

# THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VI

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No. XV.

## 1927-28 Crosley Advertising and Dealer Aids

**Order Assortment At Once Thru Your Distributor And Eliminate Sales Resistance**

"You're There With Crosley Selling Helps." Not content with providing Crosley dealers with the fastest selling line of merchandise on the market, Crosley is giving dealers the opportunity to obtain an assortment of selling helps which will make this merchandise sell faster than ever.

Described and illustrated in this issue of the Broadcaster on pages 8, 9 and 10, is the complete assortment of Crosley advertising and selling aids, available to Crosley Authorized Dealers during the 1927-28 radio season. With these selling aids, it will be possible for all Crosley dealers to tie in to the limit with the gigantic national advertising campaign being run in leading magazines and newspapers of the country.

### Tie-Up With National Advertising

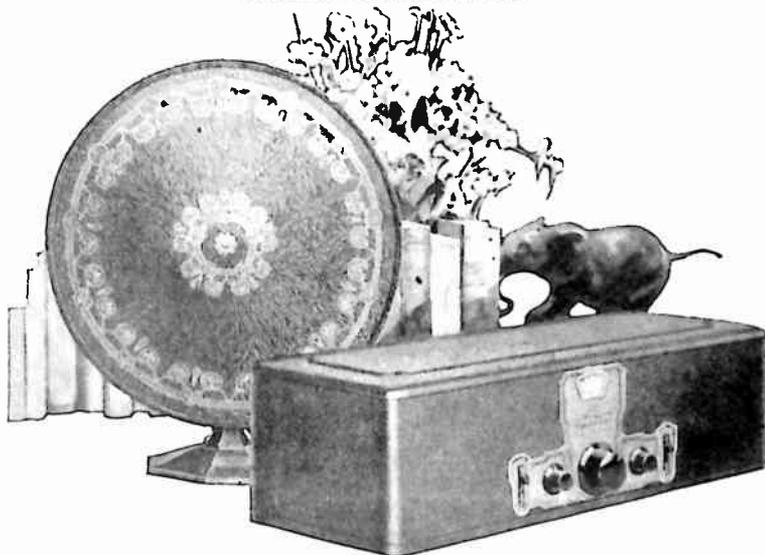
All the pieces of literature—the window displays—feature cards, movie slides, bill posters, everything will fit right in with the Crosley national advertising campaign. "You're There With A Crosley" and the theme being carried around this slogan dominates every piece of literature and selling help being offered.

Be prepared to get 100% benefit from Crosley national advertising. Avail yourself immediately of all the material described in this issue of the Broadcaster.

### Order Your Assortment

Don't delay. Get hold of this advertising material at once. Send in the certificate, which is entitled "Crosley Authorized Dealer Display Certificate" which you have received through the mail. It has cost thousands of dollars to prepare all of this advertising. You can obtain a complete assortment for only \$5.00. Send your check, together with the certificate, immediately to your distributor.

## Musicone Continues To Smash Sales Records



### Greatly Improved Actuating Unit Adds To Popularity Of This Famous Radio Reproducer

The sale of Crosley Musicones is soaring higher and higher. Already the country's biggest seller, the Musicone, is every day enjoying more universal demand.

This increase in volume or sales, in spite of the fact that the console type of radio receiver with Musicone already installed is growing in favor. Crosley dealers need not let the advent of the console type receiver worry them. This will not in any way decrease their sale of Musicones.

### 80% Order Table Models

Records show that only 20% as many consoles have been sold as Crosley Bandbox receivers. This means that 80% Bandbox receivers sold must utilize some kind of a reproducer. Every Crosley dealer, therefore, should have a good stock of Musicones on hand to meet this demand of the 80%. Supply the 80% with Crosley Musicones.

The Crosley Musicone Actuating Unit has been greatly improved. Its inventor, not satisfied with the wonderful reproduction which has made the Musicone so famous, has developed improvements making the Crosley Musicone even more perfect in its reproduction qualities. A new metallurgical discovery has made this actuating unit far more responsive and has given it a

sensitivity which enables a range of reproduction never before possible.

### Reproduces Bandbox Best

Take advantage of the universal popularity of the Crosley Musicone. Push the sale of the Crosley Musicone right along with the Crosley Bandbox. The Crosley Musicone unit is designed and constructed to match the Crosley receiver. Likewise the receiver to match the Musicone. Naturally, the best results are obtained if the Crosley receiver and Musicone are used together. Your customers are thoroughly sold on this fact for Crosley national advertising has given them full particulars.

### Get Your Share of Musicone Profits

You will also find a tremendous demand for Musicones where receivers of other makes are already owned. A large, separate advertising appropriation has been set aside for the Crosley Musicone. It is bringing on the consciousness of people everywhere the many advantages of the Musicone.

Production of Crosley Musicones is increasing daily. Give your distributor complete specifications so that your needs can be promptly fulfilled. Get behind the sale of Crosley Musicones. Big profits are a certain result.

## Crosley At Radio World's Fair

**Make New York Branch, 33 West 42nd Street, Your Headquarters**

The largest Crosley radio exhibit in the history of the Corporation will be staged at the Radio World's Fair, in Madison Square Gardens, New York City, September 19 to 24.

The Crosley delegation to this, the largest radio show ever held anywhere, will be headed by Powel Crosley, Jr., himself. In addition, Harry Sherwin, General Sales Manager, John L. Limes, Assistant Sales Manager, Ralph Langley, Assistant to the President, and several members of the Crosley sales force, will be present to make the Radio World's Fair a 100% Crosley show.

### Thousands To See Bandbox

Thousands of persons from the eastern states will visit the show, as well as thousands of visitors to New York from the Middle West and West. Every one of these is a prospect for Crosley, and many will be Crosley buyers after they have attended the show.

The Crosley New York Office will be made the headquarters of Crosley dealers and distributors visiting New York. Dealers and distributors should make this office their meeting place and information bureau. Here hotel accommodations may be secured, railroad reservations made, etc.

### See The Crosley Exhibit

A trip to New York to visit this World's Fair will be well worth the while of every Crosley distributor and dealer. There will be many opportunities to pick up good sales ideas. This, the fourth Radio World's Fair is expected to be by far the biggest and best ever held.

Crosley's exhibit at the New York show is in keeping with a tradition of several years' standing. Every year there is a Crosley exhibition at both the New York City and Chicago Radio Shows. Each year every effort is made to improve the exhibits and make them more attractive.

The Chicago Trade show held earlier in the year marked an in-

(Continued on Page 16)



Listen in on the Greatest Program of Premier Entertainers on the Biggest Hook-Up in the History of Radio.

## Fans to Listen to Super Broadcast at Radio Industries' Banquet

Four Hundred Radio Artists to Perform on Four Hour Program---Almost 100 Stations in Monster Hook-up

A nation wide interest is being taken this year in the Radio World's Fair to be held in New York City, September 19 to 24. This is due to the super broadcast program which has been planned for the Annual Radio Industries' Banquet to be held during the Radio World's Fair, Astor Hotel, on Wednesday, September 21.

This banquet will not only have an unusual significance in radio industry circles, but will have a nation wide and even a world wide significance to the public at large. The committee in charge of banquet arrangements consisting of Paul B. Klough, General Chairman; J. Andrew White, Master of Ceremonies; Powel Crosley, Jr., Treasurer; L. A. Nixon, Executive Secretary, has arranged a great four-hour broadcast program during which over 400 radio artists will appear before the microphone.

### Greatest Station Hook-Up.

This program, the greatest broadcast in the history of radio, will be relayed over almost 100 broadcasting stations, bringing it within reach of every nook and corner of this great land. Major Andrew White, peer of all radio announcers, will be Master of Ceremonies, and will keep things moving in a way that will hold the enthusiastic interest of everybody for the entire four-hour program.

Only one speaker has been planned for the banquet. That will be Admiral W. H. G. Bullard, Retired Chairman of the Federal Radio Commission. The entire nation has a great respect for the wonderful work which the Radio Commission has performed during the past months in which they have been in power. Thus, every member of the vast radio audience, which will be listening in to the super banquet program will be keenly alive to everything Admiral Bullard has to say. Admiral Bullard's speech, how-

ever, will be but the first part on the greatest entertainment program ever held in the history of the world.

### Accelerate Radio Sales.

National Radio Day, augmented by the program of the Annual Radio Industries' Banquet, will most certainly have a national significance. Though the 1927-28 radio season has already started with a bang, this great event will prove a tremendous factor in giving radio sales a more rapid stride.

The 3,000 in attendance at the banquet, incidentally, one of the largest assemblies to sit down to a banquet together, will be but a fraction of those to hear the program. The great audience listening in will number 'way up into

the millions, possibly reaching the 75,000,000 mark.

Undoubtedly, National Radio Day will mean much in profits to Crosley dealers everywhere. "You're There With A Crosley" will hold true at this great program to be broadcast from the banquet hall of the Astor Hotel on the evening of September 21. In fact, the Crosley Bandbox will bring in that program better than any other radio receiver. Thus, it will be your duty, as a Crosley dealer, to put as many Crosley Bandboxes to work on that evening as you possibly can.

### More Bandbox Sales.

National Radio Day can be made to sell many Bandbox receivers during these next weeks, before September 21. The publicity of National Radio Day will be country

wide. Every newspaper will carry the story of that great program which is to be broadcast. You can help the general cause and further your own Bandbox sales by tying right in with National Radio Day. Put in a National Radio Day display. You can very effectively put in a window display which advertises both the National Radio Day broadcast and the Dempsey-Tunney fight which comes off on the following day. Have some attractive show cards made for your window, advising the public to be "there" at the fight and the Radio Day broadcasts with a Crosley Bandbox. Besides the immediate sales which will result from this great broadcast, the program will create such an interest in radio that your sales will immediately take a jump upward and you will sell many receivers just as a result of the remarkable entertainment that was put on. This is the idea behind the entire program—to put on such a super entertainment, that after that, no person will want to be without a radio receiving set in their home for fear of missing another such program.

### Greatest Selectivity and Finest Tone

Crosley Radio Corporation.

With reference to Bandbox Performance, we believe the best thing we can tell you is what was telephoned to us yesterday by one of the Chattanooga dealers who has had many years of experience with all types of Radio Receivers.

His words were that the Crosley Bandbox has the greatest selectivity and the finest tone quality of any Receiver he has ever tested.

Southeastern Electric Co., Chattanooga, Tenn.

(Signed) R. A. Shackelford, Sales Manager.

## West To Hear Big Program---Thanks To Powel Crosley, Jr.

At Personal Expense of \$4,000, Mr. Crosley Subsidizes Wires To West For Four Hours

A real contribution has been made for the interests of radio in the Far West by Powel Crosley, Jr. It came to Mr. Crosley's attention that the broadcasting stations of the Pacific Coast and Far West would not be able to broadcast the great program to be broadcast from the Radio Industries' Banquet, National Radio Day, Wednesday, September 21, unless telephone connections for the West could be arranged for.

Mr. Crosley immediately made inquiries and found that it would cost \$1,000 per hour to lease telephone connections to the Far West. He, therefore, immediately arranged at his personal expense, to subsidize these wires for four hours between eight and twelve o'clock, Eastern Standard Time, to enable Pacific Coast and Far West stations to broadcast the program.

This contribution which Mr. Crosley made is certain to prove of great benefit to Crosley dealers in the Far West. However, Mr. Crosley had an additional interest in doing this—aside from the fact that he wanted to bring the program within reach of the customers of Crosley dealers in the Far West. As Treasurer of the Banquet Committee he has taken a very prominent part in the arrangement of the entire program and therefore, wanted to do his part to make possible the greatest chain hook-up ever effected in radio.

## Broadcast of Dempsey-Tunney Fight Attracts Entire Nation

Millions Plan To Listen In---Thousands Are On Market For Crosley Bandbox

The Dempsey-Tunney fight, scheduled for September 22 at Soldier's Field, Chicago, is the most talked of event in history. Millions intend to be "there" when the gong sounds and the two mighty champions start to pound each other.

In gate receipts, this fight will climax all on record. It is expected that two and one-half millions of dollars will be paid in at the gate, when a record crowd of 160,000 people gather at Memorial field to witness the fight.

### Mighty Audience To "Listen In"

It will be remembered that only 82,000 witnessed the Dempsey-Sharkey fight and that an estimated audience of 25,000,000 people listened in on the fight as broadcast over the radio.

It is practically impossible to estimate the great audience which will listen in to the Dempsey-Tunney fight. The whole nation is stirred up. Every red-blooded American, who cannot be at the fight, will have a ring side seat via the radio to hear Major White do his stuff in announcing each move that the boxers make.

### Crosley Dealers Benefit

The Dempsey-Tunney fight has unusual significance to Crosley dealers in every section of the country. Past statistics show that just before a big event, that is to be broadcast, the demand for radio receivers, supplies, accessories, etc., is tremendous. Crosley dealers, who are awake and on the job, can most profitably tie-in with this greatest of all sport events.

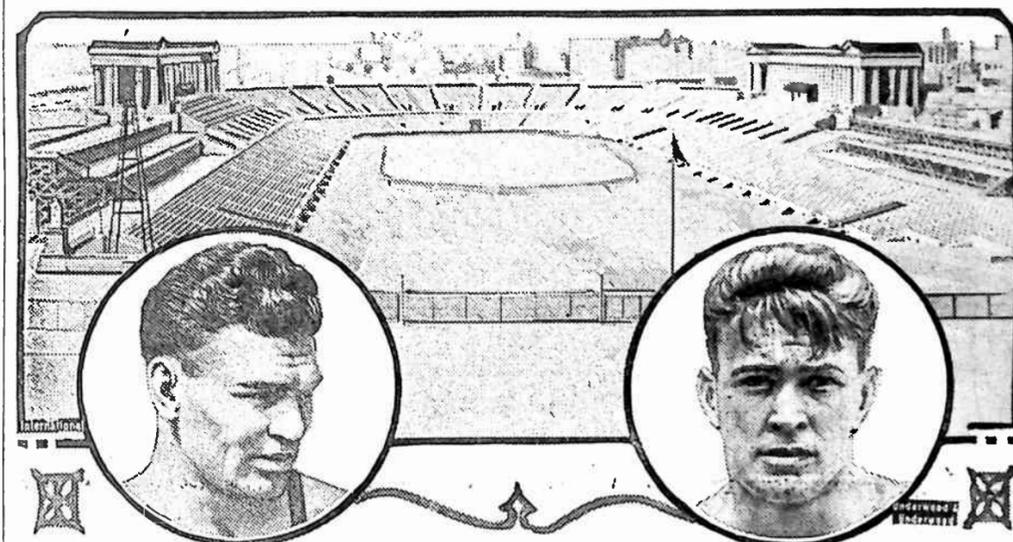
When the crown stands or falls, "You're There With A Crosley." Never did a headline ring more true. The full page Crosley ad appearing in national publications, sends its startling message to practically every person in the country. This powerful ad is scheduled to appear in a list of outstanding publications which will appear on the newstand and will be delivered to the homes during the early part of September.

### Bandbox Sales Big

Among the magazines in which this ad will appear are the American magazine, Saturday Evening Post, Liberty, Country Gentleman, Furniture Record, Popular Mechanics, Radio Age, Jobbers' Salesman, Phonograph & Talking Machine Weekly, Radio News, Popular Radio, Popular Science Monthly, Radio Broadcast, Radio Dealer, Electrical Goods, Radio, Auto Digest, Talking Machine World, Talking Machine Journal, Radio Retailing, and Electrical Record.

This advertisement will prove a tremendous force in increasing the sale of Crosley radio before the fight.

The fame of the Crosley Bandbox



Every Bandbox You Sell Furnishes a Ring Side Seat at the Great Fight---You're THERE at the Fight With a Bandbox

has spread like wildfire and is rapidly gaining universal public acceptance. Many who have put off buying a radio will now go to the nearest Crosley dealer and buy a Crosley Bandbox.

Truly, the Dempsey-Tunney fight, presents to the Crosley trade a money-making opportunity that is unbeatable. It offers you the chance to get a whirlwind jump into the new season.

Tie up with the ad reproduced on the opposite page. Make a prominent display of Crosley merchandise in your window. Take the fight ad, which has been forwarded to you in the letter to Crosley dealers, dated August 25 and display that prominently in your window.

**Sell Ring Side Seats**  
Do more than this . . . keep actively busy in your community selling and pushing the Crosley Bandbox. Don't let a single opportunity pass to introduce the merits of this marvelous radio receiver to your customers. Every time you sell a Bandbox you sell a ring side seat to the big fight.

Make a great campaign between now and the fight to furnish ring side seats. Show the Crosley Bandbox to the people of your community.

The fight also offers you an opportunity to pave the way for future sales. There are a number of ways you can do this. One of them is to keep your establishment open the night of the fight, advertise this fact that you are receiving the fight

with a Crosley Bandbox.  
**Promote Radio Parties**  
Another way is to promote radio parties in the homes of your community. Get a number of live wires to invite friends in and you furnish a Bandbox, hooking it all up to receive the fight. This is certain to result in many sales.

The greatest fight in all history—the most talked of events—the broadcast which will be listened in to by the largest radio audience on record—is certain to mean many extra dollars and real profits to the Crosley dealer. Tie in with it—cash in on this great sales possibility to the fullest extent.

Remember! When the gong rings for the fight—when the crown stands or falls—"You're There With A Crosley."

### "Let's Keep This One" Says Distributor's Wife

Crosley Radio Corporation.

I cannot help but write you, telling you the writer's experience with the Bandbox.

When we received our sample, I had the same taken home, and, to make a long letter short, I played with same one evening, Mrs. Hawkes remarked; "Let's keep this one."

This decision on her part (she is the radio fan) comes after trying out every set that has ever come into our place, either for trial or distribution, so you can see that your Bandbox, so far as we are concerned, has proved itself to be an exception

We see big business on the Bandbox this winter, as it surely will perform for others as it has for us, and such performance is bound to create volume sales.

We are for Crosley.

E. A. HAWKES,  
Hawkes Auto Equipment Co.  
Lansing, Michigan.

## Sherwin In West

Crosley Flying Sales Manager Makes West Coast Tour By Train

Harry Sherwin, General Sales Manager of the Crosley Radio Corporation, is engaged in an extensive tour of the West Coast territory, where he is making preparations for Crosley's fall sales and advertising campaign. He will remain in this district for several weeks, visiting distributors in all of the important cities. His territory will include Salt Lake City, Los Angeles, San Francisco, Portland, Seattle and other cities.

# THE CROSLY 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 sets for radio amateur, experimental, and broadcast reception use under patents of the Radio Corporation of America and Associated Companies, The Hazeltine Corporation, and the Latour Corporation.

## Editorials

### Investing A Five Dollar Bill

Did you ever look a \$5 bill squarely in the eye and ask it point blank just what it was worth?

Two seats at the opera, a room at the hotel, a hotel meal for two, yes—there are a few things that a \$5 bill will buy.

A \$5 bill is not worth much, however, when it comes to paying a month's rent, paying the tax bill, insurance bill, and the coal. Careful analysis shows that a \$5 bill, while it may seem like a million dollars when you're broke, usually won't go a very long way.

There is a way, however, that every Crosley dealer can stretch a \$5 bill out and make it a real investment—make an insignificant \$5 bill play an important part in this year's sales. That is, to pin a \$5 bill, or a check for \$5 to the Crosley Authorized Dealer Display Certificate attached to the illustrated letter recently received by you. Or by filling in one of the order blanks offered to you by your distributor and attaching the \$5 bill to that. The twenty-two piece assortment of advertising matter and display material which the \$5 bill will bring you is the greatest \$5 worth you ever received. A careful survey of these items, as outlined in this issue of the Broadcaster, will quickly convince you of this.

If you were to go out and attempt to buy this advertising and display material, \$5 would not go very far. However, this certificate, mentioned above, entitles you to a display service worth many times the \$5 price which you pay. The value of your \$5 bill has jumped way up. The investment of \$5 in this won-

derful assortment of Crosley 1927-28 advertising and display material will mean hundreds of dollars of extra profits to you. In fact, at the present time, there is no way that you can invest \$5 to greater advantage. You needn't kiss your \$5 bill goodbye for there will return to you material which will enable you to make this your most profitable year.

### National Radio Day September 21

The Fourth Annual Radio Industries' Banquet, to be held at the Astor Hotel in New York City, Wednesday, September 21, as a part of National Radio Day, will be conclusive evidence of the tremendous proportions to which the radio industry has grown.

The big significance of this banquet will not be the mere fact that over 3,000 prominent members of the radio industry will be gathered together, but that the program planned for this banquet will be the biggest broadcast in the history of radio and will attract the largest radio audience which has ever listened in to any program.

The committee in charge of this banquet, consisting of Paul B. Klough, General Chairman; J. Andrew White, Master of Ceremonies; Powel Crosley, Jr., Treasurer, and L. A. Nixon, Secretary, have broken all precedents in planning this super radio event. A four-hour program, during which over 400 outstanding radio artists will come before the microphone, will be broadcast over almost 100 stations. These are but indications of what proportions that dinner program will take.

According to Powel Crosley, Jr., this program will be the super entertainment event in the history of the world. Millions of radio receivers will be tuned in. Practically the entire nation will set aside all other engagements for that evening and listen in.

The radio trade cannot overestimate the value of this month's broadcasts. Preceding the broadcast of the Dempsey-Tunney fight, it will do wonders towards convincing the unsold millions of the pleasure and necessity of owning a radio receiving set.

### Products That Talk

Many salesmen have to do some tall thinking in order to make a sale. Few have products that talk for themselves.

Products that talk! That is exactly what radio sets do. You take a Bandbox to a prospect's home and turn the switch. Immediately the Bandbox starts to talk, and you sit and listen while it makes the sale.

Simple, isn't it? Certainly a lot simpler than selling lawn mowers or carpet tacks.

Can you name any other product that not only will talk but will tell

any kind of story the prospect wants to hear? If he wants sermon or song, education or entertainment, he can get it. The magic box will tell any story that tickles his ears.

The Bandbox is a well-behaved little fellow. If the baby is asleep upstairs, a twist of the knob and he will reduce his voice to a whisper. Or a twist the other way and he will jovially boom forth like a good natured giant.

Products that talk are rare. Rejoice that you are associated with them, and give them every chance to express themselves. They have pleasing personalities. Allowed to tell their own story they will win their way into any man's heart and be assured of his lasting devotion.

### The Welcome Visitor

The arrival of the Stork is, in every home, usually most welcome. The day of its arrival is celebrated year after year. The Crosley Stork, a huge Waco aeroplane, piloted by Paul Riddle and carrying the latest Crosley baby, the Bandbox, enjoyed an enthusiastic reception as it arrived at each of the twenty-four cities visited. Crosley dealers gathered from far and near at each point to welcome the Crosley stork and see what Crosley had to offer for the new season.

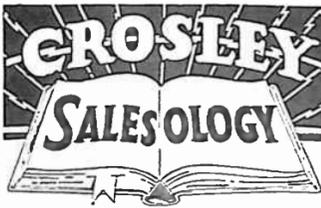
Scores of letters have arrived, congratulating Powel Crosley, Jr., on this unique method of introducing the new line into various centers. This issue of the Crosley Broadcaster shows the course of the Crosley Stork in picture form. Pictures were taken at the twenty-four cities visited. It was quite an undertaking to collect and classify all these pictures. With the assistance of Harry E. Sherwin, Crosley's Flying Sales Manager, who made the entire trip, however, this was at last accomplished and pictures shown so that everyone can get a graphic idea of the course of the Crosley Stork. Of course, all of the pictures could not be shown. However, an attempt was made to show one picture at each point. Effort was made to pick the picture most appropriate.

May these pictures bring back the memory of the arrival of the Crosley Stork. May they keep this memory fresh in your mind.

The Crosley Radio Corporation. To say that we are bubbling over with enthusiasm about the new Bandbox would be expressing ourselves in mild form.

The Bandbox is unquestionably the best buy on the market for performance and price—it is in a class by itself. We will be "There with the Crosley."

L. D. Chisolm,  
Battery & Electric Co., Inc.,  
Greenville, South Carolina.



Now is a very important time to make plans for tying in with the Dempsey-Tunney fight. The fight will be featured in Crosley national magazine advertising. "You're there with a Crosley" will be the slogan, and thousands of fight fans will be converted to radio fans before the actual night of the battle. This is an excellent opportunity to tie in with the national advertising campaign. Arrange a window display driving home the fact that "You're there with a Crosley." A model boxing ring showing the boxers in action, together with a display of the new Crosley models and an appropriate featuring of the slogan would make a splendid window attraction. This is but one of many ideas that will probably occur to you if you give your attention to making the most of this opportunity. The sales that result will pay you well for your trouble.

Another way in which you can tie in with the fight and which should prove very effective was described in the last issue of the "Broadcaster." The plan described was to invite some of your prospects whom you know are interested in the fight to your store or home, and there let them listen in to the fight broadcasts as received with the Bandbox. You could not stage a more effective demonstration.

You can bet that it pays to advertise. Just look through the "Saturday Evening Post" at the thousands of dollars worth of advertisements and you will be convinced that every manufacturer in this country is thoroughly sold on the idea of advertising. Now if advertising will build sales for the manufacturer it will certainly build sales for you. You must advertise. Of course, just to advertise is not the panacea for all merchandising.

Hundreds of thousands of dollars are sunk every year in misplaced advertising that doesn't pay. Hundreds of thousands more, wisely spent, however, produce billions in profits. Therefore, it behooves you to carefully plan what your advertising will be. Sit down now while you have the time and plan your campaign.

Your advertising plans are just as important to you as the extensive national advertising plans of this corporation are to it. Consider local newspapers, billboards, circulars, letters, motion picture houses, etc. Set aside a certain sum for advertising purposes and plan how you will spend it. Your money wisely spent will reap big profits for you.

## Bandbox Boys Super Salesmen



### Regular Crosley Feature Helps To Make The Bandbox A Byword In Every Home

It's not a bad salesman who can call on thirty thousand homes in one half hour. He might almost be described a "high pressure."

However, reaching thirty thousand homes in a half hour is just the stunt that is being done every week by the two new Bandbox salesmen recently added to the Sales forces of The Crosley Radio Corporation.

#### On Every Tuesday

They are the Crosley Bandbox Boys who are heard each Tuesday night at 7:00 o'clock (E. S. T.) from WLW. Tommy Reynolds, "blue" singer, and Herschel Luecke, pianist, are both already well-known to the WLW audiences. "Tantalizing Tommy" as a member of the "Tommy and Irene" team has been drawing stupendous quantities of fan mail for the past two years. With Luecke, he was one of the "Crosley Pups" when that feature was advertising the Crosley pro-

ducts. Luecke is a spectacular pianist and organist. He is a staff accompanist and does popular solo programs. Each of the men is a drawing card himself, and together they present a feature that draws and holds the attention of every listener.

#### Boys Big News

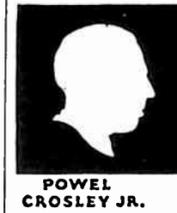
As a publicity feature, the Bandbox Boys are expected to keep the name of the new Crosley set continually before the public. Pictures of the boys, taken with a huge replica of the Bandbox, make a good news feature and are pleasing the editors of radio pages in the newspapers.

At the Crosley Dealer Rally to be held on September 14, during the Cincinnati Electric Club Radio Show, the Bandbox Boys will appear in person with their act and will present the same sort of a program that they give each week from WLW.

## Powel Crosley, Jr., Back

### Brief Stay At Murray Bay, Quebec, Canada, Restful

Powel Crosley, Jr., president of The Crosley Radio Corporation, has just returned from Murray Bay, Quebec, Canada, where he has been playing golf and resting for a few weeks. He cut short his stay in Canada in order that he might attend to several important matters in connection with the production of new Crosley models.



## Powel Crosley Jr. TALKS TO the TRADE

The Crosley trade has made tremendous sales progress this season. Hundreds of dealers have reported that they have already sold and delivered more Bandboxes than the total of radio receiving set sales last year.

In the face of the spontaneous enthusiasm which is manifest on all sides by Crosley distributors and dealers alike, it is evident that this is but an indication of what sales will be when the public seriously begins to buy.

The Bandbox has met with unqualified acceptance everywhere since its announcement in June. We believe that no radio set ever before met with such popular favor, for, never before, has such radio value been offered. A high-powered, six-tube, single controlled Neutrodyne for only \$55.00—no wonder the public is just going wild over it.

We spent a half million dollars on this receiving set before the first one could be built. That investment is evidence of the faith we had that this type of receiver would prove to be the most popular ever offered. It is a real problem to meet the demand that the popularity of this set has created.

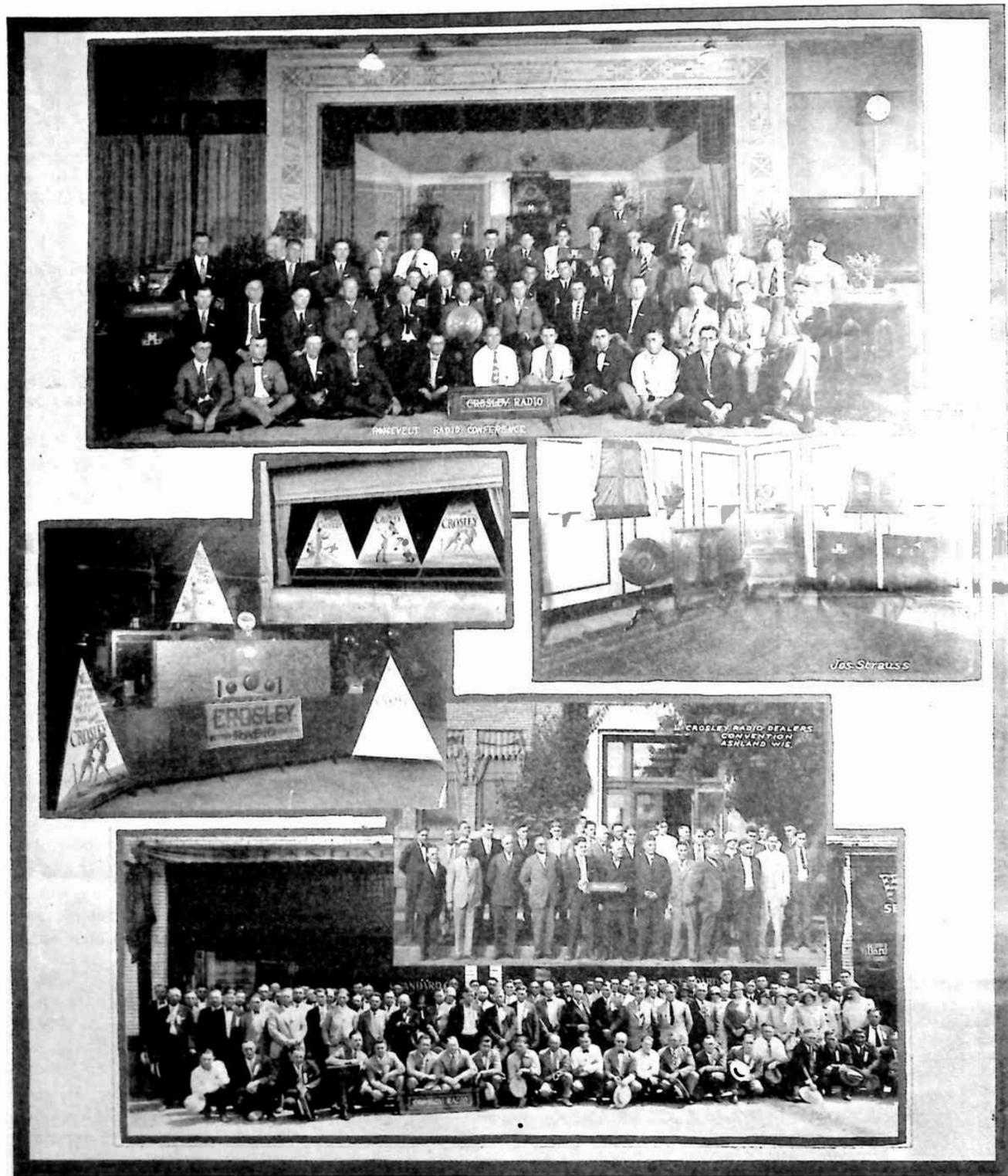
It is now that our mass production facilities are showing their worth. We have already passed the 1800 a day mark in production of this one model. Last year in November we reached our maximum production for that year on our 5-50 model of 2200 sets a day. With the Bandbox, within in two weeks, we shall be building 3000 sets a day. We have a production of sets scheduled, reaching a maximum of over 5000 sets a day shortly.

This will undoubtedly be the greatest season of broadcast programs known. The most stupendous radio program ever put on the air is scheduled for September 21 at the Radio Industries banquet, broadcast by the greatest link-up of stations ever effected. The next night, on September 22, the Dempsey-Tunney fight will be broadcast from Chicago. Following that the world series will be broadcast. This will only be a starter of the remarkable programs broadcast through the 1927-28 radio season.

Get busy and cash in to the full on this great sale opportunity—let those in your community be "there" with a Crosley Bandbox. "You're There With A Crosley" will ring true every day of this coming season.

Powel Crosley Jr.

## Scenes at Crosley Distributor Dealer Conventions



Above are shown pictures taken at a few of the dealers' meetings. Picture at top shows dealers at Roosevelt Co. meeting, La Crosse, Wis.; three central pictures show scenes at Jos. Strauss' dealers' meeting; just above bottom picture is shown dealers at Garnish meeting, and bottom picture shows dealers at Standard Battery & Electric Co. meeting.

## Much Enthusiasm Manifested At Dealer Meetings

### Roosevelt Company Stages Big Dealer Meeting

The photograph at the top of the opposite page will serve to show how fine a crowd of dealers attended the dealers' meeting recently held by the W. A. Roosevelt Company at La Crosse, Wisconsin. The spirit displayed at this meeting gave evidence that all of these dealers intend to "be there with a Crosley" during the present season.

L. A. Kellogg, sales promotion manager, was present and gave a stirring talk on sales policies and methods.

### Joseph Strauss to Hold Elaborate Meeting

A dealers' meeting in which elaborate displays of the Crosley line played a prominent part was held on July 22 by the Joseph Strauss Company, Buffalo, New York.

Although it rained hard all day, 150 dealers were on hand, many coming from the most remote sections of the territory in New York and Pennsylvania.

The first floor, balcony and all show windows at the Strauss headquarters were cleared of all stock and used for the display of the Crosley line. Talks were made to the assembled dealers by John Oliver, assistant sales manager of the Strauss Company, and Crosley field representatives.

Following the meeting, dinner was served in a stock room that had been cleared of all merchandise. The meeting did not adjourn until 2:00 a. m. and was voted by far the best and most enthusiastic dealers' meeting ever held in that part of the country.

### Garnish Holds First Crosley Convention

E. Garnish and Sons, Hardware Company of Ashland, Wisconsin, held their first Crosley radio convention in August. A large number of dealers were in attendance and were shown the complete line of Crosley merchandise.

L. A. Kellogg, sales promotion manager of The Crosley Radio Corporation, and H. F. Jaax, sales representative, gave talks. A banquet was served at the Knight Hotel.

### Standard Battery Company Score Hit

A great business in Crosley receiving sets for the coming season was predicted by 127 dealers who attended the gathering held by the Standard Battery & Electric Company, Waterloo, Iowa, on July 21. The meeting was held at the Russel Lamson Hotel, with John Hanson, president of The Standard Battery & Electric Company, presiding.

Seventy-two firms were represented at the meeting. L. A. Kellogg, sales promotion manager and R. P. Crawley, field representative, gave talks at this meeting.

At a banquet held in the evening, a Crosley Bandbox was hooked up and brought in the Dempsey-Sharkey fight. The manner in which this broadcast was received greatly impressed all the dealers who were present.

The new Tilt Table speaker was used in connection with the Bandbox.

### Davidson Brothers, Crosley Distributors at Glasgow, Ky. Establish Record

One hundred per cent attendance featured an enthusiastic dealers' convention held by Davidson Brothers, wholesale distributors of Glasgow, Kentucky.

The convention was held at Bowling Green on August 3, in the Hotel Helm. Every dealer served by these distributors was represented.

E. K. Revercomb, sales representative of The Crosley Radio Corporation demonstrated the new Crosley receiving sets and gave an inspiring talk on salesmanship.

A banquet was served to the dealers in the evening.

### McLendon Hardware Company Entertains Dealers At Instructive Dealer Meeting

An exceedingly successful dealers' meeting was held by the McLendon Hardware Company of (Waco or Houston, Texas). Over sixty dealers were represented and all were enthusiastic about the new Crosley merchandise displayed.

Addresses were given by Henry W. Chadwick, Raymond M. Becker, and H. D. Johnston. Mr. Jesse McLendon is to be congratulated on the fine handling of the entire meeting.

### Sherwood Hall Co., Ltd. Hold Dealers' Meeting

A novelty in the way of a dealers' meeting was held recently by E. P. Monroe, salesman for the Sherwood Hall Co., Ltd., Grand Rapids, Michigan. Mr. Monroe invited the radio dealers in his territory to a smoker at his home at Muskegon Heights. This provided an excellent opportunity to demonstrate the performance of Crosley Bandbox sets in the home, and much enthusiasm was evoked among the dealers.

An informal discussion of sales possibilities for the coming radio season followed. C. W. Munger, Crosley Sales representative, was a guest at the smoker.

### Chapin-Owen Display Crosley at Big Radio Show and Dealers' Meeting

The new Crosley Bandbox and approved furniture models were featured at a Radio Show and Dealers' Meeting held by the Chapin-Owen Company, at Rochester, New York, on Friday, August 12.

A large gathering of dealers were present and greeted the new line with intense interest and enthusiasm. Several dealers, from sections in which territory had not been completely allotted, made immediate application for Crosley franchises.

Charles B. Owen, President, and Thomas B. Sharar, Vice President and Sales Manager of the Chapin-Owen Company, and Field Representatives of The Crosley Radio Corporation, were among the speakers.

### Crosley Dealers Meet At St. Joseph

An enthusiastic convention of Crosley Dealers was held at St. Joseph, Missouri, recently by the American Electric Company, distributors of that city.

L. A. Kellogg, sales promotion manager of The Crosley Radio Corporation, featured the meeting with a sales talk and demonstrated how receiving sets should be sold to the individual customer.

R. P. Crawley, Crosley sales representative, made a demonstration of the sets and described the corporation's policy for dealers. The meeting was held at the Shrine Golf Club and an evening banquet was enjoyed at the same place.

Many dealers remained over night for a second session held the next forenoon. Approximately one hundred dealers were present.

### Cleveland Crosley Sales Holds First Radio Show and Dealers' Meeting

The Cleveland Crosley Sales Company held their first Radio Show and Dealers' Meeting on August 16 and 17 at the Cleveland Hotel, Cleveland, Ohio. This two-day meeting was attended by a large number of dealers and resulted in much enthusiasm over the new Crosley line, which was prominently displayed at the hotel.

Talks were made by H. L. Bevington, Sales Manager of the Cleveland Crosley Sales Company and by E. L. Shepherd and Ralph W. French, field representatives of The Crosley Radio Corporation.

### Eighty-Five Crosley Dealers Attend Morehouse & Wells Company Dealer Meeting

A program broadcast over station WJBL of Decatur, Illinois, featured an enthusiastic conclave of dealers held by Morehouse & Wells Company at the Elks Country Club on Lake Decatur. Eighty-five Crosley dealers and radio salesmen were present. The new Bandbox receiving sets were exhibited with their approved art furniture models and many of the dealers reported unusual interest in this new set.

C. H. Carey, sales representative of The Crosley Radio Corporation, explained the advantages of the new Crosley models.

The broadcast program took place during the dinner hour. Various numbers were dedicated to different dealers, especially to the ones who had come from the greatest distance.

# THIS IS THE CROSLEY DEALERS' SERVICE OF SALES AND DISPLAY HELPS

Special Assortment Illustrated and Described Below Available to Authorized Crosley Dealers for \$5

27 — 11

Set of Decorative Window or Store Pennants  
11 brightly colored pennants featuring most popular American broadcasting stations. When strung together make an attractive festoon. One set in \$5.00 assortment—additional sets, 25c each.



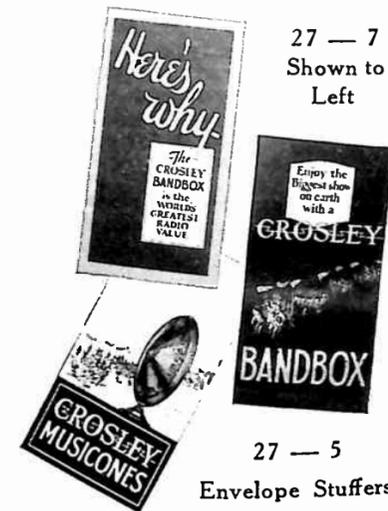
27 — 2

Panel Easel Cards  
30 inches high, heavy board. Made in paint print process in full brilliant colors. Matching "Big Top" cut-out and featuring underlying theme of all Crosley advertising — "You're there with a Crosley." Two designs in set. One set included in \$5.00 assortment—additional sets \$1.25 each.



27 — 2 Shown Above

27 — 7  
Shown to  
Left



27 — 6

Envelope Stuffers  
and Leaflets

Regular mailing envelope size, printed in attractive colors. 50 of each included in \$5.00 assortment.  
27 — 5, a 6 page leaflet featuring Bandbox. Additional quantities at \$4.00 a thousand.  
27 — 6, a 4 page leaflet featuring Musicone. Additional quantities furnished at \$3.25 a thousand.  
27 — 7, a 10 page leaflet explaining features of entire Crosley line. Additional quantities furnished at \$4.50 a thousand.

## "You're there with a Crosley"

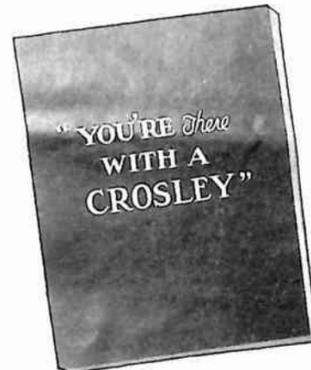
27 — 16

24 1/4-Inch Window Streamer  
Featuring Crosley slogan, "You're there with a Crosley", in black, straw and crimson colors. 5 streamers included in \$5.00 assortment. Additional furnished at \$.01 each.



27 — 18

Bandbox Identification Card  
4 1/2 x 14 inch easel back. Made by paint print process in full Crosley colors for display on top of Bandbox. Two cards included in \$5.00 assortment. Additional cards \$.05 each.



27 — 3  
Art Catalogs

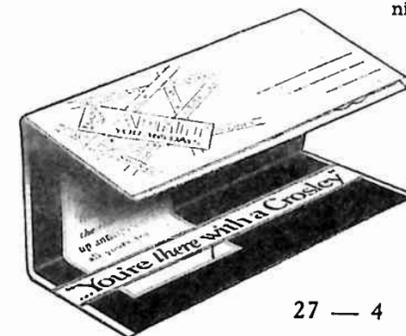
28 page 8 1/2 x 11 Art catalog of the Crosley line for 1927-28. A complete selling portfolio for salesmen. Shows details of Bandbox and Crosley apparatus and full descriptions for quick understanding. One included in \$5.00 assortment. Additional copies furnished at \$.25 each.



27 — 8

Novelty Throw-a-Ways

Bright colored cards imitating theatre tickets with space on back for Dealers' imprint. Four in set. 50 sets included in \$5.00 assortment. Additional sets furnished at \$5.00 a thousand.



27 — 4

Mailing Broadside

Impressive mailing piece for dealers' mailing list. 19 x 12 1/2 in size when opened. Folds to 9 1/2 x 4 1/4. Printed in beautiful colors. Full details of Crosley radio apparatus. Features Crosley radio in manner that ties in with store displays and all national and local advertising. 25 included with \$5.00 assortment. Additional quantities furnished at \$10 a thousand.



27 — 19

Console Identification Card  
6 x 21 inch easel back card. Made by paint print process in full Crosley colors for display on top of Consoles. Two cards included in assortment—additional quantities furnished at \$.07 each.



27 — 15

Price Cards

Set of four colorful cards carrying out general idea of all display material. Mounted on easels and featuring prices of Bandbox models and Musicones. Two sets included in \$5.00 assortment. Additional sets furnished at \$.05 each.



27 — 14

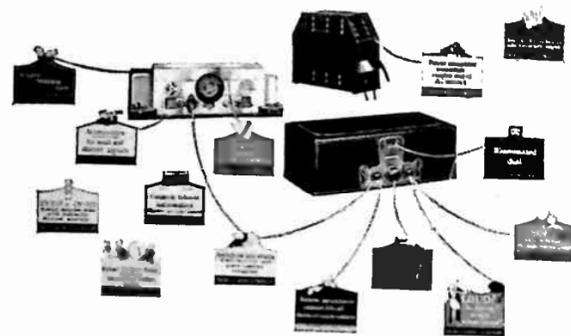
Price Tickets

Price tickets by which dealers can show prices of set and all equipment, individually and totaled, also down payment and weekly payments as preferred. 25 included in each \$5.00 assortment—additional quantities at \$3.00 per thousand.

27 — 1

"Big Top" Cut-Out Window Display

40 inches wide, lithographed in full brilliant colors. Front section stands 4 inches in front of posters and tent. One included in \$5.00 assortment—additional obtainable at \$1.50 each.



27 — 17

Crosley Radio Feature Tracers

A set of 14 cards with easel backs in brilliant colors, from which ribbons are run to various features of Bandbox, Musicone and Power Converter they emphasize. One set furnished in \$5.00 assortment. Additional sets \$.25 each.

27 — 12

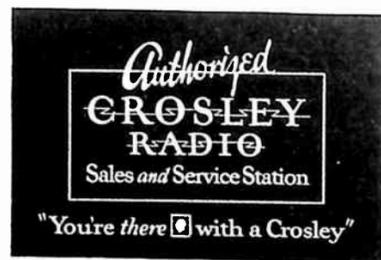
Crosley Authorized Dealer Plaque

Heavy board easel back construction plaques 8 x 12 inches in Crosley 1927-28 advertising colors—black, straw and crimson. Made by paint print process. One shipped direct to you. Additional at \$.10 each.

27 — 13

Crosley Authorized Window Transfer

Same colors and design as Authorized Dealer Plaque for mounting on window or door glass. One shipped direct to you—additional at \$.10 each.

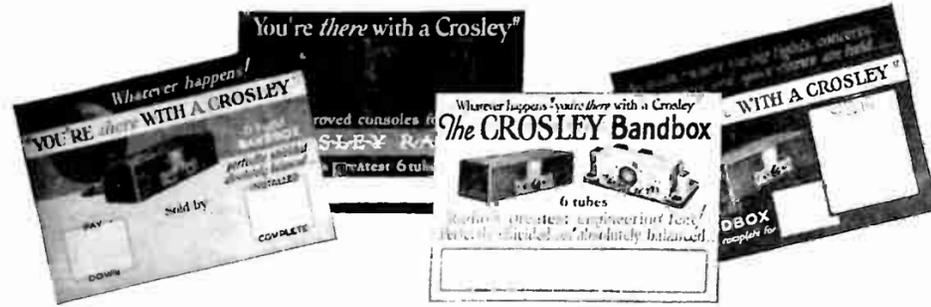


Order This Assortment Through Your Crosley Distributor

::: :::

Additional Quantities of Each Item Available At Cost or Less

# These Additional Sales Helps at Cost or Less



27 — 20

### Picture Show Slides

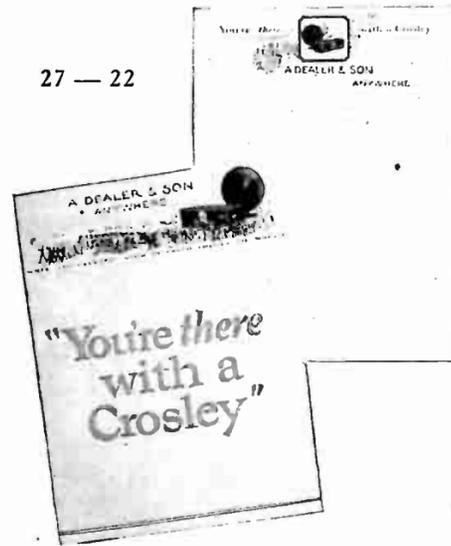
Four attractive designs in brilliant Crosley colors featuring Crosley radio apparatus in natural colors. Supplied in set of four—at cost price to Crosley dealers ..... \$1.50.

27 — 22

### Dealers Letterheads

Choice of two designs. Attractively printed in three colors. Your name and address printed at top. \$3.50 per thousand. Show exactly how you want your letterheads imprinted, printing out your name and address just the way you want it appear.

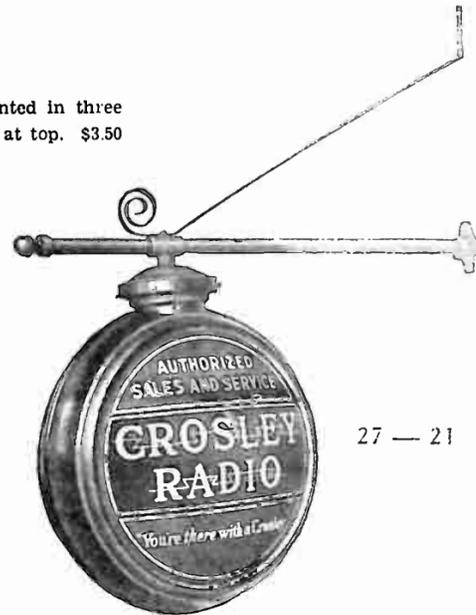
27 — 22



27 — 21

### Illuminated Globe Sign

Beautiful illuminated globe for outdoor or inside display. Crosley colors. Sign is 20 inches in diameter and is furnished complete with bracket for erection and is wired for illumination. Cost price to Crosley dealers ..... \$10.00.

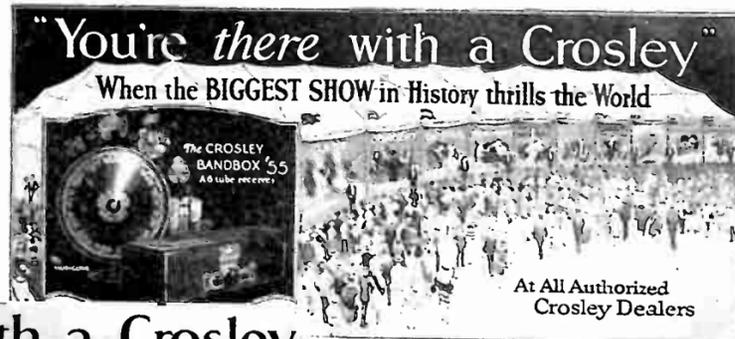


27 — 21

27 — 23

### 24 Sheet Posters

Brilliant and unique outdoor posters. Two designs. So entirely different they'll hold attention and interest of all who pass them. Ample room for dealer's name. These, too, tie in with entire Crosley advertising theme and will strengthen Crosley demand in your community. FREE to all Crosley dealers upon receipt of copy of contract made with your local bill poster. Two designs. One for posting Oct. 15 to Nov. 15, the other for posting Nov. 15 through Christmas. Order your requirements at once.



At All Authorized Crosley Dealers

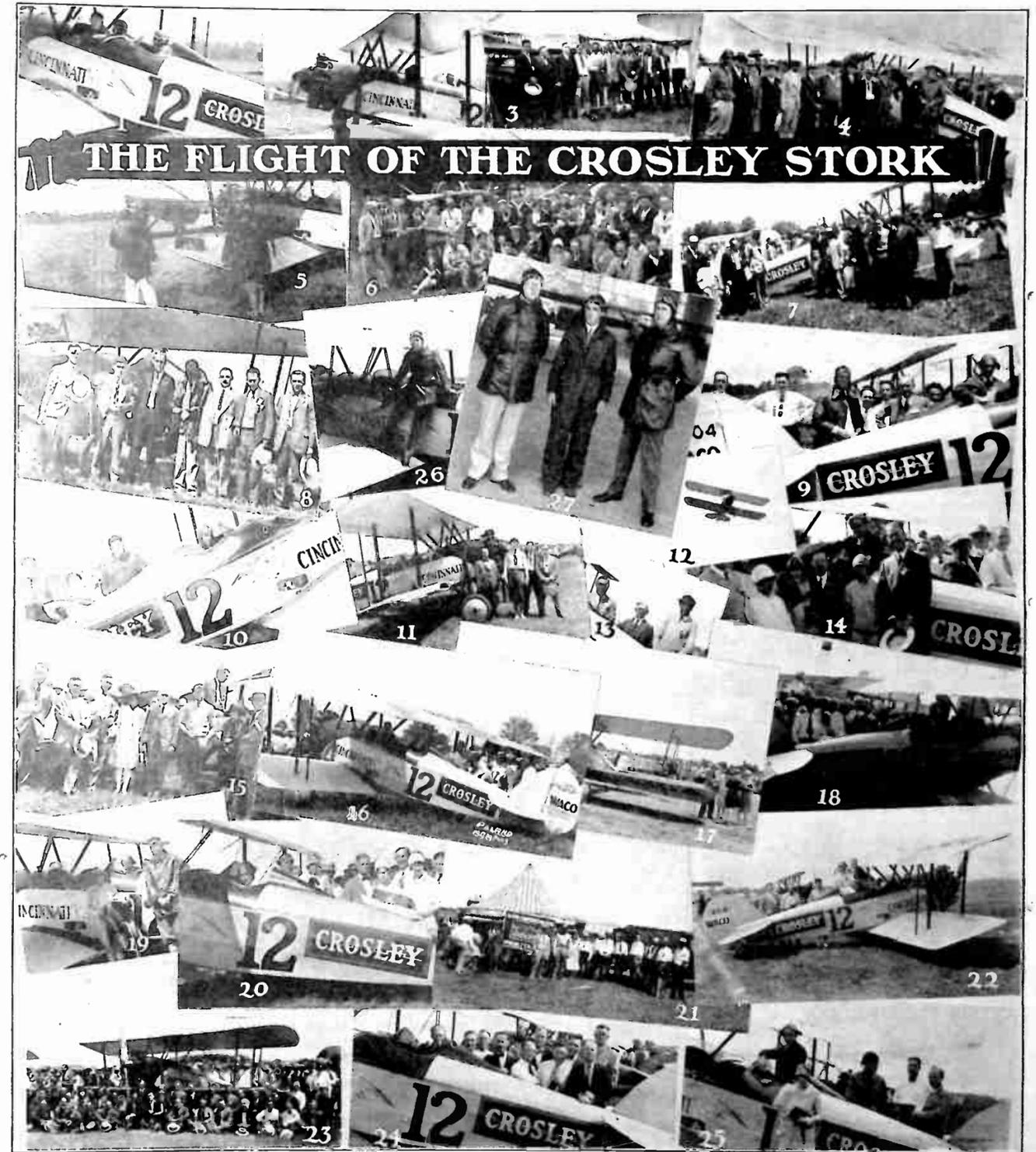


6 tube BANDBOX \$5

At All Authorized Crosley Dealers

In ordering these Dealer Helps use the Order Blank shown on the reverse side of the certificate attached to the illustrated letter mailed to you by Powel Crosley, Jr. Attach money order and mail to your distributor.

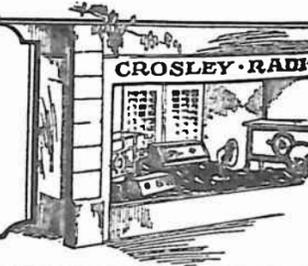
# At Last We Have Those Crosley Stork Pictures



The above pictures were taken at the following cities during the recent flight of the Crosley Stork: 1, Detroit, Mich; 2, Buffalo, N. Y.; 3, Geneva, N. Y.; 4, Schenectady, N. Y.; 5, Boston, Mass.; 6, New York City; 7, Philadelphia, Pa.; 8, Baltimore, Md.; 9, Pittsburgh, Pa.; 10, Cleveland, O.; 11, Kalamazoo, Mich.; 12, Dayton, O.; 13, Columbus, O.; 14, Cincinnati, O.; 15, Louisville, Ky.; 16, Memphis, Tenn.; 17, Pine Bluff, Ark.; 18, Dallas, Texas; 19, Oklahoma City; 20, Tulsa, Okla.; 21, Wichita, Kans.; 22, Omaha, Nebr.; 23, Moline, Ill.; 24, Chicago, Ill.; 25, Grand Rapids, Mich.; 26 shows Powel Crosley, Jr., just before the jump-off at Detroit; 27 shows Salesmanager Sherwin, Pilot Paul Riddle and Powel Crosley, Jr.



# CROSLY DEALER'S PAGE



## Directs Sales From Bed

*E. W. Patrick, Though Bed-ridden, Operates Successful Business*

Probably one of the most interesting stories of Crosley sales effort is that of Mr. E. W. Patrick, a world war veteran, who directs his sales from his bed. Mr. Patrick was seriously injured in the world war when an aeroplane engine fell on him.

This does not, however, prevent him from being one of the most live-wire Crosley dealers to be found anywhere. He operates his Crosley business right from his bed. With a complete file, giving the name of every farmer and family in his county, he directs his salesmen who go out after the business.

These salesmen come in to him and report, getting the inspiration and stimulus from him to sell a lot of Crosley Bandboxes. Mr. Patrick is enthusiastic about the Crosley Bandbox. He states that it outclasses everything on the market today, showing that he will certainly be "there" with the Bandbox.

### "Dealers Wild Here"

Crosley Radio Corporation. We are very much enthused over the performance of the BANDBOX. It is all that anyone desires of a radio set. The dealers are simply wild over it here.

(Signed) R. A. Whipple, Kakem & McLaughlin, Inc., Chicago, Illinois.

### TAYLOR ELECTRIC CO.

MADISON, WISC.  
Exclusively Radio  
Wholesale Only  
CROSLY DISTRIBUTOR

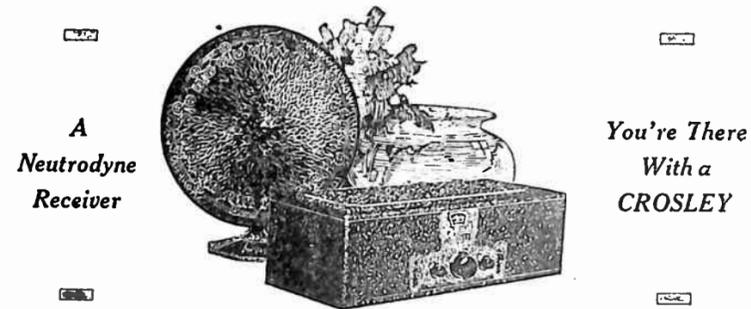
### THE JOHNSON ELECTRIC SUPPLY CO.

331 Main St. Cincinnati  
Wholesale  
CROSLY DISTRIBUTORS  
Write Us For Dealer Proposition

## Ad Proves Advertising Pays Direct Results

# CROSLY BANDBOX

---Season's Greatest Radio Sensation---



A  
Neutrodyne  
Receiver

You're There  
With a  
CROSLY

The 6 Tube "Bandbox" \$55.00

Unhindered Now By Patent Limitations Crosley Sweeps the Field With a Moderate Priced Radio! Recent court decisions which clarified the radio patent situation have paved the way for still greater Crosley progress.

Programs At The Free Fair Daily  
11 to 12 A. M. - 7 P. M. to 10 P. M.  
Visit our booth in the Floral Hall



\$85 \$35 \$65

## CROSLY RADIO

"You're there with a Crosley"

WIEHMEYER MUSIC STORE

West 7th St. Auditorium Building Phone 714

### Wieh Meyer Music Store Firm Believers In Advertising

Herewith is reproduced a half page ad recently run by the Wieh Meyer Music Store of Connersville, Indiana. The results obtained from this ad have made this company more enthusiastic believers in the power of advertising.

This ad was run as a direct tie-in with their display at a fair held recently in their city.

All the newspaper cuts used in this ad are available and can be forwarded to any dealer who wishes to try it out in his territory. The ad can be easily adapted to almost desired size.

Here is the letter recently received

from the Wieh Meyer Music Store describing results of this ad.

The Crosley Radio Corporation.

Enclosed I am sending a copy of the ad, which I think is a wonderful ad. In fact, I have never had direct results from any ad as I have had from this one.

I hope it may be of some benefit to some other dealers.

I want to thank you for your cooperation in this matter.

(Signed) E. D. WIEHMEYER.

Get to work and advertise Crosley merchandise. The Advertising Department is ready to furnish you

with necessary mats, suggested copy, etc.

Reports from all localities indicate better receiving conditions since broadcasting has been under the control of the Federal Radio Commission.

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



Amrad sets in 6 and 7-tube models, battery and lamp socket operated will be exhibited at the New York Radio Show, week of September 19th to 24th, in Booth 3, Section "N," Mezzanine Floor. We invite your critical comparison with the other higher priced lines on exhibition.

The following telegram, received from one of Amrad's New York distributors, is an interesting example of spontaneous enthusiasm:

"Mr. King just demonstrated Amrad Berwick first time at our sales meeting tonight STOP You more than made good your promise to produce the best radio set on the market STOP We want to go on record with the statement that none of us in our combined radio experiences have ever heard more faithful broadcast reproduction than you have made possible with the Amrad Royal Series."

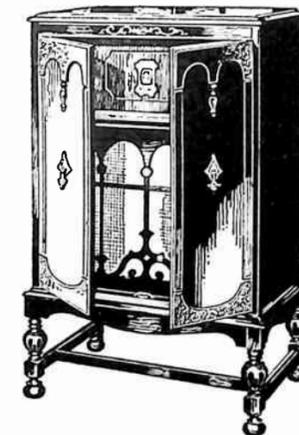
STANDARD HOME UTILITIES, Inc.

A. D. Geisler  
Hugh C. Ernst  
Lloyd Everdeen  
Harry Vogt

Fred Stewart  
Herman Ottersteadt  
Frank Elliott  
Harold Sheer

Frank Newall  
James Burk  
Mary C. Tully  
Dietrich Doscher

## THE HASTINGS AMRAD ROYAL SERIES Neutrodyne



This 7-tube, completely shielded, one-dial Amrad chassis is encased in one of the most beautiful cabinets ever used for a radio set. Equipped with latest AC tubes for electrical operation—requiring no batteries of any kind. Just plug into lamp socket. Built-in cone speaker, mounted on baffle board; operated on loop or antenna, illuminated dial, calibrated with wave lengths; when you want a station broadcasting on 330 meters, you simply turn the Amrad dial until it reads 330. The tone quality is indescribably rich and beautiful, due to the exclusive Amrad tone filter and transformer system. Price, \$395.00. Battery operated, \$295.00. Other Amrad sets from \$138.00 up.

Let Us Send You Full Information

## THE AMRAD CORPORATION MEDFORD HILLSIDE, MASS.

Amrad sets are manufactured under license contract between Radio Corporation of America and Crosley Radio Corporation. Licensed under Hazeltine and Latour patents issued and pending, for radio amateurs, experimental and broadcast reception.



Watch For These Attractions



Two recent "discoveries" at WLW are "going over" with huge success. Both program features came to the attention of Fred Smith, director of the Crosley station, because the principals felt the urge to go into radio.

The Goforth Mandolin Quintette was brought to the station a few weeks ago by its director, Frank Goforth, who requested a hearing. Smith was pleased with their music and put them on the air for a trial. Their success was so immediate that they have become a permanent addition to the studio program. They are heard at 8:00 o'clock every Thursday night. Since their first appearance, Mr. Goforth has added two more men to his orchestra and they are to be known as the Crosley Mandolin Quintette.

So far as is known, the Crosley Mandolin Quintette is the only organization of its kind in radio. It promises to build a splendid reputation for itself.

Ben and Lester, the Harmony Boys, were another surprise to Smith. When he consented to give them an audition he expected only two others of the countless ambitious entertainers who crave to enter radio. Having once heard them, however, he immediately signed them up for regular appearances. For "close harmony" they are unexcelled. They are constantly in communication with music publishers and, in consequence, present the very latest of popular music.

Men and Women's Hour may be the future designation of radio programs heretofore planned exclusively for women.

The suggestion comes from WLW which finds through its radio mail that men are taking a decided interest in the Crosley Woman's Hour which is broadcast each noon.

"My son listens to your beauty talks as if he were a girl," a mother wrote to Florence Frey, beauty expert who gives a beauty talk each Monday and Thursday. The mother requested the recipe that Miss Frey had given for a beauty bleach and a pimple remover because "Harold wants to try them."

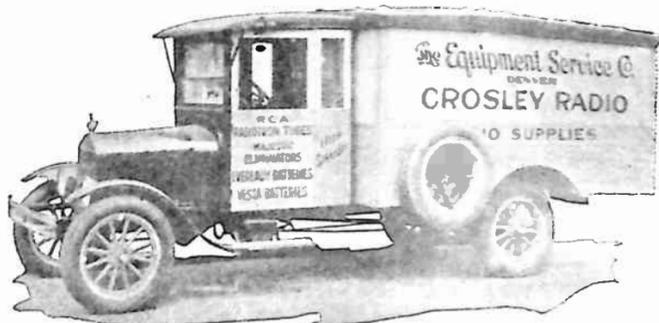
Judith Anderson and Winifred Carter, who give daily cooking chats, have a collection of letters from wives who indicate that their husbands are listening to the Woman's Hour.

"My husband always tip-toes around during the Cooking Chat so that I won't miss any of the recipes," said one letter.

Another husband copies the recipes for his wife while she is getting lunch.

"Every day Mr. R. . . asks me what I've learned from the radio today," a third one writes. He says that we are learning as much from our radio set as from a college education."

Miss Esco Kept Busy



The Equipment Service Co. Use A Specially Equipped Car For Demonstrating Crosley Merchandise

Crosley distributors have all endeavored to quickly get the Crosley story, together with a showing of Crosley equipment, before their dealers. The Equipment Service Company, Crosley Distributor at Denver, Colorado, has used a unique method of accomplishing this purpose.

With this article is an illustration of a truck named Miss Esco, especially fitted out for carrying a complete display of Crosley merchandise. The Equipment Service Company have used this truck to visit all Crosley dealers in their territory, thus bringing the Crosley message before them.

The enthusiastic reception by Crosley dealers in that vicinity of the Crosley Bandbox and other merchandise has shown that Miss Esco has done her bit.

Walthal's THERE With Crosley

Crosley Radio Corporation.

Walthal's has always felt that Crosley sets were mighty fine-merchandising assets to any dealer. Walthal's for one, or rather for six, (we have six big hustling stores now) wants to be really there with Crosley this season.

The Bandbox is one of the best models I've ever seen. It's a real achievement at the price. And hearty congratulations on the slogan. Wish I'd written it myself.

OSCAR WILLIAMS, Advertising Manager, Walthal Electric Co. Inc., New York City.

Most Outstanding Set On Market

Crosley Radio Corporation.

Gentlemen:

Just a word to advise you what we think of the Crosley Bandbox. When you say that "the Bandbox is built from the ground up," you exactly describe it, but it is much harder to describe such a remarkable performance as this in a limited space.

However, when considering performance, price and appearance, this is the most outstanding set on the market and truly offers one of the most valuable franchises a radio dealer could have today and bids fair to be one of the most valuable he could have in the future, judging from the fact that Crosley sets in the past have proven to be just a few sets ahead of any competitor.

Yours truly, THE EQUIPMENT SERVICE CO. Denver, Colorado. (Signed) G. W. Forman, Ass't Manager.

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

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



No. 102 Model 601, Part I. Installation and Operation 9-1-27

Dealers Take Care

A. Installing Set in Furniture Cabinets. (See Figs. 1, 2, 3, 4.)

- 1. Remove the three knobs by loosening the set screws.
2. Remove the escutcheon by taking out the drive screws.
3. Remove the two cap screws in front and the two cap screws behind with socket wrench or pliers.
4. Raise the rear of the case until it clears the coil shields, then slide the case forward until it clears the shafts of the tuning controls and lift it off. Do not remove bottom from chassis.
5. Mount the set on the supports in the cabinet.
6. Replace the escutcheon and knobs.

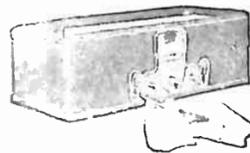


Figure 1

B. Choice of Tubes. Standard tube combination:

- 5 UX201-A's (CX301-A's) for radio, detector, and first audio stages.
1 UX171 (CX371) power tube for last audio stage.
Either UX171 (CX371) or UX112 (CX112) may be used in the output stage, but the undistorted output of UX171 (CX371) is twice that of UX112 (CX112) with 135 volts "B" supply.

For greatest undistorted output use UX171 (CX371) with 180 volts "B" supply and 40 1/2 volts grid bias ("C" supply). The output of UX171 (CX371) at these voltages is about four times the maximum output of UX112 (CX112) when it is operated at its maximum plate voltage (157) with 10 1/2 volts bias. UX201-A (CX301-A) is recommended for the detector tube.



Figure 2

C. Choice of Grid Leak.

With the standard detector tube recommended (UX201-A or CX301-A) it is best to use a grid leak of two to four megohms. With strong signals, a one megohm leak may give better results. A three megohm leak is recommended to meet average conditions.

D. Choice of Batteries.

The standard battery combination (to be used with standard tube combination) is: One 6 volt storage A battery, not less than 80 ampere hours capacity (with suitable arrangement for charging, Three 45 volt B batteries, heavy-duty type. One 22 1/2 volt C battery. One 4 1/2 volt C battery.



Figure 3

If tube combinations other than the standard recommended one are used, or if it is desired to operate the power tube at a different B voltage than 135, it may be necessary to modify the choice of batteries accordingly.

E. Aerial and Ground.

This set is not critical to antenna lengths, and will give good results with a short indoor antenna. A total length of from 50 to 100 feet for the antenna and lead-in combined is recommended for average conditions, where interference from local broadcasting stations is not

bothersome. If local broadcasting stations cause interference, an aerial of 25 to 50 feet, including lead-in, may give better results. The recommended lengths may be exceeded, of course, in many instances with excellent results. Local conditions should govern the choice of antenna length. A good ground should be used.

F. Connections.

There are four binding posts on the set, two for the Musicone, one for the aerial, one for the ground. Battery connections are made with a color-coded cable attached to the set. Connect the Musicone, aerial, and ground, first; then the battery cable. The color code is as follows:

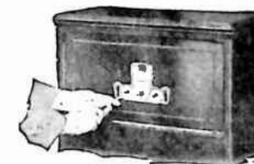


Figure 4

Black, A-, B-, C+. Blue, B+ detector stage (usually B+45).

White, B+ radio and first audio stages (usually B+90).

Red, B+ last audio (power tube) stage (usually B+135).

Brown, C- first audio stage (usually C-4 1/2).

Green, C- last audio (power tube) stage (usually C-27).

Yellow, A+.

When you remove the metal case from the Bandbox in order to mount it in one of the console cabinets, be sure that the insulating washers on the filament switch shaft and rheostat shaft are not lost.

Occasionally dealers have overlooked these washers and mounted the sets in consoles without them. The shafts then became grounded on the escutcheon, shorting the "A" battery across one of the fixed filament resistances. This is liable to burn out the resistance unless discovered and corrected immediately. If the washers are kept on the shafts, there is no danger of grounding through the escutcheon.

Watch Grounding

Another point that should be remembered is that the ground wire must never be connected to any of the battery terminals of the Bandbox. If a test rack is used in which the ground lead is connected to one of the "A" battery leads, this connection must be broken before testing Bandbox receivers. Connecting one of the battery terminals to ground is liable to burn out one of the filament resistances through short circuiting the battery across it.

If the instruction card in the lid of the Bandbox is followed in detail there will be no difficulty in installing the set properly. These instructions should be very carefully followed because the Bandbox differs from other sets in several important features.

H. Operation.

Turn on the filament switch (2). Tune to stations with the volume control, (3) turned all the way on (to the right) and the acuminators (4) and (5) set at the middle positions. After locating a station, sharpen the tuning and regulate the volume by adjusting the acuminators (4) and (5) and the volume control (3). After becoming accustomed to the set one may find it easier to tune by setting the acuminators at other than their middle positions. The best settings for different regions of the wave-length range will be learned by practice.

The volume control regulates the filament current of the first three tubes only, and will not turn off the A current supply to the set. This must be done by turning off the filament switch (2).

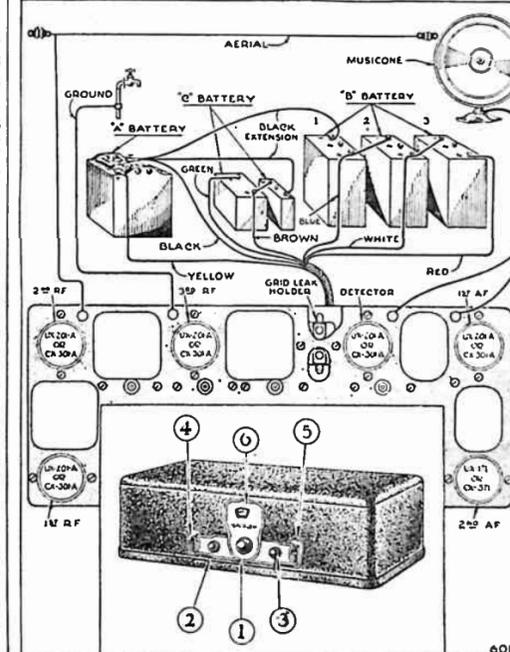


Figure 5

## Crosley On Air

Sunday, Sept. 4, Moscow Art Orchestra Again Over Chain of 25 Stations

Powel Crosley, Jr., has authorized the National Broadcasting Company to announce that at 4:30 on Sunday afternoon, September 4, the Crosley Moscow Art orchestra will inaugurate a series of concerts to be broadcast for him by stations on the Red Chain.

The Crosley Moscow Art orchestra, under the direction of Arno Arriga, was first presented under the Crosley auspices from WEA-F and its associated chain stations on February 6, 1927. On alternate Sunday afternoons following that date, Crosley presented high class musical features through the New York chain as a tribute to the radio world in which he had won his success as a manufacturer.

### Most Popular Feature

Since Arriga and his orchestra proved the most popular of the entertainers featured on the Crosley hour, they have been selected to give the initial programs of the Crosley concert series during the coming fall and winter. For the time being, the concerts will be presented only on alternate Sundays. There is a possibility, however, that later in the fall they will be broadcast each week.

The opening program to be played by the concert ensemble includes a variety of favorites:

- Overture "Freischutz" .....Weber
- Valse "Blue Danube" .....Strauss
- Gypsy Love Song .....Herbert
- Mama Mia (Italian Song) .....Nuttila
- Czardas "Ghost of the Mayor" .....Grossman

Berceuse (Joselein)—Celo solo

.....Godard

Minuet .....Mozart

When the Day is Done.....

Seductions .....Volpatti

Melody in F .....Rubenstein

Simple Avue .....Tome

Spanish Dance .....Mozzkowsky

Arriga and his musicians have gained tremendous popularity in New York. In 1926 they were hired by William K. Vanderbilt to play for his guests aboard his private yacht anchored in New York harbor. Arriga himself has played before royalty. Russian by birth, he established his musical reputation as a violinist in Paris, Brussels, and other musical centers of Europe, and as concert master of the Russian Royal Symphony Orchestra. He came to America seven years ago and since then has become prominent both as a conductor and as a soloist.

The following stations will broadcast the Crosley concert programs: WLW, WEA-F, WJAR, WTAG,

WTIC, WGR, WFI, WRC, WSCH, WCAE, WTAM, WWJ, KSD, WOC, WCCO, WDAF, WGY, WHAS, WEEI, WSM, WSB, WMC, WOW, WHO, and WEBM.

## Crosley Show At Granite State Fair

Stern & Company Display Complete Crosley Line ---250,000 People Impressed

A complete display of the Crosley Radio line, conducted by Stern & Company, Incorporated, of Hartford, Connecticut, attracted much attention at the Granite State Fair held at White River Junction, Vermont, August 22 to 27 inclusive. This fair is said to be the biggest pumpkin show held in northern New England and has a gate of about 250,000 people.

Commenting upon participation in the affair, F. G. Macomber, Sales Manager of Stern & Company, stated that it gave his firm an opportunity to contract with dealers from all over Vermont and New Hampshire in a more effective way than would be possible by personal calls of traveling men. "We also succeeded," he stated, "in giving a boost to consumer interest which reflects itself through the dealer."

### Certainly A Knockout

Gentlemen:

Just one word of commendation of the Bandbox receiver; it is certainly a knockout, and will be a real seller this season. We sold all we could get our hands on.

Hinnant Radio Co.,  
T. B. Hinnant,  
Gastonia, N. C.

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We broadcast daily at 11:00 a. m. and 1:30 p. m.

- Financial News.
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- Government Bond Quotations.
- Call Money Rates.
- Foreign Exchange.
- Grain and Live Stock Quotations.

The FIFTH THIRD UNION COMPANY

14 West 4th Street  
Cincinnati, Ohio

## Crosley At Radio World's Fair

(Continued from Page 1)

novation. In conjunction with the show, a Crosley Dealers' Convention was held. This afforded dealers attending the show the opportunity to learn last minute information regarding new Crosley merchandising policies and the new Crosley line. An office was opened in Chicago, and Crosley dealers and distributors made this their Chicago home.

The Crosley exhibit at the New York Show will be handled in much the same way. Every Crosley dealer and distributor will be afforded the opportunity of taking home with him information and ideas of value.

### Bandbox A Real Set

Crosley Radio and Cabinet received and assembled, and I take this means to let you know I sure

think Crosley at last has a real set. I am more than pleased with same as it is, I believe, one of the best outfits I have ever seen, and I am looking forward to selling at least 25 of these sets this Winter.

Respectfully,  
(Signed) Quality Electric Shop,  
L. D. Lacey.

If You Wish to BUY or SELL SECURITIES

Or Own Some About Which You DESIRE INFORMATION Communicate With Us.

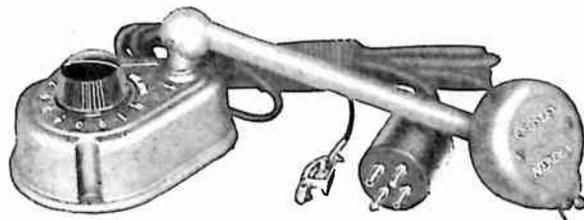
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Every phonograph owner is a prospect for this improved device which converts old-style phonographs into modern electrical reproducers. Use it in your store to demonstrate the Musicone. Sell it to customers who have bought radio sets from you. Any old phonograph becomes a fine electrical instrument with the addition of this unit at a cost of

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CROSELY RADIO  
"You're there with a Crosley"