

THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOL. VI

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NO. XII

Production Two Months Ahead Of Last Year

Shipments Increasing Daily --Orders Pouring In

The Crosley plant has become a great beehive of activity. The Crosley Model No. 601 Bandbox and Musicones have now been in production for some time.

Daily Crosley production is increasing. Increasing with a speed and a momentum that is nothing short of astonishing.

When Powel Crosley, Jr., started to prepare for the 1927-28 radio season, he not only arranged to have the greatest line of merchandise ever offered, but perfected plans to turn this merchandise out in a quantity production hitherto thought absolutely impossible.

Nothing Left Undone

At a vast expenditure of hundred thousands of dollars, the three Crosley factories were equipped with every conceivable piece of machinery necessary to produce the new line of Crosley merchandise. Nothing was left undone. No expense was spared. Machinery of every description was installed. A marvelous system of automatic conveyors connecting every department of the entire plant has been put in place assuring efficiency and maximum accomplishment.

Now all this machinery is doing its work. The new Crosley merchandise is being manufactured and every day Mr. Crosley's wisdom in installing these modern production methods is being further demonstrated.

Has Jump On Past Years

Already Crosley production is two months ahead of any previous year. Samples of the Crosley Bandbox and other Crosley merchandise are now in the hands of every Crosley distributor. Quantity shipments have already started. Daily production is fast reaching a schedule whereby even larger quantity shipments can be made to distributors everywhere.

Just a word as to how these shipments are being made to our distributors. Our orders are in such tremendously large quantities that even though production is now two months ahead of any previous year, it is possible, at this time to only

Flying Sales Manager Sherwin Acts As Doctor In Stork Flight Crosley Stork Finishes Strong



Much good publicity for Distributors and Dealers was gained by the flight of the Crosley Stork. In this picture Sales Manager Sherwin is posing as a doctor with two nurses delivering the new Crosley baby, the 6-tube Bandbox, to expectant Crosley Distributors and Dealers.

ship a small fraction of the orders on hand for immediate delivery. It is necessary, therefore in due fairness to all distributors, that we ship on a pro-rata basis of scheduled allotments in proportion to total number of order specifications each distributor has on file with us.

Dealers Place Orders Now

It is anticipated that Crosley distributors will pro-rate the orders which they receive from their dealers in proportion to the total specifications received by them.

Thus the dealers who have placed the largest orders for immediate shipment are certain to receive the advantage from their distributor on early deliveries.

Place your specifications for Bandbox receivers and other Crosley merchandise immediately. Let your distributor know the quantities which you will need for immediate shipment. Your distributor can then protect your interest by placing orders for immediate shipment in quantities large enough to

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Enthusiasm Left In Wake Of Bandbox Showing

Despite the handicap resulting from being forced down in a severe fog and rain storm in Massachusetts, the Crosley Stork finished the National Air Tour "in the money" and with the sixth highest score. With the other planes entered in the tour, it alighted safely at Ford airport, Detroit, in the midst of a driving storm of wind, rain and hail, on July 12.

Triumphant Procession

The tour of the Stork around the country in which stops were made at twenty-four cities, was in the nature of a triumphant procession, so far as the Bandbox is concerned. This was made possible by the hearty cooperation of distributors at the airports where the Bandbox was exhibited. Many dealers were on hand at each airport and manifested great enthusiasm over the new receiving set.

The Crosley Stork left Detroit on June 27 at the beginning of the tour, carrying the president, Powel Crosley, Jr., and Harry E. Sherwin, general sales manager. Mr. Crosley left the plane at Buffalo and Mr. Sherwin continued as a passenger through the entire tour.

Airmanship Saves Plane

The most eventful feature of the journey was the flight between Schenectady, New York and Boston, Massachusetts. While flying over the Berkshire Mountains, rain and a dense fog were encountered. It was impossible for the pilot to see the ground and get his bearings. A landing was finally made at the side of Wauchusett mountain near Athol, Massachusetts. Mr. Sherwin stated that it was only due to the excellent airmanship of John Paul Riddle, the pilot, that trouble was averted. The plane joined the others at Boston on the following morning.

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Musicones for Outdoor Radio



On the Veranda



On the Lawn



In the Boys' Camp



At Lawn Parties



At the Tourist Camp



Big Demand for Musicones During Summer Months

Do not overlook the special appeal which the Musicones have during the summer months. Everyone lives out of doors and take their radio right along with them. Just a few uses to which the Musicone is put to during the summer months are shown on this page. They depict the money-making possibilities of the Crosley Musicone. Sell the Musicone with an extension cord. When this is done you will sell Musicones to many who otherwise would not buy.

Ultra Musicone \$ 9.75

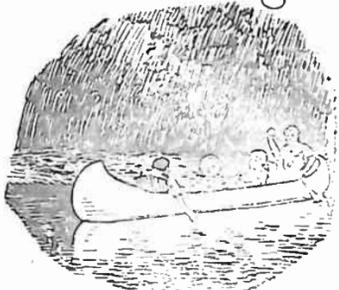
Super Musicone \$12.75

Tilt-Table Musicone \$27.50

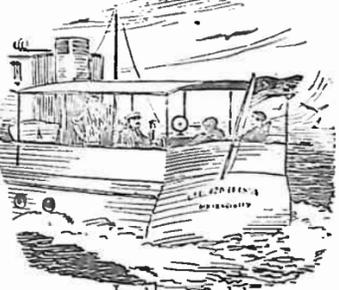
THE CROSELY RADIO CORPORATION, Cincinnati.



At the Summer Cottage



On the Canoe



In the Yacht



At Fishing Camps



At the Golf Club

Crosley Advertising Campaign Launched

Advertising The Most Irresistible, The Most Powerful Force In Modern Business--
Crosley Advertising Insures Maximum Sales

Powel Crosley, Jr., is leaving nothing undone this year in the great Crosley merchandising scheme of things to place Crosley products in the position of leadership during the 1927-28 radio season. Mr. Crosley is a firm believer in advertising. The fact is he is a recognized authority on the principles and technique of the advertising art.

Crosley Believes in Advertising

Recognizing that advertising is the greatest single force in modern business, Powel Crosley, Jr., has planned for this coming season the most gigantic and powerful advertising campaign yet launched by this company.

To make this advertising campaign possible, an advertising appropriation, even a great deal larger than that of previous years, has been set aside. Outstanding advertising experts have been brought into consultation to insure that every Crosley advertising dollar shall produce the maximum of results in furthering Crosley sales.

Preliminary Work Completed

All the preliminary work in launching the great campaign has been completed. The underlying theme for Crosley advertising this year, is to be built around the slogan and theme, "You're there with a Crosley."

But Crosley advertising has reached far beyond this stage. The complete advertising plan for the year has been decided upon. Publication schedules are complete. Advertisements are now appearing and shortly the campaign will break in full force.

Crosley advertising campaign this year will cover all the various types of advertising. A powerful campaign will be launched in the leading national publications including the Saturday Evening Post, the Literary Digest, Country Gentlemen and others of like nature. In addition to this the great lineup of farm papers, newspapers, etc., has been planned.

A large portion of our advertising appropriation is being reserved for local newspaper advertising in cooperation with Crosley dealers everywhere. Definite plans are now being worked out. Full particulars will be announced at a later date.

Window Displays In Work

However, Crosley advertising does not stop here. Dealer helps, including window display, counter displays, literature, to hand out to prospective buyers--All this is being prepared. When you realize the care and pains taking work which has been put into Crosley

Bandbox Performance Wonderful

Distributors Testing Samples--Reports Enthusiastic

"Crosley, you're there with the Bandbox!" This is the sentiment of Crosley distributors everywhere who have tested out the performance of the Crosley Bandbox.

There was no doubt from the appearance and mechanical construction of the Crosley Bandbox that it was destined to be the outstanding

radio for the coming season. It remained, however, for each distributor to actually put the Crosley Bandbox to the test and try out its ability to pull in the programs.

Now Crosley distributors have all had the opportunity to make these tests and words can hardly express their enthusiasm. The Crosley

Powel Crosley, Jr., Greets Plane On Its Arrival At Cincinnati



advertising, you will agree that Crosley advertising in every way measures up to the standard of quality and performance simplified in Crosley merchandise for the coming year.

Nothing is being left undone which will aid and help the distributors and dealers to make this an outstanding Crosley year.

Progress Fast

Seemingly the wheels are moving slowly. Yet if you were to be on the inside and see the speed with which the complete Crosley advertising line up is progressing, you would wonder at what is being done.

In just a few weeks now the complete line up of Crosley advertising will be made known to all of you. You will then be furnished with all the helps, literature, advertising and mats that you possibly need to do a good merchandise job in your community.

Just remember that Powel Crosley, Jr., believes in advertising. He believes in co-operation with his dealers and distributors everywhere and that everything in the power of the Crosley organization will be done to cooperate with you in furthering Crosley sales.

Tie In With Crosley Advertising

When the time comes be ready to fall in line with Crosley advertising plans. Tie in with the Crosley national advertising by using all the literature and dealer helps furnished to you. Watch the columns of the Broadcaster closely for all announcements.

Just as fast as material is available it will be announced through the columns of The Crosley Broadcaster. This publication will be your merchandising aid in helping you to increase your Crosley sales. Make use of it, read it carefully and carry out the suggestions it makes.

Bandbox is there with the goods. There is no shadow of a doubt about this.

Every Bandbox placed in the homes of your community will act as an advertisement more powerful and more irresistible than any money can buy you in advertising space in local papers.

Repeat Orders Assured

Crosley performance assures for you repeat orders. A number of distributors have reported that as soon as they received their sample they called together all their salesmen for a demonstration.

In every case the performance of the Crosley Bandbox far exceeded the fondest expectations. Radio receivers many times the cost of the Bandbox have been placed alongside and the Bandbox has outperformed them.

"Bandbox Wonderful"

Here is but a sample of a telegram received: "Just hooked up our first Crosley Bandbox and among several distant stations we tuned in WLW. This is a wonderful Bandbox." Another states: "Bandbox indicates banner year." Still another: "You're there with the Bandbox," and so they go.

In the next issue of the Crosley Broadcaster, extracts from all the letters received from Crosley distributors concerning the performance of the Bandbox will be published. However, as enthusiastic and as impressive as these letters are, make it a point to at your first opportunity to put the Bandbox to a test yourself.

Try Out The Bandbox

The surest way to overflow with enthusiasm is to hook up the Bandbox, and let it entertain you with the countless programs on the air. The quality of tone, the marvelous selectivity and the ease of performance are certain to convince you without a shadow of doubt that the year ahead of you is the greatest you have ever faced.

Now don't believe everything you see in print. Try out the Crosley Bandbox performance yourself. Put a Bandbox to the test at the very first opportunity. Your enthusiasm will immediately reach a high pitch.

Crosley Stork Finishes Strong

(Continued from Page 1)

More Next Issue

At the time of going to press, such information is not available to tell of the enthusiastic receptions afforded the Stork at the various cities. This will be described with photographs in a later issue. The Stork idea elicited much comment on the part of the press, as well as from those who attended the receptions at the airports. In some of the cities, attractive nurses were on ground and posed for photographs with the "infant" Bandbox.

THE CROSELY BROADCASTER

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. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

Editorials

Crosley Landslide Started

The Crosley Bandbox has started a great sales landslide. The first rumblings were heard at the Crosley Distributors' Convention. Others were manifest at the Chicago R. M. A. Trade Show.

These rumblings are every day growing louder and the greatest sales landslide in Crosley history is now an absolute certainty.

Conditions must be just right to start a good, lively, irresistible, unstoppable landslide. All necessary elements must be at work to start the hillside rolling and develop into a perfect landslide.

So with the Crosley line-up for 1927-28 sales season. All preliminary elements have perfectly played their part. Crosley engineers have created and designed the Crosley Bandbox, which due to the strong patent position which Crosley holds, is the master piece of radio receivers for 1927-28.

Crosley distributors have all received their samples of the Crosley Bandbox. Shipments are now going out in daily increasing quantities. Distributors are already placing Bandboxes with Crosley dealers and dealers are rapidly putting them on display.

Distributor and dealer enthusiasm is at work preparing the way for record sales of the Bandbox.

Yes, all the elements necessary for a great Crosley sales landslide are at work. Only one thing is needed to change the great rumbling into a mighty roar, growing in volume and intensity until the entire country will hear and feel the reverberations and effects of the greatest Crosley sales landslide in history.

This touch which is needed to set

Crosley sales rolling is Crosley advertising.

In just a few days now the greatest advertising campaign in Crosley history will be launched. Trade papers and fan papers are running the opening announcement of the new Crosley line. This will be quickly followed by spreads in the Saturday Evening Post, Literary Digest, Liberty Magazine, Country Gentlemen and a score of other nationally known publications. This will be closely tied up with window displays, billboards and all other allied forms of advertising.

When this advertising campaign breaks, the great Crosley sales landslide will start in full force. Every Crosley dealer and distributor who is ready to go will reap in the benefits of this gigantic sales landslide.

There's no disputing it, the Crosley sales landslide of this year is inevitable. Crosley sales will reach a point heretofore not even dreamed of.

Crosley production is right now daily increasing and will keep abreast of sales. Now it is up to Crosley dealers to get out and get in the path of the full sweep of the Crosley sales landslide and a most profitable season is a certainty.

Break your past sales records—double your last year's business. Yes, triple it.

Crosley production will keep abreast of you. The Crosley plant is prepared. Every department is keyed up to handle record breaking business. Are you ready to get your share of the profits? Will you be ready to go full speed ahead when the great Crosley landslide starts? These are questions which you must face now and face squarely. To him who is ready, the profits with Crosley this year are unlimited.

"You're There With A Crosley"

"You're there with a Crosley" is the slogan which has been chosen as the theme for Crosley advertising during the 1927-28 season. This slogan has passed, with flying colors, the preliminary tests. It has been received with enthusiasm by Crosley distributors and dealers alike.

That this slogan is destined to become famous during this radio season is an absolute certainty.

In the first place "You're there with a Crosley" has all the markings and qualities needed to make it a slogan famous. "You're there with a Crosley" has a real meaning.

This meaning goes deeper than a slang expression. Of course, any one who owns a Crosley radio this year will be right THERE, in a slang sense. That interpretation of the slogan is bound to be used. That is well and good.

The real meaning of the slogan, however, is far above any slang expression. This meaning is best ex-

plained by the little phrase on the Bandbox circular, and to be found in our advertising, "When the gong rings for the big fight—When the famous director lifts his baton—When Babe Ruth steps to the plate and the score is tied, "You're there with a Crosley." And you are there. You hear and feel what is happening as if you were really there.

Then too, the greatest advertising campaign which Crosley has ever launched will play its part to make "You're there with a Crosley" the outstanding slogan in the radio field this year.

Constant repetition and constant hammering away on the one phrase will print indelibly on every lip, "You're there with a Crosley."

The possibilities of this slogan have already been demonstrated. Crosley distributors in their letters to us have in various ways played upon it. One distributor wrote "When it comes to money in the bank, 'You're there with a Crosley.'" Another wrote, "When there are radio sets to be sold this year, our salesmen will be there with a Crosley." And there are many others of like nature which have been received.

The test of the pudding is in the eating, and of course, the test of the Crosley slogan, "You're there with a Crosley" will be made by the reaction of the public at large. The reception which it has received from the Crosley trade, is, however, an indication that it will be taken up enthusiastically by the public.

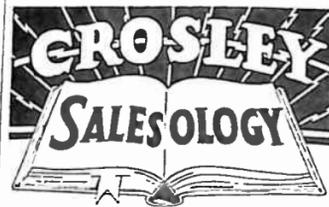
Do your part to help spread the fame of this slogan, "You're there with a Crosley." Reproduce it in all your advertising—do your part through word of mouth to spread its fame.

All Crosley advertising for 1927-28 will be tied around this theme. "You're there with a Crosley" will be featured in numerous and effective ways. The effectiveness of this advertising will shortly be seen. The great Crosley advertising campaign is now making its appearance in leading publications everywhere. Crosley dealers, who are on the job, are certain to get the beneficial results from this great Crosley advertising campaign.

Revise Mail Lists

Get Postmaster To Help You Save Money

The postmasters are required to co-operate in revising mailing lists. Paragraph 2, section 508, Postal Laws and Regulations, requires that this service be rendered at a cost of 65c per hour. A poor mailing list is a needless expense, makes a poor impression on the prospect, defeats the very purpose for which it is intended. Have it corrected. Your postmaster will help you.



The trump card in selling an automobile is to get the prospect at the wheel. The trump card in selling a radio is to get the prospect at the tuning dial. Let him operate the set for himself. Show him how simple it is to tune in stations, even when he has had no previous experience.

Take advantage of your chance to make a strong appeal to the ladies, with the new furniture models in the Crosley line. The men of the house may be primarily interested in performance, but the lady is just as much impressed with appearance. It is extremely important in your showrooms to choose the proper setting for your furniture models so that they are shown to best advantage.

Now is a good time to go after more business from old customers. Every radio fan who owns a set two or three years old is a prospect for an up-to-date model. Those who have battery-operated radios will be interested in the new sets for socket power operation. Arranging a demonstration with old customers is not difficult. And it pays in actual sales.

Quiet operation is a sales point that Crosley dealers can dwell on with the new line-up. Every precaution has been taken in the new Crosley Radios to insure quiet operation. The circuits are balanced by the most approved methods. Every set is tested several times to see that the balancing is correct. Very elaborate shielding methods are being used to prevent different parts of the circuit from interacting with each other. Let your prospect take a look at the inner works of the set, and explain to him that the highly-developed shielding stands for quiet operation.

That "a satisfied customer is your best advertisement" is an old saying, but it certainly applies to radio. Enthusiastic radio fans have no hesitancy in telling their neighbors about the wonderful performance of their sets. Be sure that your customers are enthusiasts for Crosley. See that their sets are installed right and that they are kept in good operating condition.

WLW Artists' Bureau Signs Prominent Artists



Powel Crosley, Jr., Signs E. Heermann and Lydia Dozier

The photograph above is ample proof that the WLW Artists' Bureau, recently organized, has only the brightest future. Further assurance to Powel Crosley, Jr. President of The Crosley Radio Corporation and the WLW studio directors, of the artists' interest and pledged cooperation, is evident in the signing of the first contracts by two of this station's most prominent artists.

Mr. Crosley is seen accepting the agreements from Emil Heermann, concert-master of the Cincinnati Symphony Orchestra and representative of the Heermann trio, and Lydia Dozier, coloratura soprano, whose work at the studio as well as in the Zoo Opera Company, has won for her deserved recognition.

Bandbox Outclasses Competitors

Impossible To Describe Surprise and Amazement When We Tuned On The Bandbox

The Crosley Radio Corp.
Dear Sir:

We received our sample of the Crosley Bandbox yesterday and immediately put it "on the air" at our regular Thursday sales meeting. As a basis of comparison we had several other makes of radio receivers hooked up, which represented the finest radio receivers built today.

We hardly dared to hope that the Bandbox would perform along with these other more expensive sets, that ranged in price from \$135.00 to \$250.00.

It would be impossible to describe our surprise and amazement when we tuned on the Bandbox. It completely outclassed and outperformed every one of its competitors.

We were able to log twice as many stations on the Crosley as on any other sets. In tone, quality, selectivity, distance, or volume it was superb and we conscientiously think that it is superior to any receiver we have ever heard and we won't even bar any of the eight and ten tube sets on the market.

Our salesmen who were present could not restrain their enthusiasm and almost fought with one another to get a chance to tune the Bandbox.

After hearing the performance of the Bandbox and knowing the enthusiasm of our salesmen we cannot help but feel that our prospects for the future are very, very bright.

Yours truly,
SCHUSTER ELECTRIC COMPANY,
Per John G. Schuster.



POWEL CROSELY JR.

Powel Crosley Jr.
TALKS TO the TRADE

There is a hum of activity around the plant here that sounds like a strain of sweet music to everyone interested in the Crosley outlook for the 1927-28 radio season. I wish you could all make a visit and hear this music for yourself.

Production is two months ahead of previous years, and daily it is increasing. Soon the hundreds of sets which are going out every day will grow into thousands of sets.

Orders—orders—orders. Never before have we received such a volume of orders from Crosley distributors so early in the season. There can be only one interpretation to the great flood of orders which are coming in every mail—Crosley distributors are determined not to be caught napping when the great rush starts.

At the speed with which the Bandbox Model 601 and Musicones are being shipped out, and the daily increase in shipments, we know that shipments will make a strike to keep abreast of orders, tho we realize that we will not be able to fully meet the tremendous demand until late in the season.

I want to urge all Crosley authorized dealers to place their specifications immediately with their distributors, so that they can get their full share of the shipments which are now being made from our Shipping Department. Right at this time we are only able to make shipments for a pro-rata amount of the orders which the distributors have on hand. It is only natural that distributors will, in turn, pro-rate the shipments which they make to dealers.

The surest way to insure early delivery of 1927-28 models is to give your distributor your specifications immediately.

The sales outlook for an early start in the 1927-28 season is most promising. There is every reason why Crosley dealers should, this year, get a flying start into the radio season. Put the Bandbox on display immediately.

Our national advertising campaign has now started. This campaign is greater and much more far reaching in its amplitude than any advertising campaign yet launched by this company. Very soon you will be furnished with circulars, window displays, streamers, counter displays, and dealer aids of all kinds. All this is bound to create such a tremendous demand for the Crosley Bandbox and Crosley Musicones, that the dealers who are prepared to meet this demand will immediately start to enjoy their most prosperous season.

The handwriting is on the wall. Its interpretation is plain to distributors and dealers who have made a careful study of the outlook for the coming season. All interpret it alike.

"This Is A Crosley Year."

Powel Crosley Jr.

Crosley Franchise Most Valuable This Season

Gentlemen:

The Crosley line was far in advance of anything on the Chicago Show.

We predict the best year ever for all jobbers and dealers. Crosley franchise will be the most valuable this season.

Wm. H. Anthony, Jr.,
DOUBLEDAY-HILL ELECTRIC CO.
Washington, D. C.

Intimate Picture of Two Crosley Dealers

Is There A Summer Slump In Radio Sales? Mr. I. Wish, Says There Is, Mr. I. Will, Says There Is Not. Who Is Right?

"Say, Old Man, summer slump sure has the radio business by the neck. Gee! I'm tired just sitting around. I wish some customers would walk in."

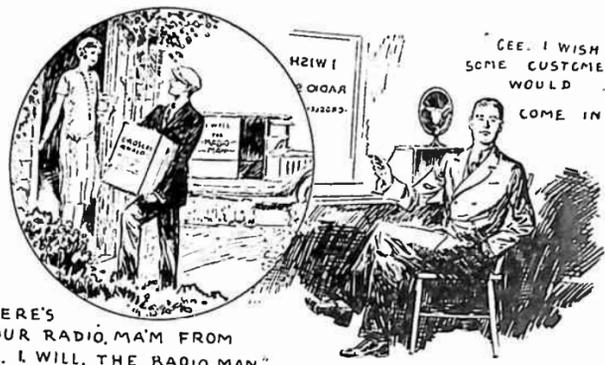
The above words were spoken by Mr. I. Wish, of the I. Wish Radio Store to his partner. Both men were comfortably seated in their store patiently waiting for business to materialize. A customer would walk in once in a while, but compared to the great rush of the winter months, business was sure rotten.

The I. Wish Radio Store is one of the most attractive up-to-date stores in the country around Centerville. The progressive attitude of Mr. I. Wish is displayed by the fact that he is an enthusiastic Crosley Booster. During the rush of the radio season his store is busy from morning to night taking care of the great stream of trade constantly pouring in. No store in that western town, not even that owned and operated by Mr. I. Will, the other Crosley dealer, does a bigger business.

No, you can't find a busier place than the establishment of Mr. I. Wish, in the height of the radio season when every radio store in the country is busy when trade just naturally walks in and it is all the dealer can do to handle it. Now, however, the summer days have rolled around and Mr. I. Wish hasn't changed his sales methods. He is still handling only that business which comes into his store. As a result he is wishing for business.

Before we are thoroughly convinced that the summer sales slump has taken possession of the entire radio world, let us visit the other radio store in that little western town operated by Mr. I. Will, the Go-Getter Radio Man. In examining the outer and interior displays of the I. Will Radio Store, we find just about the same kind of store as that operated by Mr. I. Wish. It is no more attractive, merchandise is no better displayed. It is just another up to date aggressive store. But wait a minute, we do notice a difference. Mr. I. Will is talking with a customer and we can't help hearing the conversation.

"You know, Mr. I. Will, I have done quite a bit of thinking since you called around at my home the other evening. You are entirely right. There is no need for me to put off buying a new radio receiver until next Fall. After talking it over with my husband I have decided to buy the new Crosley Bandbox right away." "That's fine, Mrs. Brown," replied Mr. I. Will. "I have called around on a good many



HERE'S YOUR RADIO, MAM FROM MR. I. WILL, THE RADIO MAN

homes in this community, and that is just what all the good people are saying. The Smiths and the Jones right in your neighborhood are now having me install the Crosley Bandbox. There is so much good radio entertainment on the air during the summer time that you miss too much if you don't keep tuned in all summer."

Now there was a little more conversation between Mr. I. Will and his customer, but it all resulted in Mrs. Brown putting her name on the dotted line and Mr. I. Will promising to bring around the set that evening and install it. From this conversation we are lead to believe that Mr. I. Will has a different viewpoint towards Summer Sales than the other Crosley dealer, Mr. I. Wish. Just to see what he thinks about it we will ask him a few questions. Let's go. "How are things with you, Mr. I. Will? Where's Old Man Summer Slump?"

"Summer Slump?" answered Mr. I. Will. "Say, I haven't the time to know that such an animal exists. I am very busy from morning to night, installing and demonstrating Crosley Radio Receivers, servicing the sets that I have out in the community, and supplying my customers with radio accessories. When I am not talking to customers here in the store, I am out in their homes interesting them in the new Crosley line of apparatus."

"This is what I have found out," he continued, "there is just as much business to be had in the summer time as in any other season of the year, only you must go after it in a little different way. Prospects won't come in to you, you must go out and see them. I am selling the good people here on the idea of buying their new radio receiver now and not waiting until Fall. With me the 1927-28 radio season has started—it is wide open and business is going fine. Sum-

mer Slump! Say that is a good one."

Two Types Of Radio Dealers

"Say that's only a story," pipes up a "Broadcaster" reader. But this story, giving us an intimate picture of two radio dealers, is a pretty accurate cross section of conditions in the radio retail work right now.

There are two kinds of radio dealers in selling radio instruments and accessories today. The one type takes care of all the business that comes into his store, but makes no effort to go after business which does not come to him. The other type of dealer handles the business that comes to him, and when it stops coming goes out after business. To the first type, the Summer Season offers an opportunity to get out into the homes of the community and get thoroughly acquainted with everyone, and continue selling radio receivers and equipment.

Selling radio is in many ways a very peculiar business. During the Fall and Winter months business rushes into the radio retail store. The progressive dealer has little time to get out after business. He is too busy taking care of the business that comes right to him. When the warm weather months arrive, however, conditions change entirely. Interesting, lively programs keep the radio in use all summer long. It is a fact, however, that during the summer months the business that walks into the radio store is greatly diminished. People do not walk in the radio store and say, "I want to buy a radio receiver." Many dealers interpret this condition to mean that there is no opportunity to sell radio during the summer season. Just like Mr. I. Wish of the I. Wish Radio Store, they sit back and wait for business to come to them. There are many I. Wish radio dealers in the radio field. They will never sell much radio apparatus during the summer months. For them

there will always be a summer slump. There are, however, thousands of I. Will radio men who are going out after Summer business, who are actually landing it.

The time when the radio dealer had to close down his business in the Spring, and open it up again in the Fall has passed. Radio has become an all year round necessity. The hundreds of uses which radio is put to in the summer time, the multitude of fine entertaining programs being broadcast in the warm weather months is giving the radio dealer an opportunity to do an ever increasing business during the summer time. This summer, Crosley dealers in every part of the country will do a big business. Their business, however, will depend entirely on the progressive ideas—the go-after-it spirit which the dealer puts into use.

The business is there, and the Crosley dealer who goes out after it—who makes actual calls in the homes of the community—will get that business.

The radio season of 1927-28 will be wide open for the Crosley dealer in a few days after the Crosley Distributors' Convention, June 8th and 9th. The season will be wide open to the entire Radio World, after the Chicago Trade Show, which will take place the week of June 13. This year Crosley dealers everywhere will have the jump on every one. Get ready to enjoy your share of the big profit. Prepare to rush on the new Crosley line 100 per cent. This business is awaiting you. The Radio Summer Slump is a thing of the past, when I. Will radio dealers get out and work.

Takes AC-7 On Vacation

Emil Heermann, Famous Artist, Prefers Crosley Sets and Programs

Once there was a postman who packed up his lunch and took a nice long walk whenever he had a vacation.

But the postman wasn't any more "sold" on his job than Emil Heermann, concert master of the Cincinnati Symphony orchestra, and leader of the Heermann Trio which is a regular WLW concert feature. Mr. Heermann recently went to Chetek, Wisconsin, for his vacation. Before he went he arranged to have an AC 7 Crosley radio set sent to him so that he might not miss any of the summer music treats.

Now he writes to Fred Smith, director of WLW to say that he is hearing perfectly each of the nightly broadcasts from the station.

Crosley Distributors Enthuse

"Three Times Last Year's Business"

Gentlemen:

When we came back from the Crosley jobbers' meeting at Cincinnati, we thought that Crosley line this year would certainly have anything beat that we ever saw, but we restrained ourselves a little bit until after attending the R. M. A. Show at Chicago. Now, however, there is no doubt left in our minds whatever that the Crosley line is the most attractive from every standpoint that there is in the entire radio field this year, and we are looking forward to doing at least three times the business on Crosley line that we did last year, and we did a pretty good job last year. We compared prices and appearance with what we consider our biggest competitor, and find that Crosley outclasses them every way.

It is apparent that the dealers feel the same way about it because we are getting applications for the Crosley franchise at the rate of five or six a day, where last year at this time there was no interest in radio sets whatever. This is an absolutely sure indication the way dealers are taking to the Crosley line regardless of what we ourselves think about it.

Just give us plenty of sets and we will show you some real business this year.

H. W. Lang,
FORT WAYNE IRON STORE COMPANY,
Fort Wayne, Indiana.

Every Obstacle For Volume Of Sales Removed

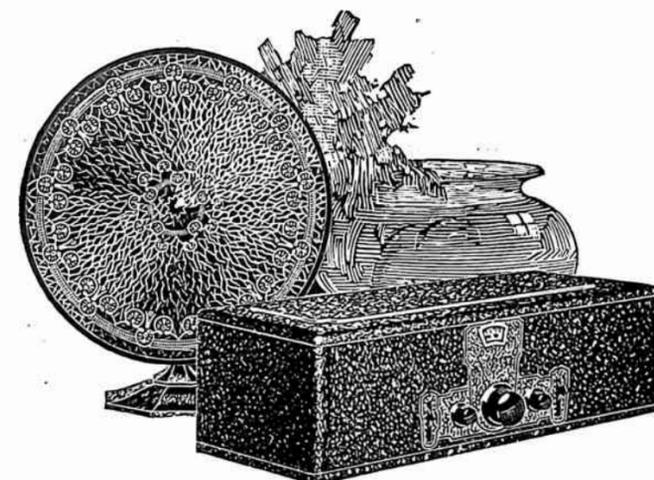
Gentlemen:

We wish to express the wonderful enthusiasm of our entire organization for the Crosley line for the season 1927-28. We have attended the R. M. A. Radio Show at Chicago and have inspected competitive and higher priced lines of merchandise and it seems to us that every obstacle for volume sales has been removed. In fact, Crosley distributors and dealers should be likened to a large steam roller in their uninterrupted progress over the field of sales for the season 1927-28.

Assuring you of our appreciation of the fact that we are a part of the distributing and sales promotional force for a manufacturer with such a wonderful line of radio receivers, we remain,

L. J. Harris, Sales Manager,
HARRISBURG STANDARD ELECTRIC CORP.,
Harrisburg, Illinois.

TWO COLUMN NEWSPAPER CUT OF BANDBOX

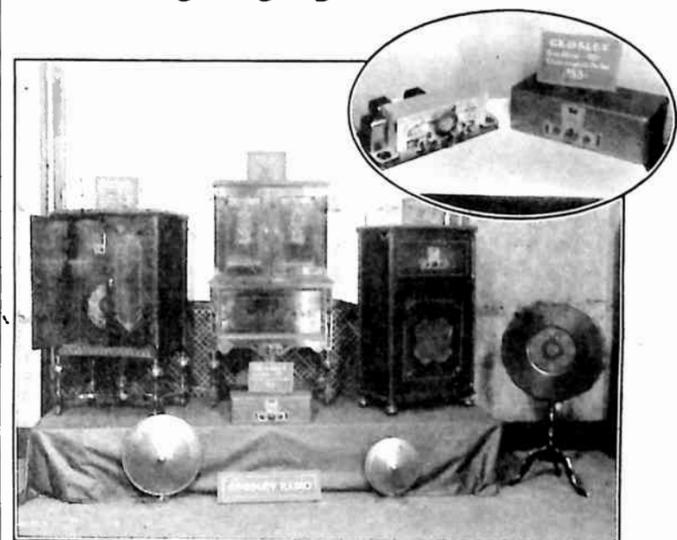


Advertising Cut No. 200

Here's a newspaper cut now available. Order it by number from the

ADVERTISING DEPARTMENT,
THE CROSLY RADIO CORPORATION,
CINCINNATI, OHIO

Crosley Flying Circus Success



New Crosley Line Demonstrated To 12,500 Dealers In Three Weeks

Crosley dealers can, this year, make a flying start into the radio season. This has been made possible through the Crosley Flying Circus, which has just completed a most successful tour of the country.

Starting out, immediately at the close of the R. M. A. Trade Show at Chicago, the Crosley Flying Circus made its sweeping rounds of the country. In just three weeks, approximately 12,500 Crosley dealers were given the complete set-up of Crosley plans for the 1927-28 radio season. The various members of the Crosley line were shown and demonstrated at each point.

Bandbox Makes Hit

The illustrations which accompany this article show a typical set-up in displaying the entire Crosley line. The Crosley Bandbox, of course, received a place of prominence. The shielded features of the Bandbox were conclusively shown by the chassis with the metal cabinet removed.

The arrival of the Crosley Flying Circus at every point found Crosley dealers very enthusiastic. It left them, however, even more enthusiastic than ever before, for the review of the Crosley line-up for the coming season demonstrated conclusively that this is to be an exceedingly profitable year for Crosley dealers everywhere.

Flying Start In New Season

The Crosley Flying Circus has proved a remarkable aid in enabling Crosley dealers everywhere to make a flying start into the coming radio season. With production increasing here at the plant and quantity shipments daily being made in larger quantities, there is nothing to prevent Crosley dealers from making a flying start into the 1927-28 radio season.

The Crosley organization has certainly done its part. Dealers everywhere have had the opportunity to examine the new line of merchandise. What is more, they are now able to put this merchandise right into their shop.

Display the Crosley Bandbox. It is unquestionably destined to be the fastest selling radio receiver on the market this year.

Knock-Out Business This Year With Crosley

Gentlemen:

Chicago Trade Exhibit showed no line with the sales possibilities of Crosley.

This will be a Crosley year—why not, when chassis shows high grade workmanship, including shielded units, everything rigid and high class, and consoles wonderful value in artistic design and real furniture that would grace the finest home?

The dealer who secures a Crosley franchise will do a knock-out business this year.

H. K. Chadwick,
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The trend in radio broadcasting is going to be constantly toward greater power, in the opinion of Commissioner Bellows of the Federal Radio Commission. He stated that this was merely his personal opinion, and should not be taken as the official attitude of the Commission. Bellows believes that the average power of large stations within a few years will be 50 kilowatts, instead of 5 kilowatts, as at present.

Intimate Picture of Two Crosley Dealers

Is There A Summer Slump In Radio Sales? Mr. I. Wish, Says There Is, Mr. I. Will, Says There Is Not. Who Is Right?

"Say, Old Man, summer slump sure has the radio business by the neck. Gee! I'm tired just sitting around. I wish some customers would walk in."

The above words were spoken by Mr. I. Wish, of the I. Wish Radio Store to his partner. Both men were comfortably seated in their store patiently waiting for business to materialize. A customer would walk in once in a while, but compared to the great rush of the winter months, business was sure rotten.

The I. Wish Radio Store is one of the most attractive up-to-date stores in the country around Centerville. The progressive attitude of Mr. I. Wish is displayed by the fact that he is an enthusiastic Crosley Booster. During the rush of the radio season his store is busy from morning to night taking care of the great stream of trade constantly pouring in. No store in that western town, not even that owned and operated by Mr. I. Will, the other Crosley dealer, does a bigger business.

No, you can't find a busier place than the establishment of Mr. I. Wish, in the height of the radio season when every radio store in the country is busy when trade just naturally walks in and it is all the dealer can do to handle it. Now, however, the summer days have rolled around and Mr. I. Wish hasn't changed his sales methods. He is still handling only that business which comes into his store. As a result he is wishing for business.

Before we are thoroughly convinced that the summer sales slump has taken possession of the entire radio world, let us visit the other radio store in that little western town operated by Mr. I. Will, the Go-Getter Radio Man. In examining the outer and interior displays of the I. Will Radio Store, we find just about the same kind of store as that operated by Mr. I. Wish. It is no more attractive, merchandise is no better displayed. It is just another up to date aggressive store. But wait a minute, we do notice a difference. Mr. I. Will is talking with a customer and we can't help hearing the conversation.

"You know, Mr. I. Will, I have done quite a bit of thinking since you called around at my home the other evening. You are entirely right. There is no need for me to put off buying a new radio receiver until next Fall. After talking it over with my husband I have decided to buy the new Crosley Bandbox right away." "That's fine, Mrs. Brown," replied Mr. I. Will. "I have called around on a good many



HERE'S YOUR RADIO, MA'M FROM MR. I. WILL, THE RADIO MAN

homes in this community, and that is just what all the good people are saying. The Smiths and the Jones right in your neighborhood are now having me install the Crosley Bandbox. There is so much good radio entertainment on the air during the summer time that you miss too much if you don't keep tuned in all summer."

Now there was a little more conversation between Mr. I. Will and his customer, but it all resulted in Mrs. Brown putting her name on the dotted line and Mr. I. Will promising to bring around the set that evening and install it. From this conversation we are lead to believe that Mr. I. Will has a different viewpoint towards Summer Sales than the other Crosley dealer, Mr. I. Wish. Just to see what he thinks about it we will ask him a few questions. Let's go.

"How are things with you, Mr. I. Will? Where's Old Man Summer Slump?"

"Summer Slump?" answered Mr. I. Will. "Say, I haven't the time to know that such an animal exists. I am very busy from morning to night, installing and demonstrating Crosley Radio Receivers, servicing the sets that I have out in the community, and supplying my customers with radio accessories. When I am not talking to customers here in the store, I am out in their homes interesting them in the new Crosley line of apparatus."

"This is what I have found out," he continued, "there is just as much business to be had in the summer time as in any other season of the year, only you must go after it in a little different way.

Prospects won't come in to you, you must go out and see them. I am selling the good people here on the idea of buying their new radio receiver now and not waiting until Fall. With me the 1927-28 radio season has started—it is wide open and business is going fine. Sum-

mer Slump! Say that is a good one."

Two Types Of Radio Dealers

"Say that's only a story," pipes up a "Broadcaster" reader. But this story, giving us an intimate picture of two radio dealers, is a pretty accurate cross section of conditions in the radio retail work right now.

There are two kinds of radio dealers in selling radio instruments and accessories today. The one type takes care of all the business that comes into his store, but makes no effort to go after business which does not come to him. The other type of dealer handles the business that comes to him, and when it stops coming goes out after business. To the first type, the Summer Season offers an opportunity to get out into the homes of the community and get thoroughly acquainted with everyone, and continue selling radio receivers and equipment.

Selling radio is in many ways a very peculiar business. During the Fall and Winter months business rushes into the radio retail store. The progressive dealer has little time to get out after business. He is too busy taking care of the business that comes right to him. When the warm weather months arrive, however, conditions change entirely. Interesting, lively programs keep the radio in use all summer long. It is a fact, however, that during the summer months the business that walks into the radio store is greatly diminished. People do not walk in the radio store and say, "I want to buy a radio receiver." Many dealers interpret this condition to mean that there is no opportunity to sell radio during the summer season. Just like Mr. I. Wish of the I. Wish Radio Store, they sit back and wait for business to come to them. There are many I. Wish radio dealers in the radio field. They will never sell much radio apparatus during the summer months. For them

there will always be a summer slump. There are, however, thousands of I. Will radio men who are going out after Summer business, who are actually landing it.

The time when the radio dealer had to close down his business in the Spring, and open it up again in the Fall has passed. Radio has become an all year round necessity. The hundreds of uses which radio is put to in the summer time, the multitude of fine entertaining programs being broadcast in the warm weather months is giving the radio dealer an opportunity to do an ever increasing business during the summer time. This summer, Crosley dealers in every part of the country will do a big business. Their business, however, will depend entirely on the progressive ideas—the go-after-it spirit which the dealer puts into use.

The business is there, and the Crosley dealer who goes out after it—who makes actual calls in the homes of the community—will get that business.

The radio season of 1927-28 will be wide open for the Crosley dealer in a few days after the Crosley Distributors' Convention, June 5th and 9th. The season will be wide open to the entire Radio World, after the Chicago Trade Show, which will take place the week of June 13. This year Crosley dealers everywhere will have the jump on every one. Get ready to enjoy your share of the big profit. Prepare to rush on the new Crosley line 100 per cent. This business is awaiting you. The Radio Summer Slump is a thing of the past, when I. Will radio dealers get out and work.

Takes AC-7 On Vacation

Emil Heermann, Famous Artist, Prefers Crosley Sets and Programs

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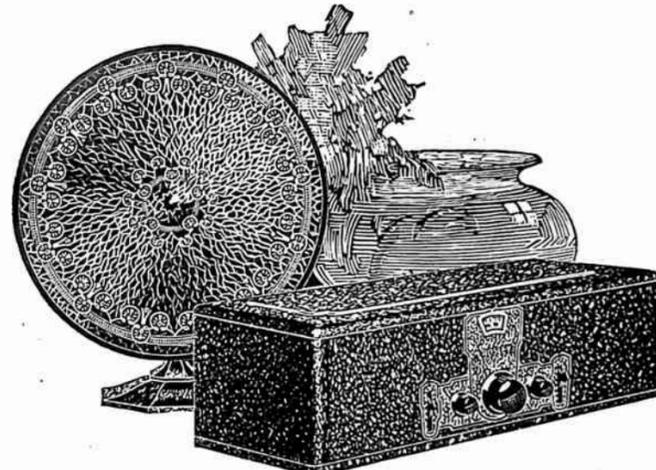
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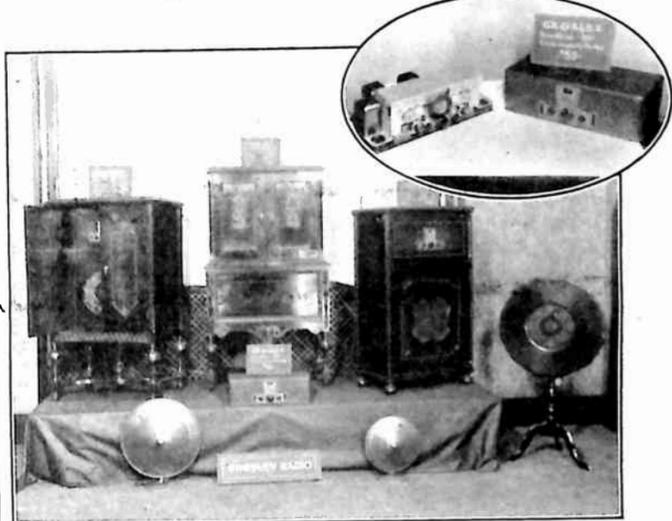


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The Complete Crosley Line For 1927-28 Radio Season

On this page is reproduced the spread of the Broadside mailed to the Radio trade by The Crosley Radio Corporation.

The selling possibilities of this new line are unlimited. The Radio Trade has received it with enthusiasm. The buying public are certain to be equally enthusiastic in their reception of it.

There is not anything in anywhere near the price range than can come up to it. The Crosley Bandbox stands in a class by itself. Its many outstanding features make it the masterpiece of the Season.

Put New Line On Display.

The full force of the Crosley Advertising Campaign will soon break. When this happens it will be to the advantage of every dealer to have the new line on display.

Have your Distributor supply you with members of the entire line for immediate shipment so that you can get your display set up.

Crosley Radio offers you the big money making opportunity of the season. Push it with all your might—cash in on the full possibilities which are offered to you.

"You're There With A Crosley".

When it comes to money in the Bank.

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

Crosley is ready to give dealers their greatest radio season!

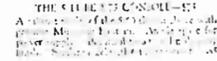
The complete Crosley line offers dealers a wide selection with which to meet the popular radio demand



THE CROSLY 5-TUBE...
A complete 5-tube radio receiver with...
powerful sound and...
easy operation.



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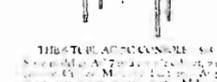
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easy operation.

This new Crosley 6 tube "BANDBOX" has explained that it will easily be the coming



Ever since Crosley entered the radio field their method and development have been the 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., 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

Patent Situation
The R.C.A., Hazeltine and Latour licenses permit radio development, sale, stabilization and create a Crosley dealer franchise of inestimable value this season. Far-sighted dealers sensing this trend are acting accordingly, and consolidating their own positions. The advantages are clear. Crosley is licensed under Patents of the Radio Corporation of America, The Westinghouse Co., The General Electric Co., The American Telephone and Telegraph Co., The Hazeltine Corporation, The Latour Corporation and manufactures under these and other patents including those owned by The Crosley Radio Corporation.



TILT TABLE MUSICONE \$27.50
There's satisfaction in selling superior articles. No piece of radio apparatus on the market today gives clearer, sweeter or more profitable sales than do the outstanding Crosley Musicones.

12 INCH ULTRA MUSICONE \$9.75
16 INCH SUPER MUSICONE NEW PRICE \$12.75
MUSICONES are built to be seen with and reproduce especially for Crosley radios. Physically the special frames are finished in the same rich finished brown crystal effect as the receiver cabinets. The color and design of the cone harmonize perfectly. The mounting unit has been developed to adequately reproduce the output of the Crosley receivers.

Crosley Radio is licensed only for Radio A and B (not Experimental and Broadcast purposes)

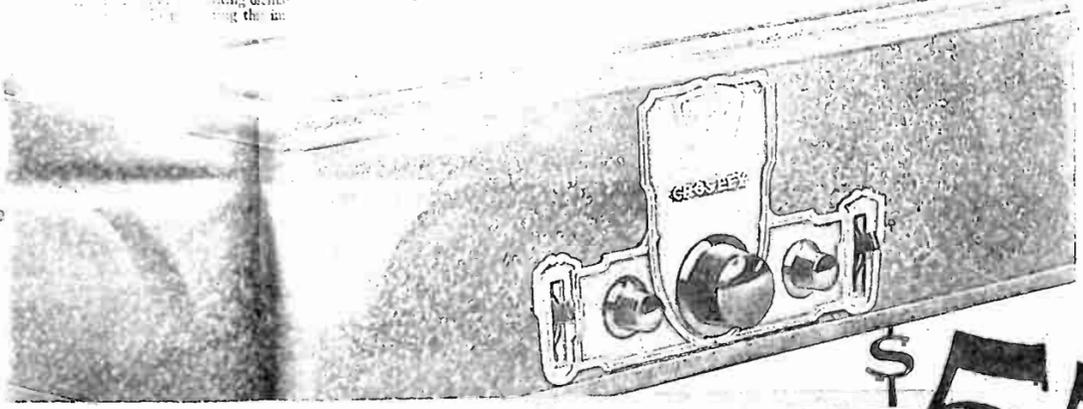
so many talking points which are so easily Radio season's best seller.

Volume control is another big "Bandbox" feature. Signals from powerful local stations can be cut out from rooming volume to a whisper.

The frosted brown glass finish with the finest furniture and the casing of the power unit. The control panel.

Withal, in the beautiful appearance and modest size of the "Bandbox" is the utmost adaptability to requirements of interior arrangement or decoration. The outside case is easily and quickly removed for installation in console cabinets.

AC AND BATTERY OPERATION
The "Bandbox" is built both for battery and AC operation. The new R.C.A. AC tubes make the operation of the set directly from house current both practical and efficient.



The 6 tube "BANDBOX" \$65

Improved Musicones Equipped for AC operation the "BANDBOX" is \$65

The New Crosley 6-Tube "Bandbox" in AC Models
Powered by the Crosley A, B and C Power Converter
This little socket power unit is a marvel of engineering ingenuity and efficiency. Only 9 inches high and weighing less than 1 1/2 pounds, it is about half the size of a small storage "A" battery. Models for 60 and 25 cycles. No elaborate connections to make. One plug to light socket, two others to the set. Snap switch on the set, stops flow of current at socket. Unit absolutely dead, when not in use. No interfering "hums."
Crosley is in a Wonderful Position to Make Money for Dealers This Year
PRODUCTION—Already under way. Stocks will be ample to supply the genuine demand for the new Crosley and Crosley 1927-28 apparatus will create. Enormous new stock flow factory completed last fall.

It's a Simple Operation to Install Crosley Radio in the Approved CONSOLE Cabinets

Can also for the Crosley Radio this season are not made by Crosley but by well known manufacturers whose designing and production ability are nationally known. They have designed three beautiful console into which Crosley radio is quickly and easily installed.
The metal cabinet of the "Bandbox" is quickly removed by releasing screws in the earphone and removing them in bottom of set. Earphone cone and the independently mounted and completely shielded chassis out of the metal box. Approved Crosley Console will have necessary holes drilled in panels. In others, it will be easy to cut holes where needed. Earphone is mounted on console panel and radio receiver becomes a definite part of the console design.



CONSOLE \$35.
CONSOLE \$65.
CONSOLE \$85.
is getting what, in his estimation, is a console acoustically and mechanically ideally fitted for Crosley radios.
Approved Crosley Consoles may be obtained from Crosley dealers who create them for
H. T. ROBERTS CO.,
914 Michigan Ave.,
Chicago, Ill.
Sole Agent for Approved Consoles
SHOWS BROTHERS COMPANY
THE WOLF MFG. COMPANY



The CROSLY RADIO CORPORATION CINCINNATI

PRICES SLIGHTLY HIGHER WEST OF THE ROCKY MOUNTAINS.



WLW Stars Entertaining Public



In the picture above are to be seen three WLW attractions. To the left, our staff organist, Johanna Grosse; to the right, Larry Grueter, piano-accordionist. In the center, the famous Heermann Trio, an ensemble which has attracted world wide recognition.

Miss Grosse has been with the Crosley WLW Station for the past four years. During that time her organ programs on Saturday and Wednesday evenings have brought her much deserved popularity.

The Heermann Trio needs no introduction to the lovers of good music. The members of this trio, Emil Heermann, Walter Heermann and Thomie Prewitt Williams are at present enjoying a much earned vacation while WLW fans anticipate the series of concerts these renowned musicians will give, beginning early in the fall.

Larry Grueter, an excellent pianist, finding a portable instrument more convenient, solved his problem by mastering the piano-accordion.

Close harmony, Scotch stories by a tight-lipped announcer, songs by the "Bonny Bonny Lassie", and all other forms of music written by and for the canny clans of Scotia were presented at Crosley WLW July 12, on the Johnston Scotch hour.

One Scotchman wrote to WLW following a previous broadcast of Scotch music to ask for its repetition.

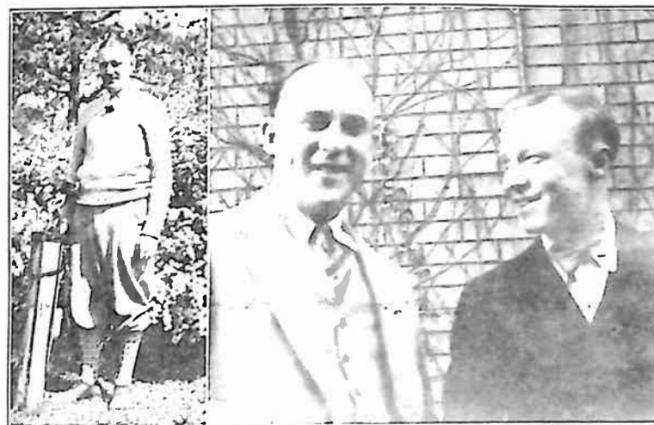
"I didna' have my radio set turned clear on and I couldna' hear all of the songs. If ye will play the same program again I can hear the other half and still save my batteries.

Coon-Sanders' orchestra, the original "Night Hawks" of pioneer broadcasting days, are heard each night from the Crosley station, WLW. The Pitchfork club is their newest radio divertissement. It supplants the "Night Hawks" and "Nutty Club" of which they have been the chief entertainment features in other cities and from other stations.

"In a Can of Paint" is the prosaic title of a series of poetic musical entertainments to be presented by Crosley WLW for a prominent Cincinnati paint company. The first of the programs was on the air Thursday night, July 14.

The idea of the program is to present the music of those localities which furnish the ingredients of a can of paint. China, India, Russia, and, unexpectedly, Missouri, U. S. A., will be featured on the first program.

Sterling Radio Company's Executives



Here Are Crosley Boosters of The Sterling Radio Co., Crosley Distributors at Kansas City, Missouri

Just recently the Sterling Radio Company of Kansas City, Mo., had a get-together meeting. You can just bet that the Crosley line-up for 1927-28 had an important part to play in the discussion and all who attended the meeting went away enthusiastic about sales prospects for the new season.

Al Hahn, Credit Manager of the Sterling Radio Co., is to be seen to the extreme left. They say he shoots around the 80's. Of course, he does better on the second hole.

The other two gentlemen shown are Mr. Jack Black, Wichita representative of the Sterling Radio Company and C. M. Willis, Sales Manager. You can just expect big things from these wide awake, live wire executives.

London Hears WLW On Crosley Lowave

Gelli Groes Mills Pontllanfraith, Monmouthshire, England

Dear Sir:

I am writing to tell you of the reception I had of your station on short wave. On the morning of May 11, between 2:45 and 3:00 A. M. (British Summer Time) I heard the following items: "The Rosary" sung by a gentleman after which followed an organ recital. This reception was carried out on a "Single Valve Receiver" and signal strength was fairly strong but X's were rather bad. The quality of the music and speech were very good and free from distortion. I should be much obliged if you would confirm this report and give some details of your station and times of working on short wave. Will close now wishing you every success and good luck.

Yours sincerely, (Signed) A. J. MOORE.

"You're there with a Crosley"

Order These Cuts by Number

ONE COL. SLOGAN

"You're there with a Crosley"

Cut No. 229

ONE COL. TRADE MARK

CROSELY MUSICONE

Cut No. 227

TAYLOR ELECTRIC CO.

MADISON, WISC.

Exclusively Radio Wholesale Only

CROSELY DISTRIBUTOR

THE JOHNSON ELECTRIC SUPPLY CO.

331 Main St. Cincinnati

Wholesale

CROSELY DISTRIBUTORS

Write Us For Dealer Proposition



Distributor Jumps By Aeroplane

Cleveland Crosley Sales Company Take Bandbox Samples via Air Express

With the intention of taking one of the new six-tube Crosley "Bandbox" radio receiving sets to Cleveland with the utmost possible speed, H. R. Bevington, general manager and L. P. Kulka of the Cleveland Crosley Sales Company, 4608 Prospect Street, alighted from an airplane at Cleveland airport, Thursday morning, after a rapid journey from Cincinnati.

Bevington and Kulka were in Cincinnati conferring with officials of the Crosley corporation when the planes entered in the third annual National Air Tour, visited here. The flight of the Crosley Stork, which carried to the twenty-four cities in the tour's itinerary, a sample "Bandbox" set for exhibition to distributors and dealers at the airports of the various cities.

This gave the Clevelanders the idea of avoiding loss of time in bringing one of those sets to Cleveland by use of the airplane.

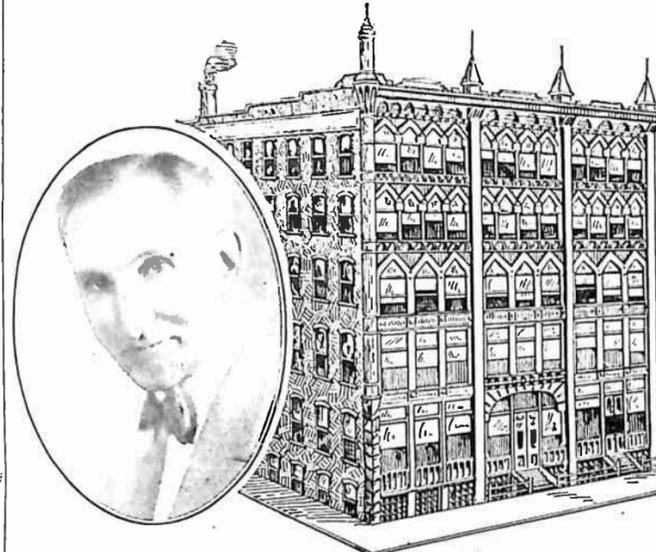
They left Cincinnati at 7:20, Thursday morning in an E. R. Express plane provided by the Embury-Riddle Company of that city, with samples of the Crosley Bandbox and made record time to Cleveland. The stunt worked out fine.

The new "Bandbox" is designed for either battery or light socket operation.

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

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

Moves Into Larger Quarters



Crosley Distributor at St. Joseph, Missouri, Celebrates Thirtieth Year by Moving Into Larger Quarters

The American Electric Company of St. Joseph, Missouri, is one of the most energetic Crosley distributors in the middle west. Their industry and enterprise can readily be seen in the fact that they have recently moved into a huge five story building at 118 North Fourth Street, St. Joseph, Missouri.

The American Electric Company is just completing its thirtieth year in business. Mr. L. E. Reid, president of the company, whose picture is shown above, started in business thirty years ago operating a small repair shop. The growth of the business has been marvelous. It has moved from one building to another, until now it occupies its present location and conducts an extensive wholesale business with salesmen traveling in five states.

Expect Big Year

In this huge new building, the American Electric Co., are now ready to launch out into the greatest year of its history. Every member of the organization is enthusiastic about Crosley prospects and it is a sure thing that this live wire organization will do a big job with Crosley during the coming season. Mr. Reid is to be congratulated upon the wonderful organization which he has built up. Among his executives are Mr. J. R. Steel, Sales Manager, Mr. R. A. Peck, Service Manager and W. E. Taylor, Purchasing Agent. All these men have contributed a lot to the wonderful growth of the American Electric Company. They are all ready to

make a great drive on Crosley merchandise.

An Enthusiastic Letter

The letter of L. E. Reid gives us an idea of the enthusiasm for Crosley of the American Electric Company. It follows:

"Gentlemen: While at the Crosley Convention it occurred to me that if every Crosley Dealer could have attended and gone through the big Crosley Plant, and could have actually watched the great care and pains that are taken in the manufacture of the new Crosley sets from the beginning of the smallest detail to the finished product, they would then realize how it is possible for Crosley to put out such a dependable product for this season. (Continued on Page 16)

Puzzle This Out

This International Language Easy If You Know English, French, German, Italian and Russian.

One of the qualifications of a properly organized Export Department should be the ability to read correspondence in any known language, but it would appear that this qualification will have to be extended to cover "unknown" languages as well.

A postcard (a copy of which appears below) has been received by our Foreign Department written in "IDO" a new international language. Perhaps our readers would like to try their hands at translating this communication into English. Our Foreign Department was able to read it "first crack out of the box", but unfortunately, was not able to answer in the same medium.

The similarity to at least six languages (English, French, Spanish, Italian, German and Russian) will be noticed, but the query arises that if one is able to read, speak or write these six languages, is there any real use for using the proposed new language?

Copy of Postcard

Crosley Radio Corporation, Cincinnati, Ohio. Slori:

Me jus lektis en Jersey City journalo pri vua unjons kun la Co. Me prizus disemisar diskursi pri nia mondo-linguala movado en ca vicneso. Voluntez donar a me rekomendo-letro a vua ilkea centralo por ke me recevez okazioni por ta skopo. Me laboras intensive ilke kun bona rezulto. Per pastkarto me skribas ad omnu, ka li konocas Ido o en, e me konstatas ke me recevas respondi, qui montras ke la kontenaji komprenesis. Esperante ke me balde lektez de vu.

Kun multa salu Fred Kraft, Ridgefield, N. J.

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



CROSLY DEALER'S PAGE

Crosley Dealer Says Testing Pays

Edney's Automotive And Radio Service Starts New Idea

It will pay Crosley dealers to read with care the following letter. It may give you a hint which will enable you to save time and money as it has done for Mr. E. B. Edney, proprietor of the Edney's Automotive & Radio Service, Fulton, Missouri.

Here is what Mr. Edney writes: "Editor of Broadcaster:

I wish to thank you for the great help the Broadcaster is to me, it helps keep us dealers awake during the summer months.

The other day I had a couple of sets to repair that another dealer had sold. I have always been doing the repairing like some other dealers I know, by just stringing out batteries and wires all over a table.

I decided to make a test bench and will say it is surprising how much it will save in time which is money to us and looks so much better to your customer, and helps keep one in better humor and helps sell radios.

I have taken a box and set it up to a window on legs and put all batteries inside it and brought the wires out through a string of holes at back of table all marked. Then to avoid shorts I drilled another hole just back of each hole to stick the end of wires into, not only for safety but for speed. You can always put your hand on just the wire you want. It only takes a few minutes to build one of that type, then later you can improve by installing meters.

For about five months I have been having free light. I did this by using a trickle charger that has a capacity of 1/2 to 3/4 amperes. I inserted in series with it a 10w. 32v. lamp and it provides .6 amperes which is two and one half tenths .25 more than my fifty set consumes using the three volt dry cell tube that allows .25 amperes to go to the battery for use in the day time, which about keeps battery in tip top shape and a very small charge going to same.

Having been with you as a Crosley dealer a few months only, can

assure you I intend to continue getting ready for business all summer and doing some business at the same time.

I think the Crosley is the best radio I have ever seen. They seem to have so much power stored, or

rather a better way of boosting up the weaker signals we get in the summer time, thus making them a year round radio.

Yours respectively,
(signed) E. B. EDNEY.

Crosley Dealer Ready To Go

E. Theodore Nelson, Ortonville, Minnesota, Veteran Crosley Dealer

Here you have the picture of E. T. Nelson, who has handled the Crosley line since the 1921-22 radio season.

In this picture, Mr. Nelson is seen with the first vacuum receiver which he used in his home for pleasure and demonstration in his shop. Mr. Nelson has had a unique experience in selling Crosley radio receivers, for he has sold practically every Crosley set which has been placed on the market.



Mr. Nelson's business has grown right along with the Crosley business and this year he hopes to do the biggest business of his career. You may be sure he is enthusiastic about the outlook for the 1927-28 radio season. He recognizes that the Crosley line for the coming year is the greatest Crosley ever produced.

Well, Mr. Nelson, all you need to do is introduce the Crosley Bandbox right in the homes of your community. Business will naturally flock your way.

Crosley Dealer Enters Float



The Rhinelander Battery Station Is On The Job

Crosley dealers who are on the job take every possible occasion to let the public know that they are in business, selling the Crosley popular receivers.

The picture accompanying this article shows the float which the Rhinelander Battery Station of Rhinelander, Wis., appeared in a recent parade. Mr. Finn, owner of the company, is an enthusiastic Crosley booster.

The float which he entered did a great deal towards letting the people in his community know that he handled Crosley receivers. He is to be greatly congratulated on the attractiveness and effectiveness of his float.

Order the Cut by Number

ONE COL. TRADE MARK

CROSLY
6 Tube
BANDBOX

Cut No. 225

Exclusively Crosley This Year

Dearborn Tire Repair Co. Anticipates Great Season

Last year the Dearborn Tire Repair Company of Dearborn, Michigan, handled two lines of radio receivers, including Crosley. This year after seeing the Crosley line-up for the 1927-28 season, they have decided to become exclusively Crosley.

The Dearborn Tire Repair Company is a wide-awake organization and have in the past done a mighty good job as a Crosley dealer. Mr. Maxwell, the proprietor, is ever awake to sales possibilities. This year he expects to double his business of last year.

With the Bandbox and the other new members of the Crosley line, this should be easy. Crosley dealers everywhere who are on the job should be able to double past records.

A Crosley Enthusiast

Little Maxine McDowel Enjoys Her Crosley Radio

There are thousands of Crosley enthusiasts in every part of the country. None are sweeter and more lovable, however, than little Miss Maxine McDowel, who is shown in this picture.

Little Maxine has just arisen from a long refreshing sleep. The first thing she did was to make a "bee line" for her Crosley radio.

The new Bandbox receiver will be easier than ever for little tots to operate. Its single dial which responds to the little child's touch is all that can be wished. Well, maybe little Maxine's folks will buy her one this year.

It is up to the Crosley dealer at Independence, Missouri, to be on the job, as Maxine is a Crosley enthusiast and so is her family. Such live wire prospects as this are in every community. Go out and get them.

CROSLY "A" SUPPLY UNIT ANSWERS REAL NEED

Dealers Find This New Product A Fast Seller

The new Crosley "A" Power Unit, Model 101, has only been announced for a short time, yet already it is finding a very wide-spread demand. Dealers find it a profitable item for it answers a real need.

The Crosley "A" Power Unit is not an ordinary battery or trickle charger. This wonderful new Crosley "A" Supply Unit operates the radio set directly from the light power, the "A" storage battery being used in the circuit only as a floater. Furthermore, this unit will operate with any ordinary six volt storage battery and is provided with a special socket into which the "B" Power Unit can be easily plugged.

Big Ready-Made Market.

It is not intended that this new "A" Supply Unit shall be sold with the Crosley Bandbox. The real market for this device is where the radio set has already been purchased and it is the desire of the owner to convert it into an electric power radio receiver.

There are tremendous possibilities along this line for the sale of Model 101. Practically every radio owner would like to have their set electrically operated. Thus, this wonderful little model, at the price of only \$45.00 has an enormous appeal.

Rugged Metal Case.

Its appearance is somewhat similar to the "AC" Power Unit supplied with a Crosley AC-7 and AC-7-C. It is made in rugged metal case of bronze finish and can be used on any 60 cycle, 100 to 125 volt AC lighting current.

An exceedingly important feature which appeals to every prospective purchaser is the fact that the current is turned on only when the set is actually in operation. No appreciable current is delivered to or drawn from the battery; it acts only as a floater in the line.

It is exceedingly easy to install the new unit as there are no complicated connections to make. The meter mounted on the front of the unit with a control takes care of necessary adjustments so that it can be used with any light circuit.

Order Supply Now.

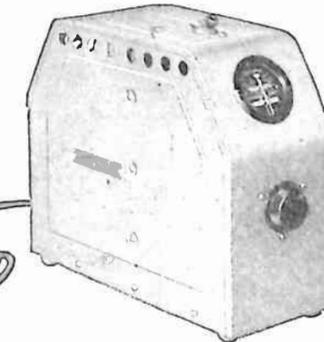
It will pay you to lay in a stock of this new Crosley product, Model 101, which retails complete with tube at only \$45.00. It will prove a fast seller in your territory as it meets a real public demand. Along with the sale of your new radio receivers, you should not neglect those persons who wish to convert their present radio into an electrically operated receiver.

Order this Cut by Number

ONE COL. TRADE MARK

CROSLY
RADIO
"You're there with a Crosley"

Cut No. 233



ORDER YOURS NOW

Boost Your Sales With This Illuminated Display Stand For Crosley Musicones



FREE TO YOU FOR THE ASKING

Here is a dealer help that you should order at once, unless you are already provided with it. It is an illuminated display stand for the Crosley Musicone. It is certain to help you increase your sales of Musicones and will enable you to display your Musicones to the very best advantage.

This display is so made that a small electric globe can quickly and easily fitted into it. You no doubt have a drop light about your place that can be used for this purpose.

Printed up in colors it is a display stand of real beauty. The light when burning in the sign in the display, shines through the cut-out letters on the front attracting the passer-by to the Musicone on display. A flasher bulb can be used so that the light will go off and on intermittently, increasing the attention value of the display. The device is fire-proof. It is shipped flat. There is only a limited supply on hand so order yours at once.

Ask for Dealer Help No. 3.

The Advertising Department,
THE CROSLY RADIO CORPORATION
Cincinnati, Ohio

Looking Forward To Big Season

Gentlemen: The writer enjoyed the pleasure of attending the Crosley Convention at Cincinnati the early part of June at which time he was thoroughly convinced of the quality and efficiency of the Crosley BANDBOX and general layout for the coming season.

Later I attended the Chicago Trade Show and compared the Crosley line with that which the many other manufacturers displayed, and I was thoroughly convinced that the Crosley proposition is far ahead of any other manufacturer at anywhere near a similar price.

All dealers whom I have shown photographs of the new set are very enthusiastic about its possibilities and we are anxiously awaiting an arrival of samples.

Looking forward to a big season through this our initial year with Crosley, we are

Yours very truly,
A. W. Tarr,
ARIZONA HARDWARE & SUPPLY CO.,
Phoenix, Arizona.

CROSLY "A" POWER UNIT FAST SELLER

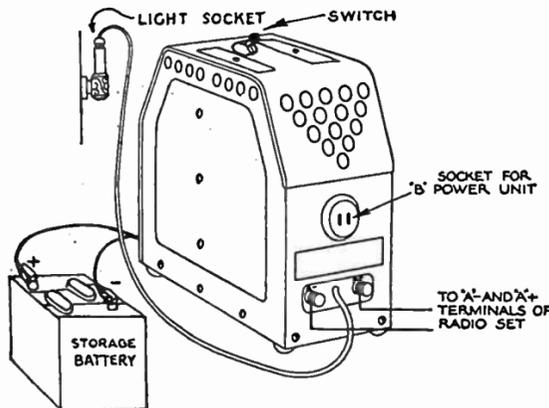
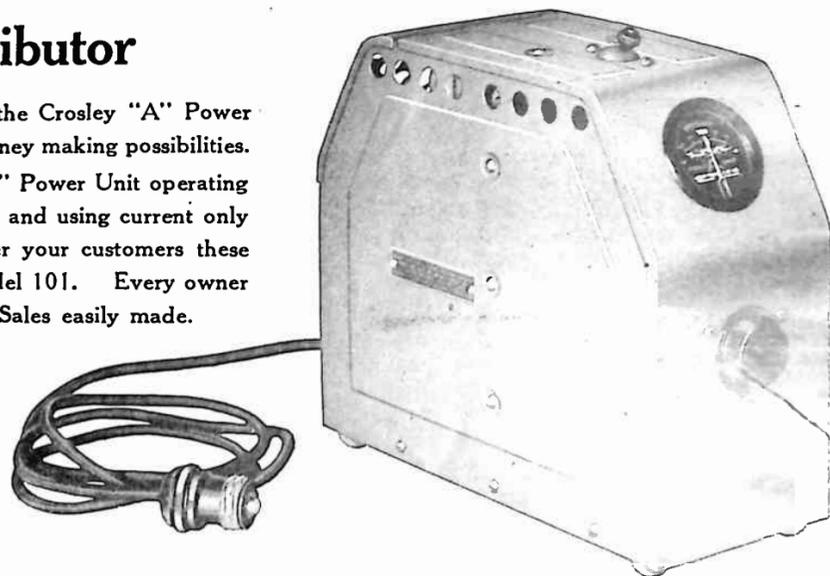
Put In Supply of Model 101— Order from Distributor

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 Service Manual

Installation and Operation of Models 6-60 and 6-85

Type of Set

Models 6-60 and 6-85 employ the same chassis, but are built into different types of cabinets. The circuit incorporates six tubes, three of which are radio-frequency amplifiers, one the detector (which is provided with a regenerative control), and the other two audio-frequency amplifiers. The second and third radio-frequency stages are tuned, the first stage being untuned. Transformer coupling is used in the audio-frequency stages.

The circuit of these models will be described in detail in the article to follow.

Accessories

These sets have been designed particularly for operation with "storage battery" tubes of the 201-A type. They should not be equipped with "dry-cell" tubes if efficient operation is desired. Tubes of the 201-A type should be used in all stages, with the exception that a "power tube" of the 112 or 171 type may be used in the last stage if desired, and a detector tube of the 200-A type may be used in the detector socket.

The "A" battery installed should be capable of supplying sufficient 6 volt filament current for six tubes. If a storage battery is used, one of 100 ampere-hour, or greater capacity will be satisfactory. An "A" eliminator may be used if desired.

The "B" battery should supply 90 volts to all amplifier tubes except the power tube (if one is used) which will operate better with the higher voltages recommended by the tube manufacturers. Forty-five volts of "B" battery should be used for the detector tube.

In order that high "B" voltages may be applied to the power tube without affecting other tubes in the circuit, a separate "B" terminal marked "B plus 90 to 180" is connected to the last audio socket. The "C" battery terminals connect only to the last audio-frequency stage, so that the proper "C" voltage for the power tube, or other type of tube used in this stage, should be applied to these terminals.

Aerial and Ground

The instruction sheets accompanying these sets recommend for

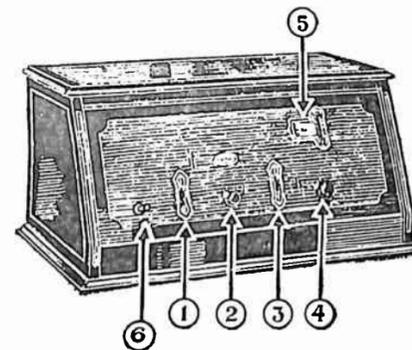
general use aerials from 50 to 100 feet long, not including the lead in wire. Such aerials are too long for best results in some localities. The dealer should, therefore, study his territory and install the length and size of aerial that experience shows to be best in his community. In congested districts where there are many broadcasting stations, dealers will naturally find it advisable to install shorter aerials, in order to avoid interference, than in sparsely settled communities far from powerful broadcasting stations.

Two aerial terminals are provided on the terminal strip of the set, marked "S. A." and "L. A."

control, (4) the "Crescendon" or regenerative tickler control, (5) the station-selector drum, and (1) and (3) the "Acuminators" or small auxiliary condensers for sharp tuning.

In tuning the set, the volume control (2) should always be turned on full. After the desired station has been located, the volume control may be turned back if the signal is too loud.

The logical way to tune this set is to log it first, that is to tune to new stations and record them on the station selector drum, and thereafter pick up these stations simply by returning to the previous control settings.



Both of these terminals should be tried when the set is installed and the one used which gives the better results.

Location of Sockets

The last audio-frequency socket, in which the power tube should be inserted if one is used, is marked "2-AF" on the sub-panel of the set. It is the second socket from the left as viewed from the front of the set. The detector socket is the fifth, or last, from the same viewpoint. The first-stage audio-frequency socket, is the fourth from the left. The three radio frequency sockets are: first radio, first socket from the left; third radio, third socket from the left; second radio, the socket located just to the left of the first variable condenser.

Tuning the Set

No rheostat control is provided (except the volume control), the filament current being regulated by ballast resistance. In the accompanying figure, (6) is the filament switch, (2) the volume con-

To log the set, one of two methods of tuning may be used. The first method, known as the "heterodyne beat method," is the more sensitive for picking up weak signals. It is accomplished as follows: The acuminators (1) and (3) are set at their middle positions, the volume control (2) is turned all the way on, and the filament switch (6) is pulled out. The crescendon control (4) is then turned on until the detector tube just barely snaps into oscillation, as indicated by a slight "puck" from the loudspeaker, followed by a continuous hissing sound. The station selector drum is then rotated until a signal, indicated by a whistling sound, is located. As the drum is rotated very slowly through the setting at which the signal is first heard, the whistle will build up, die down, and build up again. The drum is adjusted to the low point between these two signal peaks, the acuminators and crescendon being also adjusted slightly if necessary. To clear up the signal, the crescendon control

is turned slowly off until the whistle ceases and music is heard, and the acuminators, volume control and station selector drum are readjusted, if necessary, for best volume and clarity. It will often be noticed that in turning back the crescendon it must be turned considerably past the point at which it snapped into oscillation in order to make the oscillations cease. In picking up weak signals it is frequently necessary to carefully advance the crescendon again, after the detector has ceased to oscillate, until it is just below the point of snapping back into oscillations, in which condition the set is most sensitive. After all adjustments have been made, the station call letters are recorded on the station selector drum opposite the proper setting.

Some persons object to the heterodyne method of tuning because of the squeals and whistles involved. Precautions have been taken in designing these sets so that the whistles are not radiated, and therefore cannot interfere with neighbors' reception; but if one does not wish to use the heterodyne tuning method, the following alternative may be employed: The acuminators are set at their middle positions, the volume control turned on full, and the filament current switch pulled out, as above. The crescendon control is then adjusted so that the detector tube is just below the oscillating point. Practice is, of course, required in order to make this adjustment properly, but the average set owner soon gets the "feel" of this operation. Stations are then located by means of the station-selector drum and final adjustments are made on the acuminators, crescendon control and volume control. The stations are recorded on the drum, as described above.

Once the set has been logged, re-tuning to recorded stations is a simple matter. It is merely necessary to set the drum at the proper mark, turn on the volume control and filament switch, and manipulate the crescendon and acuminators until the best reception is obtained, backing off the volume control if the signal is too loud.

Production Two Months Ahead

(Continued from Page 1)

supply you with the merchandise needed.

There is no excuse this year for Crosley dealers not getting an early start into the radio season. Band-box receivers are now available. Put the new Crosley line on display immediately in your shop. Get in touch with your distributor and see that he furnished you with the merchandise you need. Unless you let him know what your requirements are it will not be his fault if he cannot supply you.

Moves Into Larger Quarters

(Continued from Page 11)

The great conveyors carrying the parts automatically from one part of the building to another would have given the dealers some idea of how it is possible for Crosley to manufacture high-grade sets at a minimum cost.

It gave the distributors absolute confidence in the entire Crosley organization, the department managers and engineers. Each showed a sincere determination to excel.

The dealers are offered more protection this year than ever before, and those that are successful in securing Crosley Franchise cannot help but have a profitable business if they will only do their part.

After leaving Cincinnati I attended the Radio Show in Chicago. Out of all the vast array of sets shown, it was generally agreed that there were none to excel the Crosley when you compare price and quality.

With the wonderful performance of the new Crosley Sets and the great advertising that is being done by the factory, we expect to have a greatly increased radio business.

We are much better equipped than ever before to handle this increased business in our new location, with about double the floor space. The building is well lighted on three sides so the entire organization can work without artificial light.

Yours very truly,

AMERICAN ELECTRIC CO.,

(signed) L. E. Reid,
LER:MK President.

Exports of radio equipment from the United States showed a considerable decrease in March 1927 as compared with March 1926. The month's total for this year was \$656,472, and for last year, \$820,038. The March total for this year, however, shows an increase of almost \$80,000 over that for February.

WLW Presents Famous Tenor

Ralph Errolle of the Metropolitan Opera Company Heard for First Time by Radio Audience

A magnificent voice was given its first radio audition on June 30 over Crosley WLW when Ralph Errolle, a young American tenor of the Metropolitan Opera Company, sang a



half hour concert program. Errolle is in Cincinnati for the summer as a member of the Cincinnati Zoo Opera Company.

Errolle's varied program as it went out over the air was said to have been one of the greatest concerts ever heard in radio. He is a true artist with a beautiful voice which he used with perfect microphone technique, due perhaps to the fact that he has often recorded his voice for the phonography.

Heretofore, Errolle has contended that radio was only in its experimental stage. He has repeatedly

refused to sing over the radio because he has felt that Broadcasting was lacking in dignity.

"Broadcasting Attains Artistic Level"

"I wanted to watch the development of broadcasting until it should attain an artistic level high enough to warrant the continual dissemination of the greatest voices," he said in discussing his tardy entrance into radio concert singing. "I think it has reached that stage now, however, and that it is beginning to offer a real opportunity to artists to put across to your vast listening public the best of their musical offerings."

He is also quoted as saying that the musical excellence of WLW and the high calibre of its programs throughout the year was a con-

tributing factor in his willingness to sing from the Crosley station.

Besides his work as a concert artist and opera star, Errolle is also a composer. His opera "Prince Elmar" of which he has written both words and music, is to be presented season after next by one of the largest operatic companies.

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
325 WALNUT STREET

"BONZO"



That Famous Crosley Pup Now \$1.00 Net

Here's the fastest selling radio novelty ever offered. The kiddies go crazy about it—so do the grown-ups. Boys and girls see them on the dealers' counters and the first thing they say is:

"Mom, buy one of these for me."

Little Bonzo is full of pep and is growing more popular every day. His smiling countenance is certainly good to look upon. Bonzo is just one of these novelties everyone wants.

These pups may be purchased direct from the Crosley factories or from your Distributor. Cash, check or money order MUST accompany your order.

The Crosley Radio Corporation
CINCINNATI, OHIO

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