

WLW The CROSLLEY RADIO BROADCASTER WLW

Published by The Crosley Radio Corporation

VOL. VI. NO. VI.

APRIL 15, 1927

Growing Popularity of Short Wave Broadcasting Creates Profitable Market For Crosley Lowave

Great Distance Feature Appeals to All Set Owners

Radio listeners throughout the country are beginning to prick up their ears every time they hear short waves mentioned. They know that distance means nothing to short waves. They know that short waves are heard easily across oceans and continents.

And if you can find a radio listener who isn't interested in tuning in a foreign country, bring him in. He has a place in any museum.

Most of these listeners who are red-hot to listen in on short waves don't know that they can. They think they have to invest a small fortune to get an apparatus.

That's where every Crosley dealer can do some good missionary work and keep the collection.

The Crosley LOWAVE, listed for \$50, can be attached to any receiving set using tubes and the listener has the short wave broadcasts at his fingertips. Then he can try his hand at Europe, or if he lives on the coast he can pick up the four stations east of the Mississippi using the short waves.

There are thousands of fans who would buy the LOWAVE in a minute if they know about it. The Crosley factory is doing everything it can to spread the word, but printed advertisements and announcements over WLW won't do it all.

The best kind of advertising is personal campaigning on the part of the dealers. When a person comes into your store don't let him get out until he knows that he can listen to short wave broadcasting through the Crosley LOWAVE.

Once his interest is stirred up he'll put his money on the counter, and he's 50 per cent interested already. All you have to do is let him know what you have.

Right now the newspapers are full of information about short wave broadcasting. The public curiosity is aroused. Now is the time to hit.

Get behind those Lowaves and sell them.

POWEL CROSLLEY, Jr., RESTS BETWEEN INNINGS



Every year Powel Crosley, Jr., announces the opening game at Redland Field. This year he was ably assisted by Ford and Glenn.

Further Wonders of Short Wave

University of Toronto Picks Up Twelve Different Foreign Stations In One Night.

Short-wave Radio transmission continues to accomplish startling feats of long-distance communication. One of the latest records is that of the University of Toronto, which picked up signals from twelve different countries the first night that its short-wave receiver and transmitter were operated. The same evening communication was established with the University of

Orleans, near Lyons, France, and a regular weekly schedule was arranged with the French University, which has been followed through without difficulty to the present time. The surprising feature of these records is that they have all been made with equipment using but one-tenth to one-thousandth the power employed by the average broadcasting station.

LATEST CROSLLEY ACHIEVEMENT

A New Power Unit That Will Operate On 25 Cycle Current.

AC-7 and AC-7-C Can Now Be Operated In Nearly Every Locality.

Direct light socket operation has been hailed as the latest big advance in radio, but until now it has been limited to those who had 60 cycle current in their lighting wires.

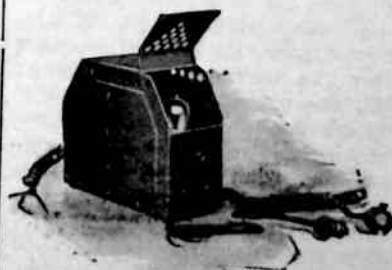
Now the convenience and economy of direct light socket operation are available to the homes of almost any territory where there are electric lights.

This is made possible through the latest product of the Crosley Radio Corporation—a power unit operating on house current as low as 25 cycles.

This device consists of a rectifier tube and condenser. It transforms the alternating current in the house lines to direct current suitable for receiving set operation.

This product is known as the AC-25 Power Supply Unit and it is designed especially for operation with the two Crosley direct light socket receiving sets, the AC-7 and the AC-7C.

These sets were the first direct light socket models to be sold, complete with power unit for less than \$150.



The Window is One of Your Best Advertisements

Keep Your Windows Looking Attractive Thereby Attracting the Buying Public to Your Store.

Nearly everybody goes "shopping" but not every shopper is a buyer. Window shopping is one of the weaknesses of the public. Realizing this to be a fact, the department stores appropriate thousands of dollars daily for the display of merchandise, realizing that the public is susceptible to auto-suggestion and will come in the store to purchase if they have been appealed to with a window display. Radio dealers and distributors are beginning to understand the psychology of attractive windows and are spending money for attractive displays of new merchandise.

Two per cent of the advertising appropriation should go toward a proper display of merchandise in windows. A new style of window will repay the radio dealer for the money it costs to install. It is not always possible to put in the newer style of glass, however, but an outlay for paint and soap and water, will serve the purpose. A clean window is absolutely essential, even though it has to be washed every few hours after a rain. Clean the windows as you would your own face and hands, for the window is the "front" that is to attract and hold the attention of the passer-by.

Motion Attracts.

Whenever it is possible, utilize something in the window that moves. If possible, try to use some real people in the window. Nothing will attract a crowd as quickly as a pretty girl in a window. Just what to have the live models do cannot be told here, owing to the fact that no two windows are exactly alike. Many simple methods of window displays may be made by the dealers, by the use of an electrically operated turn-table, such as is used in phonographs. Flashing electric signs will attract attention.

DO NOT TRY TO DISPLAY TOO MUCH IN A WINDOW AT THE SAME TIME. Concentration upon one or two features will bring better results than to try to confuse the mind through so many things that the people who are really not interested in radio will not take the time to stop and examine the various things. A window display should be arranged after the fashion of a bill-board sign, one or two things there that will register in the mind, even after the people have passed on. People remember what they see and if it was your window display, they will always remember it. Thousands of stores realize this fact and always try to have a display that is unique. It is also a wise plan to tie-up

the display in the window with the ads that are used, so that the people who read the ads will see the goods on display when they pass. The same thing holds true of the ones who see a display in the window and then read of what they have seen in the window.

While window signs and fine displays attract the eyes of the passers-by, it is also important that the display of merchandise inside the store be so arranged as to hold the attention after it is once had through means of the attraction of the window. Many of you have seen the great display of the circus and then gone inside the tent and found the show either a good one or a poor one. You went out and talked about it. That is just what the prospective customers do who come into the store and then find the interior does not live up to the exterior.

One of the greatest faults of some dealers is found in the overdisplay of merchandise and advertising matter. Some dealers display advertising matter to such an extent that the interior of the

store looks like a display room of some printing shop. The way to display advertising matter is to have enough of it to make frequent changes but never clutter up the counters and shelves with signs that stay there so long they become soiled.

While the many sign companies are in business to paint any signs you may want, give some thought to the color scheme that you use for the signs and take into consideration the lighting equipment, so that you have signs that can be read. A framed sign is fifty per cent better than a plain card stuck on a shelf or in a window.

It is far better to have a few things displayed on a shelf, than it would be to have the shelf filled with a dozen of the same model. The display of a single model of an article permits a quicker comparison and makes the sale much easier by comparison.

It is always a good plan to have literature that deals with the particular models displayed, near the articles offered for sale. It is also important to have a supply of literature upon the merchandise displayed in windows so as to take

care of the inquiries that come from the display when the people enter the store and only have time to ask for the price and booklet. The price of all merchandise which is offered for sale should be plainly marked as the days of the mysterious signs have passed. This also serves to let the public know that the articles are sold at the same price to all.

"Crosley Pup" Owner Logs 120 Stations

A letter has just been received from Mr. William P. Smith of Bonnierville, Kentucky, reporting the wonderful performance of his "Crosley Pup." Since he purchased his Crosley Pup he has been able to receive 120 broadcasting stations among which are the following: CHIC, Toronto, Canada; KDKA, Pittsburgh, Pa.; KTKX, Hastings, Nebr.; KFQB, Ft. Worth, Texas; WDAE, Tampa, Fla., and WGY, Schenectady, N. Y.

You can see for yourself the wide range that these stations cover. That's a real achievement for the Crosley Pup. Here is his letter:

I am sending you this list just to show you what a Crosley Pup will do. (List too long to publish.) You are welcome to use it in any way you want to. These stations all came in clear and have had most of them many times.

I have two aerials, No. 1 running north and south, 100 feet long, 30 feet from the ground. No. 2 running east and west, 125 feet long, 30 feet from the ground. I am using two head sets.

Received the opening baseball game between Pittsburgh and Cincinnati yesterday thru WLW clear as a bell.

"William P. Smith, Bonnierville, Ky."

Tell This to Your Customers

Gentlemen: Yesterday at noon on a 12-inch aerial, no ground, tuned in WHO, WOC, KYW and WJJD on speaker loud enough to be heard all over the house. It is a 6-60 and bought from Frank Payeur Agency. There was heavy static, hail stones 1 1/2 inch fell five miles away, 75 degrees, clear here. Sunday got KGW and other coast stations and PWX, all with smooth and powerful volume. It is a good summer set with the accumulators and crescendos.

I know your 6-60 will do what is claimed for it, and more, but I like to read what others are doing. Yours, (Signed) W. F. Floetman, East St. Louis, Ill.

WLW PROGRAM SUNDAY AFTERNOON, MAY 1ST

Crosley Moscow Art Orchestra On the Air Through Twenty Stations, Builds Your Sales.

Two thousand years have passed since the lives of gladiators depended on the turning up or down of thumbs among the spectators, but still the public rules as supreme judge of its own amusements.

That is why Powel Crosley, Jr., has changed his plans for the bi-weekly broadcast of the Crosley Feature over approximately 20 stations of the WEAFL chain.

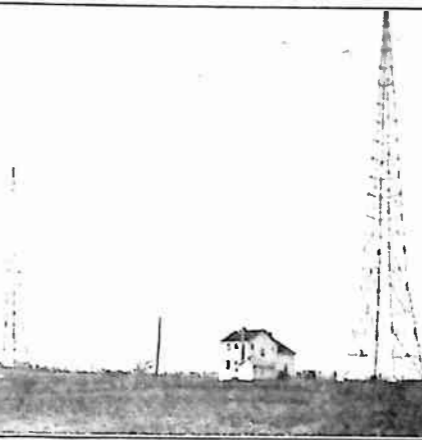
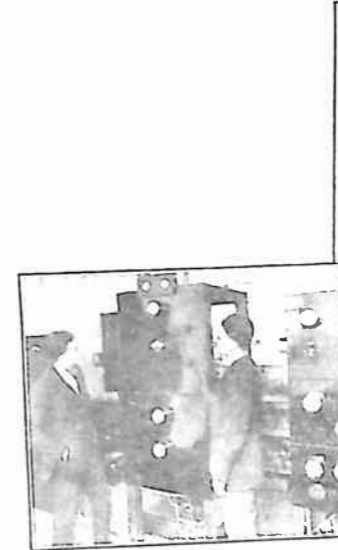
When this feature was originated Mr. Crosley planned to change the entertainers from time to time, but one of the features proved so outstandingly popular that Mr. Crosley retained it regularly. This feature is the Crosley Moscow Art Orchestra, which has been on the air during four of the six chain broadcasts. The specialty of this group is well known classics.

Here is the program which will be on the air Sunday afternoon, May 1st, from 5:30 to 6:30 o'clock, Eastern Standard Time.

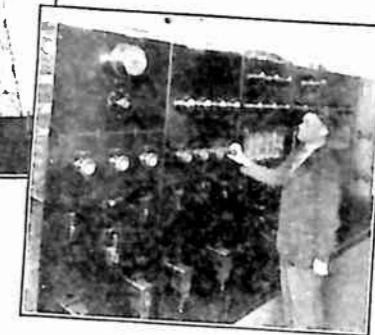
1. "Wedding of Trolldhaugen"Grieg
2. "Valse Triste"Berger
3. "To Spring"Grieg
4. "Kiss Me Again"Herbert
5. "Caucasian Sketches"Ipalitow-Ivanhoff
6. "Violin Solo—"Thals"Massenet
7. "Intermezzo—Jewels of the Madonna" Wolfe-Ferrari
8. "By the waters of Minnetonka"Liurance
9. "Autumn"Chaminade
10. "Minuet"Paderewski
11. "Pan American" Herbert

The stations which will broadcast the Crosley Feature are: WEAFL, WEEL, WJAR, WTAG, WGR, WFI, WRC, WCSH, WCAE, WTAM, WWJ, WSAI, KSD, WOC, WDAF, WGY, WHEAS, WSM, WSB, WJIC, WMAQ and WLW.

WLW BROADCASTING STATION AT HARRISON, O. AROUND THE U. S. IN SEVEN HOURS WITH A CROSELY 5-75



The Towers With the House in Which is Located the Sending Equipment.



The Regular Sending Unit With Joe Whitehouse at Work.

The Short Wave Transmitter Which Operates on 52 Meters.

WLW First Station To Operate By Remote Control—Regular and Low Wave Programs Broadcast at Same Time.

The Programs Are Broadcast Over Two Wave Lengths—Regular Wave Length, 422.3 Meters, and Short Wave, 52 Meters.

Station WLW has taken another jump into leadership through the installation of a 52 meter transmitter, which broadcasts all programs sent out on the regular wavelength of 422.3 meters.

This short wave apparatus was installed by Powel Crosley, Jr., in order to further the development of the short wave channels, which heretofore have been a sort of a crossword puzzle in broadcasting. The shortwave transmitter is located on the hilltop at Harrison, 24 miles from Cincinnati, in the same building with the big transmitter. It operates on 250 watts power, while the big station uses 5,000 watts.

There are now four broadcasters using the short waves in addition to their regular channels. These are WGY, Schenectady, KDKA, Pittsburgh, WLW, Cincinnati and WABC, New York.

Since WLW began broadcasting on its 52 meter wavelength numerous letters have been received from foreign countries containing evidence of reception.

Low Wave Popular.

Interest in the short waves is growing. The announcement that WLW had entered the field aroused a great deal of interest in foreign countries and the United States as well. With four broadcasting stations using the short waves the listeners equipped to receive them have a good choice of programs.

One listener in the Middle West wrote that WLW came in better on the short wave in his neighbor-

hood than on the long wave. Fans who have short wave receiving apparatus can get away from the interference that is noticed in the main broadcasting band. For example, if a fan wants to hear WLW and finds another broadcaster sharing its channel on 422 meters he can switch on his low wave receiver and get WLW without interference. Then he can try his hand at foreign stations using the low wave lengths. If he happens to live on the Pacific coast he can hear stations along the Atlantic seaboard that he'd never get on the long wave.

Long And Tedious Job

The installation of the 52 meter transmitter at Harrison was a long and tedious job. The short waves are comparatively new territory and Russell Blair, the Crosley engineer who installed the apparatus, had to feel his way carefully and learn things as he went.

There were the problems of power losses within the apparatus. They had to be ironed out. Then there were other intricate problems of construction. The short waves, or higher frequencies, have a trick of burning out transformers if they aren't just right. All that ground had to be explored.

Throughout last winter, when the work was going on, numerous tests were conducted with varying success. Then responses began to come in regularly. The difficulties were straightened out and finally the transmitter was perfected. Now all of WLW's programs

are broadcast on the short wave set simultaneously with the long waves.

Joe Whitehouse Lives at Harrison.

The apparatus at Harrison is operated by Joe Whitehouse, who lives in the house on the hill with his family. He is there, generally, twenty four hours a day. He has an assistant who comes in every day to help out. There is someone on the job whenever the station is on the air.

Before he joined the Crosley organization Whitehouse was a ship radio operator. Now, living in the lonely house on the hilltop, he says he's "working in a light house" and that's what it's like. The hilltop is the highest point in the neighborhood of Cincinnati and the two towers, reaching 200 feet toward the sky, are visible for miles around.

Now and then Whitehouse puts a powerful loud speaker outside the door of the building and farmers far and near can hear the programs from WLW. The fact that they appreciate this is proved by the fact that they frequently call on Whitehouse bringing gifts. If they didn't make these visits it would be a lonely life.

WLW First To Broadcast By Remote Control

WLW was the first station to broadcast by remote control. The programs are put on in the studio in Plant No. 1 of the Crosley Radio Corporation at Cincinnati and they are carried by wire to Harrison.

(Continued on Page 16)

Gentlemen: You may possibly be interested in the following information, relative to the performance of a Crosley 5-75 radio owned by the writer and purchased through your local dealer, Mr. C. E. Brobst, Des-Plaines, Illinois.

The logging of the stations listed was made Monday evening, which, as you possibly know, is a silent night in the Chicago district and the time consumed was between the hours of 7:00 P. M. to 2:00 A. M., Tuesday. The stations listed were picked up in the order named, with the exception of Calgary, Vancouver, Seattle, Portland, and the California stations which, as you no doubt know, are very difficult to get clearly before 12:00 or 1:00 in the morning.

I might also state that in order to make the tour of the United States complete, the Canadian stations in the east as well as the northwest were logged.

The trip began with WJZ, New York City, and from there as follows: WICC, Bridgeport, Conn.; WBZA, Boston; WCSH, Portland, Me.; CFCF, Montreal, Que.; CNRO, Ottawa, Ont.; WGR, Buffalo, W.T.A.M., Cleveland; WJR, Detroit; WHAD, Milwaukee, Wisc.; CKY, Winnipeg, Man.; CFAG, Calgary, Alta.; CNRV, Vancouver, B. C.; KJR, Seattle, Wash.; KGW, Portland, Ore.; KPO, San Francisco, Cal.; KFI, Los Angeles, Cal.; KFON, Long Beach, Cal.; WOAI, San Antonio, Texas; KFUL, Galveston, Texas; WSMB, New Orleans; WMBF, Miami Beach, Fla.; WJAX, Jacksonville, Fla.; WRC, Washington, D. C.; WBAI, Baltimore, Md.; WPG, Atlantic City, N. J.; WFI, Philadelphia, Pa.; WOR, Newark, N. J.; WAAT, Jersey City, and WEAFL, New York.

In addition to the above the writer logged 70 outside stations, which included CYJ at Mexico City; KOWW, Walla Walla, Wash., and KHQ, Spokane, Wash. The States covered were thirty and the entertainment from each and every station was clear and distinct.

The writer would be very glad to have your comments on this letter and advise if you have a similar record.

Personally I cannot speak too highly of the Crosley 5-75 radio as the results obtained by myself, prove beyond a doubt their worth. Very truly yours, George O. Hixon, 1410 Walnut Avenue, DesPlaines, Illinois.

The Crosley Radio Broadcaster

Published By
The Crosley Radio Corporation,
Manufacturers of Radio Apparatus
Colerain & Sassafras Streets,
Cincinnati, Ohio
Telephone Kirby 3200
Editor: Charles E. Fay

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

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.

EDITORIALS

"Under New Management"

Ever notice this sign displayed in a store window, "Under New Management?" If so, you immediately wondered whether the policies of the store would change, didn't you?

A glance up the column will inform you that the Crosley Radio Broadcaster has a new Editor. That puts the Broadcaster, in a way, "under new management." Possibly you are wondering whether the policies of the Crosley Radio Broadcaster are going to change. Many exceedingly friendly letters are now on the Editor's desk—letters which speak in enthusiastic terms about the Crosley Radio Broadcaster. In reading these letters the Editor has started to realize the tremendous task ahead of him to live up to the high expectations of the Crosley Radio Broadcaster readers. These letters literally shout that there is no need for a change in policy.

The Broadcaster has an exceedingly warm place in the hearts of Crosley distributors, jobbers, and dealers everywhere. It has ever been a friendly messenger, promoting a friendly spirit among the members of the great Crosley family and bringing all into closer contact. We want to continue to foster and radiate this friendly spirit. May the Broadcaster continue to fill its niche.

The Broadcaster is your publication. If there are ever any suggestions that you would like to give to the Editor—ways that you think he can make the Broadcaster more interesting, just write to him. He has an open mind and will welcome your suggestions.

Any time you think of a piece of news which should be in the Crosley Radio Broadcaster, write it up and send it in. If you think of any subject which would be of

interest to the radio trade, which has not been previously dealt with in the Broadcaster, let the Editor know and he will be glad to have an article on that subject in some future issue. Let's hear of the experience you are having selling Crosley radio sets. Let's have pictures of yourself and store. That's the way we can make the dealer news and distributor news most interesting. Altogether now—with your help the Crosley Radio Broadcaster can prove even more interesting than it has in the past.

Common Sense in Advertising and Selling

Few industries, since the beginning of time, have experienced such phenomenal growth as Radio. Little more than six years have passed, yet already Radio ranks as approximately the sixth largest industry in America. In this almost overnight growth constructive farsighted vision was not dominant in Radio advertising and selling problems. In the great scramble to supply the public demand for this new instrument, no one could see into the future—the industry was too busy coining the profits of the present. It is only recently that Radio manufacturers as well as radio wholesale and retail selling channels are taking a common sense attitude towards advertising and selling.

Some of the first Radio advertisements which appeared in national publications seem ridiculous to us now. We smile when we recall some of the sweeping claims which were made for Radio receivers and equipment in the early stages. These first receivers cannot hold a candle to the Radio sets which are manufactured today. So rapidly has Radio developed and so many are the refinements and improvements, that there is no basis of comparison between the old and the new. Yet we remember that in announcing and describing these first sets all the superlatives and wonder adjectives of the dictionary were brought into play. The whole world was promised to the Radio buyer. The imagination was the only thing that held in check the sweeping claims that were made for Radio.

Now the Radio industry has real performance to offer, radio apparatus which will come somewhere near doing all those wonderful things claimed in the early stages. But what is there left to say? The vocabulary of superlatives has already been used up in Radio advertising and selling of the old out-of-date, inferior models of the past. The only way out is to forget the past and start all over again in our Radio language.

Within the last few years instruments have been developed which accurately measure the performance of a radio set as to sensitivity, selectivity and quality. Certain standards of measurements are being agreed upon by the Engineer and Trade Association. There are also laboratories where any manufacturer can send radio apparatus to be tested. Therefore there is no excuse now, like there once was, for any manufacturer not to know exactly what a set will do. Here's something to consider. No automobile manufacturer will claim that a car will do so many miles an hour without first testing it.

Let the past take care of itself—let it be forgotten. A new trend must come in Radio advertising and selling—Radio merchandising must be considered from the common sense viewpoint. Radio advertising and selling must be built on facts—statements must be made which can be absolutely relied upon by the buying public. Radio has come to stay. It has taken its place among the industries—a place which will grow in importance year by year. Common sense methods in selling and advertising must be used to stabilize the industry, to insure the continued good-will of the public.

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The Radio Industry is coming to the realization of the importance of these common sense methods. The leading Radio manufacturers are more and more making statements in their advertising that can be absolutely relied upon. The day of sweeping statements is over. It is from the basis of truth in Radio advertising that leadership in the Radio field will be determined. The public will ultimately buy the Radio apparatus which will do what is claimed. They are going to shun the "sweeping statement" methods. We want the public confidence. Truth in Radio selling and advertising is the answer.

March Issues Of Broadcaster Fell By The Wayside

You are missing two issues of The Crosley Radio Broadcaster from your files, the March 1st and the March 15th numbers. No issues for these dates were published. This is the first time the Broadcaster has ever failed to appear. It will positively be the last.

Any time the Broadcaster fails to reach you just drop a line to the Editor. The issue missed will be immediately rushed to you. Many Broadcaster readers keep all issues on file. The only issues that should be missing from this file are the March 1st and March 15th.

THE EDITOR.

SHAKE HANDS WITH THE NEW EDITOR



CHARLES E. FAY, NEW EDITOR
The Crosley Radio Broadcaster

It's a good thing that the picture reproduced above was taken before I started to fill these 16 pages with interesting and helpful material for you to read. I am literally snowed under. I've been working almost day and night to get this issue out on time. And all I can say is that it's out—late to be sure—but out just the same. But, say! what can you expect of a fellow when he's just been on the job a little over two weeks? All the material needed to fill a publication this size doesn't just write itself. It must be written and you can't write until you get your bearings. Well, I have all my bearings oiled and greased now, so I promise to get future issues out on time.

With your help we'll make this paper the most interesting and helpful in radio. I say we because I want you to help me. I need the help of every reader of the Broadcaster. Write in to me and give me an idea what you want me to put in future issues. Send me in the news that you think the other members of the Crosley family will be interested in. Tell me the experiences that you are having selling Crosley sets. Tell me about your plans for keeping old man "Summer Slump" away from your door this summer. I want to hear from you. I want your help and co-operation in editing this paper. Now that we know each other let's pull together. What do you say?

The advertising manager and the radio editor of your local newspaper are your friends. If you have an immediate sales problem, go to them. It is their business to help you, even though you may not be in a position to buy all the space in the newspaper that you may want.

Up To Federal Radio Commission To Take Action To Clear The Air.

Public Feeling Better Already—Confidence Restored.

At the time this is written the new Federal Radio Commission has taken no definite steps toward clearing up the air but nevertheless it has done an enormous amount of good, even at this early date.

These five commissioners, who took office only a few weeks ago, in their early meetings have done a good turn for everyone connected with the radio industry. They have pushed a big rock, known as "sales resistance" off of the highway of radio sales.

The buying morale of the public was getting pretty low at the time the commissioners were appointed. The average prospect had heard so much about interference and heterodyne whistles and "chaos in the air" that he hesitated about buying.

It is true that conditions never have been as bad as Mr. General Public believed. A man with a good set could always get good reception from some station but too much damaging publicity had done its work. The public was beginning to shy at radio. There is no doubt that every dealer has had his painful experience along this line.

Public Confidence Restored

The commission, composed of five able men, has been appointed, and these five men have rolled up their sleeves and started to work. The public knows that the situation is well in hand and it has stopped worrying. The public confidence in Radio has been restored.

A healthy buying mood has been restored. Dealers can forget about "chaos" now and sell some merchandise.

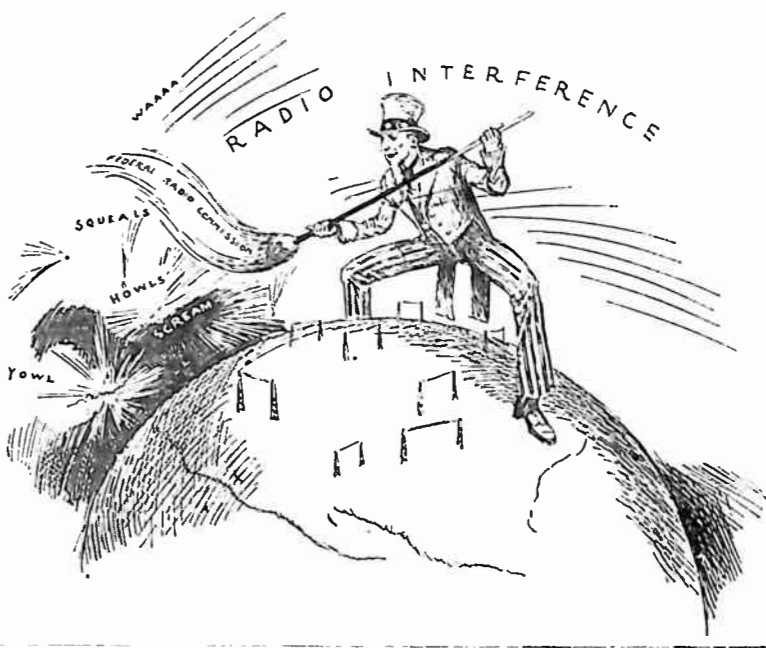
Nobody knows exactly what the Radio Commission will do except that it is plain enough that it will do the right thing for public interest.

The commission's first official act was the series of public hearings conducted in Washington during the last week of March. It was open house and the commission invited suggestions from everybody interested in radio and got them.

The Crosley Radio Corporation was represented by Ralph H. Langley, assistant to Powel Crosley, Jr., and Fred Smith, director of WLW.

Commission to Act Slowly and Cautiously

The commission is not inclined to act ruthlessly. It does not want to eliminate any broadcasters if such action can be avoided. Several plans were presented



whereby all broadcasters could be accommodated without interference on the present wave band of 200 and 550 meters, or 1,500 to 500 kilocycles.

This could be accomplished by a re-allocation of broadcasting frequencies. Stations on adjacent frequencies could be distributed with sufficient distance between them so that no interference would be caused.

Maybe such a plan will be found practicable. Maybe it won't. But at any rate the commission has announced that it will straighten out the tangle so that there will be good broadcasting in every section of the United States. That ought to be music in the ears of dealers. It means elimination of a very stubborn kind of sales resistance.

Change In Broadcast Band Unlikely

At the present writing it is unlikely that the commission will widen the broadcast band. There was considerable opposition to this plan when it was suggested. In the higher wave lengths an extension would interfere with marine service and could not be accomplished without considerable delay in the way of international agreements.

Below 200 meters broadcasting would interfere with the amateurs and commercial broadcasting.

The attitude of experts who attended the conference was that there is plenty of room within the present band if it is distributed properly.

The matter of limitation of power was discussed and the consensus was that some stations of national scope should be allowed to use practically unlimited power while

others, which seek only to serve small territories, should be limited.

Division of time also was discussed. It was brought out that a number of stations are willing to divide their time without coercion. Broadcasting is an expensive undertaking and many stations don't want to be on the air all of the time.

Another subject discussed was that of reducing the frequency separation. This would make room for more broadcasting channels but it would increase the chance of interference between stations. The standard separation between channels now is ten kilocycles and engineers at the hearing contended that ten kilocycles separation ought to be retained. It is practically certain that it will be.

Furthermore, broadcasters will be required to maintain rigid control of their frequency. It is certain that the commission will not tolerate slovenly broadcasting. Stations will have their assigned frequencies and they must maintain them constantly.

From the dealer's standpoint the outlook is rosy. The prospect of thorough government control of broadcasting means a great revival of public interest in radio reception.

Prospects who were lukewarm when so called "chaos" reigned are now in the market for merchandise. Sales effort, working hand in hand with the psychology created by the commission, means plenty of business.

RADIO TECHNICIAN WINS THIRD PRIZE IN CONTEST

Active In Radio Since 1909—Never Saw Five Tube Set To Equal The 5-50

The third prize in the recent "Spend An Evening With The Crosley 5-50" Contest was won by Mr. C. H. Richards, radio technician with the Tel-Electric Company of Houston, Texas.

Here is the letter which won Mr. Richards third prize:

My first evening spent with the 5-50 was most delightful, to say the least. Having been active in radio since 1909, as Naval, commercial and broadcast operator and technician, I can truthfully say that I have never before tuned a five tube radio receiver that could equal the 5-50.

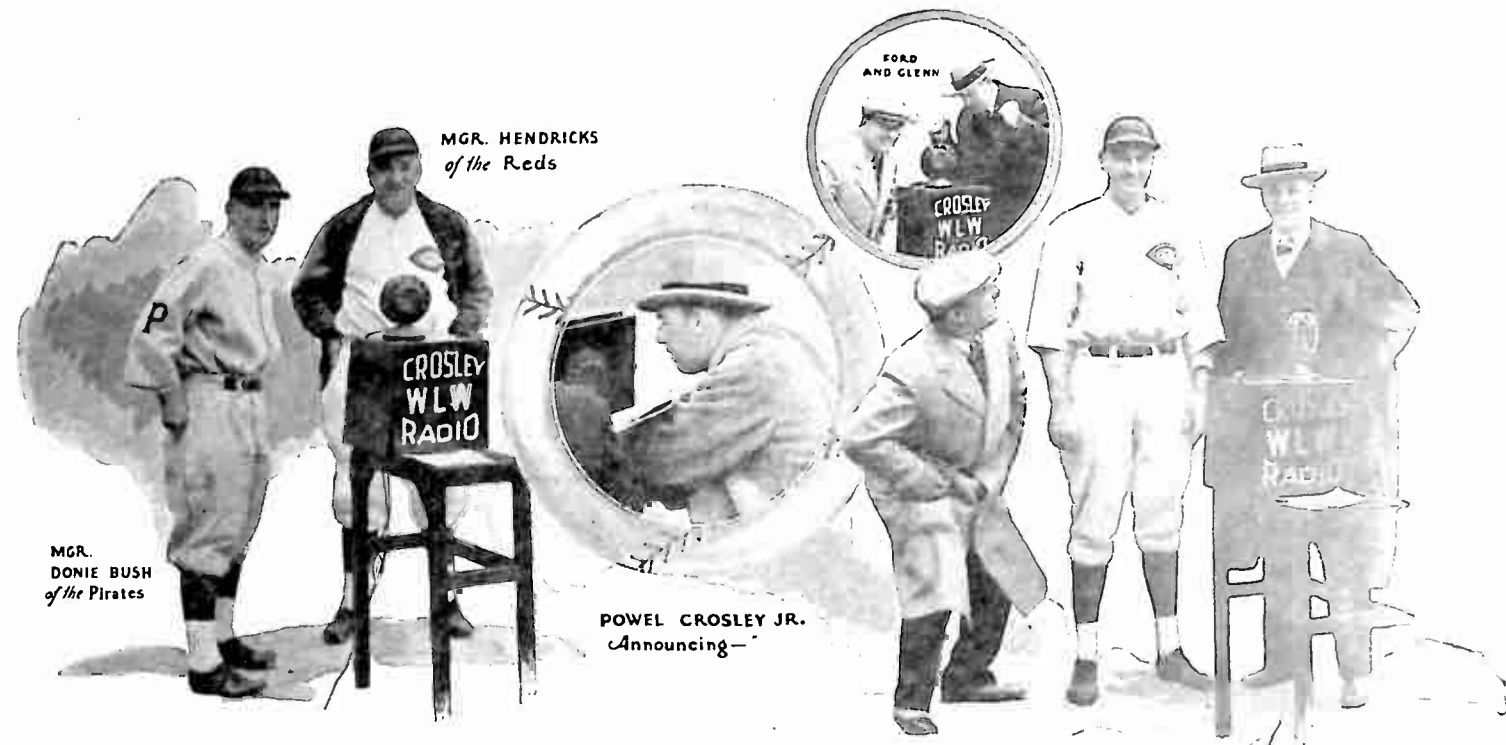
This receiver is exceedingly selective, in that it will separate stations one and two meters apart; for example, WRR at Dallas, Tex., on 245 meters, was dropped completely out and WIOD at Miami, on 247 meters, brought in with great volume on the Super Musicone; also KOA at Denver, Colo., on 322 meters, was separated from WJAZ at Chicago, also on 322 meters; but the final and most severe test was the perfect reception of WGN at Chicago on 303 meters, through our local station, KPRC, Houston, on 296 meters, three miles from the receiver using 750 watt transmitter. The above feats were accomplished by simply adjusting the accumulators. The foregoing astounding results alone prove the merits of the 5-50 beyond a doubt.

The marvelously smooth Crescendon control, in itself, is an outstanding feature of the 5-50. Stations were brought in with roaring volume or a faint whisper, simply by adjusting the Crescendon, and the pleasing quality of the reception remained the same.

We had several visitors during the evening, all of whom expressed high praise for the performance and appearance of the receiver; they immediately became prospects for a local dealer.

In closing we add a list of stations brought in with plenty of loud speaker volume between 8:30 p. m. and midnight, Central Standard Time. We sincerely hope many other contestants in this contest enjoy a similar "Fascinating 5-50 Evening."

Powel Crosley, Jr., Announces Opening Game at Cincinnati Enabling Thousands of Radio Fans To Listen In.



POWEL CROSLY JR. Announcing—

BIG FORD AND LITTLE GLENN entertain LONG GEORGE KELLY

There was a sign that read "in conference" on the door of the office of Powel Crosley, Jr., on Tuesday, April 12.

This conference, however, was not taking place in Mr. Crosley's office or back in the engineering laboratories.

Mr. Crosley, surrounded by a staff of technical experts, was sitting on top of the grandstand at Redland Field, Cincinnati, and the important issue to be settled was the outcome of the opening baseball game between the Cincinnati Reds and the Pittsburgh Pirates.

When Mr. Crosley is in Cincinnati he can generally be found somewhere around his factory, but on opening day it's different. About a week beforehand his suspicions are aroused by the fact that scores of employes around the place have contracted sick grandmothers, to take effect "next Tuesday" and then on Tuesday morning the truth dawns when a frenzied studio director dashes into the front office muttering: "Mr. Crosley, you've GOT to broadcast the opening game."

That settles it, and when 2 o'clock comes around Mr. Crosley is on the top of the grandstand in front of a microphone.

A Yearly Event.

WLW has been broadcasting opening games in Cincinnati for several years and Mr. Crosley has been announcing them. It's got to the point where Opening Day wouldn't open if Mr. Crosley

weren't at the microphone. He is as much a part of the proceeding as the home team.

This year the station had two microphones at the field—one on the grounds and another on top of the grandstand. About thirty minutes before the first ball was pitched, William Stace, WLW announcer, began to marshal various baseball notables in front of the microphone and they all had a few words to say. Some of them were taken by surprise and they had to compromise by talking about the weather, but anyway the fans had a chance to hear their favorite baseball stars.

Ford and Glenn Entertain.

Ford and Glenn wore on hand before the game and they helped Stace at the mike. Later they climbed up the ladder to the top of the grandstand and contributed some lively chatter between innings while Mr. Crosley took time out. Announcing a baseball game is no easy matter—ask Mr. Crosley.

"Barney" Helps.

Mr. Crosley knows his baseball but naturally he doesn't know the first names and personal habits of all the players. He got around that by drafting the services of Carl Scholl of the Crosley Radio Corporation, known hereabouts as "Barney." In other words, Mr. Crosley put official authority on the fact that Barney's grandmother was sick and so there was another vacant desk in the Crosley office.

Barney played baseball once, maybe he still plays, but at any rate he knows the pedigrees of all of the players. You could say: "Barney, how many hits did Ty Cobb make on June 28, 1911?" and quick as a flash he'd say: "He drew two walks, crashed out two singles and contributed a two bagger in the last half of the ninth when two were out and the bases full."

So before the game, when Stace was keeping the crowd interested through the mike down on the field, Mr. Crosley was engaged with Mr. Scholl, memorizing nicknames and percentages—fifteen pages single spaced.

Naturally when the umpire said "Play Ball" Mr. Crosley was ready. If you had asked him something about batteries at that minute he would have said: "Donahue for Cincinnati; Kremer for Pittsburgh."

Bushels of Fan Mail.

The mail received at WLW after the game proved one thing conclusively. The listening public likes its baseball. Letters received from all sections asked that all of the games be put on the air, and right there an explanation is due.

WLW would like nothing better than to broadcast every game the Reds play on the home field. But the management of the Reds can't see it that way. They think it would interfere with the gate receipts, and the box office angle of the great national game is no small thing. Otherwise WLW

would be on the air with baseball regularly. The chances are, however, that Mr. Crosley couldn't manage to do the announcing every day. Business has a way of interfering with things like that. Just as an example of what the public thought of WLW's broadcast of the opener we publish the following excerpts from the mass of fan letters that came in.

Crosley Newspaper Man.

The next one shows that Mr. Crosley was newspaper reporter as well as radio announcer. It is from H. C. Marlin of Covington, Ohio, who signs himself as "Publisher of the smallest daily paper in America. Here it is:

"You may be interested to know that the writer took your announcement of the opener between the Reds and Pirates and set it into type directly on the keyboard of the linotype machine in this office. . . . You may be interested to know that this paper enclosed was printed within five minutes after you turned the microphone over to Mr. Stace at the end of the game." Here's one from Forest Morgan at Cleves, Ohio:

"I was listening in on the ballgame and will say that Graham McNamee has got nothing on Powell Crosley, Jr., when it comes to describing a baseball game. I kept an accurate score by what he said and it was almost as good as being at the game."

(Continued on Page 10)

MODEL 51 PROVES MARVELOUS SALES BOOSTER

Orders Rushing In From Dealers Everywhere—Order Now While The Supply Lasts

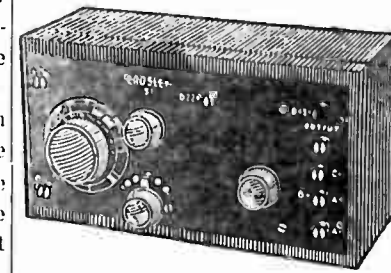
In the last issue of the Crosley Radio Broadcaster we announced the famous Crosley Model 51 at the special rock-bottom price of \$5.00 equipped with storage battery tube, and \$5.50 equipped with dry cell tubes.

Our reason for making this almost unheard of offer to the trade was to enable Crosley dealers everywhere to use the Model 51 as a sales stimulator. It is a recognized fact in the radio world that once you get a radio receiving set into a home you pave the way for selling a 5 or 6 tube set in the future. Once you get a person to buy the Crosley Model 51 you start their interest in radio—you convert them into an enthusiastic radio fan. Just as soon as they know what they have been missing they will want a more powerful, far-reaching receiver, thus the owner of a Crosley Model 51 is a logical prospect for any of the other Crosley sets of a later type.

That's just the way Crosley dealers everywhere have been using the Crosley No. 51. In these last weeks we have been busy supplying dealers in every section of the country with this two tube set at its rock-bottom price. Here is the plan that many dealers are using. Where they find a prospect will not, because of financial reasons, buy the late Crosley models, they sell the Model 51. They offer this set to the prospect at around \$10. Being already equipped with tubes this set, which once sold for \$18.50 without tubes, is a real bargain at this price. Now, in just two weeks or a month after the prospect has purchased a Model 51 the dealer calls on the prospect and sells him the Crosley R. F. L-90, 5-50, G-60, etc., or the AC receivers. The sale of the Model 51 has thus paved the way for a very much larger sale. In some cases the dealers are even offering to allow the full purchase price of the Model 51 where the customer will buy one of the other Crosley models suggested above.

Rush In Your Order.

We only have a limited supply of Model 51 receivers left. Orders are pouring in every day. If you want to take advantage of this wonderful offer, and use the Model 51 to stimulate sales you will have to act at once. Model 51, former retail price \$18.50, is offered to you equipped with two DeForest storage battery tubes for only \$5.00, or equipped with two DeForest dry cell tubes for \$5.50. These sets are packed in shipping containers of ten sets each. Where you will order in the units of ten sets we are offering you an additional discount of five per cent. Because this is such a remarkably low price it is impossible for us to open accounts with dealers, so



we ask you to accompany your order with cash.

Now, this is an opportunity which every Crosley dealer should take advantage of. It will help you to go after the business in your community during the coming warm weather selling season. The Crosley Model 51 is famed the country over. There are now about two hundred thousand of these receivers giving good satisfaction in American homes. A two tube receiving set with detector and one stage of audio-frequency amplification, is a set which is certain to please. When considered in the light of the future business that it will create for you it will certainly pay you to push Model 51, and then follow-up the sale by selling one of the later Crosley models at a future date. Now, the supply is limited, so you will have to work fast. Rush in your order today for ten or twenty of the Model 51.

One of The Thousands of Letters on Model 51

"The Crosley Radio Corporation, Gentlemen: "We have one of your two tube sets, No. 51; you know the saying, 'You can't get Cuba on a two tube set.'"

"Well, that's all bosh, for we got Havana, Cuba, Sunday evening at 11 o'clock, Central Standard Time. "It came in so plain we thought we were listening to WLW. So you can imagine how surprised we were when the announcer said BWX, Havana, Cuba."

REPLACE

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



Price \$2.25

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

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

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

DE FOREST RADIO COMPANY

POWEL CROSLY, JR., President

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

DE FOREST

THE GREATEST NAME IN RADIO—STANDARD SINCE 1906

INTRODUCING KIMBALL H STARK



KIMBALL H. STARK Advertising and Merchandise Director.

Here's a man that probably a great many of you Crosley distributors and dealers are already acquainted with.

Mr. Stark has for two weeks now, been directing the advertising and merchandising work at the Crosley home office at Cincinnati.

30 Stations in 10 Minutes

Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

This is my fifth year to sell Crosley radios and I find them getting better all the time.

I took a Crosley 5-50 to a public place a few nights ago where they had a six tube set on demonstration and I hooked the 5-50 to an aerial about 50 feet long and turned it on and it was alive all over. After I had tuned in some eight or ten stations all over the country a fellow standing nearby spoke up and said: "I can get thirty to thirty-five stations most any night on my radio." Someone asked him what kind of a radio he had and he said a calling the name (a nationally advertised radio), and I spoke up and said I believed I could get thirty stations in two hours.

I started in and made one complete turn of the tuning drum, starting at 90 and ending at 15 and brought in thirty stations in ten minutes. You see, that didn't cover all of the range of the set, but it was 7:45 P. M. and they are not broadcasting like they do a little later.

Keep up the good work. Yours very truly, (Signed) J. Lance Burt, Wellington, Texas.

WHEN DOES THE RADIO SALE END?

Some Problems Which Every Radio Dealer Must Face Squarely.

Just when does the Radio sale end? Does it end when the money changes hands—does it end when the radio set is delivered—or does the responsibility of the radio dealer go beyond? These are pertinent questions which everyone in the business of selling radio sets and equipment should ask themselves.

This has been an age long question in selling. Authorities have agreed on many things in salesmanship, but they have never been able to agree as to just where the sale ends. Some claim that the sale ends or is completed just as soon as the goods to be sold are delivered, others assert that as soon as the merchandise is paid for the sale is ended. There are those who would end the sale just as soon as the order is taken. Another school of thinkers, however, go a step further. They claim that a sale is not ended until a person comes back to buy some more of the article sold them. Who is right? No one will ever know for sure. But in selling radios the latter group of thinkers should be favored.

What Type Business Do You Want?

This whole problem hinges about the question of the kind of business you want to establish. Are you building for the future—establishing a business upon satisfied customers who will come back to your store time and time again, who will send their friends to you? Any radio dealer on a moment's consideration will agree that he is building for the future—that he wants a business which will grow—which will give him, his family, and those working for him the necessities and comforts of life—the reward for their efforts.

It is from this basic attitude then that we will tackle this problem of when the sale ends. From this line of reasoning we see that the radio sale is never completed—never ends. The successful dealer sells his radio sets and equipment with the thought in mind that he is starting a chain of other sales. This may happen in either of two ways. The person to whom you have sold a set may come back at a later date for a more expensive set, or newer model. Or this person may send around to you a relative or friend, who is interested in radio.

Radio is not a one time sale business. The average radio fan either buys or builds a number of receiving sets during a comparatively short period. Think of the radio enthusiasts you know personally. None of them have the same set they started out with. Every person to whom you sell

radio sets or equipment is a logical customer, who will buy other sets or equipment from you. The owner of a Crosley Pup can easily be interested in our famous Model 51. The 51 owner is a good prospect to talk our Models 5-50 or 6-60. Those who own these models are good prospects for the AC-7 or AC-7-C. Even the owner of the "Batteryless" receiver is a good prospect for the Crosley Lowwave and the Crosley Merola. You see your possibilities are unlimited. Once a customer always a customer. That is the basis you should work on.

Responsibility Starts With a Sale.

Your responsibility to your customers just starts when you sell them a set. It pays you big in dollars and cents to cultivate your customers for they will at some future date be on the market for more modern, and more powerful receivers and they will constantly be on the market for radio accessories. Then besides this your customers will be the source for other live prospects. Turn out a satisfied customer and he is certain to send to you all his relatives and friends.

Keep in touch with your customers. Have a customer list and mail them news of your latest sets or call on them occasionally. They will always be glad to give you the name of some one who they know is interested in radio. Many times right on the spot they will be ready to place an order with you for accessories or some later, more perfected, model receiver than the one they possess. When does the radio sale end? The live wire, progressive, radio dealer will answer, "The Radio Sale Never Ends."

Enthusiastic About Crosley AC-7C Model

Dear Sir: After having a two tube Crosley set for three years. I have bought a six tube Crosley Console with a Battery Eliminator and it is very successful. Everybody who has heard it says they never heard the stations come through so plain on any radio. I have had two Crosley sets and both of them have brought in the stations very clear and plain with very little static. I am more than pleased with the way I can bring in stations.

Sincerely, (Signed) Vivian J. Rider, Avrill Park, N. Y.

POWEL CROSELY, JR. ANNOUNCES OPENING GAME

(Continued from Page 6) And here is one from a listener who thinks Mr. Crosley doesn't get excited enough:

"I don't think there is anything that is broadcast that I get the "kick" out of as I do a ball game. My family as well as myself are real fans and we certainly were pleased to get the opening game of the Reds. Mr. Crosley did very well with the announcing but I couldn't help but feel that he was being very much more reserved than he wanted to be. He should turn himself loose."

That letter was from Mrs. Carl Culbertson of Dayton, Ohio, and it reminds us of another angle of this ball game that was about to escape.

Crosley Is Commended

Mr. Crosley is due to be commended rather than criticized for not getting excited. There were certain conditions that made it difficult not to get excited.

It was this way: There was an inquisitive aviator who apparently wanted to see the label on the baseball or at least to find out the color of Mr. Crosley's eyes. Anyway he insisted on turning loops right over the microphone in a dubious looking plane that looked like every loop was likely to be the last.

It took courage to watch the sapping vitality of that plane and stick to the guns, or the microphone, as the case happened to be. It is bad enough to try to announce a baseball game when conditions are at the best but it is even more annoying when you have to duck your head a couple of times every inning to let an airplane pass.

We repeat, it would have been mighty easy to get excited. The real trick was staying calm.

More Fan Mail

But back to the letters. Here's one from Mrs. Bessie Head of Cincinnati:

"Just a word from a grandma of 54 years. Want to say that I enjoyed the game broadcast by Mr. Crosley as I sat at home as much as if I had been in the ball park. I love baseball and I'm one grandmother who isn't dead on Opening Day. Thanks for letting us in through the radio."

Some Crosley dealers with an eye for business tuned in on the broadcast and invited the public to visit the store and hear the game.

(Continued on Page 13)



Among CROSELY JOBBERS



NEW 50-WATT SHORT-WAVE STATION

W. S. Nott Co., Crosley Distributor at Minneapolis, to be on Air Daily.

Every day the short wave is growing in popularity. Realizing this the W. S. Nott Company of Minneapolis, are installing a 50-watt short wave station. In the very near future they will be on the air daily using different wave lengths at certain specified times, most probably 20, 40 and 80 meters.

Call letters were assigned before the radio law of 1927, which unless changed by the Radio Control Board, will be 9AIB. Both phone and code will be used. The Nott Company are live-wire Crosley distributors. They are doing everything in their power to promote the sale of Crosley instruments in their section of the country.

The opening up of this new short wave station will contribute its part in increasing the already growing popularity of the short wave. It should have a decided influence on the sale of the Crosley short wave attachment the Lowwave. Use this added talking point in selling the Crosley Lowwave in your district.

Receives From Coast to Coast With Crosley 6-60

The Crosley Radio Corporation, Cincinnati, Ohio. Dear Sirs:

Just to let you know what I think of your new line of Crosley radios.

I have had a Crosley of some of the newer models in my home for the past three years, but here a week ago today I put a 6-60 in my home to try out. I was sure surprised at the selectivity and volume that it gave, but not only that, I have received from coast to coast on it. I am using all 201A tubes in it. I think if I put a power tube in it, I can increase my volume considerably, although I can receive the coast stations loud enough to hear them all over the house the way it is.

Very truly yours, (Signed) Robert W. Meyers, Lepsic, Ohio.

Proof of Master Workmanship of Crosley Engineers —The Super-Musicone Stood Fire Test.

We all think the Crosley Super-Musicone just can't be beat. We are certainly hearing new good things about it—the wonderful tone, the superb manner in which it reproduces—the true, pure tones of the programs. Here's a new story, however, about the Crosley Super-Musicone. Read the letter below, written by John J. Schluht, of Matlock, Iowa, it will give you a new insight into the hearty construction of this cone speaker.

Matlock, Iowa, March 16, 1927.

Gentlemen, I have been waiting a long time to be able to write some thing that would be interesting to the public.

In an issue of several months back we saw in the broadcaster

an almost unbelievable feat of a Musicone run over by a truck.

We are located in a small town with about 110 population and have a volunteer fire department of which I am hosenman, at about 11:15 A. M. Feb. 22nd the fire alarm was sounded and we were on hand within 10 or 15 minutes. The fire was caused by fumes from gasoline exploding which set the whole room on fire at one jump.

And now getting to real facts, in this room standing on a table was a Crosley Super Musicone, after the fire was put out and the smoke cleared out we went to see things, this

Musicone looked like what I would call a wreck, plaster had fallen all over it, the paint was all burned off and was covered with the chemical used to extinguish the fire, it was in such intense heat that the iron sealed off, all that was left was about two feet of wire. After about a week the insurance adjuster came so we had to try out the Musicone and to our surprise IT WORKED. And I don't mean half way either, but as good as any save a little more interference. I think after it gets cleaned and dried it will work as good as new.

Yours truly, John J. Schluht.

If Radio-Telephony Had Existed During World War

Trans-Atlantic Radio-telephony might prove to be a valuable asset in war, in the opinion of David Lloyd George. He says that during the recent war he could have talked direct with Wilson and cleared up many matters in short order if trans-Atlantic radio-telephony had then been an accomplished fact. The former Premier does not say, however, what would have happened if the Germans had listened in to these diplomatic confidences.

Caesar's Ghost Wouldn't Broadcast —Thousands Disappointed

Caesars' ghost has refused to broadcast and mental telepathy has proven a flop as far as Radio is concerned. All of the ghosts, spirits, and psychic thoughts in the universe were given an opportunity to parade before the Radio audience in an experiment conducted in England recently, but when the stage was set they failed to appear.

The entire British broadcasting chain was used in the experiment, and the tests were carried out under the direction of the British Society for Psychical Research, with Sir Oliver Lodge announcing. Six subjects were locked all night in a room at broadcasting headquarters. One by one they were requested to concentrate on different objects, as Sir Oliver Lodge announced their general character.

The listeners were asked to send written descriptions of their impressions to the headquarters station, it being hoped that through the medium of mental telepathy they would receive distinct mental pictures of the objects upon which the experimenters were concentrating. Sir Oliver Lodge's descrip-

tions were purposely made vague and indefinite. For instance, he would say that a "playing card", or a "picture", was being used. It was expected that the listeners would return correct, detailed descriptions. The results, however, proved disappointing. Only a few correct descriptions were received, and many of these indicated that guesswork was mainly responsible for the agreement.

Soldier in Bermuda Hears WLW on 51 Set

"Dear Sirs: "Your broadcasting program was enjoyed very much on Tuesday, February 24. It was received by me on one of your Crosley 51 two tube sets, purchased by me from Wadson & Sons, Bermuda. No other set would suit me now. "Wishing you every success,

"Yours truly, "J. Sargeant, Sgt., "11th Heavy Bty., R. A., "St. Georges, Bermuda." R. R. No. 17, Box 50, Dayton, Ohio.

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



Crosley Model 6-60 Performs Wonders

You can't beat the Crosley Model 6-60 for performance. That is what Mr. A. C. Johnson of the Southwestern Radio Company, Dalhart, Texas, an enthusiastic Crosley booster, says. On March 1, Mr. Johnson brought in sixty stations with his 6-60. Cincinnati, Detroit, Atlanta, Los Angeles, Winnipeg, New Orleans and San Antonio, were a number of the places which he picked up.

All that any radio dealer needs do to get enthusiastic about selling Crosley apparatus is to take a set home with him and tune in on the many programs in the air. Then the next day, when a prospective

customer comes in, all he needs do is repeat his experience of the night before. Nothing is so contagious as enthusiasm in selling. Let Crosley performance enthuse you like it has Mr. Johnson and like him and the other members of his organization, you will have a big success selling Crosley apparatus.

Be prepared to handle the questions of the people. You don't know all about radio, yourself. That's why the Patent Office in Washington is so crowded with new inventions of radio—there are new ideas all the time. Keep abreast of the times through reading your trade papers. Know all about the other fellow's line, even though you do not want to sell it.

LET'S GET OUR HEADS TOGETHER

What's Your Plan for Going After Summer Business?

Soon the Summer Radio selling season will be upon us. That Radio sets and equipment can be sold during the Summer was proved last year. Live-wire dealers in every part of the country continued to sell Crosley apparatus throughout the entire Summer season. Many claim the "Summer Slump" is largely a mental attitude and does not actually exist.

Worth-while Summer selling plans were developed last year. Many of these plans for keeping up Radio sales during the Summer months are whirl wind ideas—ideas which will work anywhere they are put into operation. Wouldn't it be wonderful if you knew all the good ideas that were used last Summer for going after the Summer Radio business? Maybe you developed some special plans for selling Crosley apparatus last Summer. Why not pass these plans on to other Crosley dealers?

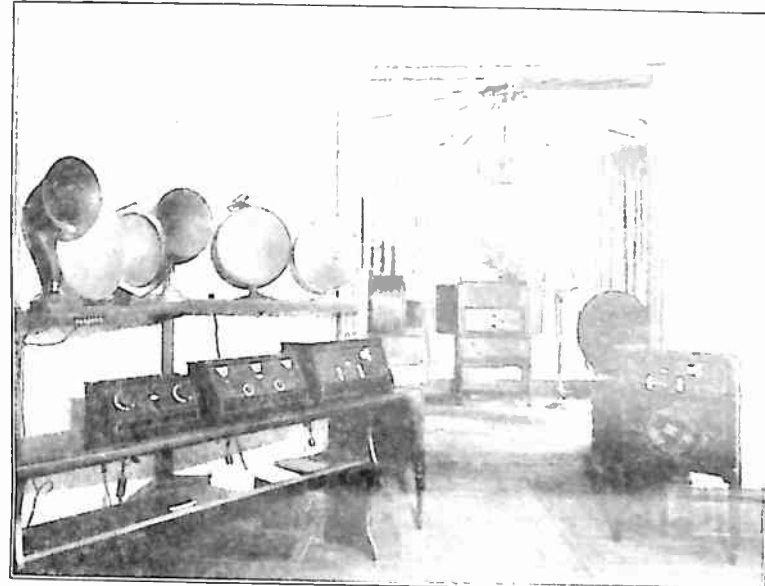
Send In A Letter With Your Ideas

What do you say we all get our heads together and swap ideas about Summer radio selling? You write in a letter immediately to the Editor of the Crosley Broadcaster and tell him how you went about selling Crosley Receivers last Summer. If every dealer will write in their experiences in Summer selling, the Editor will have information available to write a knock-out article on ways and means to make the sale of Crosley Radio apparatus profitable during the Summer months. Now to have this article a REAL article, every one will have to take a hand and do their share. Don't leave it to the other fellow. You write a letter immediately, telling your past experience in selling Crosley apparatus during the Summer months and address this letter to the Editor of the Crosley Radio Broadcaster.

The more letters, the merrier. The Editor won't be a bit mad if you just shower him with mail, if you heap his desk high with letters. He wants, through the columns of the Broadcaster, to help every Buddy in the Great Crosley Family to make this the most profitable Summer ever.

WISCONSIN DEALER HAS BEAUTIFUL RADIO STUDIO

The Picture Below Shows The Interior of The Shambeau Radio Studio, Oshkosh Wisconsin.



Did you ever see a more beautiful Radio studio? Mr. William R. Shambeau claims to have the only studio of its kind in the State of Wisconsin. He must be right for the studio pictured above bears him out.

Mr. Shambeau has the right

A. E. Houck, Crosley Dealer at Hammondsport, N. Y., Enthusiastic About Crosley Model 6-60

Radio is a mysterious thing. Every once in a while there is a locality in which it is hard to get a radio set to operate. Hammondsport, New York, situated in a valley between two very high mountains, is just such a place. For years people in this valley have had trouble with reception.

It is interesting to note, however, that Mr. A. E. Houck is having real success selling radio receivers and equipment in this valley. Of course, he sells Crosley apparatus. It seems that Crosley receivers have broken through the mystery of that valley and brought in to the inhabitants there the radio entertainments of the outside world. Here is what Mr. Houck wrote in a letter to the Crosley distributor at Binghamton, New

York, the Southern Tier Electrical Supply Company. "The 6-60 brings them in all right. A loop is all you need at night and will get the good stations on a loop in day time. 67½-volts B battery is all you need when it is coming good. On outside aerial if you use more it is hard to hold it down."

Californian Hears JOAK, Japan, With 5-50

The Munseig Radio Corporation of Redlands, California, is an enthusiastic Crosley booster. Mr. A. L. Munseig, owner of the company, has put many Crosley receivers out into the homes of Redlands. Not long ago he sold a set to Mr. Harry Cator of 1327 Center street, Redlands, California. One evening Mr. Cator stayed up until four o'clock in the morning and was rewarded by distinctly hearing JOAK, Japan. You can bet that he is enthusiastic about his 5-50.

Crosley Distributor Arrives

C. E. Urban's Outstanding Success—Pittsburgh's First Radio Store.

By Darrell V. Martin

Here's a story written specially for those wisecracks of the year 1921 who trampled over each other rushing to the newspapers to first

declare that radio was nothing but a new toy.

In the year 1921 it took a man with plenty of courage to forecast that some day the United States' ether would be jammed with nearly a thousand stations and that the annual radio business would amount to billions of dollars. For, in 1921, there were only three stations and there was less than \$50,000 in radio business annually. Radio amateurs seemed to believe that the air belonged to them, with possibly a small portion of it reserved for the government—and no one cared.

The 1921 wisecrack expressed himself something like this: "Radio's just a novelty; it won't last long."

Determined to Succeed.

Many heads nodded their assent. But there was one Pittsburgher "foolish" enough to believe that radio some day would be a great thing, and he banked his roll on that belief.

He established a small store on Diamond street and boldly displayed a sign: "Radio Supplies." Thousands of street car commuters amused themselves reading this sign and day by day they watched for the place to go under.

But the place didn't go under! Eventually customers drifted in to that store and as the business increased day after day the store expanded and three pairs of headsets hung in the window today where only one pair hung the day before. Business was getting better and a man's faith in that business was being substantiated.

Spreads Like Spider Web.

Then one day this radio business took a big leap. Like a spider's web it spread to the entire building and the little sign, "Radio Sup-

plies", was now supplanted with a sign, "United States Radio Company of Pennsylvania, Wholesale and Retail Radio."

There were no smiling observers now and person after person gloried in the plain spunk of an individual who had the nerve to stick by his guns until he had succeeded. The United States Company of Pennsylvania had been established and C. E. Urban saw the realization of a dream.

And business is getting better. Day by day in every way business is getting bigger and better at the United States Radio Company. So big and so better that

the company will move to new and larger quarters at 134 Ninth street, where two spacious floors will be occupied for the wholesale and retail departments alone, and where an entire basement will be used for a warehouse.

New Quarters on Ninth Street.

In 1921 Urban's store as well as Urban's warehouse was a 15x15 space in the building at the corner of Diamond and Ferry streets, where the United States Radio Company of Pennsylvania now occupies two floors and is cramped for space.

A few Pittsburgh customers bought galena for their crystal sets at this location in 1921; today thousands of customers in all parts of the United States buy sets, parts and accessories of every known type and description. A one man store is now a many manned organization.

There is an oft-repeated proverb that "Perseverance Always Wins." It must be true; we have in Pittsburgh a living example.

We are proud to have such a man as this as part of the Crosley organization. May his business continue to grow.



C. E. URBAN

A WLW Saturday Night Feature All During the Summer.

To Broadcast From Island Queen Every Saturday Night From 8:00 to 8:30 P. M.



Clanging bells, the blaring, squealing notes of the callopo, the deep-throated roaring of the whistle, the churning of the paddle wheel, the syncopated notes of a dance orchestra and the crooning southern melodies of a quartet are all combined in WLW's latest and most novel broadcast feature.

This is the regular Saturday night broadcast from the decks of the steamboat Island Queen on its weekly moonlight excursion up the Ohio River to Coney Island, near Cincinnati.

This is the first time in history that the genuine atmosphere of the rivers has been put on the air. Other radio stations have had steamboat features but they were enacted in their own studios and the "color" was produced by the use of "props."

WLW took four microphones and went direct to the decks of the boat. The feature was tried twice as an experiment and it went over with a bang. Now it is on the air every Saturday night, 8 to 8:30, Eastern Standard Time.

Powel Crosley Jr., Announces

(Continued from Page 10) Here's a letter from J. M. Harrison, Authorized Crosley Dealer at Eldorado, Ohio:

"Have just finished listening to the broadcast of the opening game between the Reds and the Pirates and appreciated it very much. I was unable to accommodate all the people that wanted to listen to the game in my store so I installed a 5-75 console in the Mastin Drug Store and a large number heard the game there. Mr. Crosley was declared by all to be a good announcer."

Those are only a few of the letters received. There were letters from all kinds of people, including shut-ins, who couldn't possibly enjoy the opener except for radio. It was the biggest opening game

with a bang. Now it is on the air every Saturday night, 8 to 8:30, Eastern Standard Time.

The callopo furnished some technical difficulties. This instrument can be heard twenty miles up and down the river when conditions are right and that is vibration enough to give any microphone St. Vitus dance.

WLW's engineers conducted a number of tests, however, and finally found they could place a microphone on the roof of the wharf at the waterfront and the callopo music, if it can be called that, could be broadcast with no damage to the microphone or the eardrums of the radio audience.

Fred Smith, director of WLW, is at the microphone during the steamboat broadcasts. How does he qualify as skipper of a steamboat broadcast? Easy. Fred used to be wheelsman on a Great Lakes freighter.

AC-7C Model Coast to Coast Receiver

The Crosley Radio Corporation, Cincinnati, Ohio.

My dear Sir: I have just received a Model AC-7C and this is a winner; good tone, lots of distance and a real entertainer.

There would be no object in naming the stations received. You are safe in saying it will play them all from coast to coast or will play any station that the highest priced radio will play. This demonstration I have had in my own store.

Very truly yours, (Signed) C. D. Marsh, Ravenna, Ohio.

CROSLY RADIO SALESOLGY

The poorest dressed person in your store may be the one who comes in with the ready cash. Treat everybody alike.

Service is a big factor to success. A family may save up ten years to buy an article but once they have decided to purchase it, they want it delivered the same day. Many sales have been lost through inability to meet the request for immediate service.

All successful large store maintain a complain department. Some radio purchasers have complaints, even though they are not warranted, they think they are. Handle these complaints as you would a request to send out a set for \$100 cash.

Two things are important in selling—your own name and Crosley Radio Apparatus. If you have properly sold the first to the public and have the confidence of the majority of people, it is an easy matter to sell them the products bearing the good name of Crosley.

Spend as much time answering the questions of the young people as they want. The children of today are the men and women who will buy again in the future. Let them buy in your store.

A card of invitation to call to see and hear a demonstration of a new piece of radio apparatus several days before it is offered to the general public, has resulted in many sales that would not have been made in the regular manner. There are a great number of people who like to talk about having been the "first" to see or hear of something new.

Be the one to put the "AD" in radio and get the business that is ready to come to the dealer or jobber who goes out after it. Criminals do not go to the police—the police go after the criminals. Get your man through an advertisement.

Baseball scores on the window beside the loud speaker near the front of your store arrests the attention of the passer-by. Have some baseball schedules printed and hand them out to those who step inside the store to better hear the broadcasting.

Good Advice

If you feel that you have a grievance, don't nurse it until it becomes a grouch. Tell it to the jobber or the manufacturer. He will help you turn your problem into a quick solution.

MARVELOUS, TO SAY THE LEAST

Crosley 5-50 Survives Florida Hurricane

Here's a story told by our representative of the Southeastern district, Mr. C. H. Carey. It sounds like a fish story, but its going the rounds of Florida, spreading Crosley fame, so why not pass it on. The Editor of the Broadcaster has every reason to believe that Mr. Carey obtained the story from a reliable source.

William Hendrie, a fisherman, on Lake Okeechobee, Florida, was the owner of a Crosley 5-50. His home, like others engaged in the same trade, was a houseboat.

The Miami hurricane, sweeping over the state, blew his boats, nets, etc., away, and his houseboat was sunk in the storm. Two men, who were working for Hendrie were seriously injured in the wreck of the houseboat, and it was necessary to get medical help for them. Hendrie, hanging on to his 5-50, which, by the way, was the only thing salvaged, walked and swam eighteen miles, traveling all night, to the nearest town to get a doctor.

When he arrived, still carrying the receiver, it was found that it had, of course, been thoroughly soaked, due to its long immersion in the water. It was dried out during the day after the storm, hooked up that night, and the owner had the satisfaction of hearing the reports of the hurricane from WPG, at Atlantic City.

When I had the opportunity to examine this set, it was in perfect working condition, except for the fact that the grid leak condenser had been damaged by the water, making reception a bit rough. Otherwise it was in good operating condition. It speaks well for the set that it was the only thing salvaged by the owner, and that he carried it and swam with it all night, covering eighteen miles in the process, to get it to a place of safety.

Hears New England on Model 51

"The Crosley Radio Corporation. Gentlemen:

"I certainly am well pleased with my Crosley 51. It's wonderful! I have listened in to Canada, New England, Texas, California and Scotland, to say nothing of the many other states in the U. S. A. that I have tuned in on.

"Carl Dahl, Fairfax, Minn."

C. A. PLAGER OF ROCKFORD CELEBRATES FIFTH ANNIVERSARY

Handled Crosley Sets From Beginning—His Business Has Grown in Leaps and Bounds.

The history of some of the early pioneers in radio is very interesting reading. The story of C. A. Plager of Rockford, Illinois, who has just celebrated his fifth anniversary as a Crosley dealer, reads like a novel.

Back in 1922, Mr. Plager hearing about the wonders of radio, wrote



C. H. PLAGER, of Rockford, Illinois.

in to Mr. Powel Crosley, Jr., and obtained a Crosley receiver. All his friends, understanding that he had a radio, came in to listen to the first program over this new remarkable instrument. Immediately, they, too, wanted a set. That was the beginning of his business. It wasn't long before he was so busy that he had to give up his regular work to take care of his radio sales.

Today Mr. Plager, after only five years, operates one of the most successful radio shops in his part of the country. The tremendous success which he has had is entirely due to the wonderful service which he has rendered all his customers. He considers it part of his duty to keep the sets which he sells in operating order. To do this, like the family physician, he is ready to answer a call any time during the day or night. He has been known to get out of bed at twelve and one o'clock to help one of his customers in distress. He has been known to spend Christmas Eve out in the home of a customer in order to have the set

in working order for Christmas. Such service is always rewarded. You may be sure Mr. Plager doesn't have to go out after new prospects. His customers send them to him. In some future issue of the Broadcaster, we hope to have a story written by Mr. Plager under the possible heading, "My Experience As a Crosley Radio Physician in My Community."

The Crosley Radio Broadcaster is glad to take this opportunity to congratulate Mr. Plager on his five successful years in selling radio. May you have many more—may your business keep right on going.

Try This on Crosley 6-60

The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

I wish to let you know the results I obtained with one of the new 6-60's in connection with one of the new small Ultra Musicones during the evening of Saturday, March 5, 1927.

Using ordinary copper mesh screen, 21" x 48" for an aerial, hanging on the wall directly back of the set and the usual ground, I tuned in distinctly and with plenty of volume the following stations: WREO, WJR, WCX, WEBH, WGN, KYW, WLS, WTAM, WLW, WJZ, WGY, KDKA, WOC, WFAA, WBAP, WBBM, KMA, WPG, WJAZ, WCCA, besides several others I did not wait to log, and last but not least, KFI, Los Angeles, California, at 11:15 P. M., Central Standard Time.

Hoping this may be of some interest to you, I remain, Yours respectfully, Leonard C. Mills, Hillsdale, Mich.

Another Crosley 51 Owner Writes as Follows:

Another Crosley 51 owner writes as follows:

"The Crosley Radio Corporation. Gentlemen:

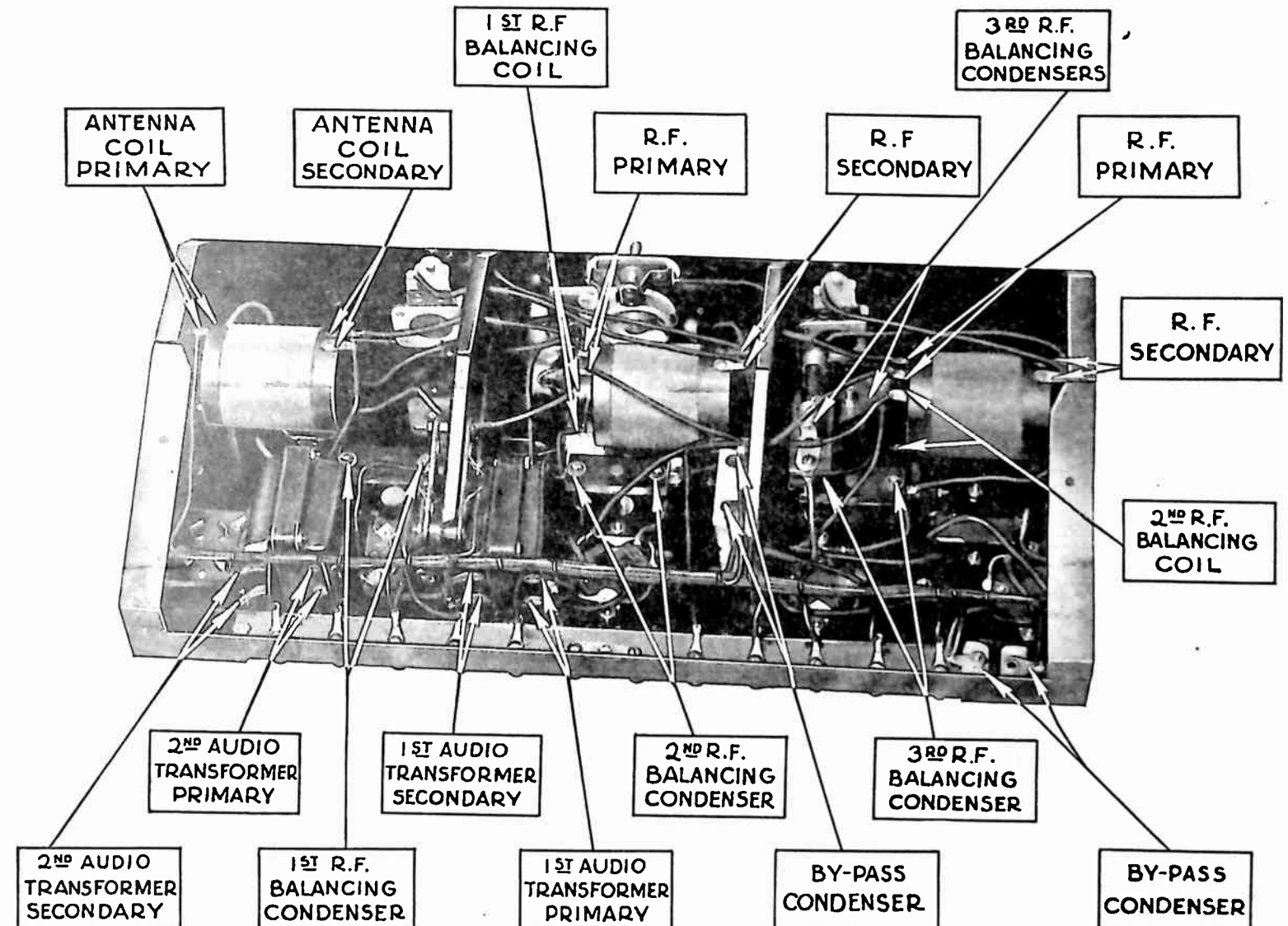
"Out of the fullness of an appreciative heart I am moved to write you of the pleasure we have had from our little Crosley 51. We bought it early in March, last year, our dealer telling us it was one of the first of that model and it has been a constant source of joy to us ever since. On the night of February 4th, we had Ottawa, Canada; Havana, Cuba, Chihuahua, Mexico; two stations in California; KFI and KPO and the "Holy Ghost" meeting in Ft. Worth.

"We have had all the Canadian stations and Mexico City. In fact we get everything we want. We go to other homes and hear expensive sets with loud speakers and always come home more satisfied with your little Crosley 51. We wouldn't trade it for anything we have seen so far.

"Mrs. J. M. Powell, Leon, Iowa."

CROSLY SERVICE MANUAL

Testing and Repairing Model RFL-90



Preparation for Test.
Before the set itself is tested, all accessories, aerial and ground should be thoroughly examined. In the majority of instances of trouble the fault can be traced to the accessories.

To test the circuit of the set, first remove the chassis from the cabinet and lay it bottom up on the test table. The more important parts and wiring will then be in full view. Remove all dust from the interior of the chassis, especially near bare wires or terminals. Places difficult of access may be reached by means of small camel's hair brushes.

To precede with the test one must have a circuit tester, such as described in previous service articles in the "Broadcaster". The standard tester recommended is a 10 watt lamp bulb in series with the light circuit and a pair of contact points, so that when the contact points are touched to a

closed circuit, the lamp bulb will light. A battery in series with a pair of headphones will serve equally well.

The Test Chart.
To test the different parts of the circuit for bad contacts, open circuits or short circuits, it is merely necessary to follow the above chart touching the contacts of the tester to the points marked in order to test each particular part. In testing coils the lamp bulb should light unless there is a break in the winding of the coil, a faulty terminal connection or other cause of open circuit. In testing condensers, first examine the circuit diagram of Model RFL-90 (published in the article just previous to this one), and if there is a coil shunted across the condenser, remove the leads from one of the condenser terminals before making the test. If the condenser is good, then the bulb should not light when the test is made. If the bulb does light, an internal short circuit is

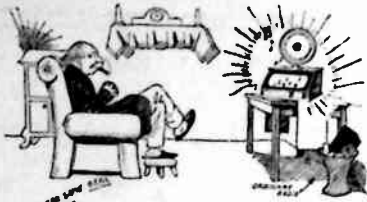
the condenser is indicated. **Testing Variable Condensers.** The variable tuning condensers are not shown in the above chart because they are located on the top of the chassis. The best way to test the variable condensers is as follows: Connect a dry cell and a pair of headphones in series, and connect one lead wire from this combination to the rotor and the other to the stator plate of the condenser, then slowly rotate the tuning drum which controls the rotor plates while listening for sound in the headphones. If sounds are heard, a short circuit through improper alignment of the leaves of the condenser is indicated. **Testing Audio Transformers.** In many instances the current drawn by audio transformer coils is so low that the bulb of the circuit tester will not light when connected to the transformer primary or secondary even if the coil in question is perfect. To overcome this difficulty, one may tap

the primary terminals with the contacts of the tester and watch for sparks, indicating that the circuit is complete, and that there are no broken wires in the coil. To test the secondary, connect the tested contacts to the primary terminals and touch a screw driver to the two secondary terminals watching for a spark when the circuit is made or broken, as outlined above. This method of testing secondaries is only applicable when the current supplied to the tester is A. C.

Balancing the Set.
Whenever possible, one should avoid balancing this circuit, first to obtain a good balance requires considerable skill, and this job of balancing is very carefully done at the factory. If the set is unquestionably out of balance, however, it should be readjusted. To balance any one stage, prepare the set for reception, and tune in a nearby station. Locate the tube belonging with the stage which is

(Continued on Page 16)

DRAWN BY A CROSLY ENTHUSIAST



CROSLY

Vilas is only a small town in South Dakota, yet almost everybody there owns a radio. There is one fellow, however, who hasn't a radio receiving set but who has set his heart on owning one. The name of this fellow is LaVerne Chase. He has made a thorough investigation of all the sets in Vilas and has found that the majority are Crosley sets. He writes in to us the following:

"I have listened to nearly all of the radio receivers in Vilas and find that Crosley's have the best volume and tone quality.

"I am taking a course in cartooning and have sketched a picture showing the Crosley radio receiver, which I am now saving my money to buy."

Just a tip to the Crosley dealer in that section: here's a live wire young fellow who has set his heart on owning a Crosley set and is already saving his money. There are thousands like him everywhere. They are all as easy as pie to sell.

SERVICE MANUAL

(Continued from Page 15)

to be balanced, and slip a piece of paper between either of the filament tube prongs and the corresponding socket contact, so that the "A" circuit for this tube is broken. Then adjust the balancing condenser until no sound of the received station can be heard in the speaker. For adjusting the condensers, it is best to use a socket wrench with a long thin shaft, so that the "body capacity" effects may be reduced to a minimum. Each step may be balanced in this way.

WLW FIRST STATION

(Continued from Page 2)

Sometimes in winter months when the wires are coated with ice the lines between Cincinnati and Harrison are affected. This, how-

ever, causes no inconvenience to the listener. His service goes on despite the weather.

This is made possible through still another transmitter, located on top of the Crosley factory. If something goes wrong with the lines to Harrison the operator at the studio merely switches a plug or two and the downtown apparatus is used.

Meanwhile, when the weather is good, the broadcasting is done at Harrison and the hundreds of listeners close to the Crosley factory are not troubled by having only one station on their dials.

Shortwaves have a "skip distance" close to the transmitter in which they cannot be picked up. The skip distance of WLW on its short wave is approximately 70 miles. This is about a minimum. In fact 52 meters was selected as the wavelength for the short wave station because it combines maximum reception distance with minimum skip distance. If a higher wavelength had been used, reception distance would have been sacrificed. Lower, and the skip distance would have increased.

The development of the short wave channels is increasing day by day. It isn't going too far to say that within a year or two many stations will have fallen in line with the leaders in the use of short waves for program broadcasting.

Model 5-50 Performs Stunt

Amateur Station
9 DLK WL175½
Howe, Nebraska.

Crosley Radio Corporation,
Cincinnati, Ohio.
Gentlemen:

Just a note to tell you of another stunt I pulled today with a 5-50 demonstrator.

Sold a customer a UX-201A tube and he wanted it tried out in a

set. I did not have a set rigged up for the 201A tubes but I had a set for dry cells so took out one of the UX-199 tubes and put in the 201A tube. We had just as good reception as before.

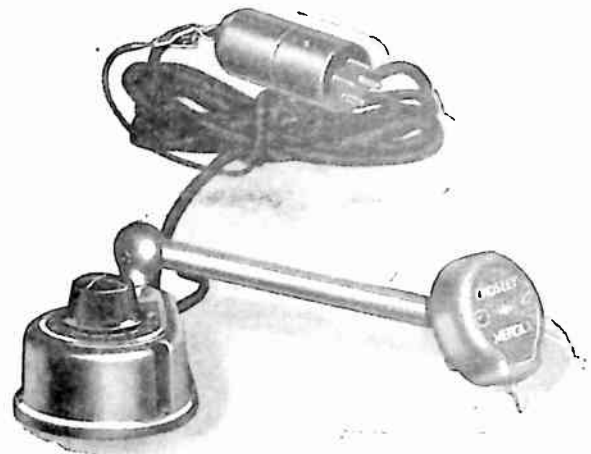
The customer looked at me as though something unusual had happened, but I told him that the 5-50 would work most any way you wanted it. In fact, I have brought in KDKA with good volume, using 6 feet No. 18 bell cord wire a gold crown on one of my teeth.

Yours truly,
(Signed) C. C. Tucker.

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

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Crosley Merola A Fast Selling Item

There are hundreds of old phonographs right in your own territory which can be brought up to date and transformed into an electrical instead of a mechanical process phonograph.

The Crosley Merola does this. This latest Crosley instrument is a device for reproducing records on old phonographs through the radio set so that the new full toned effect of latest type talking machines is realized. A fast seller, sure profit producer.



This picture shows how the Merola takes the place of the tone arm of the phonograph and how it is attached to the radio.

BRINGS THE OLD PHONOGRAPHS in Your Territory Up-To-Date. MEROLA Sells For

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