

THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOL. VI. NO. XI.

CHICAGO R. M. A. TRADE SHOW NUMBER

JULY 1, 1927.

Crosley Line Talk Of The Chicago Trade Show

Crosley Surprises Chicago Show

Approximately 500 Delegates in Attendance--- Powel Crosley, Jr. Enthusiastically Received

The Crosley organization is taking the place of leadership early in the season. This was marked at the Chicago Trade Show by the holding of a Crosley Dealers Convention in the afternoon of Wednesday, June 15, at the Congress Hotel.

Many manufacturers exhibiting at the Trade Show had their demonstration room in addition to their exhibit. It took the Crosley Radio organization, however, to surprise them all by calling all Crosley dealers together in convention while the Trade Show was in progress. Considerably before two o'clock of the afternoon of June 15, the dealers began falling in so by the time the Convention was ready to start, approximately 500 delegates were in attendance.

New Models Shown

It was an impressive spectacle to see that great gathering of Crosley dealers and to witness the interested, enthusiastic manner in which they received the Crosley merchandise and plans for 1927-28 season.

Powel Crosley, Jr. was introduced by Harry E. Sherwin, Crosley General Sales Manager and Master of Ceremonies. A great hush went over the assembly as Mr. Crosley opened the Convention by introducing the Crosley 1927-28 merchandise. Assembled around the platform were the various members of the new line. These were one by one introduced and explained by Mr. Crosley. As he progressed enthusiasm grew until when he finished, the whole gathering broke out into a great round of enthusiastic applause.

Advertising Plans Discussed

Following Powel Crosley, Jr.'s in-

Powel Crosley, Jr., Addressing Dealers Convention At Chicago



Crosley Dealers assembled at Congress Hotel, Chicago, on the afternoon of June 15th, greet address with applause.

roduction of the new line, various members of the Crosley organization presented other angles. One of the most interesting parts was when the 1927-28 advertising plans were outlined. In a gigantic manner, the fundamental principles which would be behind the Crosley advertising for the coming season were discussed. It was explained that all Crosley advertising was to be built around the theme, "You're There With A Crosley" and that all advertising would be simplicity itself so as to get over the Crosley story.

By the time the Dealer Conven-

tion drew to a close, every Crosley Dealer in the room was happy that he could handle the Crosley line, which is, without doubt, destined to be the fastest-selling line on the market this season.

The Englishman's craze for radio statistics and investigations has found its latest outlet in a personality judging contest. Over 65 per cent of the listeners engaged in the contest were able to correctly label a clergyman by his voice, and some 85 per cent recognized an actor as such.

Crosley Distributors And Dealers More Enthusiastic Than Ever

The Chicago Trade Show is over—all that is new in Radio for the 1927-28 season has been shown. With 14,000 representatives of the radio trade registered and over 1,700 in attendance at the R. M. A. Banquet, Thursday night, this First Annual R. M. A. Trade Show was a huge success.

To Crosley Distributors and Dealers, the Chicago Trade Show has a real significance. There the Crosley line was stacked against the products of the other radio companies of the country. It was possible for Dealers and Distributors alike to compare the offerings of all companies.

Crosley Way Ahead

The Crosley line was the talk of the Chicago Trade Show. The Crosley exhibit of 1927-28 merchandise made distributors and dealers alike stop and look. Those who are in a position to know—who studied the lines offered by radio companies exhibiting at the Chicago Show—declared that the Crosley line stood head and shoulders above any of the other exhibits.

As all the Radio Trade magazines give complete accounts of the Trade Show, there is no need in these columns to discuss the Show in detail. The big thing that you are interested in, concerning the Chicago Show, is the standing of the products you are handling in relation to the other products shown at the Show.

Letters from Crosley distributors published elsewhere in this publication, give you their opinion. All opinions point to one conclusion, namely: that there was nothing shown at the Chicago Show that could compare in compactness, flexibility, and quality and price to the merchandise offered by the Crosley Radio Corporation.

Crosley Heads Them All

Every Distributor and Dealer handling the Crosley line during

(Continued on Page 16)

CROSLY "A" POWER UNIT FAST SELLER

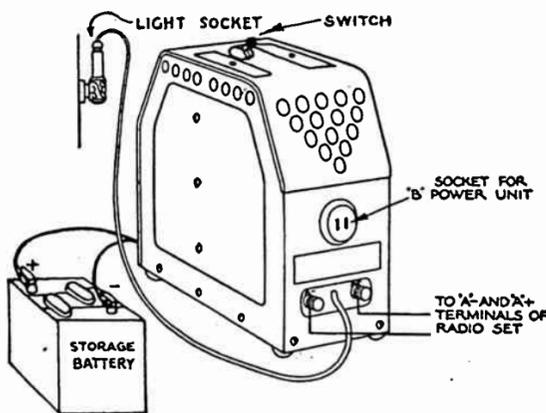
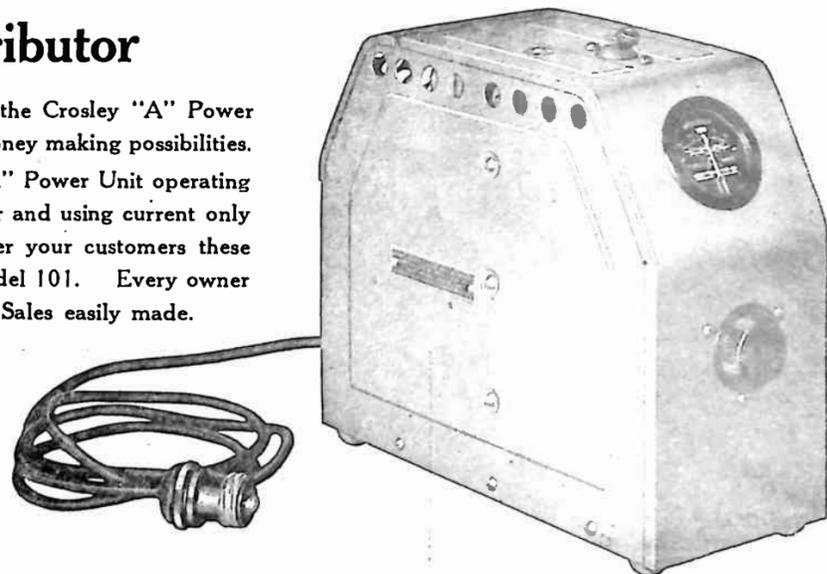
Put In Supply of Model 101— Order from Distributor

Here you are—a new Crosley product — the Crosley "A" Power Unit, Model 101—which presents tremendous money making possibilities.

The public has long been looking for an "A" Power Unit operating the radio set directly from the light socket power and using current only when the set is turned on. Now you can offer your customers these features in the new Crosley "A" Power Unit, Model 101. Every owner of a battery operated radio set is a prospect. Sales easily made.

Send in your order immediately to your distributor for this new Crosley product.

Production on the Crosley "A" Power Unit is under way and units are now ready for immediate shipment. Have your distributor send you a number of these "A" Power Units at once. Put them on display.



Special Features Make This An Outstanding "A" Power Unit

Operates radio set directly from light socket power — battery used as a floater, no charging or discharging.

Current drawn from light socket only when radio is turned on.

Absolutely quiet in operation. Simple to connect — easy to operate. Contains no acid to spill; no intricate parts to get out of order.

All current supply — both light socket power and supply to set turned off by single switch.

Any six volt storage battery can be used with this unit.

Special socket provided where "B" Power Unit can be plugged in.

Rugged metal case with bronze finish.

Equipped with special full wave rectifier tube capable of operating ordinary six to eight tube set.

Made for 60 cycle, 100 to 125 volt AC lighting current.

Comes equipped with tube, all ready to operate. Retail at \$45.00. Extra tubes retail at \$7.00 each.

Crosley "A" Power Unit Complete with Tube \$45

CROSLY RADIO

"You're there with a Crosley"

Crosley Exhibit of New Models at Chicago Makes Hit

Crosley Strengthens Patent Position

Acquisition of Hazeltine Neutrodyne and Latour Licenses Important Step

As briefly announced in the last issue of The Crosley Broadcaster, Powel Crosley, Jr. now holds licenses to manufacture under the Hazeltine Neutrodyne and Latour Patents, in addition to the license already held from the Radio Corporation of America and associated companies.

By acquiring these new licenses, Powel Crosley, Jr. has placed the Crosley Radio Corporation in a very enviable position. The Crosley Corporation now holds the right to manufacture under practically every worth while Radio patent; thus giving Crosley engineers an unlimited scope and enabling them to make Crosley merchandise the very best in Radio.

Hazeltine Method Superior

It is well known that the Hazeltine method comes under the Rice and Hardley patents covered in our RCA license. The purpose in acquiring the Hazeltine Neutrodyne patents was to give Crosley engineers the privilege of incorporating into Crosley merchandise the improvements which the Hazeltine Corporation has made in the Hazeltine method not covered by the RCA patents.

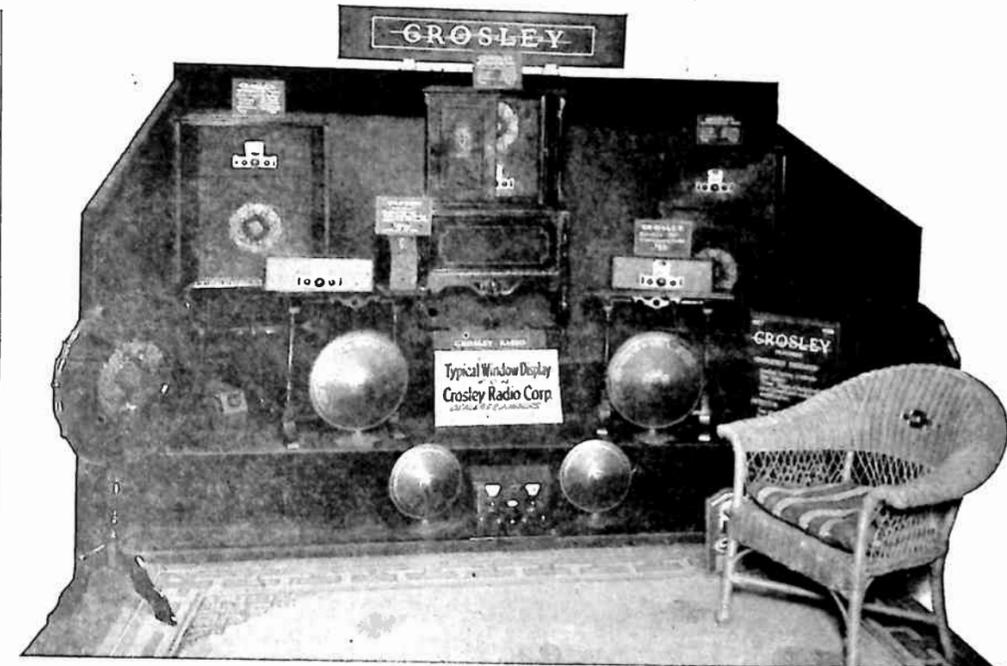
The Hazeltine Neutrodyne circuit which has been developed by the Hazeltine Corporation is a decided improvement over the Rice and Hardley methods. The Hazeltine method constitutes the most perfect method of balancing tuned radio frequency that is yet known. Thus, this new license will prove very beneficial to Crosley merchandise, enabling a quality of performance which otherwise could not have been attained.

The license of the Latour Corporation gives Crosley engineers the opportunity to make many refinements in Crosley circuits.

"Bandbox" To Benefit

The new Crosley BANDBOX will contain the genuine Hazeltine Neutrodyne circuit and will also benefit from the Latour patents. This is an announcement that every Crosley Dealer and Distributor should be exceedingly glad to hear. For this gives that added touch of refinement to the Crosley BANDBOX circuit which will make it unequalled in performance, surpassing even receivers far beyond its price range.

The entire Crosley organization can well be enthusiastic over the



Outstanding Exhibit At Show---Flexibility of Crosley Line Commented Upon

The Stevens Hotel at Chicago, where the first annual R. M. A. Trade Show was held, is the largest hotel in the world. In spite of this fact, its capacity was taxed to the limit to take care of all of the exhibits of the Radio industry. It took hours to examine all of the offerings of each manufacturer for the 1927-28 Radio season.

The exhibit, however, which attracted the most favorable attention—which made the biggest hit—is that pictured above of the Crosley Radio Corporation. There were no startling innovations at the Trade Show—no revolutionary departure in Radio construction. The Crosley exhibit furnished the most outstanding departures shown at Exhibition Hall.

Bandbox Scores Knockout

The completely shielded chassis, the compactness, and perfection of workmanship of the Crosley BANDBOX stood out in that assortment of exhibits as if a flashlight were playing upon it.

Another Crosley feature that stood out was the flexibility of the new Crosley line. Two models of the BANDBOX—one for battery op-

eration, the other for AC operation—together with the three beautiful console cabinets, all interchangeable in their adaptability to each other, furnished a sensation which appealed instantly to every dealer and distributor who saw the exhibit.

Marvelous Possibilities

It only took a minute to see the marvelous possibilities of this new Crosley line. Dealers were enthusiastically outspoken in their praise. They declared it was just what they had long been wanting.

All that is necessary for a dealer to do to have eight different distinct models to offer to his trade is to have in his shop the Crosley BANDBOX for battery operation, the Crosley BANDBOX for AC operation, and the three art console cabinets. He then can offer his customers any one of eight separate Crosley combinations ranging in cost from \$55.00 to \$210.00. The flexibility of the new Crosley line made a decided hit.

The metal cabinet of the BANDBOX is quickly and easily removed by releasing screws and taking off the Escutcheon. The chassis then slips out of the metal box and

can be inserted in any one of the three cabinets which are already drilled with the necessary holes in the panel. Thus with the least possible investment, the dealer has a range of models to offer, complete in its coverage.

A Conclusive Sales Argument

This same feature of flexibility and adaptability is certain to prove a conclusive argument when selling the Crosley line this year. It will appeal to the consumer, for the consumer will feel that the art cabinet is a permanent fixture of the home; for even though in years to come, there may be changes and improvements in Crosley receivers, the cabinet will always remain the same.

The many favorable comments upon the Crosley Exhibit at the Chicago Trade Show are only an indication of the great whirlwind of Crosley sales which will soon sweep the country from coast to coast. This year the Crosley BANDBOX is the outstanding Radio receiver—the Crosley line with its flexibility and its beauty of workmanship together with the reasonable price at which it is offered—is the outstanding line on the market.

licenses which Powel Crosley, Jr. has acquired play a tremendous part in making this possible.

The disaster of Nungasser and Coli has been cited by experts as an argument for equipping aeroplanes engaged in long non-stop flights with short-wave radio equipment,

despite the weight of this equipment.

Recent tests conducted by the Bureau of Standards are reputed to have shown the radio station at Rugby, England, to be the most powerful broadcasting transmitter in the world.

sales outlook ahead. The BANDBOX is certain to sweep the country as no other radio receiver has ever done. It is there in quality, performance, and price—it is there in appearance and style, that factor which recently plays such an important part.

This will be a banner year. The



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

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

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,112,149 and under patent applications of the Radio Frequency Laboratories, Inc.

Editorials

Let's Go---Crosley

Things are moving along with great rapidity. The Crosley Distributors' Convention is past—the Chicago Trade Show is over—the Crosley Flying Circus—and the Crosley Stork are rapidly making their rounds of the country—and Distributor Dealer Conventions are fast being held in every section.

This is all as it should be. It is of vast importance that every organization and every individual who participates in the sale of Crosley merchandise shall be thoroughly acquainted with the Crosley layout for the coming season. It is important because knowledge breeds enthusiasm and enthusiasm is one of the greatest factors to success.

Soon Crosley merchandise will be in the hands of distributors. Then it will be possible for Crosley dealers to put the new models in their shops and it will be time to forget everything else and just say with a great enthusiastic voice "Let's Go—Crosley".

And we will go. There is nothing that can stop us this year. This is a Crosley year if there ever was one. The merchandise is right—the price is right—the quality is there. The hand writing on the wall plainly reads—"There are big profits in the Crosley line for 1927-28 Radio season".

So, let's go! Let's just put everything we have into making this the greatest Crosley year in history. You can count on the Crosley Radio Corporation to do its part. The advertising that is now rapidly being prepared—dealer helps—litera-

ture—all—come right up to the high standard that is being set this year by Crosley merchandise.

The Crosley advertising campaign for 1927-28 will be a knockout. Through its irresistible appeal the buying public will learn of Crosley superiority and they will flock into your place of business.

Now it's up to you to do your part. Fall in line with the Crosley plans for the coming year. Be a Crosley enthusiast 100%. Do everything in your power to tie right in with Crosley national advertising. Nothing can stop you from making an outstanding success this year.

Read what Crosley distributors have to say and get enthusiasm back of you that will enable you to get a "flying start" into the new radio season.

The Contagion Of Enthusiasm

One of the greatest forces in the universe is well-directed enthusiasm. Enthusiasm knows no bounds—has no limitations—is well nigh irresistible. The contagion of enthusiasm makes it a force to be reckoned with.

Enthusiasm is catching. It jumps from one person to another, from organization to organization, sweeping all opposition before it.

Enthusiasm has no powers whatsoever unless it is well founded. It must have sufficient reason for existence. Its power is in direct proportion to the merits of the proposition. The reason for this is that enthusiasm is based upon knowledge.

Enthusiasm is certain to play a tremendous part in Crosley sales during the 1927-28 radio season. All who have seen or heard of the new Crosley merchandise for the coming season—together with the advertising and sales plans—are bubbling over with enthusiasm. In the last few days many letters have been received from distributors. Every one of these letters is overflowing with enthusiasm.

The more these distributors have learned about the Crosley lineup for the coming season, the more enthusiastic they have become.

This enthusiasm is spreading like wildfire through the entire Crosley organization. Dealers who come in contact with distributors are catching the spirit. You have but to read the many letters of Crosley distributors reproduced in this issue of the Broadcaster to catch the spirit of enthusiasm that is running wild everywhere that the new Crosley merchandise is seen.

This all points to one conclusion. This is a Crosley year. Distributors and Dealers handling Crosley merchandise are certain to make big profits and enjoy greatest sales in history.

Passing On Enthusiasm

"More Enthusiasm Than Ever"

Gentlemen:

We honestly believe this new line-up has been accepted by our crowd here generally, with more enthusiasm than anything that has ever been offered us.

Everyone of the men are thoroughly sold and we feel confident that we will demonstrate this very substantially in the kind of a job we do for you in the coming season.

G. C. Strauss, Joseph Strauss Company, Buffalo, New York.

"Didn't Look Further"

Gentlemen:

After visiting your Convention in Cincinnati neither Mr. Edmund Orgill or the writer thought it necessary to look any further for Radio connection.

We are satisfied that Crosley will be one of the outstanding lines of the season, we are convinced that it has quality and appearance built in it to a greater excess than other lines on the market, and at a very much more attractive price.

We hope that our slogan will prove a fact with our salesmen and that wherever a radio sale is possible "They will be there with a Crosley".

R. S. Dimmock, Orgill Brothers & Co., Memphis, Tenn.

"Crosley Bandbox Knockout"

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As compared with other makes of

"Crosley Most Valuable Franchise"

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After an extensive trip through several well known Radio Factories including Crosley, and also a week at the Chicago Trade Show, wish to say that Crosley was the outstanding line. In fact it was the only line that we had actually signed up with up to the time of our return to Portland, and we feel that Crosley is the most valuable franchise that a jobber could have at the present time, all things considered.

We have spent considerable time and money in investigating well known lines before we arrived at this conclusion.

Harry P. Tozler, THE JAMES BAILEY COMPANY, Portland, Maine.

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"Crosley, You Are There!"

Gentlemen:

To say that we are enthusiastic about the new Crosley line for 1927-28, is to state it mildly.

Our enthusiasm is based not only upon our own observation of the Crosley display at Cincinnati and Chicago, but also upon the comments of numerous dealers who were present, and who discussed the matter with us; whereas, competitive lines to Crosley include only superficial improvements—the Crosley BANDBOX is a brand new set from top to bottom, inside and out, and designed to meet the popular demand for a high grade efficient receiver at a popular price.

If we may take the liberty to paraphrase your excellent slogan, we say "Crosley, you are there!"

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Competitors will be the first to realize that you have been "there" with the BANDBOX.

Churchill Drug Company, Burlington, Iowa.

New York Office Opened

Crosley Branch Office Located At 33 West 42nd Street, New York

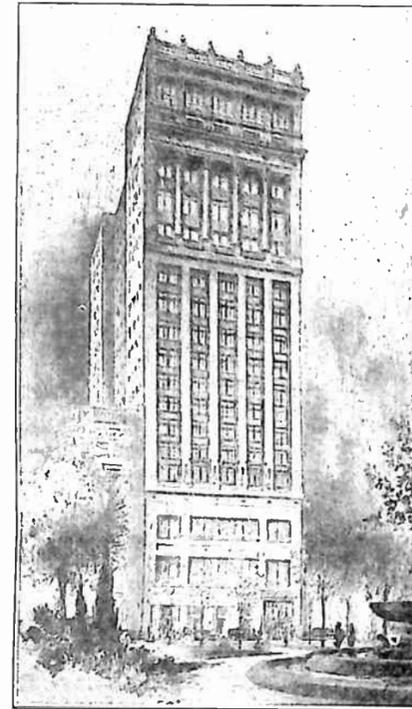
One of the new Crosley features announced at the Crosley Distributors' Convention was dividing the country into three Divisions—the Eastern, Central and Western. As already announced the Central Division has headquarters at Chicago in the North American Building, and is in charge of Mr. H. W. Chadwick.

Now headquarters of the Eastern Division have been opened and the

Crosley branch office has been established right in the heart of New York City—33 West 42nd Street—and Mr. J. T. Dalton, Eastern Sales Manager, is in charge of this office.

A Wonderful Location

As seen by the accompanying picture, the building in which the Crosley office is located is not only very wonderfully located but also is very beautiful in appearance. The New York office will serve the Eastern Division much the same as our Chicago office serves the Central Division. It will offer a place for Crosley distributors and dealers, visiting New York City, to make their headquarters. There will be facilities there so that the Crosley distributors and franchised dealers can arrange railroad reservations, hotel and theatre accommodations and take care of necessary correspondence. This will be open to all of the Crosley organization.



33 West 42 Street, New York City.

J. T. Dalton In Charge

In Mr. Dalton, the Crosley Radio Corporation has an exceedingly able executive. His experience with the organization well qualifies him to take care of the work of the New York office. Associated with him out of New York will be Mr. L. W. LaMarque, Mr. Tom DeLime and Mr. W. L. Sayre.

In a future issue of The Crosley Broadcaster, photographs will be reproduced showing the layout of the New York office.

"Sensational And Astounding Values"

Gentlemen:

Mere adjectives and superlatives expressed in type seem cold and banal, and utterly fail to properly express our appreciation of the marvelous achievement of Powel Crosley, Jr. this season.

To say that his new receivers are the most sensational and astounding values ever offered the Radio industry, that his new Consoles are masterpieces of cabinet and furniture design, is but putting it mildly.

We have been connected with the Radio industry since its infancy, and have never before had access to a line of radio receivers which we felt would so completely eclipse its rivals both in sales and performance.

We do not doubt that the sales on these new receivers will surpass all of our most elaborate estimates.

J. E. Schuster, THE SCHUSTER ELECTRIC COMPANY, Cincinnati, Ohio.



POWEL CROSLY JR.

Powel Crosley Jr. TALKS TO the TRADE

It is with a spirit of keen satisfaction that I look back over the events of the past weeks. The reaction of Crosley distributors at our Convention here at Cincinnati was most gratifying. Yet we realized that our opinions should be reserved until after the Chicago Trade Show where it would be possible to compare Crosley merchandise against that offered by other Radio Companies.

Needless to say after making such a comparison we feel more surely than ever that Crosley merchandise this year is not only holding its own, but that it will be a leader in radio sales for 1927-28.

The many enthusiastic letters which we have received from Crosley distributors since the Chicago Trade Show, bear me out in this belief that Crosley possibilities for the coming season are unlimited. With the enthusiasm which is being shown all along the line, it is evident that records of former years will be smashed on all sides.

Well, go ahead and smash your sales records. We feel, here at the plant, that we are well prepared to take care of the production end. Nothing has been spared in the way of equipment to make mass production to turn out a quantity and quality of merchandise never before dreamed possible.

As I look into the future, I cannot help but assume the most optimistic viewpoint. Our merchandise was outstanding at the Chicago Trade Show and I am positive it will continue to be outstanding throughout the coming radio season.

Powel Crosley Jr.

Crosley Flies to Buffalo In First Lap of Air Tour



Powel Crosley, Jr., At Ford Air Port, Detroit, Ready to Take Off In Crosley Stork.



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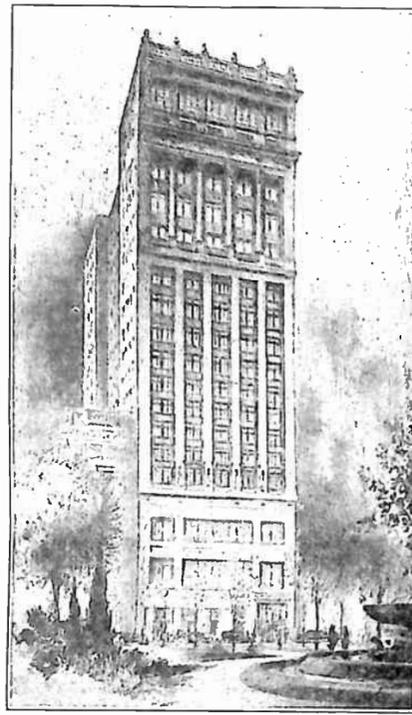
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33 West 42 Street, New York City.

J. T. Dalton In Charge

In Mr. Dalton, the Crosley Radio Corporation has an exceedingly able executive. His experience with the organization well qualifies him to take care of the work of the New York office. Associated with him out of New York will be Mr. L. W. LaMarque, Mr. Tom DeLime and Mr. W. L. Sayre.

In a future issue of The Crosley Broadcaster, photographs will be reproduced showing the layout of the New York office.

"Sensational And Astounding Values"

Gentlemen:

Mere adjectives and superlatives expressed in type seem cold and banal, and utterly fail to properly express our appreciation of the marvelous achievement of Powel Crosley, Jr. this season.

To say that his new receivers are the most sensational and astounding values ever offered the Radio industry, that his new Consoles are masterpieces of cabinet and furniture design, is but putting it mildly.

We have been connected with the Radio industry since its infancy, and have never before had access to a line of radio receivers which we felt would so completely eclipse its rivals both in sales and performance.

We do not doubt that the sales on these new receivers will surpass all of our most elaborate estimates.

J. E. Schuster, THE SCHUSTER ELECTRIC COMPANY, Cincinnati, Ohio.



POWEL CROSLY JR.

Powel Crosley Jr. TALKS TO the TRADE

It is with a spirit of keen satisfaction that I look back over the events of the past weeks. The reaction of Crosley distributors at our Convention here at Cincinnati was most gratifying. Yet we realized that our opinions should be reserved until after the Chicago Trade Show where it would be possible to compare Crosley merchandise against that offered by other Radio Companies.

Needless to say after making such a comparison we feel more surely than ever that Crosley merchandise this year is not only holding its own, but that it will be a leader in radio sales for 1927-28.

The many enthusiastic letters which we have received from Crosley distributors since the Chicago Trade Show, bear me out in this belief that Crosley possibilities for the coming season are unlimited. With the enthusiasm which is being shown all along the line, it is evident that records of former years will be smashed on all sides.

Well, go ahead and smash your sales records. We feel, here at the plant, that we are well prepared to take care of the production end. Nothing has been spared in the way of equipment to make mass production to turn out a quantity and quality of merchandise never before dreamed possible.

As I look into the future, I cannot help but assume the most optimistic viewpoint. Our merchandise was outstanding at the Chicago Trade Show and I am positive it will continue to be outstanding throughout the coming radio season.

Powel Crosley Jr.

Crosley Flies to Buffalo In First Lap of Air Tour



Powel Crosley, Jr., At Ford Air Port, Detroit, Ready to Take Off In Crosley Stork.

THIS CROSLEY ADVERTISEMENT IS AP-

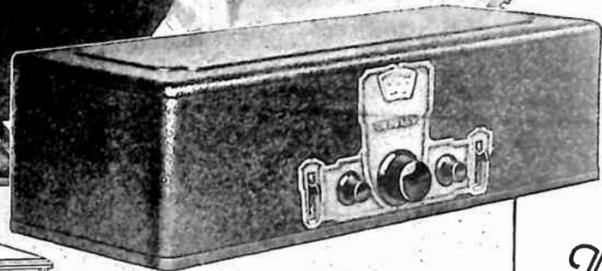
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Announcing

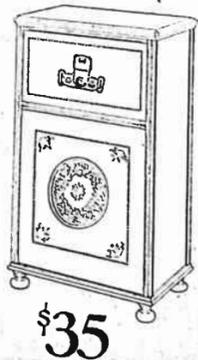
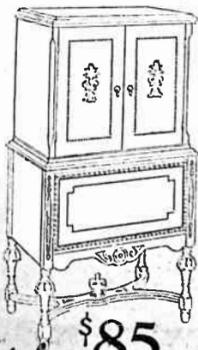
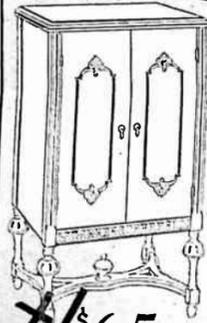


When the gang rings for the big fight....
When the famous director lifts his baton....
When Babe Ruth steps to the plate and the score is tied.....

NEW PRICE
SUPER MUSICONE
\$12.75



The "BANDBOX"
6tube receiver
BATTERY TYPE
\$55.
AC TYPE
\$65



"You're there with a Crosley!"

Approved Crosley Consoles
These three handsome cabinets, especially designed to receive the shielded chassis of the "Bandbox" and other Crosley receivers, have been approved by Powel Crosley, Jr., as mechanically and acoustically ideal for the installation of Crosley Radios.
H. T. ROBERTS CO.
914 S. Michigan Ave., Chicago, Ill.
Sales Agent For Approved Console Factories
SHOWERS BROS. CO.
THE WOLF MFG. INDUSTRIES

Ever since Crosley entered the radio field their methods and developments have created a leading place for Crosley radio receivers. And now—completely available to Crosley—and amplifying Crosley supremacy in fullest measure, are the enormous resources, discoveries and ideas, embodied in patents of the Radio Corporation of America, The Westinghouse Co., The General Electric Co., and The American Telephone and Telegraph Co., The Hazeltine Corporation and the Latour Corporation—under which Crosley is now licensed to manufacture. No wonder the new Crosley receivers are in the forefront, their amazing efficiency acknowledged and demanded by that section of the radio trade which insists on the latest and best at all times.

THE "BANDBOX"
It is a new 6 tube set of astonishing sensitiveness. Many exceptional features commend the "Bandbox." The metal outside case, keeping out strong local signals effectually enough, did not fully satisfy Crosley ideals of fine radio reception. Signals must be kept in order inside the set.

TILT-TABLE MUSICONE
\$27.50
Although Musicones improve the reception of any radio set they are perfect affinities in finish, beauty and reproductive effectiveness for Crosley Radios. A new model built in the form of a Colonial Tilt-table and finished in brown mahogany stands 3 feet high.
12-inch Ultra Musicone \$9.75
16-inch Super Musicone \$12.75

Recent court decisions now greatly clarify radio patent situation. Coils and condensers are like families living in a row of houses with no fences between. The children run around the yards; they meet, mix it up, quarrel and squabble. No harmony. Magnetic and electric fields are the offspring of coils and condensers. With no fence between, they, too, run around the house, mix it up, quarrel and squabble. Howls and squeals result. So, to keep each "family" or field of individual coils and condensers separated, metal fences are erected (copper fences for the coils) and the individual parts of the Bandbox are shielded as only found in the highest priced sets.

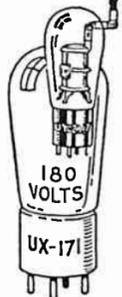
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Volume control is another big "Bandbox" feature. Signals from powerful local stations can be cut from room filling volume to a whisper. Each "Bandbox" is fitted with a brown cable containing colored rubber covered leads for power and other connections.

The frosted brown crystalline finish harmonizes with the finest furniture and matches the frames of Musicones and the casing of the power unit. The bronze escutcheon creates an artistic control panel.

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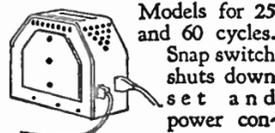
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A Master Station Selector, with illuminated dial for shadowy corners, enables tuning for ordinary reception with a single tuning knob.

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The power supply convertor is a marvel of radio engineering ingenuity. Half the size of an ordinary "A" storage battery, it supplies A, B and C current direct from lampsocket to tubes. Price of Power Convertor \$60. Models for 25 and 60 cycles. Snap switch shuts down set and power convertor completely.



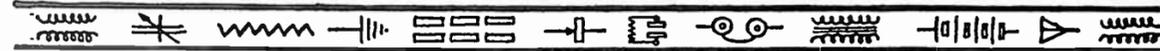
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Prices slightly higher west of Rocky Mountains.
THE CROSLEY RADIO CORPORATION
Cincinnati, Ohio
Powel Crosley, Jr., Pres.

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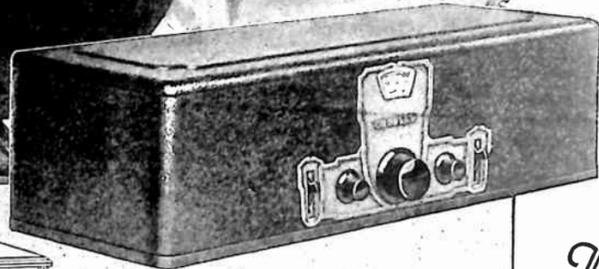
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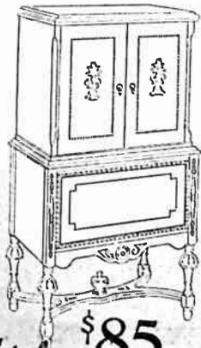
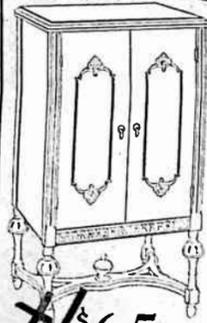
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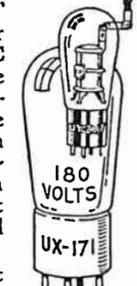
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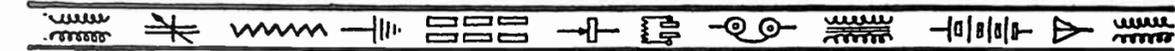
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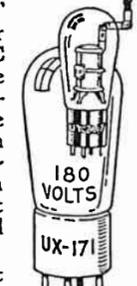
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CROSLY DISTRIBUTORS GATHERED AT CINCINNATI CONVENTION JUNE 8th AND 9th



READ WHAT CROSLY DISTRIBUTORS THINK OF NEW LINE UP FOR 1927-28 SEASON

"Most Practical Profit-Making Proposition"

Gentlemen:

The writer attended the Crosley Convention and also the Trade Show in Chicago and was impressed with the idea that the Crosley layout for this season is the most practical profit-making proposition for all concerned of anything the Trade has to offer up to the present time.

M. H. Johnson,
M. H. JOHNSON ELECTRIC SHOP,
Utica, New York.

"Best Merchandising Proposition On Market"

Gentlemen:

After reviewing the Crosley line for the coming season, I cannot help but wish to express to you our enthusiasm. In my mind, the Crosley Radio Corporation has the best merchandising proposition on the market today, as they have embodied quality and good taste at a low price. What more could we ask for?

GILHAM ELECTRIC COMPANY,
Atlanta, Georgia.

"More Enthusiastic Than Ever For Crosley"

Gentlemen:

After looking over all lines of radio shown at the Chicago Trade Show, we are more enthusiastic than ever for Crosley.

Crosley has always been a leader among radio manufacturers. This year in our estimation Crosley will lead by a far greater margin than ever before.

THE SCHAFER COMPANY,
Decatur, Indiana.

"Nothing To Surpass Bandbox"

Gentlemen:

It appeared to us after attending the R. M. A. Show at Chicago that the Crosley Radio Corporation are about the only ones who really did do something for the coming year. From a standpoint of mechanical construction we can truthfully say that we saw nothing at the show that would surpass the Bandbox.

Personally, we think the idea of separating the sets from the furniture is one of the greatest advancements that radio has experienced in recent years.

We want to assure you of our heartiest cooperation and also reassure you of a banner year for Crosley in our territory.

WE WILL BE THERE WITH THE CROSLY.
KEITH SIMMONS COMPANY INC.,
Nashville, Tennessee.

Attendance At Chicago Show Unnecessary

Gentlemen:

After seeing the Crosley BANDBOX and hearing about the Crosley merchandising plan for the coming season, felt it was unnecessary to go to the R. M. A. Trade Show at Chicago, as we felt that with the merchandise Crosley had shown us, along with general plans for merchandising, we had everything necessary to do a wonderful radio business during the season of 1927-28.

We are quite sure that if all the radio dealers in the country could have been present at the showing of this new merchandise, they would have been sold 100% Crosley and would be exclusive Crosley representatives from that time on.

IROQUOIS SALES CORPORATION,
Buffalo, New York.

"Decide To Handle Only Crosley"

Gentlemen:

We decided, while attending the Crosley Convention, that we would handle nothing but Crosley for this coming season, discontinuing two other sets that we handled last year with Crosley.

After making this decision we thought that our time would be better spent at home in getting our dealers started on new merchandise so we did not go on to Chicago. So far we have been successful in taking quite a few orders for the new BANDBOX and Cabinet as complete jobs.

We feel sure that the 1927-28 season will be the best that Crosley or any Crosley distributor has had.

C. Howard Buchwald, Pres.,
THE LINCOLN MOTOR SALES INC.,
Baltimore, Maryland.

"Crosley Made Greatest Step Forward"

Gentlemen:

I returned from the Crosley Convention and was very much enthused over the prospects for big sales with the new Crosley line.

My visit to the Chicago Trade Convention further increased this enthusiasm, because at that show the Crosley line, in direct comparison with all other lines, clearly pointed to record breaking success for the coming year.

It is very clear to us that Crosley has made the greatest step forward in its career, and our only worry at the present time is that your plant will not be able to turn out this product in large enough quantities to satisfy the demand.

Fred D. Wilson, General Manager,
E. M. WILSON & SON,
Newark, New Jersey.

"Crosley Merchandise Outstanding In Value"

Gentlemen:

We wish to compliment you on your merchandise for the coming season. It is outstanding in value and must be wonderful in performance. The dealers that attended the R. M. A. Show, expressed great enthusiasm and from the orders that are being turned in by our salesman in this territory, we believe that the Crosley line will be a big factor in this market.

R. A. Whipple, Manager,
WAKEM & McLAUGHLIN INC.,
Chicago, Illinois.

"Our Biggest Year On Crosley"

Gentlemen:

We want to pass on our enthusiasm for the Crosley line. In our estimation, Crosley has made the greatest single advance in his merchandise lineup this year to any previous year. The Console models are beautiful and certainly registered wherever shown. We are anticipating by far our biggest year on Crosley.

H. C. Bonfig,
STERLING RADIO COMPANY,
Kansas City, Missouri.

"Look For Unprecedented Crosley Season"

Gentlemen:

After inspecting most of the Radio sets on exhibition at the recent R. M. A. Show in Chicago, the writer has come to the conclusion that the Crosley line is far superior to any we saw; the new cabinets will certainly appeal to everyone, and we look for an unprecedented Crosley season.

L. Bevins, Manager,
ERIE RADIO COMPANY,
Erie, Pennsylvania.

Record Sales On New Line

Gentlemen:

We are very pleased with the Crosley line this year, and believe that this will be one of the most successful years for Crosley Radio than has ever been known. The line-up on sets and cabinets is very attractive to the dealer, and will say that we have sold more for delivery in July this year, than we have sold in a period of sixty days later other years.

This last remarks speaks for itself.

H. A. Warren, Sales Manager,
HAWKES AUTO EQUIPMENT COMPANY,
Lansing, Michigan.

Neatest And Best Built Radio On The Market

Gentlemen:

Just pass the word along that every dealer in our territory will be "There with a Crosley" all season long.

Every person who saw the "BANDBOX" at Chicago is enthusiastically proclaiming the fact that this is a Crosley year. There is not a neater set or a better built radio on the market. The new consoles satisfy the "hardest to suit" home-owner.

A Crosley Year—let the "BANDBOX" lead to greater profits.

D. H. Stover, Mgr. Radio Dept.,
RIDGWAY ELECTRIC COMPANY,
Freeport, Ill.

Endorses With Untempered Enthusiasm

Gentlemen:

As one of the pioneers in radio, we have passed thru many phases of the industry from a merchandising standpoint, and know that it is well to temper one's enthusiasm, and yet we feel this is hardly necessary when considering the new Crosley line.

For those Distributors and Dealers who are in Radio to make profit, we recommend a Crosley Franchise as a "sure bet".

Our entire sales organization is highly enthusiastic, and we are looking forward to one of the biggest years ever on the Crosley line.

H. H. Tully, Sales Manager,
DOUBLEDAY-HILL ELECTRIC COMPANY,
Pittsburgh, Pennsylvania.

"When Its Money In The Bank 'You're There With A Crosley'"

Gentlemen:

When it comes to Radio sets putting money in the Bank, "You're There With A Crosley".

The New Crosley six tube "BANDBOX" with its completely shielded chassis, its illuminated vernier dial, its ease of operation, its adaptability to various consoles, its simple beauty and all round efficiency, has a sales appeal which spells profit to Crosley Dealers and satisfaction to Crosley Owners.

Yes Brother, when it's money in the Bank, "YOU'RE THERE WITH A CROSLY".

Owen Smith,
THE AITKEN RADIO COMPANY,
Toledo, Ohio.

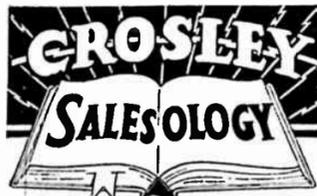
"Never Before So Enthusiastic"

Gentlemen:

Hardware Products Company has never been so enthusiastic over the Crosley proposition as they are this year with the new BANDBOX set and the Cabinets.

We value our Crosley franchise highly and know we are going "to be there with Crosley."

L. C. Wheeler, Vice Pres., Hardware Products Co.,
Sterling, Illinois.



Keep your windows attractive all summer long. Your window is the first impression a customer has of your store. Where it is attractive and inviting, the public will immediately know that you are a live wire and on the job.

The Crosley batteryless models should be especially big sellers at this season of the year; so display them to good advantage in your window. Feature the fact that all that is necessary is to plug right into the electric light current.

The most important factor which works against summer radio sales today is not summer static and summer receiving conditions (for these have already been overcome by the improvements in broadcasting) but shift of interest from the easy chair, the pipe, the evening paper, and the radio, to outdoor amusements. In your realization of this fact lies your chance for big success in summer sales. Push radio sales during these summer months in such a way that they will fit in with the summer-time interests of your prospects.

Go after the campers and the summer cottages. When you demonstrate sets in the home, equip them with portable speakers on long extension cords, so that the entertainment may be carried to the porch, or out on the lawn. These are but two thoughts of a hundred that will occur to you if you study the situation. The important point is: capitalize the summer exodus to the great outdoors, instead of allowing it to work against you, and your summer sales will be a huge success.

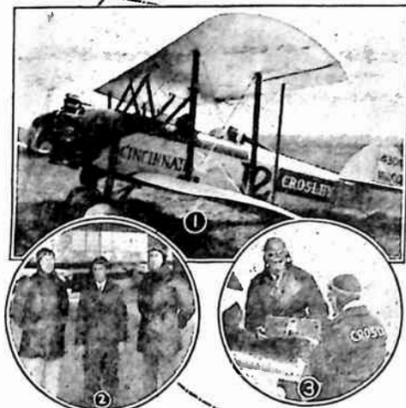
Dealers Took To Crosley At Show

Gentlemen:

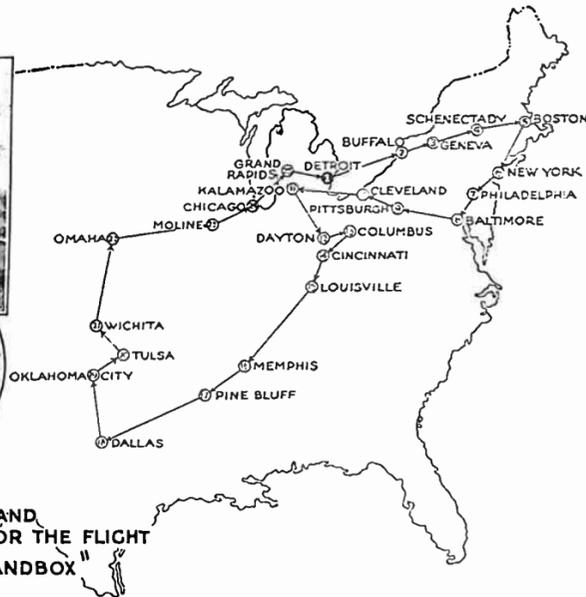
At the Chicago Trade Show, of course, each manufacturer felt that his merchandise was creating the most attention, but I can assure you that from personal observation the dealers really took a great amount of interest in the Crosley line. I overheard more compliments on the Crosley setup for this season than any other line. The dealers were very careful to go into the merchandising plan as well as the merchandise itself and the Crosley lineup is so good on both of these points that the dealers could not help recognizing the possibilities in the Crosley line for this year.

Willard B. George,
Manager Radio Dept.,
The Johnson Electric Supply Co.,
Cincinnati, Ohio.

The Crosley Stork Carries New Member Of Crosley Line---The Crosley Bandbox



- 1 CROSLY STORK TAKING OFF
- 2 H. E. SHERWIN, PILOT J. R. RIDDLE AND POWEL CROSLY, JR. DRESSED FOR THE FLIGHT
- 3 SHERWIN HANDING CROSLY "BANDBOX" TO PILOT RIDDLE.



The route of the National Air Tour which the Crosley Stork is taking is as follows: (Watch the above map for points) 1, June 27, morning; 2, June 27, afternoon; 3, June 28, morning; 4, June 28, afternoon; 5, June 29, noon; 6, June 30, afternoon; 7, July 1, morning; 8, July 1, afternoon; 9, July 2, afternoon; 10, July 3, morning; 11, July 4, morning; 12, July 4, afternoon; 13, July 5, morning; 14, July 5, afternoon; 15, July 6, morning; 16, July 7, afternoon; 17, July 8, morning; 18, July 8, afternoon; 19, July 9, morning; 20, July 9, afternoon; 21, July 10, morning; 22, July 10, afternoon; 23, July 11, morning; 24, July 11, afternoon; 25, July 12, morning.

Harry E. Sherwin, General Sales Manager, To Meet Distributors And Dealers At Points Enroute

The Crosley Stork—a huge Waco aeroplane—is abroad in the land. Every time this great bird of the air makes a landing, he is enthusiastically greeted by a great gathering of Crosley Distributors and Dealers for the Crosley Stork brings the new Crosley baby—the Crosley BANDBOX.

The scheduled route which the Crosley Stork follows has been carefully laid out. The Crosley Stork is one of the entries in the Third Annual Air National Tour or Reliability Contest which started from Detroit, Michigan on June 27. Powel Crosley, Jr. entered this huge Waco plane in the contest so that the Crosley BANDBOX—the latest addition to the Crosley line—could be shown to Crosley Dealers at the twenty-four cities to which the contest is routed.

Powel Crosley, Jr. Makes Flight

The Crosley Stork which is equipped with a Wright whirlwind motor, the same as that which carried Lindbergh on his successful non-stop New York-to-Paris flight, is piloted by Lieutenant Paul Riddle, one of the outstanding air pilots in the Cincinnati vicinity. When the Crosley Stork left the Ford field, Mr. Riddle, was accompanied by Powel Crosley, Jr. and

Harry E. Sherwin as passengers. Mr. Sherwin only accompanied the Crosley plane as far as Buffalo, but Mr. Sherwin, General Sales Manager, will be a passenger the entire length of the flight.

The pictures above show the Crosley Stork just as it is about to take off from Detroit. In one oval is to be seen Powel Crosley, Jr., Pilot Paul Riddle, and Harry E. Sherwin. In the other oval, Mr. Sherwin is seen handing the BANDBOX to Paul Riddle.

So far in the contest the Crosley Stork has made a real showing. Mr. Riddle, the pilot, is interested in making a good showing because, like the other pilots in the contest, he is competing for the Edsel-Ford Reliability Trophy, the Wm. B. Stout Trophy, and for \$20,000 in cash prizes. There are sums ranging from \$2,000 to \$300 for the ten highest scores and a bonus of \$200 is provided for every contestant making the complete route.

The course of the flight takes the planes over a stretch of approximately 4,000 miles covering sixteen days in all, and stopping at 24 cities.

Distributors And Dealers Gather

At every point where the Crosley Stork makes a landing, Crosley

Dealers and Distributors are gathered together and Mr. Sherwin shows the latest addition to the Crosley line—the Crosley BANDBOX. At each airport Crosley Dealers and Distributors for miles around are gathering at the scheduled time. Big demonstrations have been made at all points where the Crosley Stork has visited thus far.

Watch the progress of the Crosley Stork. Be ready to enthusiastically greet its arrival in your section of the country. Make it a point to be on hand when it arrives.

(Continued on Page 12)

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

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



Among CROSLY JOBBERS



Read These Letters "Ready To Go"

Gentlemen:

We returned home from the Crosley Convention and the Radio Manufacturers' First Annual Show in Chicago, greatly enthused over the Crosley line. This is unquestionably the best proposition for the distributor and dealer that Crosley has ever offered.

During the show we remarked several times that Crosley had made the greatest strides forward and better improvement than any line at the Show.

We are very enthusiastic over the Crosley line and are ready to go.

J. H. Harbison, Sec'y,
Harbison Manufacturing Co.,
Kansas City, Missouri.

Bandbox Selling Fast

Gentlemen:

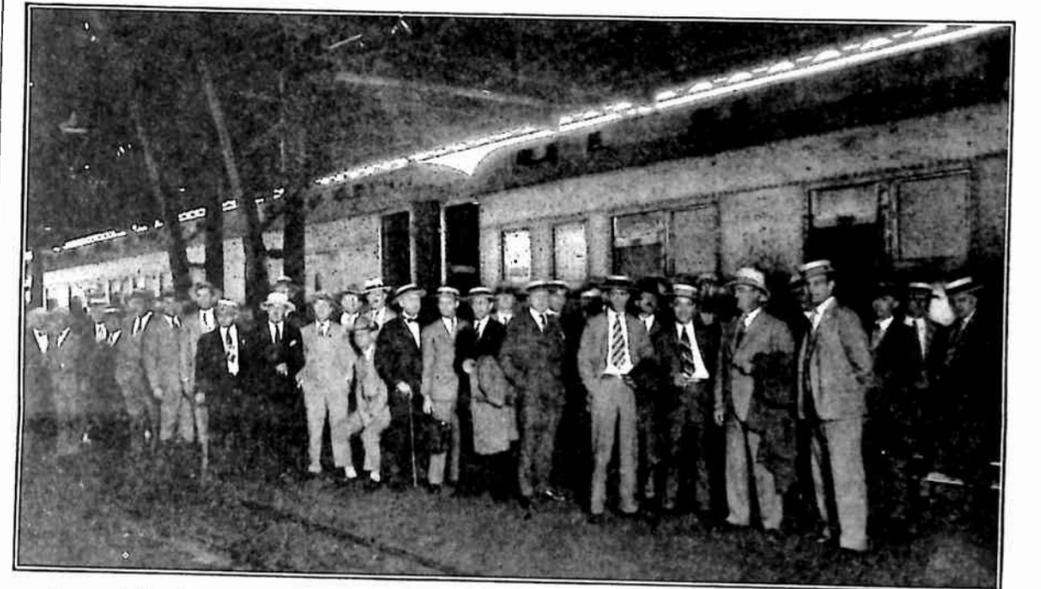
The writer attended the Chicago Show and wishes to state that we did not consider any line of radio sets exhibited either in the large exhibition hall or on any of the floors of the Stevens Hotel which anywhere compared with the new line of Crosley sets exhibited at anywhere near the price. The new Crosley Console Models are more classy in appearance than any other line of consoles priced at \$50 to \$100 higher.

We held a meeting of our salesmen last Saturday, and the first three days of this week they have sold more of the new Number 601 Crosley BANDBOX than I placed my order for while at the Convention. We are, therefore, confident that the new line is going to be a wonderful seller this Fall.

N. B. Getty, Sec'y,
Tenk Hardware Company,
Quincy, Illinois.

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

Crosley Distributors Arriving At Chicago To Attend Trade Show



A special train carried Crosley Distributors to Chicago. Many remained the entire week of the R. M. A. Show. The letters reproduced in the Broadcaster give their views.

Best Exhibit at Trade Show

Gentlemen:

After returning from the Chicago Radio Trade Show, we are more than pleased with the wonderful possibilities open to us this coming season with what Crosley has to offer.

We believe that more interest was shown and more attention given to the Crosley Booth than any booth at the show and we are very enthusiastic here and are ready to shoot 100% on Crosley. We feel that when the season is over that we as well with other distributors and dealers, will be there with Crosley.

P. P. Brown, General Mgr.,
The W-K Supply Company,
Albert Lea, Minnesota.

The coming of Government radio regulation will materially help broadcast reception this summer.

Leading Head And Shoulders

Gentlemen:

The writer spent four days at the R. M. A. Convention in Chicago following the Crosley Convention with the idea of finding out if there was anything better or as good as the Crosley sets, and, after careful investigation was of the opinion that the Crosley Radio, taking price into consideration and as a selling product to a large percentage of the people, is head and shoulders above anything else.

The line is of such quality and at a price that the opportunity offered the distributors and dealers is far in excess of any other line they might handle, and if all the dealers and distributors take advantage of the opportunity they have they should double and triple last year's sales.

P. D. Newell,
The J. H. & F. A. Sells Company,
Columbus, Ohio.

"Crosley To Lead In Sales"

Gentlemen:

After checking over all the sets at the Chicago Radio Show we are thoroughly convinced that Crosley products this year will lead the Radio sales.

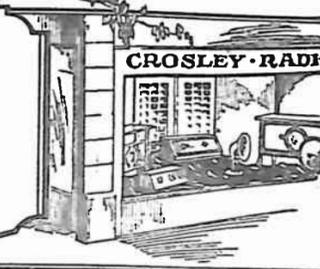
The Crosley BANDBOX receiver has set a new standard for Radio sets in its price range. In fact we think it is so wonderful that this year we will sell nothing but the best and that will be Crosley.

Clair R. Grim, Sales Mgr.,
R. M. Pepper,
Harrisburg, Penna.

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



CROSLY DEALER'S PAGE



Zoo Opera Over WLW Summer Broadcasting Hits High Mark--Unusual Programs Featured

Radio entertainment is no longer a reasonable proposition. It has assumed an all-year-around nature. The set owner keeps his radio tuned in all summer long, confident that there will always be a high type program on the air.

Crosley WLW has played a very important part in making this condition possible. Already a number of remarkable radio productions have been presented and every week brings new treats. All this has a remarkable bearing on summer radio sales. For once the public is sold on summer radio entertainment, radio sales will continue right on through the warm weather months.

"Carmen" From Zoo

"Carmen", magnificently presented by the Cincinnati Zoo Opera Company on June 24 and broadcast from the Zoo open air theatre, and a radio concert from the Crosley station on June 30 sung by Ralph Errolle, Metropolitan tenor, are two spectacular events broadcast in one week by WLW. Sunday afternoon concerts presented by the 50 piece Zoo orchestra under the direction of William J. Kopp are a regular feature of the WLW program. The best dance music in Cincinnati goes on the air nightly by remote control and the studio and commercial programs are even better than usual.

Both the opera broadcast and the concert by Errolle were events of major musical importance and attracted wide-spread attention to the Crosley station. The Cincinnati Zoo Opera Company includes stars from the largest and most celebrated opera organizations in the country.

Irene Pavlovskia A Favorite

Irene Pavlovskia, a member of the Chicago Civic Opera Company, sang the title role of the Bizet Opera. Opposite her, as Don Jose' was Ralph Errolle, who made his radio debut in WLW's broadcast of the opera. Clara Ginna, late of the

(Continued on Page 13)

Set Goal For 1927-28 Season

Anticipate Your Needs--Place Order With Your Distributor For Immediate Shipment

Charles Lindbergh made Paris his goal and thereby accomplished the impossible. Have you set your goal for the 1927-28 radio season?

A radio dealer without a goal is like a ship without a rudder, going somewhere maybe, but where, he does not know. It is good policy right at the start of the season to set a goal, decide on an objective to work to. Get to work right now and set yourself a goal for the coming season. Decide how much business you will do in dollars and cents. Decide how many of the new Crosley Bandbox receivers you will put out in your territory.

Big Year Ahead

The prospects for the 1927-28 radio season for Crosley dealers are exceedingly bright. With the wonderful line of Crosley merchandise, just announced, there is no limit to the money-making possibilities ahead of you. Don't make the mistake to set your goal too low. You

know the possibilities of your territory. You know about how much Crosley merchandise you should sell during the coming season. Well, after you have made that approximate, add on about thirty to thirty-five per cent to make your goal really worth while.

No one beside yourself need know the goal you have set. Just write it on a piece of paper, or a card, and put it away some place where you can refer to it occasionally.

Tell Your Distributor

Don't wait for your distributor to get in touch with you, but you get in touch with him. Tell him that you have caught the "Let's Go" spirit--are enthusiastic to get ahead with the Crosley line for 1927-28. Make him give you a definite promise as to when he will supply you with a number of sets to put on your floor. The sooner you can get the new Crosley merchandise displayed in your store,

the sooner your sales will start.

The radio public will go wild over the Crosley Bandbox. They will be delighted with the attractive console models equipped with the Crosley Musicone.

The Crosley Stork

(Continued from Page 10)

Incidentally, the coming of the Crosley Stork will mean much publicity for Crosley Distributors and Dealers in points along the course.

Newspapers Co-operate

Newspapers are co-operating to see that there is plenty of Crosley publicity. At certain points, Mr. Sherwin will give detailed accounts of the flight from co-operating broadcasting stations. As far as it is known, the Crosley entry is the only one in the radio field. Mr. Sherwin has thus far spoken over the following stations: WGR Buffalo; WEEI, Boston; WEAF, New York; WIG, Philadelphia; KDKA, Pittsburgh; and he will speak over WLW and other stations.

The coming of the Crosley Stork thus not only announces the new Crosley baby--the Crosley BANDBOX--to the Dealers and Distributors around the country, but also passes on the information to the public who are reading the newspapers and watching reports of the flight and listening to broadcast programs.

"Crosley Dealers Enthusiastic"

Gentlemen:

The writer was almost in constant attendance at the Claypool Hotel this week and it was simply astounding the impression the new BANDBOX made on the Crosley Dealers who attended.

They seemed to feel that nothing can hold them back this year.

S. E. McNeely,
Van Camp Hardware & Iron Co.,
Indianapolis, Indiana.

Crosley Super Musicone Reduced In Price

Dealers Protected--Read This Notice Carefully

The Crosley Super-Musicone was reduced in price, effective June 11, 1927, from \$14.75 to \$12.75. Customary with the policy of this company, all Crosley dealers are protected on the reduction of price. In our sales agreement blank, which you signed, you were guaranteed protection on reduction in price of our merchandise covering stock purchased within thirty days. In this case we are going to do even better than promised.

Send to your distributor at once the serial numbers of the Super-Musicones which you have in stock, unsold, purchased from the distributor within sixty days prior to June First, 1927, or since April First, 1927, and you will be entitled to a credit of \$1.20 each which is the difference between the old dealer's price of \$8.85 and the new dealer's price of \$7.65.

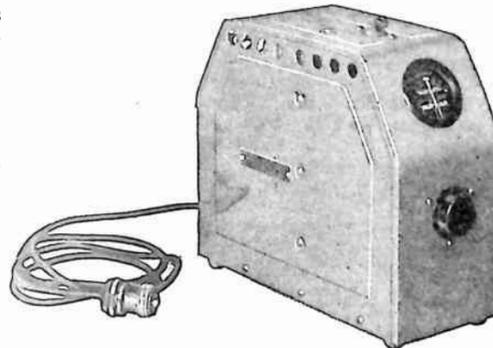
Make sure to see that this information is mailed to your distributor as soon as possible for we will not issue any credits on any invoices received after July 16, 1927.

New Crosley "A" Power Unit Warmly Endorsed By All

Offer This Fast Selling Unit For Sale--Big Profits In Model 101

Have you ordered your supply of the new Crosley "A" Power Unit Model 101? This new Crosley product was announced in the last issue of The Crosley Broadcaster. It is a product for which there is a big demand and it will pay dealers everywhere to order a supply to meet this demand.

The features which make the Model 101 a big seller are the fact that this is not merely a battery charger but operates the set directly from light socket power, the battery being only used as a "floater". This new "A" Power Unit can be used in circuit with any ordinary six-volt storage battery and is provided with a special socket so that the "B" Power Unit can be plugged right in.



Rugged Metal Case

In general appearance, it is very similar to the AC Power Unit which has been supplied with the Crosley AC set. It is provided with a rugged metal case, with a bronze finish and can be used on any 60 cycle, 100 to 125 volt A C lighting current.

The "A" Battery is used in the circuit only for stabilizing the current supply, acting as a "floater" in the line. No appreciable current is delivered to or drawn from the battery at any time so that it is subjected to no drain. Here is an important point that will appeal to every prospective purchaser. The lighting current is turned on only when the set is actually in operation.

Simply Controlled

A special rectifier and filter circuit is used, specially designed for full wave rectifier tube is used in the unit. The toggle switch on the unit controls the light circuit supply to the unit and the DC supply through the storage battery to the tube. A meter mounted on the front of the unit with a control makes possible adjustment for any light circuit. Thus, the battery will function only as a floater without being charged or discharged.

It is exceedingly easy to install the new unit, there being no complicated connections to make. The lead wires from the unit are simply attached to the batteries (with the battery disconnected from the set) and the power lead from the unit is plugged in a convenient light socket or baseboard receptacle. Leads are then connected with the "A" and the "A-" terminals of the

unit to the corresponding terminals of the set. After the connections have been made, the power is turned on, and the current is adjusted by means of the control provided for that purpose. That is all there is to it.

Send Order To Your Distributor

This new Crosley product, Model 101, retails complete with tube, at only \$45.00. This makes an exceedingly attractive buy for any person wishing to eliminate the constant worry and trouble of run-down batteries, etc. Practically everywhere that you will sell it, the prospect will already have a suitable "A" storage battery. This does not make an added problem.

Now get busy with this new problem. Get your share of the profits to be made. See that you have at least one unit in your store for demonstration purposes. This new unit is all ready for shipment, so send in your orders to your distributors.

An extensive system of radio beacons to guide aviators so that they can keep their courses in fog, rain, or any other kind of weather, is being worked on by the Bureau of Standards. In addition to the beacons, the system will include provision for two-way radio telephony--to and from the traveling planes.

Elizabeth M. Zandonini, one of the few women members of the Bureau of Standards, carried along with her a short wave receiver on a recent trip to her home in Italy, and was able by this means to regularly listen to amateur operator friends in the United States.

Crosley Flying Circus Sweeps Country

Dealer Conventions Staged By Crosley Men At Various Points

Even before those attending the Chicago Trade Show could reach their various communities, the Crosley field men were busy holding Dealer Conventions in various points over the country. These were known as the "Flying Circus". This is the latest evidence that Crosley intends this year to keep a step ahead of every one else.

Through these Dealer Conventions Crosley merchandise for 1927-28 is shown at many points over the country. The "Flying Circus" is visiting in the West such points as Indianapolis, Ind.; St. Louis, Mo.; Kansas City, Mo.; Omaha, Nebr.; Des Moines, Iowa; Minneapolis, Minn., and St. Paul, Minn. In the East, the "Flying Circus" is covering such points as Columbus, Ohio; Pittsburgh, Penna.; New York City, Philadelphia, Penna.; Baltimore, Md.; Washington, D. C., and Richmond, Va.

Dealers Come For Miles

The schedule for these Dealer Conventions is given below. In every case the dealers from the surrounding country are invited in to a Central hotel and there the complete Crosley advertising and merchandising plans for 1927-28 are explained and the new Crosley models shown and demonstrated.

The "Flying Circus" is thus enabling dealers in every part of the section--who were unable to attend the Chicago Trade Show--to get information on the new Crosley merchandise and to start laying their plans for the most successful year in their history.

Attend Flying Circus

Many of these Dealer Conventions of the Flying Circus are already past history as this issue of The Crosley Broadcasters comes into your hands. However, you dealers in those sections where the Flying Circus is still to be put on take notice. It will be well worth your while to go many miles in order to be present at the Dealers' Convention scheduled for your vicinity. It is impossible to illustrate, or through description, to get the full conception of the Crosley lineup for 1927-28. You must see the new Crosley BANDBOX, together with other numbers of the line, and hear for yourself the new advertising and sales plans.

Following is the schedule for the Flying Circus:

FLYING CIRCUS -- WEST		
DATES	HOTEL	CITY AND STATE
June 21 and 22	Claypoole	Indianapolis, Ind.
June 23 and 24	Mayfair	St. Louis, Mo.
June 27 and 28	Muehlbach	Kansas City, Mo.
June 29 and 30	Fontenelle	Omaha, Nebr.
July 1 and 2	Ft. Des Moines	Des Moines, Iowa
July 5 and 6	Raddison	Minneapolis, Minn.
July 7 and 8	St. Paul	St. Paul, Minn.
FLYING CIRCUS -- EAST		
DATES	HOTEL	CITY AND STATE
June 21 and 22	Neil House	Columbus, Ohio
June 23 and 24	William Penn	Pittsburgh, Penna.
June 27, 28, 29, 30	New York Office	33 West 42nd St.
July 1 and 2	Sylvania	Philadelphia, Penna.
July 5 and 6	Emerson	Baltimore, Md.
July 7 and 8	New Willard	Washington, D. C.
July 11 and 12	New Byrd	Richmond, Va.

Zoo Opera Over WLW

(Continued from Page 12)

Opera Comique of Paris, as Michael, and Herbert Gould, distinguished basso, who played Zuniga, lieutenant of the regiment, were prominent figures in the opera.

Two regular members of the WLW staff who are singing this summer with the Zoo Opera Company, sang important small roles in "Carmen". They were Louis John Johnen as Morales, a sergeant in Don Jose's regiment, and Lydia Dozier as Frasquita, one of the gypsy girls. Joseph Royer, Tecla Ricert, Natale Cervi, Albert Mahler, and Herman Tappo completed

the principals of the cast.

Conditions Studied.

In presenting the opera over the air, a special study of the Zoo stage was made by electrical experts in order to place the microphones in such a position as to pick up every syllable of the words and every note of the broadcast. At a previous performance of "Carmen", the stage was carefully charted as to the relative positions of the singers during each scene.

The story of the opera was told by Fred Smith, director of WLW, as an explanation of the action that was to follow. The broadcast was sponsored by the R. F. Johnston Paint Company.



Crosley Number At R. M. A. Banquet Heartily Applauded



Mrs. Marjorie Garrigus Smith Plays "Rhapsody in Blue."

It was a great day for Crosley distributors and dealers when Powell Crosley, Jr. consented to furnish music for the banquet of the Radio Manufacturers' Association Trade Show in Chicago from June 13 to 18.

As one of the most accomplished musicians on the WLW programs, and as a pioneer and expert in the art of radio broadcasting, Marjory Garrigus Smith was sent to Chicago by Mr. Crosley to play "Rhapsody in Blue" with an accompanying orchestra under the direction of William J. Kopp, Director of the fifty-piece orchestra of the Cincinnati Zoo.

The banquet program was broadcast by station WMAQ. Marjory Garrigus Smith has been connected with the Crosley Station ever since the time, five years ago, when, as Marjory Garrigus, she played accompaniments at WLW when its power was only fifty watts and studio and transmitter were located in the same room.

When Mrs. Smith played the "Rhapsody" for George Gershwin, the composer, during his concert trip to Cincinnati, he said of her, "She is the only woman I know who plays it in the masculine style."

Because so many mothers wrote to Crosley WLW begging for instruction in First Aid, a series of lessons on the subject is being given during the Crosley Woman's Hour through the courtesy of the Cincinnati and Hamilton County Chapter of the American Red Cross.

Red Cross officials reported to the station that after the first talk had been given from WLW the response from listeners was enormous. The Red Cross headquarters' phones were kept ringing all day with pleased comments, requests for more talks, and questions concerning the First Aid book which was mentioned only once over the air.

Crosley Distributors Pass On Enthusiasm

Read These Letters Just Received

"Performance, Beauty, Stability And Progressiveness"

Gentlemen:

No dealer, regardless of the line of sets he may handle, need wonder, "why is Crosley the foremost manufacturer of radio receiving sets?" Performance, beauty, stability, and progressiveness is the answer to Crosley success and popularity.

The 1928 models are going on record as being the most desirable sets to be had at any cost. Dealers cannot afford to handle any other competitive line, and the only reason for Crosley not furnishing more sets the coming season than any other manufacturer is because the factory cannot supply the demand.

W. E. Titus, RADIO CORPORATION OF KANSAS, Wichita, Kansas.

"Crosley The 'Lindbergh' Of Radio"

Gentlemen:

It is indeed a pleasure for the writer to express his personal enthusiasm together with that of our entire sales organization on Crosley 1927-28 line-up.

We are of the firm belief that Crosley this year is the "LINDBERGH" of radio.

The BANDBOX carries the refined features of a higher price field, which includes the many conveniences and sensitivity with practically perfect reproduction.

On our visit to Chicago we were very much pleased to see the congregation of interested dealers at the Crosley booth. It is our opinion that the BANDBOX was the sensation and should prove to be a wonderful sales item to all those fortunate enough to have a Crosley franchise.

W. B. Turner, CENTRAL AUTO EQUIPMENT COMPANY, Springfield, Illinois.

"Lends Well To Sound Merchandising"

Gentlemen:

It must have been very gratifying to the Crosley organization to see the very splendid reception accorded to your line by visiting jobbers and dealers at the R. M. A. Show in Chicago last week. It certainly fills our organization with unprecedented enthusiasm when we view your line as a whole, picture the merchandising possibility, and realize the tremendous advantage of the advertising plans which will do so much to put Crosley over this year.

Never has it been our privilege to handle any line which lends itself so well to sound merchandising.

It is needless to say that a very splendid and profitable year is before us and that our dealers will be able to cash in on Crosley as they have never been able to do on any line before.

J. F. Connell, Vice Pres.-Treas., KRUSE-CONNELL COMPANY, Indianapolis, Indiana.

"Gates Of Sales Resistance Crashed"

Gentlemen:

The more we think and talk about the Crosley BANDBOX receivers and authorized cabinets, the more enthusiastic we become.

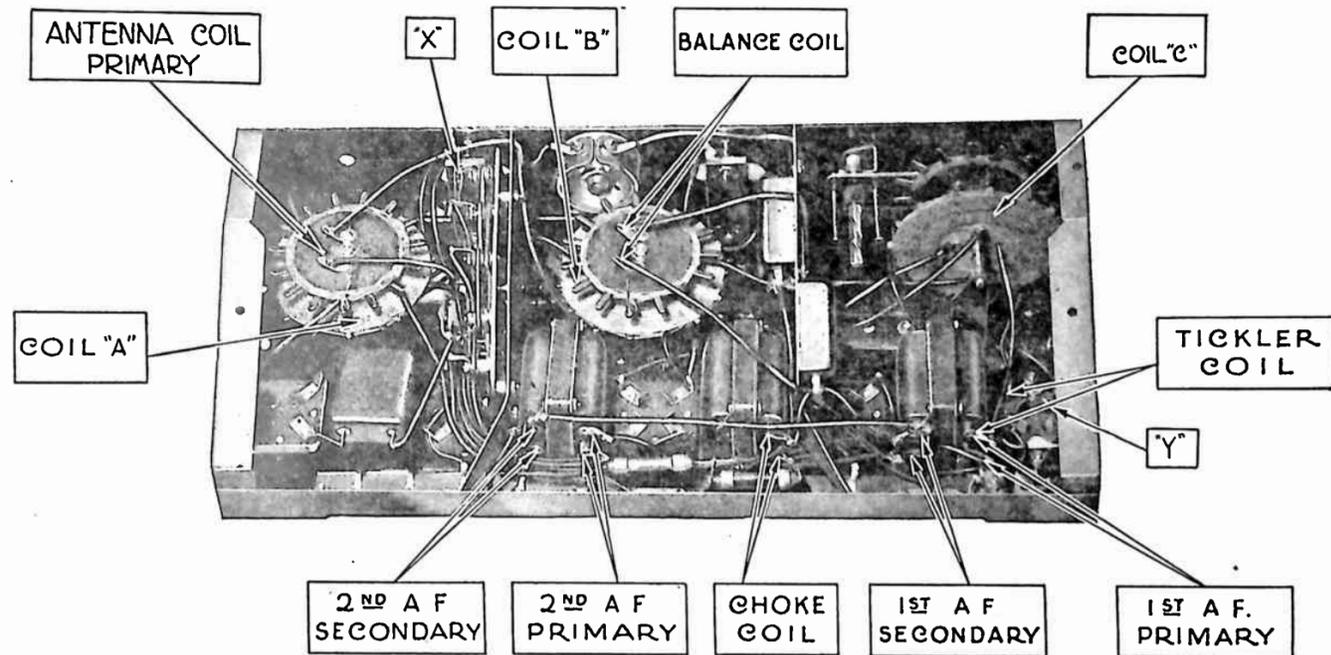
At the Radio Show in Chicago with several of our salesmen in attendance, we received a large volume of dealer orders. To date we have more dealer orders on file than we had in 1926 after our salesmen had been in the field selling the line for thirty days.

The gates of sales resistance have certainly been crashed with the new line of Crosley merchandise.

N. B. Williams, Vice Pres., WILLIAMS HARDWARE COMPANY, Streator, Illinois.



Testing Models AC-7 and AC-7C



Test Chart for Models AC-7 and AC-7C

Testing the Supply Unit

Instructions have been given in a previous article of this series for testing and repairing the A' Supply Unit used with these sets.

Test Equipment

A circuit tester consisting of a pair of headphones in series with a cell of dry "A" battery and a pair of contact points will be found to be a convenient tester for these sets and the supply unit. The usual lamp-bulb tester—consisting of a lamp bulb in series with the electric supply line and a pair of contact clips—may be used for testing R. F. coils, leads, and terminal connections, but will not serve to test choke coils if A. C. current is used, or to test variable condensers.

Antenna Coupling Coil

To test the primary of the antenna coupler coil, touch the contacts of the tester to binding posts SA and LA on the terminal strip. If a click is heard in the headphones, (or if the tester bulb lights), half of the primary coil is demonstrated to be unbroken. To test the other half of the antenna coil primary, touch the circuit tester contacts to terminals "LA" and "GR". The antenna coupler

coil primary is the upper coil of the flat coil assembly at the extreme left of the test chart.

To test the antenna coil secondaries, remove the primary coil from its central support, and the

aries. For a clear understanding of the connection involved, refer to the circuit diagram in the preceding article of this series.

First R. F. Transformer The R. F. transformer between

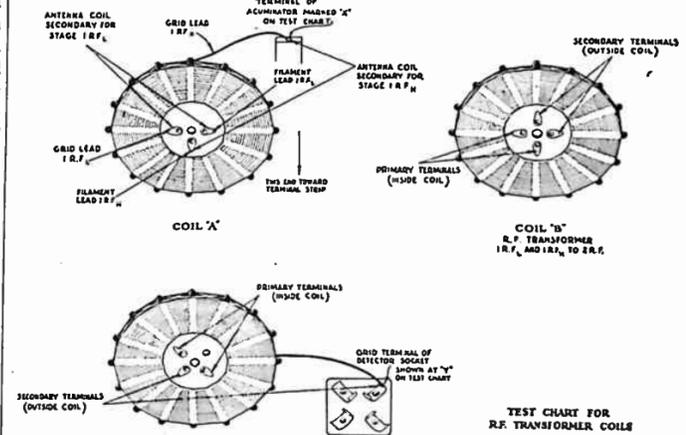
remove the balancing coil from its support, so as to expose the "B" coil. The drawing of coil "B" in the Coil Test Chart shows where to test for both primary and secondary.

The Crescendon

To test the tickler, or movable coil of the Crescendon assembly, touch the tester contacts to the plate contact of the detector socket and the top primary terminal of the first stage audio-transformer, as marked on the Test Chart. The secondary coil of the Crescendon assembly (coil "C") may be tested as shown on the Coil Test Chart in the drawing of "Coil C".

Audio-Frequency Transformers

The audio-frequency transformer terminals are marked on the test chart. These may be tested by the headphone tester. If a bulb tester is used, one may have to rely upon the spark formed at breaking the circuit in order to determine whether the coil is perfect or not, for the A. C. reactance of the transformer coils is so great, especially in the case of transformer coil secondaries, that the tester bulb will often fail to light even if the coil is perfect. However, (Continued on Page 16)



Crosley Distributors Enthuse

Crosley Line Outstanding

Gentlemen:

We can truthfully say that Crosley's new line-up this year is far superior to any on the market we know of, and we think that Crosley's line should be an asset to any dealer or distributor in the United States.

Mr. Savage and I attended the Crosley Convention, also the R. M. A. Show in Chicago this month, and out of all the sets on display, we found Crosley to be the outstanding Radio, and, for your information we have already sold over fifty of the new sets. The quicker you can fill our orders the better it pleases us.

This letter is coming from the bottom of our hearts, and we know Crosley will go over with a bang this year with the new sets you are now producing.

W. W. Slaughter, Sales Mgr.,
The Shield Co. Inc.,
Fort Worth, Texas.

Salesmen Doing Job 100%

Gentlemen:

Our enthusiasm and pep on the Crosley line is going over big.

Our salesmen are doing the job 100%. They are telling their dealers it is a privilege for them to be able to hold the Crosley contract this year, and, that in order to partake of these privileges, they must produce. We find that our boys are doing a mighty fine job on the line, with orders for "ship on arrival of stock".

M. Murphy,
W. M. Dutton & Sons Co.,
Hastings, Nebr.

Crosley Outstanding Line

Gentlemen:

As one of the oldest distributors in Illinois, having attended several of the Crosley Conventions, we are very much impressed with the enthusiasm and interest shown by the distributors at the Convention this year.

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We believe that it is going to be a Crosley year.

C. W. Burress,
National E. & A. Supply Co.,
Peoria, Ill.

"Orders Speak Louder Than Words"

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Enthusiasm is something we have nothing else but.

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Grant Layng,

20th Century Radio Corporation,
Brooklyn, New York.

Testing Models AC-7 and AC-7C

(Continued from Page 15)
a spark will be formed at the junction between the tester terminal and the transformer terminal when this contact is broken if the coil is free from short circuit or open circuits, and this may be used as a basis for judging the condition of the coil.

Variable Condensers

To test the variable condensers, a battery and headphone type of tester must be used. Connect the terminals of the tester to the stationary and moving plates of the condenser, and rotate the condenser plates, while listening for a click in the headphones. If a click is heard, a short-circuit due to touching plates is indicated.

As pointed out in the article on the AC-7C circuit, a short circuit of the first stage tuning condenser will shortcircuit the filament of one of the radio-frequency tubes. If one of the radio-frequency tubes falls to light at certain settings of the station selector, the first-stage tuning condenser should, therefore, immediately be tested.

Resistance Units

The resistance units are shown in the above Test Chart mounted on a triangular panel just to the right of the antenna coil. In more recent production models of these sets the resistance units are mounted beside the terminal strip. To test these units, simply touch the tester contacts to the two ends of each unit individually. If a bad unit is found, it may be identified by tracing out the circuit in conjunction with the circuit diagrams in the preceding article. To mark the terminal ends of each of these units in the above chart would needlessly complicate the drawing.

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SECURITIES

Or Own Some About Which You
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Is At Your Service

WESTHEIMER & CO.

MEMBERS OF—
THE CINCINNATI STOCK EXCHANGE
THE NEW YORK STOCK EXCHANGE

Telephone: Main 567

326 WALNUT STREET

Crosley Line Talk of The Chicago Show

(Continued from Page 1)
the 1927-28 season can well be proud. This is a Crosley year. Crosley merchandise has been stacked against merchandise of the other companies and has not only stood the test, but stood way out ahead.

Now it's all up to you. You are handling the fastest selling line on the market today. As one distributor puts it—"When it comes to Radio sets putting money in the bank, 'You're There With A Crosley'".

The Tennessee Legislature is considering a bill which would tax all radio dealers in the state. The amount of tax per dealer would vary according to the size of the dealer's town, from \$10 for a town of 20,000 to \$75 for a city of 100,000 or more inhabitants.

TUNE IN!

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Financial News.
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The FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio

CROSLY LOWAVE

Fast Seller During

1927-28 Season



LOWAVE ADAPTS ANY BROADCAST RECEIVER
TO BRING IN SHORT WAVE STATIONS

WLW and other stations are broadcasting simultaneously with their regular program on low wave lengths below 80 meters. As low wave reception is free from static, it affords great distance increases, improves daylight reception and opens a NEW FIELD for RECEIVING SETS. This receiver is designed so that by changing coils wave lengths from 20 to 80 meters are covered. Using three 201-A tubes or their equivalent it picks up short waves and translates their frequencies to one within the band of your present broadcasting receiver. Utilizes same "A" battery as is used on regular set.

CROSLY RADIO
"You're there with a Crosley."

Crosley Distribu- tors Enthuse

Crosley Line Outstanding

Gentlemen:

We can truthfully say that Crosley's new line-up this year is far superior to any on the market we know of, and we think that Crosley's line should be an asset to any dealer or distributor in the United States.

Mr. Savage and I attended the Crosley Convention, also the R. M. A. Show in Chicago this month, and out of all the sets on display, we found Crosley to be the outstanding Radio, and, for your information we have already sold over fifty of the new sets. The quicker you can fill our orders the better it pleases us.

This letter is coming from the bottom of our hearts, and we know Crosley will go over with a bang this year with the new sets you are now producing.

W. W. Slaughter, Sales Mgr.,
The Shield Co. Inc.,
Fort Worth, Texas.

Salesmen Doing Job 100%

Gentlemen:

Our enthusiasm and pep on the Crosley line is going over big.

Our salesmen are doing the job 100%. They are telling their dealers it is a privilege for them to be able to hold the Crosley contract this year, and, that in order to partake of these privileges, they must produce. We find that our boys are doing a mighty fine job on the line, with orders for "ship on arrival of stock".

M. Murphy,
W. M. Dutton & Sons Co.,
Hastings, Nebr.

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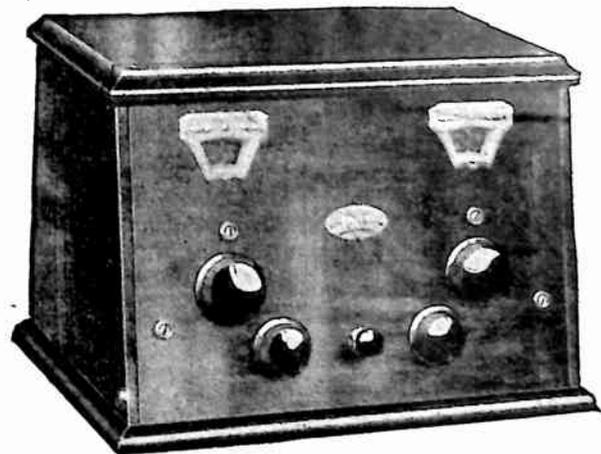
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