

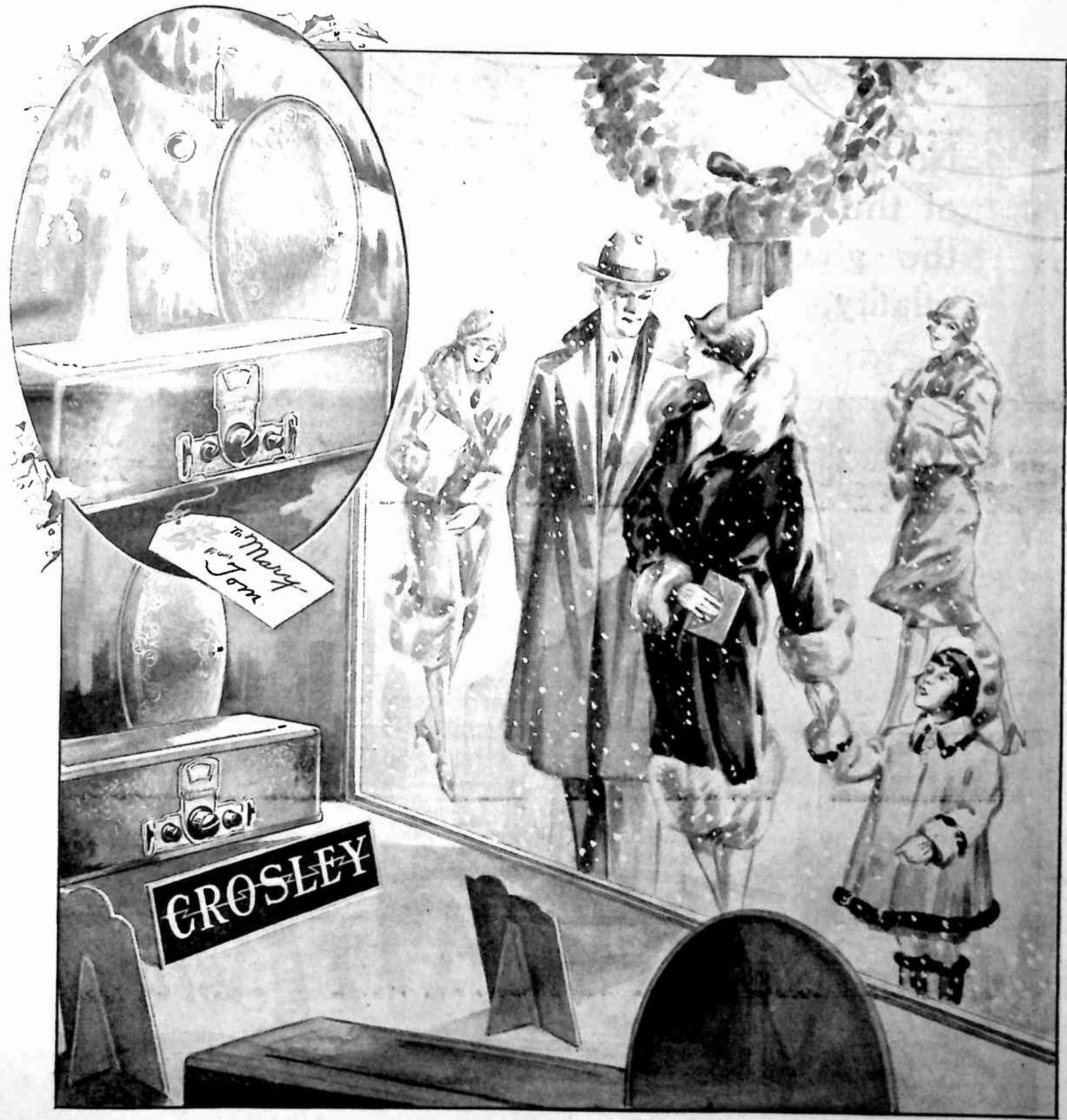
THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOLUME VI, NUMBER XXI

CHRISTMAS BUSINESS NUMBER

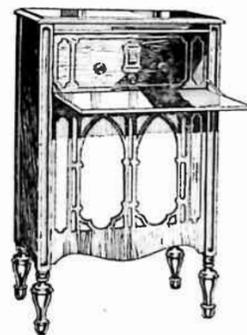
DECEMBER 1, 1927



Royal Series Amrad Neutrodyne

True ELECTRICAL RADIO

No longer is "lamp-socket radio" a dream of the future. It's here TODAY—in all the glory of AMRAD'S exquisite tone quality, all the perfection of AMRAD'S one-dial Control.

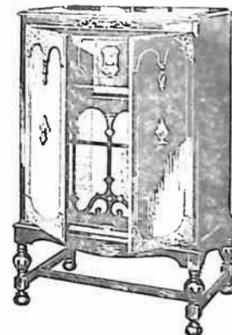


THE BERWICK One Dial Control Six-tube Console, in dark selected walnut with built-in cone speaker. Illuminated dial. Very selective. \$195
A. C. operated, requiring no batteries, \$296

THE AMRAD CORPORATION
MEDFORD HILLSIDE, MASS.
J. E. HAHN, President

POWEL CROSELY, JR., Chr. of Board

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.



THE HASTINGS Single-dial control, seven-tube Console, operated by loop or antenna. Built-in speaker, mounted on special baffle board. Illuminated dial. \$295
A. C. operated (no batteries) \$395

Royal AMRAD Series

Christmas Season Looms Ahead As Most Profitable Of Entire Year For Crosley Dealers

Let Christmas Atmosphere Pervade Your Establishment--Bring The Christmas Trade Your Way

Thanksgiving is now over and ahead of you looms the great Christmas buying season—by far the greatest and most profitable selling season you encounter during the entire year. Soon the Christmas spirit will penetrate into the hearts of those in your territory and everybody—young and old—rich and poor—will be on the lookout for the most appropriate gift for mother, father, brother, sister, sweetheart, or friend.

Every year, the possibilities of radio as a Christmas gift have been more fully realized. This year radio enjoys a more dominating position than ever before. Radio has completely captured the tide of public fancy and is no longer considered in the luxury class but as a necessary adjunct to the well balanced home.

Radio Ideal Gift.

Radio stands out as the ideal Christmas gift—the gift that brings continued delight to every member of the family. With the Bandbox—the dominating receiver on the market—and sales increasing daily—it is little wonder then that Crosley dealers expect to do a world-beating business during the weeks now at hand.

The clean-up time of all the year stretches out before you—the season in which you can do two and three times the business—make two and three times the profits that you have made during the month which has gone before. The business is there to be had. Hundreds, yes thousands, are placing radio prominently on their shopping lists this year. Many of these are already thinking Crosley. Others can quickly be influenced. It only remains for you to do your part in going after this wonderful Christmas business to bring the lion's share of the Christmas radio buying your way.

There is a lot you can do to pave the way for this exceedingly profitable business. Believe me, right now is the time to set your preparations in motion to attract the Christmas shoppers your way.

Get Your Christmas Atmosphere.

One of the surest and most important ways to attract the Christmas shopper to your establishment and make him feel at home when he arrives is to permeate your shop with the Christmas atmosphere. Start with your windows. Give your windows the Christmas touch. Put there the suggestion of radio as a Christmas gift.

There are numerous ways to do this. You can have a beautifully decorated Christmas tree as the center of attraction with numerous

gifts on it and right down in the center a Crosley Bandbox as the prominent gift of all, or you can have a chimney scene with Santa Claus delivering the Bandbox. Your own ingenuity will show you how to give your windows that Christmas touch—how to make the suggestion that radio is the ideal Christmas gift.

Decorate Entire Store.

Don't stop, however, with your window. Give your entire store a touch of Christmas. A little evergreen here—some mistletoe there—decorations of red and green—Christmas bells around. Don't overdo it, but just let your store suggest Christmas. Let the Christmas spirit be manifest on all sides.

Have the Bandbox prominently on

display. Have it shown in all its attractive forms—outside of the cabinet, as a table model, in the cabinet, etc. Put the Musicone speaker prominently on display. Make your store just as attractive as you possibly can. That's what pleases the Christmas shoppers. That's what influences them to buy after they have entered your establishment.

Advertise In Your Local Papers.

Crosley is spending thousands of dollars this year to bring the Christmas message of the Bandbox before the people everywhere. Millions have seen the powerful four-color Crosley advertisement which appeared in the December 3 issue of LIBERTY. Millions have seen the other powerful advertisements which have appeared.

This year more people than ever before are thinking Crosley—wanting Crosley. "You're There With A Crosley," the battle cry of Crosley advertising throughout the season, is the most talked-of slogan as Christmas approaches.

Tie In With National Advertising.

Crosley national advertising has dominated the field. Now it's up to you to carry on—to put that finishing touch that will direct the demand for Crosley to your establishment. You do this through local advertising in your local newspapers. Here you have the support and co-operation of The Crosley Radio Corporation. Through the Crosley co-operative newspaper campaign, your advertising dollar goes much further.

In the last issue of The Crosley Broadcaster, complete details of the Crosley co-operative newspaper plan were again brought before you. In that issue also, dominating advertisements with the powerful Christmas appeal were reproduced. These advertisements can be furnished to you in quarter page, half page, and full page mats or stereotypes. On all the advertising you do, approved by your Distributor, using ads of a quarter page size or larger, Crosley pays one-third. You run the ad, making it exclusively Crosley, and complying with the conditions outlined on page six of the November 15 issue of the Broadcaster; then forward in the tear sheet of the page on which your ad appears, together with the receipted newspaper bill, and one-third of the cost of the advertisement will be refunded directly to you.

At no time during the entire year is your advertising dollar as productive as right now. During these weeks, just before Christmas, is the ideal time to advertise. By doing so you direct the flow of Christmas business to your store. You proclaim to the public that your establishment is the place where they can buy Crosley radio apparatus, nationally advertised.

Personal Salesmanship Lands Sales

You cannot leave the complete job of bringing the Christmas shopper's dollar your way to the attractiveness of your window display, or the attractive interior of your establishment, or to national or even local advertising in your papers. All these factors play an important part. They bring the prospect to you.

It is then that you and those of your establishment must give that added touch that lands the sale through personal salesmanship.

(Continued on Page 16)

AC Bandbox Just What Public Wants



Has Qualities That Make It Outstanding Receiver Operating From Light Socket

The light-socket Bandbox, Model 602, is in quantity production, but orders are piling up so fast that even with the large production schedule being followed it is taxing the factory's capacity to keep up with the demand. This set is going over big—creating a sensation in every neighborhood where house-lighting current is available, because of its simplicity and amazing performance. Every indication points

toward the fact that Crosley Dealers are going to realize surprisingly large profits in selling this set to the class of trade that demands light-socket operation.

Same Appearance as 601. From the outside, the light-socket Bandbox looks just like the battery model (601). It has the same compact metal cabinet, and the same interchangeability features, fitting

(Continued on Page 6)



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 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

"Peace On Earth, Good-Will Toward Men"

Almost two thousand years ago, in the little town of Bethlehem, the city of David, there was born a little child. Angels in the heavens, heralded his arrival among men, singing the first Christmas carol, "Peace On Earth, Good-Will Toward Men."

From that day to this, the influence of that Saviour of Men, the King of Kings, has lived and grown in the hearts of men until now it is felt over nearly the entire face of the earth.

Though the Spirit of Christ is ever in the hearts of some, it more completely dominates the world and is reflected in every heart during the Yuletide season preceding Christmas. During that season, the Christmas carols in praise of that Divine Saviour who lived among men so many years ago and who still lives in the hearts of men, are sung everywhere.

During recent years, the Spirit of Christmas has grown and Christmas cheer has more completely permeated every heart. Radio has accomplished this noticeable change. Just as on that first Christmas morn the singing of carols sounded from the heavens so now in this age, through the miracle of Radio, Christmas carols come to every home, passing through the ether, from stations far and near.

Through this means Radio is bringing peace and cheer to men everywhere. Radio is passing over all the world a blessing whose value cannot be overestimated. This year, thousands of hearts, yes millions, will be made glad through the bringing of Christmas cheer to home everywhere by radio. This year the peace of good-will towards

men will enter multitudes of homes—a peace which will live for months and remain maybe for years, and for a lifetime.

Realizing all these things, is there little wonder that we, who are in the business of manufacturing and selling Radio, can help from deriving a genuine joy from our work? Bringing joy to others is the basic principle of being perfectly at peace with the world, and ourselves, and being completely happy.

Every Crosley distributor—every Crosley dealer—every member of the great Crosley merchandising family—can this Christmas have a sense of real joy and satisfaction because of the joy which the Bandbox is bringing into countless homes.

Looking at things from this light, it is your duty, it is the duty of every Crosley dealer to work with might and main to make multitudes of sales. A sale carries with it three joys—joy to the dealer who makes the sale; joy to the Christmas shopper who buys the Bandbox for a gift; and third, the joy to the person to whom the gift is given.

Just remember that when the millions of carolers in every section of the country send the Christmas carols over the ether, you and your customers are there with a Crosley. May this Christmas be a happier and more blessed Christmas because of the joy which you bring into the hearts of those in your community by selling them the Crosley Bandbox.

Selling Christmas Gifts With Satisfaction

Christmas is the great time of the year for giving. People are inclined to stretch their pocketbooks and deny themselves things that they want so that they can give presents to their loved ones.

We who are in business profit by this gift spirit. The more giving there is, the more business we do. We look forward to the Holidays as a time of prosperity.

But there is another aspect to Christmas giving that we should consider. This spirit that puts money into our pockets represents an admirable unselfishness and willingness to sacrifice personal wants to the wants of others. In profiting by this spirit are we merely commercializing a generous sentiment or are we really assisting those who give to bring pleasure into the lives of others?

Fortunately, in selling radio entertainment we are doing the latter—bringing true pleasure into Christmas homes. Just look around you at the thousands of articles that are sold as Christmas gifts and consider how few of them can bring real joy to those who receive them. In the stores you will see many gifts that are brought out especially for the Holiday season—gifts that do not represent true value but are sold with the single idea of making money out of the Holiday customer.

When a man buys a Bandbox at Christmas, however, he pays no more than at any other time—the value is just the same. And furthermore, when he gives a Bandbox, he is giving genuine entertainment.

We should congratulate ourselves that we are selling a Christmas gift that is so acceptable to everyone, no matter what his interests or occupation. We should congratulate ourselves every time we sell a Bandbox that we are assisting in the giving of something that is more certain to be appreciated and capable of providing more lasting and enjoyable entertainment than almost any other gift that one can think of.

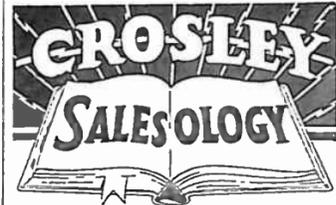
Of course we are not in business for our health—every set we sell means added profits, and the Holiday trade helps considerably to pad our bank account. But every one of us is human, and it gives us satisfaction to be able to feel that in helping ourselves we are helping others, too. In selling Bandbox radios for Christmas gifts we, too, can enter into the Christmas spirit and get a bit of the kick of giving or receiving this ideal present. There is a satisfaction in merchandising such Christmas gifts that is difficult to equal.

France is at least two years behind the United States in radio manufacturing and radio set sales according to a survey made by "Radio Retailing".

Gets It All



He uses no tools, no drills and no saws. And he doesn't quite break any national laws. Though results are the same you can bet your last peg as if you had met a professional yes.



Every home without a radio set is a prospect for you, of course. Not only radioless homes, however, but many that already have radio sets now offer you an inviting market. With the new battery and light socket Bandboxes you are in position to do a large business replacing old sets with the most modern, up-to-date equipment.

Many radio fans have continued to use radio sets of several years ago, now obsolete in many respects, simply because they were looking forward to big changes in radio—to such improvements as single dial control and light-socket operation. These big developments are now here, within the reach of everyone, in the two Bandbox models. In these two sets we see radio reaching practical perfection. The time for awaiting big developments is passed; those developments are here and within the reach of every radio fan.

Replace the obsolete sets in your territory with modern Bandbox models. There is big business waiting for you in this field.

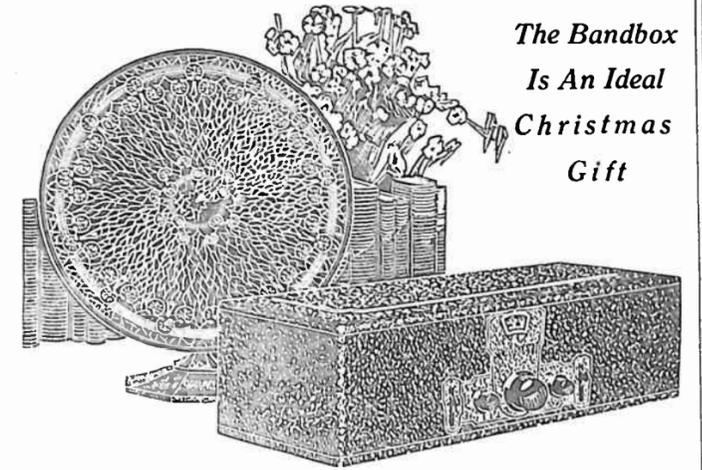
If you can sell the younger generation, half the job of selling the older folks is accomplished. Dealers in small towns have excellent opportunities to sell the young people on the Bandbox line. For instance, it might be arranged to install a set in the local High School to pick up extra fine broadcasts. With a power amplifier and a few Musticomes, quite a crowd of young folks could be entertained in this way. Now that basket-ball is coming in broadcasts of big games might be arranged.

Another way to stimulate interest in the schools is to offer sets as prizes. For instance, a contest might be conducted through the schools for the best essay on the value of radio in the home, the prize being a Bandbox receiver. Or the prize might be offered for proficiency in athletics or scholarship.

Any one of these schemes which help to acquaint the young folks with the attractive features of the Bandbox line will be sure to go a long way toward selling radios in the homes of their parents.

Trade reports from New York City state that radio sales there during September exceeded the wildest predictions, and that, while October sales were not quite so spectacular, business is already picking up for what promises to be a record breaking Holiday season.

Would You Give Jack Dempsey A Photograph Of Tunney?



The Bandbox Is An Ideal Christmas Gift

Giving Advice To Christmas Shoppers An Art Which Crosley Dealers Can Easily Master

Out in the great golden West where men are men and women wash the dishes there is no need for dish-washing machines.

In his magnificent Fifth Avenue apartment the Gentleman of New York would find a wheelbarrow rather in the way.

An Alaska gold miner does not want perfume, nor does a Chinaman want to be served Matzos, nor can Henry Ford make use of a baby rattle.

Ann Pennington has no need for crutches, Will Rogers for a correspondence course in how to get rich quick as a cowboy, nor President Coolidge for a trained kangaroo.

You would not think of giving a strip of street car tickets to a Kansas farmer, nor a first class buggy to an automobile mechanic.

Further, Gene Tunney might even get sore if someone sent him a pair of knitting needles, and the de-

voted wife would be riled if she were presented with a nice pair of boxing gloves. The counterfeiter would weep salty tears if the bank cashed his check with fake money, the office worker would take offense if someone gave him an oil can, and the factory worker if he were presented with a lotion guaranteed to keep his hands lilly white. The noted speaker would have good cause to take offense if someone handed him a lemon, and the noted writer if someone gave him a first primer of the English language.

All by way of coming to the moral which is this: some can use one thing and some another, but if you as a Crosley dealer want to recommend a gift that will please any of those mentioned above or any of the hundred million others in the U. S., say: "You're There With A Crosley".

Crosley Hour Sunday, December 11

By Crosley Moscow Art Orchestra, Arno Arriga, Director

Program for Sunday, December 11, from 5:30 to 6:30 Eastern Standard Time

- 1. Crosley Bandbox MarchA. Arriga
2. Overture "Beautiful Galatia"Suppe
3. It's You—ValseRichman
4. SorrentoCurtiss
5. Nalla—IntermezzoDelibes
6. At DawningCadman
7. Selection—CarmenBizet
8. Meditation ThaisMassenet
9. SerenadeErn
10. Doll DanceBrown
11. Russian LullabyBerlin
12. El RelcarloPadillo



POWELL CROSELY JR.

TALKS TO the TRADE

The A C Tube has arrived. It is a proven success. Newspaper articles have appeared during the past several years telling of experiments made by scientists in the development of tubes the filaments of which would work on regular alternating current. Very little has been said about these tubes developed in the laboratories of the companies affiliated with RCA.

We, ourselves, have gone rather slow in the production of sets using such tubes until we knew that they were right. Our production was held down purposely during the fall months until we could see how they functioned in the field. We are now able to endorse them most heartily. We assert that they are the solution to the problem of operating a radio set from the light socket.

A simple transformer with several windings steps down the current to the proper voltage for these tubes, eliminating other types of intermediate battery charger, trickle charger with storage battery or filter, in supplying the A current for a radio set.

The Crosley Bandbox, the set that has taken the country by storm because it is the first set at a moderate price, incorporating a genuine Neutrodyne circuit, as against the comparatively ordinary lossier type of circuit—the first set at a moderate price with illuminated dial—the first set at a moderate price that is completely shielded—the set that incorporates so many other changes and unusual features—is now being furnished adapted to use of new RCA and Cunningham A C tubes UX 226 and UY 227. This set now sells retail with a power converter unit for \$110.00. It is the lowest priced set on the market, utilizing the new A C tubes.

The little difficulties naturally experienced in the first production of a new product such as the Crosley AC Bandbox were corrected before large production was started. The Crosley Radio Corporation is now manufacturing more AC receiving sets than any other manufacturer in the world. No other set at anywhere near its price can be compared to it. It is a fitting companion to the Bandbox 601 that has made such a wonderful reputation for itself this year. Our business has never been so successful, our sales already at the end of ten months exceed by more than one million dollars preceding sales of an entire calendar year.

Large shipments are now being made to all distributors. Production is past the 1500 sets a day mark. Your distributor should have sets available. You should be able to get one—you should be able to get a demonstrator quickly. You will sell it in preference to any other set into any home where alternating electric light current is available. You will be getting in on the ground floor of the greatest development that has been made in radio sets in the past several years. You will be as enthusiastic as we are. You will find that your customers will be willing to pay the few dollars more for a radio set utilizing genuine AC tubes.

Your sales of the Bandbox 601 will continue where alternating electric light house current is not available, where storage battery sets will continue to be sold. You will find however, that with the coming of the Crosley AC Bandbox, the market for sets utilizing trickle chargers, storage batteries or other makeshifts will rapidly fall off.

Handwritten signature: Powell Crosley Jr.

English Roundhouse Makes Appearance At Crosley Plant

Huge Room Specially Constructed for Balancing and Testing Bandbox Thus Named

"English Roundhouse" is the name that has been applied to a novel booth which has been installed in the main plant for the balancing and testing of radio receiving sets. The name was derived from the shape of the booth, which is 65 feet long by 16 feet wide and from the fact that receiving sets are carried through the booth on conveyors in long lines.

In England, as those who are familiar with British transportation equipment will know, there are no roundhouses such as we have in America; i. e., circular in shape and with a turntable in the center; but long sheds are used, in which the locomotives are housed in single file. When it is necessary to remove a locomotive from the center of the shed, it is necessary to move those behind it or those in front out of the way.

Unique In Radio History

By means of the new booth, which is unique in the radio industry, the time consumed in the balancing operation at the Crosley factory has been reduced from eight minutes to three and a half minutes, and a notable decrease in the fatigue of the test operators has been recorded. Perhaps the most unusual feature about the booth is that it has replaceable test tables for each worker with conveyors running behind them. It was designed by Ralph H. Langley, assistant to Powel Crosley, Jr., president of the corporation.

Fifty-one employees who have satisfactorily completed a practical course of training in neurodyning or balancing and the testing thereof, work in the booth. There is an aisle in the center, and a line of employees on each side.

Each worker, as has been stated, has an individual and replaceable test table, or position, behind which, on a level with the test table top, runs a belt conveyor. Each table contains all the apparatus necessary for the work, together with an individual electric light, and a locker to hold the tubes and fixtures for connecting the set to the test rig.

In Two Compartments

The booth is partitioned into two compartments, one for balancing and one for testing. There are thirty neurodyning or balancing positions in the one compartment, and twenty-one checking or testing positions in the other. This ratio between the number of balancers and the numbers of checkers has been worked out and established by factory experience.

When the balancing operation is completed, the worker places the set again on the conveyor, and it is taken to the checkers, where it is completely tested and its per-

formance measured on especially designed instruments and the results carefully recorded. A system of vari-colored labels is used by the checkers in routing tested sets after the inspection.

Booth Perfectly Shielded

The booth is constructed of Celotex and galvanized sheet iron, so as to produce both acoustic and electrical shielding. The oscillators

which are used to produce the test signals are also thoroughly shielded as well as the leads which carry the signal to the radio set. There is no interference between the test positions, each operator hearing the signal from her own oscillator only. The booth has fixed ventilation and is a quiet and comfortable place in which to work.

Receivers are fed onto the belt

conveyors at such a rate that each operator always has a set to work on. This has been carefully figured out so that there is no lost time. If any position gets out of order, the entire table is removed and a new spare table put in its place without loss of time. Three thousand sets a day can be balanced and tested by the workers in this booth.



Here Is The Modern Crosley Testing Room Known As the "English Roundhouse"

AC Bandbox Just What Public Wants

(Continued from Page 3)

in any of the standard Crosley consoles.

When the cover is removed the appearance is like that of the 601 except for the special UY detector socket, made for a five-prong AC detector tube. The inner works, however, are different, every consideration having been given to making the 602 Bandbox an ideal set for light-socket operation.

AC Neurodyne Receiver.

The basic circuit used is a six tube neurodyne, like the 601, incorporating three stages of radio amplification, detector, and two stages of audio amplification. This circuit, however, has been adopted for operation with the new RCA AC tubes. For all the amplifier stages but the last, UX 226 tubes are used, while the last stage is provided with a UX 171, and a UY 227 is used for the detector. These new AC tubes are to a considerable extent responsible for the excellent performance of the 602 Bandbox.

They operate just as smoothly from AC filament, supply as ordinary tubes do when drawing their filament current from a storage battery.

Rectified "B" power and low-voltage current for the filaments are supplied to the set by means of a Power Converter. This very compact unit is mounted in a metal case having the same finish as that used on the Bandbox, and takes but one-fourth to one-third the space required by an ordinary storage battery. It is very light and easily portable and contains absolutely no batteries, being a true Power Converter, or eliminator.

Mershon Condenser in Converter.

An important feature of the Power Converter is the Mershon condenser, which helps to smooth out the rectified "B" and "C" current before it is delivered to the set. This condenser is of the electrolytic type; that is, it operates by the building up of a thin insulating film on its plates through electrolytic action while the Converter is in operation. The film is built up automatically to the proper thickness during the first few minutes of operation, and then remains intact indefinitely as long as the set is used occasionally. If the set is unused for a long

enough time to break down slightly, it will immediately build up again when the set is operated. This explanation will help Crosley dealers to understand why, when they first install a 602 Bandbox, it may require ten minutes or more for it to operate at maximum efficiency.

Self Healing Type.

The advantages of the Mershon condenser are numerous. In the first place, its smoothing effects are considerably greater than those of an ordinary condenser. In the second place, it is self-healing. That is, if a lightning discharge or other high-voltage discharge, which would completely ruin an ordinary condenser, punctures the film of the Mershon unit, this film is automatically replaced in a few minutes and the condenser operates just as well as before. The action is analogous to that of an automobile tire which would be able to repair its own punctures.

Another feature of the Power Converter is the provision for adapting it to high-line or low-line voltage. Throughout the country there is considerable variation in the voltage of light circuits which are rated as standard 110 volt circuits.

(Continued on Page 7)

Encourage Santa Claus to Select His Gifts from Your Store

AC Bandbox Just What Public Wants

Get That Christmas Spirit--Make It Dominate Your Store--Let Santa Fill Your Stocking With Christmas Profits

Do you believe in Santa Claus?

Maybe you scoff at the thought of the old Saint's existence. Maybe you feel that you learned all the truth about that story at the age of six or seven or eight.

But there is a Santa Claus. Actually! He may not ride sleighs and climb down chimneys. He may be only an intangible presence. But he'll leave you a choice assortment of Christmas profits, if only you will hang up the right kind of a stocking.

Catching The Christmas Spirit

What, you may ask, must I do to get Santa Claus to leave me a nice, big sackfull of profits? You must first get the Christmas spirit. Second, you must display the Christmas spirit in your store. Do it with ornamented Christmas trees, with sprigs or wreaths of holly, with the colors appropriate to the season—any of the little decorative touches that convey the Yuletide idea.

If you went around through the stores in your city early in November, you will remember that there was nothing distinctive about the atmosphere of the shopping center as a whole. There may have been attractive displays of one thing and another, in certain of the stores, but there really was nothing to impress upon your mind that the day was anything more than another shopping day.

But some few days before Christmas, how different it will be! Everywhere will be holly wreaths, red and blue lights, Christmas trees, reproductions of jolly, fat Saint Nick—everything to remind you that it is the Christmas season. That is the kind of atmosphere that expands the clasps upon the purses of the shoppers.

Atmosphere Important

This matter of atmosphere—how important it is! Attend a big college football game, with the bands, the rhythmic cheering, the tense excitement that pervades the stadium. Why, in that environment a touchdown seems at the time to be the most important thing in the whole world!

The same condition prevails in a shopping district at Christmas time. With the gifts displayed, the beautiful Yuletide decorations adorning every store, the colored lights, the Christmas trees, the Santa Clauses, and the holly wreaths,—why people just simply must buy! They think of nothing else. They spend money with a readiness that is never seen at any other time of the year.

Think this over: how much money would be spent at Christmas time



This Jolly Old Fellow Is Your Friend--His Annual Visit Means Money In Your Cash Register

if the stores went undecorated; if merchants were contented with the mere displaying of Christmas merchandise? The thing that sets people to drawing money out of their banks and spending entire days in the stores is not the fact that Christmas merchandise is on sale. It is the spirit of Christmas; the fact that they have kindled to the enthusiasm of the time. They may not realize the effect of the ornaments, the decorations, the visible reminders of Christmas seen on every hand, but that effect is enormous.

Decorate Your Store

Put that force to work for you early this Christmas season. Make every nook and corner of your store reflect the Christmas spirit. Tie up the radio, idea with the Christmas idea. If you know of any gift that would bring the recipient half as much pleasure for the money involved as a Bandbox, stock it if possible. In the meantime, see that the shopper who looks at your radio display thinks of Christmas. Appropriate Christmas decorations so located that anyone must see them when looking at a receiving set help

greatly to do this. Constantly remind the buying public that this is Christmas time, the season when the heart is set not upon saving money, but upon bringing joy and happiness to their friends and loved ones. You cannot tell them this in words, but by simple little touches you can make them FEEL it, and that is the important thing.

Santa Rewards Honest Effort

First, as we have said, get the Christmas spirit yourself. What if it does make you a little extravagant in the matter of decorating and brightening up your store? You can afford to spend more for these things at Christmas time than at other seasons, because your returns will be greater.

You may not believe in Santa Claus, Mr. Dealer, but the fat old gentleman up at the North Pole is watching you right at this minute. And if you can establish in your store the Christmas atmosphere that dilates hearts and loosens purse-strings—and the earlier you do it the better—he is going to drop right down through the chimney of your bank and write in large black figures upon your account.

(Continued from Page 6)
These variations are noticed even in different parts of the same city.

Adjustable for Various Voltages.

Now a power unit built for 110 volts and operated on a line supplying 95 volts or 130 volts would not enable the set to operate at full efficiency. In the Crosley Power Converter provision is made to meet just such conditions, however, simply by changing a connection inside the unit. Thus maximum efficiency of operation is assured under all line conditions.

Installing the 602 Bandbox is made simple by the multiple-cable lead cords provided. It is merely necessary to connect aerial, ground, and Musicone leads, and to insert three plugs in their sockets to put the set in operating condition. An automatic lock fastens the cover of the Power Converter when the light-circuit current lead is connected to it, so that it is impossible for anyone to come in contact with live electrical terminals when handling the unit. This safety feature is an important one, since it makes certain that anyone, no matter how unfamiliar with radio, may handle the unit without possibility of shock. Most of all, every Crosley Dealer will like the performance of the 602 Bandbox. Quiet and smooth in operation, it gives the same excellent performance as the 601. It is certainly the ultimate in light-socket operation, combining as it does the efficiency and convenience of an AC set with the smooth performance and dependability of a battery model.

Governor Al Smith of New York has expressed his satisfaction at the assistance that radio gave him in his recent political campaigns. Smith believes that radio is on a par with newspapers and motion pictures as a means of presenting the different sides of public issues to the public, so that they may vote intelligently at the polls. Mayer Walker, of New York City, has also expressed himself as enthusiastic about the value of radio in disseminating public speeches and public discussions.

Interchange of broadcasting programs between the United States and Great Britain will soon be an accomplished fact. Tests are already being made by the British station which will transmit programs to America for rebroadcasting. The transoceanic broadcasts will be made by means of short waves, and the programs then rebroadcast, in the countries in which they are received, at ordinary wavelengths. The British programs will not only be rebroadcast in the United States but in Canada and Australia as well.

Bring The Shoppers Your Way---Put Color Reprint Of This Ad., Mailed To You, On Display In Your Window

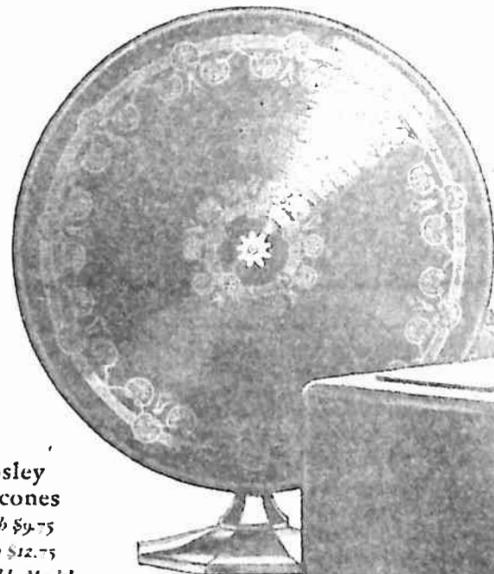
Liberty

December 3, 1927

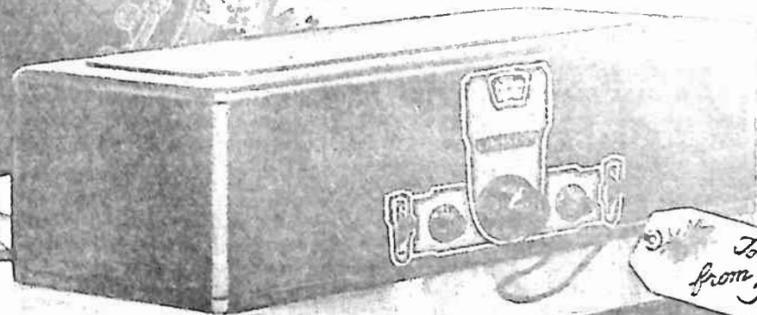
December 3, 1927

Liberty

When you seek the Christmas Path to any heart--



Crosley Musicones 12-inch \$9.75 16-inch \$12.75 Tilt Table Model \$27.50



The Crosley BANDBOX 6-tube Receiver \$55 A.C. Model \$65

"You're there with a Crosley"

HERE is America's most successful radio! Here is the radio that performs so amazingly that an enthusiastic country-wide acceptance has taxed the enormous Crosley production facilities. Such success is understandable when you see what goes into the set and realize what stands behind it. Success naturally rides with the patent situation Crosley enjoys. Their own developments amplified and augmented by the resources and research activities of The Radio Corporation of America, The General Electric Co., The Westing-

house Co., The American Telephone & Telegraph Co., and The Hazeltine and Latour Corporations. Under such influences Crosley produces a NEW radio, startling in its results--astonishing at its price. If you know nothing about radio ask some friend who does to point out the significance of the details we explain. We not only claim the Bantbox good--we show you why it is the best on the market regardless of price. SUCCESS crowns the effort and the added expense of shielding each element

of the receiver SEPARATELY. Copper shielding over the coils is a refinement--not absolutely necessary, but present because its properties improve reception over regularly used metals. Balancing the radio frequency stages with the neutrodyne principle contributes tremendously to the Bantbox's SUCCESS! To say the Bantbox is a genuine neutrodyne is to mark it the BEST type of radio circuit available--an added cost, but added efficiency. SUCCESS touches the ingenious Crosley acuminators with which all Crosley

radios are equipped. Acuminators (an exclusive Crosley feature) make hair line tuning possible. Not needed on nearby, local or high powered stations they function only when weak, distant signals are sought, giving a fine delicate adjustment to the Bantbox that delights the veriest dyed-in-the-wool radio fan. Ordinary one-dial sets will not tune acutely. On such sets many far off station programs of quality must be entirely missed. And who would question SUCCESS when a radio selling at \$55 comes equip-

ped with such refinements as these:

Illuminated dial • Single cable cord containing all leads • Volume control enabling operator to cut loud local broadcasting to almost a whisper.

No small measure of SUCCESS is due to the Bantbox's adaptability to cabinet installations. It fits neatly and easily into any type cabinet, chest, desk, high boy or book-case. It is easily and quickly installed to become a permanent part of the cabinet into which it is fitted. Powell Crosley, Jr., has approved 3 designs of consoles by two prominent furniture manufacturers. These bear "approved by Crosley" tags and are available at all Crosley dealers. Fitted with the Crosley Musicones they are ideal acoustically and mechanically for Crosley Bantbox installations. SUCCESS is complete because direct electric light operation of the Bantbox is possible.

This model which eliminates batteries and storage devices entirely takes its A, B and C current from a lamp socket. It is \$65. A small metal power converter about half the size of a small storage battery is supplied at \$60--and your radio power problem is solved--FOREVER.

CROSLY RADIO

THE CROSLY RADIO CORPORATION Powell Crosley, Jr., Pres. Cincinnati, Ohio Crosley is licensed only for Radio Amateur, Experimental and Broadcast Reception Mountain, Wyoming, Colorado, New Mexico and West prices slightly higher

California Fan Delighted

\$500 Set Couldn't Beat Bandbox

Crosley Radio Corp.
Cincinnati, Ohio.
Gentlemen:

As I write this, WBBM, Chicago, is coming over the ether via the Bandbox and Super-Musicone. The volume control is a little over half open, yet the program can be heard by our next door neighbors without leaving their home.

I have played with radio for over three years and never have I had the pleasure of distinct reception as much as I have had so far with my Bandbox. And this is my second night with it.

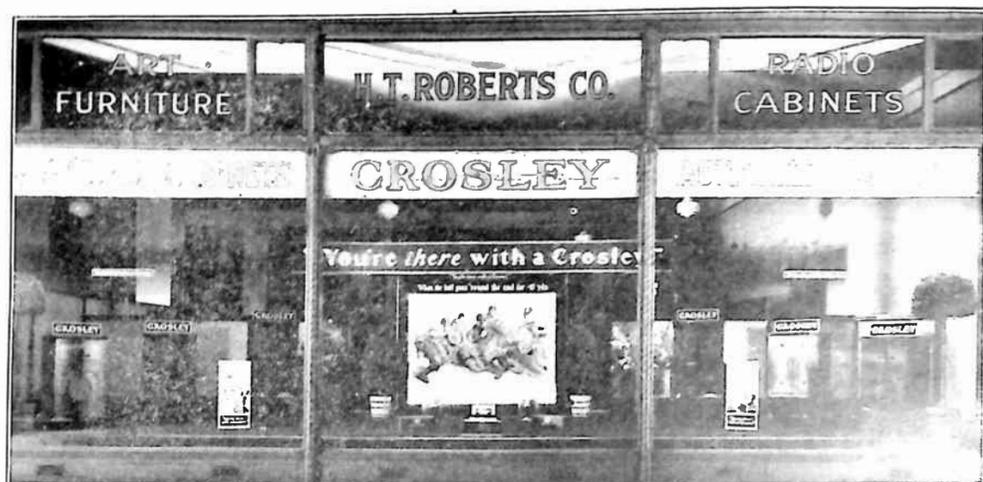
As you no doubt have guessed by now, yours truly is a full-fledged DX hound. With one of your old model 52's two years ago, I tuned in 105 stations including WMAK, WGBS, and WEAF, New York. Verified reports, of course.

Can hardly believe my ears when the announcer says WBBM. It is coming in like our super-station, KFL. Have had great reception from Chicago for one hour now.

A \$500.00 set could not beat this. The Bandbox is truly a worldbeater. If it will talk up like this on a poor night for radio, what will it do in another month?

Sincerely yours,
C. R. PIERCE,
Astascadero, Calif.

Two Hundred Thousand People See This Forcible Window Display Every Day



The Above Window With A Forty Foot Front Is That Of The H. T. Roberts Company, Distributing Agents For Crosley Authorized Cabinets

The display shown above is attracting a great deal of attention in Chicago. This window front of the H. T. Roberts Company is located on South Michigan Blvd., near 16th Street, Chicago. Over two hundred thousand people pass and see this window every day.

The large picture of the football scene which makes the central feature of this display is that used in the Crosley displays at both the New York and Chicago Shows.

The H. T. Roberts Company are agents for the furniture manufacturers, Showers Brothers at Bloomington, Indiana, and the Wolf Manufacturing Company Industries at Kokomo, Indiana, who manufacture the authorized Crosley Console Art Furniture Models.

Will Recommend Bandbox To Anyone

Crosley Radio Corporation,
Cincinnati, Ohio.
Gentlemen:

I feel I will write to you concern-

ing the Bandbox. It is now doing fine. We got twenty-two stations on it this evening and WLW came in just fine. I have a 3 ohm resistor in the set and one stronger resistor in the B eliminator and I have a UX 112 power tube in the

last stage of amplification. I'll be glad to recommend the little Bandbox to anyone who is going to buy a radio.

ANDREW NELSON,
Wilmerding, Penn.

Crosley Co-workers Have Big Time At Hallowe'en Party



The Above Picture Was Taken At The Annual Hallowe'en Dance Party Held By The Office Force Of The Crosley Radio Corporation



Uncle Josh Says



Dern if I don't hava time holding onto this here lite socket Bandbox I got in my house. Everybody's rushing me and buying all the 602's I got in the store. When I run out of 'em t'other day and the Old Woman let her tongue wag about me havin one a home, didn't I hev a whole flock of fellers over here trying to persuade me to part with my own personal set?

Well I sez, "No suh, your Uncle Josh has got tew get his entertainment now while the getting is good, becauz it won't be long afore he is helping to fertilize the illies. You fellers can get yourn when the shipment comes in on the express tomorrow." But before I knowd what they wuz up tew didn't they hev that set in their car and wux pressing a check for \$110 against my palm. "Here's your money, Uncle Josh", they sez, "we got to have this Bandbox, that's all".

Well the shipment has come now, and dern if I don't keep a couple of million sets down at the store here-after so's I kin hev my piezure at home. I know one thing sarten, and that is, make hay while the sun shines. While peepul begging fur sets I'm going tew hev plenty o' hand tew sell.

Publicity Stunt Used By Distributor Methodist Minister Speaks

Delighted With Results Obtained From His Bandbox Receiver

November 3, 1927.

"The Minnetonka Electric Co.,
Excelsior, Minn.

Dear Mr. Hazeltine:

I thought you might be interested in knowing how the Crosley is working since the real radio weather set in.

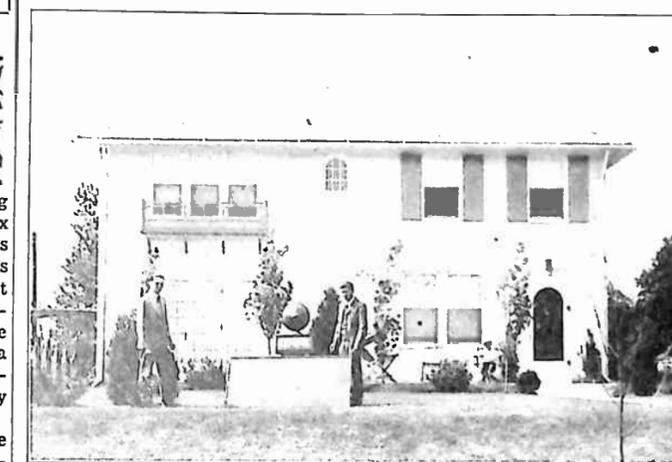
Yesterday I got my "A" battery charged up good and last night Adrian Seamans came up to operate for me. He is by far the best operator in town and the way he reached out and brought in stations was nothing short of marvelous. We had Detroit and Chicago as plain as WCCO and then he got WLW, the Crosley's own gang at Cincinnati.

He went South and had Atlanta, Dallas, New Orleans and Nashville, and then when it got late he brought in KFI at Los Angeles, and a station at Seattle, San Francisco and one up at Victoria, B. C. I think the biggest stunt was when he went from New Orleans to Winnipeg in less than a minute. I am not much of a Dixie, but it was mighty interesting to hear the stations come in first from one part of the country and then another so may be I shall become a real radio fan.

I was surprised how little battery it took to bring in the coast stations; less than half being required for both Los Angeles and Seattle. I haven't added a thing to the set; it is just as you installed it, batteries, tubes and all the rest.

Sincerely,
E. C. MEAD,
Pastor M. E. Church,
Excelsior, Minn."

Philadelphia radio buyers are exhibiting keen interest in light-socket sets, according to reports from that quarter. There is also a strong demand for cone-type speakers in this territory.



O. D. Tucker IV & Company, Little Rock, Arkansas, Display Radio In Modern Home

O. D. Tucker, IV., & Company, Crosley distributors at Little Rock, Arkansas, with the co-operation of A. J. Heyden Realty Company of the same city, put on a novel stunt which created a great deal of favorable publicity recently.

A Crosley radio set was installed in the house shown in the picture, which is a model home recently built by the realty company named above. An extension was carried out to the lawn where a Crosley was located. Part of the time, by means of a Merola attachment, the loudspeaker was hooked up with a Victrola and a musical program broadcast through the Crosley Musicone. The complete set-up attracted a great deal of attention and proved to be a very good publicity stunt.

The Crosley sign displayed prominently proved of real value to the O. D. Tucker Company. Mr. Elmer Picket, of the Radio Department of O. D. Tucker Company, is shown in the picture alongside the radio set with Mr. Heyden.

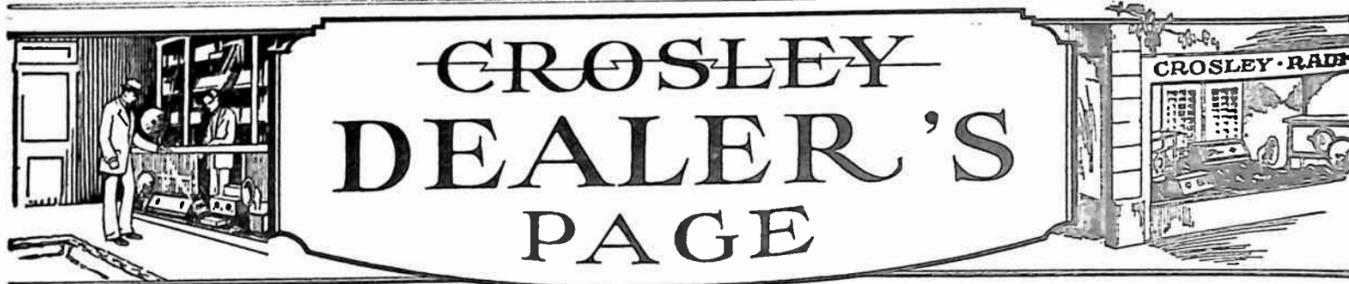
Crosley Distributors Have Attractive Displays



Display of the Benwood-Page Co., of St. Louis



Display of J. H. & F. A. Sells Co., Columbus, Ohio



The Bandbox---A Perfect Christmas Gift

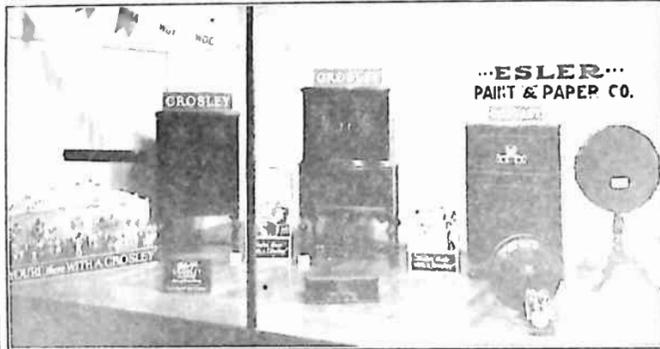
Put This Before The Shoppers of Your Community

A perfect Christmas gift must fulfill several requirements. First it must be something that is not used up and forgotten but that brings increased rather than decreased joy; second, it must be something that almost anyone is sure to like—not a gift that depends upon personal whims and tastes; third, it must not be prohibitive in cost. The Bandbox fulfills every one of these requirements.

No other gift could possibly bring as continued a joy and as permanent satisfaction as the Bandbox. Candy, clothes, magazines, books—all are used up, wear out, or are enjoyed for a time and then discarded. Long after such gifts have been forgotten, the Bandbox will remain, a nightly reminder of the kind giver; making always available at the touch of a finger, entirely new entertainment of any type that appeals to the owner's taste.

Bandbox Brings Pleasure to All.
It would be difficult to find anyone who would not enjoy the Band-

Crosley Dealer Puts In Attractive Window



The Esler Paint & Paper Co., of Denison, Texas, Attracts Business Through Their Window

There is nothing that will aid to attract the passerby and interest him in the merchandise you sell than a good window display. The picture above shows that the Esler Paint & Paper Company, Crosley dealers at Denison, Texas, are firm believers in window display.

The very attractive display, which they have made, makes use of the new display material which is offered in the Crosley \$5.00 Assortment of Dealer Display and Advertising Helps.

The Esler Paint & Paper Co., are a live wire bunch and they report that the display above has attracted a great deal of favorable attention and resulted in many sales.

box. Almost everyone enjoys music of some kind—classical, jazz, opera, band, or concert orchestra. Others take pleasure in Church services, in talks by prominent men, in market reports, in educational features. For everyone the Bandbox opens the secret door to a land of enchantment and entertainment that cannot be found anywhere else.

There are no peculiarities, no whims, no personal tastes to lessen the appreciation of the Bandbox as a gift, because it caters to every taste and whim. A turn of its dial and anyone may listen to what he chooses.

The price of the Bandbox is such that it can easily be given to loved ones as a Christmas gift. Representing as it does, the greatest value in radio today, it makes possible

the gift of a truly fine radio set at a moderate investment. In beauty, compactness, simplicity, ease of operation, quality, the Bandbox cannot be matched with any other set at a comparable price. It is a radio Christmas gift supreme that pleases the pocketbook of the giver and brings constant delight to the recipient.

Radio sales in Southern California are said to be 10 to 15 per cent higher than last year. Improvement in local broadcasting programs is helping to stimulate interest in radio in that territory.

Win Friends With This Plan

Brings Cheer To Sick At Local Hospital--- Sales Result

Radio is probably one of the most successful ways to spread cheer that there is. It has a tremendous appeal to those persons who are unfortunate enough to be sick or convalescent in the hospitals. Here is a plan used to cheer the sick which, incidentally, has resulted in many sales.

The Success Electric Company of Syracuse, N. Y., has a number of Crosley 51 sets, also some Pups. He has an arrangement with the chief surgeon at the largest hospital whereby convalescents are loaned a set with headphones, portable batteries, etc. The service man makes the installation and the sets are stored at the hospital. He reports that an entire ward can be supplied in a few minutes. The hospital is glad to have the people so occupied. In the case of room patients, a nominal charge is made. In the ward, no charge is made. In all cases, however, the user is given a card, "This radio entertainment furnished by the Success Electric Company, etc."

This company reports that they have made a number of sales to people discharged from the hospital and to their friends, many were never really interested in radio before but all were very grateful and are real boosters for the Success Electric Company.

Only local broadcast programs are received, but the idea can be carried along by having local stations announce special programs for the benefit of _____ hospital, etc. The idea will be tried in the other hospitals in Syracuse, no doubt, with the same results.

In view of this dealer's success, both as to results and name, it would seem worth passing to other dealers via the Broadcaster.

Western Michigan Distributors
CROSLY RADIO
Sherwood Hall Co., Ltd.
Grand Rapids

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

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

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

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

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

The Mershon Condenser --- The Ideal Condenser for Crosley Advertising Dominates The Field

Crosley Engineers After Exhaustive Research Choose Mershon Condenser For Power Converter Used With 602 Bandbox

The Mershon Condenser is the ideal condenser for an AC power converter. This was decided conclusively by Crosley engineers after an exhaustive study of every type of condenser which could possibly be used in a power converter. Some of the reasons why the Mershon Condenser was chosen for the Crosley Power Converter, which furnishes A, B and C supply to the Crosley 602 Bandbox, in preference to any other condenser which is made, are explained in this article. We know they will be of interest to every one of you.

Superiority To Other Condensers

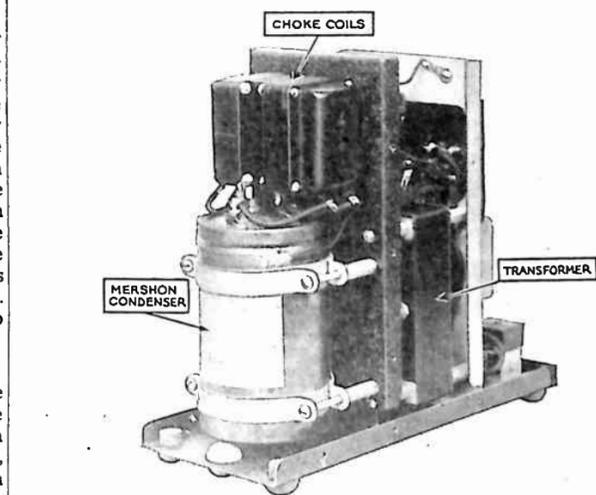
This condenser possesses unique and distinct advantages over the paper condensers commonly used in supply unit devices. To begin with, it is possible to obtain a very much larger capacity in a given volume with the Mershon Condenser than with any other known type. The condenser unit used in the Crosley AC Converter, for example, consists of three units in a single can, each unit having a capacity of ten microfarads. The same amount of capacity in reliable paper condensers would occupy four or five times the space.

Capacities of this order are not employed where paper condensers are used because of the expense and it is therefore necessary to use much larger choke coils in the filter system with the result that the filtering is usually not nearly so effective.

Cannot Be Permanently Injured

The Mershon Condenser is "self-healing". If a paper condenser is punctured, it is completely ruined and must be replaced. Not so with the Mershon Condenser. If excessive voltages are built up on the condenser and it punctures (and this happens only in very rare cases due to the superior insulating characteristics of this type) it will immediately reform and reinsulate itself. Thus it is practically impossible under any reasonable operating conditions to permanently injure the Mershon Condenser.

Remarkable technical improvements have been made in the construction of the Mershon Condenser by which it is an entirely reliable and satisfactory device. It is housed in a one-piece, spun copper jar, which cannot be broken. The insulating member at the top is spun in with gaskets which absolutely prevent leakage at this point. Due to the fact that the condenser is slightly warmed and cooled in normal use, it is essential that a vent be provided. This vent, however, is closed by a small rubber



nipple with a tiny hole in it which remains closed until there is a slight pressure inside the unit. The nipple then opens and stays open just long enough to relieve this slight pressure. We find on units under observation in the laboratory that it is only on rare occasions that sufficient pressure is developed to cause this nipple to open and, of course, when it does open, no harm is done.

No Acid

The fluid used in the Mershon Condenser is a solution of borax in water. This is very different, of course, from the acid in storage batteries. It is difficult to conceive how any of this fluid could be spilled out of the unit but even if it were spilled, the water would evaporate and the borax could be brushed off like so much salt without damaging anything which it might touch. It was anticipated, when we de-

ecided to continue the use of this Mershon Condenser, in its new improved form, in our power units, that our competitors would try to take advantage of the fact that this condenser contains a fluid electrolyte. The fact that the electrolyte is entirely harmless, that it cannot possibly leak out except under the most unusual circumstances, and the outstanding advantages and acknowledged superiority of the Mershon Condenser as against the paper condenser, makes the Crosley AC unit the most satisfactory sales proposition on the market.

It is of interest to know that the Mershon Condenser used in the Crosley AC Converter is exclusively controlled by The Crosley Radio Corporation through its subsidiary, The Amrad Corporation. Crosley can thus recommend this product with the same confidence that he does all other Crosley products.

Dr. Austin Advances New Theory

Blame Bombardment Of Old Sol For Fading Of Radio Messages---Well, Why Not?

Old Sol is getting a shady reputation with the radio experts.

The old boy, it seems occasionally goes on a tantrum and bombards the earth with electrified particles which disturb the radio atmosphere. This, scientists believe, is often responsible for poor reception or fading.

Dr. L. W. Austin, of the bureau of standards, who is making a special study of phenomena, says there is a relationship between solar activity and radio waves, but scientists

measuring these effects.

"While the observation work thus far must be considered to be in the preliminary stage, it seems probable that the relations of solar activity and radio phenomena will be found to be as worthy of study as those of solar activity and terrestrial magnetism," said Mr. Austin.

"The most severe magnetic storm of the year was recorded at the magnetic observatory of the United States coast and geodetic survey at

(Continued on Page 16)

Crosley Bandbox An Inspiration to Any Ad Writer

Just examine radio ads written and you will be surprised. See how Crosley advertising stands out above other radio advertising.

Crosley ads have something to talk about. They are full of the story of something that is NEW and VASTLY BETTER.

The Bandbox line is truly revolutionary in radio. Combining as it does the best of hundreds of valuable patents, and representing as it does the culmination of years of research, development work and manufacturing experience, IT GIVES THE AD WRITER SOMETHING TO TALK ABOUT.

Forceful---Convincing---Pulling

And does he talk---well, read the ads. Even those of us who are most familiar with Bandbox features cannot help catching the enthusiasm of these ads. They are convincing. They make us feel that here is a product so good that even a full-page ad is only sufficient to hit the high spots of its superiority.

But not only the character of Crosley advertising is impressive. The amount of space devoted to Crosley ads stands out equally as forcefully. The extensive advertising plans of the factory, together with the cooperative dealer and distributor advertising schemes now in effect, have secured far greater space for the Crosley message than ever before in the history of the Corporation. In space, as well as subject matter, Crosley advertising dominates the field.

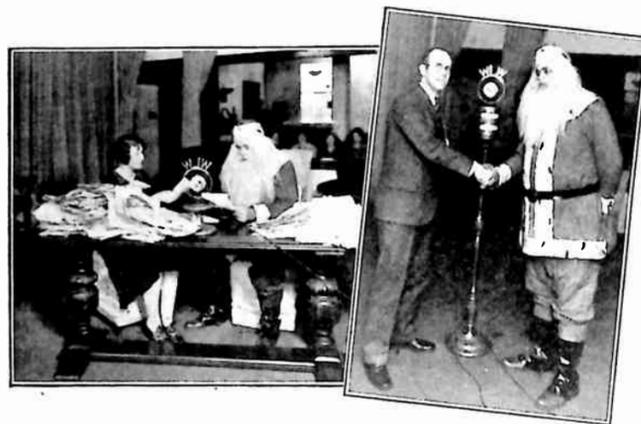
Advertising Lands Sale

It is difficult to express fully the importance of this advertising to the dealer and distributor. The public buys what it knows about, constantly hears about---what it is sold on through advertising. The public cannot help knowing about and being sold on the Crosley line. National and local advertising thus combine to produce an extraordinary public demand for the Bandbox line.

Merchandising success has often been built through advertising alone. When not only the advertising is right but there is exceptional value in the product to back it up, lasting success is a certainty. It is because Crosley radio has both of these things---a superior product and a superior way of telling about it---that Crosley dealers and distributors and the Crosley factory are enjoying such prosperity.



Jolly Old St. Nick Will Keep Promise



Santa Claus To Return To WLW Sunday, December 3, at 6:30 P. M.

When Santa Claus signed off at WLW Christmas Eve last year, he made a solemn promise to all the kiddies. He said, "I'll be back again next year." Well Old Santa plans to keep his promise. He has written to Mr. Croseley, stating that he would return to the WLW Station on Saturday, December 3, promptly at 6:30 P. M. Accompanying him will be his four singing Esquimaux, who will assist him in broadcasting his program for the children each evening from 6:30 to 7:30 P. M. on every day except Sunday during the month before Christmas.

That Santa Claus is popular with the kiddies was sure demonstrated last year. Over thirteen thousand letters came to WLW last year, addressed to Santa Claus. Four thousand youngsters turned out to see Santa Claus in person at the Christmas party given to them at the Music Hall by Powel Croseley, Jr.

Already the youngsters are anticipating St. Nick's annual visit to WLW. The first letter received by WLW was postmarked October 25. This came from Billy Christopher of Milford, Ohio, who writes as follows: "Dear Santa Claus, I am a little boy 5 years old, will you please bring me a bicycle and a pair of skates and a steam shovel."

"Here's a hug and a kiss."
"P. S. Sister Edna wants an auto."
Since then the letters have been dribbling in and indications already point to the fact that an extra mail carrier will have to be put on to carry the mail which Santa Claus will receive at WLW this year.

All this has a real significance to Croseley dealers. Old Santa at WLW helps to create that Christmas atmosphere, so necessary to stimulate Christmas business. Santa is the fairest old fellow you ever saw and when he visits WLW he is an enthusiastic Croseley booster. He will most certainly play his part in stimulating business for Croseley dealers. Unquestionably, many of the letters which Santa Claus will receive this year will request at first choice of a gift, the Croseley Bandbox.

Every year Powel Croseley, Jr., entertains the kiddies of Cincinnati at the Music Hall with a great Christmas party in which Santa Claus is one of the main attractions. This year the annual Christmas party will be held on December 22. The picture in the column above shows Fred Smith, the Director of WLW, paying a visit to Santa Claus and arranging the program for this year's Christmas party. The complete program will

Demonstrates Bandbox Throughout Territory

This Unique Car Operated By Dooley Electric Company

The car shown above is a familiar sight around the streets of Dooley, Montana, and "There Goes Goss," painted on the back of the car, is a familiar saying throughout the territory.



Goss believes in letting people of his territory know what the Bandbox will do and in this way, he has built up real business for Dooley Electric Company of which he is proprietor.

The letter which Mr. Goss recently sent in, gives the complete story. Read it for yourself.

"I thought that you would be interested to know how I demonstrate and sell Croseley radios so I am enclosing a picture of how I have my coupe fixed up and the picture is self explanatory."

"I can drive anywhere and tune

in. The Model 601 Bandbox works very good on this home-made loop with no ground. I have had good reception this way from stations over a thousand miles away with only fair radio weather conditions.

"I think the new Croseley Bandbox is a dandy set. It sure can bring in the stations and is very selective."

Delighted Bandbox Owner Declares Croseley Is There

Crosey Radio Corporation, Cincinnati, Ohio.
Gentlemen:

Some time ago we decided that we wanted a radio, but when looking them over found as many as a well known variety of pickles. Continued search brought us to the Croseley advertisement in Good Housekeeping, and we decided to locate the Croseley dealer in town.

The result was obvious and logical—we purchased a Croseley with the power converter and have enjoyed it immensely. The reception is clear and uninterrupted and after passing through the DX stage we have had infinite variety in the programs received not omitting the Croseley hour sponsored by your Company.

It has been an unending source of pleasure, both in music and appearance. I believe that I personally like as much to look as well as listen. The cabinet is lovely.

I recall that the advertisement says "You're There With A Croseley"—let me add that the Croseley is "There" also, if you will permit the phrase.

With good wishes for your continued success and looking forward to further enjoyment.

Very sincerely,
(MISS) FRANCES M. KELSO,
Baltimore, Md.

P. S. The Bandbox also helps the canaries to sing.

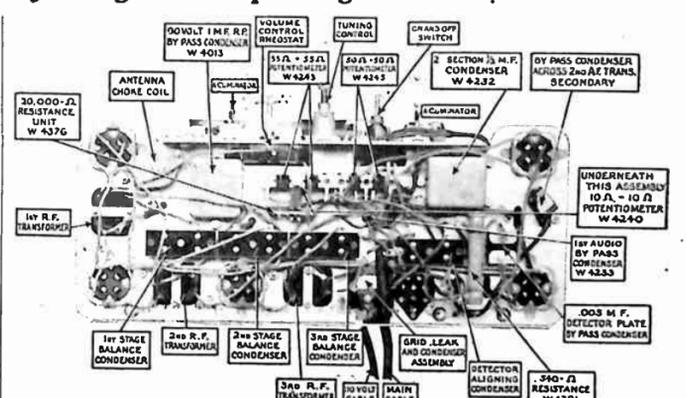
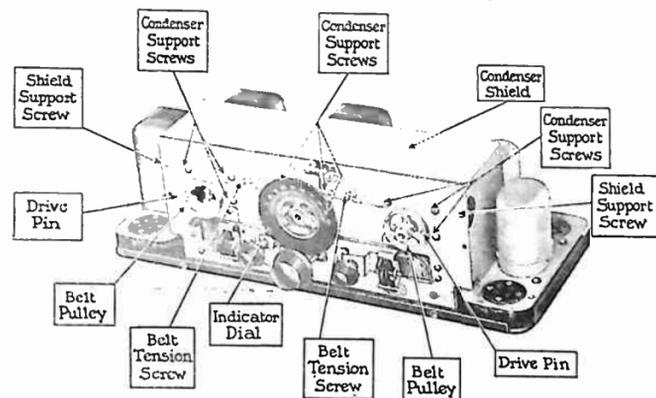
be broadcast. The unconscious exclamation of Santa Claus' little guests can thus be heard by all. In addition to Santa Claus on the program there will be his Esquimaux and, as a special feature, the Croseley Bandbox Ballet Girls.

An especially interesting program has been arranged for the Croseley Bandbox Hour from WLW on Sunday, December 4, at 9:15 P. M. As one of the main features on this hour, Marjorie Garrigus Smith, artist pianist of WLW, will play the "Concerto in D Minor for Piano and Orchestra." William J. Kopp is director of the Bandbox Orchestra, which will accompany her in this piece. The remainder of the program will offer three fifteen minute periods of three different musical themes.

Marjorie Garrigus Smith, who has made an extended study of the life and works of Mozart, the composer of the special piece which will be the first feature on the program, declares that although Mozart wrote one hundred and fifty years ago he wrote regular radio music. We quote from her as follows: "Mozart wrote regular radio music. It flows with the sort of continuous melody that is absolutely necessary in a composition, no matter how great, if it is to please all sorts of musical tastes. Mozart's music is bright and sunny and happy. It scintillates and sparkles. There are no ponderous crashes to disturb the listener and no disturbing dissonances to offend the ear. Throughout all of the lovely melodies of Mozart there runs a ceaseless flow of sparkling energy that is formed of runs and trills and charming nuances that are not too delicate for even the ear that is musically untrained."

Crosey Service Manual

No. 108 Model 602, Part IV---Adjusting and Repairing 10-15-27



Adjusting and Repairing

A. Balancing, B. Adjusting Aligning Condenser, C. Replacing Radio Frequency Transformer Coils. Same procedure as for 601. See Service Sheet No. 104.

D. Replacing Tuning Condensers

1. Remove case and bottom from chassis.
2. Remove nuts on underside of chassis securing condenser shield to bottom of chassis, and remove two screws on front panel holding shield in place.
3. Press shield gently back until it clears the top edge of the front panel, raise vertically, and remove.
4. Unsolder leads to condenser which is to be replaced.
5. Loosen screw which controls tension of belt, remove belt from condenser pulley, and remove pulley.
6. Take out three screws attaching condenser to front panel, and remove condenser.
7. Attach new condenser to front panel by three screws provided.
8. Replace pulley and belt, and tighten belt.
9. Align the condenser that has been replaced with respect to the others by having all of the rotor plates inside of the stator plates.

E. Replacing Belts.

Same procedure as for 601. See Service Sheet No. 104.

F. Replacing Audio Transformers

1. Remove case and bottom from chassis.
2. Unsolder leads of transformer to be removed.
3. Remove two nuts at right and left of transformer terminals, holding it to chassis, and lift off transformer.
4. Place new transformer in position, replace nuts.
5. The four wires have the following code and should be soldered to their respective terminals as follows: The cotton covered wire is soldered to the B+ terminal at the

0.001 microfarad detector plate by-pass condenser. The silvered wire is soldered to the plate terminal on the detector socket. The bare copper wire should be soldered to the grid terminal of the first audio frequency amplifier tube socket. The interwoven silver and copper wire should be soldered to that side of the 540 ohm vitreous covered resistance which is nearest to the 1 microfarad condenser.

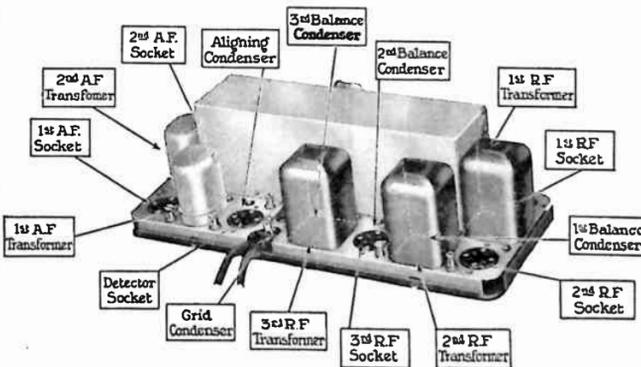
G. Replacing Condensers W4013, W4232, W4233.

1. Remove tuning condenser shield (D1, 2 and 3).
2. Unsolder leads to by-pass condenser terminals and case.
3. Remove supporting screws and lift off condenser.
4. Place new condenser or condensers in position and replace supporting screws.
5. Resolder leads and replace condenser shield.

H. Replacing Detector By-Pass Condenser, I. Replacing Grid Condenser and Grid Leak. Same procedure as for 601. See Service Sheet No. 104.

J. Replacing "On and Off" Switch.

1. Loosen lock nut.
2. Cut the two wires at the switch.
3. Splice two wires on new switch



with the two wires in the set from the cable.

4. Solder and tape each wire first with a layer of two of rubber tape and then with two layers of friction tape.

5. Place switch in slot and tighten lock nut.

K. Replacing Volume Control.

1. Unsolder wire at terminal.
2. Loosen set screw holding shaft and pull out shaft.
3. Loosen and take off large nut from front of chassis.
4. Lift out volume control leaving volume control shield in place.
5. Replace volume control, tighten nut, insert shaft, tighten set screw, place shield in position, and resolder wire.

L. To Replace 540 Ohm Resistance Unit.

1. Unsolder wires connecting to it.
2. Remove tuning condenser shield (D1, 2 and 3).
3. Remove first audio frequency transformer (C2, 3 and 4).
4. Remove the resistance bracket screws.
5. Lift off resistance.
6. Place new 540 ohm resistance in position, tighten bracket screws, replace transformer and tuning condenser shield.
7. Resolder leads.

M. Replacing 20 Ohm and 100 Ohm Potentiometers and 110 Ohm Potential Divider.

The 20 ohm potentiometer is the short strip.

1. Remove variable condenser shield (D1, 2 and 3).
2. Unsolder all wires from terminals of strip to be replaced.
3. Remove nuts from screws holding strips.
4. Lift off strip and replace with a new strip.
5. Replace nuts, resolder wires, replace variable condenser shield.

N. Replacing 20,000 Ohm Resistance Unit.

1. Unsolder wires at the 1 m. f. and 1/2 m. f. condenser terminals.
2. Lift out resistance unit from holder.
3. Place new resistance unit in holder and resolder wires.

Porto Rico Dealer Enthusiastic About Bandbox

November 9, 1927.
The Croseley Radio Corporation, Cincinnati, Ohio.

Dear Sir:

There is no receiver in the market today to beat the Bandbox. We hear all stations in the U. S. east of the Mississippi every night, going full blast in the loud speaker.

Yours very truly,
JOAQUIN AGUSTY,
San Juan, Porto Rico.

Radio trade reports from Chicago state that good radio weather has considerably stimulated sales in that locality. Light socket sets are especially in demand.

There are fifty-five broadcasting stations regularly sending out live-stock and produce market reports for the benefit of the farmers.

Christmas Looms Ahead

(Continued from Page 3)
Through tactful selling you can land the customer who has just come in to look around. Through knowledge of your product, you can land that customer who might otherwise go on to your competitor who is more enthusiastic about his product and has a more thorough knowledge of it.

Prepare Now For Christmas.

You don't have to study very long to decide that radio makes a perfect gift and that the Crosley Bandbox, with its multitude of outstanding features—more honest-to-goodness radio for the money than any other receiver—makes the ideal Christmas gift.

Now get to work—put your store in shape for Christmas. Let it overflow with the Christmas spirit. Make it a place where the Christmas shopper will feel at home. Do your part and these next weeks will be the most profitable that you have ever encountered.

Dr. Austin Advances New Theory

(Continued from Page 13)
Cheltenham, Md., October 12. It was reported as generally a bad night for radio reception. Signals were very weak and faded out, amateurs being able to hear only a few short wave stations. The signals of the moderate-wave European stations, however, came in with great strength.

"The connection of magnetic storms with radio was first definitely established by Espenchied, Anderson and Bailey in the work of the Bell Telephone company in preparation for the establishment of a trans-Atlantic telephone service. They found that magnetic storms greatly decreased the strength of night signals and slightly increased the daylight strength. This effect was more pronounced at a wave length of 5,000 than at 17,000 meters. Since terrestrial magnetism is known to be closely connected with solar activity, a similar connection with solar activity was to be expected. Dr. Pickard in a recent paper has shown that such a relationship exists.

"We have just touched the surface in the study of these phenomena," Dr. Austin concluded.

Cause Battery Drain

The use of poor tubes is costly. Have them tested occasionally and discard any that do not come up to the average standard. The use of old tubes simply means greater "B" battery consumption for the same signal strength.

Now Logical Time To Advertise

Feature Bandbox Big In Your Local Newspaper—Biggest Returns For You

It pays to advertise. Never before was this saying more true than right now. There is no investment that you can make right now that will pay you bigger returns than advertising in your local newspaper and featuring the Bandbox big.

Those who have carefully analyzed Bandbox sales find that they are the biggest in those localities where the greatest amount of advertising is being carried in the local newspapers. Dealers in every section of the country who are advertising big are constantly going in more heavily. This is conclusive proof that advertising pays.

Crosley Cooperative Plan

Another proof that advertising pays is that the Crosley Radio Corporation is ready to help you pay part of the expense of the advertising which you carry in your local newspaper.

Crosley dealers everywhere are taking advantage of the Crosley cooperative newspaper advertising plan. According to this plan The Crosley Radio Corporation will refund to dealers one third of the cost of any ads which they carry in their local newspaper of one quarter page sizes or larger. These ads must be exclusively Crosley ads and must be in accordance with the ideas of ads given to you through proof sheets or through the columns of the Broadcaster. The way to avail yourself of this assistance is to run the ad and then send in to The Crosley Radio Corporation the receipted bill from the newspaper to-

gether with tear sheets of the advertisements. In case your ad is found to comply to the necessary requirements, you are refunded by check for one third of the cost.

Ads With Christmas Appeal

Newspaper ads with a Christmas appeal were announced to you in the Nov. 15 issue of the Broadcaster. They are powerful, and smashing ads which will bring the Christmas business into your store. Order mats of these so that you can take full advantage of the season by featuring the Bandbox forcibly in your newspapers.

Advertising Dollar Now Most Productive

Now is the time when the advertising dollar in the newspapers is most productive. Now is the time when your investment in advertising will bring the largest returns.

Use advertising in your local newspapers over your name to tie up your store with the national ad-

vertising which is being carried on by Crosley in national publications. Tell your community that your store is the place where they can buy Crosley Bandbox which they have seen advertised in their favorite publications. The time is ripe for newspaper advertising.

If You Wish to BUY or SELL SECURITIES

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

Our Statistical Department Is At Your Service

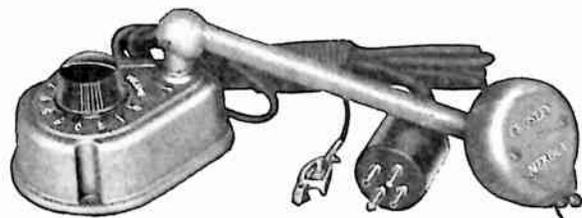
WESTHEIMER & CO.

Members of—
The Cincinnati Stock Exchange
The New York Stock Exchange
Telephone: Main 597
326 WALNUT STREET

NEW CROSLY MEROLA

Makes Ideal Christmas Gift

Put Special Effort Behind The Sale Of The Merola Between Now And Christmas



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

\$ 15

CROSLY RADIO
"You're there with a Crosley"

TUNE IN!

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

Financial News
Market Reports
Government Bond
Quotations
Call Money Rates
Foreign Exchange
Grain and Live Stock
Quotations

the FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio