

THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOL. VI

NOVEMBER 15, 1927

NO. XX.

Radio Sales Boom As Cold Weather Arrives

Bandbox Sales Already Big Take Upward Jump

Cool weather is a wonderful stimulant to radio sales. The great boom in radio sales now sweeping the country with the coming of cold weather demonstrates this.

All records for early season radio sales were smashed this year. The Dempsey-Tunney fight and the world series were responsible for this. Then came a general slackening of sales due to the lingering of warm weather.

Even in the face of this general slump, the Bandbox continued to hit a remarkable sales stride. Crosley dealers, right through these weeks, have reported sales two and three times bigger than they have ever experienced during corresponding weeks in previous years.

Steady Sales Increase

With the arrival of cold weather, however, even in the face of the remarkable sales which Crosley dealers have already been enjoying, the wonderful stimulation in sales has been felt all along the line. Bandbox sales are booming everywhere. They are at full high tide—growing bigger and bigger every day.

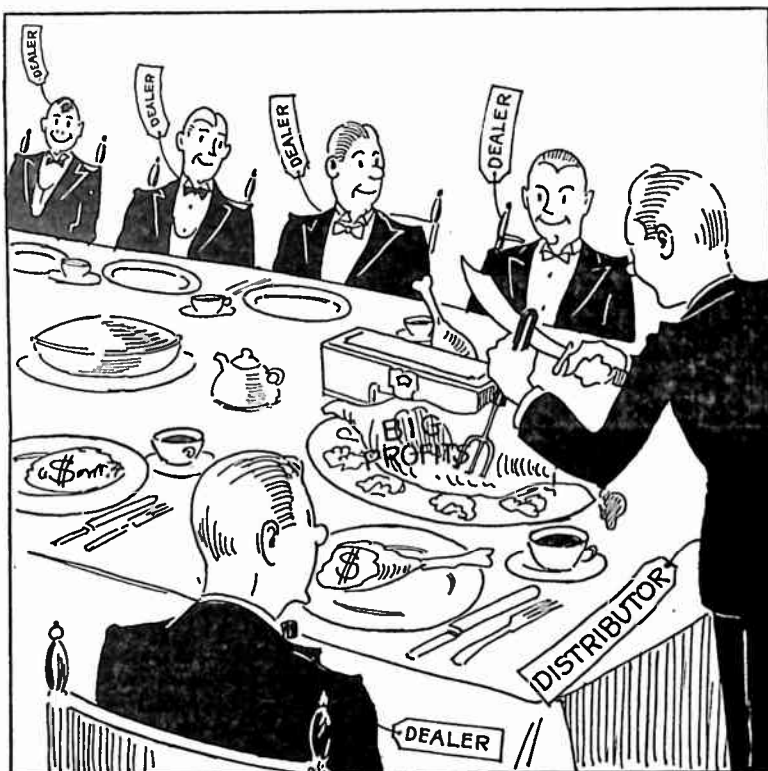
Never has a radio receiver, in the history of radio, enjoyed such universal acceptance as the Bandbox. The thousands upon thousands of Bandbox sets, now in the homes in every community, are throwing out a flood of enthusiastic gossip about the Bandbox. Now that real radio weather has come, the public in every section is flocking to Crosley dealers, to see and then take home this remarkable six tube neutrodyne receiver—The Crosley Bandbox.

Boom Felt Everywhere

This tremendous boom of Bandbox sales, sweeping the country in a gigantic tidal wave of sales, is being felt all along the line. Crosley dealers everywhere have felt it and immediately rushed in additional orders to their distributors to take

(Continued on Page 4)

Ample Reason For Thanksgiving



Push Bandbox Sales and Get Your Share of the Turkey

As the 24th day of November approaches—Thanksgiving Day—no group of individuals has more reason to be thankful than the members of the great Crosley family, Crosley Distributors and Dealers. Our Great Family of merchandizers have always had plenty of reason to be thankful. More especially is this true this year, for with the Bandbox the most popular set that the radio market has ever seen, the Crosley franchise is more valuable than ever before.

Every live wire Crosley Dealer who is on the job is enjoying his ample share of the big profits which the tremendous sales of the Bandbox is making possible. Crosley Distributors and Dealers are in the midst of the greatest season of all times. Generous slices are being cut from that great turkey—profits to be derived from the sale of the Bandbox—and passed liberally around.

Stop a minute and give thanks to the fact that you are an Authorized Crosley Dealer and a part of this great organization which is merchandising the most popular and fastest selling radio receiver the world has ever seen. Stop for just a minute and then plunge back into the work, cashing in on the PROFIT MAKING OPPORTUNITY BEFORE YOU.

The harvest is ripe and every day your sales will be on the increase. During the weeks ahead you can break the sales records and make them the most profitable you have ever enjoyed.

A Super-Radio Program Needed Each Month

Powel Crosley, Jr., Suggests This As Radio Sales Stimulant

A super-radio program comparable in public interest to the Tunney-Dempsey fight broadcast, may be presented every month if a suggestion made by Powel Crosley, Jr., in an address at Louisville, Kentucky, is carried out.

To a radio show banquet audience at the Kentucky Hotel, Mr. Crosley pointed out that while it will not be possible to stage a championship fight very often, there are many possibilities in the entertainment field for programs that would capture the enthusiasm of the entire country. For example, there might be an evening with our foremost comedians, featuring such celebrities as Will Rogers, Al Jolson, Moran and Mack of "Two Black Crow" fame and other national favorites.

It is Mr. Crosley's suggestion that such programs be sponsored by the radio industry. Instead of waiting for a Tex Rickard or other promoter to stage an event of national importance, radio leaders themselves should take the initiative in providing programs capable of enlisting nation-wide interest, he feels.

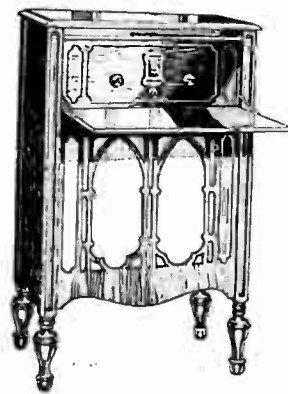
"It is well known that events such as the heavyweight championship fight are outstanding factors in creating and maintaining enthusiasm for radio and in stimulating the demands for receiving sets, he stated. "Receiving set owners, no less than the manufacturers, stand to benefit from increased interest in radio, because the quantity and quality of broadcast programs is sure to improve as the radio audience grows in numbers. On the other hand, as broadcast programs increase in attractiveness, the demand for receiving sets will be augmented."

(Continued on Page 3)

Royal Series Amrad Neutrodyne

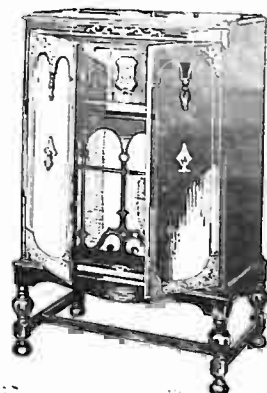
True ELECTRICAL RADIO

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

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 HASTINGS
Single-dial control,
seven-tube Console,
operated by loop or
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

POWEL 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

Effective Use of Available Display Material Tremendous Factor in Sale of Crosley Merchandise



This Shows Effective Use That Can Be Made of Crosley Display Material Furnished in Special \$5 Kit

The art of attractively displaying advertising material is a most important factor in the sales promotional activities of aggressive radio merchandisers. Dealers who do not take advantage of this phase of presentation are falling behind in the procession, giving their competitor a distinct advantage.

Crosley dealers who play up the selling features of the Bandbox receivers and Musicone reproducer with Crosley display material are commanding favorable attention of the buying public.

Making Windows Sell

Prospective radio purchasers are by nature window-shoppers. Windows artistically decorated arrest the public's attention, inviting him to investigate further, and quite frequently to enter the store. Thus, he makes inquiry of the radio merchandise the dealer is featuring. This offers a tremendous advantage as the most difficult part of the game is getting the prospect in the store.

The interior display of the store then plays a very important part. Artistically arranged the appeal is most impressive. The receivers, consoles, and loud speakers should

be each in a conspicuous position throughout the store so as to quickly catch the eye of the prospect.

Interior store display material can be placed along side of each piece of merchandise, calling the customer's attention to a positive sales feature of that particular product. All of which creates a radio merchandising atmosphere that is extremely pleasing as well as helpful toward interesting the customer further in the purchase. In a sense, Crosley display pieces are silent little salesmen, each contributing its sales help.

Display Material Available.

Available to all authorized Crosley dealers is a \$5.00 assortment of display material that has cost the Crosley corporation more than twice that amount. Several Window Displays, Window Panel Easels, Catalogues, Broadsides, Envelope Stuffers, Folders, Salesmen's Manual, Pennants, Window Transfers, Streamers, Price Tickets, Price Cards, Identification Cards, and Easel Signs, comprise a few of the dealer helps in this assortment.

Every Authorized Crosley Dealer should order at least one of this

assortment of Dealer Display Helps. Those who do not, show a lack of enthusiasm toward promoting the sale of Crosley products. Orders for the assortment can be sent to your Distributor or direct to our factory office at Cincinnati, marked to the attention of the Advertising Department. Every Order Must Be Accompanied With The Dealer's Check.

This display material is the connecting link between Crosley advertising and the merchandise in your store. Dealers can not be impressed too emphatically with the necessity and advisability of putting in these sales helps immediately. We are in the midst of the most successful radio season the industry has ever known with the best months ahead of us. It is high time all dealers are cashing in on this era of radio prosperity.

Act Now—Order the Display Material Today.

Dealers will notice a photograph of effective window display reproduced on this page and another on page 13 which have brought excellent results. An exact replica arranged in your window would be equally productive or you may have original

ideas of your own that would conform to your size of window space.

A Super-Radio Program Needed Each Month

(Continued from Page 1)
mented. It works both ways. The great broadcasting stations of today offer facilities to enable the whole nation to listen in on a program of outstanding importance, and radio manufacturers should take full advantage of these facilities, for our own good and for the general advancement of radio.

Mr. Crosley flew to Louisville from Cincinnati in a Ryan Brougham, landing safely in the teeth of a severe storm.

DEALERS!

Examine carefully Pages 6, 7, 8 and 9. They show you how to increase sales through advertising.

THE CROSLY BROADCASTER

Published By
The Crosley Radio Corporation,
Manufacturers of Radio Apparatus
Columbian 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? Let's 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.



To each individual Thanksgiving Day brings up different associations. To some it is a day of great feasting with a monster turkey enjoying the center of the stage. To others it is the day of the great football game. To still others, just another holiday.

In this modern day and age, are we losing the true significance of Thanksgiving? Are we forgetting why our fore-fathers set aside this day? Many individuals sidestep the true meaning of Thanksgiving and thus lose much of the romance of this day passed down to us for over three centuries.

Our Pilgrim fathers with hearts overflowing with gratitude to God for a wonderful deliverance set aside Thanksgiving as a special day in which to give thanks. Each year this day is reset aside by proclamation of the President of the United States. Each year the people of the United States have had more and more to be thankful for.

Radio is one of the many things we have to be thankful for which our fore-fathers did not have. Each year radio has raised to a higher standard. The Bandbox receiver gives the public the best in radio. Thousands this year have their Crosley Bandbox to be thankful for. Many with a thankful heart have already expressed their feelings by writing enthusiastic letters, stating how much they value their Bandbox set.

Crosley dealers can well take this as their cue to also give thanks, for satisfied customers are certain assurance of volume sales. The Bandbox is producing a satisfied customer in every home where it is installed.

Now as Thanksgiving approaches

meditate on the true significance of this day and enumerate in your minds the many things for which you have to be thankful.

Is Your Business Going Stale?

"There is not a great difference between 'going great' and 'going stale,'" says an outstanding American newspaper.

We hear the athlete talk of going stale,—when he is going his greatest. The athlete almost fears to go at his best because it is then that he encounters the greatest peril of attaining too fine an edge and thus going stale.

The radio industry has arrived. No time since the first invention of radio has the demand for radio apparatus been so universal. A great multitude, who previously had not thought of buying radio, are availing themselves of the advantage of radio and are now flocking into the dealer and purchasing a radio receiver.

The Crosley dealer particularly enjoys a dominating position in the radio world, this season. The Bandbox has gone over—is the outstanding radio receiver—is the most popular—the fastest selling set that has ever been placed on the market. Due to this Crosley dealers are naturally showing sales that have never before been dreamed possible. Business is flocking their way, it is coming almost without effort.

This season of the year when radio is naturally in greatest demand, sales of the Bandbox are reaching tremendous proportions. Every Crosley Dealer is going full force reaching a greater volume of sales and sitting high on the tide of prosperity.

Because of this condition there is danger of your business going stale. At the very time that things are going their best, is the very time to watch out that you and your business do not go stale.

At this season when business is coming your way, is the time to work all the harder, the time to put greater thought, greater energy and greater sales efforts behind the sale of the merchandise that you handle.

Take full advantage of the high tide of Bandbox sales. Strike now while the iron is hot, while the public is in the receptive buying mood. They want to buy now and they are going to buy. Some one is certain to sell them a receiver during these weeks ahead. You have a radio receiver, reasonably priced, with the most remarkable talking points of any receiver at almost any price. All you have to do is to explain these talking points to the prospective purchaser, let him know what the Bandbox will give in real enjoyment and the business is yours.

Don't just be an order taker and satisfied with the business which comes into your store. Be an aggressive, go-getter type that brings in the business. Send your scouts out into the homes in your community, advertise Crosley big in your local newspaper. Shoot out letters to the prospects who you think should purchase a Crosley receiver from you. These are the numerous ways that you can keep your business growing, that you can keep your sales going big. Double and triple your sales during the great selling weeks, by putting in that extra added effort.

Looking Ahead Toward Christmas

It is early to start arranging for Christmas and to get the Christmas spirit into your selling atmosphere.

It is not too early, however, to look ahead and to start thinking a little of what you can do in your business to make the necessary preparations when the time arrives. Turn over in your mind the window trims that you can put in to give to your windows the Christmas spirit. Think of ways that you can decorate your store to create the Christmas atmosphere. All these things help to bring the Christmas trade your way.

Above all be sure that you have sufficient stock of merchandise to take care of your Christmas business. There is nothing which aggravates the Christmas jobber so much as to find that the stock of a desired article is depleted. Prepare for the biggest Christmas business you have ever had in your history. Lay in a sufficient stock of all your items to take care of this demand.

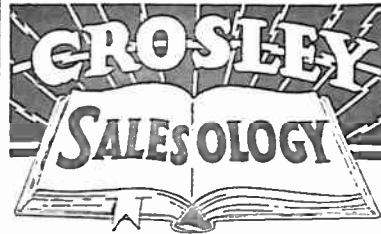
In this issue of the Broadcaster on pages 6, 7, 8 and 9 are reproduced ads with the Christmas appeal. Arrange to run these ads. Order at once mats of those you want.

The next issue of The Crosley Broadcaster, which will be in your hands around the first of December will give you a complete idea about going after the Christmas business. Watch out for this issue and be prepared to put the ideas suggested therein to work immediately so that the Christmas season may be one of the tremendous profits for you.

Radio Sales Boom

(Continued from Page 1)
care of the even bigger sales which they positively know are ahead. Distributors have felt the increased demand from their dealers and as a result orders are pouring in for increased specifications. Again we are swamped with orders for the Bandbox and production is being speeded to meet the situation.

Read over Page 6. Plan to run ads shown on Pages 7, 8 and 9 in your local newspaper.



An important thing to do immediately upon unpacking every Crosley console cabinet is to rub it down carefully. These cabinets are finished with an outer coating of white wax, over the stain and varnish, and to make the finish look fine it is merely necessary to rub it gently with a soft, dry cloth. During shipment the finish becomes dulled slightly because of the effect of the atmosphere, and when the console is unpacked finger marks are usually left on it. A few minutes spent in polishing with a dry cloth will restore the finish to its original lustre, however, just as it was when it left the factory. Do not use furniture polish or oil of any kind, but simply a clean, dry cloth. When you sell a console, instruct the purchaser how to polish it, and he will be able to keep it so that it looks like new indefinitely.

Better begin to think about Christmas right now. The Christmas season is almost here and with the new Bandbox line you have an opportunity to put an enjoyable Christmas gift into hundreds of homes. Plan now what your Christmas window displays are going to be, and how you are going to feature the "Bandbox for Christmas" idea in your advertising. It is far better to start your campaign early than too late. Get busy right now and plan some stunts that will pile up your holiday profits and enable you to greet the New Year with a broad smile.

One very easy scheme that you can follow for promoting Bandbox sales as Christmas gifts is to stock some Christmas boxes, appropriately decorated, for packing Bandboxes, Power Converters, etc., used as Christmas gifts. You can buy a few of these boxes, decorated with holly, etc., very cheaply, and when the Bandbox is tied up in such a box with wide red ribbon, it will have very much of the gift atmosphere. When you decorate your window for Christmas, display these boxes, and make a feature of supplying the Bandbox all done up in Holiday clothes, ready to be used as a gift. A small Christmas tree, lighted up, will help to dress your window, and some artificial snow, holly, etc., will help to lend atmosphere.

One of the latest publicity stunts is an outfit which receives pictures of the newest styles direct by radio from Paris and reproduces them for the onlooker.

Crosley Hour From New York Important Feature Of Crosley Advertising

Program For Sunday Afternoon, November 27, Of Crosley Moscow Art Orchestra Unusual



POWEL CROSLY JR.

TALKS TO the TRADE

That Powel Crosley, Jr., has his finger on the pulse of the American people is conclusively shown by the tremendous enthusiasm with which the Crosley Hour from New York is received in every section of the country. Every alternate Sunday afternoon from 5:30 to 6:30, Eastern Standard Time, The Crosley Moscow Art Orchestra, under the able direction of Arno Arriga, there is sent over the air the Crosley Hour. This program is one of the special hobbies of Mr. Crosley and he takes a great interest in the type of music which is chosen.

As a result of this interest and his great knowledge of what the public wants, Powel Crosley, Jr., has made this the most popular broadcast hour. The thousands of letters which are received, enthusiastically commending this program, is ample proof of its popularity.

This Crosley Hour plays a tremendous part in stimulating the sales of Crosley products, and not only does it make the name of Crosley a by-word over the land, it calls to the attention of all the Crosley Bandbox. Every Crosley Hour is opened by the Crosley Bandbox March, a special march composed by Arriga in particular honor of the Bandbox.

Following is the program of the Crosley Hour, featuring the Crosley Moscow Art Orchestra, for Sunday, November 27:

PROGRAM OF CROSLY HOUR

- 5:30 to 6:30 P. M. Eastern Standard Time, Sunday Afternoon, Nov. 27.
1. Crosley Bandbox March.....Arriga
 2. Mignon—Overture.....Thomas
 3. Valse—Gipsy Dream.....Arriga
 4. Vienna, the City of My Dreams.....Sczinsky
 5. Hungarian Rhapsody No. 6.....Liszt
Cadenza by Milan Smolen.
 6. Pale Moon.....Logan
 7. Habanera from Natoma.....Herbert
 8. The Mill.....Gillet
 9. Mother Machree.....Ball
 10. Humoresque.....Dvork
 11. Just a Memory.....Henderson
 12. Bacchanale.....Glazanoff

Proud Of Crosley Franchise, Says Dealer

Gentlemen:

I received the Crosley Bandbox and have given it a very thorough test and find it to be very selective, easy to tune, good on distance and enough volume for a dance hall and with a very wonderful tone. I am proud of my Crosley Franchise as the Bandbox is the most popular set on the market "high in quality and low in price."

Here are some of the following stations I heard after I hooked it up in my store: WBBM, Chicago; WLS, Chicago; KWKH, Shreveport; WEAJ, New York; KFQB, Fort Worth; KMOX, St. Louis. We are going to make this a Crosley year, as we know "You're There With A Crosley."

Very truly yours,
H. B. HOWELL,
Howell's Radio Shop, Anna, Texas.

Advertising Brings In The Business

We are doing more advertising, both over this station and newspapers than we have ever before, and needless to say, it is bringing in the business. Sales resistance is broken away—not a single barrier is left in the forward sweep of the Bandbox.

Very truly yours,
Charleston Radio Supply Company.

Educational Programs

H. A. Bellows, of the Federal Radio Commission, believes that educational radio programs can best be broadcast through commercial radio stations and planned and delivered by teachers. He says that the teachers do not have sufficient-

ly the commercial viewpoint to fully control broadcasting stations, and that the commercial broadcasters, on the other hand, do not know enough about pedagogy to plan educational programs properly. Best results in radio education will be obtained through cooperation between the two classes.

This is the most remarkable radio season the industry has yet experienced. Early season sales reached a tremendous peak, completely outdistancing sales of other years. This was due in large part to the stimulation received by a number of outstanding events, most of which, by the way, the industry had no direct part in fostering. The radio industry would do well to promote more events as the Dempsey-Tunney fight, the world series, Radio Industries Banquet, etc., which are of inestimable value in stimulating radio sales.

The Bandbox rode on the crest of the tide of these early season sales, establishing itself immediately as the big seller. Comparison in values is readily appreciated by dealers. The Bandbox with completely shielded neutrodyne circuit, illuminated dial and high amplification readily convinces dealers of its superiority over other radio sets at anywhere near the price range. These dealers desiring to give the utmost value recommend the Bandbox in preference to any other set on the market. The Bandbox sales curve has been on the up-trend from the very beginning. During these past weeks, when—due to the continuance of warm weather—radio sales in general have suffered, the Bandbox sales curve has continued to go upward.

It is during a general slump that the true value of merchandise is demonstrated. The past weeks have shown conclusively that the Bandbox is the outstanding receiver on the market. It is the most universally accepted radio that the industry has yet known.

Now again the radio industry has received a stimulant. As the mercury goes down, radio sales automatically go up.

With the arrival of ideal radio selling weather, radio sales have taken another jump upward and Bandbox sales are now hitting a stride far beyond our early-season predictions.

The trend of sales is most interesting at this time. The battery model Bandbox, 601, a receiver which has broken more sales records than any other set that the radio world has ever known, continues to be a tremendous seller. There is another market however where socket power is available which demands the AC type receiver operating direct from the house light circuit. It is plainly apparent that the AC Bandbox will encounter larger and larger sales as the weeks go by.

Trade and consumer reports on the AC model Bandbox have been most spontaneous and enthusiastic. This receiver completely fulfills the public desire, long whetted by newspaper articles concerning the new RCA AC tubes, for a receiver operating directly from the house light current by use of these tubes. There are many outstanding features that stamp this AC Bandbox as the finest specimen of the AC type receiver within reach of all.

The cool, favorable, radio-selling weather is upon us. The days and weeks which stretch out ahead of you are the time when maximum radio sales are made. Let nothing dim your vision or prevent you from riding with other Crosley dealers on the crest of the greatest radio sales wave this or any other company has ever ridden.

Powel Crosley Jr.

Presenting Crosley Christmas Advertising Co-operation for Crosley Dealers

FOLLOW THROUGH

Crosley National Advertising is telling the complete story of Crosley Radio.

Today it is shaping the Christmas Gift buying impulse of millions.

It rests with every Crosley dealer to direct the buying stream into his store.

There's one way to do it—by the right kind of local advertising in your own home newspaper.

And it costs you only a portion of your usual rates, under the exceedingly generous co-operation Crosley extends to dealers.

Every Christmas dollar you bring in costs you less to secure.

Make the Great National Crosley Christmas Gift Appeal Your Own.

Get your share of the benefits from thousands of dollars spent with leading magazines.

You Know This

Crosley National Advertising has made the Bandbox the most talked about radio on the market today.

It has told the story of Crosley Radio so thoroughly and simply that almost every child knows it by heart.

It has sent countless thousands to Crosley dealers for the Bandbox. But unfortunately Crosley National Advertising cannot list the names of every Crosley Dealer or tell every Crosley Convert exactly where to get a Bandbox.

Crosley National Advertising shapes the buying impulse; it sells the prospect to Crosley thoroughly at a time when he is most receptive, in the quiet and privacy of his own home.

But you, Mr. Crosley Dealer, want to get that prospect when he or she is closer to your store, when he's reading the local newspaper, when he's on the street cars, in short—when his hand's on his pocketbook.

Tell a radio buyer what to buy and he'll do it sometimes. Take him by the hand and show him where to buy, where to consummate the desire aroused by Crosley National Advertising and he'll buy NOW.

And this is the holiday gift buying season. You want a big share of the resulting business.

You'll get lots of it as merely an authorized Crosley dealer, but you'll get oodles and gobs of it if you're a co-operating Crosley advertiser.

Try it and see—not merely in bald announcements that you have Crosley dealership, but by repeating the Christmas Crosley message as we suggest in this presentation of Crosley Dealer Ads.

Tie in and cash in.

Crosley Pays 1-3 of Your Advertising Bill

For Any Dealer Who Accepts The Following Generous Conditions—
Crosley will pay one-third of the cost of the newspaper advertising space devoted exclusively to Crosley products.

One quarter page space or more must be used. It must feature Crosley products and none other. Your name and address can take up as much room as you desire.

These advertisements must be placed by the retailer at the retailer's local contract rate. Crosley will return one-third of their cost direct to the retailer only upon receipt of the page in which the ad appears and the receipted bill from the newspaper for the entire ad which the retailer HAS PAID. Send these to your jobber. He will approve and forward to Crosley for payment.

It is understood that the list price of the Bandbox be featured in every co-operative ad.

These advertisements must be approved by your jobber. All Crosley jobbers are urged to participate in the publishing of these ads, and may pay from one-sixth to one-third of the retailer's cost. Dealer must get Crosley distributor's approval from whom he purchases Crosley products, before expecting him to share expense of dealer's advertising.

As cuts for the ads are forwarded only upon receipt of the coupon, your jobber must O. K. and mail these coupons to the factory. Be sure to state size of ad you will run and request ad by number.

Crosley reserves the privilege to withdraw this offer at any time. Mats of these ads furnished in one-quarter, one-half and full pages.

Make your Christmas Advertising plans now! Send advertising coupons to your jobber at once for cuts. Ads shown furnished in one-quarter, one-half and full page sizes.

Crosley will send you a check for one-third of the cost of the space you use when you send your jobber your receipted bill and the page from the paper on which the ad appears.

We suggest use of copy here shown as it is written especially for retailers by a retail advertising expert who knows how to get action on such specialties as radios, talking machines, pianos, etc.

Note that the copy suggests that the reader MUST buy now without resorting to "special" or "cut prices."

Dealers are urged to run a coupon in every ad. Newspapers have an out-of-town circulation. Every ad will bring in a few coupons and nearly every one will be from a REAL prospect.

Cuts for the page ads following are also furnished for one-half and one-quarter page sizes.

Be sure to mark the size copy you will run on the coupon at the bottom of each proof which coupon must be sent to your jobber.

Mats for these ads furnished in 1/4, 1/2 and full pages. Be sure and specify stereotype in case your local newspaper cannot use mats.

The greatest advantage will follow those who by starting earliest will identify themselves soonest and more securely as Crosley Dealers and get the most benefit from Crosley National Advertising.

NOW! when there will be ten thinking about a radio purchase to every one who will do so after the holidays is the time to run Crosley Co-operating Ads if you haven't done so before.

Very Important--Request Ads By Number

Check Here for Size and Kind of Cuts Your Paper Needs

Full Page	
Half Page	
Quarter Page	
Mats	
Electros	

AUTHORIZATION COUPON CROSLY ADVERTISING SUBSIDY TO BE FILLED OUT AND MAILED TO YOUR JOBBER

DEALER'S NAME

ADDRESS

Send Me Ad. No. Will publish this advertisement on

Be sure and fill in No. of ads you want

In the Total cost of Ad

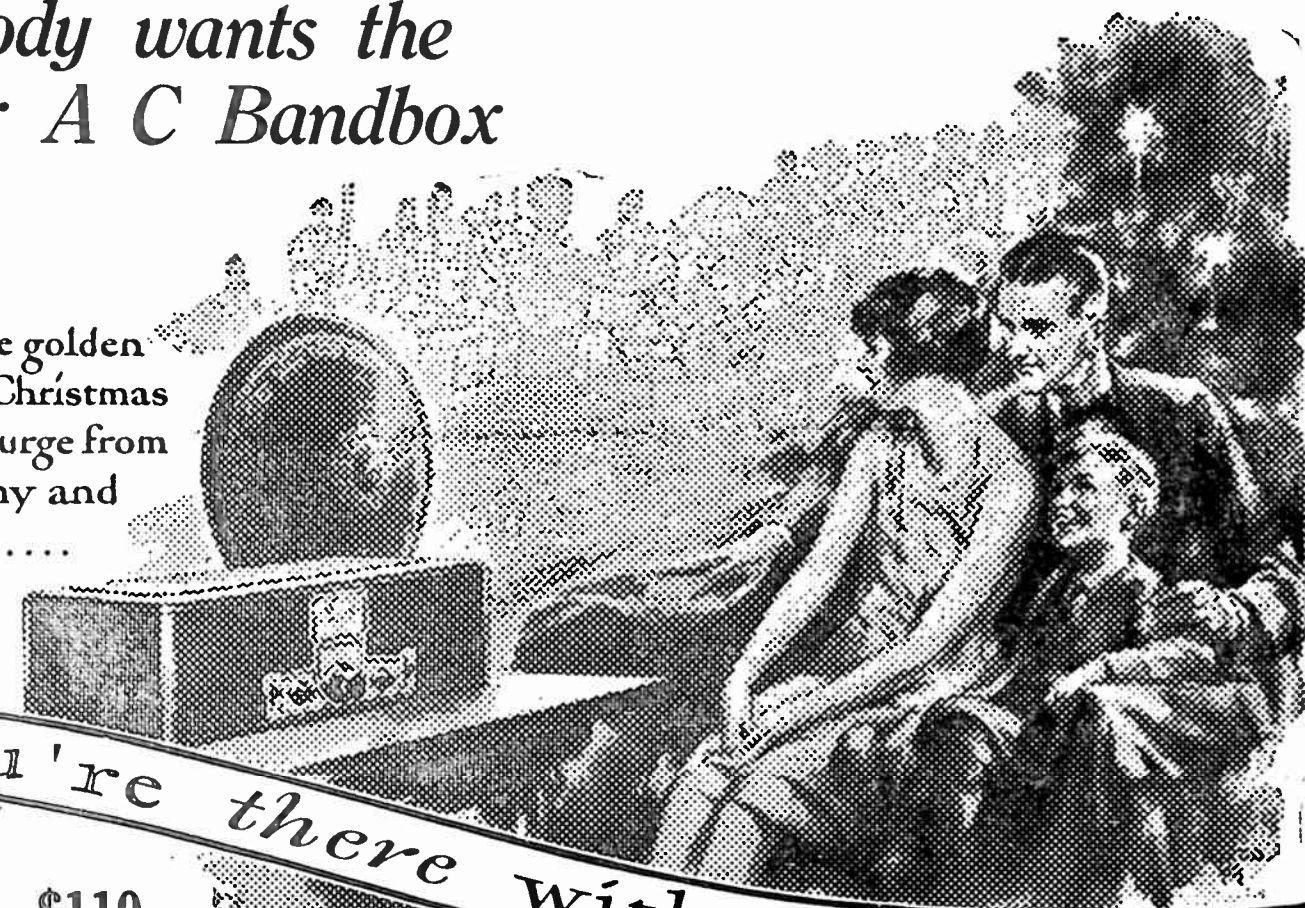
NAME OF PAPER

Jobber's O. K.

We will reimburse the dealer to the extent of

Everybody wants the Popular A C Bandbox

When the golden notes of Christmas melody surge from symphony and choir.....



"You're there with a Crosley"
A C BANDBOX with Converter \$110

The new Crosley A C Bandbox is breaking all radio sales records. Our most optimistic hopes failed to picture and anticipate the demand.

By superior buying power we have been able to secure more Crosley A C Bandboxes and for a limited time can supply early comers at the same prevailing low terms advertised to the right.

Why we Selected the A C BANDBOX for our Xmas leader

We made arrangements with Crosley to handle Crosley Radio on the extraordinary merits of its performance alone. So that our customers may know the reason for its amazing success and be able to make intelligent comparison with other radio, we quote Crosley as follows:

"Crosley Radio is manufactured under the world's most important radio patents, those of The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone & Telegraph Co., The Hazeltine and The Latour Corporations."

You get as a result, together with Crosley genius for adaption in many other important features, a genuine six tube neutrodyne balanced radio frequency, complete shielding of coils and condensers, acuminators for sharp tuning, illuminated dial, volume control, single dial operation, easy console installation, single unit cable, Crosley batteryless A C operation using the new A C tubes and many other desirabilities not found in other radios.

Come in and let us demonstrate the selectivity, long distance ability, clarity, volume control and ease of operation of the A C Bandbox.

At Last it is Here!

Perfected radio from house current made possible by the amazing new Alternating Current tubes

Crosley Makes it

We are authorized Crosley Dealers

\$0.00 down
—Terms as Low as \$0.00 Weekly.

No more battery fuss and bother
This is radio that is the last word in adaptability to any home. The snap of a switch turns it off or on; no harm done if turned on and forgotten all night.

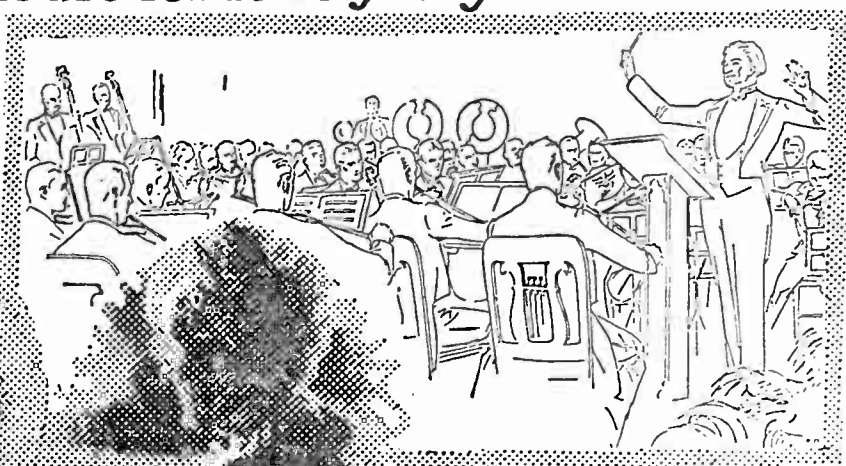
Complete A C Bandbox set including Power Converter and new A C tubes \$000
Crosley Cabinets with built-in Musicone, \$35, \$65 and \$85

(Dealers Name)

REQUEST AD NO. 107

When someone's thoughtfulness has provided cheery hours for lonely days -----

When the finest Christmas music is played---



6 tube Bandbox \$55

...You're there with a Crosley

The Season's Most Sensational Xmas Gift

\$5

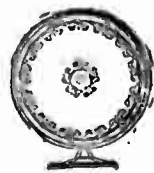
delivers it to any home if you Act Today

When the whole world sends out on the air its cheery Yuletide message a single hour with the Crosley Bandbox will alone be well worth the small down payment we are now asking for this famous radio receiver.

All we ask is that you come in at once and hear it, operate it and marvel at the ease with which you get station after station, far and near, clearly and distinctly, with just the volume you want. Beauty of the new Bandbox is another thing you'll appreciate for a Christmas gift.

The Bandbox for battery operation \$55
The Bandbox for House Current operation \$110

Other Wonderful Crosley Gifts



FAMOUS MUSICONES
12 in. Ultra Model \$ 9.75
16 in. Super Model \$12.75



Console Cabinets
3 handsome designs, \$35, \$65 and \$85.

[Dealers Name] REQUEST AD NO. 108

What You Really Give in the BANDBOX

You give the result of millions of dollars invested in obtaining manufacturing rights to the world's six greatest radio patents, secured by Crosley from The Radio Corporation of America, The Westinghouse Co., The American Telephone and Telegraph Co., The General Electric Co., and The Hazeltine and The Latour Corporations. You give the result of Crosley mass production methods which have succeeded in turning out the most sensational value we have ever seen in radio. You give "complete shielding" hitherto found only in the most expensive sets—condensers and coils isolated in expensive metal compartments so that reception will be clear as a bell and the selectivity astonishing. You give a genuine Neutrodyne radio!—and you know what that means in eliminating howls, screeches and squeals. You give exclusive Crosley acuminators, to bring in weak signals from distant stations. You give amazing volume control, easy adaption to Console Cabinets, illuminated dial for shadowy corners, a single efficiency cable and many other features that will surprise you. Insist on all these features in any other radio you consider. Then see and hear the Bandbox. At these standard, non-inflated Christmas prices you will quickly decide.

Amazing New A C radio tubes eliminate batteries by use of electric house current

NEW RADIO TUBES TO USE ORDINARY HOUSE CURRENT FOR POWER

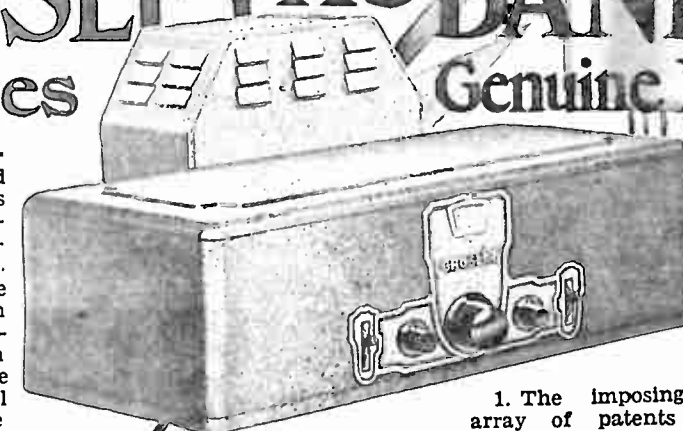
NEW YORK, Jan. 3rd.—Much interest was aroused in radio circles today by the announcement that a radio tube had at last been perfected which used ordinary electric house current in the operation of...

NEW RADIO TUBE WILL OBSOLETE BATTERY POWER

WASHINGTON, Mar. 4 1927.—Persons who from the electric light work have waited for a long time...

ELECTRICAL WIZARD RUNS RADIO WITH ORDINARY HOUSE LIGHTING CURRENT

CROSLY AC BANDBOX 6 tubes Genuine Neutrodyne



STORIES in regard to the coming of AC tubes which would operate from house lighting circuits have 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 and Telegraph Company, General Electric Company, Westinghouse Electric and Manufacturing Company, etc., the Crosley AC Bandbox is possible through the use of the new R.C.A. alternating current tubes, UX226 and UY227. These tubes utilize for their filaments and heating regular alternating current from the house lighting circuit. 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 with the Crosley AC Bandbox can be tucked away out of sight. It is connected to the Bandbox by a cable and also supplies the current for the plate voltages on the tubes replacing B batteries.

Now \$110 without tubes

any of the other usual paraphernalia which requires attention, care and early replacement. This set incorporates the famous Mer-shon self-healing electrolytic condenser. It eliminates the danger of blowing out paper condensers which have caused so much difficulty in electrically operated sets.

The Crosley AC Bandbox with the new alternating current tubes is truly revolutionary, and brings to the radio user an entirely new conception of care-free radio. This AC model together with the battery type BANDBOX which works with standard power supply units and storage batteries is the country's most talked of radio! The popularity centers around two major factors:

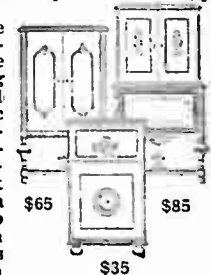
- 1. The imposing array of patents under which it is built.
2. The number and quality of the features Powell Crosley, Jr., built in it for the price!
—And what value Crosley has added in:
1. Complete shielding of all elements.
2. Absolute balance (genuine Neutrodyne).
3. Volume control.
4. Acuminators for sharpest tuning.
5. Single cable connections.
6. Single station selector.
7. Illuminated dial.
8. Adaptability to ANY type installation.

Today's radio must be adaptable to the home. It must fit into all kinds of conditions. Perhaps you have a bookcase corner—a desk compartment—a chest—or even a bureau drawer where it could be tucked away. Maybe you want it to be part of the furnishings, as an impressive console or credenza cabinet. The Bandbox fits in everywhere. The metal outside case is easily and quickly removed. The set is solidly mounted on a

stout steel chassis. As all controls are assembled together in the front, cabinet panels are easily cut to allow their protrusion. The metal escutcheon is screwed on over the shafts and the installation has all the appearance of being built to order.

Two large furniture manufacturers have designed console cabinets in which the Bandbox can be superbly installed. (Shower Bros. Company of Bloomington, Ind., and The Wolf Mfg. Ind. of Kokomo, Ind.) Powell Crosley, Jr., has approved them mechanically and acoustically and has seen to it that the famous Crosley Musicones are built in them so that the best type of loud speaker reproduction may be insured.

This is the kind of a radio you have been waiting for—the real direct electric set that requires absolutely no attention. What if it does run all night! Who cares? No run down batteries greet you in the morning. You owe it to yourself to see the Bandbox and listen to its remarkable performance. If you cannot easily locate the nearest Crosley dealer, his name and address will be supplied on request. Write Dept. 76.



Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.

CROSLY RADIO

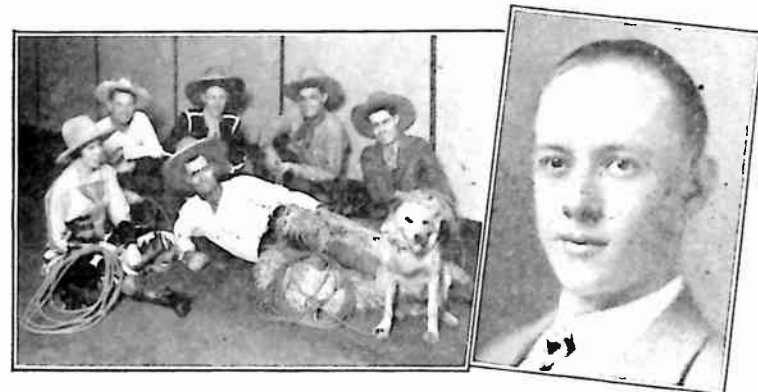
THE CROSLY RADIO CORP., Powell Crosley, Jr., Pres., Cincinnati, Ohio. "You're there with a Crosley" Radio Amateur, Experimental and Broadcast Reception. Crosley is licensed only for

This ad will appear in the following publications: Liberty, December 10; Saturday Evening Post, December 17; Radio News, January; Radio, December; Radio Age, January; Popular Science Monthly, January.

This same ad can be furnished in 1/4, 1/2 and full page mats for newspaper reproduction. REQUEST AD NO. 109



More Favorites---And A Hard Worker



To Left, McGinty's Cowboy Band---To Right, Joe Chambers, Chief Engineer of WLW Station

Some cowboys are only drug store cowboys. And some cowboy bands are only cowboy bands. But some cowboy bands are both riding, shooting, broncho-busting cowboys and musicians as well.

McGinty's Oklahoma Cowboy Band made their first appearance at WLW on October 25. They will play frequently from the Crosley station during the next two months and probably will appear with Santa Claus when The Crosley Radio Corporation entertains 4,000 children at a Christmas party on December 22.

Billy McGinty, who organized the cowboy band, was one of Colonel Roosevelt's "Rough Riders" and an intimate friend of the cowboy president. At the Cheyenne, Wyoming, Frontier Day, he won the title of "The World's Champion Bronco-buster."

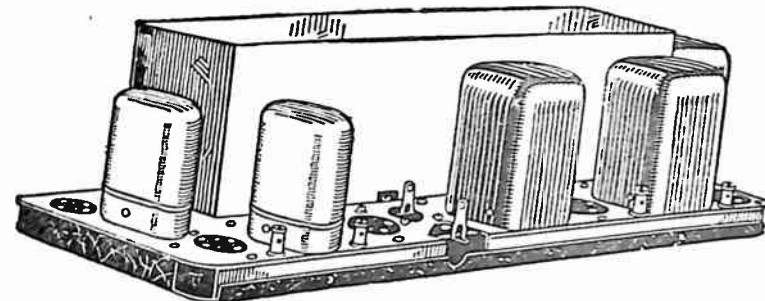
Joe Chambers, chief engineer of station WLW, came to the Crosley Radio Corporation four months ago to take charge of all of the station's engineering and transmitting. It was at the beginning of what is probably the biggest season in the station's six year history.

"WLW is going to be as complete and elaborate as any station in the country," Chambers insists. Station officials point to the work already accomplished and to the new engineer's plans for the immediate future as proof that he knows what he is talking about.

Chambers has had thorough and complete training in radio engineering inasmuch as he has worked on the construction of some of the country's largest and most powerful broadcasting stations and has designed a great deal of the audio equipment used by the largest manufacturers of radio transmitting equipment.

Ray Miller's nationally known Recording orchestra will be broadcast this Winter at several periods each day through WLW by remote control from a Cincinnati hotel.

Bandbox---Neutrodyne Receiver



Balancing and Shielding In Bandbox Strong Sales Argument---Emphasize This Point

When an attempt is made to utilize several stages of radio frequency amplification in a receiving set, difficulty due to oscillation is encountered if the amplification stage is at all good. Such oscillations, of course, render a receiver inoperative.

These oscillations are due, first of all, to the fact that an amplifier tube such as the UX-201-A is not strictly a one way device. The voltage applied to the grid will, of course, be repeated in the plate circuit under the proper conditions but it is also true that the voltage developed in the plate circuit in turn reacts on the grid circuit because of the capacity between the grid and plate of the vacuum tube.

Bandbox a Neutrodyne Receiver.

Professor L. A. Hazeltine developed a method of neutralizing this effect by introduction of an additional coil in the plate circuit and an additional capacity connected back to the grid of the tube in question. This method was patented and commercialized under the name of the "Neutrodyne Circuit." It is probably the most effective means of neutralizing the effect of the feedback through the inter-element capacity of the tube. This method in its best form is used in the Crosley Bandbox.

However, when the feedback within the tube itself is entirely neutralized, coupling between the plate and grid circuits may arise due to the proximity of the various units of the receiver. First, there may be capacity coupling between the various parts. This type of coupling applies to everything in the circuit. However, the condensers are usually the worst offenders because of their size. To eliminate this capacity or static coupling, shielding members of the same conducting material must be interposed between the various stages.

Shielding Makes Neutralizing Possible.

It is also important to completely shield each stage, not only from the other stages but from the antenna. The last stage especially, if left unshielded may radiate enough energy so that the pick-up of the antenna will cause overall oscillation of the receiver.

Any metal of fairly low resistance

may be used for this purpose. In the Bandbox the static shielding about the condensers, and around the wiring is composed of steel, cadmium plated. Cadmium plating has been found to be the best method of treating steel to prevent rusting and also to furnish a bright surface of low resistance for making electrical connections.

Bandbox Perfectly Shielded.

Another type of coupling may be due to the proximity of inductances or coils. This is called inductive coupling and is more difficult to shield against than capacity coupling. To be a complete shield the metal used about the inductances should form a closed circuit with preferably no joints and the metal used should be of low resistance. In the Bandbox the inductance shields are copper cans of such length as to completely shield the coil even if the one end were open. The combination of copper cans for coil shielding and steel for capacity shields is perhaps the most economical combination for the copper is used only where it is required and is used in the very best shape for coil shielding and steel is used for the static shield where it serves just as well as copper.

In the Bandbox the wiring of the receiver is located mainly between the sub-panel or chassis proper and the bottom of the receiver. Unshielded leads will cause difficulty from overall oscillation and also may pick up considerable energy from nearby broadcast stations. The shielding employed in the Bandbox prevents these difficulties.

"Given Away At \$55"

Dear Sirs:

Just a few lines letting you know about your wonderful Crosley Bandbox. I had all kinds of sets, but never got the good out of them, as I do with the Crosley Bandbox. For such a little price as \$55.00, it is given away. It is a set any one can be proud of. I tell you I don't know what to say, it would take a bookful to tell all about this wonderful Crosley Bandbox.

Yours truly,

Joseph Lindholm, 240 East 100th St., New York City.



Crosley Slogan Very Conservative

Sunday World-Herald Would Change It, "You're There With A Bandbox-- And Then Some!"

No slogan created since the event of radio has attracted so universal attention and been so favorably commented upon as the Crosley slogan of this year, "You're There With A Crosley." This slogan yields itself to so many constructive selling ideas that it has proved a tremendous factor in the success of Crosley merchandise this season.

The following is an article written by a member of the staff of the Sunday World Herald at Omaha, Nebraska:

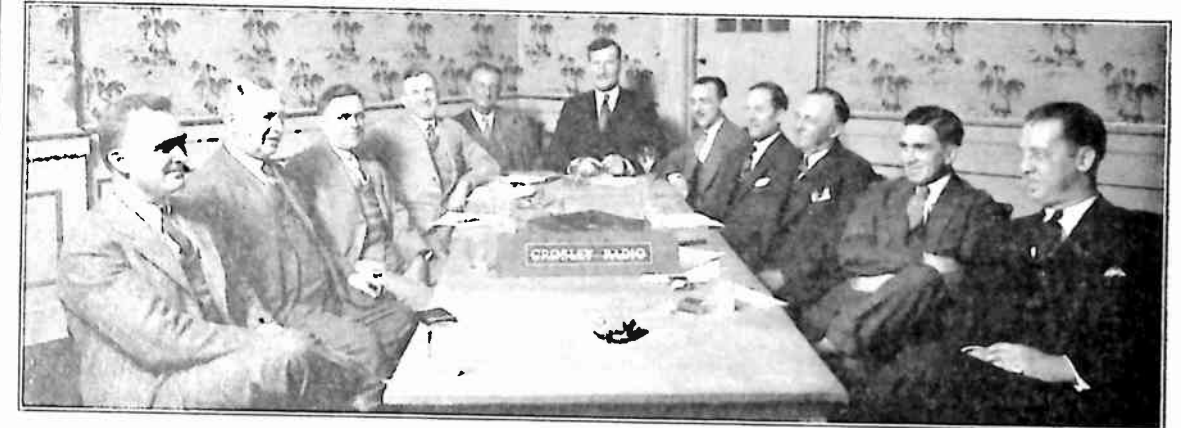
"The gentleman who wrote the slogan, 'You're There With A Crosley' in the advertising of The Crosley Radio Corporation was a very conservative chap, indeed. He shouldn't have stopped there. He should have made it, 'You're There With A Bandbox--And Then Some!'"

"The Bandbox, newest of the receivers from The Crosley Radio Corporation factories was the third of the receiving sets distributed in the Omaha territory to undergo a test at The World-Herald's 'listening post'—on an Omaha aerial and under the same operating conditions here that the average fan will find.

"A critic primarily is expected to criticize but in a criticism of the Bandbox one finds little to criticize. First of all the set is one of the cheapest in price on the market. Secondly, it is compact and third, it will perform like a veteran. It has selectivity and tone quality that one will scarcely find equaled or excelled in the higher priced sets. Without the aid of a pig at the microphone at the other end, you couldn't make one squeal if you tried.

Tuning the Bandbox is as simple as a twist of the wrist. There is only one dial, electrically lighted, and after turning on the switch, the operator can run the gauntlet of the dial and find many stations. To the sides of the main dial are to be found two switch-like contrivances which act as 'trimmers' for the main control and once the operator gets the feel of these he can separate

Here You See A Jolly Bunch of Crosley Enthusiasts



Seated from left to right in the above picture is to be seen Mr. L. A. Kellogg, Sales Promotional Manager of The Crosley Radio Corporation; H. D. Shields of the Sherwood Hall Company, Grand Rapids, Michigan; J. F. Webb and E. A. Hawkes of the Hawkes Auto Equipment Co. of Lansing, Michigan; E. A. Bowman of the E. A. Bowman, Inc., of Detroit, Michigan; James Aitken and D. A. Browning of the Aitken Radio Company, with distributing points at Detroit, Dayton and Toledo; J. M. Ginzell of the E. A. Bowman, Inc.; C. W. Lange, Fort Wayne Iron Stores, Fort Wayne, Ind.; B. McEachin of the E. A. Bowman, Inc., and Charles W. Munger, Representative of The Crosley Radio Corporation.

It is always a pleasant occasion when jolly good fellows get together. The group of gentlemen shown in the above picture have assembled together to discuss matters of common interest. All these distributors represented in this meeting reach out through their sales organizations into the state of Mich-

igan. It is therefore a common interest to all of them to work together with a mutual understanding.

They arrived at this mutual understanding during the round table discussion, pictured above. Incidentally they had a mighty pleasant time out of the meeting and were able to exchange a good many

valuable ideas. They are all enthusiastic, live wire Crosley distributors, all doing a good job, all with live wire sales and dealer organizations.

Mr. Munger and Mr. Kellogg report that it is a real pleasure to deal with men with such fine character and personality as those shown in the picture above.

the close stations or vary the tone of the main station wanted to a remarkable degree. The set has six tubes including the power tube and the gentleman who designed their installation must have had experience in a sardine factory. Six tubes and the other necessary transformers, etc., in a cabinet about two feet long, six inches high and ten inches deep (estimated) is quite an engineering feat in itself.

"With the local stations broadcasting, no difficulty was experienced in tuning in out-of-town stations on nearby frequencies. For example, WHO was obtained without a semblance of 'spilling over' from WOW; WGN was gotten through KFAB, Lincoln, etc. For distant stations, the Bandbox is equally good. It brought in KDKA, Pittsburgh; WSB, Atlanta; KFI, Los Angeles; KVOO, Bristow, Okla.; any number of Chicago stations, and a host of others, near and far,

and especially did it perform admirably in picking stations out of the 'radio graveyard' below three hundred meters where there are hundreds of stations all going at the same time and on very few wave lengths. The Bandbox is manufactured in both battery and battery-less models."

"The Set Of All Sets"

Powel Crosley, Jr.:

During the past month quite a few of my friends have purchased the "Crosley Bandbox," and which I can happily say, were purchased greatly through the demonstration of my "Crosley Super Trirdyn set No. 143633-D."

I must honestly state that the tone and receiving qualities of your new "Bandbox" are all that any one could desire, and also state that the "Bandbox" surpasses quite a few sets which cost the purchaser a

great deal more.

It is with pleasure that I inform you that my set is still performing in the regular Crosley manner, but am looking forward to the day when I can turn my set over to some deserving youngster and purchase what I consider "The Radio Set of All Sets," the Crosley Bandbox.

Hoping that this letter has not taken up too much of your valuable time, I am,

Respectfully yours, John A. Merk, Cleveland, Ohio.

P. S.—I enjoy the bi-weekly broadcast from WEAF very much.

Have You Ordered the Special \$5 Kit of Display and Advertising Helps? Do It Now!

Distributor's Salesman Has Bandbox-Equipped Car

E. C. Johnson of J. H. & F. A. Sells Company Is Shown In The Picture Below With His Bandbox Equipped Car

There are more ways than one to get the interest of your prospect. The car above shows the way E. C. Johnson of J. H. & F. A. Sells Company, Crosley distributors at Columbus, Ohio, accomplishes this. Mr. Johnson is standing by his car in which you will notice he has a Bandbox hooked up. The tire cover has a painted picture of a Bandbox and the wording, "You're There With A Crosley."



Mr. Johnson has for an aerial one hundred feet of Hope Talking Tape in the top of his car. In the evening, without a ground, he gets WLW and picks up local driving along the street. In a recent letter from J. H. & F. A. Sells Company in which this photograph was enclosed, Mr. P. D. Newell says: "The Bandbox is a wonderful performing set and Mr. Johnson is thoroughly sold on it. He is doing a good job putting is over with the dealer who, last year, marketed large numbers of sets made by Crosley's principal competitor."

Crosley Bandbox Has Thrilling Adventure

Bandbox No. Z 78025 Encounters Fire, Rough Handling and Now Works Perfectly

A lot of interesting incidents relative to the performance and sturdy nature of the Crosley Bandbox have come to our attention. The incident told by E. B. Ingram. The incident told by E. B. Ingram of the Fuqua Electric Shop, the Crosley dealer at Altus, Oklahoma, is probably the most unique that has yet been told about the Bandbox.

Mr. Ingram, by the way, who tells the story is in a fine position to know the details, for he is the man who made the sale in the first place, who rescued the Bandbox from the fire and who listened to its perfect performance. But let Mr. Ingram tell his own story, he tells it in an exceedingly interesting way. The following is the letter which he recently sent in to us:

Read This Letter.
"In the following letter I am going to give you the life history of Crosley Bandbox, serial No. Z-78025. It was shipped to the Fuqua Electric Shop at Altus, Okla., from Peabody Electric Co., of Oklahoma City, and sold by Fuqua Electric Shop to Mr. Pink Chadwick, and was performing perfectly until the house that Mr. Chadwick lived in caught fire and burned completely, destroying it along with the No. 409

Showers Cabinet. But among the wreckage the Bandbox was found to look all right so Mr. Fuqua's salesman picked it up to take it back to the shop, and on the way from the debris to the car, he (the salesman) accidentally dropped the Bandbox onto the concrete pavement. The salesman picked it up and brought it to the shop, and on testing found that the chassis was as good as ever, and with new acuminator handles and a new set of knobs, with a new name plate escutcheon, and dial, the Crosley Bandbox will operate as good as the day it left the factory.

"This shows that the Bandbox is very rigidly built, and that it will take more than an ordinary fire to keep one from doing its best under very adverse circumstances.

"This is an actual happening and we plan as soon as we receive the above mentioned parts from Peabody Electric Company, to put the set back in another Showers Cabinet."

"\$200 Wouldn't Buy It"

Dear Sir:
I can not praise too much the Bandbox that you placed in my home today. It has done everything you claimed for it and more. I have had more enjoyment out of it than any thing in a long time. As far as I am concerned two hundred dollars would not buy it from me. Anywhere I can speak a good word for it and the service you give I will do so.

Wishing you every success,
Yours truly,
(Signed) Arthur McFarland.
Huntington, L. I.

Important Service Instructions

Read These Suggestions Carefully On Servicing The 602 Set

It is natural in the first manufacture of an entirely new and radically different type of receiving set, such as the Bandbox 602, that certain slight difficulties arise when the set reaches the field. We are, therefore, offering you service suggestions which may be of value in connection with the Crosley AC Bandbox 602 and the Power Converter.

Avoiding Short Circuit in Power Converter.

There have been some cases where the transformer in the Power Converter was burned out. This was caused, nine times out of ten, by a short circuit in the Raytheon tube. Distributors were notified to test the Raytheon tube and since then, little difficulty has been reported.

Of course, the manufacturers of Raytheon tubes stand back of their tubes and replace them when necessary. We do not, however, anticipate any more trouble for the difficulty of the short circuit in the tubes has been overcome.

In case you have any 602's in

Read This Hint for 601 Bandbox

In some communities, especially where the humidity is rather high we have found that the filament switch occasionally becomes slightly corroded. This introduces resistances in the filament line, causing a voltage drop which noticeably decreases the volume of the set. We are prepared to supply switches of a new design to replace old switches

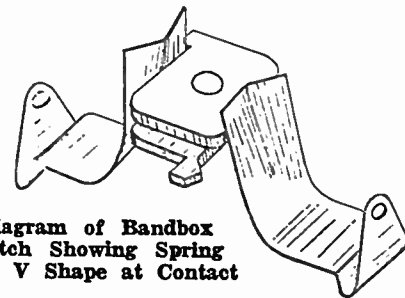


Diagram of Bandbox Switch Showing Spring Bent V Shape at Contact

wherever this difficulty occurs. You can service the set, however, in this manner: Remove the switch. Then with a pair of "duck bill" pliers bend the top of the switch spring to a "V" shape as shown in the diagram accompanying this article, instead of the flat shape, making a "V" shaped contact. After the spring has been so bent, its appearance, looking down from the end of the spring, will be "V" shaped, with the point of the "V" making contact. Precaution should be used so that the spring is not bent back. Sufficient tension should be maintained against the rotating part of the switch so that good contact will be maintained. After bending both springs so that a "V" line contact

stock which you have not set up and operated, it might be well for you to comply with the following suggestions which will eliminate danger of a short circuit in the Raytheon tubes and the slight possibility of some other short circuit in the Converter.

Follow This Suggestion.

Take a piece of one ampere fuse wire and substitute it for the jumper, used in the Converter for high and low voltage connections. By replacing the jumper with this short piece of one ampere fuse wire, the transformer is protected against an overload. We will be glad to supply a piece of fuse wire for each set that you have in case you experience any difficulty in obtaining it.

We also want to call your attention to the tag on the ground binding post in the Converter. It is absolutely necessary that the ground post in the Converter be connected to the ground post on the set with a piece of insulated wire.

is made, wiggle the switch back and forth several times. This will clean and polish the contact surfaces. By making this change, it will be unnecessary to substitute a new switch.

Loose Panels In Cabinets.

Some reports of difficulty with vibration of the Musicone when installed in cabinets have been traced

down. We find that this difficulty is usually caused by a loose panel in the cabinet. Our cabinet manufacturers have been cautioned to be careful that the panels be glued in absolutely tight. In servicing loose panels, the small wedges used for putting in window glasses are found to be quite effective in tightening any loose paneling. This will then completely eliminate the vibration of the Musicone.

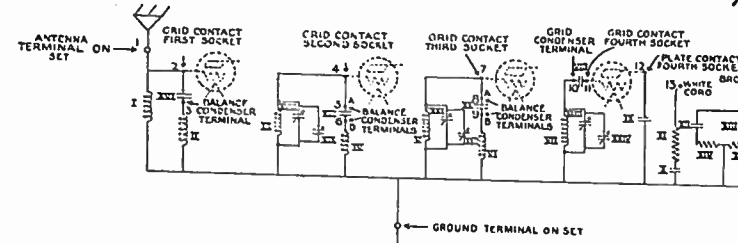
Refer to Pages 6, 7, 8, and 9 for Important Advertising Information.

Crosley Service Manual

No. 107

Model 602, Part III---Testing

10-15-27



A. Circuits to Ground.

General reception tests of tubes, batteries, etc., and test for troubles which cause special symptoms are described in service sheet No. 101. When trouble still persists after these tests have been made, the set should be put through the following routine tests. Both lamp and headphone testers (as described in sheet 101) are to be used in these tests.

IMPORTANT—Turn the volume control all the way on (to the right) before making these tests. Remove all tubes and pilot light.

For complete circuit diagram of this model see Service Sheet 106.

A. Circuits to Ground

Connect one contact of lamp tester to ground terminal on set. Touch other contact to terminals as follows:

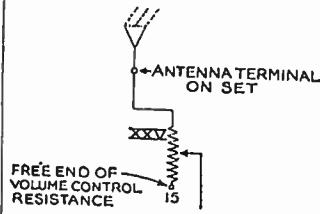
1. Antenna Post on Set—Lamp lights if circuit through antenna choke I and leads is complete.
2. Grid Contact First Socket—Lamp lights if circuit from grid contact through antenna choke I is complete.
3. Balance Condenser Terminal—Lamp lights if circuit through balance coil II and leads is complete.
4. Grid Contact Second Socket—Lamp lights if circuit through r. f. transformer secondary III and leads is complete.
5. Balance Condenser Terminal A—Lamp lights if circuit from balance condenser through r. f. transformer III is complete.
6. Balance Condenser Terminal B—Lamp lights if circuit through balance coil IV and leads is complete.
7. Grid Contact Third Socket—Lamp lights if circuit through r. f. transformer secondary V and leads is complete.
8. Balance Condenser Terminal A—Lamp lights if circuit from balance condenser through r. f. transformer V is complete.
9. Balance Condenser Terminal B—Lamp lights if circuit through balance coil VI and leads is complete.
10. Grid Condenser Terminal—Lamp lights if circuit through r. f.

transformer secondary VII is complete.

11. Grid Contact Fourth Socket—Lamp does not light unless grid condenser VIII is shorted.

12. Plate Contact Fourth Socket—Lamp does not light unless condenser IX or X is shorted.

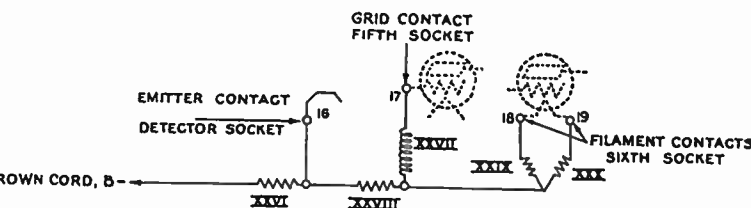
13. White Cord Plug Terminal—Lamp does not light unless conden-



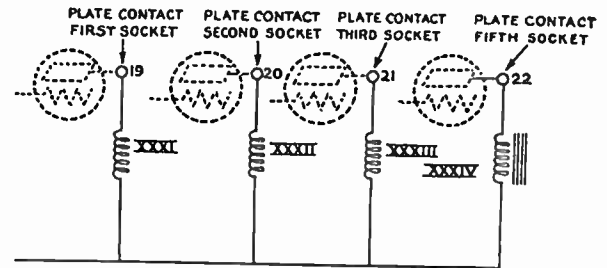
B. CIRCUIT TO ANTENNA POST

Connect one terminal of lamp tester to antenna terminal on set. Touch other contact to terminals as follows:

1. Antenna Post on Set—Short the condenser X with a piece of wire. Then lamp lights if circuit through resistance XI and leads is complete.
2. Brown Cord Plug Terminal—Lamp does not light unless condenser XII or XIII is shorted. Short condenser XII. Then lamp lights if circuit through resistance XIV and leads is complete. Open short across condenser XII and short condenser XIII. Then lamp lights if circuit through resistance XV and leads is complete.
3. Grid Contact First Socket—Click in headphones when balance condenser XVI is shorted indicates that there is no short circuit in condenser.
4. Grid Contact Second Socket—(a) Click in headphones when balance condenser XVII is shorted indicates that there is no short cir-



C. CIRCUITS TO BROWN CORD



D. CIRCUITS TO WHITE CORD

cut in condenser. (b) Rotate station selector while listening in headphones. Clicks indicate short-circuits in tuning condenser XVIII. (c) Adjust acuminator XIX while listening in headphones. Clicks indicate short-circuit in acuminator.

7. Grid Contact Third Socket—(a) Clicks in headphones when balance condenser XX is shorted indicates that there is no short inside condenser. (b) Rotate station selector while listening in headphones. Clicks indicate short circuit in tuning condenser XXI. (c) Adjust acuminator XXII while listening in headphones. Clicks indicate short-circuit in acuminator.

10. Terminal of Grid Condenser—(a) Rotate station selector while listening in phones. Clicks indicate short-circuit in tuning condenser XXIII. (b) Adjust aligning condenser XXIV while listening in headphones. Clicks indicate short-circuit in aligning condenser.

15. Volume Control Resistance—Connect one terminal of lamp tester to antenna terminal on set. Touch other contact of lamp tester to free end of volume control resistance. Lamp lights if circuit through resistance XXV and leads is complete.

16. Emitter Contact Detector Socket—Click accompanies making of contact if circuit through leads and 55 ohm resistance XXVI is complete.

17. Grid Contact Fifth Socket—Click accompanies making or breaking of contact if circuit through A. F. transformer secondary XXVII, leads, and 55 ohm resistance XXVIII is complete.

18-19. Filament Contacts Sixth Socket—Click will accompany making of contact with either terminal if resistance units XXIX and XXX are leads form a complete circuit.

20. Plate Contact First Socket—Lamp lights if circuit through r. f. transformer primary XXXI and leads is complete.

21. Plate Contact Second Socket—Lamp lights if circuit through r. f. transformer primary XXXII and leads is complete.

22. Plate Contact Third Socket—Lamp lights if circuit through r. f. transformer primary XXXIII and leads is complete.

23. Plate Contact Sixth Socket—Short circuit Musicone terminals.

17. Grid Contact Fifth Socket—Click accompanies making or breaking of contact if circuit through A. F. transformer secondary XXVII, leads, and 55 ohm resistance XXVIII is complete.

18-19. Filament Contacts Sixth Socket—Click will accompany making of contact with either terminal if resistance units XXIX and XXX are leads form a complete circuit.

D. Circuits to White Cord
Connect one contact of lamp tester to white cord plug terminal. Touch other contact to terminals as follows:

19. Plate Contact First Socket—Lamp lights if circuit through r. f. transformer primary XXXI and leads is complete.

20. Plate Contact Second Socket—Lamp lights if circuit through r. f. transformer primary XXXII and leads is complete.

21. Plate Contact Third Socket—Lamp lights if circuit through r. f. transformer primary XXXIII and leads is complete.

22. Plate Contact Fifth Socket—Click accompanies making or breaking of contact if circuit through a. f. transformer primary XXXIV and leads is complete.

23. Plate Contact Sixth Socket—Short circuit Musicone terminals.

E. Circuit to Red Cord
Touch one contact of lamp tester to plate contact of sixth socket and other contact to red cord plug terminal. Lamp lights if circuit through leads is complete.

F. Circuits to Green Cord
Connect one contact of head

(Continued on Page 16)

Family Expresses Their Appreciation

Gentlemen:

We have just purchased one of your Bandbox receiving sets and wish to express to you how much we appreciate it. The tone is wonderful as well as the ease with which distant stations can be brought in.

We have had a Crosley for several years but only used the ear phones which was very satisfactory to us as we were under the impression that the finer tones could not be brought in with a loudspeaker.

We find that with the Musicone the reception more distinct and the tone much fuller than with the ear phones and we do not see how this instrument can be improved upon.

Your truly,
W. H. Coke & Family
Locust Point, Indiana.

"Simply Turn The Dial"

Many letters are received each day telling of the splendid results which are being obtained with the Crosley Bandbox. In a letter from Michael Turn of Camp Meade, Maryland, we have a very interesting report on the operation of the Bandbox. It reads as follows:

"Upon trying the Crosley Bandbox set at my home, I have tuned forty-six stations in three evenings.

"Seldom have I seen anything like the Crosley Bandbox. I simply turned the dial and stations just dropped in.

"I thought you would be interested in knowing how the Crosley Bandbox is working in this section of the camp.

"There is no question in my mind that the Crosley Bandbox is going over in a big way this year. It is an outstanding radio set from both an operating and an eye-appeal point of view. Simply turn the dial and 'You're There With A Crosley.'"

Crosley Service Manual

(Continued from Page 15)

phones tester to green cord plug terminal. Touch other contact of tester to terminals as follows:

24. Grid Contact Sixth Socket—Click on making contact indicates complete circuit through a. f. transformer secondary XXXV and leads.

25. Filament Contact (either) Sixth Socket—Click on making contact indicates complete circuit through 540 ohm resistance XXXVI and leads.

G. Circuit to Merola Terminal

26. Plate Contact Fourth Socket—Touch one contact of the headphones tester to Merola Terminal in set and other tester contact to

plate contact of fourth socket. Click accompanies making or breaking of contact if circuit through a. f. transformer primary XXXVII and leads is complete.

H. Circuit to Yellow Leads

Connect headphones tester to yellow lead plug contacts. Short circuit the two filament contacts of each of the following sockets.

25. First Socket—Click indicates filament circuit is complete.

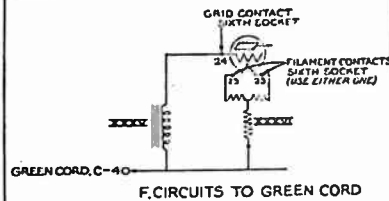
27. Second Socket—Click indicates filament circuit is complete.

28. Third Socket—Click indicates filament circuit is complete.

29. Fifth Socket—Click indicates filament circuit is complete.

I. Circuit to Pink Leads

30. Fourth Socket—Connect headphones tester contacts to pink lead plug contacts. Short circuit fila-



ment contacts in fourth socket. Click indicates that circuit is complete.

J. Circuits to Black Leads

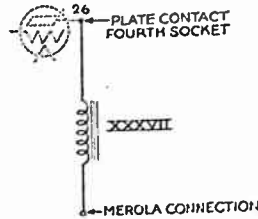
31. Sixth Socket—Connect headphones tester contacts to black lead plug terminals. Short circuit filament contacts in sixth socket. Click indicates that circuit is complete.

L. Charge and Discharge Method for Testing Condensers

This method may be used instead of the methods described above if desired.

To test for short or open circuit of the 1 m. f. by pass condenser by means of the charge and discharge method, proceed as follows: Disconnect the leads from one ter-

minal of the condenser. Using ninety volts from a "B" battery, connect one wire to the free terminal of the condenser and touch the other wire from the battery to the other terminal of the condenser for about half a minute. Remove the battery lead touching the condenser terminal. Short the condenser by means of a screw driver



G. CIRCUIT TO MEROLA CONNECTION

or other convenient instrument, holding it by the insulated handle. A discharge spark should now take place the moment the condenser terminals are shorted. Try this test over again and make sure that a discharge spark or a sharp crack takes place after the condenser has been charged by the above procedure. If a spark or a crack is heard, the condenser is good. If no discharge spark or a sharp crack takes place, the condenser is open, short circuited, grounded or has high leakage to ground. In any of these cases it should be replaced.

To test the 1/2 m. f. condenser (W-4233) which is connected to the

+45 volt terminal of the 20,000 ohm resistance and the B+ terminal of the first audio frequency transformer, disconnect these two wires from the condenser terminal which projects thru a hole in the chassis. Connect one of the battery leads to the condenser terminal and touch the other to ground (the chassis). Short the condenser between the exposed terminal and ground (the chassis).

To test the two 1/2 m. f. condensers W-4232, which are connected across the 20 ohm filament potentiometer with the center terminal grounded, disconnect the two outside terminal wires from the condenser and leave the center terminal connected to ground. Test each half as explained above.

If You Wish to BUY or SELL SECURITIES

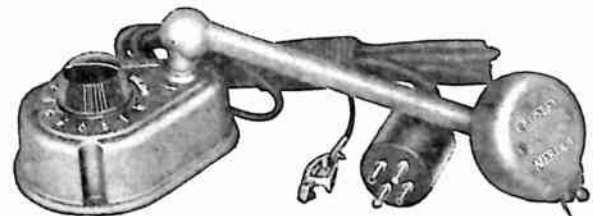
Or Own Some About Which You DESIRE INFORMATION Communicate With Us.

Our Statistical Department Is At Your Service

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The New York Stock Exchange
Telephone: Main 567
326 WALNUT STREET

THE NEW MEROLA



Every phonograph owner is a prospect for this improved device which converts old-style phonographs into modern electrical reproducers. Use it in your store to demonstrate the Musicone. Sell it to customers who have bought radio sets from you. Any old phonograph becomes a fine electrical instrument with the addition of this unit at a cost of

\$ 15

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