid of the tube through the biasing resistance "W3342-237".

"B" Current Supply

The "Black" terminal is the negative lead of the "B" current supply and the "Red" terminal the positive lead (see figure 1). It will be understood from figure 2 that in consequence of the filaments of the tubes being in series, the "B" current from the plate of tube "1 RF L" to the filament of this tube would have to pass through the filaments of all of the other tubes in order to get to

1 RF L", is shunted by a resistance which serves to by-pass the major part of the "B" current. Thus the shunt across the filament of tube "1 RF H" is the resistance marked "W3343-237" in figure 2. Notice that these resistances decrease in amount of resistance as one progresses from the first tube on through the later stages. That is because each tube adds a certain amount of "B" current to be carried by the shunts, so that the shunt across the filament of the detector tube must carry the heaviest load of "B" current.

Crosley Convention Display Makes Hit Satisfied Customer



Ideal Radio Store Set Up By Crosley Sales Experts

The above picture of the Crosley "window display" exhibited at the Annual Distributors' Convention in Cincinnati shows the new Crosley line for 1927-28.

A radically different style of six-tube table-type set holds the foreground to the left and right of the central console cabinet. This new set, christened the "CROSELY BANDBOX" is mounted in a metal cabinet with a beautiful crystalline finish, and is supplied in two models—one for battery operation and the other for operation direct from the light circuit.

The six-tube battery set, "CROSELY BANDBOX MODEL 601", is very compact. In the above illustration it is shown on the table at the left. Model 601 is of the uni-control type, having one master station selector, and is equipped with a battery cable cord with colored lead wires so that installation is as simple as possible. This set is priced at \$55, without accessories.

"CROSELY BANDBOX MODEL 602", the AC model (to the right of the center console above) looks identically the same as the DC set from the outside, but inside it is distinctly different. It too, has the

uni-control feature and the compact-sized, crystalline, metal cabinet. Although using the same basic circuit as the DC model, this has been modified so as to be best adapted for light-circuit operation. Color-corded cables are provided for attaching the set to the unit. The price is \$65, without accessories.

For the AC model, an ABC POWER UNIT is used. This is similar in appearance to the power units that have been provided with Crosley AC sets in the past, except that it has a finish matching the metal cabinets of the sets.

In the background are shown the CONSOLE CABINETS that will be supplied for Crosley sets this season. These beautiful furniture creations are made by The Showers Brothers Company, of Bloomington, Indiana, the world's largest makers of radio cabinets. They are finished in walnut, and will be a welcome addition to any home.

Radio is on a bootleg basis in China, according to Rear Admiral Bullard, who recently returned from a trip there. The Chinese War Lords look upon radio as something mysterious, linked up with evil spirits.

An Advertisement That Pays in Dollars and Cents

The old maxim that "a satisfied customer is your best advertisement" applies even more aptly to radio than to many other products. The radio fan who is proud of his set will take pains to see that all of his neighbors listen to it, and his enthusiasm will go a long way toward selling sets to them. One of the most important phases of radio selling is, then, seeing that the set is installed properly and kept in good working condition. Phone calls every month or two to each of your customers inquiring about the reception they are getting, and prompt attention to little details that cause dissatisfaction will help to multiply your profits.

TUNE IN!

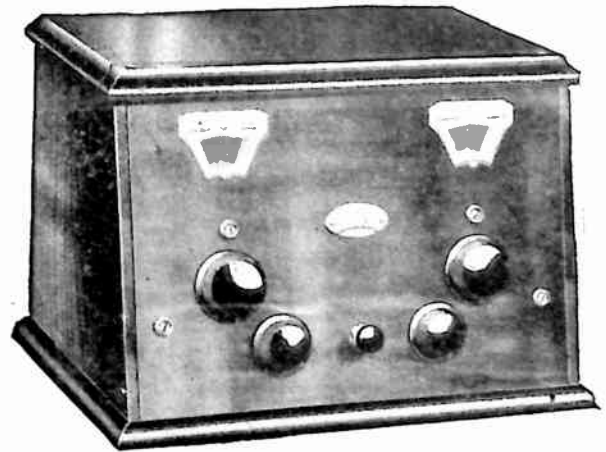
We broadcast daily at 11:00 a. m. and 1:30 p. m.

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

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CROSELY LOW WAVE Fast Seller During 1927-28 Season



LOW WAVE ADAPTS ANY BROADCAST RECEIVER TO BRING IN SHORT WAVE STATIONS

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