

# THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

JANUARY 15, 1928

NO. II

## Price Of Crosley 602 Bandbox Reduced To \$90 New One-Unit AC Bandbox Table Set Announced

*Usual Price Adjustment Gives Dealers Protection*

*At New Low Figure This Popular Set Is Most Wonderful Value In History*

The 602 Bandbox has been reduced in price from \$110.00 to \$90.00, effective January 3. A telegraphic announcement of this reduction was in the hands of all Crosley Distributors on Tuesday, January 3.

In making this reduction all Crosley Dealers are completely protected on all the AC Bandboxes which they have on hand for the usual price adjustment to Distributors and Dealers is being made.

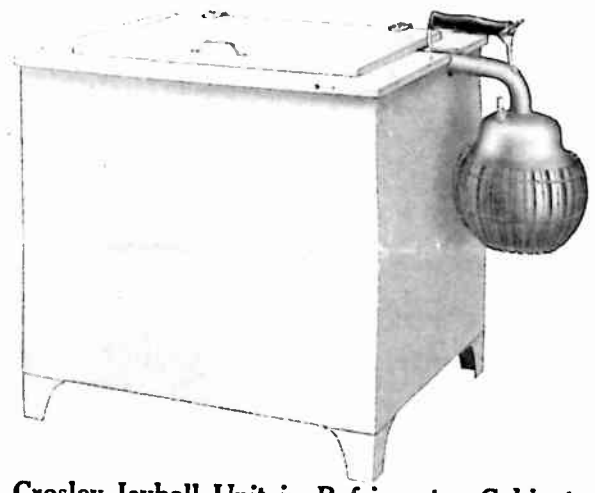
**Will Sweep The Radio Market**  
With this reduction in price of the 602 Bandbox to \$90.00, this set becomes, without question, the most wonderful radio value in history. No set at less than double its price can compare with the performance of the 602 Bandbox. Few, if any, sets selling at more than twice its price have equal sensitivity, selectivity and performance.

It was its universal popularity and the very large volume production which this made possible that enabled Powel Crosley, Jr., to make this additional reduction in price. At this new price of \$90.00, this set is without equal and is destined to sweep the radio market.

**Superior Performance Explained**  
The Bandbox 602 possesses qualities which make it stand out head and shoulders above every other AC set at anywhere near the price. The Crosley 602 Bandbox delivers full 170 to 180 volts (subject, of course, only to variations of line voltage) to the plate of the 171 power output tube.

Other sets ranging from \$88.00 to (Continued on Page 3)

## Powel Crosley, Jr., Releases Icyball Refrigerator



Crosley Icyball Unit in Refrigerator Cabinet

## New Product Assures Crosley Dealers Active Business Throughout Year

The Crosley Icyball, which is destined to revolutionize the field of refrigeration, has been formally placed upon the market. Announcement of its release to Crosley dealers throughout the United States was made by Powel Crosley, Jr., at the semi-annual conference of Crosley distributors held at the factory on Thursday, January 5.

One of the most important features of this announcement is the assurance it gives of active business through the year for dealers carrying a complete line of Crosley products.

**19 Months Exhaustive Research.**  
Mr. Crosley has long been looking for something to offer Crosley dealers which would eliminate the seasonal element from their sales and keep profits rolling in every month of the year.

It was after nineteen months of exhaustive research and actual service tests that Mr. Crosley permitted the Icyball to be released to Crosley dealers throughout the country. He wanted to make sure that the device was flawless and believes that the product now is as nearly perfect as human ingenuity could make it.

Not only has the Icyball been thoroughly tested in our own laboratories but its tests have extended to the field. A year ago a few distributors were allowed to pass it to their dealers. Thus in some localities it has been on the market for many months. It is the enthusiasm with which it was received by distributors, dealers and consumers alike and the success that it met in these communities in addition to the many favorable tests made

(Continued on Page 6)

*Retails At \$95  
Meets Popular Demand*

*Continued Sale of Bandbox 602 Not Affected By Single Unit Offering*

At the time that the reduction in price of the Bandbox 602 was announced, it was intimated that a new AC set with power converter enclosed in the same case as the set would soon be available. Those distributors who attended the semi-annual sales meeting recently at the Crosley factory were privileged to see this new AC set which is to be known as the AC Bandbox 704.

This set has been designed to fill the demands of those who desire a light socket operated receiver complete in one cabinet. It retails at \$95 which is \$5 higher than the 602 AC Bandbox.

**Performance Identical With Bandbox 602**  
This new AC 704 Bandbox set has accomplished this by building the power converter right into the cabinet. This has been a real engineering achievement, for this set, containing everything complete in one cabinet makes a table model very attractive and compact in appearance.

Though there has been a great demand for the all-in-one AC set, in announcing this new set, Powel Crosley, Jr., does not anticipate in the least that the sale of the Bandbox 602 will be injured.

When you have both sets to offer, you can explain that both are identical with the exception of the way they are housed. It is apparent that a great many who thought they wanted the set all in one case will decide upon the regular 602 Bandbox with separate power con-

(Continued on Page 16)

Turn to Pages 8 and 9 for Icyball Details.

The Crosley Bandbox  
Installed Complete  
In These  
Fine Cabinets



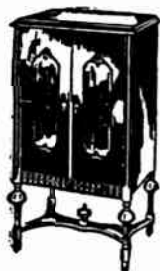
(Write description of your cabinet and equipment for this paragraph. Quote price complete.)

\$00



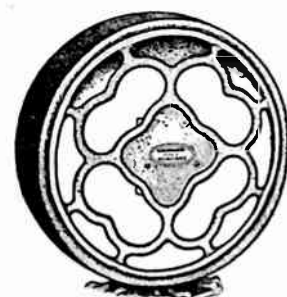
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\$00



(Write description of your cabinet and equipment for this paragraph. Quote price complete.)

\$00



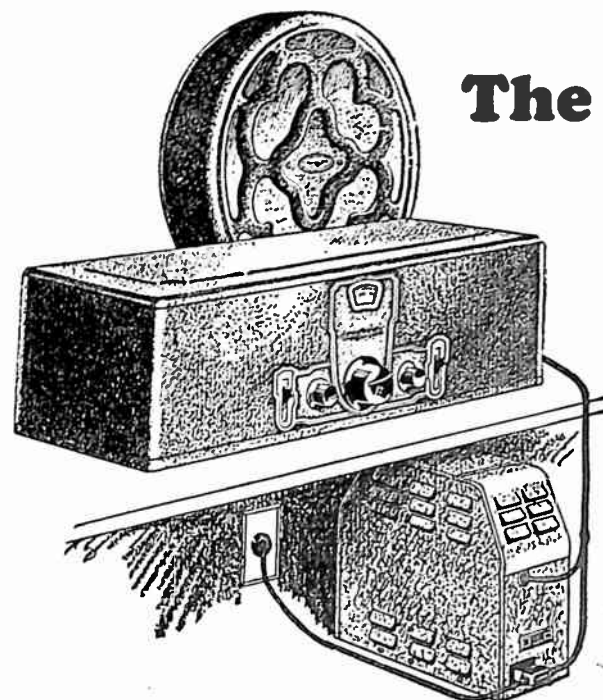
NEW TYPE D  
MUSICONE  
\$15

12 Inch Ultra Musicone  
\$9.75

16 Inch Super Musicone  
\$12.75

# The Radio Leadership of 1928

## The AC BANDBOX



Uses the  
New AC **\$90**  
Tubes

Without Tubes

180 Volts on Output Tube Plate!  
Gigantic Undistorted Volume  
from the Bandbox!

Power! Power! POWER! A feature of the Crosley AC Bandbox that lifts it head and shoulders above competition!

Here are facts to consider before buying: The Crosley AC Bandbox shows a full 170 to 185 volts of power on the plate of the 171 power output tube. Careful tests made in our laboratories have shown that other AC Receivers, in its price range, use only from 100 to 140 volts on the plate of the output tube. The 171 power tube should have around 180 volts for best results. This from 25% to 40% superiority is the difference between TODAY'S radio and yesterday's. It is the answer to Bandbox performance and popularity.

The Crosley Bandbox is the marvel it is because of Powel Crosley, Jr.'s fundamental attitude in the engineering laboratories. "Produce the best you can—then we'll figure how to make and sell it in sufficient volume to keep the price low" is his constant admonition.

The Bandbox is a genuine Neutrodyne receiver. Totally and completely shielded, the acute sensitivity and sharp selectivity of the Bandbox is amazing.

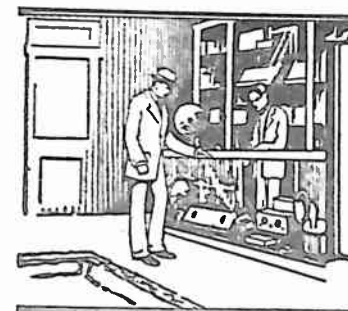
Contributing much to the success of this 1928 wonder radio is the Mershon Condenser in the power element of the set. This electrolytic condenser is an exclusive Crosley feature. Not being paper, the danger of its blowing out is entirely removed so that the desired HEAVY VOLTAGE can be used to produce the acoustic results so greatly desired. The Mershon Condenser is 30 Mf capacity. IT IS SELF HEALING. It does not have to be replaced as is the case with paper condensers.

The 602 double unit provides console cabinet installation in ALL kinds of consoles.

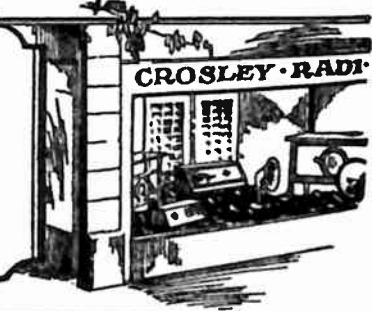
### DEALER AND CO.

AD NO. 281

This newspaper Ad. can be adapted to 3 col., 1/4, 1/2 or full page. Order by number.



# CROSLY DEALER'S PAGE



Good Reception  
At Forty Miles  
An Hour Speed

G. J. Wilson, Crosley Dealer  
at Burke, S. D., Gets  
Unique Results With  
Bandbox Equipped Car

It is getting to be quite the thing for Crosley Dealers to equip their cars with Bandboxes. They find that this is a mighty good advertisement in their communities, for radio reception from a moving car always attracts attention.

These Dealers, however, find a more valuable use for it than just creating attention. It enables them to make demonstrations which result in quick, easy sales.

There are many different ways to hook up the Bandbox in a car. Some use wires placed inside the top of the car as an aerial. Mr. G. J. Wilson, Crosley Dealer at Burke, S. D., however, used means more unique than this. He doesn't have an aerial, but just lets a piece of wire dangle from his car, and the results he gets are extraordinary.

Read this letter from Mr. Wilson and judge for yourself:  
Gentlemen:

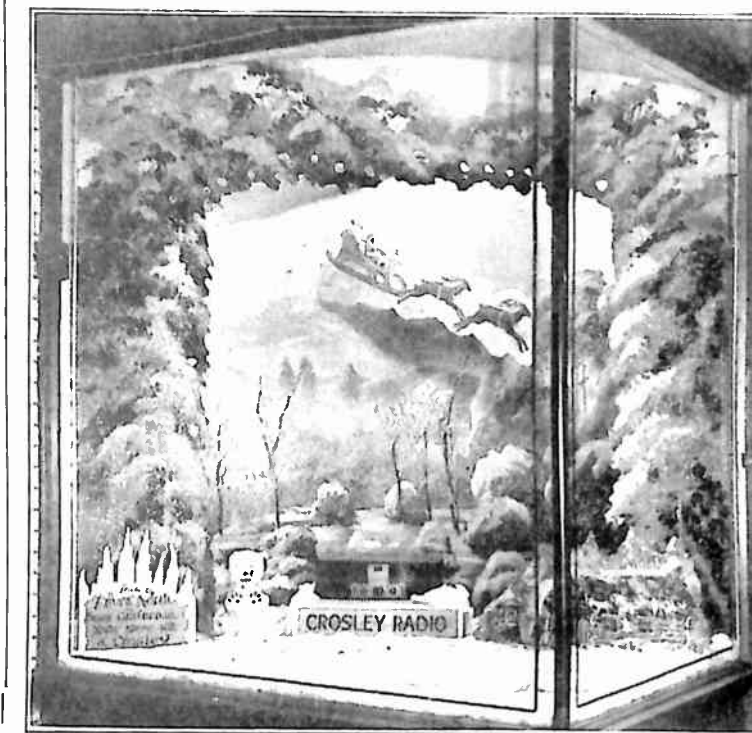
I have been going to write you for some time about some of the experience I've had with the Bandbox.

But have just put it off until today when I received the Broadcaster and after reading it over I just had to write you about some of the experience I've had.

I see the Broadcaster says that E. C. Johnson of Columbus has his car equipped with a Bandbox. Well, Mr. Johnson has nothing on me, because I have the same make of car, with a Bandbox equipped and I don't use any aerial. Just throw a little piece of wire out on the ground about ten feet long, and I don't stop for local stations. I get them all, far and near, and that is not all. I get them going forty-five miles an hour, and when I get tired of going so fast, I drive up and down the streets with the speaker turned out the window. I sometimes do that to keep the town from sleeping so sound.

I can prove everything I have said, and if any one should believe

This Crosley Window Silent Salesman



Veteran Crosley Dealer Enthused  
Foster L. Threlkeld Declares  
Bandbox Real Set

Congratulations Are Due C. D. Tanner, Crosley Dealer  
of Los Angeles, California, For The Beautiful  
Window Shown Above

Stop—Look—Enter—was the natural procedure of those who came near the window of C. D. Tanner, Crosley Dealer in a suburb of Los Angeles, California. Maybe everyone did not enter, but it is certain that everyone stopped and looked.

The central scheme behind this beautiful window, which shows in the foreground a scene of the wintry north and in the background sunny sloped California, expressed by the heading shown to the left of the window which reads "From the Frozen North to Sunny California You're There With a Crosley."

Mr. Tanner was not granted the Crosley Franchise until late in the fall, but when he did start he started with such enthusiasm and energy that he certainly got his share of the Christmas business. He ran large Crosley ads in his local pa-

pers, put two new large trucks in use for this purpose, put on two specialty men for house to house canvass, and as the window above shows such a Christmas spirit in the Crosley atmosphere, so it was with his entire establishment.

Though Mr. Tanner's store is located in an outlying shopping district about five miles from the center of Los Angeles, his two clean and new looking trucks can be seen in any part of Los Angeles or in the nearby towns. His trucks are in charge of capable service men, who can also sell, and carry a complete stock of accessories, testing equipment, and a Bandbox all ready to install.

Mr. Tanner's entire organization is enthusiastically behind the sale of Crosley merchandise and that explains his unusual success.

The number of light-socket radio sets sold during the Christmas season shows the tremendous enthusiasm which has spread among the public for the new AC type of equipment.

Displayed prominently on the letter head of Foster L. Threlkeld, Crosley Dealer at Morganfield, Kentucky, is this slogan, "Radio Products of Quality." Mr. Threlkeld prides himself on handling the very best in radio. Incidentally he has been a Crosley Dealer since the advent of the Model X.

Last season he sold three different makes of radio, including Crosley. This year he was so delighted with the Bandbox that he concentrated on that. He declares that he has sold more Bandbox Receivers so far this season than he sold three different makes the whole season last year. Just see what he has to say for himself:  
"Gentlemen:

I have been a Crosley Dealer since the advent of the Model X and can truthfully say that they would do everything claimed for them.

But in the Bandbox you have a revelation, there is more radio wrapped up in that little metal box, than I have ever heard in the most expensive mahogany cabinets. It is a real set, and to prove that statement, I will say that I have sold more Bandboxes so far this season, than I sold of three different makes the whole season last year. And no service calls, that's the best part of it.

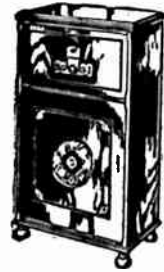
I am certainly sold on the Bandbox and I think it the best at anything like the price that has ever been developed in radio.

I have never before tried to boost a set of any make, but the Bandbox merits praise from everyone that hears and sees it.

Yours very truly,  
(Signed) Foster L. Threlkeld,  
Morganfield, Kentucky."

International radio tests will be conducted for the amateurs during the months of February to bring out the possibility of amateur radio communication between the nations of the world. Twenty-five prize are being offered for the stations in the United States and Canada doing the best test work.

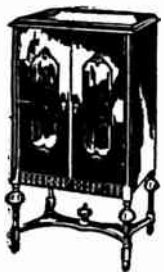
The Crosley Bandbox  
Installed Complete  
In These  
Fine Cabinets



(Write description of  
your cabinet and equip-  
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Quote price complete.)  
\$00



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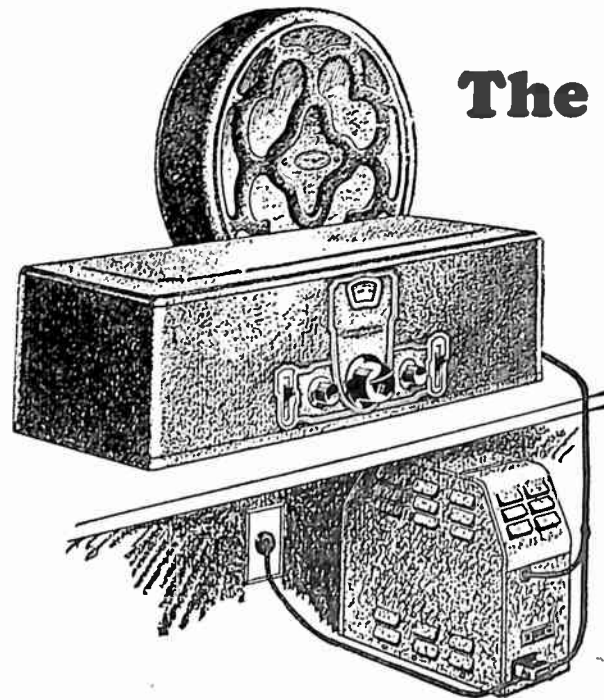


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**DEALER AND CO.**  
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# Crosley Distributors Attend Semi-Annual Sales Conference



The above picture shows part of the group of Crosley distributors who attended the semi-annual sales conference held at the Crosley plant Thursday, January 5. Many things of interest to the Crosley trade were discussed. It was at this meeting that the new Crosley AC Receiver, Model 704, was announced and the Crosley Icyball was officially released to the entire country. All distributors attending returned home with an enthusiastic outlook for Crosley sales during 1928.

### Price of Crosley 602 Bandbox Reduced

(Continued from Page 1)  
\$130.00 supply current to the plate of the 171 output of from 100 to 110 and 130 to 140 volts. It is obvious immediately to you the difference in performance, increased undistorted output, the greater volume which accompanies higher voltage applied to the output tubes.

#### Builds Up To A Standard

It is apparent that a power unit utilizing paper condensers can be built for less money with less danger of blowing out the condenser if the voltage is reduced. The Crosley Bandbox utilizing the wonderful Mershon condenser makes possible the proper voltage for the output without danger of the condenser blowouts. A smaller Mershon condenser at less cost could be adapted if we were willing to sacrifice performance. A cheaper transformer could likewise be used. Other elements in the power pack could be sacrificed, but Crosley products are ever built up to a standard, never down to a price.

Other qualities of the Bandbox 602 are the genuine Hazeltine Neutrodyne circuit, illuminated dials, acuminators and complete shielding of all the elements which have established a performance value enabling our products this year to take a dominating position in the field.

#### To Prove Outstanding Seller.

It is predicted by all who have analyzed these qualities in comparison with other AC sets on the market that the 602 Bandbox will be an outstanding seller. There are those, of course, who desire the all-in-one AC set, and you can offer this to them in the new 704 Bandbox, at \$95.

The 602 Bandbox will, however, be preferred by all who desire the AC Bandbox in the Consoles. It will also be desired where a set occupying less space is wanted and in this case the power unit can be hidden. Considering these facts it is to be seen that the 602 Bandbox will be the greatest seller in radio. When you explain that the only difference between the 602 Bandbox and the new 704 set, announced in this issue, at \$95.00, is that the power unit is separate instead of enclosed all in one case, they will certainly want the 602 Model at \$5.00 less.

It offers combinations of a sales value which can at once be recognized. For instance take the 602 Bandbox at \$90.00 and the Type "D" Musicone at \$15.00 and you have a \$105.00 combination. Or take the 602 Bandbox and the 400 Cabinet and you have a \$125.00 combination.

Now get busy with the 602 Bandbox at \$90.00. You can bring your way the lion's share of the AC sales in your community. This is the greatest value ever offered and

all will be quick to recognize it as such.

### Crosley Promotion Man Weds

W. J. Jorgenson Weds Southern Belle--Follows The Example of Other Crosley Men

It seems that Southern beauties have a special appeal to Crosley field men. Practically every man who is single and has been sent into the South by The Crosley Radio Corporation has found a Southern mate.

You may be sure that all the friends of W. J. Jorgenson are pleased to learn of his marriage to Miss May Frazier, daughter of Mr. and Mrs. D. J. Frazier of North Chattanooga, Tenn. The wedding took place shortly before Christmas in the Third Presbyterian Church, of Chattanooga, and the ceremony was performed by Rev. I. D. Steele. Only a few close friends and relatives of the bridal couple were present.

Immediately after the ceremony the happy couple entrained for the East and spent the Christmas with Mr. Jorgenson's relatives in New York. In a recent trip to Cincinnati Mr. Jorgenson bubbled all

over with happiness and we all know that he will live happily ever after.

### Bandbox Is Really A "Grand Box"

No Interference in the Heart of New York City--Advertisement Claims

"Crosley Radio Corp. Gentlemen:

Just one week ago I purchased a 'Bandbox' (No. Z67320), and I must tell you how satisfied I am with its selectivity, tone, volume and ease of control. I experience no interference in the heart of New York City. With an indoor aerial I have received Chicago stations every night since I first used the set.

I think you are much too modest in your advertised claims for the 'Bandbox'. The 'Bandbox'—really it's a 'Grand Box'—can't be beat for the money and it exceeds in performance many other well known sets selling for more.

I shall be glad to distribute among my friends any literature describing the 'Bandbox' that you may care to send me.

Wishing you continued and still greater success, I am,  
(Signed) Clayton B. Woodman  
New York City.

**THE CROSELY BROADCASTER**

Published By  
The Crosley Radio Corporation,  
Manufacturers of Radio Apparatus  
Colerain and Sasafraas 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**

**Crosley Franchise Doubled In Value**

Ever since Powel Crosley, Jr., entered the radio field his name has been associated with radio. The Crosley name is now so well established that the average person now can not think of radio without immediately thinking of Crosley. The words are synonymous.

This was largely brought about because Mr. Crosley in his pioneering efforts first placed radio within the reach of the average pocketbook. He has ever worked to take radio out of the luxury class and make its manifold pleasures universally available.

Now the name Crosley is to be just as definitely associated with refrigeration through the marketing of a new freezing device, the Crosley Icyball.

For years Mr. Crosley has searched for a product which could be added to the Crosley line and would solve production problems and stabilize the dealers' and distributors' business over the entire twelve months' cycle of the year. It was with this in mind that Mr. Crosley first became interested in the Icyball.

The marvelous qualities of the Crosley Icyball and the fact that its release immediately places within the reach of every pocketbook, the most practical, efficient and universally usable mechanical refrigerator ever produced is truly significant. It shows how perfectly Mr. Crosley solved the problem of finding a product which would make the Crosley franchise valuable throughout the year.

The announcement of the Crosley Icyball is just as significant at this time as the announcement of the first Crosley radio set was back

in 1921. Then radio was a luxury—only the well-to-do could afford it. The Crosley announcement of his first set brought radio within the reach of all.

Until now a mechanical refrigerator has been a luxury—only those with large incomes being able to buy one. The announcement of the Icyball takes mechanical refrigeration out of the luxury class and gives its numerous benefits to every one.

What is more, the Icyball depends only upon heat for its functioning power. It does not make any material difference what produces this heat, whether gas, coal, wood or kerosene.

The Icyball will function everywhere and give just as good refrigeration in the center of the Sahara Desert or in the wilds of Africa as it does in the city. This is a feature which immediately places it in sharp contrast with those mechanical refrigerators which must depend upon electricity or some other source of power which is not universally procurable.

Truly the more one thinks of the many features and advantages of the Icyball, the more enthusiastic one becomes. There is nothing like it anywhere. It is in a class by itself, without equal, without competition. Its release to Crosley Distributors and Dealers all over the country makes the Crosley franchise double in value.

It is significant to note that at the very season when radio sales start to decline the sales of the Icyball will increase in leaps and bounds. It is this feature which should prove a tremendous interest to every authorized Crosley dealer. The fact the Icyball is a product of universal demand emphasizes this feature. It is certain that the Icyball in the refrigeration field is destined to become just as important a factor as Crosley radio enjoys in the radio field.

You can not afford to skip over these facts lightly. By making the hitherto unproductive months show a substantial profit with the Icyball you take a tremendously important step toward placing your business on a more stable basis.

**Keeping A Promise**

Last June at the annual Distributors' Convention Powel Crosley, Jr., promised that the Bandbox line of Crosley Receivers would continue right through the 1927-28 radio season. From time to time assurance that this promise would be kept has been given to the trade.

Now we see the fulfillment of this promise. The semi-annual sales meeting of Crosley Distributors has come and gone and the Bandbox line of Crosley Receivers remains undisturbed. In fact, it faces the new year of 1928 with prospects of producing even more substantial profits for Crosley Dealers. The Bandbox line of Crosley merchan-

dise has become thoroughly established in every section of the country. Its fame has reached every nook and corner where radio is known. In many localities, the name "Bandbox" has become just as familiar as the name "Crosley."

The thousands of Bandbox Receivers which are now giving perfect satisfaction in the homes of the country are acting as silent salesmen in bringing additional business into the store of the Crosley Dealer. There is no doubt about it in the least that Crosley Dealers have in the Bandbox line the most popular selling radio merchandise on the market.

Looking at it from a technical and engineering standpoint, there is no need to replace the Bandbox Receivers. At this time, in the 1927-28 radio season, when many manufacturers have launched new receivers upon the market, the Bandbox line still remains the outstanding leader.

Crosley merchandise fills more satisfactorily than other lines of radio what the buying public is looking for. As the trend of the public desire has gradually changed, Crosley merchandise has been ready to meet it. The radio buyer today who has light socket power available leans toward the AC operated set. When it comes to AC Receivers utilizing the new AC tubes, there are none at less than double the price which can compare with the AC Crosley Bandbox. The Crosley AC Bandbox is outstanding, judged from every viewpoint. This is true when both selectivity and performance are all considered, and is also true when the value of this set is considered.

The fact that the AC Bandbox is now furnished in two forms, the 602 Bandbox, with power converter separate, and the 704 Bandbox, with power converter built complete in one cabinet, is a decided advantage. It can not be considered that the 704 Bandbox in any way breaks the promise which Powel Crosley, Jr., made to his trade last June. Strictly speaking the 704 Bandbox is not a new set. It is identical with the 602 Bandbox except that in it the power converter and receiver are built complete in one unit. The 704 Bandbox does not in the least replace the 602 Bandbox. It is conceded by all that the 602 Bandbox will continue to sell, and inasmuch as it sells for only \$90.00 whereas the 704 Bandbox sells at \$95.00, will prove the most popular seller of the two.

All indications point to the fact that Mr. Crosley is going to do more than keep his promise, for at the rate the Bandbox series is going now, it will extend not only through the 1927-28 radio season, but right on into the 1928-29 season. This absolute assurance that no additions will be made to the Crosley line, which will in the least tend to obsolete or replace the Bandbox Models announced last June, is a real contribution towards stabilizing radio.

**Standardization Of Terms In Retail Radio Advertising**

The radio industry has become an outstanding user of newspaper advertising. This was particularly apparent last Fall when practically every paper you picked up contained radio advertising and many papers had big exclusive radio sections of many pages.

In this great mass of radio advertising it is to the mutual benefit of every manufacturer, and especially to the best interests of the radio buying public, that radio terms be standardized. Unless this is done there is a chance for many prospective radio purchasers to be misled through the use of some term by some unscrupulous dealer, which has appeared in other advertising with another and right meaning.

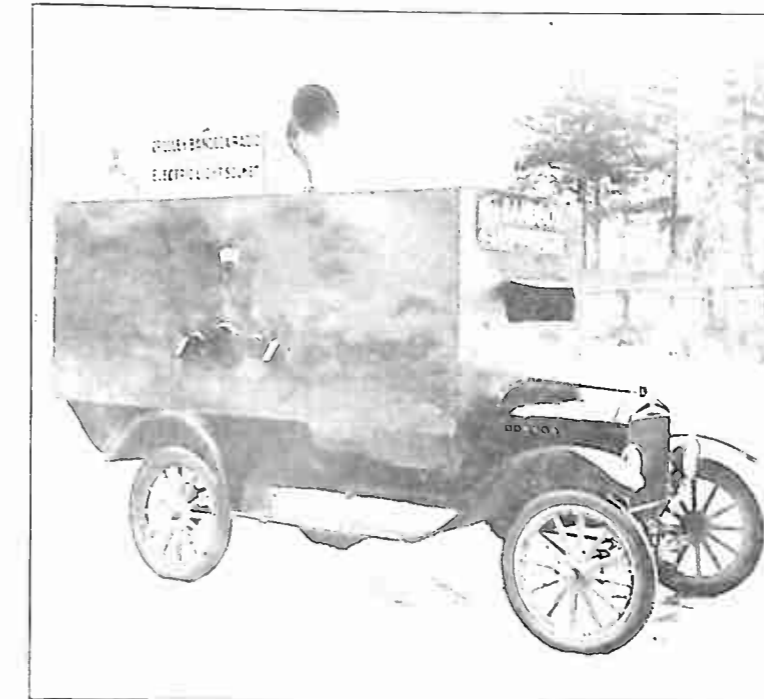
The Better Business Bureau has always taken a prominent part in standardization for a better object to prevent the public from being misled. After an extensive study of the matter, the Bureau's study in radio advertising a set of regulations was drawn up and suggested by the Better Business Bureau.

The Editorial Staff of the Broadcaster recommends that every dealer study these regulations carefully and follow them out in any advertising run in the local newspapers.

A digest of the Bureau's recommendations is as follows:

1. The word "complete" used in connection with a set advertised at a certain price should mean that nothing further need be purchased to operate the set.
2. Illustrations of advertised merchandise should conform strictly to the appearance of the article actually on sale.
3. An initial or "down" payment should not be advertised unless upon such payment the set advertised will actually be delivered to the buyer without further outlay other than the regular weekly or monthly payments.
4. "Used," "re-possessed," "shop-worn," "factory rejects," etc., merchandise should be prominently described as such.
5. Advertised "leaders" should be in sufficient quantity to supply even a strong demand. If quantities are limited, the fact should be stated.
6. The term "electric" should be applied to a set which operates directly from an electric light socket and has all the devices necessary to utilize lighting current built by the manufacturer as a part of the set.
7. The term "electrified" should be applied only to a set which has been equipped by the dealer with A and B socket power units.
8. Where a set has been altered by the dealer, mention should be made of this alteration.

**Unique Service Car Resembles Crosley Bandbox**



**A. J. Gardenhour, of Waynesboro, Pa., Attracts A Lot Of Attention With His Crosley Bandbox Service Car**

We must give A. J. Gardenhour, Crosley dealer at Waynesboro, Pa., the credit for a very clever idea. This dealer has taken a Ford roadster and built the body as shown above to resemble the Crosley Bandbox.

A Crosley Bandbox is installed inside and on top is mounted an amplifier speaker. As the car makes its trips back and forth various stations are pulled in loud and clear and the attention of every one is attracted to this unique car. When there is no broadcast on a phonograph with a merola pickup is used.

Mr. Gardenhour proclaims himself as Waynesboro's radio pioneer. The car demonstrates that he is on the job and keeping his place of leadership.

**Jamestown Bandbox Owner Enthusiastic**

"Gentlemen:  
Having recently purchased a Crosley Bandbox, thought you might be interested to know that we think it is the best yet. Recently during a severe thunderstorm we disconnected the aerial and continued to enjoy our programs without static interference.

Here are some of the stations we tuned in:  
WBAL—Baltimore, Md. WVMC—Asheville, N. C. CKCL—Toronto, Canada. WABC—New York City. WBBM—Chicago and WSAI—Cincinnati.

So you see we had variety and distance.  
Sincerely yours,  
Fred W. Carlson.  
Jamestown, N. Y.

**Trades Bandbox For Cow**

**Henderson And Lathrop Always on the Job**

The Crosley Bandbox has made a hit everywhere. It is universally recognized as the greatest buy in radio today.  
The Crosley dealer at Auburn, N. Y., Henderson & Lathrop, has in

their employ a salesman who owns a small farm. This salesman wanted a cow for his farm. One day he ran across some one who had a cow and who wanted a Crosley Bandbox. An exchange was made—the cow being accepted in trade for a 601 Bandbox.

The report is that both parties of the trade are exceedingly satisfied. The owner of the Bandbox declares that he is there with a Crosley and the Crosley salesman declares that the cow is there with the family milk.



POWEL CROSELY JR.

**TALKS TO the TRADE**

The new year of 1928 is under way. Two weeks have given most of us the opportunity to make our inventory, check up on our mistakes of 1927 and set our goals for the year ahead.

Our own inventory shows us to be in a sound, healthy condition. In the past months we have done two and a half times as much business as in any like period in the history of the company. We have no over-production problems to work with. What is even more gratifying to me, Crosley Dealer and Distributor inventories the country over are in a healthy state.

As I look into the new year I see the brightest future that the Crosley organization and the Crosley trade has ever faced. 1928 is just crammed full of marvelous money-making opportunities for all Crosley Distributors and Dealers who have the vision to put that "go getter" spirit into their sales effort.

The Bandbox series has made a tremendous dent in this season's radio sales—its popularity, however, has but started. Between now and the Presidential Conventions and right on through the 1928-1929 radio season, you will see the Bandbox receivers continue to break sales records. You will see Crosley merchandise continue to take its commanding position in the radio field.

One of the reasons for a most optimistic outlook into the months directly ahead is the addition of the new Icyball refrigerator to the Crosley line. The release of the Icyball mechanical refrigerator to the general Crosley trade is done after nineteen months of exhaustive research and with my absolute assurance that the product is one hundred percent right. I have held back from releasing until convinced, beyond a shadow of a doubt that it was as perfect as human ingenuity and skill could make it.

When almost two years ago the idea of the Icyball was first presented by our Leonard Kellogg, I will be frank to admit I was very skeptical and even tempted to laugh. I remember that I did make the remark that the Icyball was a gold mine if it could be built and sold at a reasonable price. I hastened to add though that they would have to show me. Well Major D. F. Keith, with the constant assistance and encouragement of my brother, Lewis, went ahead to perfect the idea. The first sample model was completed just a year and seven months ago. Even when it was shown to function in a wonderfully practical manner and that it could be built for a reasonable figure I continued to place it on probation. Since that first Icyball sample, the Icyball has been subjected to every conceivable test and has been constantly improved upon and numerous changes made.

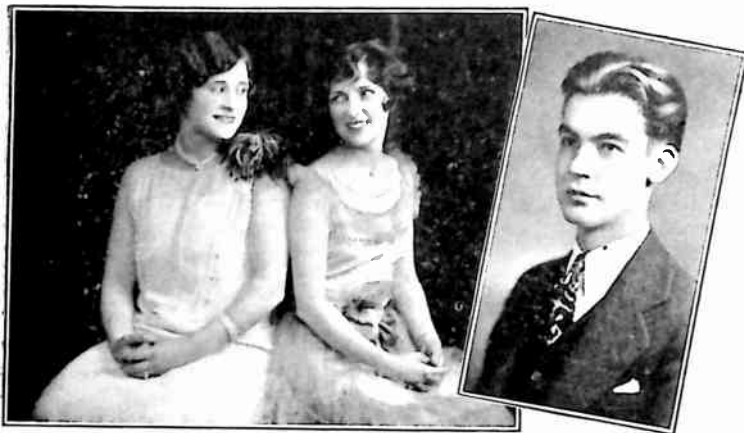
About a year ago the Icyball reached a practical stage and my brother urged me to announce it generally. I held back, however, for I was still unconvinced. Before releasing it over the entire country, I wanted to see first how it would stand the critical inspection of a few Distributors and Dealers, how it would test out in the consumer's home. Thus the Icyball was gradually released to about sixty Crosley Distributors, who have put it through its paces. About two hundred dealers have pushed it. During the last year without any advertising assistance and with little or no encouragement over thirteen hundred Icyballs have been placed in various homes and have produced satisfaction in every case. The experience of many Distributors have been that the Icyball is one hundred percent perfect, needing no service attention whatever.

With this background of facts you can readily understand how I can so enthusiastically and unreservedly indorse the Icyball to my Distributors and Dealers. Nineteen months have proven its merit. It is a gold mine as a sales offering, unusually so for the Crosley trade as it offers that which we have long been looking for, a product to stabilize sales and extend profitable business throughout the twelve months of the year.

*Powel Crosley Jr.*



### Three Popular WLW Performers



To the left is shown the new Crosley Harmony team, Charlotte and Mary. To the right we see our popular organist, William Epperhart.

Charlotte and Mary are "knocking them dead" at station WLW. The harmony team presented their first program from the Crosley station on January 9 and were immediately the hit of the season. They did fair to give Ford and Glenn a run for their money to hold the WLW record for long-time popularity. The two girls have just completed a long and successful engagement with a Detroit radio station. Besides being radio entertainers they are "staggers" with reputations of long standing. They are in constant demand for personal appearances in theaters, clubs and at banquets where they carry the name of Crosley and of WLW.

The girls make several radio appearances each day from WLW.

William Epperhart, one of the staff of WLW organists, says that "he looks forward all through the week to Monday noon because that is the time at which he gives his weekly concert."

Epperhart is a student at the Cincinnati Conservatory, and is one of the proteges of Johanna Grosse, featured WLW organist. Like Miss Grosse, he has ideas of his own on the subject of music and these he tries out in building the programs for his noon broadcasts.

WLW ranks first in this entire district in the matter of programs and announcing staff.

This is the gratifying news made known recently in an unofficial statement by a government radio official. Due to the nature of his position his name cannot be given. However, the same opinion daily comes to the Crosley station in letters from listeners, in statements from commercial clients who choose the station as their best advertising medium, and from those most interested in broadcasting.

One of WLW's pleased advertising clients estimates that inquiries brought to him in response to a program broadcast from the Crosley station, cost him 60% less than inquiries from any magazine. Another advertiser estimates his radio inquires through WLW as costing him only four cents apiece.

President Coolidge will be heard by the audience of Station WLW on Monday, January 30, at 7:00 P. M. Fred Smith, director of WLW, announced today that the station had arranged to broadcast a part of the semi-annual meeting of the Business Organization of the Government. The program will originate in the Continental Memorial Hall

## Powel Crosley, Jr., Releases Icyball Refrigerator

(Continued from Page 1)

Mr. Crosley to release the Icyball refrigerator and ice cubes, etc., desired nationally.

### Entirely New—Without Competition

There is nothing like the Crosley Icyball on the market today. It is an entirely new device which makes cheap refrigeration accessible to all, for it can be used anywhere and by anyone.

The market for this new product, which has absolutely no competition, is tremendous. It is estimated that only those with incomes of four thousand dollars, or over, can afford electric refrigeration. These comprise only about 10 per cent of the nation's incomes so that 90 per cent of the homes in this country are prospects for this new product.

### Ice Cubes and Perfect Refrigeration Through Heat

Obtaining ice through heat; that seems like a paradox, yet that is exactly how the Icyball is made to function. It is the development of the well-known absorption system of freezing, which has been in laboratory experiment, and ice plant installation for years.

The Icyball will keep a refrigerator cold for from twenty-four to thirty-six hours, depending upon the outside temperature. At the same time it will freeze ice cubes, deserts, etc. Most surprising of all it does this at a cost of about 2 cents a day. Compare this to the average ice expense of about ten cents a day.

### Sales Opportunity Offered To Crosley Dealers.

It is Mr. Crosley's wish to offer the Icyball through Regular Authorized Crosley Distributors and to give to them the tremendous sales advantages and profits of this remarkable product. The retail price of the Icyball, which including unit and refrigerator box, totals only \$75.00, F. O. B. Factory. This first cost is practically the only cost as it is estimated that 2c a day will give the family all the refrigeration

### Icyball Will Sell Itself.

Just think of the sales possibilities of this product. It is so new, so novel and so different that just the showing of it in your display window will immediately create a tremendous amount of interest in your community.

Not only will this appeal to every farmer as an easy economical means of refrigeration, but it will also appeal in the larger city population, because of the great majority who cannot afford electrical refrigeration. The average person will quickly see that the buying of ice in comparison with the cost of operating the Icyball is absolutely prohibitive.

See Pages 8 and 9 For Details

Full details of the operation and description of the Icyball are to be found on pages 8 and 9 of this issue. Read these pages carefully, get all the information you can and then prepare to cash in on the remarkable opportunities which this new product offers you. There is no need this summer to allow your sales volume to fall off for as the demand for radio decreases the demand for this new refrigeration unit, the Crosley Icyball, will increase. By selling this new product you can eliminate the curve from your sales, and keep them constant 12 months out of the year.

As production has been under way all winter on the Crosley Icyball, it is possible to obtain these from your distributors almost immediately. Order a sample and try it out for yourselves and become thoroughly sold on it. Start making your preparations immediately to get behind the Crosley Icyball. Speak to your distributor about it. Don't wait until warm weather comes, line up now.

in Washington, D. C., and will be brought to Cincinnati as a chain feature.

The President's talk will be heard from 7:00 until 7:20 P. M. Preceding it at 6:00 P. M. the United States Navy Band will play for an hour. General H. M. Lord, Director of the Budget, will follow the president with his talk. WLW will broadcast forty minutes of the General's talk, but will leave the chain at 8:00 P. M., in order to present its regularly scheduled program.

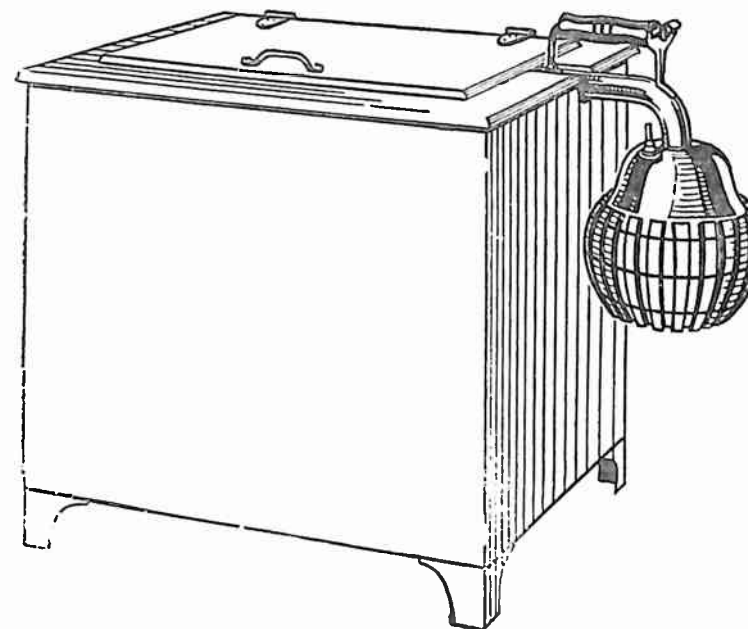
### A New Credit Manager

A new Credit Manager has been born, folks. The other day John J. Hope, Jr., rushed into the office with a great big smile beaming all over his face and announced the good news—the arrival of John J. Hope, Jr. II., weighing eight and one half pounds. Reports have it that already the young prodigy is showing signs of leaning towards

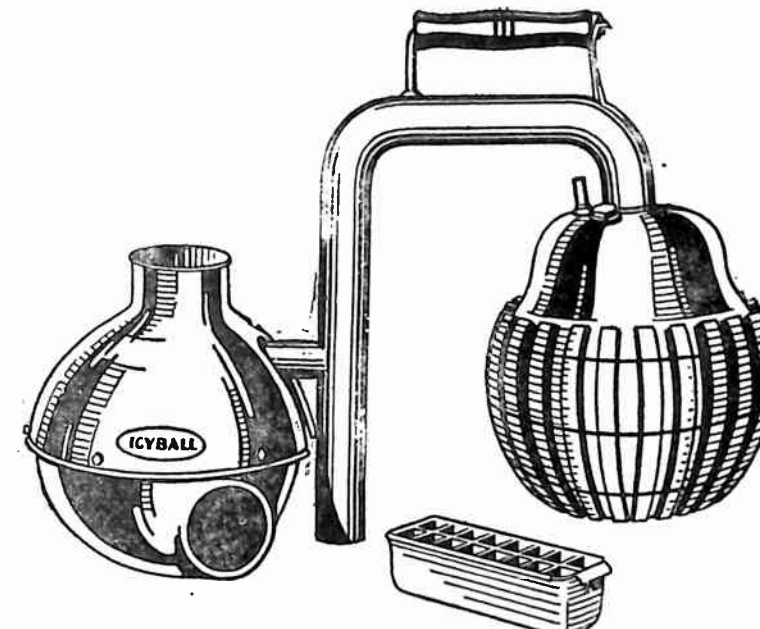
his father's profession. There is one thing sure, if John J. Hope, Jr. II., becomes as popular a Credit Manager as his father he will certainly be received with enthusiasm.

It is certain that Mr. Hope's friends all over the country will be glad to learn of the addition to his family, and that both baby and mother are getting on fine. Just drop him a line and he will send you a cigar by return air mail.

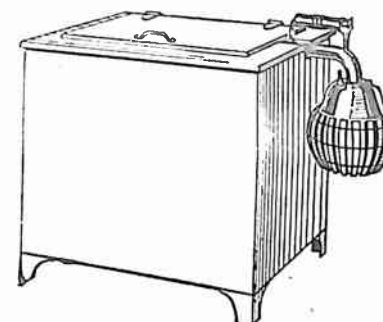
## The Icyball Newspaper Cuts On This Page Are Available In Mats Or Electrotypes---Order Them By Number



CUT NO. 253



CUT NO. 251



CUT NO. 252



CUT NO. 256



CUT NO. 250



CUT NO. 255



CUT NO. 254



CUT NO. 257

# THE ICYBALL

NOW comes something entirely new. An old principle, heretofore employed only in physics laboratories has been applied, developed, and perfected. This perfected device is being manufactured with patents pending by The Crosley Radio Corporation and is known as the Icyball.

The Icyball, entirely new in the realm of household refrigeration is as simple as your tea kettle, utilizing your cook stove to keep a food compartment cold. It sounds impossible but nevertheless it is true.

Where ice in an ice box keeps the food compartment at a temperature of about sixty degrees, which results in food decay, the Icyball maintains a lower temperature and preserves the food sweet, pure and wholesome for days where artificial ice keeps it so only for hours.

The Icyball not only keeps the food compartment cold, but dry and crisp as well.

The cost of operating the Icyball is practically nothing. It must be heated once a day. This may be done on your cook stove or the laundry stove. If natural or artificial gas is not available a small oil stove, which we recommend is very satisfactory. The fuel cost for each heating of the Icyball is about two cents whether gas or kerosene is used. Actual tests have shown that one gallon of kerosene will heat the Icyball nine times. For only two cents you will have refrigeration for a period of twenty-four to thirty-six hours, depending upon the outside temperature. During this period, while the Icyball is keeping your refrigerator box cold it also freezes ice cubes, desserts, salads, ices and mousses.

The Icyball is new. We presume that you have never seen one. Let us explain what it is and how it works. The picture in the next column is an illustration of the Icyball unit.

You will note that there are two large balls with a peculiarly bent tube connecting them. The ball on the right with the fins we call the Hot Ball. The other ball on the left with the hole in it is the Cold Ball.

The large illustration on this page shows the cabinet with the unit in its natural position—the Hot Ball outside. The Cold Ball is inside of the box keeping it cold. The two balls with their connecting piece of tubing are tightly sealed so that the liquid contained inside cannot evaporate even after years of use.

Operation of the Icyball is simple. First, lift the unit from the cabinet by means of the handle. Then stand it on the Hot Ball with the handle bracket resting on the floor. In this position all liquid is drained into the Hot Ball. (This liquid is a non-poisonous, non-injurious fluid.)

The unit is now ready to be heated in order to make it function. Place the Hot Ball on the fire and submerge the Cold Ball in the tub of water. (This tub, by the way, is included with each Icyball unit at no additional cost.)

As the heat passes up through the fins around the Hot Ball it evaporates a portion of the refrigerating liquid in the Hot Ball, causing it to pass through the tube into the Cold Ball, where it condenses. It takes from one hour and ten minutes to one hour and a half for a sufficient amount of liquid to be driven over by the heat into the Cold Ball. When this heating process has gone on long



enough, a small whistle on the dome of the Hot Ball blows, attracting your attention, in case you are engaged elsewhere, notifying you that the heating process is complete. (By the way, this dome is in no way connected with the inside chamber of the Icyball. It is a separate chamber filled only with water.)

Lift the unit off the fire, submerge the Hot Ball for a few minutes in the tub of water. This cools the Hot Ball and replenishes the water supply in the steam dome.

The freezing liquid in the Cold Ball begins to evaporate and passes slowly back into the Hot Ball. The evaporation of the liquid chills the Cold Ball in a few minutes to a temperature of zero or below zero.

Now replace the unit in the cabinet.

Complete chilling of the Cold Ball takes place quickly, the chilling process having been started by submerging the Hot Ball in the water.

Now let us analyze how much labor it has taken to prepare the unit to keep the cabinet cold from twenty-four to thirty-six hours.

First, lifting the unit out of the cabinet, allowing it to drain for a moment or two, and putting it on the fire requires from three to four minutes.

The housewife then goes on about her work until the whistle blows.

She then lifts the unit off the fire and submerges the Hot Ball under water for two or three minutes and puts it back into the cabinet.

In all it has required her attention from five to eight minutes.

# Crosley ICYBALL

## The Mechanical ICE BOX Unit

### Make Your Own Ice At A Cost Far Less Than Artificial Ice



**ICYBALL UNIT**  
COMPLETE WITH ICE CUBE TRAY  
F.O.B. CINCINNATI **\$40**

**CABINET**  
F. O. B. **\$35**  
FACTORY

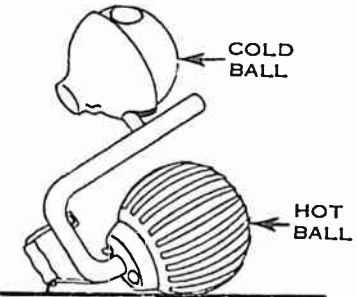


The weight of the unit is about thirty-five pounds or approximately the same as a bucket of water.

After replacing the unit in the cabinet and before closing the lid fill the ice tray with water, dessert or salad to be frozen and place it in the cylindrical opening of the Cold Ball.

One tray with ice cube separator, commonly called a grid, is provided with each unit. Additional trays with grid can be obtained for \$1.50 a piece. Additional trays are desirable for making quantities of ice cubes, or freezing different kinds of food.

For instance, one tray may be used to make



ice cubes, which will freeze in three to four hours.

The tray of ice cubes can then be placed on the bottom of the cabinet under the Cold Ball and another tray can be used to freeze dessert or salads.

The Icyball can be used anywhere. In the city home, on the farm, in the summer cottage or in the wilds of Central Africa.

In the city it not only reduces the cost of keeping the food cold as compared with the cost of ice, but it eliminates the bother of getting the ice, the muddy tracks of the ice man and the nuisance of emptying the drip pan.

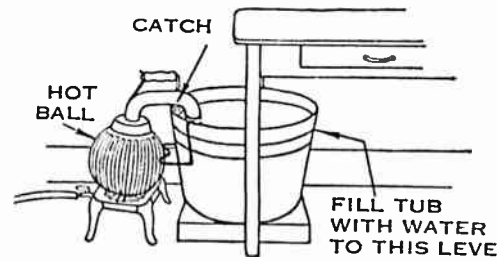
It also effects a saving of from eight to twenty cents a day in the average home.

In the country, it is a God-send.

It permits several days' supply of meat to be

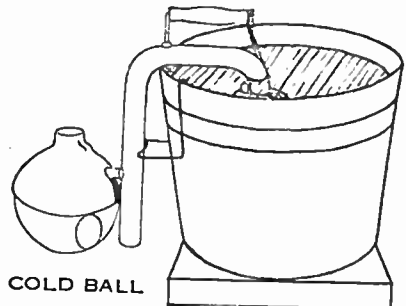
purchased and kept fresh and wholesome.

No electricity is necessary. It may be used in any place where there is a cook stove. This makes it valuable for the most remote places.



The Icyball requires no service. There are no moving parts. There is nothing to get out of order. It is unnecessary to replace the liquid with which the Icyball is charged.

Used according to instructions there is no danger of excessive pressures being generated in the device. If misused, pressure will be developed by the hot fire until the safety seal breaks, permitting a slow release of the non-poisonous vapor. Even if this occurs there



will be no danger. This can only happen, however, when the Cold Ball is not submerged in water according to instructions.

No danger—no noise—no odor—fool proof—simple to operate—low cost—efficient.

The Icyball is the solution for refrigeration problems in millions of homes.

The Icyball is now in full production! Hundreds have been sold. It has been thoroughly tried and tested. It is made and guaranteed by a manufacturer who has built more pieces of radio receiving apparatus than any other concern in the world.

Many Icyballs have been in use over a year as it has been marketed by about 60 Crosley distributors previous to its present announcement.

The Icyball unit includes ice tray and galvanized cooling tub packed carefully for shipment. The price is \$40.00 f.o. b. Cincinnati.

The Cabinet designed especially for the Icyball is finished in beautiful white enamel and is carefully insulated. It has two wire shelves for food and has a capacity of more than four cubic feet of food space. The price of the cabinet is \$35.00 f. o. b. Factory.

**The Crosley Radio Corporation**  
Refrigerator Division  
CINCINNATI, OHIO

## Type "D" Musicone Becoming Immediate Sales Leader

Other Musicone Models Continue Big Sellers As New Musicone Sweeps Country

The Type "D" Musicone has swept the country. Everywhere that it has been shown it has immediately taken the eye and proven a popular seller.

The wonderful new eye value, the exact naturalness of reproduction property and the fact that it matches the finish of the Bandbox are factors which have contributed largely to its instant popularity. The wide-awake dealer is finding that the type "D" Musicone, when placed on display, attracts attention.

### Distinctive Appearance.

This new Musicone has a distinctiveness in appearance which can not be denied as an attention getter. What is more its appearance qualities grow on you. Some dealers at first glance have not liked the orange color of the cone. After looking at it awhile, however, they soon come to the conclusion that it is this color contrasting with the brown crystalline finish which imparts to the type "D" Musicone its distinctive outstanding appearance.

Some very interesting facts have come out in the manner in which Crosley dealers have received this new Musicone. Just after it was announced, one distributor ordered enough so that he could send a sample to each of his dealers. This distributor shipped out these samples to his dealers, billing each one with the privilege to return the type "D" Musicone if they so desired and receive credit. Out of the three hundred dealers, only eleven returned their Musicone. The remaining two hundred and ninety-one dealers immediately began ordering type "D" Musicones.

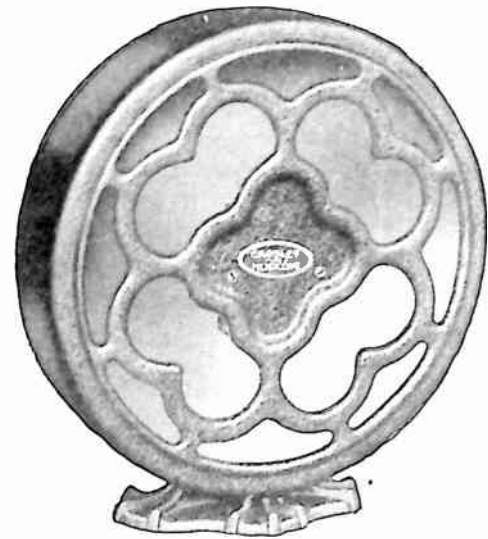
### Put Sample On Display.

Have you ordered a sample of the type "D" Musicone from your distributor yet? If you have not, do so at once. The broadside which you have received on this Musicone gives you some idea of its beauty and eye value appearance. It can not, however, give you all the wonderful qualities of this new speaker.

While its eye value is one hundred percent, the thing that will immediately attract your customers is its marvelous tone qualities. This new speaker uses the baffle board principle. This, together with improved features of the mechanism, makes possible a naturalness of tone and perfect reproduction qualities which are to be found in no speaker at anywhere near its price.

### Fills New Market.

This new Type "D" Musicone meets an entirely new market, one which was hitherto not covered by



Crosley Musicones. Thus, the sale of this new speaker does not in any way interfere with your sales of the Ultra and Super Musicones. The sales of these two popular Musicones are going ahead just as rapidly as ever.

It is for those who want something just a little fancier, a little finer than this new Type "D" Musicone has been produced.

### Make Big Drive.

This new Musicone rounds out the Crosley line of speakers in a

marvelous fashion. Now there is no reason why you can not take care of all the speaker business in your territory. You have a speaker to suit every taste—every pocket-book. Make a drive on Crosley Musicones. Everyone who buys a radio receiver from you should also buy a Musicone.

Get your share of the big profits to be made from selling these members of the Crosley line. Order a stock of Type "D" Musicones to cash in on the big demand.

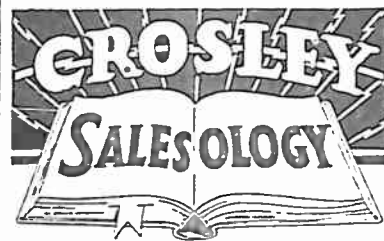
## Type D Musicone Correction

Certain articles and advertising matter describing the new Crosley Musicone Type D have stated that this speaker is particularly adapted to use with 180 and 210 power tubes. There is no 180 type tube and the 210 tube is not used in ordinary radio sets. The statement that was intended to be made was that the Type D Musicone is ideally fitted for operation with the popular 171, 112 and 120 type power tubes, now in general use.

The 210 tube is intended for a special type of service with special power speakers, for obtaining the extraordinarily loud volume required for reception in large halls, auditoriums, and similar locations. Type D Musicone may be used with this tube if connected to the output through a suitable transformer. The plate voltage required to operate the 210 is so high, however, as to make its use with home radio sets generally considered impracticable.

On the other hand, the 171, 112, and 120 type tubes are excellent for home operation. Their use insures the maximum of undistorted volume, and results in tone quality unattainable with ordinary tubes in the last stage.

The new Type D Musicone, through its especially designed driving mechanism, is particularly adapted to use with the 171, 112, and 120 type tubes. It will easily handle the output of 171 operated at 180 volts "B" supply, without the slightest overloading. Particularly fitted as it is to be used with these tubes, it enables owners of power tube sets to obtain the finest quality of reproduction available, and the utmost satisfaction from their sets.



## A One Act Drama

Words Without Music As Sung In Many A Radio Home Today

Words without music as sung in many a radio home today:

She: For the love of Pete dear what a mess you are making.

He: Ugh!

She: Why do you have to take that radio all apart NOW of all times when the Smith's will be here any minute.

He: Ugh!

She: Don't knock that lamp over! Don't spill that water on the carpet! Pick up that mess! Why under the sun do you fuss with that now? I just got through clearing up the mess the man made bringing in those new batteries today.

He: Ugh!

She: You told me that thing you are pouring water into was going to fix our radio so we'd never have run-down batteries again.

He: I said 'A' battery. It doesn't work the B batteries.

She: Well, if it only works half of them I'd take it back. Why do you buy so many batteries anyway? That man carried out \$10 worth this afternoon that we've only had a little while. They looked perfectly good to me.

He: My dear you don't understand! It takes three kinds of batteries to run a radio properly. You see—

She: Oh, I don't understand, do I? Well, I guess I do and you should read the last Crosley radio ad, smarty. They don't need ANY batteries.

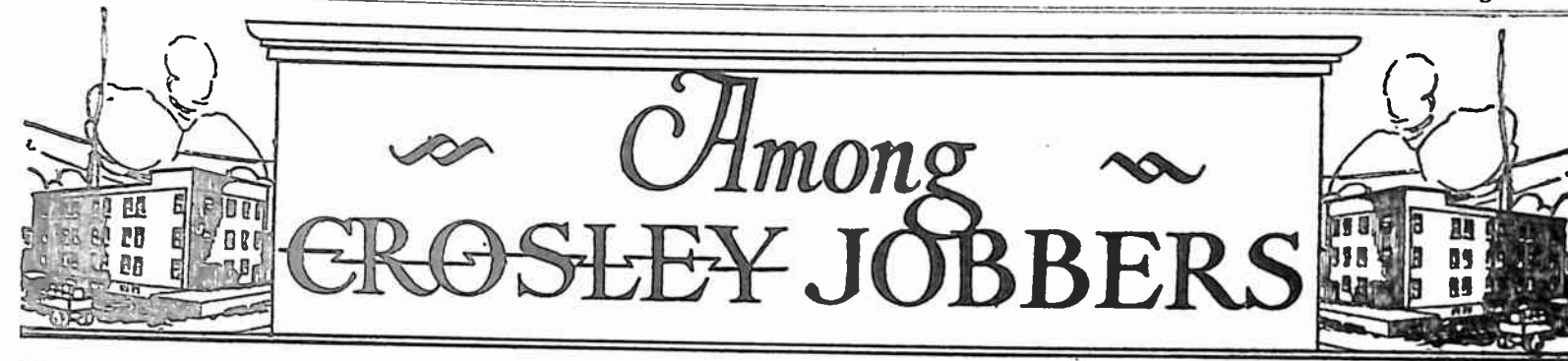
## "Don't Think Crosley Can Be Beat"

Dear Sir:

We have a Crosley Radio. Don't think they can be beat. We got Seattle, Washington, one morning at 7:30 A. M. Also got Los Angeles, California, several evenings at six o'clock here. We sure like our Radio.

Wishing you more success, we are,  
Mr. and Mrs. W. W. Milner,  
Box 416, Ranger, Texas.

When Congress failed to appropriate funds for the Radio Commission last year, Herbert Hoover loaned it \$60,000 in order that it could carry on its work.



## Bandbox Breaks Daylight Reception Record

"The Bandbox Has Anything Beaten I Ever Handled" Says R. D. Waite, Crosley Dealer At Orlando, Florida

That the Crosley Bandbox can out-perform any set within its price range and many way beyond its price range is being realized more and more by Crosley Dealers. The Bandbox can be sold on its performance.

The following letter received from our Crosley Dealer at Orlando, Florida, R. D. Waite, gives an interesting side light on the problem of daylight performance of the Crosley Bandbox. Just read this letter:

The Crosley Radio Corporation: "Gentlemen:

Looking thru your "Broadcaster" of November 15, I came upon the testimonial of a dealer in North Carolina who is receiving daytime programs.

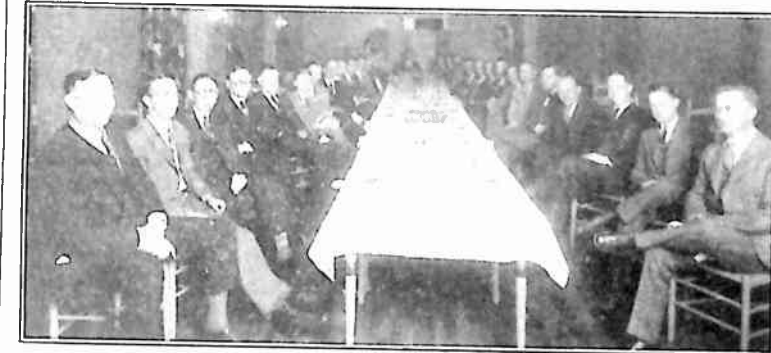
Well we are not looking for the DX records, but I believe we can better his record by several miles, so listen. The writer is using a Model 602 Crosley Bandbox.

Sunday, November 20, I had the morning church service at 11 A. M. from KDKA; 12, Noon, WSAI, WSB, 1 P. M., WEAJ-WSAI, 2 P. M., WJZ. After that I had any number of stations, but was inter-

**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

## Toledo Distributor Holds Crosley New Zealand Sales Meeting



The Above Picture Shows A Gathering Of The Aitken Radio Company's Force

On December 2, Jim Aitken, the Big Man in Radio—as he is known to the industry—marshalled his forces for one of their regular Crosley pow-wows.

The meeting opened with a very satisfactory banquet, presided over by Mr. Owen Smith, Sales Manager of The Aitken Company, followed by Mr. Aitken, who gave every one present something to think about when it comes to the finer points of salesmanship. Mr. Phelps of the Toledo Blade had some very interesting things to say regarding the newspaper angle of Radio. L. A. Kellogg, Sales Promotion Manager of the Crosley Radio Corporation brought out the importance of a distributor's entire organization doing everything possible to help the dealer make better displays, a better sales canvass of the selling features of his lines.

Messrs. E. Revercomb and C. Munger, Crosley men, travelling Aitken's territory, discussed local conditions of their districts. Mr. Lindvall of the Burgess Battery Company was the humorist of the evening with his usual unapproachable line. The meeting adjourned towards the hour of midnight with one accord—"You're There With Crosley."

ested most in the midday reception.

The following Sunday, November 27, this reception was again duplicated with the addition of WLW coming in very strong; all these stations came in with loudspeaker volume.

I was keeping this set for my own personal use as a demonstrator, but yesterday a man came in and there was no waiting. "Right now," was his slogan, so I installed it at 3 p. m., and upon turning on the switch KDKA and KYW came right

**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

on it, with no ground on, either.

So again was demonstrated that there was no freak reception.

The Bandbox has anything beaten I ever have handled, and the writer has been in the radio game about seven years.

Please pardon this long letter but I have not said all that could be said for that Bandbox either.

Yours very truly,  
(Signed) R. D. Waite,  
33 E. Central Ave.,  
Orlando, Florida.

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

## New Zealand Crosley Distributor Enthuses

L. B. Scott, Limited, Christchurch, New Zealand, Astonished By Bandbox Performance

Its fame has followed the Bandbox wherever it has gone. Just recently our Expert Department forwarded a sample of the Bandbox to New Zealand. Immediately upon receiving it and trying it out the L. B. Scott, Limited, Crosley distributors in New Zealand, wrote in, enthusiastically praising this set.

Among other things they said, "We have received our sample model of the Bandbox and were astounded at the excellent results obtained, it being far superior in our opinion to any Crosley model we have yet received, and it certainly holds its own with sets selling at double the figure."

During the past year 112 Navy scouting planes and 36 spotting planes have been equipped with the most modern radio equipment for aeronautical work.

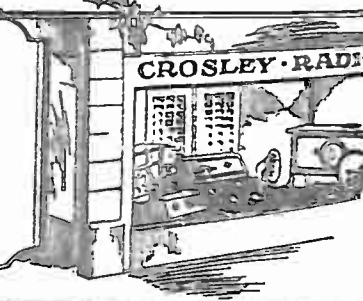
**QUINN BROTHERS RADIO CORPORATION**  
Neenah, Wis.  
Wholesale  
Crosley Distributors  
Write us for Dealers Proposition

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



# CROSLY DEALER'S PAGE



## Good Reception At Forty Miles An Hour Speed

G. J. Wilson, Crosley Dealer At Burke, S. D., Gets Unique Results With Bandbox Equipped Car

It is getting to be quite the thing for Crosley Dealers to equip their cars with Bandboxes. They find that this is a mighty good advertisement in their communities, for radio reception from a moving car always attracts attention.

These Dealers, however, find a more valuable use for it than just creating attention. It enables them to make demonstrations which result in quick, easy sales.

There are many different ways to hook up the Bandbox in a car. Some use wires placed inside the top of the car as an aerial. Mr. G. J. Wilson, Crosley Dealer at Burke, S. D., however, used means more unique than this. He doesn't have an aerial, but just lets a piece of wire dangle from his car, and the results he gets are extraordinary.

Read this letter from Mr. Wilson and judge for yourself:  
Gentlemen:

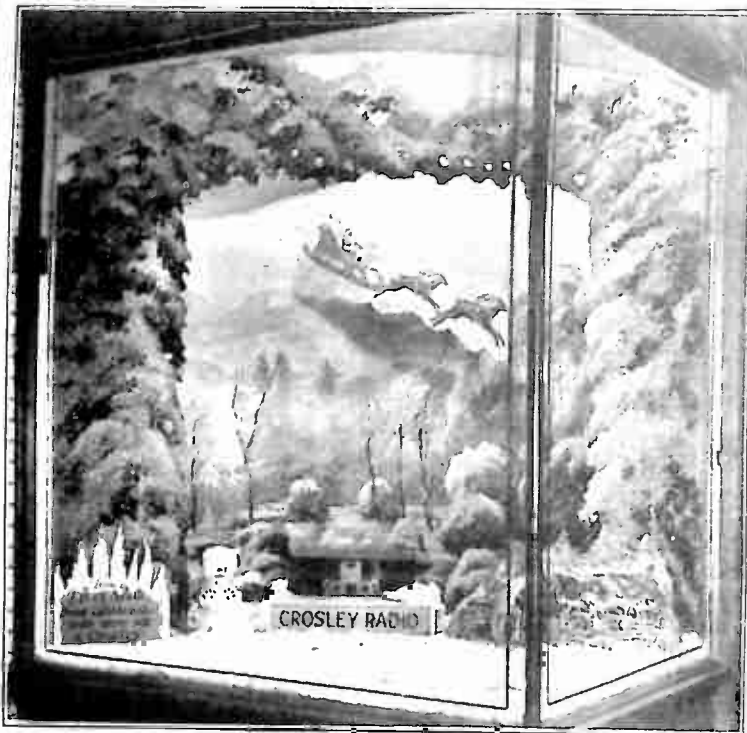
I have been going to write you for some time about some of the experience I've had with the Bandbox.

But have just put it off until today when I received the Broadcaster and after reading it over I just had to write you about some of the experience I've had.

I see the Broadcaster says that E. C. Johnson of Columbus has his car equipped with a Bandbox. Well, Mr. Johnson has nothing on me, because I have the same make of car, with a Bandbox equipped and I don't use any aerial. Just throw a little piece of wire out on the ground about ten feet long, and I don't stop for local stations. I get them all, far and near, and that is not all. I get them going forty-five miles an hour, and when I get tired of going so fast, I drive up and down the streets with the speaker turned out the window. I sometimes do that to keep the town from sleeping so sound.

I can prove everything I have said, and if any one should believe

## This Crosley Window Silent Salesman



Congratulations Are Due C. D. Tanner, Crosley Dealer of Los Angeles, California, For The Beautiful Window Shown Above

Stop—Look—Enter—was the natural procedure of those who came near the window of C. D. Tanner, Crosley Dealer in a suburb of Los Angeles, California. Maybe everyone did not enter, but it is certain that everyone stopped and looked.

The central scheme behind this beautiful window, which shows in the foreground a scene of the wintry north and in the background sunny sloped California, expressed by the heading shown to the left of the window which reads "From the Frozen North to Sunny California You're There With a Crosley."

Mr. Tanner was not granted the Crosley Franchise until late in the fall, but when he did start he started with such enthusiasm and energy that he certainly got his share of the Christmas business. He ran large Crosley ads in his local pa-

this to be just a tale, have them install a Bandbox in their car and prove it for themselves.

Yours very truly,  
G. J. Wilson.

## Veteran Crosley Dealer Enthused

Foster L. Threlkeld Declares Bandbox Real Set

Displayed prominently on the letter head of Foster L. Threlkeld, Crosley Dealer at Morganfield, Kentucky, is this slogan, "Radio Products of Quality." Mr. Threlkeld prides himself on handling the very best in radio. Incidentally he has been a Crosley Dealer since the advent of the Model X.

Last season he sold three different makes of radio, including Crosley. This year he was so delighted with the Bandbox that he concentrated on that. He declares that he has sold more Bandbox Receivers so far this season than he sold three different makes the whole season last year. Just see what he has to say for himself:  
"Gentlemen:

I have been a Crosley Dealer since the advent of the Model X and can truthfully say that they would do everything claimed for them.

But in the Bandbox you have a revelation, there is more radio wrapped up in that little metal box, than I have ever heard in the most expensive mahogany cabinets. It is a real set, and to prove that statement, I will say that I have sold more Bandboxes so far this season, than I sold of three different makes the whole season last year. And no service calls, that's the best part of it.

I am certainly sold on the Bandbox and I think it the best at anything like the price that has ever been developed in radio.

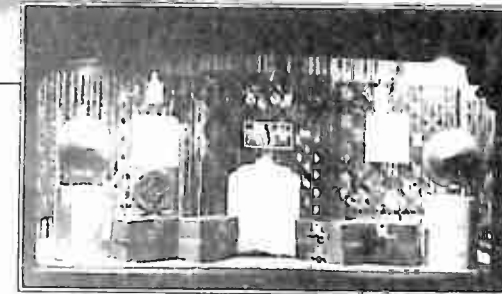
I have never before tried to boost a set of any make, but the Bandbox merits praise from everyone that hears and sees it.

Yours very truly,  
Foster L. Threlkeld,  
Morganfield, Kentucky."

International radio tests will be conducted for the amateurs during the months of February to bring out the possibility of amateur radio communication between the nations of the world. Twenty-five prizes are being offered for the stations in the United States and Canada doing the best test work.

The number of light-socket radio sets sold during the Christmas season shows the tremendous enthusiasm which has spread among the public for the new AC type of equipment.

## Crosley Bandboxes Delivered By Airplane To Dealer The Radio Leadership of 1928



Ten Bandboxes Received In Air Express Shipment Makes Total Of One Hundred Ordered By Stewart Electric Co., Pratt, Kan.

The unusual always attracts public interest. Just recently the Stewart Electric Co., Crosley dealers at Pratt, Kansas, did the unusual by receiving a shipment of ten Crosley Bandboxes from their distributor, The Radio Corporation of Kansas, by airplane.

An announcement of the fact that this shipment was to be received by air express was made in the local papers and in addition as the plane sped to its destination a large circular was dropped announcing that the ten Bandboxes being shipped made up the total of one hundred Bandboxes ordered by the Stewart Electric Company.

The pictures above show the receiving of the shipment at the airport by the members of the organization of the Stewart Electric Co., and the window in which the ten Bandboxes were displayed.

The Bandboxes were not displayed very long because they were ordered to fill back orders and the customers of the Stewart Electric

Co. were clamoring for their sets.

The demand for the Bandbox in the territory covered by the Radio Corporation of Kansas has been tremendous. One of the reasons for this is due to the fact that the dealers in this territory have advertised very extensively. The Stewart Electric Co., are firm believers in advertising, and at the time this story is written they have gone well past their hundred set mark. The receipt of their shipment by airplane and the publicity which resulted has enabled them to make a number of other sales.

## Installation Hints for 602 Bandbox

Read This Carefully—Refer To It From Time To Time

To insure satisfaction when installing Model 602 Bandbox receiver, the high-line, low-line connections in the Power Converter should always be properly set.

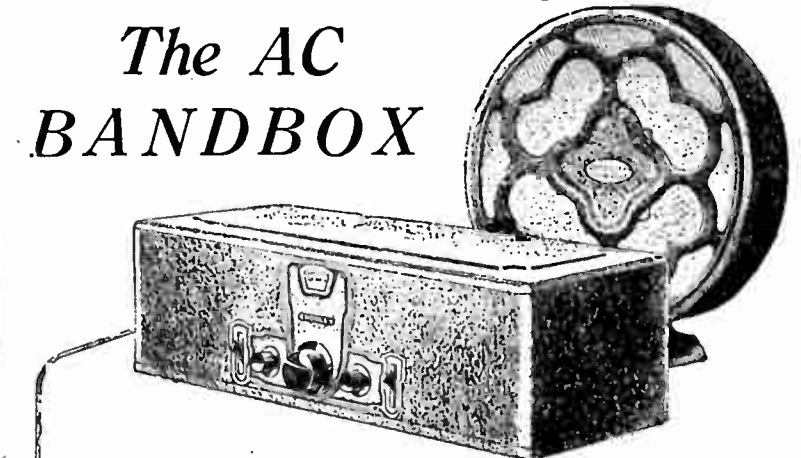
These connections are on the panel inside the Converter, just to the right of the ten terminal outlet socket. On the earlier Power Converters, they consist of a small switch arm connecting between one terminal and one of two other terminals, marked "Low" and "High" line voltage. On later converters, the terminals are replaced by fuse clips, and the connection for either high or low line is made by inserting the fuse in the proper clips, as marked on the panel.

The low-line connection adopts the Converter to operation on line voltages from 100 to 115, and the high-line connection for operation on voltages from 115 to 130. Nov

(Continued on Page 16)

**WORK  
HAVE IT  
SHOW IT  
ASK 'EM TO BUY  
WORK**

Many dealers who attended Distributors' meetings will recognize the above rules. We are now anxious to know how they worked for you, and will appreciate your comments. Address your communications to The Crosley Radio Corporation, Cincinnati, Ohio, to the attention of L. A. Kellogg.

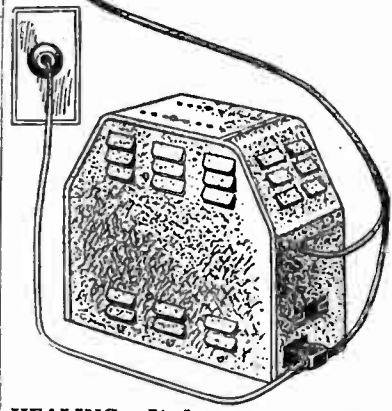


Uses The New \$90 AC Tubes Without Tubes

Power! Power!! POWER!!! A feature of the Crosley AC Bandbox that lifts it head and shoulders above competition!

Here are facts to consider before buying: The Crosley AC Bandbox shows a full 170 to 185 volts of power on the plate of the 171 power output tube. Careful tests made in our laboratories have shown that other AC Receivers, in its price range, use only from 100 to 140 volts on the plate of the output tube. The 171 power tube should have around 180 volts for best results. This, from 25% to 40% superiority, is the difference between TODAY'S radio and yesterday's. It is the answer to Bandbox performance and popularity.

The Crosley Bandbox is the marvel it is because Powell Crosley, Jr.'s fundamental attitude in the engineering laboratories. "Produce the best you can—then we'll figure how to make and sell it in sufficient volume to keep the price low" is his constant admonition. The Bandbox is a genuine Neutro-dyn receiver. Totally and completely shielded, the acute sensitivity and sharp selectivity of the Bandbox is amazing.



Contributing much to the success of this 1928 wonder radio is the Mershon Condenser in the power element of the set. This electrolytic condenser is an exclusive Crosley feature. Not being paper, the danger of its blowing out is entirely removed so that the desired HEAVY VOLTAGE can be used to produce the acoustic results so greatly desired. The Mershon Condenser is 30 Mf capacity. IT IS SELF HEALING. It does not have to be replaced as is the case with paper condensers.

The 602 double unit provides console cabinet installation in ALL kinds of consoles. Visit us and we will be glad to demonstrate the Crosley AC Bandbox to you.

**DEALER AND CO.  
Anywhere.**

Here is a 2-Column Ad on the 602 Bandbox. Order it by AD NUMBER 280

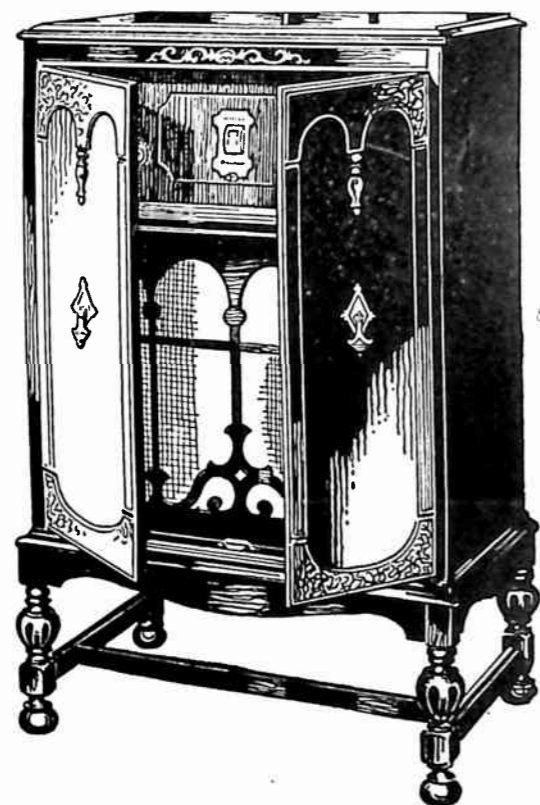
**Advertising Department,  
Cincinnati, Ohio**



# 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. HAHN,  
President.

A. B. AYERS,  
General Manager.

# Crosley Service Manual

## No. 111.

## The Musicone

12-1-27

### A. Adjusting For Output Voltage.

When the Musicone is used on different output voltages, the armature may not be centered between the pole pieces for all of them. For instance, a Musicone properly adjusted for operation with 90 volts output would not operate properly on 180 volts output without adjustment because the excessive voltage would cause the armature to chatter against one of the pole pieces.

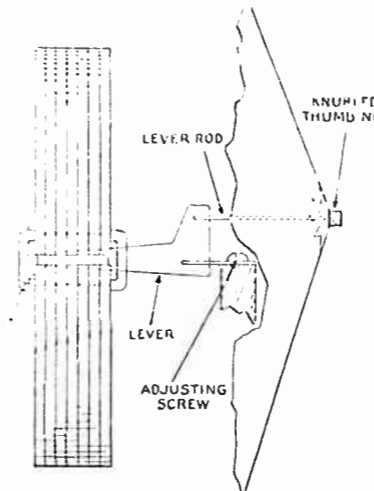


Figure No. 1—Adjustment of Old Style Musicone.

The method of adjusting the armature depends upon whether the Musicone is a recent model or an older one.

The older models are built as shown in Figure 1. To adjust the armature so that it is properly centered between the pole pieces, remove the case from the electrical unit so that the armature and pole pieces are in view. Then with the set in operation, so that the proper voltage is supplied to the speaker, adjust screws 7 until the armature is centered between the pole pieces and is not skewed or out of line. To reach these screws, a long-shanked screwdriver must be used, or else the cone must be removed from the shaft and frame.

The construction of newer Musicones is as shown in Figure 3. The easiest way to adjust them is while actually receiving music or some other program. Insert a screwdriver in the adjusting screw, as shown on the diagram. Turn the screwdriver until the Musicone just begins to rattle, due to chattering of the armature against one of the pole pieces. Then turn it in the other direction until the Musicone again begins to chatter, this time due to the armature chattering against the other pole piece, counting the number of turns of the screwdriver as you make this adjustment. Finally turn back the

screwdriver half the number of turns required to move the armature from one extreme chattering position to the other. The Musicone will then be properly adjusted for the output tube and voltage being used.

When either the old or new models have been adjusted, the lead cords from them to the set should not be reversed, for this will spoil the adjustment.

### B. Defects in Electrical Units.

Occasionally the armature or the rubber pads supporting it are damaged, causing operation of the speaker to be unsatisfactory. The only method of determining if a speaker is in such condition is to try it in comparison with a standard Musicone known to be good.

If the comparative test shows that the Musicone is not operating properly, remove anything necessary to examine electrical unit and first see that the armature is properly centered and lined up between the pole pieces. Next, see that the levers leading from the armature to the cone are not bent, and that the cone is tightly fixed to the lever. Examine the armature for corrosion and the rubber armature support for injury. Finally test for shorts to the frame.

If the Musicone fails to operate at all, a broken lead, shorted connection, or break in the armature coils is indicated. Test for these

troubles with the circuit tester in the usual way.

### C. Defects in Cone.

If the cone is loosely attached to the shaft which drives it, rattling and chattering will result. To remedy this, simply tighten the screw or thumb nut holding the cone to the shaft.

Cones which have been bent badly through rough handling or which have been water soaked may spoil reception. Such cones should be replaced with new ones.

Be sure that the felt at the edge of the cone is properly in place. This felt plays an important part in securing quality of reproduction.

### D. Characteristics of Different Types Of Musicones

The several types of Musicones now on the market have slightly different sound characteristics, and while they all give excellent and faithful reproduction, these slightly different characteristics will appeal to different people. The small, Ultra Musicone accentuates especially the higher notes, while at the same time giving good reproduction in the lower register. The large Super Musicone brings out more strongly the lower register, pleasing people whose ears like the lower tones especially well reproduced. The Tilt Table Musicone, because of the characteristics introduced by

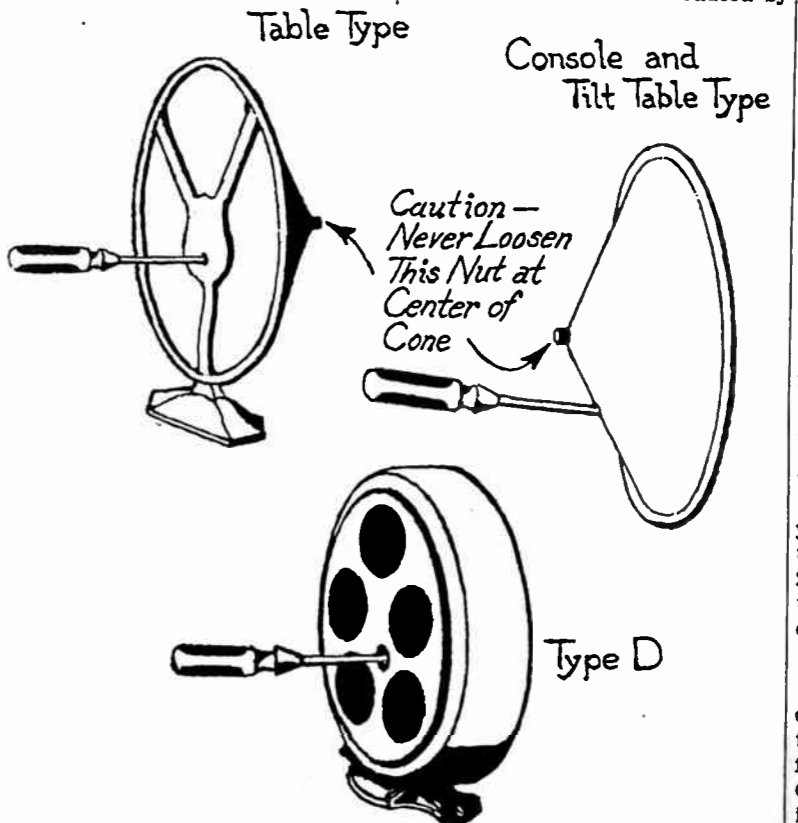


Figure No. 3—How to Adjust New Style Musicones.

a sounding board or baffle board, reproduces faithfully the extremes of both the high and low registers. To get the effects of the tilt-table with an Ultra Musicone or Super Musicone it is necessary simply to mount them behind baffle boards similar to the tilt table top. The Type D and console model Musicones have much the same characteristic as the tilt table unit.

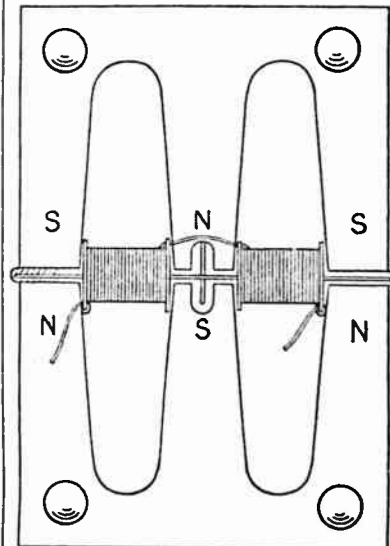


Figure No. 2—Musicone Magnets and Armature.

The slightly different characteristics of the various types of Musicones make it possible to please the individual tastes of different persons.

## Use Of Power Rectifying Tubes In Power Converter

Dealers please take note that the RCA UX 280 (Cunningham CX 380) tube is not interchangeable with the Raytheon Type BH in the Crosley Power Converters.

Units that require the Raytheon tube have the letter "R" after the model number; for example, Power Converter Model 104 requires a UX 280 or CX 380 tube, whereas Model 104-R requires a Raytheon type BH tube.

In packing Converters we use a yellow label on the cartons that contain Converters requiring the UX 280 (CX 380) tube and a red label to indicate a Converter that requires the Raytheon tube.

The Radio Manufacturers' Association has offered its services to the Washington Aeronautical Conference and the Aeronautical Chamber of Commerce of America in the improvement of radio devices for aeroplane work.

### New One-Unit AC Bandbox Table Set Announced

(Continued from Page 1)  
 verter. The \$5 differential in price between the Bandbox 602 and the Bandbox 704 completely protects the 602 from obsolescence.

#### Crosley Distributors Agree.

In fact, it is the consensus of opinion that the Bandbox 602 will continue to be the biggest seller. Distributors who were Crosley's guests when the new set was officially announced, were unanimous on this point. They agreed that though there was a marked demand for the 704 that the 602 would sell even bigger than ever and become the outstanding AC seller on the market at its price of \$90.

This set has a few characteristics which are new. The dial markings are on celluloid so that the light, which has been lowered, shows the readings even more plainly than the indirect light. Another new feature of this set is that the speaker, ground and antenna connections are made from the rear without lifting the lid. The ground and aerial are made in easily accessible terminals while the speaker prongs are inserted in phone type jacks.

Production is being pushed on the new AC Bandbox 704 and very shortly samples will be in the hands of all Crosley distributors.

#### Outstanding Features of AC Sets

Outstanding features of the new 704 are identical with those of the 602, excepting, of course, that the new set is complete in one unit. They are as follows:

- 1 Operated by electric light socket—no batteries to bother with; just plug in and let it go.
- 2 Complete in one cabinet; no external power unit.
- 3 Genuine neutrodyne receiver, smooth and quiet in operation.
- 4 Six tubes, three radio, two audio and a detector.
- 5 All metal chassis, easily removable from case and easily mounted in consoles.
- 6 Completely shielded, insuring quiet operation.
- 7 New RCA alternating current tubes—the latest thing in light socket operation.
- 8 One station selector accomplishes all tuning.
- 9 Unique volume control of entirely new and original design, providing smooth and gradual variation of volume together with an extraordinary wide range.
- 10 Acuminators — an exclusive Crosley feature which makes possible sharper tuning in receiving distant stations or eliminating interference.
- 11 Power tube in last stage, for ample volume with faithful, undistorted reproduction.
- 12 Remarkable selectivity, get-

ting distant stations without slightest trouble.

13 Pilot light indicates when current is turned on and makes tuning easy.

14 Convenient in size, being 17 inches long, 12 3-4 inches wide and 6 1-8 inches deep.

### Installation Hints for 602 Bandbox

(Continued from Page 13)

the only certain way to determine the line voltage at the customer's home is to test it with a voltmeter. For this purpose on A. C. voltmeter with 0-150 scale, or similar range, should be used.

The voltage may be tested at the outlet socket to which it is intended to connect the Converter, and should preferably be tested at night, for the set will be used mostly at night and there is often an appreciable change in voltage between the day and night voltages, due to variation of load on the lines.

After the line voltage has been determined, make the proper line-voltage connection inside the Converter, and install the set in the usual manner.

Attention to this detail in installing the 602 Bandbox will help considerably to insure satisfactory operation. If this connection is not made properly, one of two things may happen: Either the voltage delivered to the set will not be great enough and the set will operate with insufficient volume and sensitivity, or the voltage delivered to the set will be too great and the life of the tubes will be materially shortened. Once this connection has been properly made, both of these possibilities are eliminated.

Another detail to which attention should be paid is the manner in which the Converter cord is plugged in to the light power socket.

One side of this cord is grounded through a condenser. If this side of the lead cord is connected to the grounded side of the light line, the possibility of A. C. hum will be considerably lessened. Or course one cannot trace the line to determine which side is grounded, but to make this connection properly it is merely necessary to plug in and operate the set, listen for A. C. hum, and reverse the plug in the socket if the hum is objectionable.

A third hint that may be given is to carefully check up on the AC tubes whenever trouble develops. These tubes represent a distinct advance, and extraordinary good A. C. operation is possible with them, but as with any other new product bad ones slip in occasionally. If reception is poor or quality of reproduction is bad, try standard tubes in the set. One bad tube is sufficient to completely spoil reception, and much trouble will be saved in the majority of cases if this possible cause is investigated

before the set or Power Converter are blamed for unsatisfactory reception.

When an SOS call makes it necessary for the key station of a chain to stop broadcasting, the program is continued through the other stations of the chain and the artists receive full compensation for their time.

#### If You Wish to BUY or SELL SECURITIES

Or Own Some About Which You DESIRE INFORMATION

Communicate With Us.

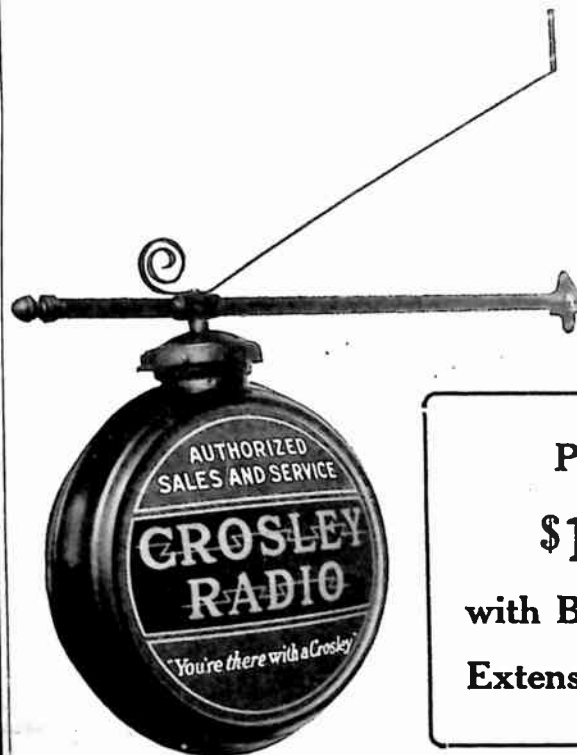
Our Statistical Department Is At Your Service

### WESTHEIMER & CO.

Members of—  
 The Cincinnati Stock Exchange  
 The New York Stock Exchange  
 Telephone: Main 557  
 326 WALNUT STREET

## Start The New Year Right

Order A  
 Crosley  
 Electric  
 Sign  
 NOW!



PRICE  
**\$10.00**  
 with Bracket and  
 Extension Arms.

### 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

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