

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

JANUARY 1, 1928

NO. 1



Happy New Year

1927

Your Enthusiastic
coöperation brings
us to the last page
of our most
successful Year.

1928

Let this first page of
the New Year record our
wish for your increasing
happiness and prosperity

Pavel Crosley, Jr.

IMPORTANT—SEE PAGES 6 & 7—ACT AT ONCE—THERE'S MONEY FOR YOU.

The Crosley A C Bandbox is the leading radio of today—because

At last! The radio tube that needs no batteries! Here it is functioning quietly, smoothly, powerfully in this new Crosley 6 tube receiver—the A C Bandbox.

Now, the Crosley A C Bandbox needs no more attention than you pay the electric lamp that lights your home.

Combined with the Crosley facilities for economical manufacture is the patent situation of which Crosley has full advantage. Licensed to manufacture under the patents controlled by the electrical and radio industries, the Crosley Bandbox is a NEW receiver incorporating latest radio developments, the most advanced ideas of radio reception as well as sound reproduction. This outstanding engineering job is best understood when you consider its features are such as are found in radio twice and more its price.

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.

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 (Showers Bros. Co., of Bloomington, Ind., and the Wolf Mfg. Industries of Kokomo, Ind.). Powel Crosley, Jr., has approved them mechanically and acoustically and has seen to it that the famous Crosley Musicone are built in them so that the best type of loud speaker reproduction may be insured.

The Bandbox is housed in a brown frosted crystalline finished metal case which is easily removed for console installation.

See the new Crosley A C Bandbox at your dealer's NOW! Hear first hand its delightful performance! Enjoy the best in radio at the least cost! Write Dept. 000 if you can't locate a dealer!



Crosley Musicones are famous for their value. The new type D Musicone is as extraordinary as its companions and promises great satisfaction in its tone, volume and reproduction.

ULTRA MUSICONE \$9.75

SUPER MUSICONE \$12.75

CROSLLEY RADIO

Crosley is licensed only for Radio Amateurs, Experimental and Broadcast Reception.

THE CROSLLEY RADIO CORPORATION
Powel Crosley, Jr., President
Cincinnati, Ohio

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

THIS CROSLLEY AD IS APPEARING IN THE TRADE AND FAN PAPERS.

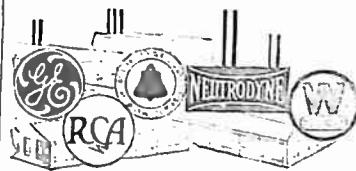
Turn To Pages 6 & 7 and Act at Once!

of these wonderful tubes



The amazing new RCA direct current tube—the UX—type UT 227—utilizes for their heating and their heating current, the lighting current. Current is stepped down through transformer. These tubes are NOT used.

the radio patents of these industries



The research and development work of these great industries—The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone & Telegraph Co., and The Hazeltine and Latour Corporations—are available to Crosley engineers in the constant advancement of Crosley radio design.

and the amazing capacity of this MERSHON Electrolytic CONDENSER



This is one of Crosley's great features. It is an exclusive Crosley device. It is self-healing—will last indefinitely—never needs attention and eliminates the danger of blown out paper condensers which are causing so much trouble in electrically operated sets.

Exceptionally Good Radio Sales Predicted For Early Months of 1928

"You're There With A Crosley" Truer Now Than Ever Before---Bring In Your Share of the Profits

Early last summer Powel Crosley, Jr., announced to a group of assembled distributors the slogan, "You're There With A Crosley." Since then this slogan has constantly grown in significance. It has become the most famous and the most talked of slogan in radio.

Today the slogan, "You're There With A Crosley" is a fact recognized throughout the radio industry. All must admit that this is a Crosley year—that Crosley is "there" and all associated with Crosley are "there." The Crosley Radio Corporation has just completed the best year in its entire history.

As the outstanding increase in Crosley sales volume has been made with a much reduced dealer organization, this has meant even a greater profit increase on the part of the dealers. Crosley dealers everywhere have been "there" with Crosley profits exceeding even their fondest expectations.

Good Business Ahead.

The holiday buying season, by no means, closes the 1927-28 radio season. The outstanding record for 1927 has only shown what is possible with the Crosley line. The possibilities during the early months of 1928, January, February and March, are very great. We are anxious that every Crosley dealer keeps up the good work and thus gets his full share of the Crosley profits, which are still to come.

From every side comes the prediction that unusually good radio sales are in store for dealers during the months of January, February and March. Crosley distributors from everywhere are in accord with this view. Live wire dealers also are preparing for good business ahead.

There are other definite indications to show, such as the political Convention, that radio will sell throughout the spring months, and right through June out these will be dealt with at a different time. We are interested here only in the first three months of the new year.

Reasons For Predictions.

There are many reasons pointed out why January, February and March of 1928 should break all records of corresponding months of previous years. Financial experts are agreeing with Babson that the country is facing a season of wonderful prosperity. Money is plentiful and conditions ahead point to its being more so.

The very fact that the continued warm weather in the Fall caused a general slump in radio sales,

which was not even completely balanced by Christmas business, is taken as an indication that sales will be good in the early months of 1928. Three seasons ago a like case seems to substantiate this view.

Favorable Selling Weather.

It is certain that the past winters are to be taken as an indication that the most favorable radio selling weather comes during the months of January and February. This will, in itself, prove a wonderful stimulant to radio sales. During the intense cold weather, people remain at home more and thus are more interested in radio. Furthermore radio reception is at its best.

Another indication of good radio sales is the fact that the confidence of the public in the new A C sets is just crystallizing. Thus many who have been waiting for the perfection of these sets, before buying new receivers, will now place their orders for the A C Crosley Bandbox.

Keep the Ball Rolling.

All these indications point to a brilliant sale of radio merchandise during early year months. Of course, it is a safe assumption that dealers who are most active during these coming months will earn the greatest profit. Therefore, instead of letting down, now that the Christmas buying season is over, you

should work all the harder. Keep your store attractive, keep the Bandbox and the other members of the Crosley line prominently on display.

You must remember that the Bandbox has made a place for itself in the minds of the buying public everywhere that is not to be disputed. "You're There With A Crosley" is the conviction of all who have heard or seen the Crosley Bandbox. It is up to you to be there with the rest of the live wire Crosley dealers. So just keep in mind, when it's profit you want, during these months ahead, "You're There With A Crosley."

Type D Musicone Received With Enthusiasm



this new Musicone, it is built to sell at a very moderate price—only \$15 list. At this price, there will undoubtedly be an enormous demand for it, not only throughout this winter, but during the coming spring months. Thousands of persons who already have radio sets will wish to improve their reception by using one of these new cones, while of course every new radio buyer will be a live prospect.

See Pages 6 and 7—Important!

Tendency Is Toward AC Tube-Operated Sets

By Powel Crosley, Jr.

The trend in radio receivers is toward the genuine AC tube-operated type. The demand has been growing steadily since the announcements were made in newspapers a few years ago, that the AC or alternating current tubes had been made for specially designed receivers and all experiments had shown their operation to be of such a high standard that their adoption by the public was only a question of manufacturing facilities of licensed makers of radio receivers.

AC operated receivers mark an epochal achievement in the radio industry. It is now possible to own a radio receiver that requires no attention after the plug at the end of a wire cable is attached to the electric light socket and aerial and ground wires are attached. Alternating current in the home, such as is utilized for lighting and power for electrical apparatus, is now used as the source of supply for

Distributors and Dealers Alike Strong For The New Crosley Musicone

"Marvelous," "Simply wonderful," "I never heard such clear beautiful tones before,"—these are typical of the enthusiastic expressions with which the new Type D Musicone is greeted by everyone who hears it for the first time.

The quality of reproduction of this beautiful speaker is unexcelled by that of any sound reproducing device known. It has reached practically the limit of technical perfection, and is the culmination of several years of continual improvement in the Musicone line.

Use Baffle Board Principle.

Charles Peterson, inventor of the Musicone, discovered that a baffle board used in conjunction with a

cone speaker would greatly improve the tone quality, allowing low notes to be brought out clearly at the time that high ones were produced faithfully. The question then was how to incorporate this baffle board principle in an attractive table-type speaker. The Model D Musicone is the answer.

The Type D frame and grill work enclosing the cone gives it a decidedly Deluxe appearance. The finish is the same as that used on Bandbox models, and the speaker harmonizes ideally with them, or in fact, with any radio set. It adds to the attractiveness of the home furnishings.

\$15 A Popular Price.

Despite the superior features of



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? 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.

Editorials

Inventory Time Is Here

This is the time of the year when every business organization takes stock of its merchandise. The contents of every shelf is carefully listed and this in turn is checked against sales and purchase records and thus the accurate condition of the business is arrived at.

Not only should we take inventory of our stock of merchandise, at this season of the year, but our inventory should include our sales and business methods and even ourselves. A general inventory of our stock shows us the exact condition of our business at the time our inventory is taken. It does not, however, tell us many of the vital facts which we should know.

For instance we can not decide from that inventory which of our methods used during the preceding year should be carried over into the new year. We can not decide from that inventory whether we are taking the right attitude towards our business, or whether we are giving the proper kind of service to our customers.

There are a great many things which we should know and about the only way we can find them out is to take an inventory of the things which we can not see about our business. This type of inventory, however, is not so easy to take.

Put your sales and profit records for the year before you, and, even dig out the records for the previous year and then compare the two years. Unless your business for 1927 shows a very marked increase over 1926, there is something radically wrong. There is little likelihood of this being the case if you have been taking full advantage of the Crosley Bandbox and the other members of

this year's line. However, it is necessary to face all the facts as they are and from them you will gain some valuable information.

The next thing to do is to analyze your sales methods which you have used during 1927. Which do you think have stood the test and should be used again during 1928? Which should be discarded and new methods put into effect.

After you have taken inventory of your business turn the search light of your analysis upon yourself. Are you putting the proper amount of energy and enthusiasm and industry into your business? Are you doing your business and yourself justice? These and other questions will quickly come to mind and their answers will throw new light upon your business.

In taking this sort of an inventory of our business and ourselves there is always one thing that we can rely upon very strongly, we can benefit greatly from the mistakes we have made in the past and thereby improve our work in the future. You know as the saying goes, "Failure is not in making mistakes, but in making the same mistakes twice." So by taking an inventory of ourselves and our business we can avoid the mistakes of the past in the future and thus directly assuring ourselves for greater success in the months ahead.

At this inventory time the Crosley Broadcaster staff wishes you a Happy and Prosperous New Year.

1928--A Year of Wonderful Promise

A year is gone. The books are closed. The profits add up to a total larger than they ever reached before.

Before us another year—a year of opportunities even greater than those which have been afforded us in the past twelve months.

The first month of the new year finds Crosley products definitely ranking as leaders in the radio field. Unquestionably the introduction of the Bandbox line represented a distinct step forward. Unquestionably the additions and improvements made to this line during 1927 have rounded it out and perfected it into an exceptional group of radio sets and accessories that is going to bid strongly for the domination of the radio market during the coming seasons.

Public acceptance for Crosley products, public enthusiasm for the beautiful Bandbox models, public satisfaction with the wonderful performance of these sets knows no limits today. The Crosley name on radio merchandise stands for quality, economy, and satisfaction in the public eye. If radio sales in general are good, Crosley dealers and distributors will be certain to make big money.

Will 1928 be a good radio year and therefore a good year for

Crosley? We might let enthusiasts rule our reason and simply say "yes." But suppose that we carefully examine the actual facts at our disposal and draw our conclusions from them.

First, what about business conditions in general? Throughout the first part of 1927 the stock market went booming to unheard of heights. Money was plentiful and demanded but low rates. Financial experts on every hand predicted a reaction. The bottom would drop out. It always had before. But it did not.

It is true that business was slightly slower during the Fall than it would have been had it kept up its breakneck pace of the preceding months. But despite this fact, business institutions on every hand continued to set new profit records. Prosperity continued—greater prosperity than our nation had ever known before. The reaction failed to materialize.

This experience has proven to the satisfaction of some of the biggest men in financial circles that our national prosperity will continue—yea, that it will steadily increase. There will be no reaction. There will be nothing but progression—and greater profits in business.

So much for business conditions in general. What about the farmer? He is the backbone of the nation, and represents a large portion of the radio buying public. Will the farmer be better or less able to buy radio sets in the coming year than in the past?

The outlook for the farmer is good. No one can say how the rains are going to be during 1928 nor whether it is going to be just as hot or just as cold as the farmer would like to have it. But everyone knows that there are certain loads on the farmer's shoulders that give promise of being lifted in the near future. Much attention is being paid to the farmer and his welfare. Some kind of constructive farm legislation is almost sure to be passed during the coming year. The government, through the Department of Agriculture, is doing its best to help the farmer through the medium of radio. The result will be more prosperous agricultural conditions in general, better buying power on the part of the farmer, and increased interest in radio among the farmers.

If commerce and agriculture give promise of a banner year during 1928, what about radio? Naturally a good season in other lines means, to a certain extent, a good season for radio. But there are certain special conditions which affect radio sales only.

Among these conditions is the stabilizing of the radio industry. A few years ago radio was undergoing a mushroom growth. Today it presents an entirely different picture. With the season just past, the last of the big technical developments that had been watched for—successful light socket operation—was made

an accomplished fact. There is no indication of further upheaval due to distinct technical advances. With this stability on the technical side has come stability on the merchandising side. Competition has forced many manufacturers from the race and established a few acknowledged leaders.

With this new month we enter a radio year to be characterized by stability—both in product and producers. On the small producer this stability will work hardships—he will find it infinitely more difficult to climb his way to the top than heretofore. For the leaders in the industry, stability will spell greater profits. Fortunately Crosley is one of the leaders.

The public feels this stability as much as do you or we. Standard merchandise is being demanded. The market of the gyp is fast fading out. Those who have held off through anticipation of big developments in radio feel that those developments have come. They are ready to buy. Because of these factors, established radio merchandise will find greater demand during 1928 than ever before.

Other factors will help the radio situation in general during the coming year. The accomplishments in cleaning up broadcasting by the Federal Radio Commission have helped the radio market. Much was done by the Commission during 1927, but much more still remains to be done. Many improvements in the situation will undoubtedly be brought about during the coming seasons, and these will have their good effect on radio sales.

Thus, general business conditions and radio sales possibilities in particular promise big things for 1928. For the leaders in the industry, at least, it will be the most prosperous radio season they have seen. The path will not entirely be one of roses. More will be expected of us as dealers, distributors, and manufacturers of radio than ever before. But in return we will make bigger profits. We can well afford to be enthusiastic, all of us who are behind the Crosley line, as this New Year comes in—and as to resolutions, let us all agree to do two things: constantly strive to improve and to keep abreast of the times.

See Pages 6 & 7

Remember the fight broadcast? Big profits! Well, another big Broadcast will be put on January 4th—the big Dodge Brothers Program costing thousands of dollars. Be there with a Crosley. Run the Tie-up Ad in your local paper.

Radio Expert With New York Telephone Company Endorses Bandbox

Ten Other Bandbox Sets Sold As Result of His Experience and Enthusiastic Approval of Bandbox



POWELL CROSLY JR.

TALKS TO the TRADE

A RADIO "BUG-A-BOO"

It sometimes seems strange to me that the whole radio retailing and jobbing trade can be stamped into a state of mind by a "Bug-a-Boo." I can readily understand how small children crawl into bed and cover up their heads with the bed-clothes because of imaginary things that might exist in the dark but for big, strong, healthy, business men to crawl into a hole and try to pull the hole in after them, in broad daylight because of some imaginary thing that they think affects the radio business, passes my understanding.

The most recent bug-a-boo in the radio business was the unseasonable weather talk of this Fall. It is true that we had a late Fall but of all Fall months, September was the hottest and during September radio sales were the best. Sales in general rose to a peak in September, and why? Because these big, strong men in the radio retailing and jobbing business had the Dempsey-Tunney fight to hang some real sales efforts on and what did they do? They advertised, they sold radio sets as they never sold them before. They caused the fever heat of enthusiasm for radio to sweep the country. Old batteries were replaced with new, new loud speakers took the place of old ones, battery chargers and every other kind of accessory sold like hot cakes.

After the fight was over, the big, strong men were worn out with the effort. Advertising slowed down, sales efforts practically ceased. In place of looking the thing squarely in the eye and admitting that radio sales do not come without effort, they looked around for a bug-a-boo and that bug-a-boo was "unseasonable weather." Every morning when the weather looked clear and a bit colder, their hopes revived a little, but they sat down to wait for sales to build up again. The result was, that the public without any pressure to buy, went to sleep too.

Then came the Christmas buying. Many people took it upon themselves to buy radio sets. The radio people crawled out of the hole and took a new interest in life and started to work again. Personally, I am rather glad that all this happened because in spite of the fact that there was very little effort put into the sale of radio, Crosley radio sets continued to sell. People read about the wonderful Bandbox in the Saturday Evening Post, Liberty and other national mediums and continued to buy. So our sales went merrily along up to capacity. I say I am rather glad because if all dealers and distributors, not only of Crosley sets but other kinds too, had not been afraid of this bug-a-boo, unseasonable weather, a lot more people would have radio sets today than have already bought them and when somebody buys some other kind of a radio set, there is not much chance of selling him a Crosley for a few months anyhow.

As a consequence of the bug-a-boo, there is a pent up demand for radio sets and it needs only a little bit of effort on the part of the trade to keep radio sales running big through January, February and March and when April comes, of course, folks are going to be looking forward to the Democratic and Republican conventions which are going to make sales big all through the Spring and early Summer. I know we will get our share of business so I am looking forward to the biggest sales we have ever had in the early part of the year. So keep the fires burning under the boiler, keep full steam up, keep going after business and unless I miss my guess, completely, you too, will be pleased with the early business of next year.

Powell Crosley Jr.

Buffalo, N. Y., Dec. 16, 1927.

The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

I wish to advise you how pleased I am with a Bandbox receiver purchased two months ago. It is so far ahead of anything I expected a receiver of this price to do.

I have heard stations of 150 and 200 watts of power at a distance of six hundred miles. KFI, Los Angeles, was received four nights in one week, not on ear phones but on the loudspeaker so several people could plainly hear. Tone quality is not lost for distance as is the case in many sets. This is the first manufactured set I have ever had. I have made sets from one tube to ten, and have spent a great amount of money in experimenting.

I have been instrumental in selling ten Bandbox receivers to friends who have heard mine and were in the market for a set. As they considered, with my experience in radio, I should know the good and bad points in a set. My set is operated with a storage battery for "A" circuit and dry cells for the "B". I have tried many eliminators but have found none as yet that met with my approval.

Again congratulating you on the fine product you are producing and wishing you much success and a very Merry Christmas,

I remain, Theo. J. Knapp.

N. Y. Tel. Co., 44 Church St., Buffalo, N. Y.

Simplicity Makes Window Unusual



Smith Appliance Shop, Phoenix, Arizona, Puts Home Like Simplicity In Window Display

In the last issue of the Broadcaster we reproduced some views of the Bryan Sanitarium at Phoenix, Arizona, and showed one view of the store of Mr. Norris, who made the installation, who is proprietor of the Smith Appliance Shop of that city.

One of the display windows of this store is so unusual that we are reproducing it here larger. This window shows that it is not necessary to fill the window full in order to make an effective window display. Mr. Dorris has effected a home-like appearance in this window by a very simple arrangement of furniture and display of the Bandbox, and the Crosley Musicone. The Bandbox displayed in this home-like study shows off in a remarkable manner. Any Crosley Dealer can easily reproduce this window display.



Favorites On The Air From WLW



Crosley Cossacks Are Shown To The Left--Melvin Ray, Popular Tenor Is Shown To The Right

No group of players heard on the WLW programs are more popular than the Crosley Cossacks, shown above. Under the able leadership of their director, William Stoess, this string group stands very high in the midwest section of the popularity contest. feature, "The Cossacks Revelry, A Dance Grotesque." feature, "The Cossacks, A Dance Grotesque."

Melvin Ray is one of the most popular tenors at WLW. He is the vocal soloist with the Heermann Instrumental Trio which broadcasts every Wednesday at 9:00 P. M.

Recently Melvin Ray was soloist at the Cincinnati Conservatory of Music on a Wednesday evening, the night of the Heermann Instrumental Trio concert, so WLW arranged a studio at the Conservatory and the radio audience did not know that a great problem had been solved. From results Ray could have been in the same room with the trio instead of across the city.

Shorter hours for working women may be popular in most lines of industry, but the feminine audience of WLW like their hours longer. For that reason, the Crosley Woman's Hour has become 75 minutes in length instead of the traditional 60. For the past three months the Crosley Woman's Hour has been on the air every day except Sunday from 10:00 until 11:00 a. m. However, so many women wrote to ask for a longer Woman's Hour and so many new talks and lessons in homemaking have been added that the hour has been extended until 11:15 a. m.

Picking up the tones of an organ at their source is the latest improvement in the art of program broadcasting to originate at WLW.

Instead of picking up the organ music from the studio in which the organ is located, a microphone is placed in each of the sound chambers of the organ. The sounds are thus picked up as they originate in the organ pipes instead of from the studio into which the sound chamber ordinarily opens. The echo of reverberating walls which is one of the greatest causes of tone distortion, is eliminated by this placement of the microphone. This placing is possible only because WLW uses a microphone which cannot "blast" no matter how great is the strength of the signal directed through it.

ACT AT ONCE

Crosley Will Pay One-Third The Expense.

NOTE SUGGESTED ADVERTISEMENT ON OPPOSITE PAGE

Every Person in the Country Will Want To Hear This Super Dodge Bros. Program January 4th

Those Without A Radio Will Be Prompted To Buy One To Be THERE

Tell them to be there with a Crosley—Run this Suggested Ad in your local Paper at Once.

There Is No Time To Lose—No Time to Get Special Cuts—You must use the Mats or Cuts you have on hand.

Get your Local Paper to Work With You.

They will have Pictures of the four Stars to Appear on the Great Program—Every Newspaper has pictures of Will Rogers—Paul Whiteman—Al Jolson and Fred Stone.

The Ad on the other page is only a Suggested Ad.—With the help of your local newspaper adapt it to the Cuts or Mats that you have on hand.

Any of the Cuts or Mats of Crosley Ads Numbers 101, 102, 103, 104, 105, 106 can be used.

The Cut in the Ad Reproduced Here is that of Ad No. 105. If you have not the Mats or Cuts maybe your newspaper has.

It will take some figuring and fast work to run this Ad, but the effort will be worth while in dollars and cents. You remember what the Broadcast of the fight did, don't you? Here is another such program. Thousands of dollars are being spent by Dodge Brothers to make it the best program ever Broadcast. It means profits for you if you act.

The outstanding stars that have been selected guarantee the interest of the public. Dodge Brothers are stopping at nothing to have everybody in the country know about it and want to hear it.

All you have to do is to tie in with the program—tell those in your community by running the suggested ad on the opposite page—and you will land the sales.

Hundreds are going to purchase a Radio for the big program. You see that the Radio they buy is a Bandbox. Remind them, "You're There With a Crosley."

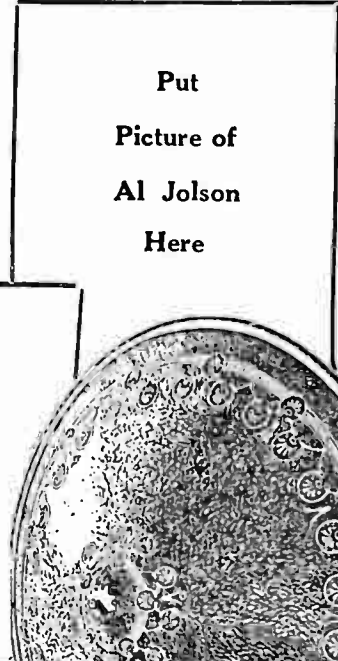
Run either a Quarter Page, a Half Page, or a Full Page Ad, using the copy and layout suggested. Crosley will pay one-third the Expense.

This is a Suggested Ad To Run As Tie-up With Dodge Bros. Big Program Run it in your local paper at once. See Page 6 for suggestions and instructions. January 4 is just ahead so act quick.

When these celebrities do their stuff January 4

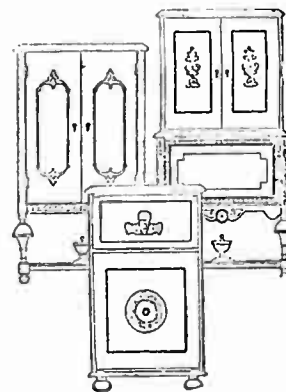
Put Picture of Fred Stone Here

Put Picture of Paul Whiteman Here



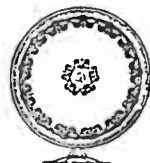
"You're there with a Crosley"

The Crosley Bandbox Is Especially Designed For Console Installation



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 Musicones---The Worlds Greatest Loud Speaker Values



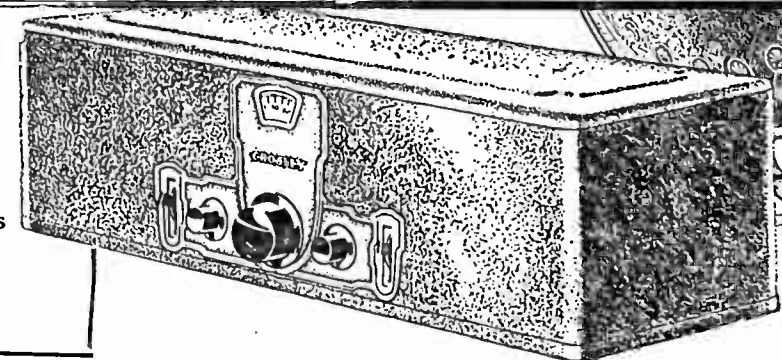
16 Inch Super Musicone \$12.75

Crosley Musicones represent all recent and important loud speaker developments.

The smallest model—The Ultra Musicone—originally \$17.50—is a better speaker today at \$9.75.

The new Type D especially designed for use with heavy power tubes is outstanding at its low price of \$15.

Put Picture of Will Rogers Here



Super Musicone \$12.75

The Crosley AC Bandbox \$110 Without Tubes

Crosley—Dodge Brothers—Will Rogers—Paul Whiteman—Al Jolson—Fred Stone—Promise you your greatest radio evening Jan. 4. Dodge Brothers provide the entertainment! Crosley makes it possible for you to hear it as clearly and naturally as though you personally were there at the four corners of the country from which it is to come.

Amazing new radio tubes will bring you a new radio thrill, for the wonderful RCA alternating current tubes the world has long anticipated are now a positive actuality in the Crosley A C Bandbox!

Power! Efficiency! Radio Advancement! These astonishing tubes are used exactly as your house lamps are used—with a snap of the switch.

No less amazing and quite as advanced in its department is the Mershon Condenser which prepares the A C current for B plate voltage. This exclusive Crosley feature is self healing—will last indefinitely—never needs attention and eliminates the danger of blown out paper condensers which have caused so much trouble in electrically operated sets.

The Crosley A C Bandbox is a new radio receiver incorporating under license the latest developments of The Radio Corporation of America, The Westinghouse Co., The General Electric Co., The American Telephone and Telegraph Co., and The Hazeltine and Latour Corporation.

The influence of these resources is evident in the remarkable radio value Crosley has been able to build.

1. Complete shielding of all elements.
2. Absolute balance (genuine Neutrodyne).
3. Volume Control.
4. Accumulators for sharpest tuning.
5. Single cable connections.
6. Single Station selector.
7. Illuminated dial.
8. Adaptability to ANY type installation.

The set is solidly mounted on a stout steel chassis. 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.

The Bandbox is housed in a brown frosted crystalline finished metal case which is easily removed for console installation.

See the new Crosley A C Bandbox at your dealer's NOW! Hear first hand its delightful performance! Enjoy the best in radio at the least cost!

DEALERS NAME

Order Mats of These New Newspaper Cuts

Let Advertising Keep Your Name Before The Public

Don't Let Up Now That Christmas Season Is Over-- Reap The Benefits Of Past Advertising

Crosley Dealers have done some exceedingly fine work in the way of newspaper advertising during the past months. That these ads played an important part in their sales is shown by the enthusiastic manner in which all these dealers speak of the direct results which they have obtained.

All of these dealers who have been generously represented in their local newspapers have run ad after ad. Most of them have increased their ads in size as they went along.

Much of the result of this advertising was immediate, but some of the benefits from this advertising are stored up and will be received as future ads are run. Thus to keep on reaping the benefits of this advertising you must keep on advertising.

Cash In On Advertising.

Just because the Christmas season is over is no reason why your local newspaper advertising should be discontinued. There are lots of radio prospects who did not purchase their new Crosley Bandbox before Christmas. Fact is, a very small per cent did. There are a lot more who became the more interested in radio because of the Christmas season. Go after these prospects through advertising in your local paper.

Keep your name before the public. You have gained a lot by the advertising that you have placed so far.

You may not be justified in placing such large space as you did before Christmas, but keep yourself before the public, that is the big thing.

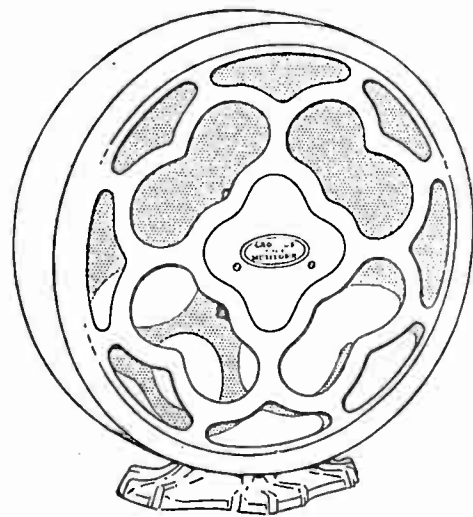
New Mats Available.

On the various pages of this issue of the Broadcaster some new newspaper cuts are shown. There are newspaper cuts of the AC Bandbox and new Crosley Type D Musicone. All these cuts can be used to advantage. Request them immediately.

Request Bandbox Folders.

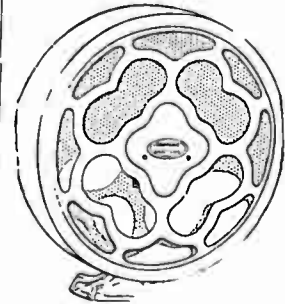
Incidentally, don't forget to follow up your newspaper advertising by having Crosley folders to pass out to the customers who come in. If you are in need of Crosley folders just send your request in to the Advertising Department, The Crosley Radio Corporation, Cincinnati, Ohio, and a supply will be forwarded to you.

2 Col. OUTLINE CUT TYPE D MUSICONE



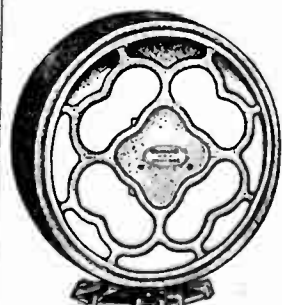
CUT NO. 275

1 Col. OUTLINE CUT TYPE D MUSICONE



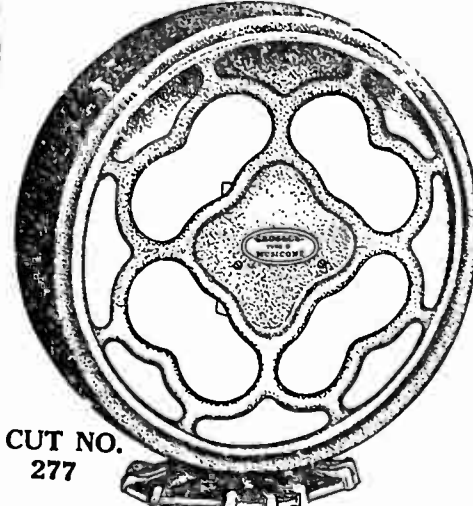
CUT NO. 276

1 Col. TYPE D MUSICONE



CUT NO. 278

2 Col. TYPE D MUSICONE



CUT NO. 277

CUT NO. 271

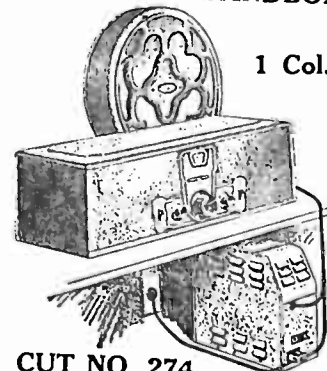
2 Col. TYPE D MUSICONE WITH A C BANDBOX



CUT NO. 273

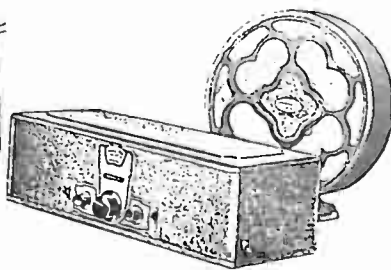
TYPE D MUSICONE WITH A C BANDBOX

1 Col.



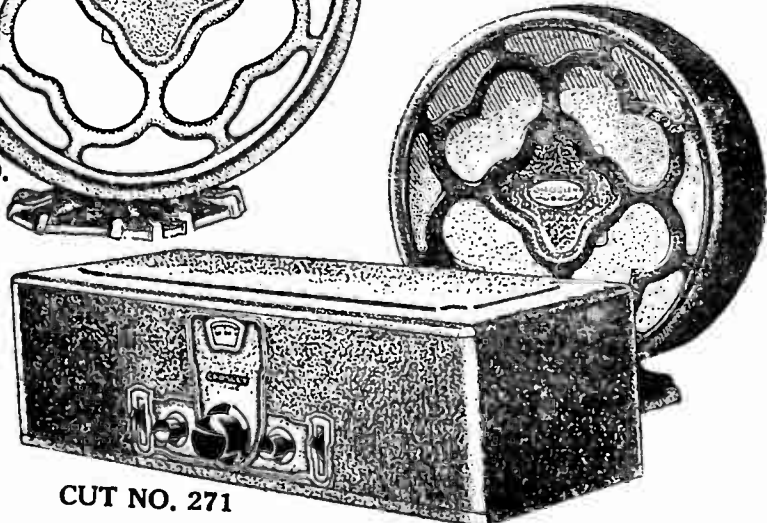
CUT NO. 274

1 Col. CUT OF NEW MUSICONE AND BANDBOX



CUT NO. 272

2 Col. NEW MUSICONE AND BANDBOX



Here Are Some New Ads You Should Order

Order These Ads By Number

If you want, we will send you a Mat with a whole Assortment of Little Cuts you can use in ads of this nature.

There's Business for Those Who Go After It. Be "There" With Advertising.

Advertising Department
The Crosley Radio Corporation
CINCINNATI, OHIO

When major bands do their stuff--



"You're there with a Crosley"

Personally---we stand back of every claim that Crosley makes---

We couldn't do otherwise because we know Crosley is supreme in the radio field at anywhere near Crosley prices. Come see us for your new Bandbox.

CROSLY RADIO

Convenient Terms Arranged

(DEALER'S NAME)

Ad No. 110

When stellar stars make music--

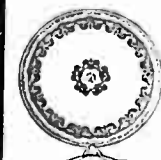


"You're there with a Crosley"

Crosley Wins We Win You Win



\$65



\$9.75 \$12.75



\$35

Crosley has won with the famous Bandbox on sheer merit.

We win because we found and recognized its phenomenal value.

You win if you take advantage of the greatest radio value yet presented.

Crosley BANDBOX MUSICONES CONSOLES Convenient Terms

DEALER'S NAME

Ad No. 111

When the world's first fiddlers mute their strings



"You're there with a Crosley"

See - Hear C-R-O-S-L-E-Y R-A-D-I-O

at its best. Let us demonstrate its ability to get stations you may think impossible.

\$00 to 00. Easy Payments.

(DEALER'S NAME)

Ad No. 113

When world famous trumpets croon--



"You're there with a Crosley"

C-R-O-S-L-E-Y R-A-D-I-O

Small down payment-- balance as you listen and enjoy it. Look on page 00 of this newspaper.

(DEALER'S NAME)

Ad No. 112

High School Students Make Good Radio Salesmen

Idea Now Used By Some Dealers Producing Excellent Results---Try It To Boost Your Sales

Some months ago the idea was advanced in these columns that high school students could be developed into very aggressive radio salesmen. It seems that this idea has now materialized and is producing excellent results.

We are receiving word from a great many Crosley dealers in different sections throughout the country where they have put this plan into effect. Their increase in business in the past few months has been about five hundred per cent. They attribute this success to the additional sales created by the solicitation of these high school student salesmen.

Experience of One Dealer.

One dealer in particular here in Ohio has developed quite an efficient sales force in this manner. He inserted an advertisement in the high school paper which read as follows:

SALESMEN WANTED

High school students having some knowledge of radio, who can spare the time to solicit orders after school hours. Liberal commission. Apply The A. B. C. Radio Company, Blankville, Ohio.

The above help wanted ad brought twenty-seven student applicants to the dealer's store, and it was surprising how many of them had sufficient knowledge of radio to present a fairly good sales argument. They could at least talk intelligently on the subject in an impressive enough manner to influence the average prospects to their way of thinking.

Fine Group Selective.

Out of the twenty-seven applicants the dealer, after about three afternoons and evenings of grooming and coaching, was able to consolidate a force of fifteen--twelve young men student salesmen and three young lady student salesladies.

The Crosley dealer in laying out the campaign of work for these sales people did the job very constructively and intelligently. He obtained a large street map of the city, showing each residence, and assigned each salesman a territory in the immediate vicinity of their own home where they were best acquainted. This had its advantages. In canvassing a neighborhood there is a whole lot of difference in the reception given the sales person when one has to ring the front door bell and is confronted by a total stranger.

On the other hand, should a sales person be acquainted with the resident and calls Mrs. Jones or Mrs.

Smith by her name, the reception given is not only an attentive one, but they are more liable to be interested with a warmer feeling of friendly consideration. Obtaining this friendly audience is fifty per cent of the battle, as it gives the solicitors just the opportunity they need to get their story comprehensively across to the consumer.

Work on Commission Basis.

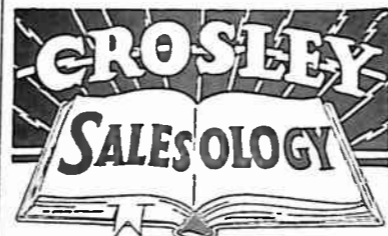
In this manner this particular dealer was able to finecomb the residential section of his home town within the short period of five weeks, accumulating a large number of prospects of which he was able to close an average of ten per cent, for an increase in volume of business of 500 per cent. Every sales person in a plan of this kind works on a strictly commission basis.

The plan even works during school hours. After the students have been soliciting radio orders for a week or so and been successful, the jingling of a few extra dollars in their pockets attracts the attention of other students. Very soon the news gets to the entire student body that their classmates are full-fledged radio salesmen and their student friends automatically give them the names and addresses of other friends whom they have heard discuss the fact that their parents are thinking of buying a radio set.

Forty Sets One Sale.

In one community where this plan was in effect the student salesmen created such an interest in radio among the members of the School Board that they actually sold them on the idea of installing radio equipment in every classroom, using a sales plea of "educational advantages." This sale alone consisted of about forty sets.

We have seen this plan work out so successfully everywhere it has been tried that we cannot impress upon Crosley dealers too emphatically the advisability of their putting it into effect locally.



New Year Resolutions For A Crosley Dealer

1. I will double my profits during 1928.
2. To do this I will put my full enthusiastic support behind the Crosley line.
3. I will make good use of advertising and display material--take advantage of all that is offered me and make it work overtime.
4. I will make every newspaper reader know my name. The co-operators of the co-operative newspaper advertising plan will have to do some sleeping to keep up with my advertising.
5. I will drive home this message: "You're there with a Crosley", and whenever I locate a live prospect for a home demonstration I'll be "there with a Crosley."
6. I will endeavor to conduct my business ethically as every good dealer should, valuing my reputation as an honest, reliable dealer, who is fair and square both in co-operation and competition.
7. I will test every set and accessory before it is installed and see that the equipment works properly when it is installed.
8. If a customer has trouble I will see that it is fixed promptly so that he remains satisfied and enthusiastic.
9. I will be constructive rather than destructive. If my distributor or the Crosley factory does something I don't like, I will tell him about it, but in a constructive way. I will realize that co-operation means greater success for all of us engaged in merchandising Crosley.
10. I will do my part to make this the best radio year ever. And I will do my best to make everyone feel that I am the outstanding radio dealer in my community.

See Pages 6 & 7

Tie-in on Dodge Bros. Program by using suggested Crosley Ad. Crosley Pays one-third the expense.

Act at Once!

Mystery Car Produces Business



Roy Harris Has Crosley Bandbox Operating In His Chevrolet--Ad Solves Mystery

Residents of Champaign, Illinois, were mystified for a time on hearing music coming from the interior of a Chevrolet Sedan as it made its tour of the city. Mr. Harris, the proprietor of the Roy Harris Radio Shop, located at Champaign, Ill., then had inserted in the local newspaper the two column ad shown and the mystery was explained.

Discovered

The cause of the music coming from that Chevrolet Sedan roaming round the streets is one of

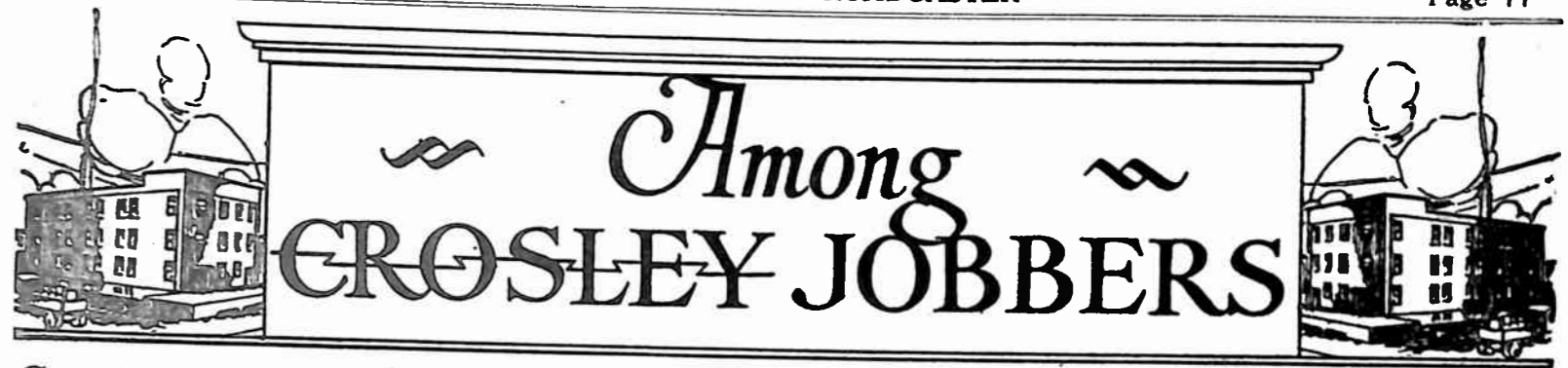
The New CROSLY Band Boxes

They operate any time, any place, under any condition. Stop the driver, who by the way is Mr. Alvie Thomas, an experienced Radio man, and ask him for a demonstration, or call at the

Harris Radio Shop

311 N. Walnut.

stations have been brought in with fair volume. Mr. Harris declares that it is a real business getter and dealers may be interested in making this installation.



Crosley Distributor Honored

Chas. S. Himmel of Hudson-Ross, Inc., Given Important Appointment By Mayor Thompson of Chicago

Chicago may be a little backward when it comes to tracing down its criminals, but when it comes to taking the proper steps to insure good radio reception, and protect the radio public, they have set an example that can well be followed by other large cities.

Chicago now has a radio commission made up of eleven representatives of the radio industry, and six aldermen of the council commission. That this new commission will accomplish great things is a certainty, for Mayor Thompson, of Chicago, shows exceedingly good judgment in his choice of a Chairman.

The Chairman of this new radio commission is none other than Mr. Chas. S. Himmel, General Manager of Hudson-Ross, Inc., live wire distributors of Chicago. Mr. Himmel shows his progressive attitude in the following statement, which is quoted from a Chicago paper: "As chairman, I believe the commission should consider as properly within its scope everything that tends toward keeping Chicago, in the forefront of the radio world."

The members of the commission are as follows: A. J. Carter, William Sandberg, Homer Hogan, William J. Clark, Patrick Barnes, Ben-

Crosley Distributor Display Attractive



The Above Display Is That of Kierulff & Ravenscroft, Inc., at the Los Angeles Radio Show. It is reported that this beautiful display attracted a great deal of attention.

Hears London, England On Bandbox

Fine Results All Over Country Reported By Bandbox Enthusiasts

Every dealer is constantly adding to his sales organization as he places more Bandboxes out in the homes of his community. Every owner of a Bandbox becomes a member of that sales organization and boosts for him. Many of them write in letters, but the greatest majority boost by telling their friends. Below is a letter from a Crosley Booster:

About three weeks ago I purchased a six-tube Bandbox Crosley Receiver and will say that it is giving wonderful satisfaction. Sunday afternoon, December 4, 1927, I tuned in and got The Free Press, London, England. Had about one half hour's reception and was very clear and good. We sure enjoyed their music. We get fine results from all over the country, from the different radio stations.

Respectfully,

Mr. & Mrs. Ezra Overdorf,

R. F. D. No. 2, Arcadia, Indiana.

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

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

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

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

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

Thousands Of Letters

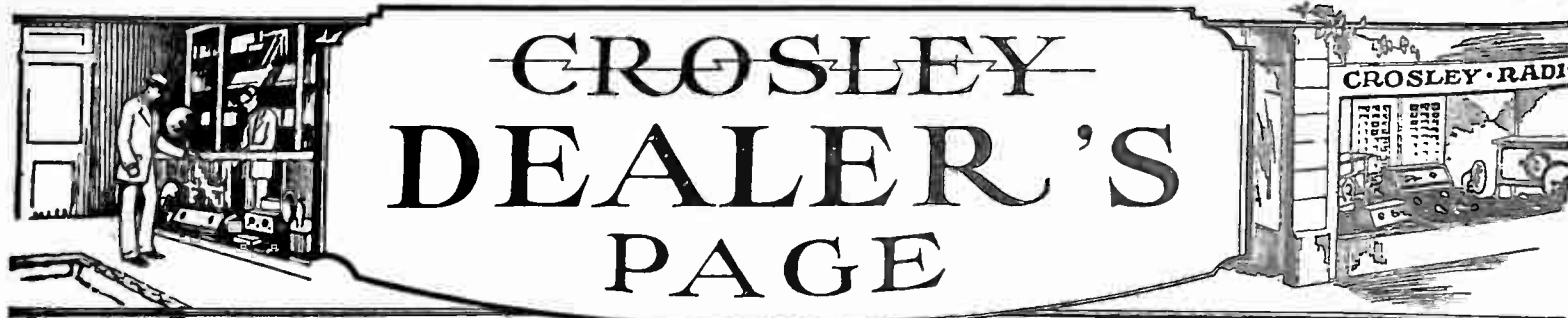
Letters Prove Public Likes The Music Selected On Crosley Moscow Art Programs

The radio audience doesn't care to be musically educated. It wants to be entertained with the music that it has heard most often and learned to love the best. At least that is the conclusion that is drawn from thousands of letters received by Mr. Powel Crosley, Jr., from all over the United States and Canada in response to the bi-weekly Crosley Moscow Art concerts.

Mr. Crosley has kept this idea in mind in the arrangement of programs for the concerts and has seen to it that each program is made up of musical masterpieces which, because of their tuneful charm, have been played until they are familiar to almost everyone who ever listens to music. "We are without any musical education, but the music was wonderful," says a St. Louis letter.

From a musically educated listener in Erie, Pennsylvania, comes this letter: "We believe the concert was as enjoyable and uplifting as any music we have ever heard, either over the air or in concert hall. We saw back of it your valuable knowledge acquired through the years of residence in that musical center, Cincinnati."

Most of the letters express particular appreciation for the musical numbers with which they are familiar.



CROSLY DEALER'S PAGE

Furnish The Bandbox To Your Customers In Any One of Six Different Beautiful Colors

Al G. Sawyer, Star Salesman For The Electric Parts Corporation, Syracuse, New York, Conceived This Idea--
The Plan Worked Beautifully for the Crosley Dealer at Watertown, New York

The use of colors in merchandising products has been successfully taken up by many types of retail outlets. The portable typewriter has been offered in various colors to match the general color scheme of a room. Many pieces of furniture are offered in a variety of colors, and now Ford dealers can offer their car in four distinct colors.

Al G. Sawyer, star salesman of the Electric Parts Corporation, Crosley Distributors at Syracuse, N. Y., suggests that this same principle be used in merchandising radio. This salesman has done more than merely suggest the idea. He has worked with the Crosley dealer at Watertown, N. Y., has actually tried out the idea and found it excellent.

Bandbox Adapts Itself.

The Crosley Bandbox adapts itself unusually well to this plan. The metal case of the Bandbox can be easily finished with Duco enamel in any one of six distinct beautiful colors. The six standard colors used on the portable typewriter namely, Mottled Green, Cream Orchid, Cardinal Red, Royal Blue and Mahogany can be used. The metal case can be finished in Duco at very little expense by any garage or paint shop having a Duco gun. The finished job is exceedingly attractive.

Every Crosley dealer who sells many of the Bandboxes in console models always has a supply of the metal cases which have been removed from the Bandbox in order to adapt it to the console. These, which many dealers have found no use for, can be Ducoed and used in window displays to put the idea across to the radio buying public.

How Watertown Dealer Did It.

The Crosley dealer at Watertown, N. Y., whom Mr. Sawyer worked with in putting the idea across, had a number of these metal cases finished in the various shades in which Duco can be obtained. He then

Unusually Beautiful Display Window Efficient Service Department Pays



The Above Window Display Is Proof That The Wisconsin Gas & Electric Company Are Masters of Window Display

Well planned and beautiful windows attract business. The Wisconsin Gas & Electric Company operate many stores in Wisconsin, and they keep their windows attractively trimmed.

The window pictured above is one of the most attractive and best planned windows shown in the columns of the Broadcaster for some time. The display above was designed by Mr. George Grogan of the Wisconsin Gas & Electric Company at Waukesha, Wisconsin. This live wire Crosley dealer is doing an exceedingly fine job pushing Crosley in the section covered by this store. He is a real advertiser and keen merchandiser, and produces displays which prove real business getters.

made up a very attractive window display. Part of this display consisted of a large sign which stated that the Bandbox could be obtained in any of the colors displayed for \$5.00 extra. The success of this unique window display was immediate. Within a few days many prospects, especially women, had been attracted by the display and had come in to obtain the Bandbox in the color which matched best with the color scheme in some room of the house.

Try Plan Yourself.

There is a lot of merit in this idea of using color to sell radio. It is a plan that can be easily and

economically adopted by any Crosley dealer and is certain to stimulate business. There is no doubt that many in your community will be instantly interested in it. Even if you do not sell any Bandboxes in the Duco colors, the attention value which it will give you in your window display and the general interest which it will attract will be of real value to you.

It is our suggestion that you try out this plan. We will certainly be interested in learning of the results that you have and so will other Crosley dealers. If you will write in, attention of the Editor of the Broadcaster, we will pass the information to other dealers.

Letter Is Fine Testimonial To Methods Used By Glenn H. Dutton, of San Diego, California

Other Crosley dealers may be exceedingly interested in the experience which Glenn H. Dutton of San Diego, California is having with his service department. Mr. Dutton is rather a "crank" when it comes to his service department and he finds that it pays.

His service men have particular instructions to install every set sold absolutely right. Every service call must be taken care of immediately. This is probably the secret of the wonderful success which Mr. Dutton is having. He declares that his service department pays in dollars and cents. That it pays him in the good will of his customers is demonstrated by the letter reproduced below. Just read this letter for yourself:

"Dear Mr. Dutton:

For your information will say that the 'Crosley Bandbox' has brought me 37 stations, among them, Chicago, Omaha, Fort Worth, Shreveport, La., and Havana, Cuba, all of which were clear as a bell. We are simply delighted with the 'Bandbox' and it entirely cuts out San Diego, when we wish it. (Get most all stations on the Coast from Seattle, South to Trajuana, Mexico.)

Mrs. Burgess joins me in best of regards to you.

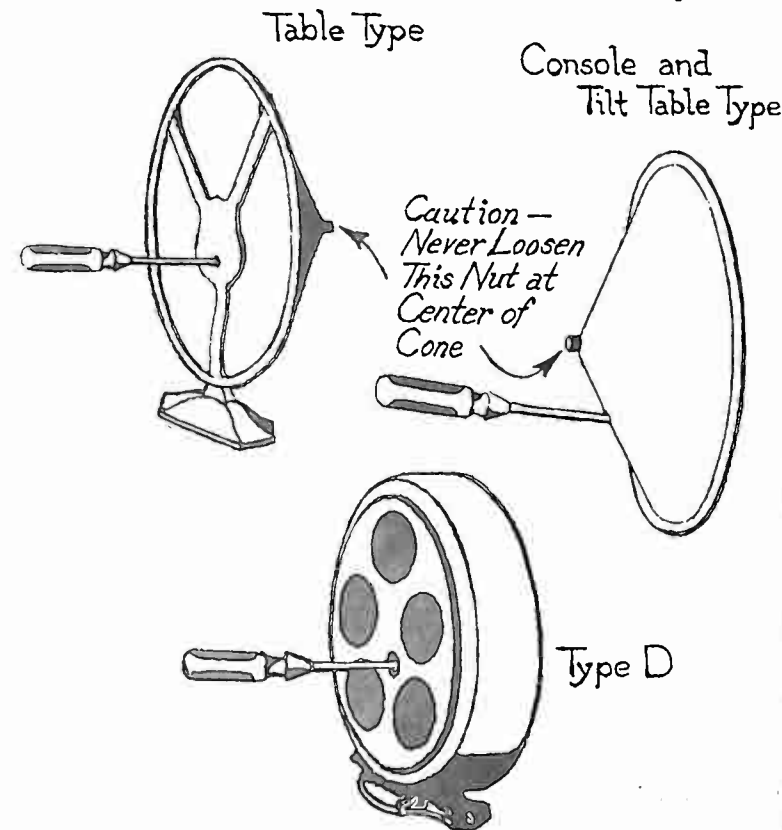
Cordially,

H. L. Burgess.

P. S. Many thanks for your courtesies. San Diego, California.

Information On Adjusting Musicone

Use These Hints---Give Musicone Full Tonal Qualities



How To Adjust New Style Musicone

As they leave the factory Musicones are properly adjusted to handle the outputs of tubes such as the 201-A. When they are used in conjunction with power tubes such as the 171 type, however, without the use of an output transformer or choke, they should be readjusted in order to handle the additional power output smoothly, without chattering or distortion.

Adjustment Quite Simple.

The method of adjusting is quite simple. When the set and Musicone are installed, tune to a local station and adjust the volume to the normal value, most satisfactory to the set owner. Insert a screwdriver in the adjusting screw. The position of this screw on the different types of Musicones is shown on the Musicone guarantee and adjustment tag attached to each speaker. Turn the adjusting screw by means of the screwdriver until the speaker just begins to chatter. Then turn the screw in the opposite direction until the chattering is again just heard, counting the number of turns between these two positions. Finally, turn the screw back half the number of turns counted. After this adjustment has been made, the connection of the Musicone leads to the set should not be reversed. When thus adjusted the Musicone will give perfect reproduction, even with large output volume.

Adjustment for Older Types.

The above method of adjustment applies to Musicones built within

the last year. If the dealer has occasion to adjust older style Musicones which have no cup on the regulating screw for receiving the screwdriver blade, he will find the following method more convenient. Remove the cone. If there is a metal case covering the electrical unit, remove this. Turn on the set and tune in a signal with normal volume. There are two regulating screws on these older Musicones. They are located side by side, holding the armature lever to the frame. Turn these screws until the armature vibrates midway between the pole pieces of the magnets, without touching either pole piece. Then replace the cone and case.

The above adjustments are unnecessary unless the Musicone is operated with tubes having power outputs as great or greater than UX, 171 without an output transformer or choke. If an output transformer is used, no adjustment need be made. All Bandbox models are designed for 171 type power tube operation, and Musicones installed with them should, therefore, be adjusted, in order that the set owner will get the most satisfactory performance from his set.

Radio transmission of photographs is being used by the U. S. Weather Bureau to transmit weather maps to ships at sea.

Westinghouse Rectigon Tubes At Bargain Price

New and Unused - In Original Cartons with Westinghouse Guarantee Tag

REGULAR LIST PRICE \$4

EQUIPPED WITH MOGUL BASE



OUR SPECIAL PRICE \$2

A REAL BUY AT OUR PRICE

Ideal Tubes for "A" Eliminators or Battery Chargers

Here is a real opportunity for Crosley Dealers. This two ampere rectigon tube, absolutely new and unused, in the original cartons, with the Westinghouse guarantee tag, at a bargain price of \$2.00.

We ordered these tubes for our "A" Supply Unit, which is now no longer in production.

This tube is a two ampere, full wave rectifier with mogul base. The two leads at the top of the tube are protected by porcelain beads. It may be used either as a single wave or double wave rectifier. There is a big market as a replacement in any battery charger or "A" Eliminator, having the mogul base socket. It is in big demand by amateur radio builders who wish to build their own "A" Eliminators or battery chargers.

The price of \$2.00 is f. o. b. Cincinnati, and your order must be accompanied by cash, check or money order.

Five percent discount will be allowed when ordering in quantities of twenty. Each tube is in an individual carton and these packed twenty to a large unit. Rush in your order today.

Cash or Money Order Must Accompany Your Order.

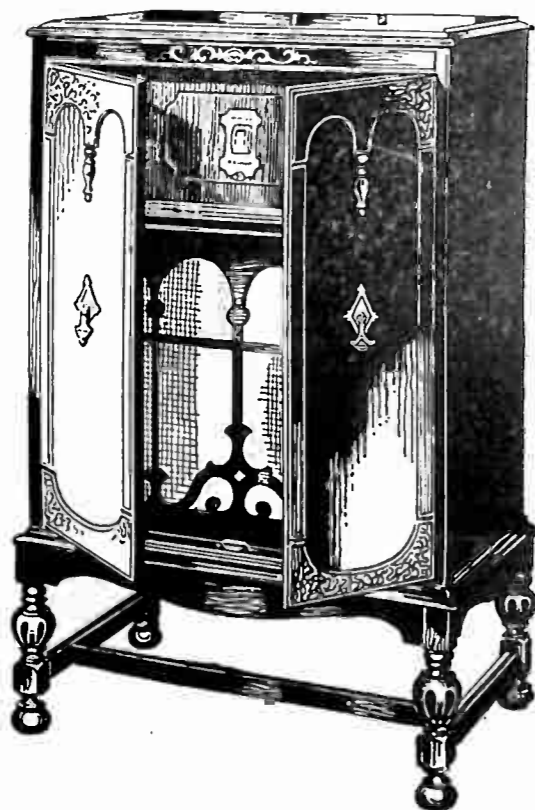
THE CROSLY RADIO CORP.

CINCINNATI, OHIO

AMRAD

Electrical Radio Sets

No batteries—no acids—no water—no trouble! These Amrad Radio Sets are different! They are NOT battery sets with electrical attachments, but have been designed and engineered for pure electrical operation. Only the latest A. C. tubes are used.



The HASTINGS

A. C. operated,
Requiring no batteries,

\$395

Single-dial control, seven tube Console, operated by loop or antenna. Built-in cone speaker, mounted on special baffle board. Paneling of beautiful etched crotch walnut on the outside and selected figured walnut on the inside. Illuminated dial—calibrated in wave lengths.

An Amrad dealer sold fourteen Hastings electrical models in 10 days. In the same big city another Amrad dealer sold one. Both were good stores, well located. The difference in sales was due to just one thing—the first dealer DEMONSTRATED THE SET! When a prospective purchaser came in his store he made him LISTEN to the Hastings. The wonderful tone, the ease of operation did the rest.

THE AMRAD CORPORATION

Medford Hillside, Mass.

POWEL CROSLY, JR., Chairman of the Board

Makers of the

AMRAD ROYAL SERIES

J. E. HAIN,
President.

A. B. AYERS,
General Manager.

Crosley Service Manual

No. 110 Crosley Power Converter. Part II---Testing and Repairing. 11-15-27

A. Testing and Repairing Models 104, 105 and 106.

Caution: The transformer secondary voltage has a peak value of over 800 volts and parts of the filter system are 250 volts above ground, so caution must be exercised when testing the Power Converter with the case removed. NEVER bring the hands into contact with the wiring while the power is on. Burns or a serious shock may result.

All the tests outlined below should be made before removing the case. Then if the trouble still cannot be located, the case can be taken off by removing the screws holding it to the frame.

The Mershon condensers are so constructed that it is practically impossible for them to go wrong unless handled roughly. The electrolyte cannot leak out and, as said before, the condenser is self-healing. If the unit is allowed to get colder than a few degrees below zero (Fahrenheit) there is danger that the electrolyte will freeze. Freezing and breakage of the case are practically the only causes which will operate to make the condenser cease functioning. If either of these troubles are encountered, the condenser should be replaced by a new one obtained from the factory, for the electrolyte is of such a character that it cannot be replaced conveniently in the field.

B. A. C. Hum.

If there is a loud A. C. hum it may be due to trouble either in the connections, the set or in the converter. First of all try reversing the plug prongs on the end of the converter power cord in the socket to which they are connected. Then remove the converter and leads as far from the set as practical, and see that connection from the binding post in the converter to the ground binding post in the set is made properly. Consult the service sheets on the BANDBOX light socket models for locating trouble in the receiver. The hum may be due to one of the following troubles in the converter:

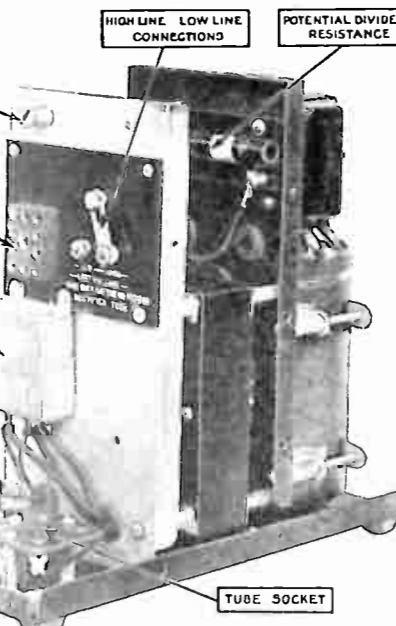


Figure 1, Front View of Interior of Power Converter. The High-Line, Low-Line connections are as shown above on the first converters manufactured. On more recent converters this switch is replaced by a cartridge fuse with three clips, as explained in text.

1. Bad connections to Mershon condenser. Examine these.
2. Condenser case grounded to mounting, short-circuiting the biasing resistance in the set. Test for grounded case with lamp circuit tester.
3. Filament winding grounded to frame. This unbalances potentiometer connections for returning grid circuits in the receiver. Test for ground with lamp tester and examine the wiring for defective insulation.
4. Primary circuit grounded to frame. This may cause bad hum. Test condenser (C) for short and for bad connections.
5. Poor contact at terminals of multiple plug. Make sure that terminals are clean and that plug is pushed tightly into place.

C. Low Voltage.

Failure of the converter to deliver the proper voltage to the set may be due to one of the following troubles:

1. Rectifier tube worn out or defective. Try a good tube in the Converter.
2. Filter circuit grounded to frame. Test with lamp tester at output socket. If this is the trouble it will be necessary to isolate certain parts by unsoldering to locate the ground.
3. Open in circuit. Use lamp tester and follow through the circuit diagram in testing for this.
4. Shorted turns on the transformer secondary. This will de-

crease "B" voltage. Under such conditions, transformer coils usually become very hot and insulation smokes. There is no simple test for this trouble.

5. If rectifier tube filament does not light, filament circuit is either open or shorted or tube filament is burnt out. (This applies to converters using UX-280 tubes only). Remove tube and test across the filament terminals of UX socket. Examine leads for defective insulation, if there is a short. Poor contact to tube prongs may cause trouble. Be sure tube seats properly in the socket.

D. Failure of Tubes to Light.

1. When the tubes in the set fail to light refer first to the service sheets dealing with set and service sheet 101. If trouble is not in set but in Converter, test filament circuits at the multiple socket for open and shorts. This trouble will usually be located in the leads or at the socket. If turns in windings of transformer are shorted, transformer will usually get hot and begin to smoke. When this happens the transformer will have to be replaced. Blowing of lighting-circuit fuse indicates that primary circuit is shorted. It should be tested for ground to frame outlined above. If the wiring is all right, the trouble is in the primary.

E. Testing Models 104R and 105R

The methods outlined for the other Models apply with the exception of references to the "B" supply circuit. The difference is evident from an inspection of the diagram.

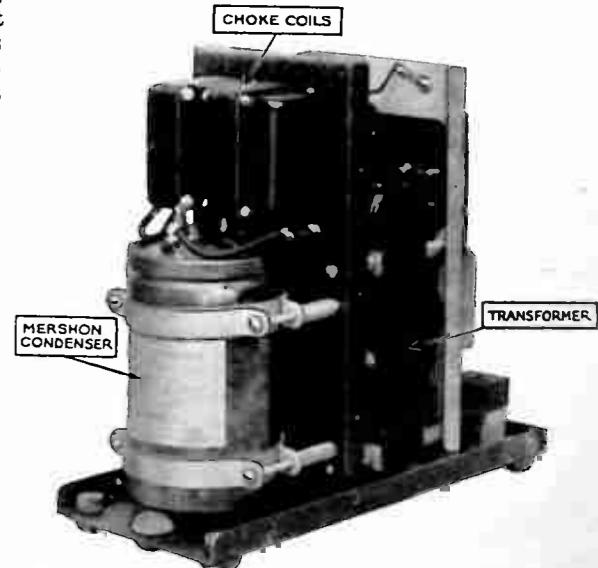


Figure 2, Back View of Interior of Power Converter.

WLW Station Has Program Arranged For Radio Dealers

In a desire to furnish a continuous program for all radio dealers within the range of WLW, Mr. Powel Crosley, Jr., president of the Crosley Radio Corporation and owner of station WLW, has extended the broadcasting of his radio station to include all of the time between 2:30 P. M. and midnight. The addition to the regular broadcasting time comes between the hours of 4:30 and 6:00 P. M. which have heretofore been silent at WLW.

Crosley believes that radio dealers everywhere will need programs with which to demonstrate their sets. He offers the program to them regardless of what radio line they handle.

Tendency Is Toward AC Tube-Operated Sets

(Continued from Page 3)

heating the filaments of the UX-226 tubes and also the power tube, UX-171, in the last audio socket and heat for the detector tube, UY-227, which, incidentally, are used in the current, a separate power unit of small size is furnished and by its use, there is no further need of A, B or C batteries.

City Largest Outlet.

The large outlet for the new AC radio receivers is to be found in cities for there, electricity is supplied to thousands of homes. Those who have never owned a radio set are especially susceptible to this new type of receiving equipment and dealers throughout the country are reporting heavy sales.

It is not so much the fact that the newcomers in the ranks of set owners want to purchase the newest type apparatus but the knowledge of the ever-ready equipment without further thought of up-keep, such as the care of batteries on their part.

Always Market For Battery Set.

There will always be a demand for the battery-type of receiver, however, especially from the rural districts, where there are still 11,000,000 homes that do not have the advantage of electricity supplied to them. For them, the battery-type of receiver, such as the Bandbox, must fill their needs. Owners of receivers where there is no electricity, are somewhat at a disadvantage, for the batteries must be carried to places that are at great distances for re-charging.

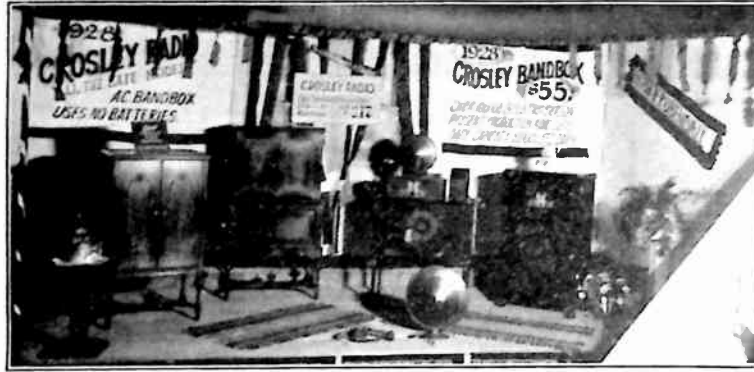
Some cases have been known: where the owner of automobiles would charge one battery while operating their machines in the daytime, such as farmers, and replace the auto battery with the one used for the radio set, when the latter had become discharged of its energy. In the use of dry-cell equipment, it is also necessary to travel or send for replacements and often this is necessary when some special broadcast program is desired to be heard.

The AC Set Uses AC Tubes

There are some unscrupulous radio dealers, who would make customers believe that such appliances as trickle-chargers attached to a battery and the house electric current, are AC operated receivers. They are not in the strict sense of the work, for the genuine AC radio operated receiver is equipped to utilize the new tubes that are designed and will only operate from the alternating current, like that found for house lighting.

It has only been a comparatively

Prominently Displays Crosley Radio



Crosley Booths At Style Show Displayed By Glenn W. Rubendall

One of the reasons why Glenn W. Rubendall of Marlow, Oklahoma, is having such success with Crosley is that he is pushing Crosley merchandise wherever he can. Recently he put in a booth at the Style Show given in his city, and attracted a great deal of attention.

Above is reproduced a picture of this booth. Mr. Rubendall buys his Crosley merchandise through the Peabody Electric Company, who say that he is doing a mighty fine job this year.

short time that these tubes have been made available for licensed manufacturers and, incidentally, The Crosley Radio Corporation of Cincinnati, was the first to manufacture a low-price receiver incorporating them, and is now manufacturing more of this type of set than any other concern.

Important!

See Pages 6 & 7.
Run Suggested Ad on
DODGE PROGRAM
JANUARY 4
in your local paper
either Jan. 1st or 2nd.
Act Now!

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

Lessons By Radio

Instructions in handicrafts are being given every Monday and Wednesday from WLW during the Crosley Woman's Hour from 10 until 11 a. m. Reprints of the talks with detailed instructions are mailed to those women who are unable to follow the talks as they are given.

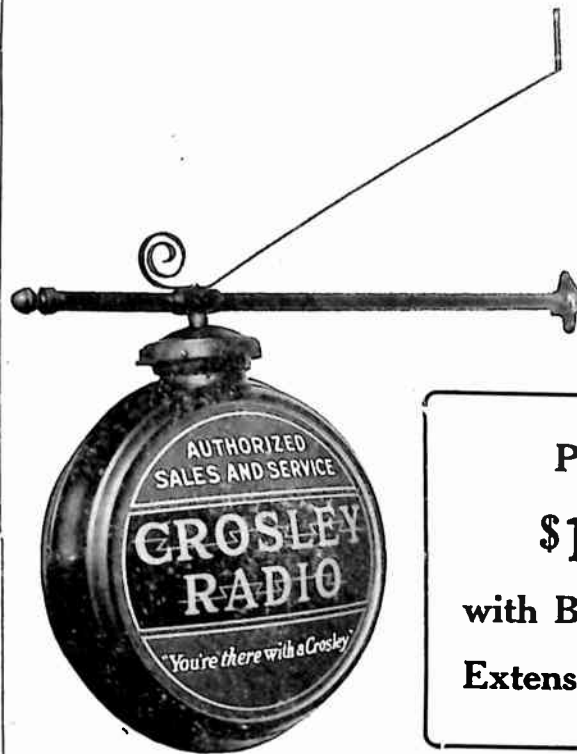
If You Wish to BUY or SELL SECURITIES

Or Own Some About Which You DESIRE INFORMATION Communicate With Us. Our Statistical Department Is At Your Service

WESTHEIMER & CO.

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

Start The New Year Right



Order A
Crosley
Electric
Sign
NOW!

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