

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VI

NOVEMBER 1, 1927

NO. XIX

Crosley AC Bandbox Now In Big Production

Public At Last Realizes Its Desire For Set Utilizing AC Tubes

Stories in regard to the coming of the AC tubes which would operate off of the house light circuit appeared in various newspapers, arousing a climax of anticipation in the public mind last spring.

With the acquisition of a license by The Crosley Radio Corporation under a large group of patents controlled by the Radio Corporation of America, American Telephone & Telegraph Company, General Electric Company, Westinghouse Electric & Manufacturing Company, etc., the Crosley AC Bandbox has become possible through the use of the new RCA alternating current tubes, UX 226 and UY 227. These tubes utilize for their filaments and heating regular alternating current from the house lighting circuit.

Care-free Radio Entertainment.

The current is stepped down by means of a transformer without need of rectifiers to supply the heat necessary for the functioning of the tubes. The converter box, which is included as a part of the Crosley AC Bandbox and which can be tucked away out of sight, is connected up by means of cable to the Bandbox, also supplies the current for the plate voltage on the tubes, replacing B batteries.

Thus the Crosley AC Bandbox functions entirely from the regular house lighting current without need of batteries, battery chargers, or any of the other usual paraphernalia which requires attention, care and early replacement. The Crosley AC Bandbox with the new alternating current tubes is truly revolutionary bringing to the radio user an entirely new conception of care-free radio entertainment of the highest standard of performance.

AC Bandbox in Big Production.

In the Crosley AC Bandbox, the radio buying public receives the fullest realization of its desire for a receiver using the new RCA tubes and operating directly from the light current.

Crosley dealers, therefore, will be



Powel Crosley, Jr., is Delighted With AC Bandbox

delighted to know that the Crosley AC Bandbox is in big production. Daily this production is being stepped up. In a very short time dealers will be able to have a larger percentage of the specifications which they have with their distributors.

Crosley Revolutionizes Radio.

The Crosley AC Bandbox is truly revolutionary in character, possessing all the advantages of a highly efficient shielded neutrodyne receiver which have made the Bandbox 601 so popular and in addition the benefits of AC operation.

The same methods of mass production which have made possible undreamed of production records for the Bandbox 601 are being used with the AC Bandbox. Every effort is being made to push this production; for it is realized that the AC Bandbox is in the spot light of public favor and its sale will only be limited by the number of sets which can be produced, as we now have on hand thousands of specifications for continuous scheduled delivery.

Price Reduction Announced

Coincident with volume production on the Bandbox, it has been found possible to lower the price of this receiver including the Power Converter to \$110.00. This reduc-

tion was announced effective November 1. The price change has been contemplated ever since the first announcement of this model at \$125.00. It was necessary, however, to await final manufacturing cost figures before the price reduction could be proven justified. With mass production, therefore, it has been found that this price reduction is possible. It has thus been made in accordance with the Crosley policy of giving the utmost in value in consideration of manufacturing costs.

Dealers Extended Protection.

In this price reduction, Crosley dealers are completely protected on all the AC Bandboxes which they may have on hand. Distributors are authorized to credit dealers for price adjustment on all stock inventories of the AC Bandbox sets on hand. Distributors are, in turn, given complete credit for price difference. This has been done in accordance with the Crosley policy to completely protect distributors and dealers when price reduction is made.

Italy has established a ten o'clock curfew for its broadcasting stations in an effort to suppress jazz and other imported forms of entertainment considered to be demoralizing.

Crosley Display Pleases Thousands

Sixth Annual Chicago Show Emphasized Leadership of The Bandbox

The sixth annual Chicago Radio Show held in the Coliseum at that city, October 10 to 16, provided another outstanding example of the increasing popular interest in radio. The show was marked by the biggest attendance in the history of these events. 265,000 people visited the exhibition during the week.

Again Crosley triumphed with a display which was one of the most striking of all of those in the Coliseum and which attracted a great deal of attention.

Henry W. Chadwick, western sales manager in charge of the Chicago branch office at 36 South State street, supervised the Chicago activities at the show. Mr. Chadwick was assisted by the field men operating throughout the central western states which included sales promotion manager, L. A. Kellogg, H. F. Jaax, R. P. Crawley, C. H. Carey, Paul Blakowsky, O. T. Thorsen, Floyd L. Ray, Paul Jensen and George T. Elmer.

Crosley Office Visited.

Throughout the week the Chicago office was filled continuously with visitors from out-of-town, including both jobbers and dealers selling the Crosley line. H. E. Sherwin, general sales manager who designed the Crosley display, was in Chicago, during the show and talked business with hundreds of distributors and dealers.

At the close of the show, the background of the Crosley booth, which included an oil painting, six feet by eight feet, shown in a shadow box coupled with a large transparent strip sign, eighteen feet long and with the slogan "You're THERE With A Crosley," was transferred to the Roberts Company, sales agents for Crosley Art Furniture models.

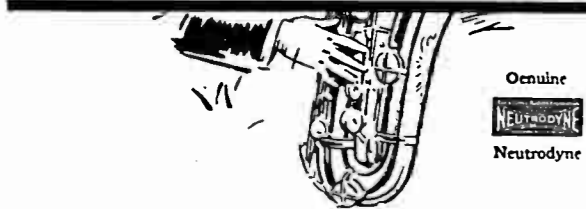
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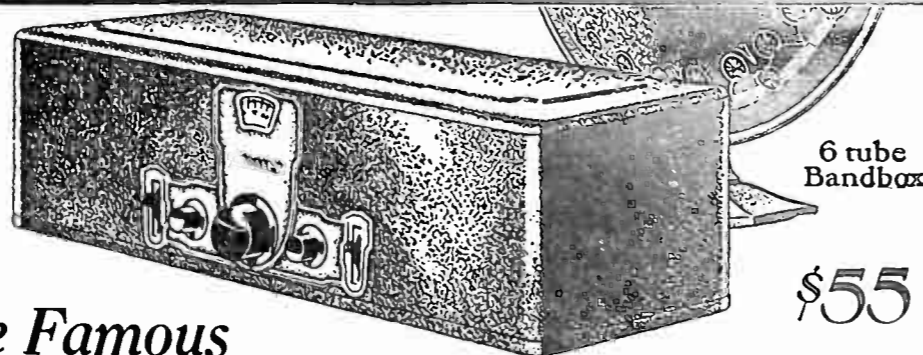
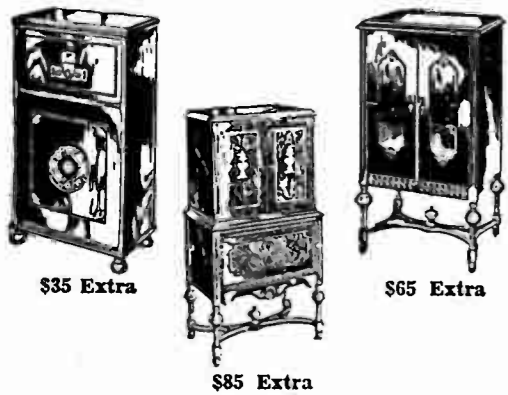


When the Jazz Kings do Their Hottest Stuff

...You're there with a Crosley



Approved Consoles



6 tube Bandbox

\$55

The Famous Crosley Bandbox

With No Patent Limitations to Hamper, Crosley Sweeps the Radio Field With the 6 Tube BANDBOX 601 Receiver at \$55.00 and the AC BANDBOX With Power Converter Now at \$110.

The great radio patents of The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone and Telegraph Co., and The Hazeltine and Latour Corporations combined with Crosley's experience, mass production methods and radio leadership produce the superlative value of the radio market today. This Bandbox is totally shielded. Copper shields cover coils, cadmium-plated steel covers the condensers. Wiring is completely shielded from both. The Bandbox is completely balanced. It is a genuine neutrodyne.

The Bandbox is equipped with Acuminators—secondary adjustments to be used only on weak, distant signals and when cruising for far-away stations that ordinary one dial sets miss entirely. The "Bandbox" possesses a volume control by which strong local dancing volume can be reduced to a whisper without distortion or detuning.

The Bandbox operates with a single tuning knob which turns an illuminated dial. This feature for shadowy corners is greatly appreciated.

(DEALER'S NAME)

The Bandbox is easily installed in console cabinets being so designed that a few screws removed from the escutcheon and the bottom releases chassis from the outside metal case.

Crosley Radio is Licensed only for Radio Amateur, Experimental and Broadcast Reception

Attract The Crowds---Receive Football Broadcasts At Your Store

Every Fan Who Hears The Football Game Broadcast From Your Store Is A Bandbox Prospect

Block that kick! Hold that line! Fight, fight, fight!

In this season football is in its glory. Every Saturday afternoon brings home the grid-iron to hundreds of thousands of fans. Every football fan who has no radio set is a prospect for a Bandbox.

The Quarter Back, the Quarter Back, there he goes—down the field! He stumbled; he slipped; he's going down. No, he's up again. Up and dashing down the field. Around one line of interference. Around another! On, on he goes. A clear field ahead, he's sure to make it now! Fifteen yards, ten yards, five yards, and over for the touchdown! The stands are wild, and so is every football fan listening in through his set.

Hook Up a Bandbox

Get the Spirit. Get the Thrill. Go Down the Line and help the hundreds of thousands of fans to enjoy football right in their own homes. Remember, every fan is a Prospect for a Bandbox.

Here's a chance to put this thing over big, right now when enthusiasm is at its height. You can fix up an appropriate window display which will show fans how they can enjoy football with the Bandbox. You can invite the Saturday afternoon passersby to stop in and listen to the games. You can give this entertainment feature of the Bandbox a prominent place in your advertising. You can drive home the story that "When the Quarter Back Tears Down the Field and Puts That Ball Across for a Touchdown, YOU'RE THERE WITH A CROSELY."

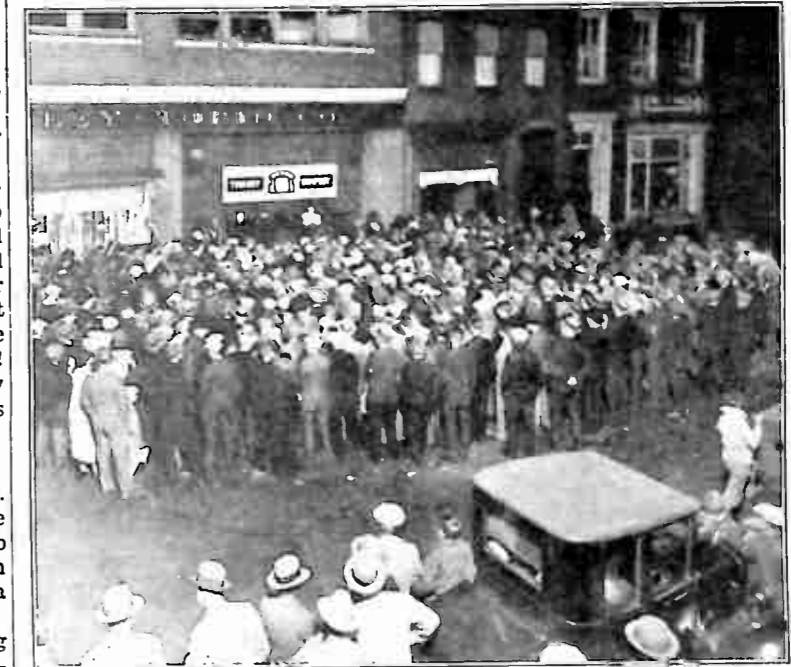
Remember that every Crosley Dealer, every Crosley Distributor, and the Crosley Radio Corporation itself is playing the biggest game he ever played right now, and that is the game of putting the Bandbox line across with a wallop. The stands for this game are packed full of Crosley owners who are enthusiastic rooters, while outside the gates a mighty throng, the radio-buying public, clamors to get in and join the cheering gang of Bandbox boosters. Every touchdown in this game means dollars in the pockets of every one of us, and we're putting this thing across in a way that has never been approached before. This is Big Time, Profit Time, Time to Put Across those Touchdowns. We're Off! Let's Go! And Fight, Fight, Fight!

Alaska bought \$3,402 worth of receiving sets from the United States last month, Porto Rico bought \$5,751 worth, and Hawaii \$2,873 worth.

It is estimated that there are now radio sets on a million and a quarter farms throughout the United States.

Dealer Reports Great Increase In Sales Pleasing With That Added Touch

Before Delivering Art Furniture Cabinets Follow These Instructions



Hurley-Tobin Company, Crosley Dealer At Trenton, New Jersey, Brought Large Crowd To Tunney-Dempsey Fight Broadcast

You never know until after an event has been long past just how beneficial it is. Now that the fight is all over and the Hurley-Tobin Company, Crosley dealers at Trenton, New Jersey, can look back upon their broadcast of this fight, as shown in the picture above, they can more completely realize the benefit which they received.

A big crowd assembled to hear the Dempsey-Tunney fight as broadcast to them by the Crosley Bandbox through a number of Crosley Musicones which can be seen in the picture. That this audience was favorably impressed with the Crosley Bandbox has been shown by sales which resulted since the fight. The Hurley-Tobin Company sold a large number of sales as a direct result of the unusual reception of the fight offered through the medium of the Crosley Bandbox.

Crosley Hour, Sunday, November 13

Here Is Crosley Moscow Art Orchestra Program For November 13th, 1927, From 5:30-6:30 P. M. Eastern Standard Time

Arno Arriga, conductor

- 1. Crosley Band Box MarchArriga
2. Waltz—Wine, Women and SongStrauss
3. Rondo CapricciosoMendelssohn
4. Little Gray Home in the WestLohr
5. Un peu d' amourSilesu
6. Selection—Il PagliacciLeoncavalle
7. LiebestraumLiszt
9. Spanish Dance No. 3Moskowski
9. Evening Star from TannhauserWagner
Cello solo—E. Stark
10. Serenade—Million d' ArlequinDrigo
11. Mighty Lak A RoseNevin
12. PunctinelloHerbert

Since the early development of the musical industry, the problem of the proper care of the piano and the phonograph cabinets has been accepted by the trade as an essential part of their business. You will find that all of the great musical houses handling pianos and phonographs have included in their organization a cabinet or refinishing man. This man's special responsibility is to see that all instruments are unpacked properly and that the finish is gone over before an instrument is considered ready for display.

Art Furniture Cabinets

It therefore logically follows that in the stages of progress made in the musical industry, which has come to embrace radio, that the same care and attention be given to Crosley Art Furniture Cabinets. The Crosley Authorized Console is essentially a piece of furniture for the home and, therefore, takes its place as such with the piano, phonograph, and other articles of furniture.

Many dealers seem to overlook the fact that basically the console is made with the best material obtainable at the price, and that care in preparing it for the home is one of the most important sales features in their favor.

Use Clean Dry Cloth.

Before shipment each cabinet is passed through the finishing department of our authorized manufacturer, at which time it receives a fine white wax finish and is rubbed down. It is, therefore, only necessary to go over the cabinet with a clean, dry cloth, which will rub out any finger marks or other impressions. It is not advisable to use any furniture polish of any kind. This treatment further applies to the set after it is placed in the consumer's hands. The same application of the dry cloth will maintain this fine high finish for an indefinite period.

It is impossible for any manufacturer to subject it to conditions of transportation without having this high finish dulled by atmospheric conditions. Therefore it is very important to go over the surface with a cloth before delivering.

The increasing use of radio sets in apartment buildings necessitates attention to the sound-proofing of walls and flooring.

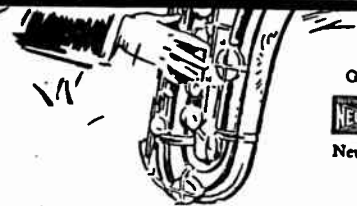
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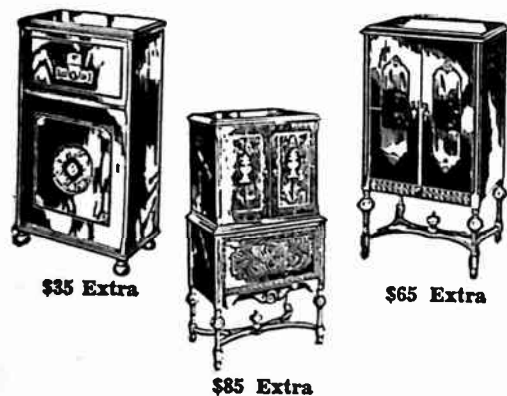


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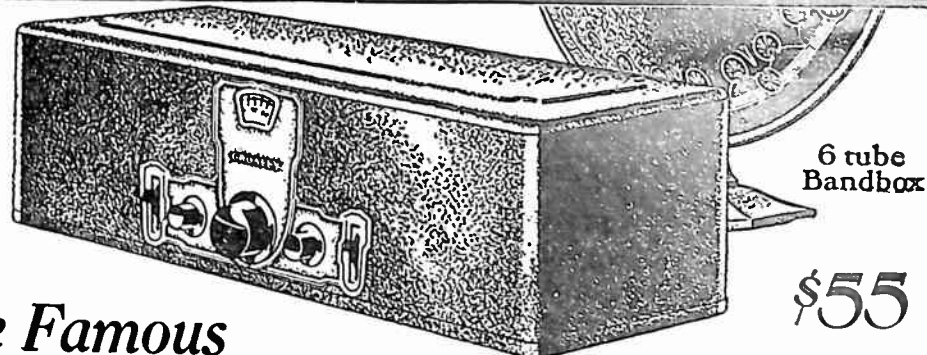
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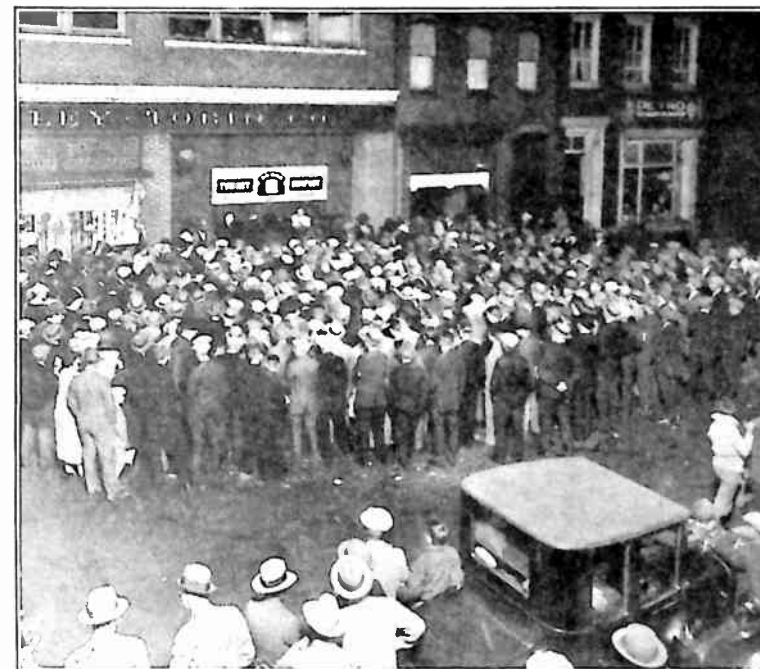
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Published By The Crosley Radio Corporation, Manufacturers of Radio Apparatus, Colerain and Sassafras Streets, Cincinnati, Ohio Telephone Kirby 3200 Editor: Charles E. Fay

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? Lets all pull together.

Crosley manufactures radio sets for radio amateur, experimental, and broadcast reception use under patents of the Radio Corporation of America and Associated Companies, The Hazeltine Corporation, and the LaTour Corporation.

Editorials

The Big Three In Radio

"Who are 'The Big Three' in radio manufacturing today? There is no need to answer that question. Everyone familiar with radio has the answer on the tip of his tongue.

The Big Three in radio today are the same as they were last year and the year before. But whereas they often ran neck and neck in past seasons, one of them (and Crosley dealers know which one) is now stepping out ahead and leading the market.

Just to find out how great this supremacy is at the present time, your inquiring reporter made the rounds of some twenty radio dealers, each of whom handled all three of the Big Three lines. He asked each dealer how sales of the different lines compared with each other.

One of the makes, a fine line of receivers, but rather high in price, averaged 15% of the total sales of these dealers. The second make represented on the average of about 30% of total sales. Bandbox sets made up the remaining 55%.

This is a rather striking illustration of the enthusiasm with which the Bandbox line has been accepted by the public. The dealers selected were typical, and the sets with which Bandboxes were compared in point of sales were the products of two of the largest radio companies in the country—two of the Big Three. They were fine sets, but the Bandbox representing true quality for a price is outstandingly ahead.

Under these circumstances, if the Bandbox line can step out ahead and attain the honors of sales su-

premacy, it is certainly creating a spectacular public demand.

Healthy Competition

What is healthy competition? Healthy competition is cooperation! Stabbing in the back has no more place in business than it has in the home, and cut-throat competition never helped to bring in the bacon, in radio or any other line of selling.

Consider the Big Three of radio manufacturers, for instance. Do they stand around on each other's doorsteps with clubs in their hands? Do they spend their dollars advertising how bad their competitor's goods are? Decidedly not!

The Big Three are just as good friends as if they were not competitors at all. Each of them naturally wants the lion's share of the business. But each of them knows that the way to get this lion's share is to go the other fellow one better in quality, value, service, merchandising methods, or one of the other foundation stones upon which a big business is built.

No one of them would stoop to running down the product of the others. It is an unwritten law in merchandising not to run down the other product—but rather to bring out the qualities of your own merchandise. Knocking the product does not pay. The way to be successful in competition is not to sling mud balls at the other fellow's fence, but to paint the fence on your own side a little whiter.

If this applies to radio manufacturers, it applies equally well to every radio dealer. The United States is large enough to support more than one radio dealer. If not there would be no radio industry today. You and the other fellow can both get along.

Get together and treat each other squarely and you will both do twice as much business as either one of you could do alone. Then if you want the most of the business, get it by being a better dealer, giving better service, merchandising more cleverly, keeping a step ahead.

'Sounds like preaching a gospel but it's a pleasant gospel to preach—for this is a case of casting your bread upon waters and getting back cake.

Major Frost says that French radio sets are a mystery to him. They have no standard system of controls, and learning to operate one is almost as difficult as learning to fly an aeroplane.

How much did the privilege of broadcasting the Dempsey Tunney fight cost? One hundred thousand dollars according to a report from Chicago.

Sir Oliver Lodge recently gave a number of popular radio lectures in England, regarding the pioneers in astronomy.

Selectivity---A Winning Feature

So many nice things are said about the Bandbox, but here we have a letter from J. P. Usher of Brooklyn, New York, which comments upon the selectivity.

"Have had the Bandbox set barely a month and have logged sixty stations. We are well satisfied with the set and I want to say that I am not bothered by having two stations at the same time; the set being very sharp tuning. Many times I can cut out a station with one point on the dial. The other morning I got three different stations between points sixteen and twenty-two on the dial.

"The tone of both speaking and singing is very clear, and many times I have to turn down volume control.

"It is certainly a dandy little set and can produce results equal to sets which cost much more."

"It Speaks For Itself"

This is what Mr. R. H. Grube of Xenia, Ohio, suggests as a slogan for the Crosley Bandbox. From his letter, which follows, you will understand why he has made this suggestion:

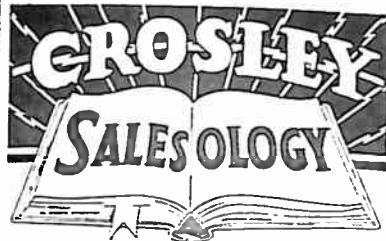
"I want to congratulate you on your latest achievement in the radio line, the Bandbox. I have had for the last two years or more a set which was giving me very good results but needed constant watching. After reading your advertising description of the Bandbox, I told your agent I would like to try out a set. Of course I kept it. I would suggest as a selling slogan for the Bandbox 'It Speaks For Itself' which it certainly did in my home and promptly sold itself. I predict great success for the Bandbox."

Uncle Josh Says

By Heck, them Crosley sets is pretty good, seem as how they do mor'n any two other sets I ever seen.

'Im an old timer in this here radio game. When I fust started I sez to myself, "They haint no use selling them radio sets except the customers is easy picking." So when I heard tell of this here set called the Bandbox, I sez, "Josh, thar's the set for you. All the men likes bands and the wimmin folks is crazy about gitting boxes."

Well what I predicted was right. Keeps me humpin', by Jiggity, to put 'sets in fast enough for people as wants 'em. Yer Uncle Josh aint going to be runnin' no Ford around next year. Just you watch and you'll see him stepping out in one of them Peckerds, or maybe a Rollses Roice, by Heck.



Truth in selling is one of the rules from which no Crosley dealer should ever deviate.

There are plenty of selling points to talk about without deviating from the truth one bit—without even indulging in the slightest exaggerations.

Untruths and exaggerations may secure a sale now and then, but their sting is like a boomerang which comes back invariably to him responsible for them. A customer who feels that he has been "taken in" can do enough harm in a few days to offset months of sales effort.

Do not promise service that you know you cannot give. Do not tell your prospect that he positively can receive Europe every night. Do not tell him that he will always find radio reception perfect, every night of the year. Such statements are not only untrue but unnecessary.

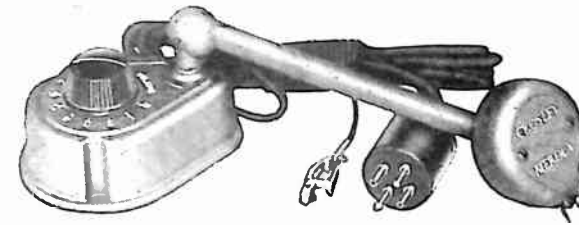
Your Bandbox line will sell on its own merits. Tell the facts only, and let the customer ascertain that these are facts for himself, by actual trial of the set. You will never lose a sale by doing this, and your customers, always pleasantly surprised by getting more than they expected to get, will enthusiastically tell the world to go to your store and buy a Crosley.

Radio dealers who are not music dealers can learn a lesson from music stores. If you walk into a music store you will almost invariably see a number of booths, constructed so as to be as soundproof as it is practical to make them. When the music dealer wants to demonstrate a phonograph, he takes his prospect into one of these booths, away from bothersome noises and distracting influences that take the prospect's attention from the instrument he is being urged to buy.

The same scheme may be applied with excellent results in radio selling. In a small store, one booth is plenty. The chief requirements are to have it attractively furnished and to build it large enough so that the prospect does not have a "stuffy" feeling and so that the sound properties are right. In such a booth, you can demonstrate your line with ease, assured that no outside disturbances will interfere with the sale.

Florida fishing boats and other fishing boats of the Gulf district have found it to their advantage to install radio sets for receiving weather forecasts. The fishermen are warned of approaching squalls in plenty of time to return to port safely.

New Merola Goes Over Big



Tremendous Sales Possibilities---Go After the Profits

The new and improved Merola has met such enthusiastic approval and such strong demand that it has become necessary to build up production extensively to fill orders for this device, which transforms any phonograph and radio set into an electrical reproducer.

The Merola of last year was hailed with enthusiasm by all Crosley dealers because of its wonderful sales possibilities. This season's model, a new and improved unit, is so far superior in performance as to deserve even greater enthusiasm. Both the tone quality and volume obtainable have been improved, and several new developments in mechanical design have been incorporated.

Great Sales Possibilities.

Any phonograph may be used with the Merola. It needs simply a turn table on which the records may be rotated. The condition of the horn and reproducing mechanism of the phonograph does not matter as these parts are not used. Any good radio set incorporating two or three stages of audio amplification (depending upon the type of circuit) may be used. These units when combined by means of the Merola result in the finest of modern electrical reproduction.

Crosley dealers have excellent opportunities for selling Merolas among their customers who have phonographs. Every time a Crosley set is sold there is an opportunity of selling a Merola with it. Bandbox models have special Merola binding posts, making the installation of this unit with them particularly simple and easy. Owners of other types of sets, too, are an active market for this type of unit.

Push the new, improved Merola if you want to take full advantage of the profit-making possibilities of the Crosley line. Demonstrate this unit in your store. Sell it with sets and to your other customers. You will be well paid for your efforts.

Crosley Moscow Art Programs Important Sales Factor

The sentiment and good-will which is being created by the bi-weekly programs of the Moscow Art Orchestra is stimulating the sale of the Bandbox receiver, according to reports from Crosley dealers. Here is one letter commenting upon the excellent programs of this orchestra, which is being directed by Arno Arriga:

"I wish to send a word of appreciation of the concerts of the Moscow Art Orchestra. Also I think the Crosley organization deserves the highest praise for their public spirit.

"Incidentally, I hear the concerts through a Crosley Bandbox, which I bought from Jay's and was, I believe, the first one sold in Peoria.

Yours respectfully,
C. E. Lauren,
Peoria, Ill."

The Fifteenth Set---A Bandbox---Performs Fine

Mr. Ed. Weaver, of Sharpsville, Indiana, who purchases his Crosley products through Kruse-Connell Company, of Indianapolis, gives a very interesting account on the splendid operation of the Bandbox. Here's what he has to say:

"I sold that Bandbox to Simon Berger. He lives along a high tension electric line and there had been fourteen radios put in his house. All were a failure and they were all of different makes. He told me he wanted a radio if he could find one that would work. I told him I would put one in and if it didn't work, I would take it out. I left it there four days and when I went after it, he wrote a check for it. He said it did fine."



POWEL CROSELY JR.

TALKS TO the TRADE

The reaction of the public is the severest and most trustworthy test to which any product can be subjected.

Measured by this accurate barometer, the Bandbox ranks as the outstanding success in radio today.

The public acceptance of the Bandbox has been universal. From Maine to Oregon—from the Great Lakes to the Gulf of Mexico—this latest classic in radio construction has swept everything before it, gaining the spotlight of public favor in every section.

The enormous sales of the Bandbox pay a wonderful tribute to its construction and performance. You can't fool the public. Its reaction in favor, or against a product is the most accurate barometer of the merits of any piece of merchandise.

The enthusiastic reaction of the public to the Bandbox is not surprising when the design, construction, and performance of this set are considered. The Bandbox 601 incorporates completely shielded stages of genuine neodyne radio frequency amplification—the Acuminators, a most valued feature for sharp tuning—illuminated dial—circuit wired for power tube in the last stage—adaptability for installation in any cabinet, making an actual piece of furniture—and many other advantages, too numerous to mention. The fact is, there are no receiving sets of comparatively attractive specifications with the Bandbox 601 being sold at a price of less than \$100.00. It is little wonder, therefore, that the Bandbox at \$55.00 is riding high on the tide of public favor.

The AC Bandbox is now in big production. This receiver utilizes the new RCA alternating current tubes and operates entirely from the regular house lighting circuit without A, B, or C batteries. It possesses all the characteristics of the Bandbox 601, which have met with such universal public favor and in addition, has the advantage of AC operation. Sales of the AC Bandbox already made, are an accurate indication of the way the public will react to it.

These next high-tide radio selling months hold unlimited opportunities to Crosley dealers. With the battery-operated Bandbox at \$55.00 and the AC Bandbox now at \$110.00, dealers have a combination which is absolutely unbeatable.

Powel Crosley Jr.

"Crosley Advertising Does Not Exaggerate"

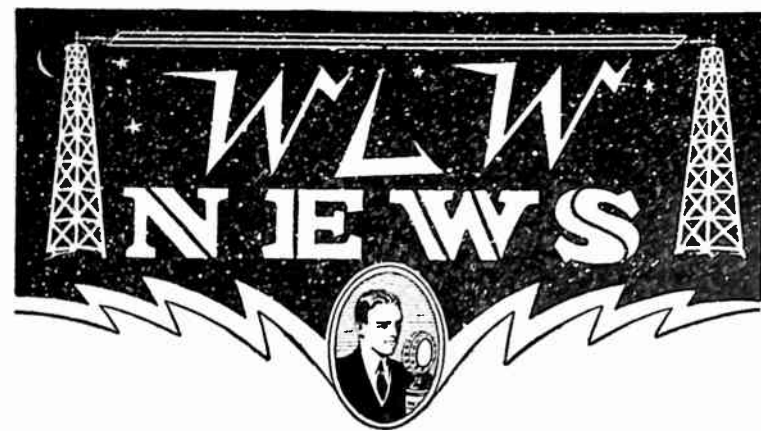
Powel Crosley, Jr., President.

Dear Sir:

We installed a Bandbox on trial some time ago with our tongue in our cheek, figuratively speaking, as this is our eighth receiver since 1913, and with one exception considerably the lowest priced.

After several weeks' daily use, we wish to say of the little Bandbox: "Very good, Mr. Crosley, and we do not consider the statements made in your advertising exaggerated in any particular."

Very truly yours,
A. K. Klingbell,
Ashtabula, Ohio.



Behind The Scenes At WLW



Fred Roehr

It's this kind of frenzied activity that keeps WLW among the foremost radio stations in the country. In this picture you see William Stoess, musical director, playing a few bars from the composition that Fred Smith, director of WLW, is trying to fit into the continuity program that he is writing. Harry Mount, former commercial manager, is just calling a prospective commercial prospect while Joe Chambers, chief engineer of WLW, stands ready with his slide-rule and engineering texts to give technical advice. Natalie Giddings, publicity director of WLW, types a publicity story about the program Smith is preparing, and looks in a newspaper guide to decide on the possibility of complete publicity coverage. Herbert Gay Sisson, director of Public Relations of the Crosley Radio Corporation, has just entered with a magazine full of publicity concerning the Crosley Bandbox. And not to be omitted from the picture, and in order to know what is going on, Ralph Haburton, one of the WLW announcers, has brought the microphone into Smith's office to announce the afternoon program for Crosley Dealers.

Fred Roehr's light can't be hid under a bushel.

Even before it was publicly announced that Roehr had been added to the WLW staff as full-time pianist, radio editor's throughout the country were giving public notice of the fact that WLW had a new pianist who was "doing spectacular work."

Fred Smith, director of WLW, is enthusiastic about Roehr. He claims that he is one of the few pianists who are fitted to do radio broadcasting. "He has that muscular control which enables him to 'hit and run,'" Smith says. "He hits the keys and gets away from them so quickly that there is no possibility of the 'smear' that is often found in radio piano playing."

Two hundred voices from Cincinnati's famous May Festival Chorus, a military band, solos by a nationally famous soloist, and a chorus of as many people as can gather in Cincinnati's largest park were broadcast from WLW, Sunday afternoon, October 16.

The occasion was the community celebration of the George Rogers Clark sesqui-centennial.

The celebration was held in Eden Park, a Cincinnati beauty spot. Prominent Cincinnati musicians who contributed to this great broadcast included Dan Beddoe, one of the most famous of oratorio singers in the country; Alfred Hartzell, choral conductor of the May Festival chorus; Erwin Belstedt, musical director of one of the largest theaters here, and Will Reeves, chairman of the city's Public Recreation commission. Murray Seasongood, Mayor of Cincinnati, spoke.

"Fading", Its Cause And Remedies

How Do You Explain Fading--Read This, It May Give You Some Help

The cause of and remedies for that well-known radio phenomenon "fading" have long been a mystery. Within the last few years several theories have been advanced to explain fading which appeared reasonable, but it has only been within the past few months that a thoroughly comprehensive and systematic study of this radio phenomenon has been carried out.

With the cooperation of several broadcasting stations and of listening posts in Universities throughout the country, the Bureau of Standards recently made an extensive investigation of fading, arriving at several interesting conclusions.

Distance Big Factor

In the first place, it was learned that the degree of fading is dependent upon the distance from the Broadcasting station. There are certain distances at which the maximum degree of fading, or signal fluctuation, will be noticed, and other distances at which there will be a minimum amount of fading. The distance at which the first maximum occurs is usually about 60 miles.

Another interesting fact discovered with regard to daytime and nighttime reception is that the average signal strength rises slightly (except for north-south transmission) just about an hour before sunset, then decreases steadily until sunset, and after sunset rises to a high value, characteristic of night reception, within about an hour. This high signal strength which is noticed shortly after sunset is not the highest value, as a rule, that occurs during the night, but is much greater than is characteristic of daytime reception. The best reception during the night may take place many hours after sunset.

Don't Blame The Station.

Changes of transmitting power were found not to effect fading. That is, while the signals would be stronger at any receiving station if the power at the transmitter were increased, the fading ratio would continue as before.

This shows that fading is not the result of anything at the broadcasting station but is a consequence of the manner in which the radio waves travel from the station to the receiving set.

Weather conditions, too, were shown to have no consistent effect upon fading. Thus fading is not an effect due to conditions of the atmosphere, such as cloudiness, etc., but is caused by more or less constant conditions in the ether (the medium between the broadcasting station and the set which is supposed to be responsible for the transmission of the radio waves

through space) and by certain effects of distance, etc., which cause different parts of the waves sent out by the broadcasting station to interfere with each other.

Don't Blame the Receiver.

These conclusions shows that fading is neither the fault of radio receiving sets nor of broadcasting station, but that under particular conditions there will always be fading of reception from a given broadcasting station in a given locality.

Chain Programs Aid.

By the proper location of stations with regard to areas that they wish to serve, fading might be almost entirely eliminated. Chain programs, too, will continue to make fading less bothersome to the radio fan, for if he is so situated that the program as received from a certain station is spoiled by constant fading, he can simply shift to another station on the chain and receive the same program without difficulty.

Already chain broadcasting, increase in the number of stations, and the like have brought about conditions such that while one locality may notice considerable fading on the part of one or two stations, no locality suffers from lack of plenty of good radio stations from which reception is free from fading at all times.

Great Improvement Shown

The fading situation has been so far improved in the last two years, because of these factors, that the problem of fading has ceased to hold much popular attention, and without doubt the future will show even further improvement. In fact, scientific studies such as the one here reviewed may eventually open the door to the solution of the fading problem in such a way that in every locality it will be possible to receive every station without traces of fading.

There was some discussion at the International Radio Telegraphic Conference as to whether French or English should be used as the official language, on account of the three score nations represented, whereupon the Chinese delegate arose and said in faultless English, that it made no difference to his delegation as every one of them spoke both French and English equally well.

A law has been passed by the Town Council of West Ham, England, forbidding the operation of loudspeakers or phonographs on the streets in front of stores where these annoy neighbors or passers by.

Single Dial Control Perfected In Crosley Bandbox

Acuminators Secret Of Wonderful Bandbox Selectivity --- Not Needed On Strong Local Stations

Of course single-dial control is used in the Bandbox, because that is the simplest and easiest way of tuning and has come to be looked upon by the radio buying public as a mark of distinction in radio sets.

But talking about single-dial control is much more simple than applying it in actual practice. There are several single-control radio sets on the market, but a very few that do not incorporate this feature at the expense of other qualities. Single control as applied in the Bandbox, with not only equally good but far better selectivity than found in the average set, is an achievement well worth being proud of.

Crosley Started Early

When uni-control first began to be considered as a remote possibility, several years ago, Crosley engineers got busy at once, and from that time up until the present they have been steadily working to perfect the practical application of this idea to Crosley sets.

A long time has elapsed since the first Crosley single-control set was built. It was purely a laboratory set, and as might be expected, it did not have the selectivity nor the volume characteristic of the sets of same design with several controls. It served to show, however, just what the problems of single control were, and with a clear cut knowledge of these problems at hand, it was not long before satisfactory solutions had been found for them.

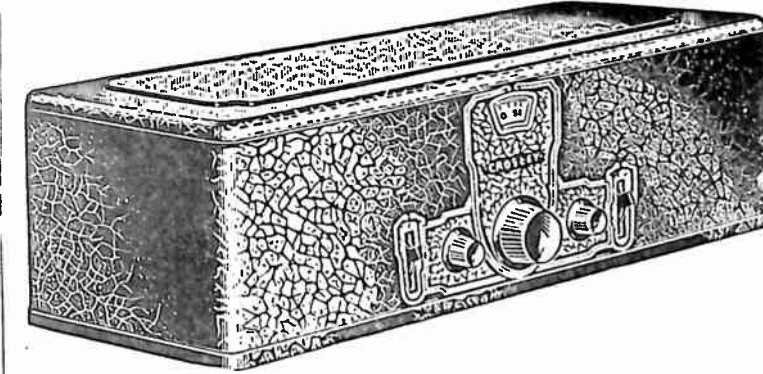
Perfect Performance

Today, single-control as applied in the Bandbox models represents all that could be asked for in radio set tuning. A turn of the dial and the wanted station comes in, and this is accomplished with better selectivity and efficiency than ever before attained.

To explain just how this feat has been accomplished would require the consideration of many highly-technical facts. There are two reasons for the success of single control in Bandbox models that are, however, easy to understand.

Acuminators Sharpen Signals

The first of these reasons is the Acuminators. The Acuminators are small auxiliary condensers that serve to sharpen the tuning when receiving weak signals. These tiny condensers are unneeded, of course, in receiving strong, local signals. But when a distant station is tuned in, they afford a means of vernier control, a much finer and more accurate adjustment than can be ob-



tained with any ordinary-sized tuning condenser.

A change in the setting of one of the Acuminators makes an extremely small change in the tuning of the set. With this ultra-fine adjustment available it is a very simple matter to accomplish exact tuning, and to eliminate an unwanted station very close in frequency to the station desired.

Condensers Accurately Built

The other feature is the large tuning condensers. In order that tuning condensers may be "ganged" and operated by a single control, they must be built very accurately, and must conform within small

limits to a certain standard. Building condensers with sufficient accuracy is a difficult manufacturing problem, involving both ingenious design and special production methods.

This problem has been met in the Crosley plants by making an especially designed condenser with equipment installed for that particular purpose. Condensers are built under close supervision, and when they go into a set they are as near perfect for the purpose for which they are intended as it is humanly possible to build them.

The successful achievement of single-control in Bandbox sets has not been a hit-or-miss matter. It

is the result of careful planning and thorough investigation. Often we are inclined to accept such innovations as this as a matter of course. If we could go back however, and see, with technical understanding, the problems with which those who have accomplished these innovations were faced when they first began to think about them, we would begin to feel that unsurmountable tasks had been accomplished.

PUZZLING QUESTIONS ANSWERED

Question: Do you recommend an underground antenna?

Answer: For average use an underground antenna is not recommended. Excellent results have been obtained by some experimenters in special instances with underground antennas. Usually, however, much better results will be obtained with an outdoor aerial of the usual type, consisting of a single wire thirty to sixty feet long stretched horizontally twenty or more feet above the ground. Underground antennas have been recommended by some radio engineers for helping to eliminate static. Similar results in eliminating static may be obtained merely by using a short aerial, such as the usual indoor aerial consisting of a wire stretched around the room.

Question: Why is it that I can get stations 1,000 miles away in one direction and only 300 miles away in some other directions?

Answer: Your experience is the result of one or more of three factors. First, there may be more powerful distant broadcasting stations in the direction from which your set receives best than in other directions. Second, your experience may be due to the type of intervening territory between you and stations in various directions. Mountain ranges, for instance, often intercept the radio waves and hinder the reception of stations which lie on the other side of them. Bodies of water, on the other hand, are favorable to radio transmission, so that reception in directions in which the intervening territory consists for the most part of water should be good. Third, local conditions may be responsible for your experience. For instance, neighboring buildings may shield reception from one or more directions. Your aerial may also have decided directional properties. A horizontal aerial usually receives best from the direction toward which the lead-in end of the aerial points. By trying aeriels pointing in other directions it may be possible for you to considerably better your reception in these directions.

The Canadian Government has completed two of the three radio stations that it is erecting in the Hudson Straits.

Crosley Dealer Stages Beauty Contest

Miss Thelma LeBada, Belle Plaine, Iowa, Bathing Beauty Contest Winner And The Crosley Bandbox, First Prize

That you do not necessarily have to have an Atlantic Seashore to stage a bathing beauty contest and make a huge success of the affair, has been demonstrated by the Sankot Motor Co., Belle Plaine, Iowa, authorized Crosley dealer.

At the recent Belle Plaine Fall Festival, which is an annual affair, the Sankot Motor Co., as an advertising feature, staged a Bathing Beauty Contest. To be sure, the contest attracted much favorable comment and attention. Over a large field of contestants, the unanimous choice of ten judges was bestowed upon Miss Thelma LeBada, and the prize—a Crosley Bandbox, awarded to her. "I am much happier to receive the wonderful Crosley Bandbox than I am of winning the first place in the contest," she stated after the contest.



Needless to say, the Sankot Motor Co. and Crosley Radio derived a great deal of publicity out of the contest as it drew a large attendance. As for us, we'll cast our little vote with the ten judges. Miss Thelma "is there" with Beauty and now "will be there with the Crosley."

Direct-Mail Advertising Turns Prospects Into Customers

Select A List Of Prospects---Mail To Them Regularly---Crosley Broadside Attractive Mailing Piece

There is one form of advertising that can and should be used by every Crosley dealer. That is, direct-mail advertising. No matter how little you have to spend for advertising, you can suit your direct-mail campaign to conform to this amount. This is possible because of the flexibility of direct-mail advertising. Your prospect list can be any size you want. Your number of mailing pieces can be as large as you desire.

This adaptability of direct-mail advertising is also very desirable; for you can pick out the prospects you would rather work upon. You can work right with your logical prospects. Those who have been recommended to you as good prospects for your merchandise,—all the homes in your immediate community.

Your Mailing List Important.

One of the most important things, therefore, in direct-mail advertising is your prospect or mailing list. This should be compiled with the greatest care. First, to see that those who make up the list are logical prospects for the Crosley Bandbox, second, to see that the addresses are all correct.

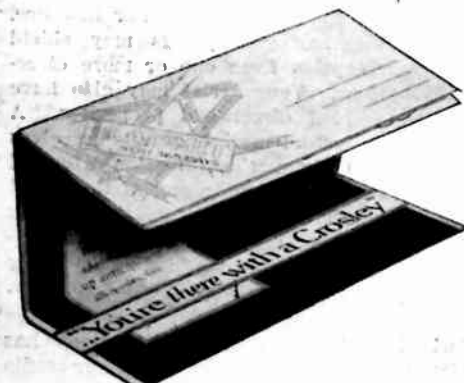
In planning a direct-mail campaign in the Crosley Bandbox, you have two very productive forms of direct mail which can be used. The first of these is the large consumer broadside, which is illustrated here. This broadside has been carefully prepared to give all the talking points of the Crosley line and to bring your prospects to the point of buying.

Order Supply Of Broadside.

You can obtain these consumer broadsides from the Advertising Department of the Crosley Radio Corporation in any quantity you desire at the rate of \$10 per thousand. Reproduced in three colors, this is mailing piece that cost just twice this much to prepare and which will bring results for you.

Figure up the number of prospects

CONSUMER BROADSIDE



Price \$10 Per Thousand

you wish to mail to and then place your order for the necessary number of consumer broadsides No. 27-4.

Try Letter Campaign.

Another form of direct-mail advertising that you have at your disposal is a series of letters. These letters can be made more effective if placed upon a letter head such as illustrated here. You can obtain either of these Crosley letterheads in thousand lots at the rate of \$3.50 per thousand. This includes imprinting with your name. In ordering letterheads, please specify which design you would rather have.

We are giving you here a group

of letters, which can be used very effectively in a direct-mail campaign. These letters have been prepared by letter experts and should prove very productive for you.

Put direct-mail advertising to work in your territory. Plan a campaign composed of the consumer broadside form 27-4 and the series of letters shown here.

Egyptians prefer their own radio programs, so the Egyptian Government is planning to erect a large broadcasting station at Cairo.

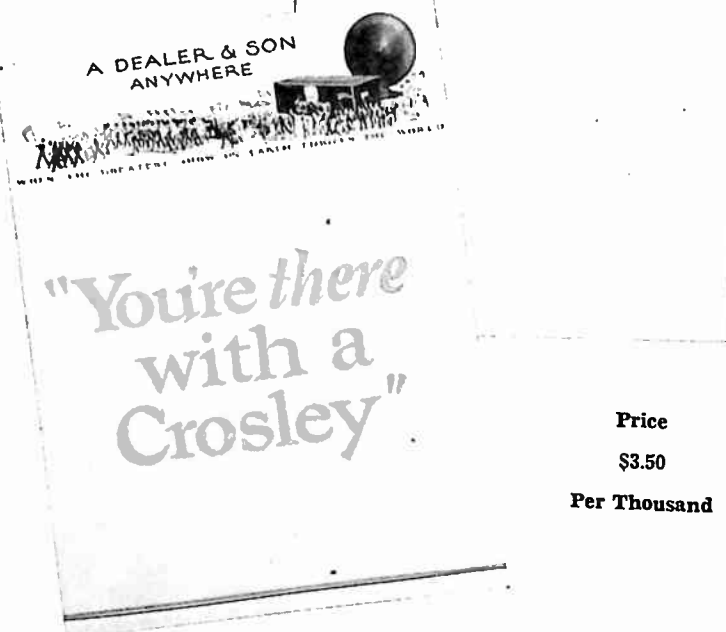
The number of applications for broadcasting station licenses is nearing the 400 mark.

Crosley Dealer Letterheads

To right is shown No. 27-22-A

Below is shown 27-22-B

Order by Number



Price \$3.50 Per Thousand

Have You Ordered The Special Dealer's Outfit of Sales and Advertising Aids? Turn to Page 13 Where Complete Assortment is Pictured. Then Place Your Order.

Selling A Bandbox

(Radio salesman selling a Bandbox to an elderly lady immediately after listening to a hotsy totsy program by Jazza Bazzaza's Orchestra).

"Now Madame, just think of when YOU'RE BY YOUR LONESOME. ARE YOU HAPPY? ARE YOU SAD, all by your ickle own-some? TELL ME TRULY, DO YOU KNOW how heppy you would be, with a Bandbox saying 'I WAS MEANT FOR YOU AND YOU FOR ME.' WHY WASTE THE NIGHT AWAY? Take a Bandbox for a ride. NEVER BE BLUE DEAR, YOU'LL BE EXCITED WITH IT RIGHT BY YOUR SIDE. NOW TELL ME TRULY; I SEE IT IN YOUR EYES. Wouldn't you like to have this? Come on. PUT ME WISE. I'VE PLAYED WITH MANY radios and SHED MANY A TEAR. But never have I heard the beat of this one here. Why when you get it home you'll say, 'I'M REALLY HAPPY NOW. OH HOW OFTEN HAVE I Longed for this—and how. NOW HURRY UP AND SNUGGLE UP to this peachy little set. PUT ME RIGHT AND SAVE THE night, you'll be satisfied I'll bet.' The lady looked away; then back to say—"O. K." The salesman said "I OUGHT TO BE HAPPY, would be heppy if I made sales like this one every day."

"Bandbox Is A Honey"

Dear Sir:

I have been wanting to write to you for some time and tell you just how pleased I am with Crosley products. The line this year is the best of any that is on the market and when I say best, I mean best. This Bandbox is a honey and I believe that I could sell it to a deaf and dumb individual if I had a chance. We advertise that we will put the Bandbox on demonstration with any set costing twice as much and we usually land the sale. All we ask for is a demonstration and a fair hearing from the prospect and if the set doesn't sell itself, it will be because of prejudices that the customer might have formulated in his or her mind before hearing our set.

May I congratulate you upon this year's great gift to the radio dealers, lucky enough to have Crosley. I sincerely trust that this will be the best of all years to date for Crosley.

Enclosed please find my check for \$5. Rush the advertising matter mentioned in the folder.

Very truly yours

C. W. TAYLOR,
The Music Room,
State College, Penna.

Use These Suggested Letters In Your Direct Mail Work

Dealer Letter No. 1

Dear Friend:

You don't hear from us very often, do you?

Only on a great special occasion such as this do we make an announcement through the mails.

We are celebrating a most unusual event—another shipment of Bandboxes has just arrived.

Of course you have heard of the Bandbox, the new radio receiver that has created such a furor in the radio world.

A circular is enclosed describing it, but we assure you as men who have heard it and invested our money in it—that nothing you can read about the Bandbox can compare with the thrill of hearing its incomparable performance.

After enthusing about the Bandbox in this way we feel almost apologetic in telling you the price is only \$55. Radio, never yet, has seen such value. Yes, convenient payment terms, if you wish.

May we expect you in for a demonstration, without the slightest obligations.

Truly yours,
DEALER'S NAME AND ADDRESS.

Dealer's Letter No. 2

Dear Madam:

Have you heard the latest saying going the rounds of the radio world? It is "You're there with a Crosley."

That little phrase is just chuck full of meaning.

It signifies that—whenever radio means the most to you—when you want to be sure to get the utmost in radio enjoyment, when you want to be right at the scene of action—You are there—with a Crosley.

Read the enclosed circular about the Crosley Bandbox, a new 6-tube receiving set which we believe and know to be the most sensational value yet brought in radio history.

And please bear this in mind: Although the Bandbox costs but \$55, yet in design, finish, performance, beauty, it can grace the most exclusive surroundings.

Only a demonstration will thoroughly reveal to you the matchless quality of the Bandbox. We will demonstrate gladly, at your home or at our store, without the least obligation on your part. The Bandbox may be purchased on convenient terms by those who so desire.

Looking forward to the pleasure of showing you the greatest value we have ever seen in radio, we are,

Sincerely yours,
DEALER'S NAME AND ADDRESS.

Dealer's Letter No. 3

Dear Sir:

Circulars describing radio receiving sets are not uncommon.

But when one describes a set which is really revolutionary in the radio value it represents.

—when it names a price for a radio receiver that is 1-2 to 1-3 what sets of similar advantage have cost.

—when it opens up possibilities of radio reception hitherto available only to a favored few.

—then it is a circular worth reading in our estimation. Kindly read the enclosed for radio information everybody should have.

Nevertheless, nothing short of a demonstration can reveal to you the surprising qualities of the Bandbox.

It represents radio reception raised to the 'nth degree.

A demonstration, gladly, at our store or in your home. No obligation on your part of course. The Bandbox is sold on convenient payment terms.

At your service,
DEALER'S NAME AND ADDRESS.

Dealer's Letter No. 4

To The Radio Public of Blankville:

Are you getting all you think you are entitled to in the way of radio enjoyment?

Is your home equipped with a good receiving set?

Is your present equipment dependable?

When big events are on the air, when entertainment streams out into the ether for the delight and edification of you and your friends—are you there?

"You're there with a Crosley" a new 6-tube receiver—the Bandbox.

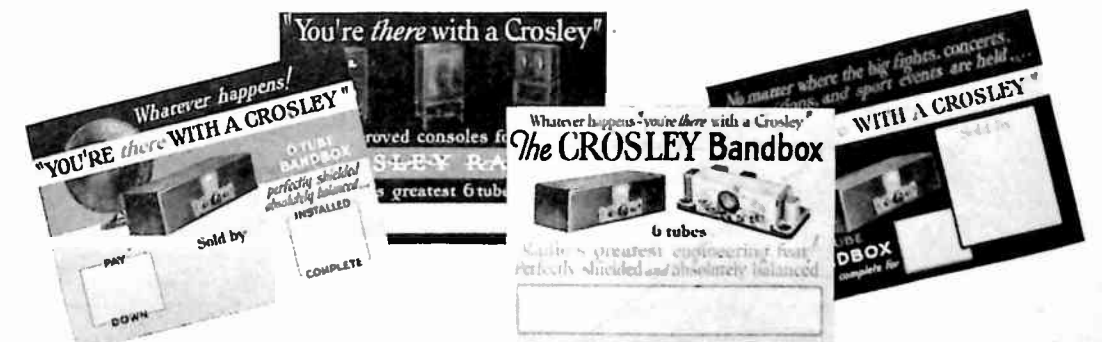
It is a beauty, so far in advance of anything you have seen or heard in radio that you will be amazed at the quality and scope of radio-reception it offers—and also as its unprecedented price of only \$55.

The enclosed circular about the Bandbox is well worth reading. It gives you a new slant on radio and the knowledge costs nothing.

Of course, we want to give you a Bandbox demonstration—and sell you one, as we believe we can. A demonstration, at our store or in your own home, will be a pleasure. Call or phone.

Very truly yours,
DEALER'S NAME AND ADDRESS.

Order Your Crosley Picture Show Slides



27-20

\$1.50

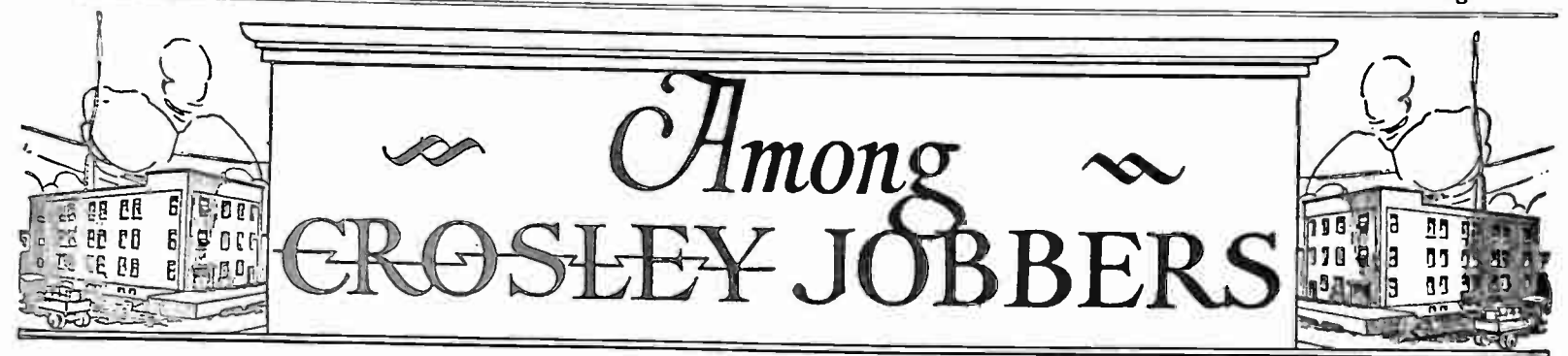
Per Set

Above are shown the four picture show slide designs available this year to Crosley Dealers. Place your order now for the set of four. Slides can only be obtained by ordering the complete set of four. Send your order with \$1.50 to the Adv. Dept., The Crosley Radio Corp., Cincinnati, O.

Activities Of Crosley Distributors Shown By Picture



The pictures shown above are as follows: 1, Booth of the Orr Iron Company, of Evansville, Indiana; 2, Doubleday-Hill display at Pittsburgh radio show; 3, Display of Harper-Megee, Incorporated; 4, Ignition Service Supply Company broadcasting world series; 5, Dealers' school held by Fobes Supply Company; 6, Display of E. A. Bowman, Incorporated, at Detroit show; 7, Booth of Southeastern Electric Company of Chattanooga, Tennessee; 8, Display by Electric Parts Corporation of Syracuse, New York.



Dealers' School Brings Results

Fobes Electric Supply Co. Conduct Dealers' School During Spokane Show

On Page 10, Picture 5, is to be shown a group of the dealers who attended the Crosley Radio School held by the Fobes Electric Supply Company of Spokane, Washington, during the Spokane Radio Show.

This school was attended by the greater part of the dealers of the Inland Empire and resulted in a great deal of benefit to the dealers as well as to the distributor. Mr. J. B. Presridge was in charge of the technical part of the school and pointed out the different features of the Bandbox, explaining everything that the dealer should know. Sales features were brought out by other members of the Fobes Electric Company's staff.

In the three days of the school, over one hundred dealers attended and received a very valuable course of instruction. The picture shows just one day's attendance.

During the past month Australia purchased more radio receiving sets from this country than any other foreign market. Up to this time Canada has been our best customer.

Crosley Distributor Installs Attractive Window Display



Nebraska Buick Auto Company Welcomes Powel Crosley, Jr., On Recent Visit

Recently Powel Crosley, Jr. visited Lincoln and was the personal guest of Mr. H. E. Sidles, Mr. Charles Stuart and Mr. Charles Carper of the Nebraska Buick Automobile Company who with Lee Huff of Omaha left for the Buick hunting lodge south of Hyannis, Nebraska for a duck shoot.

Mr. Crosley is shown immediately in front of the special Crosley window display at the Buick building and this picture shows the men just before leaving for their four hundred mile jaunt to the northwest part of Nebraska. From left to right:—Mr. Powel Crosley, Jr., Mr. Charles Carper, Mr. H. E. Sidles,

Mr. Harry B. Sidles. With the party and also a guest of Mr. H. E. Sidles and the Nebraska Buick Company was Mr. Harry Leyman, President of the Leyman Buick Co., Cincinnati, Ohio, one of the large Buick distributors for the Buick Motor Company.

Broadcast Of World Series

Ignition Service & Supply Company of Albany, New York, Through Bandbox and Electric Board Gives World Series Play by Play

"You're There With A Crosley." To prove this slogan, The Ignition Service and Supply Company, pioneer Crosley distributors of Albany, New York, Broadcast the world series between the Yankees and Pirates with a Crosley 601 Bandbox and three Musicones. This of course has been done many times by others but—never to our knowledge—with an electric score board that shows the ball in actual play to any part of the diamond, runners on bases, and balls, strikes, and outs on the batter registered within a fraction of a second after

the play was announced over the radio.

To give this stunt wide publicity, The Ignition Service & Supply Company tied up with Times Union—one of Albany's leading evening papers—who gave the stunt quite a spread of free news items, which, together with several insertions of quarter page ads, as per the above copy, created much interest.

In addition to the Crosley merchandise in the window display was to be found curiosities which included two championship medals,

four personal season passes to Mr. John J. Evers—former Chicago Cubs big league player—to the Polo Grounds at New York City and three autographed baseballs. One of these balls was signed by Babe Ruth; another was autographed by all the big league players who made the Round-the-World tour; and the other was signed by all the players on the "Boston Braves" with whom Mr. Evers played in 1914.—The only other team besides the Yankee, who won a world series in four straight games.

Mr. W. L. Sayre, District Salesman for Corsley Radio Corporation in New York State was instrumental in putting on this big publicity stunt in Albany with the assistance of C. F. Zehner, Vice President of the Ignition Service & Supply Company. Without doubt, it proved the slogan "You're There

With A Crosley" 100 per cent. Another item of interest is the sign and newspaper advertisements which follow out Crosley's policy of—"Buy Your Crosley From Crosley Authorized Dealers."

Western Michigan Distributors
CROSELY RADIO
Sherwood Hall Co., Ltd.
Grand Rapids

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

CROSLY DEALER'S PAGE

Bandbox Brings World Series To Large Crowd



A. A. Rhoads, Crosley Dealer At Lehigh, Penna., Stimulates Business By Broadcasting World Series

Hundreds of Crosley dealers took advantage of the world series to stimulate interest in the Crosley Bandbox. Among these was A. A. Rhoads, Crosley Authorized Dealer at Lehigh, Penna. Arrangements were made with the local newspaper so that the results of the world series' games were broadcast each day by a Bandbox hooked up at the newspaper office. The following clipping which was taken from the Lehigh Leader on the following day, tells how it was done.

"The World Series came to Lehigh yesterday—by radio and special International News Service wires, the play by play accounts were relayed to waiting fans jam-

ming the street facing The Leader office by loud speaker.

"A. A. Rhoads, the energetic Crosley Radio dealer for this city in conjunction with The Leader made all this possible.

"By connecting the famous little 'Bandbox set' to an aerial in an automobile and the use of an electrically operated loud speaker, each word of the game came to the listeners on the street, distinctively and plainly. Each individual play, each little emphasis of the speak-

Advantage Of Power Tube In Bandbox

This Information Will Help You Sell the Bandbox---Your Customers Want Added Tone

er's voice, the cheers and applauding of the crowd at the baseball park—all were recorded and relayed on to the anxious mixture of Pirate and Yankee boosters in the street."

Here is what Mr. Rhoads has to say: "The business outlook for this season appears exceptionally good. During the past week I have sold three Bandbox receivers, three Super-Musicones and one Console Cabinet."

Men at trading posts along Hudson Bay and at other places in the far North look upon radio as indispensable. Before the time of broadcasting, their only communication with their far-away homes was once a year when the company steamers came around. Now they listen in nightly to broadcast programs from their home countries.

The United States will soon establish a new radio beacon at La Point Light Station, on the South side of Lake Superior, for the guidance of Great Lakes vessels.

There are delegates from seventy nations at the International Radio Telegraphic Conference held in Washington.

Why is the Bandbox equipped for use with a power tube?

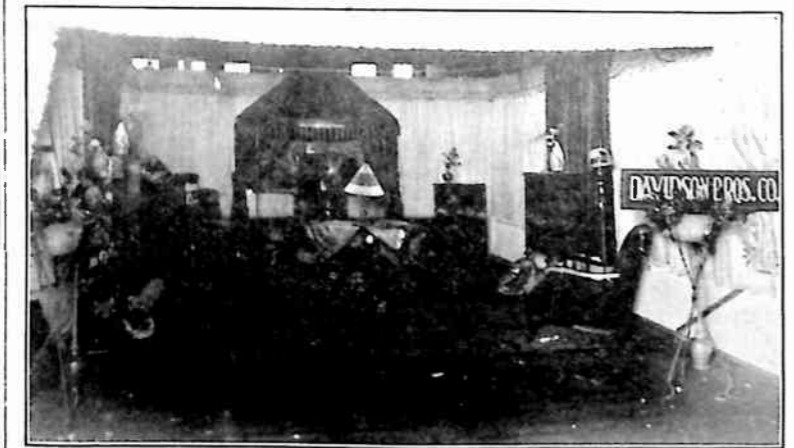
Because every up-to-date radio set built to take advantage of the latest radio developments and discoveries should use a power tube in the last audio stage. Unless a set is equipped this way, it is not up-to-the-minute.

The power tube in the last audio stage is one of the secrets of perfect tone quality in the Bandbox. An ordinary tube used in this stage is overloaded even when operated so as to give moderate loudspeaker volume. The overloading results in distortion, with consequent poor tone quality. With the use of a power tube in this stage, volume as great as desired may be handled without distortion.

When power tubes for the final audio stage were developed, Crosley was one of the first radio manufacturers to adopt his set for their use. Since then, power tube operation has continued to be a regular feature of Crosley sets.

As incorporated in Bandbox models, this feature is made use of with the best possible results. The proper tube and "B" voltage to use with these particular models has carefully been worked out, and if the recommendations in the instructions accompanying the sets are followed explicitly, the greatest possible advantage from the use of this feature will be enjoyed.

Home-Like Display Made By Dealer



Above is shown the display which Davidson Brothers Company, Crosley dealers at Sioux City, Iowa, made in a recent radio show. The home-like atmosphere made quite a hit.

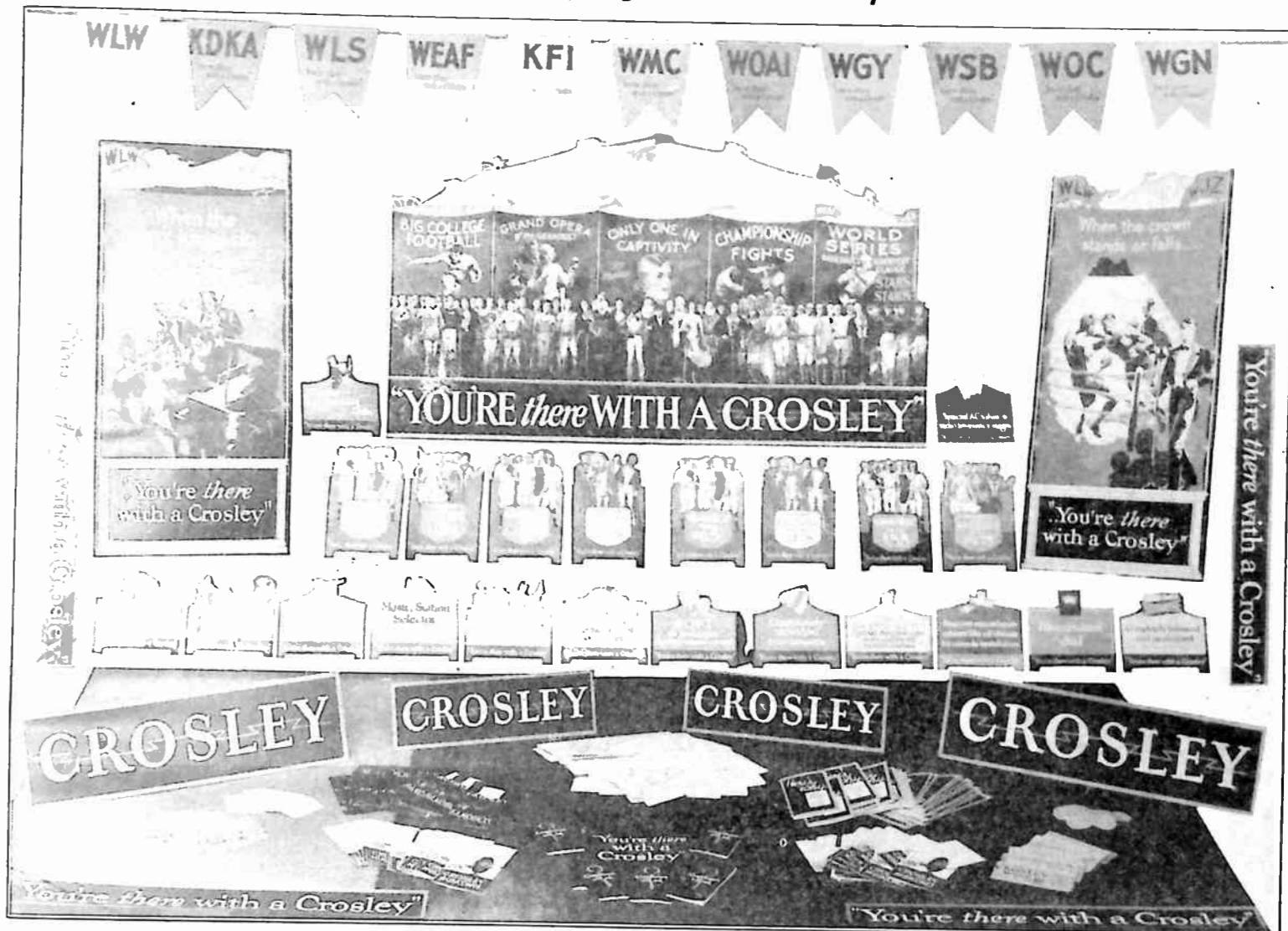
100% Crosley Distributors
 "THIS IS A CROSLY YEAR"
 "THERE'S A REASON"
 Distributors in Chicago Territory
 TRY OUR SERVICE
HUDSON-ROSS, Inc.
 116 S. WELLS CHICAGO

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

SCHUSTER ELECTRIC COMPANY
 WHOLESALE
CROSLY DISTRIBUTOR
 2169 Spring Grove Avenue
 412 Elm Street, Cincinnati, Ohio
 Phone West 144 Main 820

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

Thousands Of Progressive Crosley Dealers Have Ordered Advertising And Sales Display Dealer Help Outfit



Place Your Order Now For This \$5 Assortment While The Supply Lasts---The Biggest \$5 Worth You Ever Saw

Ever since its announcement a month or so ago, the special dealers' outfit, pictured above, has proven the most popular group of advertising and display material ever put out by The Crosley Radio Corporation. Orders have flocked in from progressive Crosley dealers in every section of the country.

All you have to do is study this complete array of material as arranged above to understand why it has proven so popular. It is the biggest \$5 worth that Crosley dealers have ever seen. In all, there are practically 600 pieces in the assortment. There is the big forty-inch wide window display, the large easel panels, attractive full color price cards display merchandise, a set of fourteen tracers which bring out the various features of the Crosley Bandbox, large streamers with "You're There With A Crosley" large pennants displays, identification cards for the Bandbox and Consoles. Then a large variety of literature, and quantity of novelty throwaways, labels with the Crosley slogan, price tickets, large catalogs, and retail sales manuals.

All this makes an assortment of advertising material certainly to be desired by every dealer who wants to make a good job of this Crosley Franchise. This material is worth many times the nominal \$5 charge which dealers are requested to pay. The main display features of this assortment are worth this.

Crosley dealers, however, should not look upon this assortment of what is costs them, but should rather consider the benefit in stimulated sales and actual profits which they will derive. Crosley dealers who have ordered this assortment and made window displays from it are receiving compliments on every hand. They find that it attracts sales to their stores and is the best investment they have ever made.

This advertising and display material has been prepared by those who know how to attract business to your store. Ring up the profits on your cash register. It is material that every authorized Crosley dealer needs to make a good job this year.

Thousands of dealers have already ordered their assortments.

There is, however, still a supply of these on hand already made up, waiting for your order. It will be advisable for you to get in that order while the supply lasts. Your assortment is waiting for you—send in your order. All this advertising material is just itching to get to work for you—stimulate sales and

increase your profit. Make use of it. Send in your order at once for the Crosley \$5 assortment of advertising and display material. For your convenience, use the coupon below. Rush it into us with your check or money-order. It will receive our prompt attention.

Mail This Coupon Now

Date....., 1927.

The Crosley Radio Corporation,
 Cincinnati, Ohio.
 Attention Advertising Department:

Enclosed please find \$5.00 for which rush me at once your special Outfit of Advertising and Sales Display Dealer Helps. I promise to put this to work in pushing Crosley sales in my territory.

Dealers Name

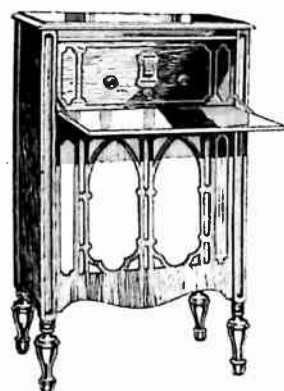
Address

Royal Series Amrad Neutrodyne

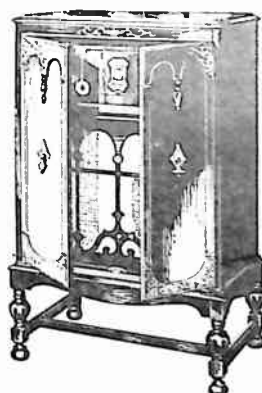
True ELECTRICAL RADIO

No longer is "lamp-socket radio" a dream of the future. It's here TODAY—in all the glory of AMRAD'S exquisite tone quality, all the perfection of AMRAD'S one-dial Control.

The ordinary light-socket furnishes all the power. You can have AMRAD equipped for AC operation, using the new AC power tubes—without batteries, eliminators or other devices. Or you can have it equipped for DC operation, in connection with battery-eliminator units.



THE BERWICK
One Dial Control
Six-tube Console, in dark selected walnut with built-in cone speaker. Illuminated dial. Very selective.
\$195
A. C. operated, requiring no batteries.
\$295



THE HASTINGS
Single-dial control, seven-tube Console, operated by loop of antenna. Built-in speaker, mounted on special baffle board. Illuminated dial.
\$295
A. C. operated (no batteries)
\$395

THE AMRAD CORPORATION
MEDFORD HILLSIDE, MASS.

J. E. HAHN, President

POWELL CROSELY, JR., Chr. of Board

Amrad sets are manufactured under license contract between Radio Corporation of America and Crosley Radio Corporation. Licensed under Hazeltine and LaTour patents issued and pending for radio amateurs, experimental and broadcast reception.

Royal AMRAD Series

Crosley Service Manual

No. 106

Model 602, Part II.—Circuit

10-15-27

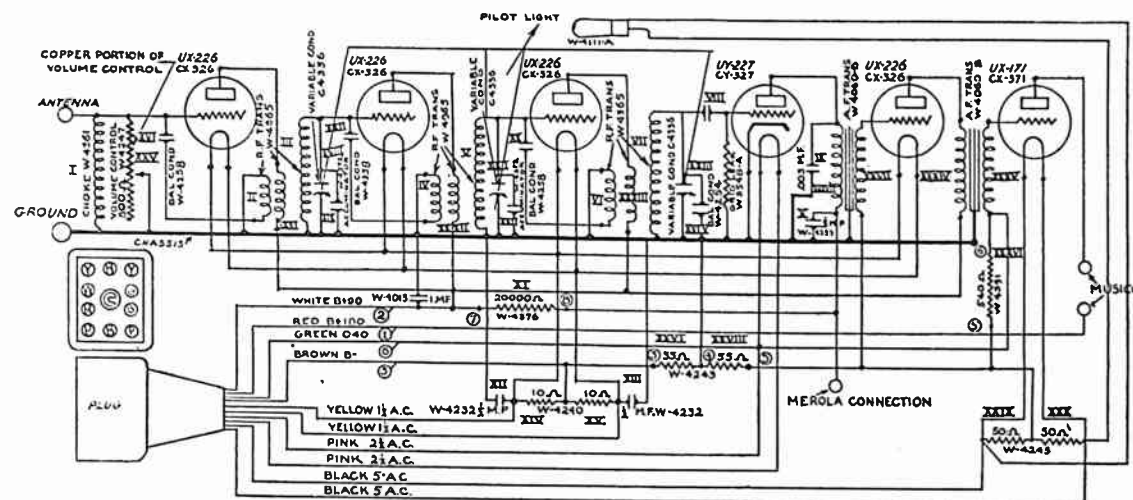


FIG. 1 602 CIRCUIT

Note: By-pass condenser across secondary of second A. F. transformer is not shown in above diagram.

Circuit
The radio-frequency amplifying circuit of Model 602 is of the neutralized, tuned radio-frequency type. There are three stages of radio-frequency amplification, two of which are tuned and one untuned, a detector, and two stages of transformer-coupled audio-frequency amplification. The Hazeltine Neutrodyne method of stabilizing the tuned and untuned radio-frequency amplifiers is used. The antenna is coupled to the first radio-frequency amplifier tube through an aperiodic (untuned) antenna choke coil. The other two radio-frequency stages and the detector stage are tuned by variable condensers mounted on the metal sub-panel. By means of metal belting inter-linking all three condensers, rotation of the condensers is accomplished through a centrally located reduction gear, which is operated by the station selector knob on the front of the set. The first two variable condensers are shunted by small auxiliary condensers (acuminators) which are used to sharpen the tuning when operating the set. The last variable condenser, tuning the input to the detector, is shunted by a small auxiliary aligning condenser (located near the detector and under the chassis) which when adjusted at the factory needs no further manipulation.

B and C Supply

The rectified D. C. output of the power converter is 220 volts. A number of resistances in series are shunted across the output, and the various voltages required for B and C supply are obtained by connecting across these resistances at the

proper points to obtain the potential drop required. The group of series resistances consists of five resistance units. Two of these are in the Power Converter and three in the set, as shown in Figure 2. There is also a 20,000 ohm resistance unit in series with the detector B+ supply line for reducing the voltage supplied to the detector plate from 93 to the proper value.
(Note: Each leg of a resistance is here referred to as a resistance unit whether the units are simply tapped portions of the same resistance or separate resistances wound on different forms).

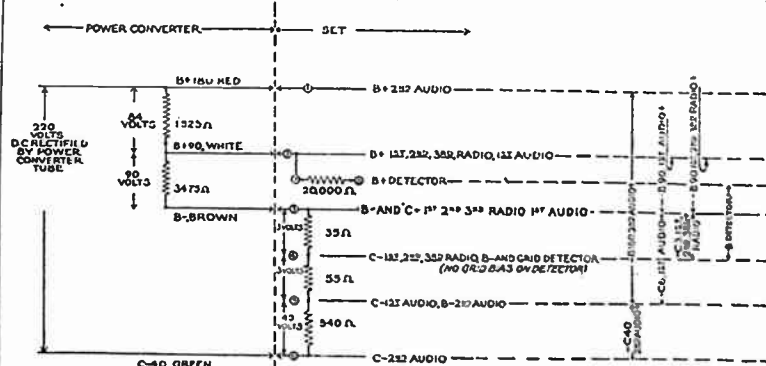


FIGURE 2 B AND C SUPPLY, MODEL 602

stage, the 40 volt drop across the 540 ohms resistance from (5) to (6) is used. The detector grid and detector B— terminal are both connected to (4) so that there is no biasing potential on the detector grid. All of these resistances for supplying C voltages are contained in the set itself.
Plate Supply
Ninety volts B supply for the radio-frequency and first audio-frequency stages is obtained by connecting across the 3475 ohm resistance in the Power Converter, from (2) to (3). The detector B— terminal is connected to (4) so that the B voltage supplied to the detector consists of the potential difference across both the 3475 ohm resistance in the Power Converter and one of the 55 ohm resistances in the set, from (2) to (4), minus the drop in the 20,000 ohm resistance from (7) to (8) inside the set. The total voltage from (2) to (4) is 93 volts, but the 20,000 ohm resistance reduces this to 45, the proper potential for the first audio-frequency stage. For the last audio

ply is taken from (1) to (5) across four resistances, the two in the Power Converter and the two 55 ohm units in the set. The total voltage across these resistances is 180.

Filament Supply.

The filaments of the radio-frequency and the first audio-frequency amplifier tubes are heated from a secondary of the power transformer, supplying 1½ volts A. C. (at the tube terminals). The filament, or heater electrode, of the detector tube is heated from another secondary of the same transformer supplying 2½ volts A. C., and the last audio-frequency amplifier tube filament is heated from a third secondary of the same power transformer in the power converter, supplying five volts A. C. The voltages are somewhat greater at the transformer terminals than those mentioned. This is necessary in order to compensate for the potential drop in the filament supply wires and the potentiometers connected across the filaments. A filament potentiometer of 20 ohms resistance with a center tap for the B— terminal is used for the three radio-frequency and the first audio-frequency amplifiers, and one of 100 ohms resistance, with a center tap for the B— terminal, is used for the last audio-frequency amplifier tube.

Volume Control.

The left hand small knob regulates the volume control. The knob is turned clockwise for increase of volume and counter clockwise for decrease of volume. The volume control knob adjusts a resistance of approximately 300 ohms shunted across the antenna choke coil. When it is turned to the right (clockwise) until it stops, the resistance is disconnected, allowing the antenna choke coil to function at its best. The resistance consists of a copper portion and a high resistance portion so designed that adjustment of the control gives a gradual change in volume. The lever of the volume control is grounded to the chassis.

Power Switch.

The small right hand knob is the power ("ON" and "OFF") switch for the set and power converter combined. It should always be turned to the right for either "ON" or "OFF". If the switch is turned to the left, the knob will unscrew or keep turning without effect. When the switch is in the "OFF" position, the lighting current supply

(Continued on Page 16)

This Booth Displayed Crosley At Chicago Show



Metal Bandbox Case---Important Merchandising Feature

Easily Removed---Allows Quick Installation In Console Models

Every dealer can appreciate for himself the attractiveness of the new metal case into which the Bandbox line is built, but in addition to this attractiveness the metal cases afford a merchandising feature that is perhaps even more important. This feature is interchangeability in different console cabinets.

The metal case costs so little, that when a customer desires his set in a console, the case may simply be removed and discarded and the set mounted in the console that the customer likes.

Appeals To Customer.

By this plan, the customer is not forced to take a particular model of set if he wants a certain type of console. Nor is he forced to choose a given console cabinet if he has his mind set on one particular model of the Bandbox. He simply chooses the set that he wants and the cabinet that he wants and the two are fitted together.

Now this is an important sales argument that helps dealers in merchandising Bandbox models in large quantities, but it is also a kind of insurance for the dealers themselves. If instead of being interchangeable, for instance, each model were built into a particular type of cabinet that did not move well in his locality, he would find himself with these sets on his hands at the end of the season. With the interchangeability feature, however, selling sets becomes entirely separate from selling cabinets, and every set in the store is always quick moving stock.

Large Variety Possible.

This feature is doubly important if you consider that almost every dealer keeps in stock a complete line

of cabinets so that he can have a complete display. Now with the Bandbox interchangeability feature, he should worry if one of the cabinet models does move slowly. He has very little money tied up in this cabinet, and he will profit by showing it even if he only moves one or two a season.

If, however, he had a large sum of money tied up in a combined cabinet and set, which had to be sold together, his profit would be correspondingly less. As it is, he has a continual large turnover in sets bringing him profits on his invested money, and he has a minimum amount of capital put where it is not constantly working overtime for him.

TUNE IN!

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

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

The FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio

Crosley Service Manual

(Continued from Page 15)
to the power converter is turned off.
Pilot Light.

This is a small six-volt lamp connected across the five-volt supply terminals in the receiver. When the switch is turned "ON" this lamp lights.

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.

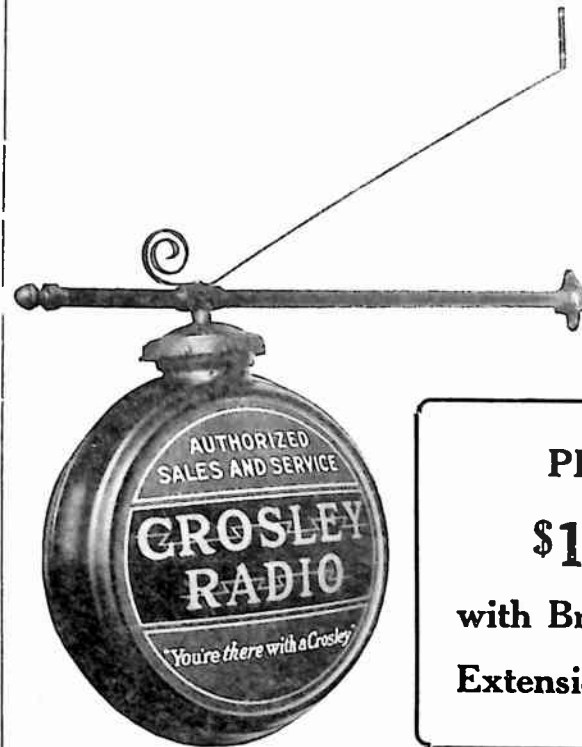
Members of—

The Cincinnati Stock Exchange
The New York Stock Exchange

Telephone: Main 537

326 WALNUT STREET

Better Order A Crosley Electric Sign



PRICE

\$10.00

with Bracket and Extension Arms.

This new and improved electric sign will bring customers to your store. It can be used either with bracket in front of your store or as a window display attraction.

The color scheme of the new Crosley electric sign follows the color combination being used in all Crosley advertising. Top and bottom sectors are of white on red, while the middle sector is cream on black. The frame is of black throughout.

Cash, check or money order must be sent with your order for this globe.

Send Orders to Advertising Department

The Crosley Radio Corporation
CINCINNATI, OHIO