

WLV The CROSLLEY WLV RADIO BROADCASTER

Published by The Crosley Radio Corporation

VOL. VI. NO. II

JANUARY 15, 1927



Dealers Everywhere are Riding to "Profittown" on Crosley Radios, Sets That Bring in Stations from Coast to Coast and from Canada to Gulf.

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or Southeast. The only trou-
is the dial is not big enough
mark all the stations.
"Yours truly,
"Sem & Bolken,
"Arnegald, N. D."

"When I received the first 5-50
(Continued on Page 6)

New Batteryless Radios Are Added to Crosley Line; Six Tube, Single Control Sets Also Are Announced; All Sales Resistance and Competition Swept Aside

High Quality And Low Prices Again Leading Features

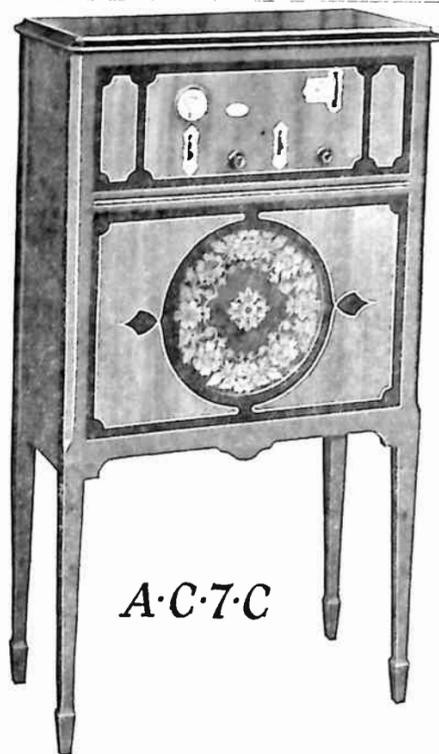
New Ultra Musicone, With 12-Inch Cone, to Sell for \$9.75—Other Additions Make Crosley Line Absolutely Complete.

Just like a mighty avalanche tears through everything in its path, so will the new Crosley line, announced in a beautifully colored broadside mailed to every dealer and distributor last week, crush every bit of competition, overcome all sales resistance and open a gigantic path through which Crosley dealers may march to Spring prosperity.

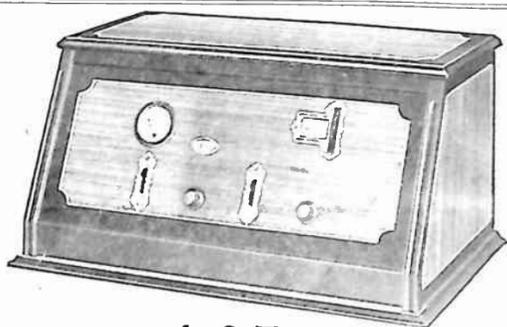
"The most complete line on the market," was the expression used in this announcement, which was so heartily welcomed by Crosley dealers everywhere, and if ever an advertising phrase were used appropriately it was in this case. Certainly nothing was overlooked in offering to the dealers who merchandise "Better—Cost Less" products a line of receiving sets that meets every possible requirement of the consumer trade.

Crosley officials realized there was a demand for batteryless sets, but refused to enter this field until they could announce models to be sold at reasonable prices. The two announced now—one in a table model and other in a console cabinet—offer exceptional quality and accuracy in the financial reach of the consumer and refused to pay the price for competitive merchandise. The battery eliminator, A, B and C power, Crosley product, is manufactured solely for

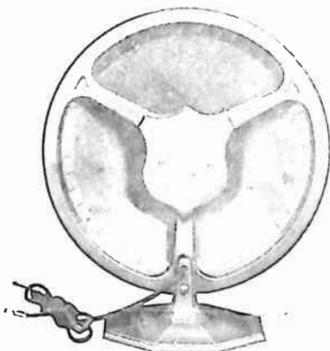
...less radios, the A C-7 and the A C-7-C, incorporating accuracy, dependability, and freedom from maintenance at the lowest possible price. The battery eliminator, A, B and C power, Crosley product, is manufactured solely for



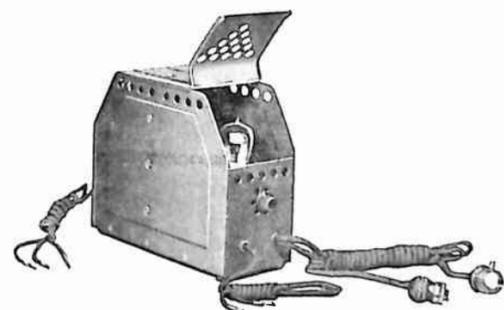
A.C.7.C



A.C.7



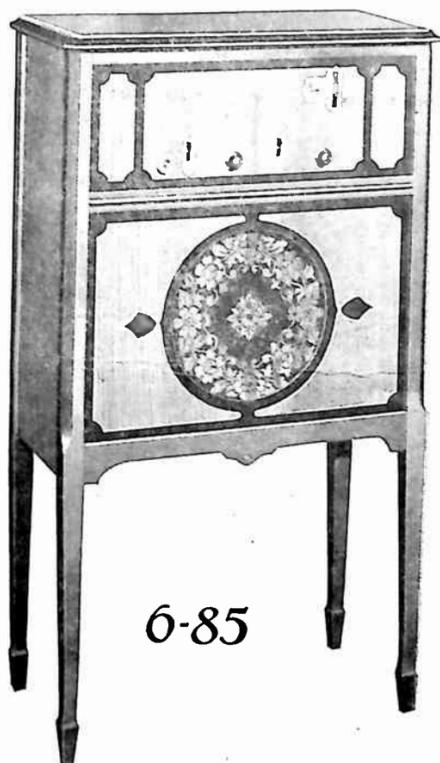
Ultra Musicone



Battery Eliminator



6-60



6-85

THE CROSELY RADIO BROADCASTER

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

Telephone: Kirby 3200

Robert F. Stayman, Editor

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

PROSPERITY BOUND

A year of achievement and money making is faced by every Crosley dealer. As thousands pass from 1926 to 1927 with satisfying showings on the credit side of their ledgers they enter a new era from which they will emerge in prosperity. Radio is still a young industry, in spite of its immensity. Millions of dollars are to be earned. The really great market has not been touched. Progressive dealers, featuring such a line as is offered now by The Crosley Radio Corporation, have a wonderful opportunity of getting into this great untouched field and selling hundreds of thousands of receiving sets and Musicones.

Dealers are certain to pass out of the picture. The radio business is destined to make tremendous strides during the year and only the most active will be able to keep up with this progress. The Crosley line includes everything a radio dealer could desire, and still it is a class of merchandise that must be pushed even harder than less popular products. Consistent advertising and concentrated sales efforts are essential if you dealers expect to do the volume of business we know is possible.

Dealers will find little competition, if any, and absolutely no sales resistance. Quality and prices are beyond question. But the buying public must be shown that Crosley products are quality products. Demonstrations and comparisons will be required. But Crosley dealers need never hesitate in placing a Crosley radio or Musicone against any types or models on the market, regardless of prices. One demonstration will convince the buyer that there is quality despite the low price, and will buy immediately.

Truly a great and prosperous year is faced by our dealers. We do not want you to consider this message as a sermon, but ask that you look upon it as advice. We know what many wide-awake dealers do, and we know that every one of you can do the same. We wish you all the success in the world and extend to you our best wishes for a happy, progressive and prosperous season.

Many Thrills Ahead For Those Who Own New Low Wave Unit

Daylight Reception at Great Distances Possible When Short Wavelengths Are Used.

One hears much comment in the realm of radio these days concerning the new short wave system being utilized for broadcasting, through the medium of which such tremendous distances are being covered with such small amounts of power, and which gives promise of many interesting applications in the matter of solving certain difficult problems confronting radio broadcasting.

Describing the phenomena of short waves in an elementary way, it may be stated that the short wave broadcasting transmitter radiates two distinct waves, one of which is termed technically the "earth wave" and the other the "sky wave." These two terms mean exactly what they say, that is, the earth wave is that portion of the radiation which travels through the ground and which can be heard only at a relatively short distance from the transmitter, while the sky wave is that portion of the radiation which travels through the conducting medium existing in the air throughout space.

To the sky wave characteristics can be attributed directly, the ability of the short wave system to cover such tremendous distances, even during broad daylight when, ordinarily, even powerful stations on long wave lengths as utilized at present for broadcasting can scarcely be heard.

The sky wave, unlike the earth wave, is transmitted upward into the upper reaches of the atmosphere by the broadcasting station antenna where it encounters what is known as the "Heaviside" layer, this name being given to a strata of ionized air existing at heights varying from 50 to several hundred miles above the surface of the earth. On arrival, the sky wave is at once reflected downward toward the earth's surface where it reacts on the receiving antenna in the usual manner, with the exception that in traveling through the conducting medium, the sky wave possesses the ability to do so with very little loss of energy due to absorption or other factors offering resistance to its passage.

As a result, the sky wave arrives at the receiving antenna possessed of sufficient power as it were, to induce therein a current powerful enough to react strongly on the receiving apparatus, despite the fact that it originated a great distance away, or that the transmission took place in the daytime. It is a peculiar fact that the ionization of the

FLORIDA FAN TUNES IN BORDEAUX, FRANCE, ON 5-38

"December 28, 1926.

"Dear Sirs: "No doubt you will be interested in receiving a few lines informing you that on December 17th, I received good reception on my 5 tube Crosley 5-38 from Bordeaux, France, Station HHK.

"I would have written you concerning the above earlier, only I was anxious concerning where the station was located, which information I received just the other day.

"I am well pleased with my Crosley 5 tube set and would not part with it as my family enjoys every minute it is operating.

"Yours for Success,
"Robt. E. Nichols.
"117 East 4th Street,
"Jacksonville, Fla."

atmosphere by the sun which has such disastrous effects on the present-used long waves, has little or no absorption powers over the short waves, this accounting for the superior range of the latter during the daylight hours.

The Crosley Radio Corporation early realized the advantages of the short wave system as applied to broadcasting and has closely followed the trend toward the probable increased future use of the method, and further, has carried on considerable research work in the field. As a result, there has been perfected in the Laboratories of The Crosley Radio Corporation a LOWWAVE, or a patented short wave attachment, which, when simply connected to the average standard receiver, converts it into a receptive condition where it will respond to both short and long wave broadcasting as may be desired by the listener. This new device, which may truly be termed a revolutionary achievement, opens up a new vista on the horizon of broadcasting for the fan and many are the thrills and pleasures one may encounter in receiving the short wave broadcasts over great distances even in the daytime, for, through the new Crosley attachment one only has to "tune in" to tap the pulsing ether and listen to the wonders brought from afar by the "sky wave."

MAYBE IT WAS A DASH

The wireless operator on a small vessel was allowed to take the wheel for a short spell. Just as a rather bad zigzag was made the Captain remarked:

"Here my lad, I don't mind you writing your name on the face of the ocean, but for heaven's sake don't trouble to go back and dot the 'i'."—New York National Guardsman.

Distant Reception Nightly Event For Crosley Set Owners

Hundreds Reporting Coast-to-Coast Reception, and Many Tell of Tuning in Far-Away Stations in Day-Time.

Trans-continental reception, the target for every radio listener, seems to be common-place for owners of Crosley receiving sets. In practically every one of the hundreds of testimonial letters received daily, reception of stations from coast to coast is reported. And in many of them there appears a mention of distant day-time reception.

If such letters as come from these happy owners of Crosley Radios were few and far between, one might think coast-to-coast reception was but one of the freaks of radio, but with hundreds coming in daily they can but be accepted as proof that such satisfactory service is practically guaranteed.

Just a few of the letters received during the past few days follow:

"My five tube 5-50 is truly a very wonderful set, and outperforms any other radio in this town, regardless of price.

"I have, in three weeks, listed 132 stations and can get them consistently. Nearly every night I get KFI, Los Angeles. I have also had KGO, San Francisco, and a station in Portland, Ore. KOA, Denver, comes in like KDKA, Pittsburgh. I have received Calgary, Can., Mexico City, Havana, Cuba, Toronto, Can. and other distant stations too numerous to mention. I like it better every day and put it along side of \$400 and \$800 sets but would not exchange it.

"This is the first letter of this type I have ever written, but your set has been so exceptionally fine I feel that in fairness to all, I should let you know.

"Yours very truly,
"H. S. Brubaker,
"Wellsburg, West Va."

"Just a word to let you know what we think of the new 5-75 out here. The night we received it we brought in 25 stations located in California to the West, Calgary to the North, New Mexico to the South and Cuba to the East or Southeast. The only trouble is the dial is not big enough to mark all the stations.

"Yours truly,
"Semi & Rolken,
"Arnegald, N. D."

"When I received the first 5-50 (Continued on Page 6)

Full Page Advertisement In Saturday Evening Post And Attractive Two Page Spread In Liberty Magazine Interest Millions In Crosley Radios And Musicones

Publicity Certain To Help Lengthen Busy Radio Season

Full Size Reproductions of
Both Advertisements Mail-
ed to Crosley Dealers—
Local Newspaper Tie-
ups Suggested.

The full page advertisement re-
produced on this page, which ap-
peared in the Saturday Evening
Post of January 15th, a double page
spread in Liberty Magazine on Jan-
uary 23rd, and other large adver-
tisements in a long list of nation-
ally read periodicals are keeping up
the demand for Crosley Radios and
Musicones and playing an import-
ant part in prolonging the buying
season.

All indications point to a renewed
activity in radio buying that will
carry the busy season far into the
late Spring, and The Crosley Ra-
dio Corporation intends to continue
its intensive advertising throughout
that period. Everyone is acquaint-
ed with the tremendous circulation
of the Saturday Evening Post and
Liberty. You are aware of the fact
that millions of men, women and
children read the articles and ad-
vertisements that appear in these
publications. Then add to these
the millions who will read the
Crosley advertisements in other na-
tionally circulated periodicals and
you will have some idea of the
vast multitude that will become in-
terested in what you have to sell.

Last week there were mailed to
every dealer and distributor full
size reproductions of the advertise-
ments that appeared in the Post
and Liberty. We suggest that
these be displayed prominently in
your stores or windows in order
that the readers of these magazines
will have an opportunity of know-
ing that you sell the merchandise
advertised in them. Some local
newspaper advertising also will be
of assistance to you in tying up
with this publicity.

CROSELY WLW TAKES LEAD IN LAUGH MONTH CAMPAIGN

"Laugh and the world laughs
with you" was written long before
radio was dreamed of but it is truer
than ever nowadays.

WLW, the Crosley station at Cin-
cinnati, has taken a lead in the
National Laugh Month Campaign,

which is being sponsored from
coast to coast during January.
There will be plenty of laughing
and good nature in the studio and
it will go out on the air—literally
all over the world.

The famous Crosley Burnt Cork-
ers, a black face minstrel show

with special Laugh Month numbers,
will be on the air at WLW every
Monday night from 8:00 to 9:00
o'clock. Tommy Reynolds, the
tongue-tied announcer also will take
part in the fun and the Crosley
Pups, who hold forth every Thurs-
day night from 11:00 to 1:00 o'clock,

will do their bit to make Laugh
Month a success

There will be no crepe on the
door of WLW.

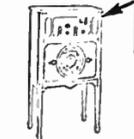
The United Kingdom buys more
American-made radio equipment
than any other country.

THE SATURDAY EVENING POST

CROSELY
1927 RADIOS



The \$50 - \$50
Enthusiastic owners report
excellent reception and clear
distortion free sound. The
clear and bright tone is ad-
mirable. Reproducible tone of
its own apart. With the
the letters on dial, refers
to it as well. Shows great
power and adaptability of
the set. The adaptability of
the set from early sales
indicates the quality of the
radio, its and fittings.



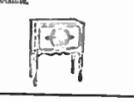
The \$75 Console - \$75
This set includes first for
radio reception perfection and
Marshall exhibits "Crosley
radio" increase in sales
"Crosley" and "Crosley"
on distant stations and
in previous cities. Shows
the adaptability of the set
and the quality of the
radio, its and fittings.



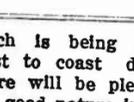
"6 Tube RFL-90"
Console, \$90
Introducing the double drum
radio non-melting perfectly
balanced tone. This set
includes Marshall's skillfully
built into reliable sound
cabinet of two-tone
radio in which the
radio is built. Shows the
quality of the radio, its
and fittings.



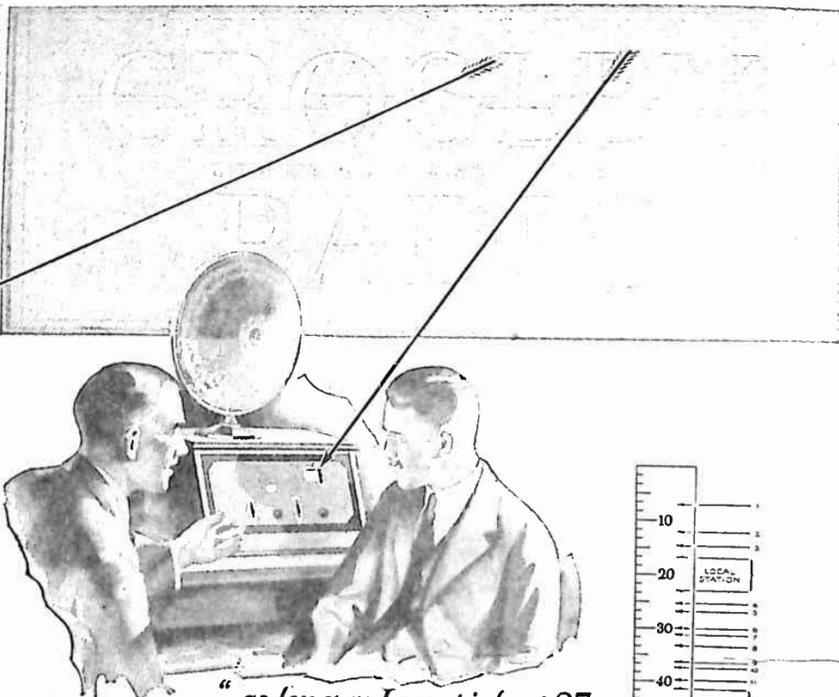
THE CROSELY MUSICONE
The best of the radio
of this latest set is
in its cabinet. This
and the more than
the reason for its
production. The
musicone. It is built
to be used in the
studio. Shows the
quality of the radio, its
and fittings.



FEATURES
Many distinctive features found
only in highest priced ra-
dio. In addition, radio,
When, on ordinary radio,
and most likely in each
of the Crosley's. The
radio is built to be used
in the studio. Shows the
quality of the radio, its
and fittings.



ALL-METAL SHIELDED
TRANSFORMER
This set is a radio
set, built to be used
in the studio. Shows the
quality of the radio, its
and fittings.



"as long as I can pick up 27
programs in 30 minutes beside our 3 locals
interference won't bother me

I sat down the other night with this Crosley set. One control. Begin-
ning at one end of the broadcasting wave band, I tuned in 27 stations, loud
and clear, just like the Cincinnati stations, three of which were going full blast.
I listened to each program; identified it; didn't hear any others in the back-
ground, and passed on to the next—all with one finger. It was between 7:00 and 7:30
P. M. Central Standard Time.

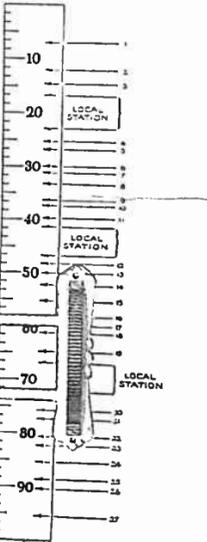
The air was certainly full. Some of the stations were less than a dial marking apart. It
is amazing how the jiggers they call "accumulators" helped on such fine separation.
Even using a hundred foot aerial the local stations were easy to go through. One of them
only a few blocks from my home.

Some radio, I call it! \$50.00 seems too little.
I'd like to see some two hundred dollar sets
do as well!

Write Dept. 31, for Catalog
The Crosley Radio Corporation
Panel Cooley, Jr., Pres.
CINCINNATI, OHIO
Crosley sets are licensed under Arrangement U. S. Patent No.
1,111,149, or under patent applications of Radio Frequency Lab-
oratories, Inc., and other patents issued and pending.

Single Drum Control \$50

Press slightly higher West of the
Rocky Mountains



The above scale read-
ing shows how stations
picked up by Mr. K.
appeared on the
Crosley graphic drum sta-
tion selector.
Name on request.

START YOUR SPRING CAMPAIGN with a BASEBALL SALES CONTEST

as outlined by
Wm. G. Bode, Sales Manager, Glendale Music Company, Authorized Crosley Dealer at Glendale, California.

I don't believe any one thing has
ever created more activity and en-
thusiasm in our sales department
than our series of sales contests
held this fall. Not only our own
sales force "took" to the contests,
but the entire organization and
even wholesale houses watched our
score board with interest.

One of our most successful events
was the World Series Baseball Con-
test last October.

First we sent out this letter,
notifying the sales force of the
contest and rules and regulations
covering same:
"TO ALL SALESMEN.
"Gentlemen:

"The Plans for a Baseball Con-
test have just been prepared. The
complete outline and rules gov-
erning the contest are being sent
to you.

"The purpose of the baseball
plan, primarily, is to aid you in
every way possible to get to first
base. We are lining up many good
suggestions for selling—specials,
etc., and are doing constructive
coaching from the base lines. A
wise runner always watches the
coaches.

"The first thing to do is to tie a
can on all hard luck—Too much
heat—too much cold—too man-
people away—not ready now—will
all be merely 'Foul Balls' in this
contest.

"When you get to 'First Base'
we will show you how to get around
to the 'Home Bag' but you must
'Single to First' before we can
coach you around.

"Hit the ball every day. Stretch
your singles to doubles. 'PLAY
BALL.'

"Glendale Music Co.
"By Wm. G. Bode, Sales Mgr."
The rules and regulations for

the World Series contest were as
follows:

Every Salesman is on the team.
You will be credited with every
selling effort and this is how—
Each Sale Counts1 Base
Each Sale Over \$100 Counts 2 Base
Each Sale Over \$200 Counts 3 Base
Daily Quota Sold4 Base
(Divide your monthly quota by
days for daily quota).

Most cash in proportion to
salesBatting Average
ERRORS
Reverts
Less than Minimum Down Pay-
ment
No sale for the day
Split down payments

called for the "home stretch" and
"Needed—a Home Run."

The first prize was for the high-
est "percentage" 100 per cent or
over. The second prize was for
the highest batting average, and
the third prize was for the most
home runs.

On this page is a copy of the
box score with a partial list of
the salesmen's final returns show-
ing all extremes.

Here are some of the things we
learned from this contest, and we
learned something every month—
for example: The percentage
showed us how many brought in
the most business by going over
their quotas.

down payments required for their
respective departments.

The average for the entire sales
force, at the end of the contest,
was 95.3-4 per cent, with the quotas
set 20 per cent over last year.

Does a sales contest pay?
Study the "Box Score" and pic-
ture the difference between allow-
ing your business to run along by
itself or putting some real effort
into your sales and showing a gain
month after month.

The most essential thing about
a sales contest is having a certain
well defined and definite plan to
outline and follow. The main re-
ason that many sales contests are
merely barometers of volume and
nothing else, is because the sales
contests is "held" and that's all.

First: A sales contest must have
one or more objectives—usually an
increase in sales is the only ob-
jective. Naturally this is the main
objective and always the para-
mount one with us, however, we
find several objectives can be in-
corporated into one sales contest
and these objectives should be
the first consideration.

Second: The type of the sales
contest must be decided and then
adopted to the objectives. Too
often a sales contest is installed
as merely a percentage on a quota
basis and left to run itself.

Make the application of the type
of sales contest unique—have side
features, such as teams. Divide
the sales force in two parts, equal-
izing the quotas on each side. Above
all create a stimulus that will make
the contest an object of daily en-
deavor and interest. The daily re-
sults should create almost as much
enthusiasm as the final scores.

Third: Outline the contest clear-
(Continued on Page 16)

SALESMAN	H.	2b	3b	H.R.	E.	AVG.	PCT.
Kinnard	27	8	20	15	24	178	199 1/4
Lightner	23	9	7	10	21	243	138
Crandall	11	2	2	1	26	167	46
Brann	35	8	1	7	24	397	61
Holbrook	24	7	7	11	21	313	113
Miller	32	7	1	12	21	340	76 1/2
Shuler	7	5	1	4	26	090	60
Lieberman	20	3	3	7	15	210	82

Box Score That Mr. Bode Chalked Upon Blackboard

PERCENTAGE
Regular figures—according to
quota regardless of Box Score
"PRIZES"

\$20.00 Cash—Regular prize
Highest man—quota or over
at least
One New Stetson Hat for Bat-
ting Average
\$10.00 Cash—for most Home Runs—
10 or more at least.

WATCH THE BOX SCORE
Read your Mail—Watch the
Coaches—Let's Go.

In this month we took the big
blackboard, which is always in my
office, and drew up a sales con-
test "Box Score" to record the
progress of the contest. This was
watched daily and was the most
popular exciting spot in the store
for one month.

Each week a letter went out to
the Salesmen pertaining to the con-
test in this way: The first letter
stressed the point that the sales
man endeavor to "get to First
Base." The second letter brought
up the "Keystone Sack" endeavor.
The third letter urged the sales-
men to stretch their "two baggers"
into "triples" and the last letter

The Home Runs showed us who
the most consistent sellers were.
Second and Third Bases showed us
who made the largest sales and
lowest sales. The average showed
us who is weak in getting down
payments. Errors showed us who
spits down payments, can't get
the minimum down payments and
does not sell consistently. First
base shows the number of sales
made.

The results of this sales con-
test were very gratifying as a
whole, and the following are some
specific examples of what a sales
contest can do:

One salesman showed an increase
in sales over 1925 of 179 per cent.
Another showed an increase over
1925 of 60 per cent.

The entire sales force increased
last year by 18 per cent per man
average—Beating last year by 20
per cent is quite a feat in itself,
and the sales contest tied in prop-
erly was largely responsible for
this increase.

One half of the sales force was
able to get more than the minimum

WHAT BOX SCORE REVEALS

Percentage shows who brings
in the most business by going
over quotas.

First base shows the number
of sales made.

Second and third bases show
who makes the largest and low-
est sales.

Home runs show who are the
most consistent sellers.

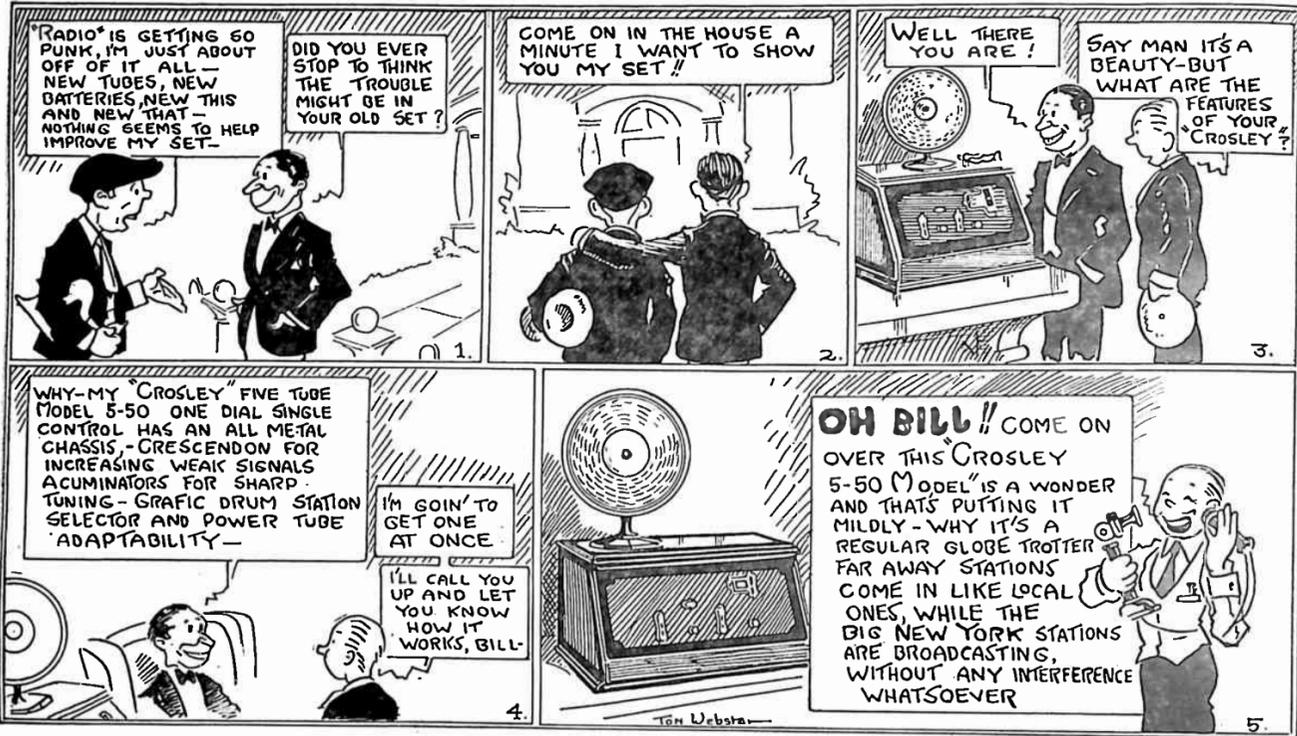
Errors show who spits down
payments.

Average shows who is weak
in getting down payments.

HOW TO PLAN A CONTEST

1. Determine a definite ob-
jective.
2. Decide on the type of con-
test; then adapt it to your
objective.
3. Clearly outline contest to
salesmen.
4. Assign quotas that are rea-
sonable.
5. Praise the winning sales-
man.
6. Play up the results of the
last contest to start off the
next one.

A ONE DIAL GLOBE TROTTER



THE CROSELY RADIO CORPORATION, Cincinnati, Ohio

GENTLEMEN:

To say the Crosley 5-50 is a wonder is putting it mildly. Our experiences with this one dial globe trotter were unique. Far-away stations came in like local ones, while the big New York stations were broadcasting, without any interference whatsoever.

With kindest regards, we are,

AMERICAN WIRELESS CORPORATION, Wally W. Meyers, Pres.

Distant Reception Nightly Event For Crosley Set Owners

Continued from Page 3)

set, I was surprised at its beauty, but I was more surprised at the results obtained. I have received the stations that follow in daylight:—WBBM, Chicago; WEBH, Chicago; WDAD, Nashville, Tenn., about 700 miles away and also stations in New York, New Jersey, Maryland, Pennsylvania and Ohio. "A few of the stations tuned in up to 11:00 P. M. the first night are: Fort Worth, Cuba, New Orleans, St. Louis, Jacksonville, Atlanta, Memphis and many Eastern stations. Later I had CZE, Mexico City, Mexico and KFI, Los Angeles. We heard the band of the Mexican Government come in loud and clear, also the orchestra from Los Angeles.

"I also want to tell you of my experience Christmas night. I operated the set from 9 P. M. until 2 A. M. with wonderful results, bringing in 75 stations in five hours. I had KFI, Los Angeles, Calif., KOA, Denver, Kansas City,

Dallas, Jacksonville, Omaha, St. Louis, Canada and stations over the whole U. S. A.

"Very Truly yours, Paul T. Reed, Orwigsburg, Pa."

"After reading so much about people getting all manner of stations on the 5-50 Crosley set, I finally decided to give one a try out. So last night I put the 5-50 under my arm and started for home. I got it hooked up and ready to "perk" about 11 P. M. I immediately tuned in on WJR, giving a program of dance music. From then until 2 A. M. I got some of the most wonderful radio I have received in a good while. I got everything from WBBM and WOK up to WGR. And there are certainly a great number of stations in Chicago, especially on the lower wave lengths.

"Well about 12:30 I thought I would cruise a little and see if I could get California. I set the dial where I thought it should come in and adjusted the acuminators and heard a lady singing, so I waited for the announcer. I had no idea it was from California as it was very loud. When the announcer came on it was KFI, Los Angeles.

"To most people this may not sound wonderful, but when one realizes that I was using a 100 ft. aerial and that WBAP was broadcasting at the same time, only one-half a space away on the dial on one side and KFNF was broadcasting, only one and one-half spaces away on the other side, and KFI came in without any interference whatsoever, it certainly made me sit up and take notice.

"When I signed off at 2:00 A. M., KOA was coming in as strong as your station, WLW, ever does. "I am certainly going to hand it to the 5-50 as it is a far better set than I would ever believe it to be if I had not tried it out myself. It is as good, if not better (especially for picking up stations that you don't generally hear on the average set) than any set I have ever tried out. And with all this the controls are so easy and simple.

"I will give you a list of the stations received last night: WBBM, WOK, WENR, WEBC, WGHP, WSWS, KMOX, WSBC, WAW, WLIB, KOIL, WGES, WSMB, KOA, WSAI, WJAX, WJAZ, WLS, WSYA, WOAF, WTAM, WLW, WQJ, KNNF, KFI, WBAP, WFAA and WJR.

"Yours truly,

"Wm. J. Horshberger, Broadway, Ohio."

"I just received a 5-50 today. I set it up and began to turn the dial and in came WOC, Davenport, Iowa. This test was made at 4 P. M. You know that is very good for daylight reception as it must be around 500 miles to this point. I also picked up KMOX of St. Louis at that time.

"I had several people here in the store and you ought to see them open their eyes. One fellow who is selling the — — — radio said, 'Well I consider the above result out of the ordinary.' In fact he said that it beat anything he ever saw.

"Yours very truly, H. F. Ziegler, Ted, Ohio."

"This is to say we have just purchased a Crosley 5-50, on which the dry hookup was used with ordinary 190 tubes. We brought in stations all thru the east and then heard KFI, Los Angeles, California. We are prepared to give affidavit to this, for we had some other listeners in who heard the announcer a number of times and

(Continued on Page 10)

Winner of \$1,000 Contest Found After Year's Search When Message Is Broadcast From WLW By Lullaby Boys

Happiness Brought Into "Dark Corner" By One Tube "Pup"

Prize Winner Tells of Pleasure Derived from Radio—"Like a Friend, It Never Fails Us."

Following is the letter that won for Mrs. L. V. Tangeman, of Coldwater, Ohio, the \$1,000 prize in the Crosley Pup contest:

"In a rickety old tenement house on one of the poorest streets of Chicago, lived two, or rather three people, Hubby 23, Wife 22 and Babe 6 months.

"Fired with ambition, they have endured loneliness and poverty for two years, saving every penny to pay for music lessons for Hubby who will some day be a great organist.

"Oh! the heart-breaking loneliness that can be found only in a big city with father, mother, friends and all relatives hundreds of miles away. To see their very youth passing away in this cruel struggle that may all be in vain.

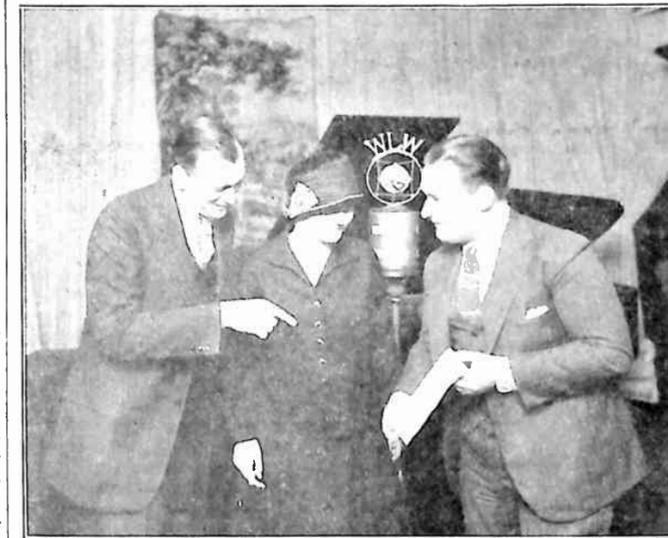
"The wife is sickly, unable to get out. Day after day the same old routine keeping the bare little flat in order. Living only for Hubby and Babe. No friends—no pastime, too poor even to buy magazines to read, the long lonely days slowly pass away.

"Hubby works long hours nights earning barely enough money for necessities. Days are spent in endless hours of practicing. So busy that he must even feel guilty of wasting time when he spends a bare five minutes looking at the paper. But genius knows no time.

"Thus two years have passed and finally came the great day. The postman brought a package from father. Dear kind father always remembering to send presents. Hastily untied knots disclosed a radio, a 'Crosley Pup'! Oh, the joy shining through tear-dimmed eyes. A real radio!

"What long minutes it takes to put up the aerial. But at last nervous fingers complete the job; it is all ready. All set up. Will it work? Hubby places the phones at his ears, wife hovering near as he gently turns the knob. Only a second and Music! Glorious music from KYW, Chicago. Breathlessly he places the phones on Wife's ears but only for a moment—then they separate them each taking one. Then, can we get another station? Let's try. Only a few turns and JJD, Moosehart, Ill.—an out-of-town station.

Receiving Her \$1,000 Check



The picture above shows Mrs. L. V. Tangeman receiving the check for \$1,000 from the Lullaby Boys in the WLW studios.

"Oh the joy, the happiness, the pastime, this wonderful little radio has brought. The whole world seems changed. Shorter days and even the great throbbing city is very friendly for are we not a part of it, picking up stations at will here, there and all over it

"Surely the little 'Crosley Pup' is a blessing in disguise. A true friend, it never fails us.' The first radio broadcasting station in China is to be built at Harbin. The station will include all the latest American and European features and will broadcast to the Orient.

Ohioans Hear Greenland

ESTABLISHED 1900 THE J. H. & F. A. SELLS CO.

WHOLESALE MANUFACTURERS AND DISTRIBUTORS

32-38 EAST CHESTNUT ST. COLUMBUS, OHIO

December 29, 1926

Crosley Radio Corp., Cincinnati, Ohio

Gentlemen:

Attention: Mr. Stayman

On Christmas morning at 3:30 A. M. Mr. L. E. Huenzaker of Columbus, Ohio picked up O. G. G., Greenland, Denmark in the Arctic Circle, on a 5-75.

On the same morning at about the same time, Mr. Howard Dustin, Calena, Ohio picked up the same station on an R. F. L. G-90.

Yours truly,

THE J. H. & F. A. SELLS COMPANY

PER: P. D. Newell

PDH:ALX

Victor Will Assist Husband in Finishing Musical Education

Ohio Woman Surprised When Informed Her Money Had Been in Bank Many Months.

Mrs. L. W. Tangeman, of Coldwater, Ohio, needed \$1,000, and needed it badly. That in itself isn't a startling piece of news because a great many people need \$1,000. But the curious feature of Mrs. Tangeman's case is that she had \$1,000 for an entire year and didn't know it.

It happened this way: Mrs. Tangeman and her husband, a struggling young organist, were living in Chicago with their baby, and the weekly income was just enough to keep the wolf away from the door, without a penny to spare for the organ lessons Mrs. Tangeman wanted her husband to take.

Then The Crosley Radio Corporation offered \$1,000 for the best letter from the owner of a one tube Pup radio. Mrs. Tangeman had one and she wrote a letter. When the time came to select the winner the judges picked Mrs. Tangeman's and the check was made out. It was mailed and it came back, because the Tangemans had moved and their new address couldn't be discovered.

For a year the \$1,000 stayed in the bank. Then, last week, Ford and Glenn, the Lullaby Boys of WLW, broadcast an appeal for the location of the family.

In one hour three friends of the Tangemans had wired in their new address. Mrs. Tangeman was notified and she appeared at the WLW studio a few days later to receive her \$1,000.

Her husband was with her and he played a few numbers on the WLW organ.

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

The Most Complete Line on the Market

Everybody is waiting for what Crosley is first to do!

Astounding Radios and Radio Accessories Complete price range...easy sales and greater profits for 1927.....

Superlatively designed circuits... Unique drum control and metal shielded chassis... Many exclusive features incorporated afford latest refinements for most complete... enjoyment and entertainment

Illustrated on these pages is the most complete line on the market. Skillfully engineered, incorporating advanced radio ideas, beautifully built and finished to grace the finest homes — and moderately priced because methods of mass production have produced tremendous economies in their manufacture.

The Crosley franchise grows greater in value. Every desire is covered in this perfected selection of radios and equipment, from good radio at a low price to A. C. operated batteryless radio that can be installed complete for less than \$150.

Crosley dealers stand upon the threshold of their most profitable year — Thousands pass from 1926 to 1927 with satisfying showings on the credit side of their ledgers. Crosley merchandise that has made it possible last year shows continued and enthusiastic demand and augmented by Crosley's latest and amazing developments promises a year of achievement and money making to all.



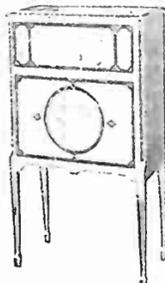
5 tube 5.50

\$50.

Shielded metal chassis—power tube adaptability and SINGLE DRUM CONTROL combined with exclusive Crosley achievements in the Crescendion that provides great volume to distant stations, and Accumulators that enable tuners to catch weak signals entirely missed on ordinary single dial sets, make this the OUTSTANDING SUCCESS and VALUE for 1927. Sharpness of tuning is marvelous. Beauty of tone is delightful. Appearance of exquisite two toned mahogany cabinet with gold trimmings wins instant praise from the ladies. Priced without accessories.

5 tube 5.75

A distinct Crosley achievement. Only vast production plans and mass methods of manufacture can deliver such a piece of full sized and charming furniture at such a price. Same radio as the 5-50 installed. A genuine Crosley Musicone built in. Ample space for power supply and accessories. Price without accessories—



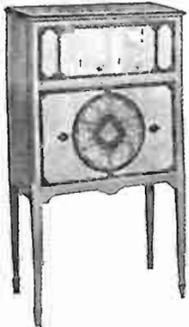
\$75.



NEW!
6 tube 6.60

Designed by Crosley engineers to meet such demand as there is for six-tube sets at moderate price. With characteristic simplicity of Crosley engineering it embodies same production ideas that have made Crosley radio values outstanding ever since Crosley pioneered in this new and marvelous field. Price without accessories—

\$60.



6 tube 6.85

For a value this full sized console model, with 6-tube chassis—single drum control and wonderful performance, is something competition will shoot at for a long time. Crosley methods—enormous quantities—costs minimized—profits slight—make it possible. Genuine Crosley Musicone, built in mahogany console finished in two-toned with gold trimmings. Price without accessories—

\$85.



\$40. Without Tubes or Batteries

Lowwave adapts any Broadcast Receiver to bring in Short Wave Stations

WLW and other stations are already broadcasting simultaneously, their regular program on low wave lengths below 80 meters. As low wave reception is free from static, it affords great distance increases, improves daylight reception and opens a NEW FIELD for RECEIVING SETS. This receiver is designed so that by changing coils wave lengths from 20 to 80 meters are covered. Using three 201-A tubes or their equivalent it picks up short waves and translates their frequencies to one within the band of your present broadcasting receiver. Utilizes same "A" battery as is used on regular set.

NEW CROSLY BATTERYLESS RADIO

First radio run direct from light socket without batteries for less than \$150. Nothing extra needed... except tubes and aerial..



The Crosley 6 tube A.C.7

\$70.

ABC Power Unit \$50 extra

SUPERLATIVELY DESIGNED CIRCUITS—UNIQUE DRUM CONTROL AND METAL SHIELDED CHASSIS. MANY EXCLUSIVE FEATURES INCORPORATED AFFORD LATEST REFINEMENTS FOR MOST COMPLETE ENJOYMENT AND ENTERTAINMENT.

A. B and C POWER Nothing else to buy!



HERE they are! A table model and console radio without a battery needed. A simplified, compact efficient little power unit supplies necessary A, B and C battery current direct from house lighting outlets or a lamp socket.

- No batteries to renew!
- No batteries to recharge!
- No trickle charger to watch!
- No water to refill batteries!
- No acid to spill!
- No run down batteries just as good program begins!
- No mess or fuss in removing batteries!
- No chemical action in power supply units!
- Nothing going on when set is not in use!

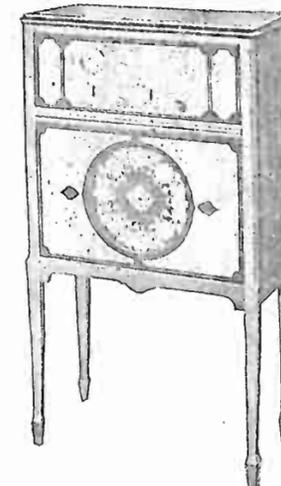
Snap your lamp switch. The set is full powered instantly and constantly at highest peak. Snap it off. Everything is shut off at the electric light connection. No after charging.

This unique power supply unit is designed solely by Crosley, solely for these two Crosley radios. It incorporates new and advanced ideas and principles exclusive to Crosley.

Both the radio sets which it is designed to operate are six-tube tuned radio frequency circuits of amazing efficiency, incorporating three stages of radio amplification, detector tube and two stages of audio frequency amplification.

Radios Designed for A.C. Current

The simplicity and moderate price of these radios lies in the fact that they are primarily designed for A.C. current power. The power unit is not a makeshift effort to change A.C. current into power necessary for radio sets designed for battery operation.



The Crosley 6 tube A.C.7-C Console

\$95.

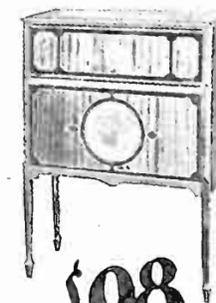
ABC Power Unit \$50 extra

.....New Crosley developments in low wave receivers and electric phonograph reproducers

CROSLY MEROLA

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.

\$15.



6 tube RFL-90

Balanced Cascade amplification—a radio engineering feat exciting the admiration of the technically versed and the delight of the layman by the beauty of its tone and ease of tuning in programs. No matter who operates it it does not squeal or howl. Stations tuned easily. Operation is simple. Console is mahogany. A genuine Crosley Musicone is built in and plenty of space is provided for batteries or power equipment. Priced without accessories.

\$98

Five Tube RFL-75

Like the R. F. L. 75 this beautiful R. F. L. 75 radio incorporating a unique non-squealing and non-howling circuit, is designed to balance its volume by sending the volume knob into each stage of audio amplification. Price, without accessories \$65.00



Low priced radios for volume sales



The 4-tube 4-29



The 5 tube 5-38

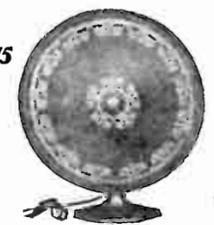
These two Crosley models have proven themselves splendid business getters to merchandisers who have gone after the low price market. Outfits made up to sell at less than \$30.00 and \$75.00 have sold in great quantities where preparation has been complete and intensive advertising has been used. Thousands who own no radio now are prospects for complete outfits under \$75.00. Crosley acceptance sells them where "dumped" sets would fall flat. Remember, they are remarkable performers and as much REAL VALUE as any Crosley apparatus.

\$29.

\$38.

MUSICONES...

Super \$14.75



Ultra \$9.75



This marvelous loud speaker shows no abatement in popularity, sales or out-performance of competition. It continues as it began—the LEADER in the loud speaker field.

Imitation of shape does not imitate sound. The secret of this instrument's faithful reproduction of ALL tones and sounds audible to the human ear lies in its reproducing unit. The cone shape has NOTHING TO DO WITH IT. This patented actuating unit is exclusively Crosley and is found in no other speaker but the genuine Crosley Musicone.

The 16-inch size—THE SUPER-MUSICONE—\$14.75

The MUSICONSOLE \$32.



The New Ultra Musicone The new Ultra Musicone is the same as the Super Musicone, except it is smaller. Many drive a loud speaker of this size. It is 12 inches in diameter. There is absolutely no difference in quality. Price \$9.75

A mahogany console with Musicone built in, affording ample space for batteries, unsightly wires, etc. Transforms table radio into console model—neat and attractive for any room.

CROSLY RADIO

Distant Reception Nightly Event For Crosley Set Owners

(Continued from Page 6)
nounce 'KFI, Los Angeles.'
"Hoping this may prove of interest to you, I am,
"Yours very truly,
"C. D. Hauger, Jr.
"Alderson, W. Va."

"I think you will be interested to know that on Saturday, Dec. 4, 1926, I succeeded in logging seven stations in California, including the following: KFI, Los Angeles, KPO, KFWI, San Francisco, KFBB, Venice, KNRC, Santa Monica, KNX, Hollywood, and one in San Diego, but was unable to get the call letters. It is also very easy for me to pick up the stations along the East and Southern coasts. I am more than pleased with the service I have been getting out of my 5-50 and wish to extend by congratulations upon this wonderful little receiving set. I think it is the best buy on the market.

"Yours truly,
"Richard C. Minshall,
"London, Ohio."

"I have read in the Crosley Radio Broadcaster things that have been done with the famous 5-50. I think I have accomplished just as much as anyone else so far as receiving stations is concerned. Just to tell you what a 5-50 can do I am writing the following:

"I have my antenna about forty feet high and is about fifty feet long, not including the lead-in, which I call a very good antenna. I had a rope tied on one end and a weight on the end of that. It rained several days and the rope broke so the antenna fell to the ground on one end. The weather conditions were bad so I had to tie it low and am using it that way now.

"I am receiving the following with little decrease in volume. It is unusual with most sets to pick up distant stations of less than 100 watts but I received KFBC, 50 watts, San Diego, California. Some others I received were KYW, Chicago; WOAW, Omaha; WCX, Detroit; WJR, Pontiac; KFI Los Angeles; WJZ Bound Brook, N. J.; KPO, San Francisco; WLW, Cincinnati; WCCO, Minneapolis; WHAS, Louisville; WGY, Schenectady; WJX, Jacksonville and CYJ, Mexico City. It's a real set and there's no way out of it.

"Very truly yours,
"Roy Rust,
"Waring, Texas."

It is advisable to keep the antenna clear of any metal objects and at right angles to guy wires, etc.

DRAIN WATER FROM PIPES BEFORE SOLDERING

Fans should not attempt to solder the ground wires from their sets, to cold water pipes, unless the water has first been drained from the pipe, according to Crosley service engineers. The solder will not stick properly to the cold pipe, and poor reception will often result. In connecting to a cold water pipe, the ground wire should first be soldered to a ground clamp, and the clamp then tightly fastened about the pipe, after first scraping the pipe clean.

Simplicity and Efficiency Found In New Radio Receiving Sets

The trend in radio sets today is constantly toward simplicity. This is an age of efficiency. In most instances, efficiency goes hand in hand with simplicity. The two terms are certainly akin as far as radio is concerned.

One regard in which sets are constantly being simplified is in their tuning arrangements. In looking about at radio shows, one is constantly impressed with the fewer number of tuning controls appearing on the front panels of new sets. The trend is constantly toward greater simplicity.

For a long time, the single-control set was the ideal toward which radio engineers worked, but without much success. Today highly-developed principles make possible the practical use of single-control even in sets of moderate price. The modern single-control set is just as selective and will perform just as well as other sets having a multiplicity of controls.

Tuning controls are not the only ones being simplified. Sets of a

few years ago were equipped with separate rheostats for every tube. Then the number of rheostats was reduced in many sets to but two—one for the amplifier tubes and one for the detector tube. In sets of today, but one rheostat is used to control the filaments of all of the tubes.

A set recently introduced by Crosley dispenses with the filament rheostat altogether. The circuits are so arranged that the tubes are automatically lit to the proper brilliancy at all times.

Simplification is a sign of stabilization. The fact that radio engineers now have time to eliminate

the complications and adopt simpler ideas shows that they have found themselves, and are standing on firm ground. Simplicity is the ultimate goal of all development. Radio is reaching that goal at last.

RADIO'S GREATEST NOVELTY



BONZO
The
CROSLY
"PUP"
\$1.00

If You Wish to BUY or SELL
SECURITIES
Or Own Some About Which You
DESIRE INFORMATION
Communicate With Us.
Our Statistical Department
Is At Your Service

WESTHEIMER & CO.
Members of—
The Cincinnati Stock Exchange
The New York Stock Exchange
Telephone: Main 567
326 WALNUT STREET

**NEW
ELECTRIC
SIGNS
ARE FLASHING
EVERYWHERE**
Order Your Three-Color Electric
Crosley Advertising Sign
Immediately.

This neat and attractive sign, which can be seen at great distances during the day and at even greater distances when illuminated at night, is certain to attract immediate attention. It is twenty inches in diameter, the frame being of silver effect and the globe decorated in three colors. Use of this sign, either in front of your store or in your window, will permit you to tie up perfectly with the tremendous advertising campaign The Crosley Radio Corporation is carrying on. The glass is so made as to withstand the hardest usage, and is said to be practically unbreakable.

**PRICE OF GLOBE AND
EXTENSION ARM
\$12.00**
F. O. B. CINCINNATI
Cash, Check or Money Order Must
Accompany Your Order, Which
Should Be Sent To
Advertising Department,
The Crosley Radio Corporation
Cincinnati, . . . Ohio

Every dealer should carry a reasonably large stock of these Bonzo Pups. They are, without a doubt, the fastest selling radio novelties on the market. Originally made to serve as advertisements, the demand has grown until now many dealers are featuring them in their window displays. Everyone wants a Bonzo. Cash or check must accompany your order for these Pups.

Send your order to your distributor or to

**The Crosley
RADIO
Corporation**
CINCINNATI, OHIO.



Crosley Line Best And Largest Seller, Toledo Jobber Says

Monthly Staff Meetings Features of Organization—Importance of Advertising Stressed.

Among the recent visitors at the Crosley plants in Cincinnati was James E. Aitken, president of the Aitken Radio Company, Crosley distributor at Toledo, Ohio. In commenting upon the Crosley line of merchandise and the methods adopted by his organization in promoting the sales of these products, Mr. Aitken said:

"Coming once more to the time when we review our activities of the past year, we naturally take thought of the methods used in promoting the sale of our merchandise.

"We naturally turn to the Crosley line as our best and largest seller.

"Early in the month of June several of the members of our staff were privileged to attend the Convention of the Crosley dealers at Cincinnati.

"We are firm believers in the saying, 'The early bird catches the worm,' and, after we returned from the Convention, our sales force bent their energies toward placing with the dealers in their respective territories the new models, namely: the 5-50, the 5-75, and the RFL-90.

"The results of their endeavors have been most satisfactory. We have not only extended the distribution of the Crosley line, but have increased our business more than 100% over the previous year. Not only have we increased our actual sales, but at times during the season the demand has been much greater than we anticipated.

"We have used co-operative advertising frequently. On our full page advertisements we have made a feature of displaying the names of the authorized Crosley dealers in our territory. The effect of this may be noted by the fact that dealers have reported to our salesmen that the day after the appearance of our advertisements they received inquiries from interested parties.

"Another very effective advertisement is shown on the side of our building. Our situation is such that the sign attracts much attention of people passing.

Planning 1927 Sales



These pictures were taken during a recent meeting of Crosley distributors in the Crosley factory. At the meeting plans for a 1927 sales campaign were outlined and the sets announced in this issue of the Broadcaster were discussed. In the group below are jobbers from the "four corners" of the country. Standing, from left to right, they are, L. H. Lucker, of Lucker Sales Co., Minneapolis; W. B. Fulghum, sales manager of The Crosley Radio Corporation; and P. A. Mitchell, of Kierulff & Ravenscroft, Los Angeles; below, from left to right, C. A. Pound, of Baird Hardware Co., Gainsville, Fla., and Harry P. Tozier, of the James Bailey Co., Portland, Maine.

"A feature of our organization is our monthly staff dinners. At these gatherings different problems met with in connection with sales are brought up and discussed. We also hear from the salesmen on the road. They tell us how they find business conditions, what difficulties they encounter, and the general progress in pushing the Crosley line. Some typical examples of their reports are as follows:

"In one town of about 300 population, eleven sets were sold out of twelve prospects."

"One of our dealers in a town of 8,000 population placed an average of eight sets a week during the month of December."

"One dealer who will handle nothing but Crosley sets, in a town of 6,000 population, averages four sets a week, despite the fact that there are fifteen other dealers handling competing lines."

"A dealer in a small town, authorized in November, sells five sets a week. There are three other radio dealers in this town."

"We are anticipating continued

growth in every line, and especially in Crosley products, which, as we mentioned before, have been our largest line."

FORDYCE INCREASES SALES FORCE TO BOOST THE CROSLY LINE

"Ham" Fordyce, of the Schuester-Fordyce Company, Cincinnati distributor of Crosley radios, has grasped the opportunity of increasing business by featuring the new Crosley models and has added several salesmen to permit more careful and thorough combing of the territory. This company handles Crosley merchandise exclusively and during the brief period since it was organized has demonstrated the value of concentrating sales efforts on this line. The extra salesmen will work with the dealers and assist them in merchandising the sets that are destined to become, within a very short time, the fastest selling ones ever introduced.

Crosley distributors have an important task on their shoulders. They must send their salesmen to the dealers immediately and explain to them the great opportunity of making money during the coming months. The Crosley story is the most interesting one a dealer can hear. Jobbers will make money, dealers will make money, salesmen will make money, and the consumers will be happy if everyone co-operates in the greatest sales campaign in the history of radio. Let's go!

Jobbers Welcome Batteryless Radios And Other Models

Crosley Line Now Absolutely Complete—Opportunity To Increase Sales Faced By All Distributors.

Announcement of the new six tube batteryless radio and other receiving sets, together with the low wave unit, the Merola, etc., has been welcomed by Crosley distributors everywhere. In these they see the great opportunity of increasing the interest of dealers and consumers at a time of the year when there would otherwise have been a slight decrease in the sales momentum. They also realize that the additions make the Crosley line absolutely complete—a set for every possible requirement.

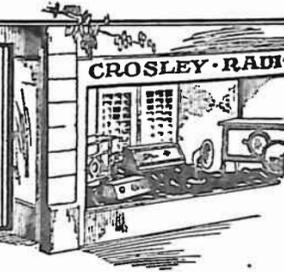
Batteryless sets have been in great demand recently, but all others on the market have been in the high price field. There has been none for the man who could not, or would not, invest a large amount of money in this type of radio. And so the recent announcement of the Crosley organization is destined to appeal strongly to the thousands who have been awaiting a batteryless receiver at a reasonable price.

The new six tube sets with which batteries must be used also will be popular and fast sellers. Dealers will be glad to handle such models, realizing many of their customers desire such types. And the new Ultra Musicone will likewise be welcomed by dealers and consumers in all parts of the country.

Crosley distributors have an important task on their shoulders. They must send their salesmen to the dealers immediately and explain to them the great opportunity of making money during the coming months. The Crosley story is the most interesting one a dealer can hear. Jobbers will make money, dealers will make money, salesmen will make money, and the consumers will be happy if everyone co-operates in the greatest sales campaign in the history of radio. Let's go!



CROSLY DEALER'S PAGE



"Trouble" Blanks Assist Dealers In Building Trade

Merchants Build New Friendships and Increase Business Through Assistance Given to Their Customers.

Many a man has complained against static, or the power lines in his neighborhood, whose entire trouble is traceable to a loose connection in his own set. On the other hand, there are many who make no complaints, but who charge up their failure to get good results against radio itself, thus not only eliminating themselves from the field, but influencing others, throwing in an element of resistance difficult for the salesman to overcome.

The importance of eliminating these two types of malcontents, and of aiding in cleaning up the sources of radio interference as well, has led the Pacific Radio Trade Association to issue an "Interference Data Blank," which is furnished to members for distribution to customers bothered by interference of any kind, on which they may explain fully their troubles.

These blanks are kept on the counters of radio shops and passed out to all who make inquiry. When returned, filled out, they are used as the basis of a preliminary investigation by the power company radio interference experts. They are carried by service men in their rounds, so that every opportunity shall be had to reach all complaints.

The set owner is asked to fill in the blank, giving his name and address and phone, the type and make of set and the nature of the trouble experienced, as well as the time when the interference occurs. Many other questions designed to locate possible sources of trouble, are asked.

A statement at the bottom of the blank requests the owner of the set in question to fill it out completely and to return it to the dealer from whom it was obtained. It is obvious that if he has really ascertained the facts called for, he will, in many cases, eliminate his own trouble without further action. If he has

(Continued on Page 13)

PACIFIC RADIO TRADE ASSOCIATION
INTERFERENCE DATA BLANK

From
(Name) (Phone)

.....
(Address)

Type and make of set

Kind of interference: Hum (...), Hiss (...), Roar (...), Squeal (...), Tap (...), Buzz (...), Crash (...), Surge (...).

Time that interference occurs a.m. p.m. Day.

Does it cover entire dial? (.....) or near what stations on dial? (.....).

Is it continuous? (.....) or intermittent (.....). When first noticed? (.....).

Does it continue when you pull the main service switch supplying your home with light and power? (.....) or when your neighbors pull their switches? (.....).

Has anyone who understands radio sets and circuits examined your batteries and your set? (.....). If so, to what did he assign the trouble? (.....).

Do you, or does anyone in your neighborhood operate oil-burning furnaces, elevators, small motors, violet ray or X-ray machines, or other electro-mechanical appliances? (.....). Ever turn them off to see if they might be causing the trouble? (.....).

State type of batteries (A, B and C) used, and B Eliminator if no batteries (.....).

Aerial height..... Length..... Parallel to other wires?.....

Where is ground connection made?

Is lead-in a separate wire? (.....). Is it soldered? (.....). Is aerial insulated from trees and other grounded material? (.....). Is it fastened at either end to lighting or telephone poles? (.....). How many blocks from the nearest street car line? (.....).

With aerial and ground wires disconnected and their binding posts connected with a wire, do you still get the interference? (.....).

What other listeners in your vicinity are having the same trouble?

.....

What is the best time of day to call?

These questions should be answered by the person bothered by the interference and this sheet then returned to the Dealer from whom it was obtained. His service man can determine whether the trouble is within the set or whether it comes from an outside source. In the latter case, he should refer it to the local radio club, or power company for investigation. Should they be unable or unwilling to locate the noise source, this report, as a last resort, may be forwarded to the U. S. Supervisor of Radio, Custom House, San Francisco, for such action as he deems necessary.

Furnished by

(Dealer's Name)

This is the interference data blank used by the Pacific Radio Trade Association to help radio "listeners" to find the actual sources of their interference. The blanks are kept on the counters of radio shops and have shown themselves to be business getters and builders of friendships.

Dealers Warned To Take Advantage Of Crosley Advertising

Distinct Advantage Found in Featuring Product Supported by Outstanding Publicity Campaign.

[Reproduced below is an article that appeared in a recent issue of "Rural Trade." In this the manner in which Crosley Advertising assists local dealers is interestingly explained. "Rural Trade" is a newspaper devoted to the interests of retail merchants enjoying rural (farm and small town) trade. Its purpose is to promote sales efficiency behind the counter, to extend newer and better methods in storekeeping by giving publicity to the experience of retailers, and to advance improved methods of merchandising and advertising.]

There is a lot said about advertising campaigns and their relative pulling power. Decisions are made pro and con without any proof that any of them are correct until the final analysis is compared which answers the big question, "did the advertising produce results?"

But occasionally an entire campaign or just a single piece of copy is so strikingly different, so logical, so clear or so complete, that it attracts immediate attention and those who are in the habit of expressing their opinions declare at once in its favor.

Such is the case of the present campaign of The Crosley Radio Corporation in Capper's Farmer, the big national farm paper published by The Capper Publications. We surely hope that Crosley dealers are not failing to use the advertising in their store windows and interiors, as well as performing the other work so necessary to tie up adequately with this campaign.

The advertising started in October with full-page advertisements in all of the Capper papers—Household Magazine, Capper's Farmer, and the six state papers—amounting to a blanketing of the richest farm territory. And since that time full pages have been running in Capper's Farmer.

Surely it is the sort of copy that makes sales, almost before the reader realizes that he is in the mood to buy. For isn't there a

(Continued on Page 10)

New Batteryless Radios Are Added To The Crosley Line

(Continued from Page 2.)

battery "running down" at the time most desired, and the muss and dirt incidental to connecting and disconnecting of storage batteries. When the listener uses a Crosley batteryless radio all he need do is snap the lamp switch. The set is full powered instantly and is constantly at its highest peak. Snap it off. Everything is shut off at the light connection. There is no after charging. But there is a constant power that can be relied upon at all times.

There is a tremendous market for such sets as these, and wide-awake dealers will sell them in large numbers. The demand will come immediately after announcement is made in the national advertising, and so every dealer in the United States is advised to order at once at least a sample set which he can use for demonstration purposes. Repeat orders are certain to follow, providing the dealer recognizes an opportunity to keep his radio sales curve at the high peak reached just before Christmas.

Quite naturally the Crosley company retained the popular five tube Models 5-50 and the 5-75, thousands and thousands of which have been sold since they were announced last July. These sets have established themselves firmly in the radio market, have met the requirements of the most particular radio listeners and are destined to maintain their popularity for a long time to come. But with the demand for five tube radios, there came a call for six tube sets that must necessarily be met. Therefore two six tube single control radios, very similar in appearance to the two five tube sets, were announced, the table model to sell for \$60.00 and the console type for \$85.00.

Four other models were retained in the Crosley line—the R. F. L-90, the R. F. L-75, the 4-29 and the 5-38. The only change in these was the increasing of the price of the R. F. L-90 to \$98.00. Of course, the famous Super Musicone, the fastest selling radio reproducer ever placed on the market, is retained, as is the Musicconsole, which is the Musicone installed in a mahogany console cabinet in which there is room for batteries, or battery eliminators and other accessories. But announcement was made of a newly designed Musicone, known as the Ultra Musicone, which has exactly the same mechanism and reproducing qualities as the Super but which is 12 inches instead of 16 inches in diameter. This beautiful and efficient unit is offered for those who desire a smaller speaker, but we wish to impress upon every dealer that it gives the

"Good Quality -- Goods Quick"



"Good Quality—Goods Quick" is the motto of the G. Q. Electric Co., Milwaukee, Wisc., distributors of Crosley radios and Musicones. The picture on top is that of the display room used by this company in merchandising their products, while below is a picture of their big corner building. In speaking about the benefits derived by their dealers from the store room display and the firm's sales policies, representatives of the company said:

"We help to increase your profits by our display of merchandise items which may be sold by you direct to your customer;

"We reduce your store display space; same quality service as the larger reproducer. Its price is \$9.75. In addition to these sets and Musicones, there were announced the new LOWAVE, a unit designed to bring in short wave stations, and the Merola, which is used to convert an ordinary phonograph, by means of a radio set, into an electrical phonograph.

The Crosley LOWAVE may be used in connection with any radio receiving set. It is provided with coils which can be quickly changed to cover the wave length range from 30 to 80 meters, which represents the bulk of the short wave broadcasting being done by various stations simultaneously. (Due to a typographical error it was an-

"We furnish competent salesmen to help sell your customer;

"We do not enter into competition with you on any of our lines;

"We refer inquiries resulting from our manufacturers' NATIONAL advertising to our Dealers."

And referring to the picture of the building, they declared:

"Merchandise and service have made this fine building possible and necessary for our future growth. When you patronize G-Q you deal with an organization owned and operated by local Executives, all anxious to please and willing to look after the smallest detail as it relates to our customers' welfare and our future growth."

nounced in the last issue of the Radio Broadcaster that this unit would cover a wave length range from 20 to 23 meters. This should have been from 30 to 80 meters.) This device uses three 201-A tubes or their equivalent, picks up the short wave stations on its wave length and translates its frequency to one within the band of present broadcasting. This opens up to those interested radio fans an opportunity to listen to what is being broadcast on the other wave lengths, including WLW, which will be simultaneously broadcasting on 52 meters almost immediately. Also, WGXY, KDKA and other stations are broadcasting on short waves.

(Continued on Page 16)

"Trouble" Blanks Assist Dealers In Building Trade

(Continued from Page 12)

not, the data given, particularly relative to the type of interference experienced, combined with the presence of possible contributing causes, will enable the dealer, in most cases, to make a fair guess as to the source of the trouble. If it is anything which he can cure, his service man calls to look over the set or to make such suggestions as are desirable.

This gives him an opportunity not only to enter the home where trouble is being experienced, but also in many cases neighboring homes—and not infrequently suggests opportunities for the sale of better class radio to the owner of a home-made set.

When the trouble is readily assignable to some outside source, such as the power lines or the street cars, the report is forwarded to the company concerned, which is usually very glad to get the accurate information as a basis for their own investigation. In case of interference which is not handled through one of these channels, the report is forwarded, as a last resort, to the U. S. Supervisor of Radio for the district, who sees that the condition is cleared up.

These blanks have already shown themselves to be business getters for the dealer, as well as builders of friendship. The owner of a set appreciates that his troubles are being looked after and even if the interference is not removable, he will feel better about it if he knows that it has at least been diagnosed. In addition, it is hoped, as time goes on, to locate the trouble points in the community, so that a picture of the city from the standpoint of its weak spots in radio reception may be formed. In this way it will be possible to acquit certain popularly accepted culprits and, perhaps, to show that others are responsible for the interference. Once the situation is clear, it should not be difficult to find its permanent solution. —(Radio Retailing).

FORGET RADIO A MINUTE AND READ THIS ONE

"I thank you for the flowers you sent," she said, And she smiled and blushed and drooped her head.

"I am sorry for the words I spoke last night; Your sending me the flowers proved you were right, Forgive me."

He forgave her.

And as they walked and talked beneath the bowers, He wondered who in hell sent her those flowers.

ADVANTAGES OF SINGLE CONTROL RADIOS

By
Harry F. Breckel.

The advantages of the single control receiver, as viewed from the standpoint of the average listener, are obvious, and the development of this design was only a natural step in the direction of simplicity of operation of the now standard multiple tuned circuit receivers.

The general use of broadcast receivers employing three tuned circuits, and which, in the beginning, were equipped with a separate tuning dial for each individual circuit, was the direct outcome of the vital necessity for increased selectivity in broadcast reception, brought about by the condition resulting from the greatly increased number of transmitting stations coming on the air as the new art became more popular.

Thus the well-known type of single circuit regenerative receiver, while a most efficient unit in the matter of receiving broadcasts over long ranges, and possessing the advantage of simplicity in operating it, did not possess the increasingly important technical qualities of selectivity in tuning out undesired signals unless the interfering station happened to be located at a great distance away, as well as operating on a fairly well spaced frequency as compared to that of the station the listener desired to hear.

Hence, the development of the multiple tuned circuit receptor and its practical application to broadcasting, was the answer to the problem created by the increased congestion of the air and the demand on the part of the listener for receivers that would enable a more flexible selection of programs; that is, a receiver which would enable one to tune in that station which was desired without undue interference on the part of those not wanted.

The multiple tuned circuit receiver, while providing the needed requirements of selectivity in tuning, made necessary the use of additional variable controls; that is, the dials controlling the variable condensers through the medium of which the three tuned circuits were attuned to each other to let the desired signal through, this factor, in technical parlance, being termed "resonance." In other words, there is one point on each dial where maximum response to a given frequency may be obtained and if any one dial is out of tune a condition results where the signal desired is either weakened to a greater or lesser extent, or in the case of a distant station, may be lost, or not heard at all. This condition does not apply so strictly in the case of local reception where the receiver is located within the "field" of the

transmitting antenna, and the signal will "force" through the various circuits even though they be attuned slightly different.

The approximately equal settings for all three dials in standard multiple tuned circuit receivers led up to the belief that the variable elements, i. e. the variable condensers, could be so mechanically coupled as to eliminate all but one of the tuning dials and ultimately led up to the point of progress now attained, whereby the single control design is a proven success.

However, while the single control receiver is a very simple unit for

variable condensers with respect to each other. This, if resonance between the circuits is to be obtained, as was set forth in the previous paragraph. Thus if the single control unit is set to respond to a certain wave length, each component unit must be absolutely exact with respect to each other to afford a maximum response, otherwise a weak signal will be heard or in some cases none at all.

Thus the manufacturer must see that each inductance that goes into each circuit possesses the exact number of turns, and that each condenser has the correct number of

broadcast frequencies even though each tuned circuit may differ very slightly. This safeguard, which is a distinct advantage to any single control multi tuned receiver, provides for the slight variation of the value of two of the tuned circuits through the medium of the two tiny Acuminators mounted on the front panel of the receiver. While it is not necessary to vary the Acuminators to receive the programs clear and loud, yet in some cases they will enable the listener to greatly augment the volume and clarity of response as well as permit of the reception of stations which, in tuning for them with the ordinary variable tuned circuit, would only be audible as a heterodyned response or whistle. In other words, the use of the acuminators greatly increases the number of stations which can be clearly listened to, outside of the factors or rather advantages, previously set forth.

The Crosley Radio Corporation's Single Control Receiver embodies all of the technical advantages of the multi-control receiver, and yet is so designed that maximum response, which means distance and clarity, is easily attained by simply revolving the single drum control whereon space is also provided for logging the various stations either by call letters, or frequency in kilocycles. Practical tests prove this Receiver the embodiment of efficiency and simplicity in tuning and judging by appearance and performance it has no peer regardless of price.

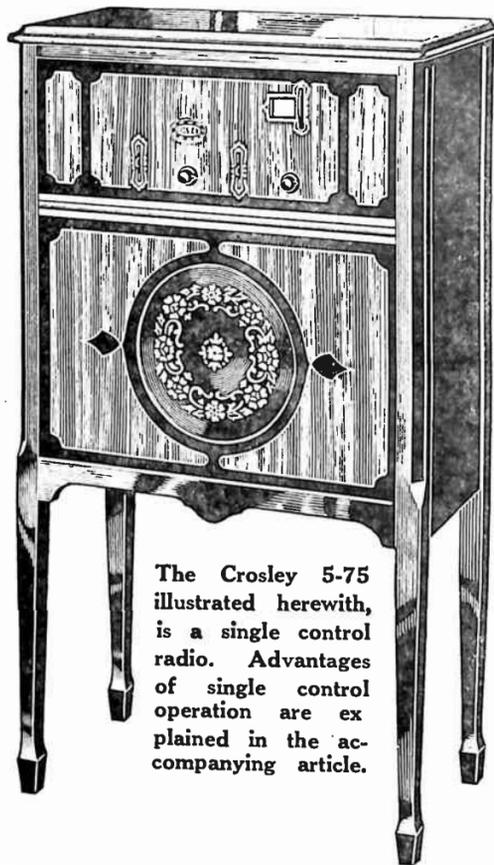
ATTRACTIVE DISPLAY BOOSTS SALES IN DEALER'S STORE

Alfred H. Pearlman, proprietor of the Guarantee Tire & Equipment Co., 3546 Michigan Ave., Chicago, Illinois, is a very enthusiastic Crosley dealer and has made a finer radio display in an automobile accessory store than a great many dealers have in exclusive radio shops.

Mr. Pearlman has roped off about 120 square feet in the front of his store, having both the rope and the iron uprights painted green. He has fitted this space out with grass mat rugs and wicker furniture, giving it a very artistic appearance and making an ideal background in which to display Crosley apparatus.

This display is inexpensive and Mr. Pearlman says that it has been responsible for a great number of his sales, feeling that a set properly displayed is half sold.

A well-known public service official recently remarked that radio had taken the place of the saloon.



The Crosley 5-75 illustrated herewith, is a single control radio. Advantages of single control operation are explained in the accompanying article.

the listener to handle, it does not prove so simple for the manufacturer to produce, in that this design is much more exacting in its demand for very strict adherence to definite values in so far as the elements comprising the individual tuned circuits are concerned, and on which depends the value of the frequency or wave length to which each will respond at a given setting.

This value is directly proportional to the number of turns in the inductance coil and the number of plates in the variable condenser comprising each tuned unit as well as the relation of the individual

plates, as well as the same spacing and mechanical relation of the rotary plates to the fixed plates on which factors the proper response of the single control receiver to a given frequency vitally depends.

The Crosley Radio Corporation in the production of its very efficient Single Control Receivers has not only taken extreme precaution in the shape of rigid inspection to maintain the exact standard of value in the case of each individual element going into its fabrication, but has provided an additional feature to assure the maximum of response over the entire range of

CROSLY SERVICE MANUAL

RADIO TUBES FOR CROSLY SETS--CONTINUED

UX-200 and CX-300.

This tube is designed for use as a detector only. As a detector it is quite sensitive when the plate and filament voltages are critically adjusted. At one time this tube was sold practically universally for storage-battery installations, but is now customary in the majority of installations to use a 201-A type tube in the detector socket as well as in the amplifier stages. The superior sensitivity of the 200 type detector tube is at least partially offset by the more critical adjustment which it requires.

The filament consumes 1 ampere at 6 volts "A" supply (5 volts at the tube terminals). This current requirement is equivalent to that of four 201-A type tubes, and it cannot be handled in certain models of Crosley sets without excessive heating of the rheostat. Before a 200 type tube is used in a Crosley set, the instruction sheet should, therefore, be consulted. In general, the older Crosley sets, up to and including the Trirdyn models, have a separate rheostat for the detector tube so that a 200 type detector can be safely used, while more recent Crosley models have but one rheostat for all tubes and 200 type detector tubes should not be used in them. If it is desired to use a special detector tube in these latter sets, a 200-A tube, which requires but 0.25 ampere filament current, should be used.

The Proper "B" voltage for the 200 type tube is from 16.5 to 22.5, and this voltage should be critically adjusted for best results. A tapped, 22½ volt "B" battery should therefore be supplied. The manufacturers of these tubes even recommend that provisions be made to control the "B" battery voltage by means of a potentiometer, in order that very fine adjustments may be secured, but the Crosley dealer will hardly find such a mode of connections practical. Different "B" voltage taps should be tried until the set operates best. Considerable variation in sensitivity may also be obtained by critically adjusting the filament current, which is another reason why these tubes should only be used in sets which have a special rheostat for the detector tube.

As to grid leaks, the manufacturers of the tubes recommend leaks of from 1 to 2 megohms resistance. Variable grid leaks, if properly constructed, may often be used to advantage.

This tube is rapidly being superseded by the new 200-A (300-A) detector tube, which requires but the same filament current as the 201-A tube and is much less critical in operation. The 200 type tube cannot be reactivated.

UX 200-A and CX 300-A.

This new alkali-vapor detector tube is a very sensitive detector and at the same time is less critical and requires less filament current than the 200 type tube described above.

The filament used is of the thoriated type, and may be reactivated. The filament current required is 0.25 amperes with a 6 volt "A" battery supply (5 volts at the tube terminal). Critical adjustment of filament current is not required, so that the tube may be controlled by means of the rheostat which is used to control the amplifier tubes. Tubes of this type may therefore be used as detectors in the recent Crosley models, which have but one filament rheostat, as well as in older Crosley sets.

The "B" voltage recommended for these tubes when used in Crosley sets is 45. No critical adjustment of this voltage is necessary, so the detector "B" battery does not need to be tapped. Lower "B" battery voltages may be used, down to 22½, but the quality will usually not be so good. The manufacturers recommend a grid leak of 2 megohms.

This tube has been designed to be somewhat better adapted to regenerative circuits than the 201-A with regard to smooth action, without tendency to "spill over." Practically all Crosley sets except the RFL models incorporate the regenerative features (the only exceptions were manufactured several years ago) and dealers will find it advisable to install this type of tube in Crosley regenerative sets when maximum distance and sensitivity is desired.

The chief advantage of the 200-A tube as compared with the 201-A type tube for use as a detector is the superior sensitivity of the 200-A tube to weak signals. On strong signals the two types of tubes will give approximately equal performance, but considerably better results are obtained in receiving distant stations with a 300-A detector.

One peculiarity of this tube about which the dealer should inform the set owner is that one or two minutes are required after it is turned on before it comes up to full efficiency. This lag will not be noticed in many instances in which strong local stations are being received, but it will be quite noticeable when weak signals are being tuned to. The first one or two minutes of operation will be accompanied by a slight hissing noise through the output, which should disappear after the tube has become thoroughly heated.

Although precautions have been taken in the design of these tubes to make them less microphonic than 201-A tubes, through especially

rigid models of construction, and although similar precautions have been taken to reduce tube noises, an occasional one of these tubes will be found which is excessively noisy. Crosley dealers will therefore find it advisable to test every one of these tubes under actual operating conditions before it is installed.

UX 112 and CX 112.

UX 112 (CX 112) is a power amplifier tube which is intended primarily to be used in the last audio-frequency stage of a set in order to take care of considerable signal loads without distortion.

An oxide coated filament is used in these tubes which glows at a dull red in normal operation. This filament cannot be reactivated. A current of 0.5 amperes is drawn by the filament with 6 volt "A" battery supply (5 volts at the tube terminals).

"B" battery voltages of from 90 to 135 volts may be used. At 90 volts the tube manufacturers state that a 4½ volt "C" battery should be used and at 135 volts a 9 volt "C" battery. The tube is ordinarily intended to be used with a 135 volt "B" supply, although it will give somewhat better tone quality on strong signals with about the same volume if used at 90 volts in place of a 201-A.

To supply 135 volts to this tube without applying this voltage to the other amplifier tubes, it is necessary for the set to be especially wired for power-tube operation, or else to use a special socket adapter with terminals for the additional "B" voltage supply. As explained in the section on 120 type tubes, Crosley models 5-50, 5-75, RFL-75, series 2, RFL-90, G-60, G-85 are wired for the use of a power tube in the last audio stage. If it is desired to use 112 tubes in Trirdyn or 52 models, they should be used in all amplifier stages, and the high-voltage "B" and "C" supply should be connected to the usual amplifier terminals. To use a 112 tube in the last stage of models 4-20, 5-38, RFL-75 series 1, or RFL-60, it is necessary to use an adapter, as mentioned above.

UX 371 or CX 371.

This is another power amplifier tube that is very popular among Crosley dealers. Its use is practically restricted to the Crosley sets which are especially wired for power tubes, however (models 5-50, 5-75, RFL-75 series 2, RFL-90, G-60 and G-85) because the manufacturers state that it is absolutely essential to use the recommended "C" voltages with this tube, and these "C" voltages are so high that, if they were connected to the other tubes

they would completely block them. A thoriated tungsten filament is used in these tubes, and they may therefore be reactivated. The filament requires 0.5 amperes at 5 volts (6 volts "A" battery supply).

"B" battery voltages from 90 to 180 may be used, but if voltages in excess of 135 are used the output of the radio set must be connected to the loudspeaker through a 1 to 1 ratio transformer. Higher voltages than this may ruin the speaker windings, and so they should not be connected directly to the loudspeaker. While the Musicone will handle 135 volts easily, it is unsafe to operate some speakers direct even on this "B" voltage in conjunction with the 371 tubes, so that with some types of speakers the output transformer should be used even at 135 volts.

Fairly good volume with undistorted reproduction will be obtained if 90 volts of "B" battery is used. The tube manufacturers recommend a "C" battery of 16.5 volts with this "B" battery voltage. At 135 volts, which gives considerably better volume, they state that a 27 volt "C" battery must be used. The maximum plate voltage recommended is 180, for which they suggest a "C" battery of 40.5 volts. With this last plate voltage it is essential to use a transformer, as described above, between the output and the loudspeaker.

As to a choice between the 112 type power amplifier and the 371 type, each has certain advantages. The lower "C" battery requirements are in favor of the 112 type tube, while the 371 tube will give greater undistorted volume at 135 volts or more. Where the maximum of undistorted volume is desired, it is recommended that the 371 tube be used. When it is not desired to use a large "C" battery or to bother with an output transformer, use the 112 type tube.

(To be Concluded)

ACID MIXTURE FOR STORAGE BATTERY

The electrolyte of the lead cell of a storage battery is dilute sulphuric acid, prepared by slowly pouring commercial sulphuric acid into a quantity of distilled water until the desired density is reached. Always pour the acid into the water and stir continually with a glass rod while so doing. Never pour water into sulphuric acid; always pour the acid into the water. Considerable heat is generated and the solution should be allowed to cool slowly. The mixing should be done in a glazed earthenware jar, glass container or lead-lined receptacle.

Now Just Pipe This! Ye Editors Ask For Classical Music

WLW To Broadcast Selections
Requested by Radio Writers—Special Feature on
Program of Jan. 26th.

After working "behind the scenes" of broadcasting for five years, the radio magazine editors of the country now will have their fling at the spotlight.

WLW, the Crosley station at Cincinnati, will devote an hour of its program Wednesday, January 26, to request numbers submitted by these editors. This special feature starts at 8 o'clock, Eastern Standard Time.

The following have made special requests, which will be played and credited to them: E. C. Rayner, of the Radio Digest; George Baxter Rowe, associate editor of Radio News; Frederick A. Smith, editor of Radio; Walter A. Schilling, managing editor of The Radio Dealer; Kendall Banning, editor of Popular Radio; H. H. Windsor, Jr., publisher of Popular Mechanics; S. Gernsback, editor of Radio Review, and W. H. Jerrett, of the Broadcast Listener.

Most of these editors favor classical and semi-classical numbers. In the near future WLW will devote a special broadcast to the preference of newspaper radio editors.

New Batteryless Radios Are Added To The Crosley Line

(Continued from Page 13)

A very interesting feature of short wave broadcasting is the fact that low power seems to reach out so much greater distances. It is more free from static and other forms of interference, causing greater daylight range, clearer reception, and more volume. This unit utilizes the same "A" battery user on the regular set. The price of the set without tubes or batteries is \$40.00.

The word MEROLA stands for Magneto Electric Reproduction. It is an electrical reproducer which is used to convert an ordinary phonograph by means of a radio set into an electric phonograph. The regular tone arm on the phonograph is not used. The MEROLA consists of a tone arm, magnetic reproducer unit, and volume control device. It is used in exactly the same way as the tone arm and reproducer on the phonograph. Necessary cord and adaptor are provided, so that the adaptor is inserted in the detector

Thanx For These Words!

WHOLESALE AUTOMOTIVE EQUIPMENT ACCESSORIES & RADIO



TELEPHONE Our Thirty Seven Route Street TROY N. Y. TROY 134-1125
December 31, 1926.

The Crosley Radio Corp.,
466 Sassafras St.,
Cincinnati, Ohio.

Gentlemen:

The Radio Broadcaster is a very interesting publication and we are glad to receive it.

Undoubtedly you know of the many manufacturers publications, letters, etc. the average jobbing salesman receives and in 99 cases out of 100 all this descriptive matter finds a way to the waste basket very quickly. The Radio Broadcaster has the punch and the instructive descriptive matter that the jobbing salesman likes to read. Occasionally we receive a letter from some of our salesman asking us what happened to his copy of the Crosley Broadcaster. That in itself, shows that our man are interested in this publication.

We like to tell you about this because we feel you are interested to know just how effective your publication is.

Yours very truly,
E. A. HAMRAE & CO. INC.

Per *J. P. Brown*
Sales Manager

HP:LP

Start Your Spring Campaign

(Continued from Page 5.)

ly to the salesman. Give rules and regulations. Send letters out at regular intervals and make them such that will re-stimulate interest.

Fourth: Be careful to assign reasonable quotas. A system of yearly and monthly selling averages based on a normal increase of one year over another is always fair. Have substantial prizes if you expect effort to be expended. It is wrong to expect the salesman to increase his business \$1000 in one month and offer as a prize \$2.00 or some such insignificant amount.

Fifth: "Praise and Perpetrate the winning salesman." This slogan cannot be overworked. Our plan is to have gold stars during the month on the man who is the highest and at the end of the month list the name of the winner on a

socket of any receiving set using standard storage battery or UX type of tube base, with an additional clip to be attached to the "B" positive detector binding post. This attachment can be made in a few seconds, causing the music reproduced from any laterally cut phonograph record such as Victor, Columbia, etc., to be reproduced through the radio set and loud speaker. Excellent volume and reproduction are obtained from the ordinary receiving set. Extreme volume can be obtained by means of power amplifier or power tube. The MEROLA lists at \$15.00.

list of winners for each month. Hang such a list in a conspicuous place, and every man will strive to have his name on the list headed "Winners."

Lost: Play up the results of the contest to start off the following month's contest. Stress weak points and urge a better showing each month. Keep a sales record of each man's sales and acquaint him with his decreases, weak points, etc. Give prizes for most cash brought in, cash sales, etc.

A sales contest is only as good as the man behind it and its results are only as much as the effort put behind it, but when a "live" man puts over a "live" sales contest with a "live" sales force—any depression occurring in a sales record can be straightened out and even the old summer slump becomes a skeleton in the closet. —(Reprinted from Western Radio Trades.)

TO LOCATE HOLES WITHOUT TEMPLATE

One of the easiest ways to locate the screw holes for condensers and other instruments to be mounted on a panel without the aid of a drilled template is to first locate and drill the hole for the center shaft of the condenser. Then place the instrument on the panel with the shaft protruding through the hole and rest it in exactly the position it is to occupy. Sprinkle a little white flour around the screw bushing and then carefully pick up the condenser without disturbing the panel. The flour will form little circles, the centers of which may be marked with a sharp center-punch.

Dealers Warned To Take Advantage Of Crosley Advertising

(Continued from Page 12)

Crosley product to fit any taste and for almost any price? Consider the various makes—the Pup, the "4-29", the portable, the "5-38", the "5-50", the "5-75", the "RFL-75", the Musiconsole, the 6-tube RFL-90 Console, and the Musicones. That showing in the one piece of copy, with prices ranging from \$9.75 to \$90.

Of course the Single-Dial Control Set, at the popular \$50 price, is the feature of the advertisement, as it has been all thru the campaign this fall. Dealers everywhere are reporting excellent sales on this model.

The dealer who sells a product supported by an outstanding advertising campaign, such as this Crosley campaign, is working a distinct advantage. It isn't nearly so hard to start a sales talk when the name of the product is already familiar. The element of pride is a big factor from the prospect's standpoint. He wants to know that the merchandise he is expecting to buy or that he eventually purchases is the well known sort, the much used thing. And, of course, there is always the added assurance for him that he is buying a guaranteed product. Backed by the manufacturer and backed by the dealer represents a safe contract for him when he enters into the buying game.

Every dealer should remember that advertising doesn't run forever. That is an impossible thing from the manufacturer's standpoint. There is a great effort and an immense cost behind every line of copy that appears in big publications. So the manufacturer must choose the time when sales are most likely to come and launch his campaign just a little while before and right during that time. With radio this means the fall season, of course. Or at least it has meant that to a great extent so far, the work of making radio a year-round instrument is fast getting under way.

There is no doubt but that the Single Dial Control Radio at its popular price is one of the sensations of the year. It was the ambition of The Crosley Radio Corporation to produce a set that would function as correctly and as easily as this set does, and they are now proud to offer it to the public. Crosley dealers have ample room to feel that they are offering their customers a fine product and at the best price possible.