

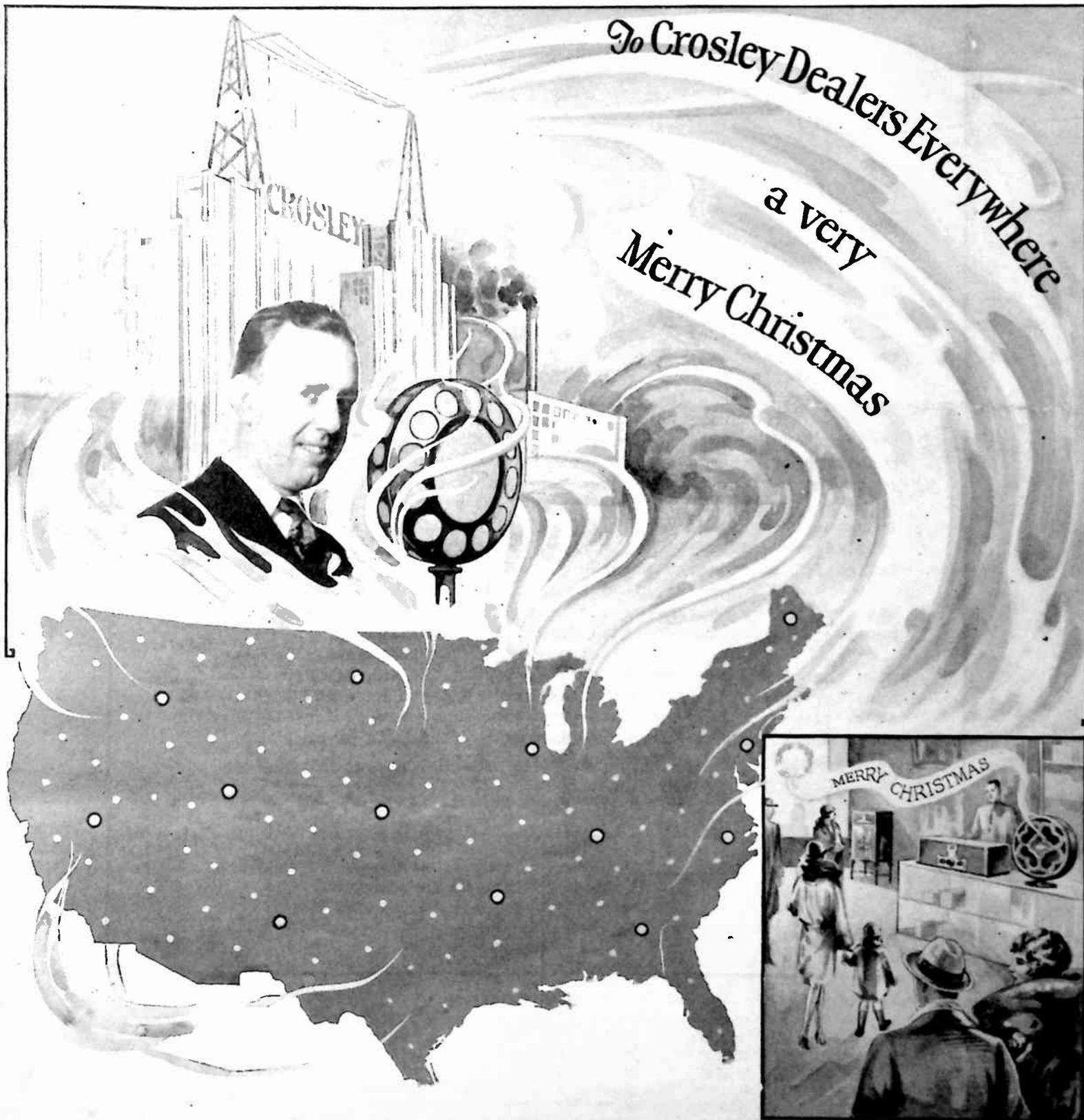
THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VI

DECEMBER 15, 1927

NO. XXII



Read This Letter---Many Like It Reach Us

4446 No. Kedzie Ave.,
Chicago, Illinois.

November 26, 1927.

Mr. Powel J. Crosley,
Crosley Radio Corporation,
Cincinnati, Ohio.

My Dear Sir:

A week ago today I purchased a Crosley "Band Box" a six tube receiver and I am so pleased with its performance that I cannot help but write you about it. Prior to this I had a set of your manufacture 3 tube and I thought it was good. I had no trouble in getting KOA at all. With this set that I now have I am able to get all stations from coast to coast. To date I have recorded 71 stations in all and with perfect clearness.

There is one outstanding feature in the Band Box and that is the wonderful shielding which makes the set a very desired receiver. I have never been so pleased with a radio receiver than I am with this one. I have had many friends at my home to verify my claim that I have received stations from coast to coast. Your station WLW comes through wonderfully even when Chicago stations are on. KDKA and KOA come through Chicago Stations with perfect ease.

I cannot understand how a set of such value as the band box can be sold for \$55.00. Many of my friends that have receivers of other makes have either exchanged their old sets or bought new Crosley's after they had heard mine. There is no set on the market that can compare with the "Band Box" in value or performance. It is a beautiful little compact box of pleasure and every home that values radio should have this delightful addition to their enjoyment.

My list of stations is not available at this time but upon my arrival home I will copy the stations that I have so far received and submit same with the dial readings.

I am certainly a happy radio fan and above all I can make that claim with a "CROSLY" Band box. To make a happy home complete add a Crosley Band Box" and you have it. That is my slogan. I have followed your line of receivers for the past three years and have compared them with other sets of much higher values but I have not found an equal.

Very respectfully,
Henry Y. Kaskey
Henry Y. Kaskey,
4456 No Kedzie Ave.,
Chicago, Illinois.

Here is the list of stations:

- | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|
| KDKA | KWKH | WEWE | WCFL | WENR | WHO | WJJD | WLW | WOS | WTAM |
| KFI | KYW | WEMJ | WCRW | WFAA | WHT | WJR | WMAQ | WQJ | WTAS |
| KFKB | KFKX | WLCF | WDAF | WGES | WIBO | WJZ | WMBB | WRR | WWAE |
| KMOX | 3XN | WBBM | WEBH | WGHP | WJAG | WKBI | WNBA | WSBC | WWAT |
| KOA | WAAP | WBCN | WEDC | WGN | WJAX | WLBW | WOC | WSKC | WSM |
| KOIL | WBAP | WCRD | WEHS | WGY | WJAZ | WLIB | WOK | WSMB | |
| KRLD | WKTB | WCCO | WEMC | WHFC | WJBT | WLS | WORD | WSAI | |

Crosley Announces New Musicone Of Elegant Design---The Type D Musicone Retailing At \$15

Answers Universal Demand---Now In Big Production---Enter Your Specifications At Once With Your Distributor

Your Customers Will Be Delighted With This New Musicone

A new Crosley Musicone has been announced—Type D Musicone—a beautiful table model in a grill work frame which lists at \$15.00.

This new Musicone is the direct answer to the very latest trend in loudspeaker designs. Elegant in appearance and with new improved features, which give it a tonal quality and deep resonance greatly to be desired, it is particularly adapted for use with 180 and 120 tubes.

The Crosley Musicone has been the sales leader in the loudspeaker market since its introduction about three years ago. Constantly improved in mechanical design as well as in appearance it has retained this leadership through each season and is virtually without competition in its price field. The history of the development of the Musicone has been an achievement from the very beginning.

Rounds Out Musicone Line.

The first Musicones were accepted everywhere as marking the beginning of a new era in loudspeaker reproduction. Since that time their excellent qualities have been still further improved upon and embodied in several models—the Ultra Musicone, Super Musicone, Tilt Table Musicone and Musicones built into standard consoles. Announcement of the new Type D Musicone, which harmonizes so well with Bandbox sets, rounds out a line of loudspeakers that has never at any time been equalled in popularity.

Aside from the attractiveness which the metal case of the new Musicone adds to its appearance, there are several other important advantages which it affords.

Gives Baffle-Board Effect.

Previous articles in The Broadcaster and elsewhere have outlined the possibilities of obtaining beautiful tonal reproduction, from the highest to the lowest notes, simply by mounting cone-speakers on boards that act as baffles separating the sound emitted by one side of the cone from that emitted by the other side.

This same baffle-board effect has been obtained in the Type D Musicone by means of the metal case, and the result is a quality of tone that will surprise you. Orchestral music reproduced with this speaker



This Beautiful Type D Musicone Beautifully Rounds Out the Musicone Line--- It Takes Care of An Entirely New Market

is faithful in every detail from the lowest bass notes to the highest harmonics of the violins and other stringed instruments.

The metal case is also of value in guarding the Musicone from mechanical injury. If the speaker is accidentally dropped, it will not be injured, since nothing but the rugged case is exposed.

Matches Bandbox.

The finish of Type D Musicone is the same as that used on Bandbox sets and Power Converters, a brown crystalline effect. Thus it harmonizes ideally with the Bandbox models. Simplicity has been adhered to in creating the lines of this new Musicone, so that it will fit in well with any type of furnishings. The size is convenient,

the speaker having an over-all height of but about twelve inches. This small size is possible because of the manner in which the baffle-board principle has been utilized—making it practical to obtain true tonal reproduction throughout the entire musical range with an unusually small cone.

Now In Big Production.

Production facilities for the new Musicone are fully organized and the speaker is in big production in anticipation of the large demand which will be created by its announcement. The list price is \$15. The Type D Musicone is now available at all Crosley Distributors. So rush in your order to them. Cash in at once on this new Crosley Musicone which will prove as popu-

lar in its price range as the other Crosley Musicone models have in the field that they cover.

Ask Your Distributor Salesman About the Crosley \$5 Outfit of Advertising and Display Dealers Helps.



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

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A Merry Christmas To All

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At the basis of all this wonderful Christmas sentiment—is the thought of others. The individual who most completely forgets himself or herself at Christmas time has most thoroughly caught the true spirit of Christmas. The store which most completely forgets its own profits and endeavors to cater to the benefit of its customers is a store which best catches the Christmas spirit. This, by the way, is also the store which is surest to benefit the most from the Christmas profits. After considering everything it is the unselfish spirit of Christ in the hearts of men at Christmas time that makes the Christmas season so joyous.

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Now as you are right in the midst of the Christmas buying season keep in mind that in selling the Crosley Bandbox to your customers you make it possible for them to enjoy a greater Christmas this year. The thing your customers are interested in is the music, the entertainment and the joy which they will derive from their radio. No time during the year will they derive greater joy than around the Christmas season.

A True Light Socket Set

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It means, first of all, that there are absolutely no batteries connected with it. Many sets called light-socket sets are equipped with "A" batteries which are merely storage batteries and trickle chargers built into a single unit. While such sets operate efficiently and require little attention, they are not true light-socket operated sets. The battery must be tested frequently, water must be added when required, and if the set is left without being operated for several months care must be used to see that the battery does not deteriorate.

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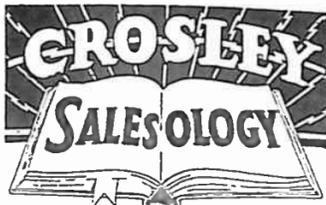
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I wish to assure you that it will be our aim to hold the Crosley line up in the high position that it has gained during the past year, which is, we believe, several notches higher than ever before. We shall use every endeavor to have our line continue to be more and more attractive, more and more profitable to you, our friends in the trade who have been working with us so hard this year.

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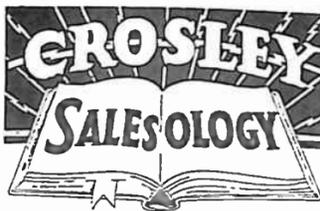
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All of the dolls are wound up and made to dance but nothing pleases the child until she sees the marvelous Fairy Doll which is the toy maker's pride, but which he reluctantly consents to sell. At midnight, after the customers and the toy makers have gone, the Fairy Doll gives a party at which all of the dolls dance and the performing animals do their tricks. A live doll orchestra will furnish the music for the ballet.

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Splendid Sales In Every Section Foretell A Radio Christmas

Christmas Atmosphere Takes Possession Of Shopping Districts--Thousands Have Bandbox On Their Gift List

The great change came almost over night. One day you would have thought Christmas was a long way off and the very next day the great miracle had taken place and everything told you that Christmas was just around the corner.

Stores everywhere now are decorated in their best Christmas attire. Windows are sparkling with suggestions of appropriate Christmas gifts. The spirit of Christmas has taken possession of the shopping districts and Christmas shoppers flowing in from every community are busy responding to the Christmas buying urge.

Radio Shops Busy.

And among the busiest stores of all are the radio shops, for it would seem that every one was thinking radio this year. Indications from every section are that this Christmas will be a radio Christmas. Radio has brought a whole new world into existence and at no season of the year is this more apparent than at the Christmas season. Christmas music and special Christmas programs fill the air and play an exceedingly important part in creating the present day Christmas atmosphere.

Never before has Christmas been brought so near to the home as this year. At every turn of the dial delightful Christmas programs are brought in. Such music, such exquisite refrains. The yuletide master pieces of the ages are again reproduced to lend their perfect touch to the rich Christmas settings.

Radio Prominent On List.

It is little wonder then that the Christmas shoppers are going strong on radio. It is only natural that the force which is contributing so much to the Christmas season should take a prominent place among the gift buyers.

Homes which have never been penetrated before by radio will this Christmas enjoy their first radio set. Proud fathers will slip in the back door with the radio receiving set under their arms and many a Christmas surprise will come in the form of a radio. As all the shoppers visiting the radio stores to complete their Christmas list are looking for the biggest value, Crosley dealers will naturally receive a great proportion of the visits.

Bandbox Captured Public Fancy.

The Crosley Bandbox has captured the public fancy and stands out in the minds of thousands of prospective radio purchasers as the supreme buy in radio. Not only will these prospective purchasers include those who have never owned a radio before, but they will include

those who desire to bring their radio sets up to date. They will include those who will start a new leaf in their enjoyment of radio.

Here again the Crosley dealer comes in for a front row seat. No-where can there be found a radio

line of Musicones the best in radio reproduction at the price to be found everywhere. A complete assortment of speakers, the 12-inch Ultra Musicone at \$9.75; the 16-inch Super Musicone at \$12.75; the brand new Type D Musicone at

that they need—nine times out of ten it is an up-to-date receiver which will bring them the greatest joy. Christmas time is the ideal time to sell them on this idea.

Do not let a single person come into your shop without demonstrating and showing the superior performance of the Crosley Bandbox. The great buying season is in full force. For days Christmas shoppers have been visiting your store and have been making purchases.

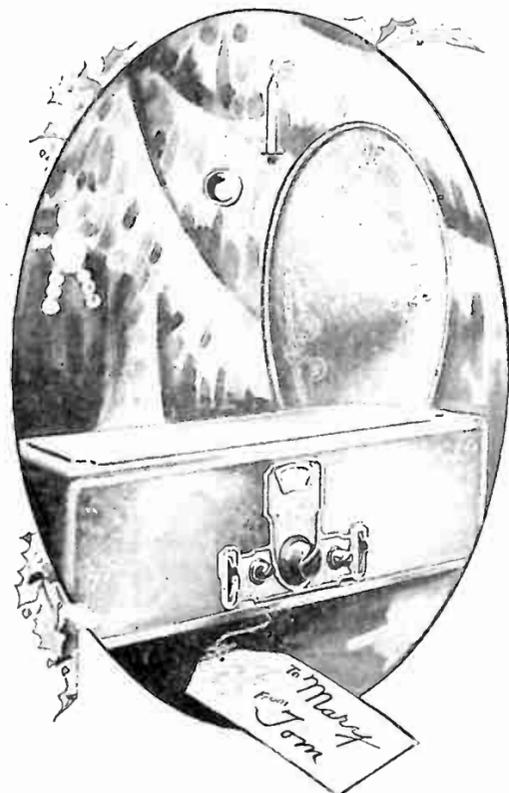
Biggest Business Ahead.

You have done fine business, but the biggest business is still ahead of you. In spite of the urge to do Christmas shopping early, the great majority leave it to the days just before Christmas. So these few days are the days to work harder than ever—the great clean-up days of the Christmas buying season. Make a great drive on orders.

Radio is going strong this year. Everybody is talking radio, thinking radio and greater numbers than ever before are buying radio. The extent of this business, however, that will come your way depends largely upon you.

A Radio Christmas.

You can contribute a lot towards making this a radio Christmas. Of course, you have your store just overflowing with Christmas atmosphere. That is exceedingly important. You, yourself, must have the Christmas spirit—everyone of your salesmen must be captured by this spirit and do the best job. Make the most of this great opportunity that is yours, bring your full share of the Christmas business and the Christmas profits to your store.



There are many Tom's who are giving Bandboxes to their Mary this Christmas.—How about those in your territory?

receiver which includes more of the latest, up-to-the-minute features—the features which insure best radio reception—than the Crosley Bandbox. The fact that the Bandbox is a neutrodyne receiver, completely shielded with illuminated dial, single control, power tube in last stage, will all come now as conclusive reasons why the Christmas shopper should choose the Bandbox in preference to all other sets.

Please All With Crosley.

The Crosley dealer has the merchandise to please every one contemplating buying a radio as a Christmas gift. There is the Bandbox 601, battery operated, which will appeal to hundreds. There is the new RCA AC tubes, which will appeal to those whose homes are wired with electricity.

Then as fitting companions to these two models of the Bandbox, the dealer has to offer a Crosley

\$15.00, and the attractive Tilt Table Musicone at \$27.50. A Musicone for every taste. That is what you have to offer.

Nor should you forget the Merola, which at its price of only \$15 makes an ideal Christmas gift. Any person who owns a radio will be delighted to buy a Merola to bring their phonograph up-to-date, converting it into an electric reproducing machine.

A Bandbox to Every Customer.

Some of those to whom you will sell the Crosley Bandbox and other members of the Crosley line may not come in with the intention of buying a radio receiver. They may have intended just to buy new tubes, new batteries or some other part of the apparatus which they figure will bring better performance from their radio. These parties are all wonderful prospects for the Bandbox. Inquire about their set, possibly it is more than new batteries

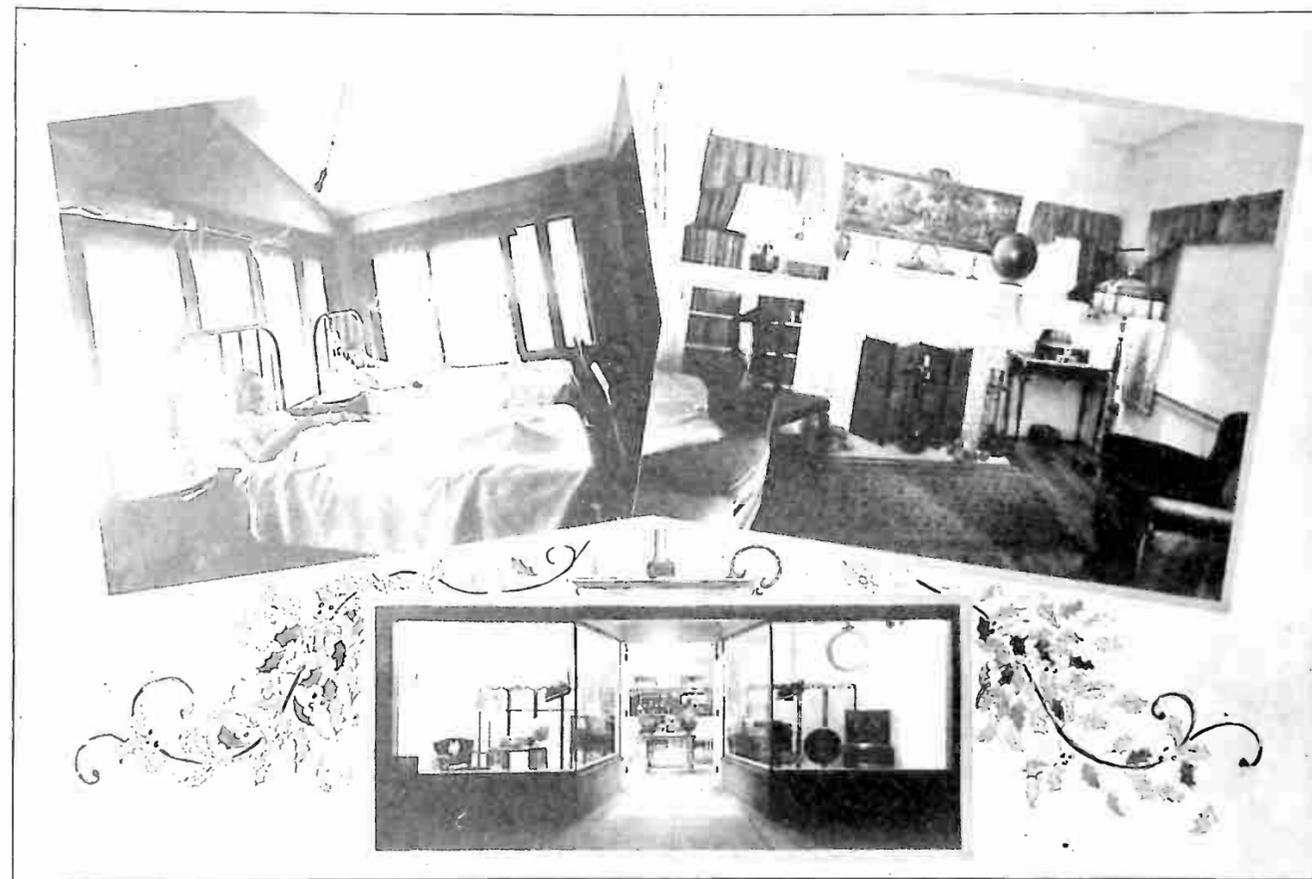
Give Yourself A CHRISTMAS Present!

Have you ordered the Special \$5 Dealer's outfit of Advertising and Display Helps? If not, order it at once as a Christmas present to your business.

This Five Dollars is an investment worth making. Just ask your distributor's representative when he calls. See if he won't tell you this assortment is the biggest \$5 worth he ever saw.

Crosley Bandbox Will Bring Christmas Carols To Seventeen Bed-Ridden Patients Of Bryan Sanatorium

Mr. Dorris, Proprietor of The Smith Appliance Shop, Crosley Dealer, at Phoenix, Arizona, Makes Remarkable Installation Of 602 Bandbox Receiver--Everybody Delighted With Results



Above are shown pictures which tell the story. The upper left hand picture shows two of the invalids enjoying a program with headphones; the upper right hand picture shows the hook-up of the Bandbox 602 in Mrs. Bryan's home; the lower picture is the store of the Dealer who made the sale, The Smith Appliance Shop, of which Mr. Dorris is proprietor.

When the Christmas music and special Christmas programs are broadcast this year, there will be seventeen patients at the Bryan Sanatorium, located at Phoenix, Arizona, who will be made happy by them. This is made possible through the remarkable work of Mr. Dorris of the Smith Appliance Shop, Crosley Dealer at Phoenix, Arizona, who conceived the idea of installing a 602 Bandbox in the home of Mrs. Masie Bean Bryan and connecting this by headphones so that every patient in the Sanatorium can hear the broadcast programs as brought in by the Crosley Bandbox.

The pictures above give a complete idea how this is done. The headphones are connected in series by means of special plugs and each headphone can either be connected or disconnected at the will of the patient. Mr. Dorris has taken a

great deal of interest in this installation and has done a remarkable piece of work.

The attractive place of business of which Mr. Dorris is owner is also shown above.

The cheer and enjoyment which this installation brings to those sick folks, confined to their beds in the Bryan Sanatorium, is one of the very best advertisements which Mr. Dorris has for his business. It has spread his fame far and near in that section of the country. You may be sure that many sales have resulted from it.

Following is a letter sent in, unsolicited, from Mrs. Masie Bean Bryan, who owns and manages the Bryan Sanatorium:

Gentlemen:
About a month ago I purchased, through Burtis Dorris, who runs the Smith Appliance Shop in this City, one of your Crosley radios, and

along about 8:00 o'clock the evening of November 12, we listened to your Cincinnati program with a very great deal of pleasure.

It came in just about as clear as the reception we get from our local programs, or, in other words, came in perfectly plain and clear, and I want to say it was a splendid program; and while I am at it, I want to give some of the details in connection with this job that I purchased from Mr. Dorris.

In my home, which is located next door to my Sanatorium, the radio is located with one of your large loudspeakers and next door where the Bryan Sanatorium is located, Mr. Dorris put in seventeen headphones, and they're all in use, and I don't think any one knows how the patients appreciate the pleasure they get from this radio.

From what I hear it is, in this Salt River Valley, an extremely up-

hill job to put in any number of headphones and have it a successful job.

Mr. Dorris seems to have taken a great deal of interest in his job, and has checked it up very frequently, making corrections, and all of his corrections are of a permanent nature.

It has been about a month now since this system was established, and from my viewpoint, it is just as near perfect now as one could expect.

I can not speak too highly of your Crosley radio and Mr. Dorris, the man from whom we bought it, and the man who made it a complete success.

I am not writing this letter at the solicitation of any one, just simply because I am so highly pleased with the entire job.

Yours truly,
(Signed) Masie Bean Bryan. R. N.

Spread Of Broadside Recently Mailed You Makes Ideal Display Piece For Your Window---Use It

A real

electric

CROSLYAC

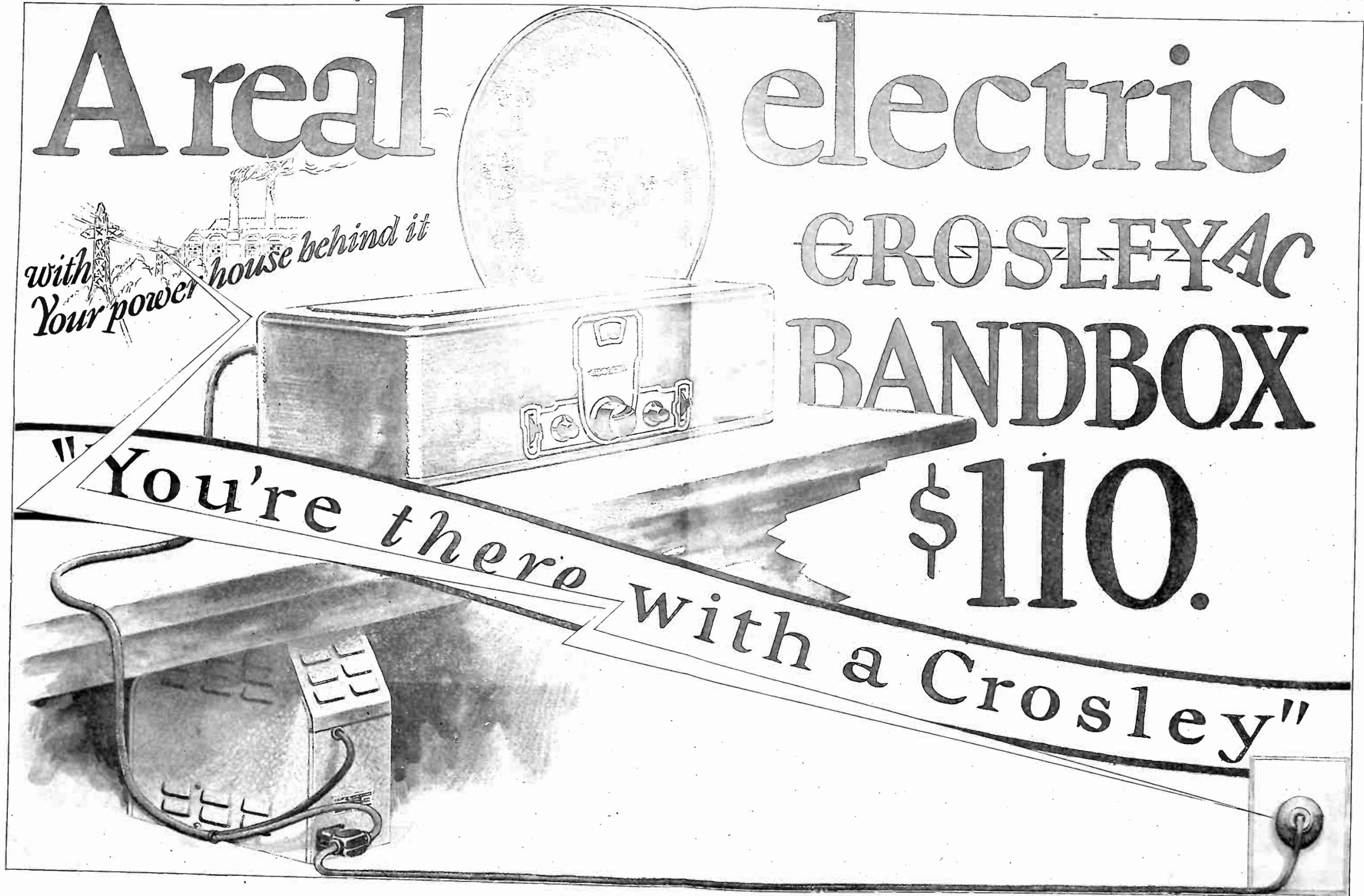
BANDBOX

\$110.

*with
Your power house behind it*

"You're there

with a Crosley"





Two WLW Veterans---Each An Expert



To The Left Is Ervin Schenck, The Master Of WLW Organ--- To The Right E. E. Schultz, Physical Director, Who Makes Old People Young And Young People Younger

One of the popular organists at WLW Station is Ervin Schenck. The big reason for his popularity is that he finds out what the public wants and then gives it to them.

Schenck has made quite a study of broadcasting organ music over the radio. He has learned from experience that an organ recital which sounds wonderful in the studio may not sound the same to the radio public. Thus he has determined the combination of organ stops which are best suited to broadcasting and he uses them.

E. E. Schultz, physical director of the Cincinnati Y. M. C. A., has the distinction of directing one of the largest gym classes in the world. He does this every morning at eight o'clock over the mic at WLW Station.

Just how many are in Mr. Schultz's morning gym class of setting up exercises would be hard to estimate. The thousands of letters, however, which pour in from business men and people of every walk of life give something of the idea of the magnitude of this class.

Mr. Schultz's class is very popular because of the benefits to be derived. The members of the class advancing in years find themselves getting younger and those who are young in years find it gives them pep and energy to tackle the day work and keep them young.

That it is "more blessed to give than to receive" is to be radio-impressed on the child audience of WLW this year by Santa Claus himself during his broadcasts from the Crosley station from 6:00 until 7:00 o'clock every night except Sundays until Christmas.

Santa Claus is asking the children to send him their old toys in order that he and his Boy Scout assistants may rebuild them for distribution on Christmas eve.

"My toy supply isn't quite big enough to go 'round this year," Santa Claus told the children who were listening in on December 3 when he broadcast his first program from WLW this year. "But the Boy Scouts of America have offered to help me out a little bit. Every night I am going to ask all of the kidlets who are hearing me through WLW to send their toys to me so that my Scouts and I can make them over until they are as good as new. Then I can give them away again on Christmas. Without this help I might miss somebody and I wouldn't have that happen—not in a million Christmases."

Mountain Resembles Crosley Profile

"The Great Stone Face" In Montana Resembles Powell Crosley, Jr's Profile, Declares Dealer

If you are ever out in Sweet Grass County Montana, not far from the north boundary of Yellowstone National Park, you should take a look at the "Great Stone Face" pictured above. Robert A. Bray, Crosley Dealer, who lives at Big Timber, Montana, claims that this mountain is a duplicate of the Crosley profile. He declares that the same sculptor must have modeled both faces.



So striking is the resemblance that he is working to have the mountain named "Mount Crosley." There is a resemblance and "Mount Crosley" would certainly be a fitting name for that great mountain that resembles the Crosley profile.

Here is a letter received by Mr. Crosley from Robert A. Bray:

"Dear Mr. Crosley:

I am sending you an unretouched photograph which may prove of interest. It is almost a duplicate of the

Crosley Profile. The same sculptor must have modeled both faces.

This mountain is located in Sweet Grass County, Montana, in the Absarokee mountain range and is not far from the North boundary of Yellowstone National Park. The district contains very unusual scenery and abounds in wild life; elk, deer and bear being plentiful. Trout fishing is of the best.

Forest Ranger, Harry Kauffman, is about the only frequent visitor in the section in which "The Great Stone Face" is located. I am going to confer with him about naming it "Mount Crosley."

This ranger keeps in touch with civilization with a Crosley radio set which we sold him.

When you come to Montana stop and see Mount Crosley and enjoy some real unchanged scenery flavored with elk steak and mountain trout.

With best wishes, I remain,
Yours very truly,
(Signed) ROB. A. BRAY."

Bandbox Attracts Twenty Five Bugs

E. R. Edwards, Crosley Dealer at New Bern, No. Carolina, Finds Bandbox Big Seller

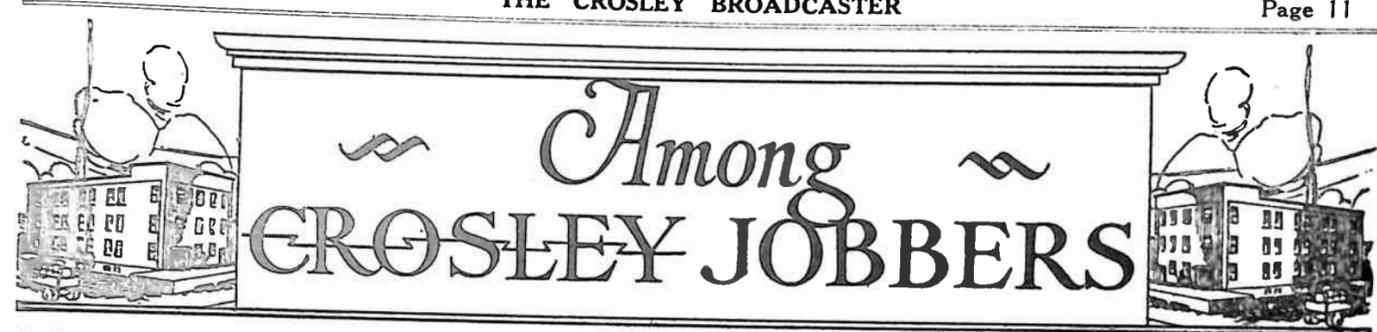
Our distributors at Wilmington, N. C., The Automobile Supply Company, report that E. R. Edwards, Crosley Dealer, at New Bern, N. C., is making a great showing with Crosley this year. Crosley sets are

going big in that section of the country.

E. R. Edwards writes in a letter to the Automobile Supply Company, "While the wife was away last night, I had an audience of over twenty-five bugs who were simply carried off their feet by the Crosley."

That just goes to show the way a real radio is received. The Bandbox goes big everywhere, and its reputation simply spreads like wild fire in the smaller communities.

The United States Navy has a quota of 3099 radio men in all grades.



Musicone Makes Hit In London

British Army Officers Enthusiastic With Their Praise of Crosley Musicone

You must go some to find a more enthusiastic Crosley booster than Sgt. C. J. Swezey, Commander of the Middle West Unit of the British Legion of Frontiersmen, who is stationed at New Albany, Indiana. This English gentleman has quite an array of Crosley merchandise in his home. Among the Crosley receivers in his possession are Model 51, Newport Trirdyn, Model 5-38, Model 5-50 and the Crosley Bandbox. The Crosley Musicones which he owns include one Musicone bought in 1925 at \$17.50, one Musicone DeLuxe, one Super-Musicone and one Musiconsole.

Sgt. Swezey says he has all of these Crosley sets functioning in his home at the present time. He uses them all in turn, as the mood strikes him.

So enthusiastic was he that he sent a Musicone to his cousin, Lieut. Atkinson, in London. Lieut. Atkinson's Battalion Commander, Major Ramsey, heard the Musicone and immediately wanted one so Sgt. Swezey forwarded another Musicone for Major Ramsey.

Both these British Army Officers are delighted with their Musicones. Here is a letter from Lieut. Atkinson:

"Dear Cousin Jack:
Your letter of August 2 at hand, as well as the package with the radio speaker you spoke of in your letter.

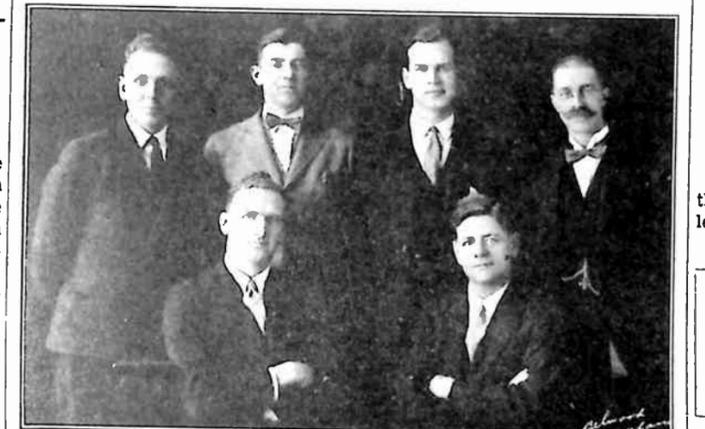
It really was sweet of you, old chap, to send that speaker, for it is far better than any speaker I have ever heard here in England.

The tone is wonderful and it goes splendidly with my four valve set.

My battalion commander, Major Ramsey, was over for dinner last evening and he was amazed at the speaker and asked me where I got it. I told him my cousin, who was an officer in His Majesty's Reserve, sent it from America.

He wants one and took the liberty of handing me the money,

New Zealand Distributors For Crosley Radio Products



Standing, Left to Right: J. W. Burtenshaw (Manager Wellington Branch), E. Wilson (Ident. Dept.), R. F. D. Burrell (Warehouse Dept.), H. C. Robinson (Secy.). Seated: W. J. Smeeton and C. M. Abel (Directors).

The above photograph shows the Executive Staff of Messrs. Abel, Smeeton Ltd., of Auckland, New Zealand, Crosley Radio Distributors in the North Island of New Zealand. Messrs. Warwick J. Smeeton and C. Mervyn Abel are the Directors of this organization, and the other gentlemen hold important positions in the Executive staff.

Messrs. Abel, Smeeton Ltd., have been Crosley Distributors for several years, and are doing a large and satisfactory business in the wholesale distribution of Crosley Products, having on their lists a large number of local dealers at all important points in the Island. Both the Distributors and their dealers are thoroughly sold on the CROSELY BANDBOX and have now made this Radio receiver the biggest seller in their territory.

The firm is engaged in the sale of Wireless and Electrical Supplies and occupy a high position in their field, which is one of the most important in the foreign division, and we feel a justifiable pride in their association with us.

which I am sending you as a money order.

Lieut. Dan Atkinson, H. M. Royal Hussars."

Here is what Lieut. Atkinson wrote in regard to what Major Ramsey thought of his Musicone when it arrived:

"Dear Jack:
Well, Old Chum, I received your last letter, together with that American Cone Speaker I had you get me for Major Ramsey, my battalion commander.

I gave it to him so he invited us over for dinner that evening and it is truly marvelous. No speaker of that kind made here in England that I ever heard.

Major Ramsey is delighted and keeps expressing his sincere thanks for getting it for him.

Many of our friends have heard mine and marveled at its sweetness and purity of tone. I may have you get me some more for other of my brother officers here, if it is not asking too much.

Yours very truly,
Lieut. Dan Atkinson,
H. M. Royal Hussars."

There are now 412 vacancies in the naval radio service. This is the largest number for two years.

China, Bulgaria, and Rumania have placed bans on radio broadcasting.



Merry Christmas, Folks! Believe me we order be happy this Christmas the way them Crosley sets is selling.

Now yer Uncle Josh is agoin' tew make jest one Nue Yrs. resiliution right now fer even Christmas arrives. Thet is, like they sez in the Great War, "Carry On".

There ain't going tew be no let up fer enny uv us this year if we CARRY ON. The only way we is going tew miss having Holiday sales carry threw clear up into the Spring is by laying down and going tew sleep. Is any uv us going tew lay down? The answer is unanimously no. Is any uv us going tew sleep? Say, why ask sich foolish questions?

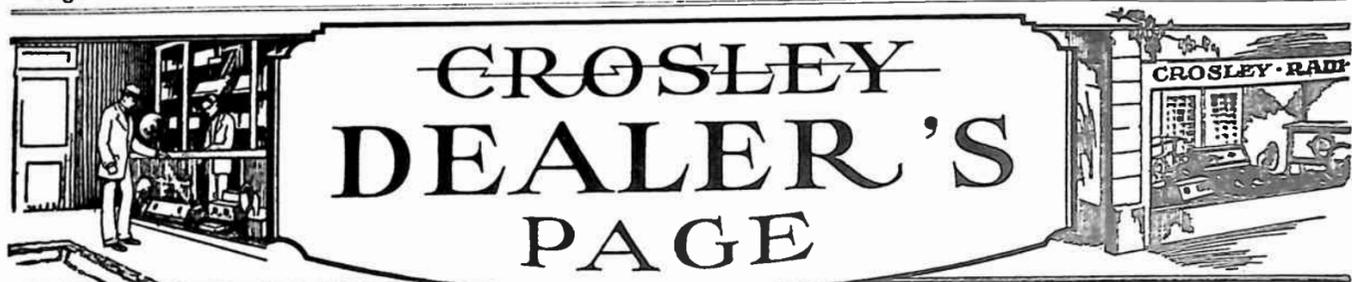
Hang on and carry on, sez I. And if you hang on you'll be carried on by this here new Bandbox landslide which is wiping up the map. Hang on boys, and when we git done putting a Bandbox in every home we'll start putting them in every barn so's the cows kin chaw their cuds in time tew music, and when we git done doin' that, we'll put 'em

in every chicken house so's the hens kin take settin' up exercises. Carry on, and when the Nue Yr. gits under way we'll have the people so peeped up that the radio season will be jest gittin started for earnest instead of drawing ter a cloze.

Well, as I sez before, Merry Christmas to yez all!

The amount of money spent for broadcasting talent during 1928 will total several million dollars.

There are now 541 American vessels equipped with radio compasses as compared with 230 last year.



Crosley Dealer Makes Hard Sale

Eighty Mile Trip Over Terrible Roads Prove Rugged Construction Of The Bandbox

The Bandbox has proven its superiority under many adverse conditions since it was placed on the market. Recently it was subjected to an exceedingly severe test by Vinson Bros. & Carter, Crosley Dealer at Phoenix, Arizona, and came out with flying colors.

It came to the attention of this wide awake Crosley Dealer that a family, eighty miles back in the mountains on the very poorest of roads, desired a radio. Several other firms had refused to take a set out because of the difficulties that the trip involved.

Vinson Bros. & Carter decided to put their reliance in the rugged construction of the Bandbox, and placing the Bandbox, not protected in any way, on the floor of the car, they made the eighty mile trip over what they declare, "the very poorest road imaginable."

Arriving at their destination they connected up the set and found that it was entirely uninjured and worked beautifully, in spite of the

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

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

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

Display Material Effectively Used



Above Is Shown The Elegant Window Which Attracts The Buying Public To The Jenkins Radio Store, Davenport, Iowa

Bring the shoppers into your store through attractive window displays. This is one of the methods used by the Jenkins Radio Store, Crosley Dealers at Davenport, Iowa.

The Jenkins Radio Store are certainly to be congratulated on the attractive window shown above which effectively features the entire Crosley line. In this window the Crosley Sales and Window Display Material has been used with great effectiveness.

Mr. Jenkins is one of the liveliest radio dealers in his section, and his beautiful store is located right in the main business section of Davenport. Besides having a real sales force, he has a complete service station as well.

Handling musical instruments, Mr. Jenkins conceived the idea of showing right in his window display the various instruments which when played by the radio artists entertain the public through the Crosley Bandbox. Other Crosley dealers may get a constructive suggestion from the window display shown above.

rough eighty mile journey it had just taken.

Needless to say this created quite a reputation, not only for the performance and rugged construction of the Bandbox, but also for Vinson Bros. & Carter. This energetic Crosley dealer has since then sold many Bandbox receivers, as a result of this sale made in the mountains.

In a recent letter this dealer states, "We wish to congratulate you on the success of your latest and best radio set, the Bandbox. I have been particularly impressed with the rugged construction and unfailing performance of the set under very adverse conditions."

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

Interest in Radio Increased

Increase in radio interest in Czechoslovakia is evidenced by the fact that the official number of subscribers to broadcasting service has increased from 5,000 to about 210,000. A new broadcasting station has been erected by the overnment at Kesice, and this is believed to have been partly responsible for the increased interest in radio. Two other broadcasting stations will probably be erected in Czechoslovakia in the near future, according to a report from the Department of Commerce.

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

An Unusual Sale

Demonstration Results In Immediate Sale For Shoemaker and Neff, Crosley Dealers

The Bandbox sells itself. This statement has come to us from dealers in every part of the country. Recently Shoemaker and Neff, Crosley dealers at Claypool, Indiana, had an experience which further demonstrates this point. We will let them tell the story in their own words:

"Dear Sirs:

On Saturday, November 12, we installed a Crosley Bandbox in a home here in Claypool. Our service man, Mr. Hatfield, took the set in the house and connected up the batteries, tubes, etc., before doing any outside work at all. He run about three feet of wire to the window from the antenna post and ground post on set.

While he was outdoors looking for a place to string up antenna wire and ground connections, parties inside, who never before operated a radio, pulled in a Chicago Station, broadcasting the Army-Notre Dame football game, with sufficient volume to be heard all over the room. That was "enough said." Party bought it immediately whereas he only intended to give the set a trial when we first took it over to him.

The Bandbox sure gets them and gets them right.

Respectfully yours,
Shoemaker & Neff,
By T. E. Shoemaker."

An examination to fill the position of Junior Radio Physicist at the Bureau of Standards, Washington, D. C., will be held early in January. Application for examination must be made before December 30.

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

Illuminated Dial Big Bandbox Talking Point

Bandbox Only Set At Price With Illuminated Dial-- Stress This Feature

To appreciate just how much the illuminated dial on the Bandbox means try to tune an older set in the soft light of an average living room. Just see how you have to get up close and strain your eyes to read the dial numbers.

The radio set is never placed under the reading light. It is always placed where the light is too dim for easy reading. The result is, that with an ordinary dial one must either strain ones eyes or go to the trouble of turning on extra lights in order to tune the set. With the Bandbox illuminated dial, tuning in the darkest corners becomes a pleasure. It is a feature that not only one-armed drivers, but everybody can appreciate.

A Valuable Indicator.

Another advantage of the illuminated dial is that it tells when the power is turned on. It quite frequently happens that a set is left turned on all evening, until after the last broadcasts are through. In going about the house, we may forget that it has been left turned on.

The music having stopped, there is no sound to remind us that the current is on and is continually being used. The little pilot light illuminating the dial is a sure reminder however. Even if we do

not notice it when the lights are on, it is sure to catch our attention as soon as we turn off the lights to go to bed. We are always sure to turn the set off, and this constant

Crosley Window Display Attracts Attention



Above Display In Window Of Drury-Fingerhut, Inc. Crosley Dealers At Bakersfield, California

Drury-Fingerhut, Inc., Crosley Dealers at Bakersfield, California, deserve a lot of credit for the window display shown above. They have made good use of the window space and produced a display which is both attractive and effective.

This live wire Crosley dealer is enthusiastically handling Crosley exclusively. Five salesmen efficiently take care of customers. Two service men make possible quick installation.

Bakersfield is a city of about twenty-five thousand population, so the showing that Drury-Fingerhut, Inc. are making is way above the average. The attractive show room for display and the well decorated windows attribute a lot towards their success.

Mr. Oates Believes In Advertising



Everybody Knows That The Radio Shop At Petersburg, West Virginia Handles Crosley

The picture accompanying this article shows Mr. Oates, proprietor of The Radio Shop at Petersburg, West Virginia, with his car which advertises to the entire community that The Radio Shop handles Crosley.

The tire cover which Mr. Oates

had designed for his car is really to be complimented. Not only does it inform everyone that The Radio Shop is an Authorized Crosley Dealer by bringing out the slogan, "You're There With A Crosley," it ties in directly with Crosley national advertising.

Not a bad idea.

There were more than 3000 applicants for commercial radio operators' licenses and more than 5000 applicants for amateur operators' licenses.

assurance saves tubes and batteries.

Adds to Attractiveness.

Not the least important of the advantages of the illuminated dial is the attractiveness that it adds to the appearance of the set. It imparts a certain air of distinction—an aristocratic touch—that marks the Bandbox as different from other sets. The simple graceful lines of the Bandbox metal case and the beautiful contours of the Crosley consoles have their beauty heightened by this extra touch.

Important Service Hint

Use Of Fiber Insulation On Metal Base Raytheon Tubes Prevents Short Circuit

An important hint, which all Crosley dealers and distributors should take notice of, has been given out by the Crosley Engineering Department regarding the new Power Converter Unit.

Some of the Raytheon tubes used with these Power Converters have metal bases. If such tubes are not inserted squarely into the sockets, it is possible for the base of the tube to short-circuit with the metal rivets on the socket. This shorts the output of the Converter and prevents the set from operating.

The difficulty may be overcome simply, by slipping a piece of paper over the base of the tube, with holes punched out for the prongs, before it is inserted in the Converter. Special sheet fibre insulators have been provided to eliminate this possibility. These are to be put on the tube with the small holes on the large pins. Then put the tube back in the socket.

When Raytheon tubes having bases made of insulating material, are used, there is no possibility of a short circuit, of course. Neither can a short circuit be established with Converters using RCA rectifier tubes.

Crosley dealers should keep this hint in mind and whenever they install equipment using metal based Raytheon tubes they should take the necessary precautions to guard against short circuiting. This will insure consumer satisfaction and prevent the possibility of future trouble.

Radio Division Of Dept. Of Commerce Needs Large Personell

Enlarged personell and more equipment is needed by the Radio Division of the Department of Commerce in order adequately to carry on its work, according to W. D. Terrell, Chief Radio Supervisor. During the year, this Division made more than 9000 inspections of radio installations of vessels, in addition to holding examinations for operators licenses in all parts of the country, collecting data regarding broadcast reception, clearing up power line interference, and a multitude of other activities. The Division now has three fast motor cars equipped with apparatus for locating sources of radio interference and for testing reception from broadcasting stations in different localities.

Letter Received At WLW-- This Kid Must Think Santa Is A Politician

Dear Santa Clause:

I think you have a jolly laugh. Please bring my mother a pair of Coolidge hose. You know, the kind that "do not choose to run."

With love and kisses,

Warren Deyhle,
Massachusetts Avenue,
Cincinnati, Ohio.



The Season's Best Wishes to Our Trade

We want to take this opportunity to thank you for the share which you have had in making the past months the most successful in our History.

We wish you all the merriest of Christmases.

THE AMRAD CORPORATION MEDFORD HILLSIDE, MASS.

J. E. HAHN, President.
POWEL CROSLY, 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.

Bandbox Gains Reputation As "Wonder Box"

Interesting Letter Answered By Powel Crosley, Jr., Explains Unusual Performance of Bandbox

In every section of the country people have not stopped wondering at the unusual performance and qualities of the Crosley Bandbox. It is, without a doubt, the radio sensation of this season. Occasionally the Bandbox has performed in a manner nothing short of uncanny. People accustomed to the radio of yesterday have a hard time explaining some of the performance of a set as selective and sensitive as the Bandbox.

One of the things that has created the most wonders in the Bandbox is the fact that it will operate, under certain conditions, with hardly any antenna and without ground. Below is a letter written to Powel Crosley, Jr., recently by one of the officials of the Bank of United States, 5th Ave. at 32nd Street, New York City, a satisfied owner of a Bandbox. This letter, together with its reply by Powel Crosley, Jr., lends interesting information about

the performance of the Bandbox. The Bank of United States, 5th Ave. at 32nd Street, New York City.

"Crosley Manufacturing Co., Cincinnati, Ohio. Attention Mr. Crosley, Jr. Gentlemen:

I am writing to describe a phenomenon of your Bandbox instrument that has not only puzzled me but other people versed in radio technique seem to find no explanation for it.

While I am not a sentimentalist, yet I am interested sufficiently in this occurrence that I am more than anxious to know a reason for it.

Some three weeks ago, I purchased your six tube Bandbox instrument and I installed it at my home on the tenth floor and equipped it with all the requirements indicated for your machine.

That same evening, I received twenty-nine stations, including Chicago, Cleveland, Buffalo, and your good station WLW, and lo! and behold! Shreveport, La., all over my Musicone and as clear as a bell—That's that!

The most surprising thing, however, and it is this about which I am writing, is the following:

On Friday, November 18, between the hours of nine and twelve P. M., our city was visited by a terrible rain storm, with thunder and lightning and, not having a lightning arrester, I disconnected my aerial from the clamp leading through the window sill, also disconnected the ground, turned down the instrument and called it a night.

My younger son, however, later came in and, being a radio bug, he asked why we were not playing and I explained to him.

Innocently enough, he turns on the machine and to my great astonishment, the music came in just as loud, just as clear, just as fine as though the aerial and the ground were attached.

He tuned in every local station that was on the air—that's surprise No. 1.

The next day, Saturday, I tuned in myself and I had the most enjoyable evening of music, getting all the stations and only one out-of-town station—that was KYW, Chicago, but no other. I repeated the same operation Sunday evening and night, playing without aerial or ground.

Will you be good enough to explain to me, if possible, this wonderful phenomenon? Nothing will pacify me until I know some logical reason for it.

With my kindest thanks in advance for your courtesy in replying,

Respectfully yours,
(Signed) Victor Traeger.

P. S. By the way, I am a McMicken graduate and a native of Cincinnati, a former Cincinnati "Enquirer scribe," but at present a bank official for many years.

Powel Crosley, Jr.'s Reply
"Dear Sir:

Answering your very interesting letter of November 21, I believe the phenomenon that you noted in connection with your Bandbox receiving set may be explained in the

following manner:

Although you disconnected your aerial you still retained a lead-in wire several feet long. This is sufficient under many conditions to permit the picking up of strong stations even at quite a distance and is always sufficient to pick up local stations. If on the other hand you were to disconnect the lead-in wire from the binding post of the set, I doubt very much if you would be able to bring in any local station. In other words, a short wire only five or six feet long on a set so sensitive as the Bandbox will function as a fairly good antenna.

Now in regard to the removal of the ground wire, your set probably operates from a storage battery. The mass of material in the storage battery and the wires leading from the set to the storage battery are sufficient to form a counterpoise which will take the place of a ground in many cases. In my home I have frequently done just what you have done. Using storage battery equipment with an aerial only five or six feet long, I am able, under reasonable good reception conditions, to bring in Ft. Worth, Texas, and other stations a thousand miles away. It can only be done, of course, with a very sensitive receiving set having high amplification.

Your experiments have shown the performance qualities of the Crosley Bandbox and have shown you how very sensitive the set really is.

Sincerely yours,
Powel Crosley, Jr.,
President,
THE CROSLY RADIO CORP."

Crosley Service Manual

No. 109 Crosley Power Converter. Part I---Installation, Operation, Circuit. 11-15-27

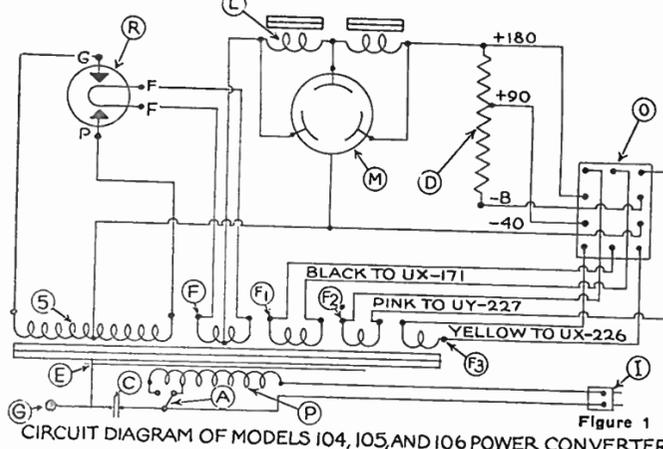


Figure 1
CIRCUIT DIAGRAM OF MODELS 104, 105, AND 106 POWER CONVERTER.

A. Use of the Power Converter.

The Crosley Power Converter was designed primarily for use with the Crosley light-socket operated "BANDBOX" radio sets. As its name implies, it converts alternating-current power from the lighting circuit into direct-current power suitable for operating the receivers. It delivers alternating current of three different voltages for the filaments of the UX-226 amplifier tubes, the UY-227 detector tube, and the UX-171 power tube (the three types of tubes used in these sets). It furnishes the "B" current for all the tubes and the correct "C" voltages to give the most efficient operation with the "B" voltage supplied. The manner of obtaining the "C" voltages is explained in service sheets describing the A. C. Bandbox circuits.

This power Converter can be used only with sets specially designed to operate with it. Connecting the Converter to any other kind of radio set may result in serious damage.

B. Rectifier Tubes.

The proper rectifier tube to use with any model of the Converter is indicated on the output panel. The 104, 105 and 106 models require an R. C. A. UX-280 rectifier tube. The 104R and 105R Models require a Raytheon Type BH tube. The rectifier circuits for these two types of tubes are not the same, consequently the tubes are not interchangeable.

C. Connecting the Power Converter.

Special attachment plugs are provided for making the connection between the Converter and the set. The cover of the Converter case is first raised and the proper tube inserted in the socket, located toward the right. The multiple plug on the set cable is pushed firmly into the

multiple socket on the panel. Make sure that this plug is well in place so that all 10 terminals make good contact. The plug must always be turned so that the key of the socket will fit the groove in the center guide pin of the plug. A ground wire is then attached to the ground post located above the multiple socket and run to the ground post on the set. This ground wire will not always be necessary; but in general, operation will be more satisfactory if it is used. The cable and ground wire should pass thru the slot on the front of the Converter case, to allow the cover to close. The cover is then closed. This operation raises the safety shutter at the left side of the case and exposes the primary plug. The socket on the switch cable is inserted through the case onto the primary plug and the plug on the end of this cable is inserted in a convenient outlet, completing the connections. The power is turned on by means of the switch on the set. If the guard does not uncover the opening for the switch-cable socket when the cover is closed, be sure the cover is entirely closed. If it is, then use a pair of pliers to line up the hole in the guard with the hole in the case for inserting the switch-cable socket.

D. Conditioning the Unit.

When the supply unit is first put into operation, it usually requires from five minutes to a half hour for the Mershon condenser to become conditioned so that it will function normally. This condenser

depends for its action upon a thin film of insulating material that is built up on the plates in a manner analogous to the process of electroplating. When the units are assembled at the factory, a film is built up on the plates, so that the condensers operate normally when tested. If the unit stands around for some time, however, as in shipment or in stock, the film gradually breaks down and a new film must be built up.

To condition the condenser, it is merely necessary to connect the receiver to the converter in the usual way and to allow the set to operate for a short while. Usually not more than 15 minutes will be required to complete the conditioning. If a milliammeter is available, it can be connected in place of the loud-speaker in order to observe the power tube "B" current. This current should be about 20 milliamperes when the condenser is conditioned. In many cases the condenser will not need conditioning, and the set can be operated immediately. If the set stands idle for a number of months, conditioning, as outlined above, is sometimes necessary. In installing a set, the dealer should explain this to the purchaser.

The Mershon type of condenser has many advantages, not the least important of which is that it is self-healing. That is, if a high-voltage discharge (such as might be caused by lightning) punctures the insulating film, a new film is immediately built up. The Mershon principle makes it possible to build a high-capacity condenser, which will stand high-voltage, in a minimum of space. Another important feature is the smoothing action of the condenser on the pulsating direct current, which it converts into a steady flow of direct current. The smoothing effect is considerably greater than that of an ordinary paper condenser.

E. Circuit of Models 104, 105 and 106.

The transformer cores and windings in these models are of different sizes and numbers of turns in order to adapt the converter to power lines supplying different cycle currents and different voltages. Otherwise the three models are the same and the circuits are exactly identical.

The diagram (Figure 1) shows one side of the transformer primary (P) connecting direct to the input plug (I). The other side connects to the plug thru a switch arm (A). This switch arm is located on the output panel. By changing the arm from one position to the other, the transformer may be adapted for a high or low voltage A. C. supply line, within limits roughly from 100 up to 130 volts. The two positions are plainly marked on the panel. In Power Converters built since November, 1927, the switch arm and contacts is replaced by three fuse clips and a cartridge type fuse. For low line connections, the fuse is inserted so as to connect the center clip with one outside clip; and for high-line use it is inserted so as to connect the middle clip with the other clip. A mica condenser (C), located between the switch arm and the ground post (G), by-passes electrical interference from the power lines to ground and keeps it out of the set. A grounded electrostatic shield (E) between the primary and secondary prevents rectifier disturbances from being fed back to the power lines and picked up by the antenna.

A secondary winding (F) supplies current for the filament of the rectifier tube (R). The filament of the tube is also the positive electrode, and is connected to the filter system. The two ends of the transformer secondary (S) are connect-

(Continued on Page 16)

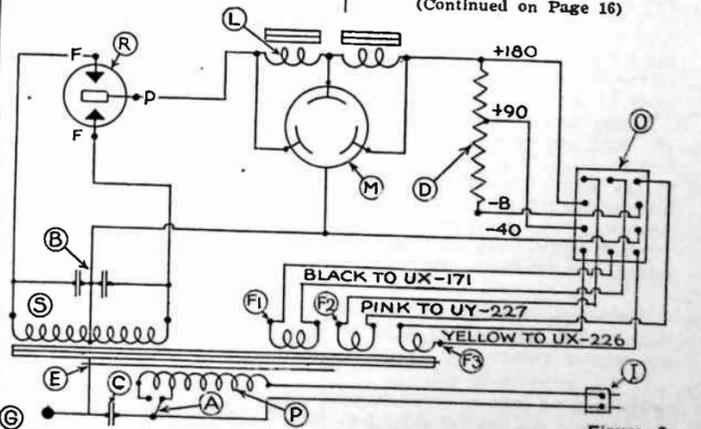


Figure 2
CIRCUIT DIAGRAM OF MODELS 104R AND 105R POWER CONVERTER.

Crosley Service Manual

(Continued from Page 15)

ed to the rectifier tube terminals thru the grid and plate contacts of the UX socket. The mid-tap of the secondary (5) is the —C lead and connects to the output socket. The mid-tap of the secondary (F) is the B+180 lead, connecting to the output socket, and is 200 volts higher in potential than the mid-tap of 5.

The operation of the resistance D and other resistance for obtaining the proper B and C voltages is explained in service sheets describing A. C. Bandbox circuits.

There are three other secondary windings on the transformer which are connected to the 10 terminal output socket (O). Winding (F1) supplies A. C. filament current to the UX-171 power tube, winding (F2) supplies filament current to the A. C. detector tube, and winding (F3) supplies filament current to the A. C. UX-226 amplifier tubes.

The "B" filter system consists of the two chokes (L) and the three element Merphon condenser (M). The connections are shown by the diagram. The filter system smooths out the current from the rectifier tube so that the hum is eliminated. The case of the condenser connects to the secondary mid-tap and —C terminal of the output plug. The condenser case is insulated from the supports as it is at a —40 volts potential with respect to the converter case.

The multiple socket is shown in the diagram with the terminals located in the same position as they are seen from the front of the output panel.

F. Circuit of Models 104R and 105R.

The difference between the circuit of these two Models and of the Converters described above is in the "B" supply system. The other parts of the circuit are the same in all Models. (See Figure 2).

The 104R and 105R Converters use a Raytheon Type B-H Rectifier. This is a gas-filled tube, and does not have a filament. The two secondary (S) leads connect to this tube thru the filament contacts of the UX socket. The plate terminal of the socket is positive and connects to the filter system.

A two section buffer condenser (B), with the sections in series, is located across the input terminals to the tube. The mid-point connects to the mid-tap of the secondary (S). This condenser by-passes any interference that might be generated in the rectifier tube.

A new long distance international radio station has been installed by the Belgian Government.

There is no way of copyrighting or patenting the titles of radio features used in broadcasting.

Crosley And Chrysler Confused At Kerrville Texas



Lee Mason & Sons, Enthusiastic Crosley Dealers Doing Real Job

The name of Lee Mason & Son is known all through the section around Kerrville, Texas. Mr. Mason has the agency for the Chrysler car and sells Crosley radio exclusively. So well has he established these two names in the section, and so closely are they associated to his business, that very often customers will come in asking for the Crosley automobile or inquire about the Chrysler radio.

The picture above shows the attractive building in which Lee Mason & Son are located. The large display room is very attractively fitted. Automobiles are displayed in the center, and around the sides Crosley radio receivers are shown. The unique feature of this display room is that the customer can only see one radio receiver at a time and each receiver is hooked up ready for operation. Thus Charles Mason, manager of the establishment, can show a customer the Bandbox in the 410 cabinet without confusing them with the other cabinets.

Texas is right in the heart of the sheep and goat country, so that people live quite far apart. This does not keep Mr. Mason from doing a big job, however, through effective use of his mailing list and salesmen who cover the entire region. The number of Crosley sets which he has placed is a real testimonial to his effective methods.

Now's The Time Radio Reception At Best--- Make The Sales

Right now is when radio reception is at its best. Now is the time to arrange home demonstrations. These cool winter nights are entirely free from static and permit the reception of distant stations with ease. Make hay while the sun shines, and get in all the home demonstrations that you can right now.

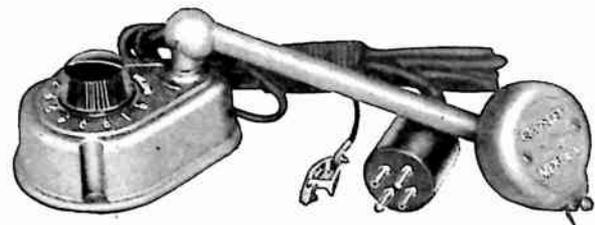
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