

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VI

AUGUST 1, 1927

NO. XIII

Early Orders Shatter All Previous Records

Repeat Orders Swamp Crosley Distributors

A great tidal wave of enthusiasm for the new Bandbox receiver is sweeping the country and catching up Crosley dealers everywhere.

Crosley distributors have been busy. As fast as they have received shipments of the Bandbox, they have forwarded samples to their dealers. The reaction among dealers who thus had the opportunity to test out the performance of the Crosley Bandbox has been more than favorable . . . it has been spontaneously enthusiastic.

The reaction among Crosley dealers in every section of the country has been wonderful. Before samples of the Bandbox and other numbers of the new Crosley line were in their hands, they were already placing large orders. Illustrations, descriptive material, and the enthusiastic reports of Crosley distributors started the ball rolling in a very lively manner.

Performance Responsible

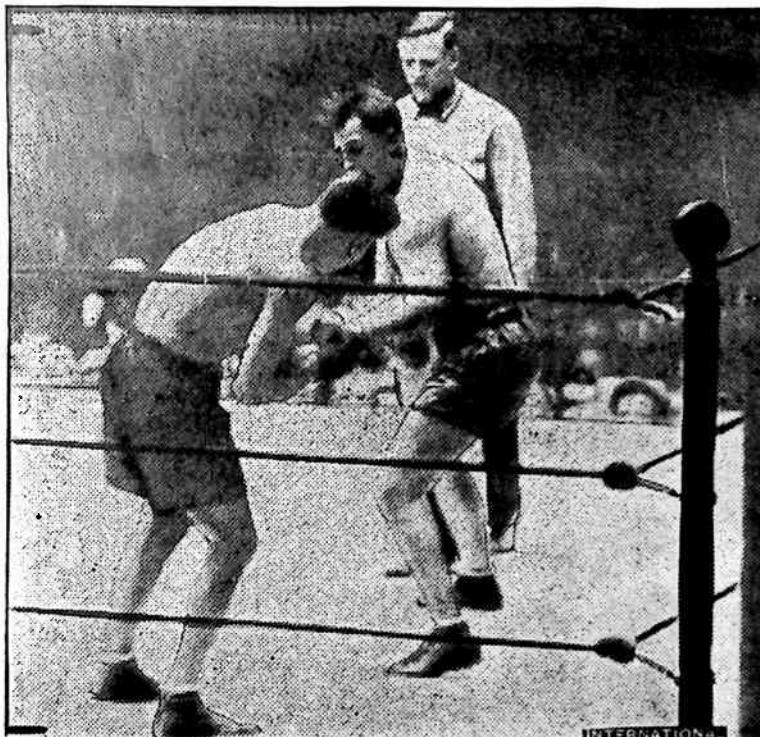
As Crosley dealers, however, have received samples of the Bandbox—have had an opportunity to test out its performance—their enthusiasm has grown in leaps and bounds. Crosley dealers everywhere have literally stormed distributors with their repeat orders. Never in any previous season have Crosley distributors had such a tremendous volume of dealer orders on hand. In its early stages this 1927-28 radio season is far exceeding the records in months well along in previous seasons.

The marvelous production facilities of the great Crosley plant are proving their worth. The fact that production is now two months ahead of any previous year has enabled dealers and distributors to get the full Crosley lineup many months earlier than in past years. This has made possible a flying-whirlwind start into the new radio season. Already in practically every section of the country, the Crosley Bandbox is on display. Everywhere that the public has had a chance to express its opinion, the

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Huge Radio Audience "There" At Dempsey Fight

"You're There With A Crosley" Proves Slogan of Hour



INTERNATIONAL

Thousands listen in to fight broadcast as received by Crosley Dealers with Crosley Bandbox Receivers—interest is high everywhere.

82,000 paid admissions—a record breaking crowd to see a non-championship bout. But this great surging throng was merely a drop in the bucket compared to the tremendous radio audience which listened in on the fight as broadcast through a chain of 51 stations.

It is roughly estimated that over 25,000,000 persons in this country listened to fight returns as so graphically announced by Major White. Radio Dealers in every part of the country had a big run on tubes, batteries, and other accessories. The great radio audience was preparing so that when the fight was announced, it would come in clear and strong.

Crosley Dealers Tie In

A great many wide-awake Crosley Dealers took advantage of the Dempsey-Sharkey fight to demonstrate the unparalleled performance of the Crosley Bandbox. These Dealers announced through newspapers, handbills, etc. that their radio shop would stay open and that the fight would be received by means of the latest Crosley radio—the six-tube Bandbox—hooked up with the famous Crosley Musicone.

Thus a goodly share of that vast radio audience heard the Dempsey-Sharkey fight as received by the Crosley Bandbox. Incidentally, Crosley Dealers in hundreds of lo-

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Bandbox Directions Important

Even Experts Should Read Them---Many Grave Mistakes Thus Avoided

Every year that passes, those selling radio, are becoming more expert. Crosley dealers possibly are way above the average in this respect.

No matter how expert you are, however, it is necessary that you carefully read instructions before installing a radio receiver. By doing this, you are going to avoid possible complications which might occur should you follow your own initiative and disregard directions.

Do Not Ground Battery

An illustration of this is in the matter of grounding the positive terminal of the "A" Battery. With some radio receivers it is possible to ground both the positive terminal of the battery and the set and in some cases this practice is followed. The Crosley Bandbox, however, is so constructed that should the battery and the set be grounded, a short circuit might result possibly burning out resistances.

Now the directions accompanying the Crosley Bandbox show that the set is all that is needed to be grounded. Yet it is altogether probable that someone who has not read the directions over will ground the set and the battery and thus cause trouble.

Circuits May Change

Another case to show the importance of reading and following directions each time a set is installed is that circuits are occasionally changed making a different hookup necessary. Great care is taken when changes in circuit occur to change the instructions and diagrams on instructions to comply with the new circuit.

Changes in the circuit of a radio receiver, even though it is the same

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Musicone Adv. Which Appeared in Trade and Fan Papers

*Drum notes not only heard —
but identified*



Thousands of radio listeners will now realize for the first time that radio orchestras have drums when they hook up this new, improved Crosley Musicone.

As originally produced the Musicone startled the radio world, eclipsing the old type horn and squeaky speaker.

Today, the new Musicone with its latest refinements and improvements correspondingly leads its host of imitators.

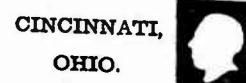
Prepare for a real surprise when you hear this amazing device with its beauty and fidelity of treble reproduction—clarity and breathless reality in middle tones—richness and resonance of bass. Today—ininitely bettered and superlatively developed, the Musicone is the world's finest loud speaker—and, at such extremely low prices, it's the world's greatest radio value.

The Crosley patented actuating unit (and NOT the cone) is the secret. There's nothing else like it.

The improved **CROSLEY** **MUSICONE**

SUPER-MUSICONE
16 inch Cone
\$12.75

The Crosley Radio Corporation



CINCINNATI,
OHIO.
Pres.

Prices slightly higher west of the Rocky Mountains

ULTRA-MUSICONE
12 inch Cone
\$9.75

The Triumphant Flight of The Crosley Stork

As Described by Flying Sales Manager Harry E. Sherwin

The short cut to intensive distribution nationally, is the speed with which the "message" can be carried to enthuse the Distributor and the Dealer.

In the Radio market, where it is necessary each season to improve the line by refinements and price range adjustments, it is necessary to use special features and stunts to build a broad interest in the shortest possible time.

A Crosley Ambassador

One of the stunts employed this year by Powell Crosley, Jr., was to purchase a Waco sport model aeroplane, with open cockpit, equipped with a two hundred horse power Wright whirlwind motor, and fitted out with baggage carrying compartment.

This plane was painted appropriately with the house colors, with trade mark design appearing on both sides of the fuselage, and the services of an army trained flying officer were secured, and the experiment started by a take-off at Ford Airport, Detroit, Mich., with Buffalo Municipal Airport, as the first stop.

Preparatory to this flight, information had been sent to each Distributor along the route, asking them to send out special invitations to Dealers and prospective Dealers, within a radius of seventy-five miles of their city to make bus arrangements to convey them to the airports.

The display equipment comprised the new Crosley Bandbox complete in table cabinet and a separate chassis, both of these housed in special carrying cases, which upon arrival at each airport, were taken out of the cases and displayed on the lower wing of the plane.

Buffalo First Stop

The flight from Detroit to Buffalo, a distance of 205 miles, was done in one hour and thirty-seven minutes, running on a direct air line over Lake St. Clair, the Province of Ontario, and at several points, running over Lake Erie.

On arrival at the airport, our Distributors, who were there with a group of Dealers and the Mayor of Buffalo, greeted us most enthusiastically. After giving suitable time for display on the field, the Radio equipment was moved to a prominent hotel, where a reception to Dealers was held and demonstration of reception given.

On Tuesday morning, June 28, the flight from Buffalo to Schenectady was made with a stop-over at the Geneva, New York, Airport. Here local Shriners had arranged a reception of over 10,000 people, and Distributors from Rochester and Syracuse erected a tent where light refreshments were given and special display of Crosley Radio made.



Powell Crosley, Jr., At Detroit Ready To Make Jump-off To Buffalo—In Oval, Flying Sales Manager Sherwin Who Graphically Tells Story.

On arrival at Schenectady, the local Distributors were there with their group of Dealers, and Mayor Blessing was at the side of the plane before we had stepped down to the ground.

Stork Forced Down

Wednesday, June 29, the flight was continued across the Berkshire Mountains, that at places reach an altitude of 3,000 feet, which was covered on the average cruising altitude of five to six thousand feet.

Here intermittent storms with high winds and thick cloud banks were somewhat of an obstacle and the Crosley Stork was forced down 1,100 feet up Wauchusett Mountain, and compelled to lay over until 4:30 the next morning when it proceeded to the Boston Airport, where Dealers were awaiting the arrival.

On the morning of June 30, the Crosley Stork hopped off and carried us on down the Atlantic Coast, over the states of Massachusetts, Rhode Island and Connecticut, and across Long Island Sound obliquely for a space of about fifty miles, on to Curtis Airport, thirty miles from New York City. This distance of 200 miles was done in one hour and forty minutes. The New York Distributors had erected a tent at the Airport, and brought several bus loads of Dealers from the Metropolitan area of New York, as well as from the suburbs. We were also greeted by thirty young women of the chorus of the Princess Circus, who came out in suitable aeronautic costumes to make interesting photographs.

On Sunday, July 3, the journey was continued from Pittsburgh to Cleveland, a distance of 150 miles, in an even hour. We were happily surprised at this point to find a great number of dealers who honored us with a visit to the airport on the Sunday.

On the morning of July 1, the

flight was continued to Baltimore, with a stop-off at Philadelphia, where the Quakers gave us a rousing welcome. Later in the day, Logan Airport, Baltimore, was reached, and the local Distributors brought over a hundred Dealers to the field, where the display was made and luncheon was served.

6,000 Feet Altitude

On the morning of July 2, we hopped off, en route to Pittsburgh Airport, flying over the ranges of Blue Ridge and Alleghany Mountains. This journey which is considered one of the most hazardous by air mail pilots, was done at an altitude of from five to six thousand feet, and the sight of the long ranges from the height was most thrilling and interesting.

Here we encountered warm weather, and the sight of the Pittsburgh field from high up, showing a crowd of ten to fifteen thousand men who had discarded their coats made considerable contrast to the Atlantic cruise. The Pittsburgh Distributors with their Dealers, were on hand in great numbers and gave us a hearty welcome. The run from Baltimore to Pittsburgh was done in one hour and twenty-seven minutes.

On Sunday, July 3, the journey was continued from Pittsburgh to Memphis, Tennessee. On arrival at Memphis, two hours and fifteen minutes later, making a run of 312 miles, we were greeted by the President of the Board of Trade, our Distributors and their Dealers. Notwithstanding that we arrived during a heat wave, there were several thousand people on the field to greet us.

Friday, July 8, we took off for Dallas, Texas, stopping enroute at Pine Bluff, Arkansas. Mayor Toney at Pine Bluff met us at Memphis, and took the journey by plane to his home town. There we were greeted by several thousands people and were serenaded by a band during the entire stay, and a very appropriate luncheon was served in

(Continued on Page 4)



Published By
The Crosley Radio Corporation,
Manufacturers of Radio Apparatus
Colerain and Sassafras Streets,
Cincinnati, Ohio
Telephone Kirby 3200

Editor: Charles E. Fay

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

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

Editorials

With Ear To The Ground

There is an expression which dates back many centuries, "Put Your Ear to the Ground". Though used in various ways, this phrase principally is used to foretell events of the future.

This is the sense that we are using it—"Put Your Ear to the Ground" for big things are in store this year for all who are associated with the house of Crosley.

We do not, in a literal sense, mean put your ear to the ground, nor do we mean to cover your ears with earphones. What we really mean is to put the new Crosley Bandbox to the test, hook it up, hear it perform.

By doing this, you can look into the future, you can tell for yourself what these next months have in store. You can see something of the unlimited possibilities which are before every Crosley dealer and distributor who is handling the 1927-28 line of Crosley products.

Many have already "put their ear to the ground" and in doing that have heard the rumblings of a great sales and profit year.

In other parts of this issue are to be found letters from many Crosley distributors. These distributors have put the new Crosley Bandbox to the test and have not found it wanting.

After doing this, they report that their enthusiasm has reached a new high level.

Do ye likewise. The most profitable thing for you to do at this minute is to hook up a Crosley Bandbox, put it to the test. After that, let the future take care of itself. The enthusiasm which you will receive in playing with the new Crosley Bandbox stores up in you

a reservoir of energy and initiative which will take you flying into fields of profitable Crosley sales.

Radio---A World Changer

In this hustling age it would be unnecessary for Rip Van Winkle to sleep twenty years to notice a change in the general scheme of things. Now you have to keep awake all the time to keep abreast of the many changes that are taking place.

What the world would be today without Radio is only a matter of conjecture. It is universally recognized, however, that Radio has played a stupendous part in making present day civilization what it is. Hardly more than a baby industry, to be sure, but already a dominating, powerful force in world affairs. A force which must be reckoned with at all times.

Who would have ever dreamed a few years ago that a great unseen audience of over 25,000,000 persons would listen to the returns of a prize fight. Who ever would have dreamed that the voice of the President of the United States could be carried into almost every nook and corner of the country and into distant parts of the world. This was inconceivable but a few short years ago. Yet today it is accepted as a matter of course.

Radio has taken a dominant position in the general scheme of things. No big event can take place without Radio stepping in and bringing the whole country in direct touch with it.

Away back in the early days of Radio, when few could foresee its tremendous possibilities, there was one man who had a vision and who developed that vision into a reality. That man was Powel Crosley, Jr., who saw in Radio a place of real service. In those early days radio receivers were only accessible to those persons possessed of great means. The average person of the country could not afford the pleasures of radio.

Powel Crosley, Jr., set out to bring Radio within the reach of all. His phenomenal success in the Radio field is the result of the carrying out of his early vision.

Each year Crosley engineers have turned out radio receivers of greater merit, yet Crosley has continued to offer Radio at a value within the reach of the average person.

This year again presents itself as a great achievement to that man who had a vision. This year in the Bandbox, Mr. Crosley offers to the radio-loving public a value so outstanding that other offerings of the past years cannot even be compared to it.

As days pass and as more Bandbox receivers are reaching the hands of dealers in every part of the country, the enthusiasm for the new Crosley line increases. This enthusiasm is echoed daily in the great flood of orders which are

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reaching Crosley distributors in every mail and which, in turn, are being manifest in the large orders which distributors are placing.

A great day has dawned for Crosley boosters. The Crosley line holds an undisputed place of leadership. Every one alike is bound to benefit from this. Crosley dealers and distributors will benefit as this year will surpass all previous years in profits. The public will benefit for Radio performance previously undreamed of is made possible through the season's greatest radio receiver—the Crosley Bandbox.

The Triumphant Flight Of The Crosley Stork

(Continued from Page 3) a marquee alongside the airport. We arrived at Dallas at 3:30 in the afternoon, where our Distributors had brought Dealers visiting from many points in Texas, out to the field by motor busses. We were escorted to the local hotel and a banquet was given that evening, attended by about 70 Dealers.

Sailing On And On

On Saturday, July 9, we took off for Tulsa, stopping at Oklahoma City enroute. At Oklahoma City, we were honored by greetings from the Mayor, and the Crosley Distributors brought many Oklahoma Dealers to the field, entertaining us for luncheon at the Oklahoma Club. We arrived at Tulsa about 3:00 o'clock where another enthusiastic group of Dealers was waiting to greet us, and later in the evening, we attended a banquet which was attended by 600 of the local citizens.

On Sunday, July 10, we flew to Omaha, stopping over at Wichita, Kansas, where we found crowds of Dealers who had accompanied our Distributors to the field, where a field had been erected, and after luncheon was served, we continued the flight to Omaha, where approximately 25,000 people were waiting the arrival, and where we attended a banquet, which closed the activities for the day.

On Monday, July 11, the journey was continued to Chicago, landing at Moline, Illinois Airport for luncheon, where again a large group of Dealers were waiting to greet the arrival. We continued to Chicago, arriving about 4:00 o'clock, where our branch office officials were awaiting us, accompanied by Jobbers and Dealers from that locality.

Back At Last

Tuesday, July 12, we continued our journey back to Detroit, stopping over at Grand Rapids, where a real Michigan ovation was given us, and the Dealers' interest well up to par of the many other stops. In the afternoon we continued to Detroit, arriving in an electrical storm of a seventy mile gale, which landed us in an air pocket, and gave us the thrill of our trip, by

(Continued on Page 10)

WLW Artist Makes Hit

New York Radio Audience Enthused Over Performance of Marjory Garrigus Smith

Not all that is excellent comes out of the east.

New York seems to admit as much in D. S. Tuthill, of the National Broadcasting Company, engaging Marjory Garrigus Smith, artist pianist of WLW to play from WEAF on July 30. On that evening she was a feature of the Week-Enders' program at 8 o'clock. She played "Naila Waltz" by Delibes; "Forest Murmurs" by Liszt; and "Staccato Caprice" by Volgrich. Needless to say she made a great hit.

Marjory Garrigus Smith has been a member of the staff of the Crosley Station ever since she came to Cincinnati five years ago. She was staff accompanist when the station was located in the home of Powel Crosley, Jr., its owner. At that time she began to study the technique of broadcasting. She continued to perfect her art, and with her husband, Fred Smith, Director of WLW, toured Europe three years ago, playing leading continental stations, and developing a style peculiarly adapted to radio transmission. Early in her broadcasting career, she perfected a pedal-less technique. Her accompaniments and renditions are familiar to Cincinnati concert audiences, as well as radio listeners.

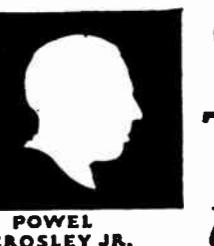
The latest station to discontinue broadcasting is station KROX, Seattle, Washington.

Crosley Tilt-Table

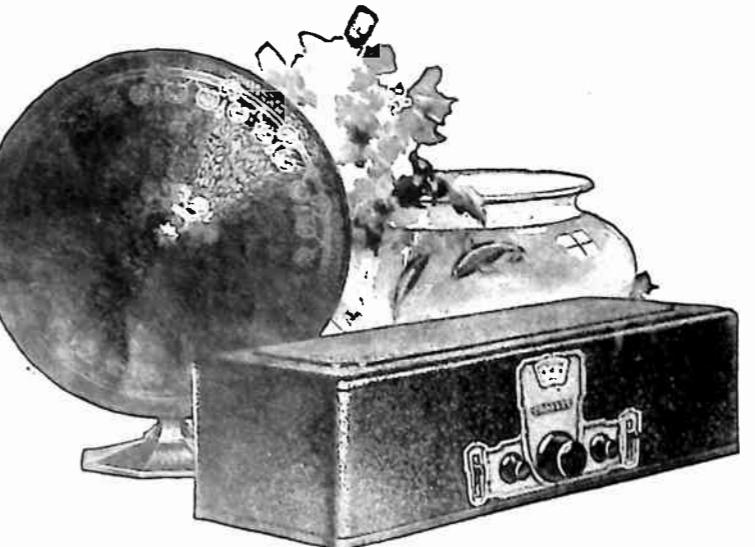


A Fast Seller at \$27.50

Sell Musicones With Crosley Receivers



POWEL CROSLEY JR.



Musicone Most Pleasingly Reproduces Bandbox Reception--Parallels Receiving Set Sales

The Crosley Musicone has justly earned for itself a leading position among radio reproducers. To a great mass of persons, Musicone is now entirely synonymous with loudspeaker.

The Crosley Musicone, in fact, has acquired such a remarkable reputation for quality reproduction that it is the biggest selling loudspeaker on the market.

Popular Choice Demands Musicone

It is only natural that the demand for the Musicone should parallel the sale of Crosley receivers. There is a special reason, however, why Musicones should be sold with every Crosley Bandbox.

Crosley engineers have been at work and greatly improved the Crosley Musicone. They have especially designed the Musicone actuating unit to most pleasingly reproduce the reception of Crosley Bandbox receivers. Not only is the Musicone itself designed to match the impedance of the tubes, but the amplifying transformers of Crosley receivers are designed to match the Musicone reproducing unit. Best results, therefore, are naturally obtained from Crosley receivers when the Musicone is used for reproduction.

Furthermore, in quality of tone, in volume reception, and in ability to reproduce the low notes, the Musicone has been greatly improved. Distant reception now comes in loud and clear. Low bass notes come through with a quality and naturalness that is nothing short of marvelous. Your trade is certain to be enthusiastic about this new improved Musicone.

Customers Demand Musicones

When a customer comes into your store and purchases a Crosley Bandbox and desires a Musicone to go along with the Bandbox, it would be rather inconsistent for you to encourage the sale of anything else, but a Musicone, which after all, predominates the customer's decision as our advertising has already established.

Featured In Advertising

Crosley advertising during the 1927-28 radio season will feature the Musicone right along with Crosley receiving sets. In addition to this

The Crosley BANDBOX is a Neutrodyne receiver. Everybody realizes what that means from the standpoint of performance and that, of course, is a sufficient reason for using the Neutrodyne circuit. But there are other reasons.

When the three electrode vacuum tube was a very new thing and nobody knew just what miracles we would accomplish with it, Alexanderson of the General Electric Company, got the idea of using vacuum tubes in the cascade arrangement which is now so familiar and which seems so obvious. But it was not at all obvious at that time. It was only an idea.

When Rice, also of The General Electric Company, and Hartley, of the A. T. & T. Company, tried to use this arrangement, they found that there was one serious problem to be solved. The entire circuit oscillated violently, due to the small capacity in the tubes themselves acting as a feed back coupling, and the oscillation could only be stopped by making the whole circuit very inefficient (this is the "Losser" method which is used in some receivers even today).

Rice and Hartley pointed out the problem and developed the basis for a solution of it. The idea of balancing the tube capacity with another feed back capacity outside the tube was theirs. This was all long before broadcasting started. Professor Hazeltine, of the Stevens Institute of Technology, became interested in this balancing problem just after broadcasting became a reality. He succeeded in producing several methods of balancing, at least one of which possesses unique outstanding advantages over the original suggestions of Rice and Hartley. This is the method that comes under the name of "Neutrodyne" which is used in the Crosley BANDBOX receiver.

The BANDBOX incorporates the results of many, many years of careful scientific research. No other single problem in broadcast receivers has received anything like this amount of attention. But the results more than justify the tremendous effort. The Crosley BANDBOX receiver tells the story in its own amazing and convincing way and it carries with it, to Crosley jobbers and dealers, the full protection of the patents which these years of research have produced.



sales of Crosley receivers. It is even expected that it will go way ahead.

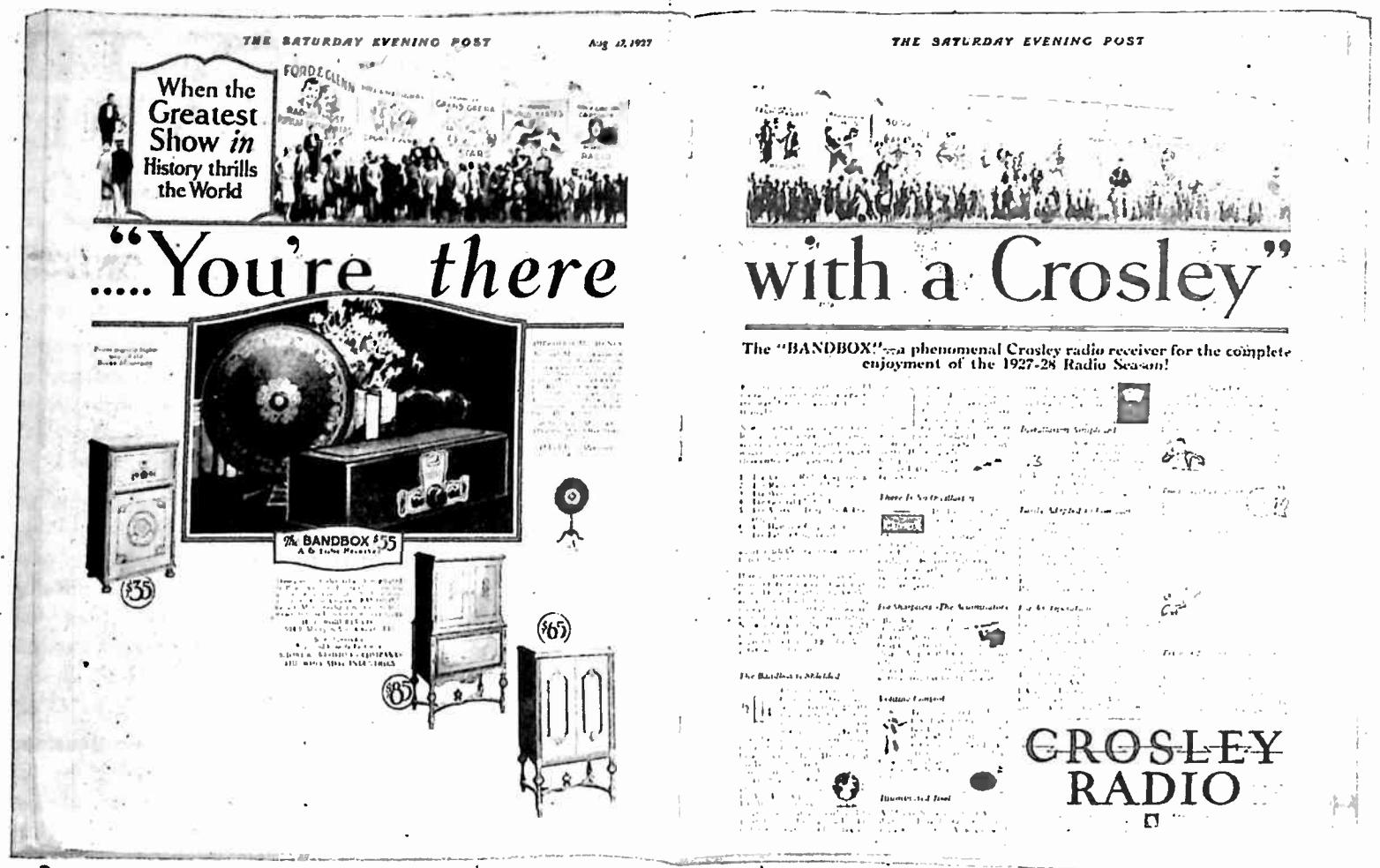
Advertising To Help

The separate advertising of the Crosley Musicone will influence many who now own receivers to buy the Crosley Musicone to go along with them. While the Musicone gives the same high type of

performance when hooked up with any good receiving set.

This year there are three Musicones offered by Crosley. The Super-Musicone, a sixteen inch cone which sells for \$12.75, the Ultra-Musicone, a twelve inch cone which sells for \$9.75, and the Tilt-table Musicone—the latest addition to the Crosley line of Musicones, a three-foot tilt-table type loudspeaker—which sells for \$27.50.

Crosley Advertising Breaks With Full Force



This Powerful Crosley Advertisement Will Appear in The August 27th Issues of The Saturday Evening Post and The Liberty Magazine, the September Issues of Country Gentleman and August Issues of Record, Electrical Jobbers' Salesman, Radio Retailing and Radio

The greatest advertising campaign ever launched by Crosley has started. The first announcements of the new Crosley line have appeared in leading fan and trade papers.

The real force of Crosley advertising has been, however, reserved for the month of August when it will do the most good for Crosley distributors and dealers. The above advertisement, a two-page spread, in most cases reproduced in two colors, irresistibly brings to the attention of the entire nation the superior qualities of the 1927-28 Crosley line.

This advertisement will appear in the following publications: the August 27 issue of The Saturday Evening Post, the August 27 issue of Liberty magazine, the September issue of Country Gentleman, the August issue of Electrical Record, the August issue of Jobbers' Salesman, the August issue of Radio Retailing, and the August issue of Radio.

Big List Used
The first smashing Crosley advertisement will only be a starter of the great Crosley advertising plan that is planned for this year. Following it up, Crosley advertising

August. It is estimated that approximately five persons read each issue of the publications so close to 28,000,000 persons will see this powerful Crosley ad in their favorite publication.

Big Immediate Demand

The Radio public are all keyed up with expectation to know what Crosley has in store for this year. Many are just waiting for the announcement of the new Crosley line to immediately purchase a new Crosley radio receiver.

Thus, the appearance of this forceful advertisement will immediately create a tremendous demand for the members of the new Crosley line.

Bandbox receivers are being shipped in such quantities that it is possible for every Crosley dealer to have them on display and have them ready for immediate purchase by their trade. Be prepared to benefit from the full force of this advertisement.

Crosley Franchise Valuable
It is common knowledge that within the last few months the Crosley Dealer list has been great-

ly reduced. Only those dealers who really mean business, who intend to do a big job with Crosley have been retained. This gives every Crosley dealer, who is wide awake and on the job, an advantage in merchandise protection that can readily be seen and automatically puts a greater value on the Crosley franchise.

Farm Papers And Newspapers
Crosley advertising will run simultaneously in a large group of farm publications which will cover the entire country. Right along with this, Crosley ads will appear in all the leading newspapers of the country. Complete details of the newspapers and farm papers will be published in a later issue.

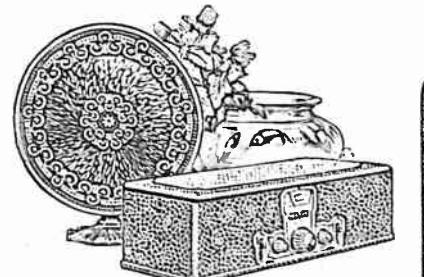
Crosley distributors and dealers everywhere are proclaiming that "This is a Crosley year." Well they may, for Crosley is leaving nothing undone to make the demand for Crosley radio this season greater than ever before.

Crosley Franchise Valuable
It is common knowledge that within the last few months the Crosley Dealer list has been great-

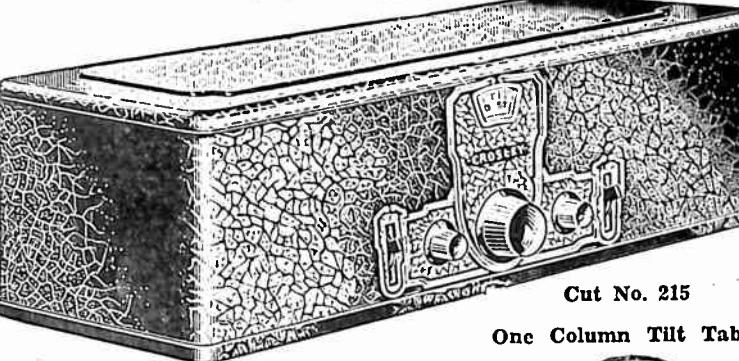
These Newspaper Cuts Now Ready

Important! Order Them by Number from the Advertising Department, Crosley Radio Corporation, Cincinnati

One Column Bandbox Group



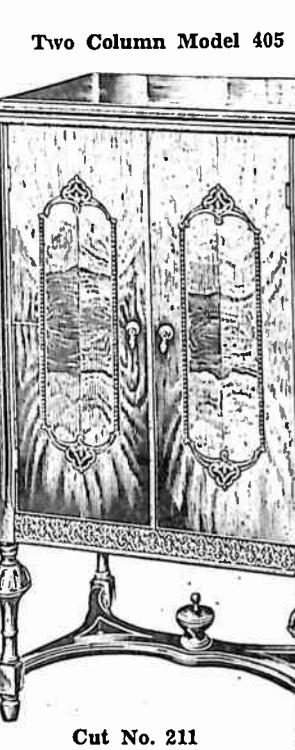
Two Column Bandbox



Two Column Model 400

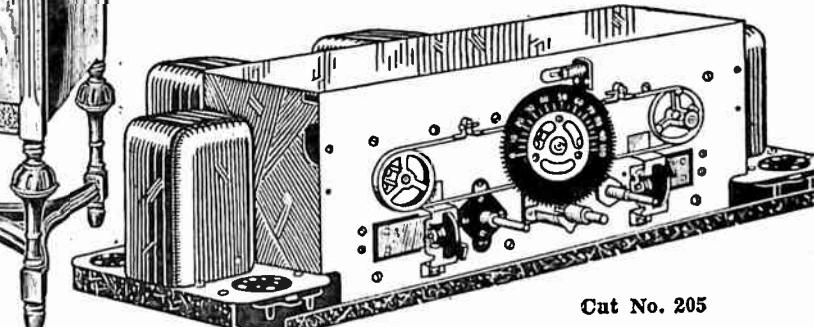


Two Column Model 410

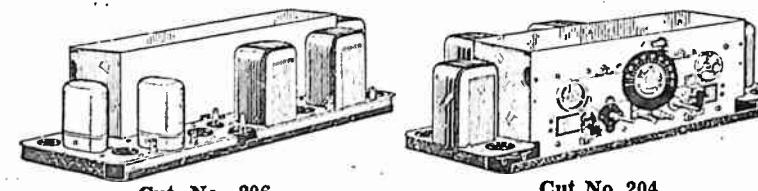


Two Column Model 405

Two Column Front Bandbox Chassis

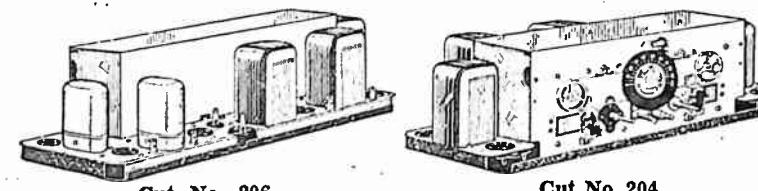


One Column Rear Bandbox Chassis

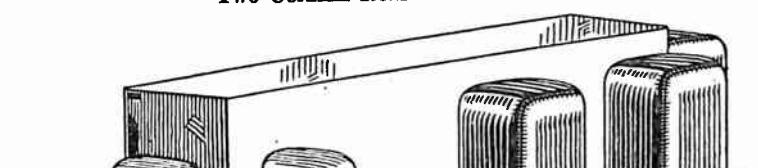


One Column Front

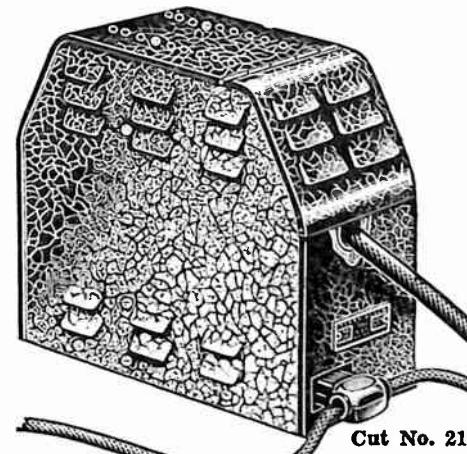
Two Column A-C Power Converter



Two Column Rear Bandbox Chassis



Advertising Department—THE CROSLEY RADIO CORPORATION—Cincinnati, Ohio.



Unlimited Enthusiasm Is Expressed By Crosley Distributors --- Read These Enthusiastic Letters

After Reading These Letters You Can't Help but Catch Their Spirit---Bandbox Performance Makes Big Hit with All Who have had Opportunities to Test It

Bandbox Out-Performed Them All

Gentlemen:

We have received the sample Crosley Bandbox.

We gave this a very severe test, testing same with a number of other popular makes, and found that it outperformed all of the sets which we had on test and in one case outdid a set in the \$150 price class.

By out-performing, we mean that the Crosley Bandbox was much more selective in tuning and had richer tone quality.

We are very much pleased with the Bandbox and the enthusiasm displayed by our entire sales force over it is certainly gratifying.

We know that we are going to do a big job on the Crosley Bandbox and feel that this same enthusiasm is shared by all of your other distributors.

Such being the case, we feel assured that this is going to be a Crosley year, and we feel very much elated in having such a wonderful franchise as the Crosley to offer our good dealers.

HPB:FGF H. P. Brill,
ROCHESTER ELECTRIC SUPPLY CO.,
Rochester, N. Y.

Outclasses Stiffest Competition

Gentlemen:

We have received the sample Bandbox and have given it a thorough test. We made a demonstration against a set made by one of the largest manufacturers of Radio in the world and the Bandbox out-performed the other set in every way, at 90, 135 and 180 volts.

The demonstration was so satisfactory that this particular dealer signed a contract for a Crosley Franchise. He sold seventy-five of the other make last season.

The demand for Radio seems to be much earlier this season and some dealers, who had their orders placed for September delivery, are now coming in asking for immediate delivery and to have their orders doubled.

Nineteen twenty-seven and twenty-eight is certainly going to be a Crosley Season; all we need is plenty of sets to make delivery and everybody will be happy.

THE J. H. & F. A. SELLS COMPANY,
Columbus, Ohio.

Cannot Praise Bandbox Too Much

Gentlemen:

Upon receiving the Crosley Bandbox, we immediately put the set on the bench for a thorough workout. The results were beyond our expectations. It is selective. It has volume. It has tone quality. It has everything. It is easy to operate, and needless to say, we were enthusiastic.

We then took our samples out direct to our dealers, and demonstrated this efficient set to them. Their reaction was again beyond our expectations.

The dealers who have had the opportunity of seeing this set operated, are very profuse in their admiration of this Crosley product.

We look forward to a big year, a Crosley year. We cannot praise this Bandbox too much.

W. E. Walgren,
THE DAKOTA RADIO APPARATUS CO.,
Yankton, South Dakota.

"If Bandbox Had Ears!"

Gentlemen:

Just a week ago our salesmen had their first opportunity to closely inspect and operate the first Crosley Bandbox we received.

If the Bandbox had ears they certainly would have been red hot as a result of the many flattering remarks which our men made during the evening spent in tuning the Bandbox. Station after station was tuned in with extreme clarity, considering the time of year, and volume which could be varied from a whisper to a roar.

Our salesmen stated that they were thoroughly sold and more highly enthused after having had an opportunity to learn first hand just what a Bandbox receiver would do, and from the volume of orders received this week it would indicate that their enthusiasm is lasting and unexcelled.

The selectivity and general performance was even beyond our fondest expectations. This same set was placed on demonstration in front of the store of the Meils Piano Company, local Crosley dealer, the following Saturday and operated with only an antenna. It brought in stations with volume that could be heard a block in each direction, and a large crowd assembled to see and hear the new Crosley Bandbox Receiver.

N. B. Williams,
WILLIAMS HARDWARE COMPANY,
RADIO DIVISION,
Streator, Illinois.

"Bandbox In Class By Itself"

The Crosley Radio Corporation:

It is hard to briefly give all the good points we have found in the Bandbox.

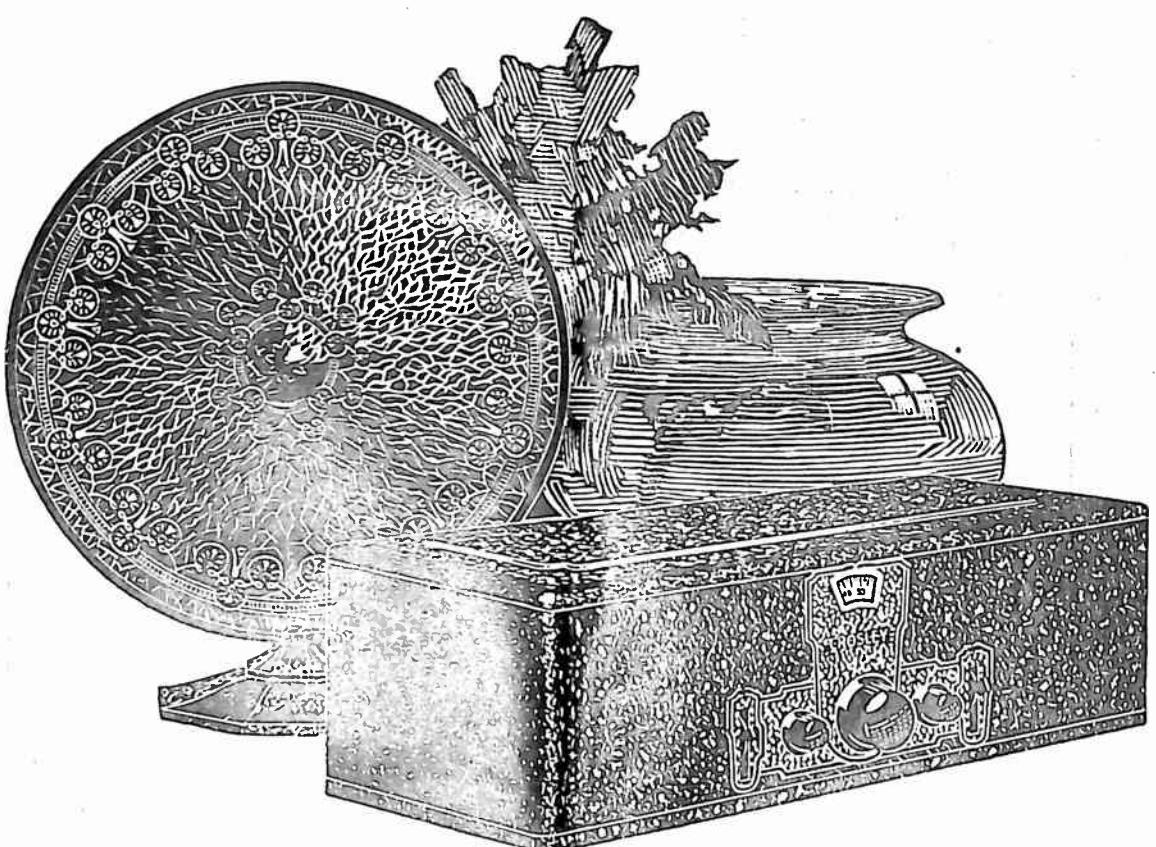
As to distance, quality, selectivity, eye value and in all points, it is unquestionably in a class by itself. With its authorized cabinets, the merchandising flexibility gives an edge on anything in the market today. We only hope that the production department will keep up with the sales.

Grant Layng, Vice President,
20TH CENTURY RADIO CORPORATION,
Brooklyn, New York.

All Thoroughly Sold On Crosley

Gentlemen:

This may not be news to you, but it certainly is to me. I received a sample of the Crosley Bandbox and invited several of our salesmen to my home for the evening to put the set through its paces.



The Crosley 6 Tube Bandbox—The Season's Masterpiece

Dealers Praise Bandbox

The Crosley Radio Corporation:

Speaking of "Bandbox" performance, we can say that the set is a wonderful little performer. Many dealers state that it excels anything they have ever had in their store.

It is extremely easy to tune and brings in the stations with tremendous volume and fine quality. We feel certain that the Crosley Bandbox is destined to enjoy a very extensive sale all over the country. Every dealer who has heard the set work, has praised it in most glowing terms.

Leroy L. Andrews,
Columbia Wholesalers, Inc.,
Baltimore, Maryland.

"Bandbox Performs Wonderfully"

The Crosley Radio Corporation:

The new Crosley Bandbox receiver performs wonderfully. It appears, through its performance, that you have incorporated in it, every available worthwhile feature covered by RCA, Hazeltine and Latour patents.

F. D. Clare,
IROQUOIS SALES CORPORATION,
Buffalo, New York.

Performance Superior To Any Set

Gentlemen:

We have operated the Crosley Bandbox under every condition that has been brought to our attention during the past season, both favorable and unfavorable.

The performance is very superior to any set that we have operated in our building which is a concrete constructed building and is surely a hard one to operate receivers in.

Demonstrations by our salesmen with dealers in the territory have been very satisfactory and has created a great amount of enthusiasm in our sales force.

We are selling Crosley exclusive this season and are looking forward to a wonderful year.

C. Kromer,
THE HARDWARE & SUPPLY COMPANY,
Akron, Ohio.

"Performs Like 'Air Master'"

The Crosley Radio Corporation:

Since the arrival of the Bandbox, we have subjected it to severe tests of every kind. The Bandbox performs, in every test, like an "Air Master" and we want to congratulate your Engineers on this production.

Tone quality is unsurpassed, with a distance-getting

ability which is all that could be hoped for, easily controlled by the Master Single dial.

We feel confident that Crosley will again lead the Radio field during the coming season with the new Bandbox.

We thank you for your cooperation in the past and look forward to the biggest Crosley year ever.

E. J. Kauffman,
U. S. RADIO CO. OF PENNA., INC.,
Pittsburgh, Penna.

"Greatest Year In History"

Crosley Radio Corporation:

We know you would be glad to learn of the results we have had with the Bandbox. When we first saw this wonderful receiver, the way it was designed and built considering the shielding, balancing, and the kind of units used, we expected a great deal.

Mr. Crosley was so conservative in his statements as to its performance, yet we did not know just what to expect. The first one we hooked up gave us wonderful results. Its performance was better as to ability to pick up a great number of stations bringing them in clearly, distinctly, and with good volume. Then we tried others since receiving the first sample. They have all performed so uniformly. It did everything that we could ask for in a radio set selling at twice its price.

This is the first year that we have had just what we wanted in the Crosley line. We believe the dealer will feel the same. At our dealer meeting held July 21st, the dealers were all very enthusiastic and fortunately we were able to give most of them their sample of the Bandbox to take home with them. We feel sure this will be the greatest year in the history of the Crosley organization, and the same should apply to all distributors.

We feel that the radio season started in our section when we showed our dealers the new Crosley line. They all feel that and we could hear them praise the Crosley here and there.

STANDARD BATT. & ELEC. CO.,
F. M. Wood, President,
Waterloo, Iowa.

Bandbox Exceeded Expectations

The Crosley Radio Corporation:

From reports received from the Crosley Radio Convention, the R. M. A. Trade Show in Chicago, and your representative, Mr. Sayre, I quite naturally expected remarkable results from the new Crosley Bandbox.

For the past week I have had opportunity to test the Bandbox daily against many well-known sets listing at more than twice the price asked for the Bandbox, and to hear unsolicited comment from many radio dealers throughout our territory.

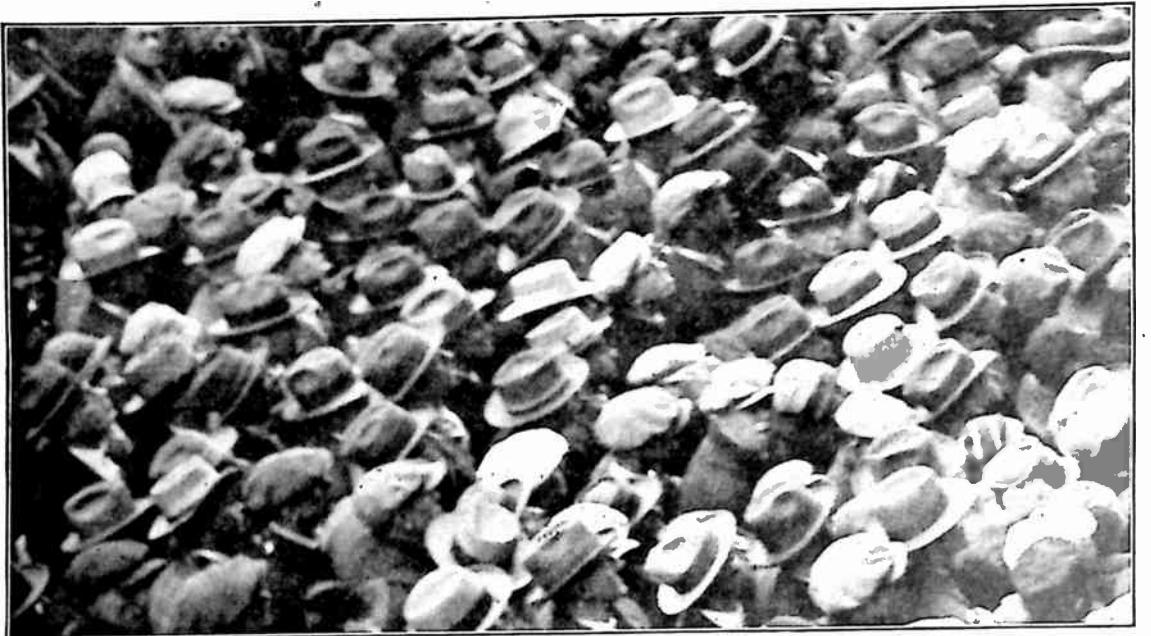
The Bandbox has by far exceeded not only our most optimistic expectations, but has out-performed any set placed in competition with it. My only criticism is that your claims have been too conservative.

For volume, extreme selectivity, beautiful tone quality, appearance AND price—the Bandbox is second to no other set in any detail. "You're there—Crosley."

This is a Crosley year. Let's go!

E. D. Cookinham,
M. H. JOHNSON ELECTRIC CORP.,
Utica, New York.

Sell Crosley Bandbox To Unsold Millions



Only a Little Over 20% of American Families Now Own Radio Receivers--The Majority of These Obsolete

You, who have stood on a mountain peak, or have gone up in an aeroplane, and gazed out over the great expanse of country below, have received a thrill which is not soon forgotten. Were it possible for you to get a bird's eye view of the 1927-28 radio market, visualizing the unsold millions, you would receive a thrill that would stand out equally as paramount in your memory.

Many of us too seldom get up on a high elevation where we can look around us and get a bird's eye view of things as they really are—a true picture of the Crosley sales possibilities is just before you. If you could have gathered in one great throng all the prospective radio purchasers in your community, you would see that picture and it would set you to working.

Radio Sales Increase Yearly

Each year that has passed, radio sales possibilities have grown in magnitude. All the radio receivers

which were sold last year but pave the way for greater sales this year. The field for sales this year spreads out unlimited in extent. There are many many times the number of people who need radio—who can be easily sold—than that number who have already purchased radio receivers in the past.

Market Hardly Touched

Statistics show that approximately 6,000,000 homes are now equipped with radio. Yet as there are 27,000,000 homes in the country, you can readily see that the radio market has hardly been touched. The radio saturation point is so far away that it can be almost truthfully said, "There is no such thing as a saturation point".

Just a little over twenty per cent of the homes of the country are provided with radio. Almost eighty per cent are still without the joys, the pleasures, and the benefits to be derived from radio.

(Continued on Page 16)

The Triumphant Flight of The Crosley Stork

(Continued from Page 4) making a dive of over 1,000 feet, and soon after landing safely at the Ford Airport.

On Wednesday morning, July 13, we took off for Toledo Airport, where Distributors and Dealers gave us no less warm greetings than at previous stops, and we attended a reception and gathering at the local hotel.

Flight Huge Success

As a promotional stunt, the flight was a huge success, but as there were many points during the period of sixteen days, that we could not

cover quickly by plane, a "Flying Circus" was operated, with two day stops, running East and West of Chicago, which continued during the same period. These "Flying Circuses" are not aeroplane flights, but are special hotel displays made by Crosley promotional men, at which the Distributors send out special invitations and gather large groups of Dealers. The term "Flying Circus" is used merely to convey that these are rapidly moving displays, operating every day, but stopping only two days to a city.

To say we are pleased with the "Bandbox" is to put it very mildly. We sure hope to be "There with a Crosley" this season.

Respectfully,
Lewis J. Smith,
Smith's Radio Store,
Norwich, Conn.

Crosley Radio Corporation.

Dear Sir:

We were sold on Crosley "Bandbox" Receivers one hundred per cent, since we first saw the sample in Cincinnati.

Since that time we have been busy getting sample orders from the franchise dealers in our territory.

We have not had a great deal of time to do any test work on this set, however, the few that we have had have been sent out and the reports are very gratifying. So far we have not had one complaint.

There has been nothing but praise for the set both so far as appearance and performance are concerned.

C. Howard Buchwald,
The Lincoln Motor Sales, Inc.,
Baltimore, Md.

(Continued on Page 16)

Half Way Round World

Australia and New Zealand Hear Special WLW Program

Tuning in on Uncle Sam proved to be a popular pastime for citizens of Australia and New Zealand, when the Crosley Radio station WLW of Cincinnati, Ohio, broadcast a special Australasian program at 3:30 a.m., Sunday, June 26. During the past week a large volume of mail has been received at the American station from listeners in the far-off countries, many of whom sent in accurate logs of the program.

Future Programs Desired

This program was rebroadcast by stations 2FC, Sydney, Australia, and 1YC, Auckland, N.Z. Both stations reported that much interest was aroused among their listeners and expressed desire to co-operate in future programs of the kind.

Many listeners in the two countries, however, heard the program direct from WLW through short wave equipment. It was sent out over the station's short wave length of 52 meters, as well as the regular wave length, 428.3.

Feature Artists On

WLW artists and organizations who stayed up during the "wee, sma' hours" in order that Australians might hear their performance in the evening, were: the Crosley Cossacks, orchestra; Marjory Garrigus Smith, pianist; Johanna Grosser, organist; Erwin Myer, tenor; and Mrs. Clarence J. Broeman, contralto. Fred Smith, WLW studio director, did the announcing.

The new Crosley Bandbox has made obsolete practically eighty per cent of the radio receivers now on the market.

So advanced are the principles which have been incorporated in the Bandbox, so superior are the results to be obtained with it that you will enjoy big profits replacing obsolete sets now in the homes of the country.

"Sold On Crosley Bandbox"

Dear Sir:

We were sold on Crosley "Bandbox" Receivers one hundred per cent, since we first saw the sample in Cincinnati.

Since that time we have been busy getting sample orders from the franchise dealers in our territory.

We have not had a great deal of time to do any test work on this set, however, the few that we have had have been sent out and the reports are very gratifying. So far we have not had one complaint.

There has been nothing but praise for the set both so far as appearance and performance are concerned.

C. Howard Buchwald,
The Lincoln Motor Sales, Inc.,
Baltimore, Md.

(Continued on Page 16)



Crosley Distributors Way Ahead

Many Hold Dealer Conventions---Others Scheduled For Near Future

To enable their Dealers to make a jump-off start into the new season, a great majority of Crosley Distributors have already held or will, in the very near future, hold their Dealer Conventions. These Distributor-Dealer Conventions bring together all the Crosley Dealers of each community. They have proved the greatest manufacturers of enthusiasm yet discovered.

The great strides which Crosley production is daily making enables Crosley Dealers immediately after attending the convention of their Distributor to put the new Crosley line on display. Thus, the Dealer Conventions which Distributors everywhere are holding, are playing an exceedingly important part in enabling Crosley dealers to get a flying start for the new season.

Dealers' Expectation Realized

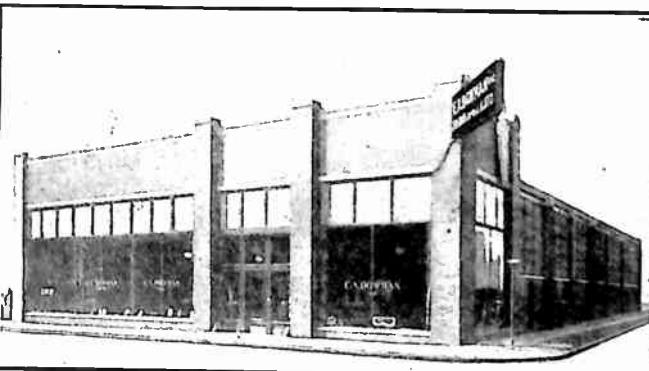
News flies fast and Crosley Dealers everywhere know that the Crosley Distributor has this year more than ever before something exceedingly profitable and salable to offer. For this reason, the attendance at the conventions held by Distributors has been unusually large in every section of the country.

Dealers have come, expecting something exceedingly fine and in every case have gone away with not only their fondest hope realized, but with the conviction that the Crosley lineup for this season cannot be surpassed.

Among those Crosley Distributors who already held their Dealer Conventions are the following: Aitken Radio Company, Dayton, Ohio; Aitken Radio Company, Toledo, Ohio; American Electric Company, St. Joseph, Missouri; Automobile Supply Co., Wilmington, N.C.; E.A. Bowman, Inc., Detroit, Mich.; Bufford Bros., Nashville, Tenn.; Churchill Drug Co., Burlington, Iowa; Churchill Drug Company, Cedar Rapids, Iowa; Fort Wayne Iron Store Co., Fort Wayne, Ind.; E. Garfield & Sons Hardware, Ashland,

Distributor Ready For Business

E. A. Bowman, Inc., of Detroit, Now Occupies Sixth Location---Business Still Growing



New home of E. A. Bowman, Inc., on John street, Detroit, Michigan.....

The slogan, "Always At Your Service" has probably had a lot to do with the remarkable growth of E. A. Bowman, Inc., Crosley distributors at Detroit, Michigan. This enterprising organization has just recently moved into new quarters, making it the sixth location which they have occupied since engaging in business.

Besides the building shown in the picture above, the E. A. Bowman, Inc., has two warehouses with spacious stockrooms.

One of the features of the new building is that the stockroom and shipping room are on one floor. This plan, it has been found, reduces overhead and merchandise is more easily controlled.

Right in the vicinity of the E. A. Bowman, Inc., new building is some of Detroit's most exclusive buildings, including General Motors.

The E. A. Bowman, Inc., organization is already busily engaged in getting a flying start into the 1927-28 radio season. Every member of the organization is going about with energy and enthusiasm that is bound to bring results. With the new building and the wonderful outlook due to Crosley merchandise, you can certainly expect some big records from E. A. Bowman, Inc.

SCHUSTER ELECTRIC COMPANY WHOLESALE
"THIS IS A CROSLEY YEAR"
"THERE'S A REASON"
Distributors in Chicago Territory
TRY OUR SERVICE
HUDSON-ROSS, Inc.
116 S. WELLS CHICAGO
Phone West 144 Main 820

The Way a Salesman Shakes Hands

---tells more than his words sometimes!

The way in which a man shakes hands tells one of two different stories. It may either be a hint of the man's character or it may indicate his feelings toward the man whose hand is being grasped.

And if the handshaking is done with a customer—or a prospective customer—it is poor salesmanship to let that grip reveal anything but friendliness!

A handshake that is like the languid flap of a limp dishrag may reveal a weak, colorless character in the shaker but it is more apt to give the impression that the meeting is casual and "the sooner ended the better."

On the other hand, a good, firm handshake conveys simultaneously the impressions that "here is a man who has a forceful character and he is friendly toward me."

Such a grip is a real asset to any salesman and a grip like this can be developed by practice and little exercise.

Practice on your customers. Put a bit of yourself in every handshake.—The Post.

TAYLOR ELECTRIC CO.

MADISON, WISC.

Exclusively Radio Wholesale Only

CROSLEY DISTRIBUTOR

THE JOHNSON ELECTRIC SUPPLY CO.

331 Main St. Cincinnati

Wholesale

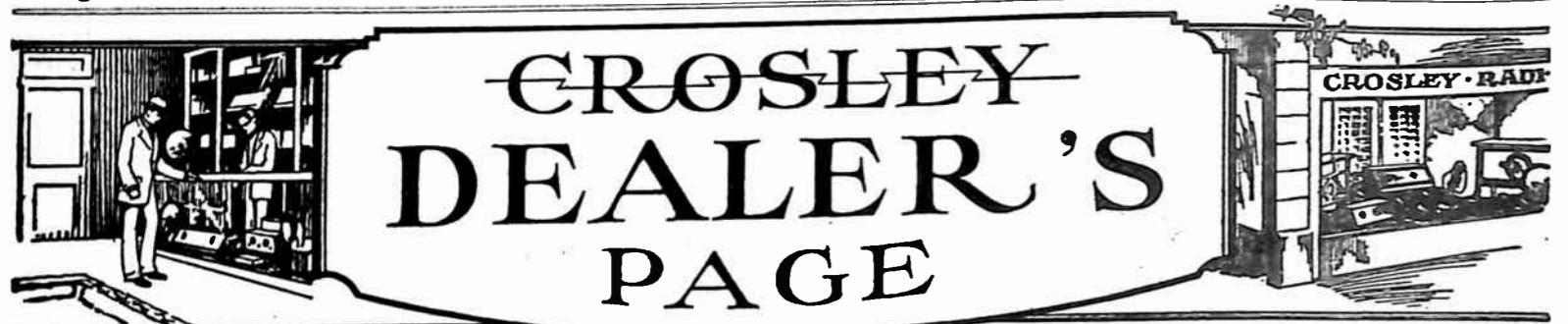
CROSLEY DISTRIBUTORS Write Us For Dealer Proposition

Authorized Distributor CROSLEY RADIO Prompt Service

Young, Lorish &

Richardson, Inc.

710 W. Jackson Blvd., Chicago Phone: Haymarket 8240



A Few of The Crosley Dealers at The R. M. A. Trade Show



Reader Pleased With Bandbox

Crosley Radio Corp.: We are certainly well pleased with the Bandbox, and feel sure that it will outsell anything in the field. It is the best looking bet of the whole bunch. We don't see where there could be any improvement.

We have placed orders with the Tulsa, Okla. store of The Peabody Electric Co., of Oklahoma City.

Warren James,
The P. J. Hardware Co.,
Haskell, Okla.

BAND BOX CIRCULARS

Now Off Press
Form No. 727

Dealers Request 100 From Advertising Department,

The Crosley Radio Corp., Cincinnati, Ohio.

Circular is in three colors and describes the Bandbox and other new members of the Crosley line. It is prepared to interest the prospects who come into your store. You are allowed 100 of these circulars at this time. Don't ask for more. Order by number. Ask for 100. Form No. 727.

Order From Advertising Department, The Crosley Radio Corp., Cincinnati, Ohio.

100% Crosley Radio Store



R. P. Cumming, Crosley Dealer at Hastings, is Pioneer In His Section

There is no getting around it, it pays to be enthusiastic about anything you do. That is the secret of the success of R. P. Cumming, Crosley Dealer at Hastings, Nebraska.

Mr. Cummings has been selling Crosley sets for four and one-half years and remembers some of the first sets made by Crosley. He specializes Crosley as he sells Crosley Radio exclusively. By concentrating all his efforts on Crosley, he has built up a business that is greatly to be envied. The picture shown above tells you immediately that Mr. Cummings believes in displaying the goods he is selling. Crosley Is All Over The Picture

An Unconscious Sale

Crosley Representative Talks To Dealer--Unknowingly Makes Sale To A Customer

Enthusiasm is contagious. There is just no doubt about that. Revercomb, representative of The Crosley Radio Corporation, was talking to the Valley Hardware Company, near Cincinnati. He acts enthusiastic, giving in full detail all the many qualities of the Crosley Bandbox.

He did not realize it, but while he was talking a person who came into the store to look at something else, was taking in everything he said. Revercomb walked out and so did the interested party a little later.

The next day, the interested party walked into the Valley Hardware Company's store and said, "Say, I heard what that Crosley man had to tell you. You can just put me down for a Crosley Bandbox. I sure want it bad."

That is just a proof that the Crosley Bandbox will be an instant seller. Just let your enthusiasm run away with itself and put all your might into the selling of the Bandbox this year and nothing can stop it.

The regulations of the Federal Radio Commission require that a radio station must not deviate from its assigned frequency by more than one-half kilocycle.

(Continued on Page 16)

Big Demand For Crosley "A" Supply Unit

Crosley Dealers, Order This New "A" Supply Unit Model 101 From Your Distributor

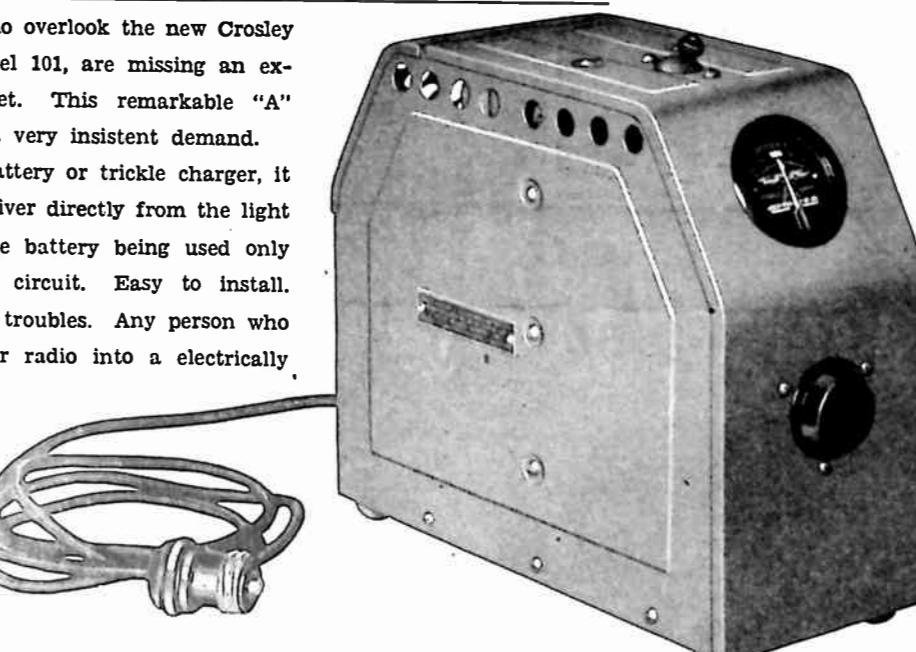
Crosley Dealers who overlook the new Crosley "A" Supply Unit, Model 101, are missing an exceedingly profitable bet. This remarkable "A" Supply Unit answers a very insistent demand.

Not an ordinary battery or trickle charger, it operates the radio receiver directly from the light circuit, the "A" storage battery being used only as a "floater" in the circuit. Easy to install. Eliminates "A" battery troubles. Any person who desires to convert their radio into a electrically operated receiver will be interested in Model 101, which has a plug into which the "B" Supply Unit can be plugged.

Where Sale Is Biggest

The real market for this new "A" Supply Unit is not when selling a new receiver, but is rather where the customer wishes to eliminate the bother of constantly charging the "A" Battery. Thus, you will no doubt sell most of the "A" Supply Units to persons who have already purchased a set from you.

They already have an "A" storage battery, so all that is necessary for them to buy to supply the set with "A" power direct from the light circuit is a Model 101. This model



comes already equipped with a tube and it can be used on any sixty-cycle, 100 to 125 volt AC lighting current. In appearance it is very similar to the AC Power Unit which is used with the Crosley AC-7 and AC-7-C receivers.

The thing that makes an instant hit with your customers is the fact that an old "A" storage battery will with this new supply unit furnish the set with the necessary "A" power direct from the light circuit. This is possible since the battery neither charges nor

discharges but is merely used in the line as a "floater" or "stabilizer". Another feature is that the current is only on when the set is actually in operation.

Now just stock up one or two "A" Supply Units and demonstrate them to your trade and you are certain to find this new "A" Supply Unit a big seller. Place your order now for immediate delivery with your distributor. Production on these new units is going along fine and prompt delivery can be assured.

Huge Radio Audience Hears Fight

(Continued from Page 1) calities demonstrated conclusively that when the gong rings for the big fight, "You're There With A Crosley".

Fine Publicity Obtained

This proved a great publicity stunt. The shops of Dealers who kept open to broadcast the fight with the Crosley Bandbox, were thronged. It is a certainty that many of those who heard the fight in this manner will return to that dealer's shop to purchase a Crosley Bandbox at some future date.

Tie Up With Greatest Fight Ahead

The Dempsey-Sharkey fight was but the preliminary to the great fight—the fight that will attract even a larger audience. Many persons realized for the first time the possibility of receiving fight returns even in the middle of summer as clearly and distinctly as if a ring side seat had been purchased.

It will thus pay Crosley Dealers in every section of the country to

be prepared to cash in to the fullest extent on the great fight ahead when Dempsey will attempt to regain his crown from Tunney. Plan to broadcast the Dempsey-Tunney fight from your shop which will probably take place some time in September. Let everyone in the community know that you will do this. Get them in to hear the fight and incidentally, to have a first-hand demonstration of the Crosley Bandbox.

Furthermore, be prepared for a big rush of business into your store. Crosley advertising will directly tie in with the next great fight. The whole country will be instructed with forceful advertisements that when the gong sounds for the great Dempsey-Tunney fight, "You're There With A Crosley".

Be On The Job

Fights are just one of the places where it is possible to make that Crosley slogan ring true, "You're There With A Crosley". You are equally THERE when the great opera star begins to sing—when the great violinist raises his bow—when the President of the United States speaks—in fact, when anything of

importance occurs—"You're There With A Crosley". So be on the job—let's literally put this slogan across so when anything big happens, thousands will be THERE with a Crosley.

Bandbox Surprisingly Selective

Crosley Radio Corp.:

We recently held a Dealers' Meeting and will say there has never been as much enthusiasm over a new model as the "Bandbox". All agreed that the customer can now get "more for his money".

The "Bandbox" has been thoroughly tested and we find it surprisingly selective, with volume and tone quality that surpasses the average hundred dollar receiver.

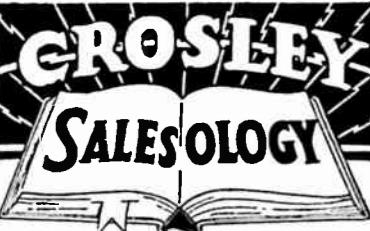
We're there with Crosley.

Very truly yours,

Iowa Radio Corporation,

E. M. Petersburg.

The Detroit radio market is expected to be an especially good one for furniture models and AC, light-socket sets this year.



Demonstrating the A-C Bandbox in the prospect's home is an easy matter. For an aerial, a fifty-foot length of lamp cord stretched along the floor may be used. The ground wire may be snapped onto a nearby radiator or water pipe by means of a large storage-battery clip. It is then merely necessary to plug in to the power unit and a convenient light socket, and stations may be tuned to immediately. The ease with which this set can be installed for demonstration makes it ideal for house-to-house selling or for home demonstration in closing a sale.

It is of no use to sell a set unless it will stay sold. The sure way to keep a set sold is to install it right. Once installed right, its performance will win the admiration and enthusiasm of all who hear it. All of this is by way of leading up to the point: be sure to read the instruction sheets before you install any of the new models. Most of us feel that we know enough about radio to install a set right simply by looking at the connection diagram, and then using our common sense. But the new Bandbox, for instance, is different from the older sets that we have been accustomed to in many respects, and the only way to learn how to install it right is carefully to read the instructions. Reading instruction sheets may take five minutes time but it quite frequently means thousands of dollars in customer satisfaction and future sales.

While we are on the subject of instructions, here is a word of advice to pass along to the man who installs his own set. "When battery or tube cartons, or other literature suggests different methods of connections and usage than outlined in the instructions accompanying the set, do not become confused. The instructions supplied with the set were written specifically for that set, and outline the ideal manner of installation and operation. They should be followed exactly, in every detail. Don't let what you read elsewhere influence you, nor allow Jim Jones or John Smith to convince you that you will get better results by departing from the suggested method of installation."

"These words of advice will prevent many mistakes on the part of those who install their own sets. The experienced dealer can use many different battery and tube combinations and get excellent results, but when the average customer starts using his own initiative in this way, he frequently gets into trouble.



Great Favorites On WLW Program



Above are photographs of the Johnston Painters and our staff organist and pianist, Herschel Luecke.

The Painters tend to "brighten the corner where you are" listening every Monday and Thursday evening at 8:30, Eastern Standard Time, when a concert program of popular appeal is sponsored by the R. F. Johnston Paint Company.

Herschel Luecke is one of those natural and versatile musicians who can be called upon for piano or organ solos, playing selections of both a serious or lighter vein with equal effectiveness. He is also a member of several Crosley Concert ensembles as well as accompanist to many WLW soloists. Oh yes, not to forget "Hersch" is one of the Band Box Boys, formerly the Crosley Pups.

Our new harmony team, The Band Box Boys, has already won favor with the WLW fans who enjoy that snappy form of entertainment such as Tommy Reynolds and Hersch Luecke are capable of giving. Their programs are featured on Tuesday evening at 7 and Thursday at 11 P. M.

Beginning the last week in July, talks and music especially designed for women will go on the air from WLW from 12:00 to 1:00 P. M. The program will be materially the same as that presented during the Woman's Hour which has been on the air from 10:00 until 11:00 A. M. This period will be silent for the next seven weeks.

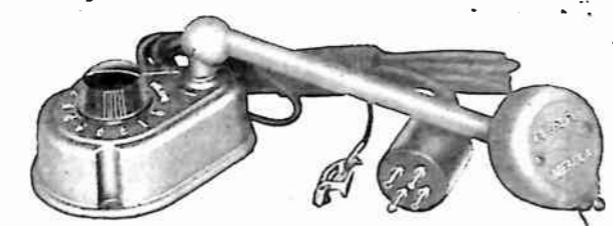
Music will continue to be a major feature of the new Woman's Hour. It will consist of string trio music, piano, organ and vocal solos. The cooking chat also will be a regular daily feature. During the noon experiment, the chat will include fewer recipes that must be written down and more household and cooking hints which can be remembered and used.

A course in first aid will be given Saturday of each week by the Red Cross. Beauty talks by Mrs. Florence Fry will be given on Tuesday and Friday. The interior decorating lesson will be on the air on Monday and Thursday. There will be a general health talk on Wednesday.

William Stoess, musical director of WLW, will give on each Thursday, the biography of one of the great musicians best known to radio audiences. The talks will be accompanied by the compositions of the composers.

At the end of the seven weeks the results of the experiment will be analyzed to determine the comparative popularity of noon and morning hours for the broadcasting of informative material.

New Improved Crosley Merola Ready



Crosley Engineers Have Accomplished Remarkable Achievements In New Crosley Merola--- Meets Tremendous Demand

Crosley Distributors and Dealers everywhere will welcome the news that the new improved Crosley Merola is now ready. Not satisfied with the first results of the Crosley Merola put on the market last year, the inventor of this ingenious device for converting the ordinary phonograph by means of a radio receiver into an electrically operated, has been at work and has developed a new, greatly improved Merola.

Tremendously Improved

Possessing all of the desirable features of the old Crosley Merola, the new, greatly improved Merola has additional features which are certain to make it a tremendous seller during the coming year. Among its outstanding characteristics is the fact that it develops three and one-half times the volume of the old Merola which makes two stages of amplification sufficient to fulfill the highest expectations in volume. This is even possible with a high powered second stage for half volume.

Orthophonic Tone

The outstanding feature of the Merola is its exact reproduction of everything that has been recorded on the record without adding any disagreeable tone of its own. More volume than the ordinary phonograph may also be obtained with excellent quality if a power tube is used in the last stage and a Musiconic is used as the loudspeaker.

Place Orders Now

At its low price of only \$15.00, the new Merola is a value which is certain to catch the pocket-book eye of thousands. Place your orders immediately for a supply of this new improved Crosley product. Be ready to take care of the tremendous demand that is in your community for such a device.

Full Base Drum Reproduction

The new Merola now reproduces the base drum's full strength so that it may be heard wherever the amplifier and loudspeaker used are capable of reproducing these low notes. Another remarkable achievement of this new Merola is the elimination of the record scratch noise. This has been done without impairing the reproduction of the very highest musical notes.

Dealers get on the job.

Order at least one of the new Crosley Merolas for demonstration purposes. To be prepared to take care of the demand in your community, it will be best for you to order a good supply.

Tremendous Market

It is universally acknowledged that there are thousands of old-type phonographs which have been made obsolete by the introduction of the new, electrically operated phonograph. The number of mechanically operated phonographs

reaches the phenomenal figure of 15,000,000.

With the Crosley Merola all of these obsolete phonographs can be converted into electrically operated phonographs, giving to them a shading of tone and ability to reproduce these base and high treble notes that is so desired in the phonograph.

The Crosley Merola can be used with any phonograph of any make. It takes the place of the reproducing arm of the phonograph and when hooked up with any good radio receiver will produce results keenly remarkable.

Detector Stage

Models G-60 and G-85 have identically the same circuit, differing only in cabinet design. The circuit incorporates three stages of radio-frequency amplification, a regenerative detector, and two stages of transformer-coupled, audio-frequency amplification.

Antenna Coupling

The antenna circuit is of the aperiodic, or untuned type. It is coupled to the grid and filament of the first radio-frequency tube by means of an auto-transformer. Two antenna terminals are provided on the primary of this transformer, as in other Crosley models, in order that the amount of coupling between the antenna circuit and the first radio-frequency stage may be adjusted to suit the antenna used.

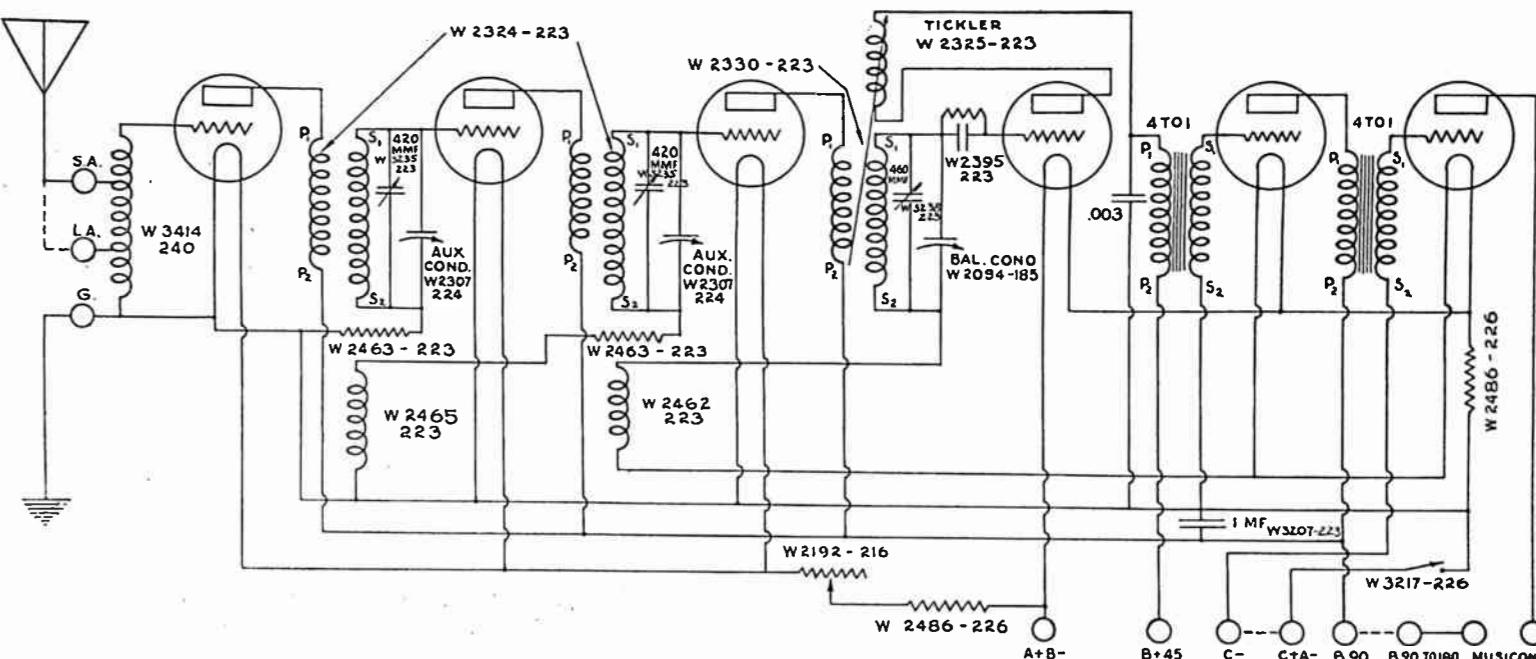
Radio Frequency Stages

The first radio-frequency stage is untuned, the secondary terminals of the antenna-coupler auto-transformer being connected directly to the grid and filament of the first tube. This mode of connection is used so as to obviate the necessity of using four tuning condensers, because the control of such a large number of condensers by a single station selector would present considerable difficulties.

The radio-frequency transformer between the first and second stages



MODELS 6-60 AND 6-85 CIRCUIT



MODEL 6-60 CIRCUIT

Type of Circuit

is of the flat coil, or pancake type, and consists of an inner primary winding and an outer secondary winding. Coaxial with the spider which carries these coils is a smaller spider, on which is wound a balancing coil, shown in the above circuit diagram connected to the grid and filament of the third tube.

The second stage is tuned by means of the condenser marked "420 m. m. f.", shunted across the secondary of the radio-frequency tube transformer. This condenser is mounted on the shaft controlled by the station selector drum. The condenser marked "Aux. Cond." in the diagram is a small auxiliary condenser—the second stage "acuminator"—for sharp tuning.

Detector Stage

The detector stage is connected to the third radio-frequency stage by a radio-frequency transformer of the type in the preceding stage, except that no balancing coil is used, the next following stage being, of course, an audio-frequency stage, which does not need to be stabilized, or balanced.

Antenna Coupling

A 460 m. m. f. condenser, mounted on the station-selector shaft, is used to tune the detector stage. Instead of an acuminator for adjusting this stage for sharpest tuning, a small balancing condenser, marked "Bal. Cond." in the above diagram is used. This balancing condenser may be controlled only from the rear of the set, and is adjusted once at the factory, after which it need not be re-adjusted unless the set is subjected to considerable rough handling.

The balancing coil serves to prevent feed-back of energy, and thus prevents self-oscillation in the radio-frequency stage, stabilizing the set.

The tickler coil is connected between the plate and transformer of the detector tube, as shown, this being the movable coil of the crescent assembly, and serving to control regeneration. The condenser marked ".003 m. f." is a by-pass condenser shunted across the first audio-transformer primary and the detector "B" battery in order to by-pass radio-frequency currents.

The two audio-frequency stages are transformer coupled, by means of 4 to 1 ratio transformers. The condenser marked "1 M. F." is a bypass condenser shunted across the "B" battery.

Bypass Condenser

The last audio-frequency stage is provided with "C" battery terminals, and a separate "B plus" terminal, so that a power tube may be used in this stage if desired. This is the only stage in which "C" battery connections are provided.

Filament Control

No filament control rheostat is used, except the volume adjustment, which is the rheostat W2192-216 regulating the filament current supplied to the three radio-frequency tubes. In order to keep the filament current within the proper limits in all tubes, the ballast resistances "W2486-226" are used.

Because of the voltage drop in the ballast resistance in the audio-frequency filament circuit (at the extreme right of the circuit diagram) and because the grid of the first audio-frequency tube is connected to the negative end of the resistance unit, this ballast resistance acts as a "C" bias, keeping the grid of the first audio-frequency tube slightly negative with respect to the filament.

Losses Resistances
Two losses resistances are provided, connected in the grid circuits of the second and third stage radio-frequency tubes. These serve to stabilize the radio-frequency circuits.

Bandbox Directions Important

(Continued from Page 1) model, would possibly make a different hookup necessary. Thus, if you blindly hook up a set without first checking over instructions, you are liable to get in difficulty because that set may have gone through production with a changed circuit.

Why Circuits Change

It should not be taken from this that the circuit of the Bandbox or of the other Crosley receivers is constantly being changed. There are, however, certain conditions which come up, which make it manufacturing expedite to make slight changes in the circuit of a set.

Since the Bandbox was first put into production a number of slight changes have been made. These changes have improved the circuit. It is possible that other slight changes will take place, changes which will necessitate a slightly different hookup. This change in hookup will, of course, show on the direction card. This is but a further reason why directions should be carefully adhered to.

Read Directions Carefully

Now be on the safe side and whenever you receive a new shipment of Bandboxes, make a point to read directions carefully, before attempting an installation. Impress this fact upon the members of your organization. Where your customers are to make their own installations, impress upon them the necessity of carefully and thoroughly reading instructions before such an installation is made.

Crosley Distributors Way Ahead

(Continued from Page 11) Wisc.; Gilham Electric Co., Atlanta, Ga.; Harper-Megee, Inc., Seattle, Wash.; Hawkes Auto Equipment Co., Lansing, Mich.; Interstate Hardware & Supply, Bristol, Tenn.-Va.; Iowa Radio Corporation, Des Moines, Iowa; Morehouse & Wells Co., Decatur, Ill.; Northern Hardware & Supply Co., Menominee, Mich.; W. A. Roosevelt, Co., LaCrosse, Wisc.; Sherwood Hall Co., Ltd., Grand Rapids, Mich.; Sickles & Preston, Davenport, Iowa; Southeastern Electric Co., Chattanooga, Tenn.; Southeastern Electric Co., Knoxville, Tenn.; Standard Battery & Electric Co., Waterloo, Iowa; and the Jos. Strauss Co., Buffalo, N. Y.

The Distributors who have set the date for their dealer conventions are as follows: Lucker Sales Co., Minneapolis, Minn., August 2 and 3; Davidson Brothers, Inc., Bowling Green, Ky., August 3; Sterling Radio Co., Kansas City, Mo., August 4; W. M. Dutton & Sons Co.,

Hastings, Nebr., August 9-10-11-12; Dakota Radio Apparatus, Yankton, S. Dak., August 15 and 16; Tenk Hardware Co., Quincy, Ill., August 18; Williams Hardware Co., Streator, Ill., August 31.

Crosley Orders Shatter Records

(Continued from Page 1) Bandbox has been received with unparalleled enthusiasm.

Place Orders Now

All wide-awake dealers have placed big orders with their distributors. They want to receive their full share of sets as shipments are received by distributors.

Fall in line with the greatest money-making opportunity that has ever been offered to you. Get the new Crosley line on display immediately. Cash in to the fullest extent on the great Crosley national advertising campaign.

100% Crosley Store

(Continued from Page 12)

In the picture above you miss something already referred to which has played an exceedingly important part in Mr. Cumming's success. On the window of Mr. Cumming's radio store is to be found the following, "100% Crosley Dealer".

Good Luck, Mr. Cumming, we know this will be a banner year for you. Say, the other dealers in your neck of the woods will have to go some to equal your sales.

The Philadelphia radio season opened early last year, and present conditions indicate that the strong buying market will be early there this year. Great interest in light-socket sets is reported from this district.

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.

FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio

Sell the Unsold Millions

Denver expects a fifty per cent increase in radio trade this Fall. Good crops and consequent prosperity of the farmers will help the radio market.

(Continued from Page 10)
Don't take things as they come this next season. Don't be satisfied with just the business that walks into your store. Get something of the picture of the great unlimited, untouched radio market which spreads out before you and get busy to make a great dent in it.

The World Yours

The world is yours with Crosley this year. There is nothing on the market today that can equal in quality, price and performance to the Bandbox. It is the masterpiece of 1927-28 radio season. It is the vehicle by which you and every other Crosley dealer in the country can ride on the crest of the wave of prosperity this year.

Be a Crosley enthusiast. Step right up into the front ranks of that great army of wide-awake Crosley dealers who will make a great cleanup during the months ahead.

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 537
326 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