

THE CROSLEY BROADCASTER

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NO. III

Bandbox Jr., Opens New Field For Crosley Sales

**Remarkable Value In New Bandbox Model No. 401---
Retailing At Only \$35 This Dry Cell Set Opens
New Sales Possibilities To Crosley Dealers**

Large Market Will Receive Brand New Offering Enthusiastically

For those who want quality radio reception for the lowest possible first cost and greatest possible economy of operation, the ideal set is now available.

Bandbox Model No. 401 offers just these features. A small, but thoroughly practical set, which provides good loudspeaker reproduction, it retails for but \$35. The cost of accessories is at a minimum, for the set is dry cell operated.

Remarkable Value

Undoubtedly this new Bandbox model will meet a widespread, enthusiastic public demand. Never before has such a radio value been offered, and never before has it been possible to obtain high-quality loudspeaker reception in a thoroughly modern set for so little money.

The distinctive features that have gained such popularity for other Bandbox models are incorporated in the new 401. It has a single station selector, and is equipped with an acuminator for sharpest tuning, as on the larger Bandbox sets. The case is of crystalline metal finish, easily removed for mounting the set in consoles, and the color and finish conform with that of the rest of the Bandbox line.

Intensifier New Feature

An additional feature, found only on this model, is the Intensifier, a device which helps to bring in weak signals with maximum intensity. This device is an important factor in the remarkable performance of the 401 as compared with larger sets having many more tubes.

Model 401 incorporates four dry-battery tubes, three of the 199 type,



Bandbox, Jr., Has Same Appearance and Many of the Features which have made Bandbox Models famous.

and one 120 type power tube, in the last stage. The first stage is a radio-frequency amplifier. Then comes a detector and two stages of transformer coupled audio-frequency amplification. The power tube in the last audio stage insures ample volume for operating a loudspeaker.

Genuine Neutrodyne Receiver

This set like other Bandbox

sets, with dry cell tubes, and the Intensifier feature, mentioned before, has been added.

Model 401 is a genuine Neutrodyne receiver. Its circuit is similar in many respects to that which has made model 601 such a success. The circuit has been modified, however, to make it operate most efficiently

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Crosley Domination of Battery Radio Market Increases

Bandbox 601 And Bandbox Junior Completely Captures Market For Battery Operated Sets

The 601 Bandbox has had a tremendous influence during this past season in placing the Crosley organization in its present position of leadership in the radio field. No radio receiver has ever encountered the popular appeal and universal demand which this Crosley battery operated receiver has enjoyed. Now practically eight months after its announcement the 601 Bandbox receiver continues to hold the dominating position among battery

operated receivers.

Although the Bandbox 601 has already broken numerous records, its greatest popularity is still ahead. It is predicted that during the remainder of this season and the coming season, the 601 Bandbox will supply over one half the prospective radio purchasers who either prefer battery operated sets, or who do not have house electric current available.

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WLW Celebrates 7th Anniversary

Great 62 Hour Program Marks Completion Of Seven Years of Growth

WHEN Powel Crosley, Jr., took the WLW microphone at 9:15 P. M. on Sunday, January 29, to announce the Crosley Bandbox Hour, the early days of WLW history were revived.

Crosley's radio came during the final hour of 62 hours of continuous broadcasting that celebrated the seventh anniversary of WLW's existence. It was reminiscent of the time seven years ago when Mr. Crosley was chief engineer, operator, director, announcer and staff.

In the days when Mr. Crosley first began the operation of a radio station in his home in College Hill, radio program broadcasting was in a decidedly embryonic stage. The year 1921 was still within the time when the marvel of any sound—be it noise or music—was breath-taking when heard through a set of headphones. To hear a station in the next town marked an epoch. To hear from the next state was to attain the pinnacle of heart's desire for the first radio set owner.

"Demand For Wireless"

"To assist in popularizing radio and to create a demand for wireless" was the avowed purpose of the first Crosley station according to early files. At that time "letters received from hundreds of those who listened in proved the station was heard many hundreds of miles away, in fact as far as Maine, Texas, the Dakotas, and far into Canada."

Interest in radio increased with amazing rapidity. The reproduction of the radio sets which Mr. Crosley had undertaken became so successful that the Crosley Manufacturing Company had become worthy of a "real" broadcasting sta-

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This Crosley Ad Appearing In Trade And Fan Papers

The radio leadership of 1928

NOW
\$90

180 volts on the output tube plate!
Gigantic *UNDISTORTED* volume from the Bandbox!

Power! Power! POWER! A feature of the Crosley AC Bandbox that lifts it head and shoulders above competition!
170 to 185 volts on the plate of the power output tube!

Comparative checkings of competitive radios show interesting figures. Under identical testing conditions the Bandbox shows a full 170 to 185 volts on the plate of the 171 power output tube. Other radios show from 100 to 110 and 130 to 140 volts on the plate of output tube. The 171 power tube should have around 180 volts. This better than 40% superiority in one case and 25% in the other is the difference between today's radio and yesterday's.



MUSICONE
Type D

\$15

Crosley Musicones are famous for their value. This new style is no exception. Its low price of \$15 is in keeping with Crosley traditions. It instantly demonstrated its soundness by immediate and enormous sales.



602
Double Unit

AC BANDBOX

Single Unit

704

The Bandboxes are genuine Neutrodyne receivers. Totally and completely shielded, their acute sensitivity and sharp selectivity is amazing.

They have a single illuminated dial.

Contributing much to the success of this 1928 wonder radio is the *vacuum* Condenser in the power element of the set. Not being paper, the danger of its blowing out is entirely removed so that the desired heavy voltage can be used to produce the acoustic and volume results so greatly desired. **IT IS SELF HEALING.** It does not have to be replaced as is the case with paper condensers.

The capacity of smoothing condensers in Crosley power units is 30 mf. Other sets use only a fraction of that condenser capacity. Undersize condensers, transformers, etc., are used in order to build down to a price. Crosley builds up to a standard.

The AC Bandbox is purposely made in two models—the 602 in a double unit—the 704 self contained. This is to provide maximum adaptability in all sorts of surroundings and uses.

The 602 double unit provides console cabinet installation in ALL kinds of consoles.

The 704 is for those who want the entire set in one cabinet. The two sets are identical in elements, design and performance. The physical difference is solely to meet the human differences of taste, necessity and price! The size of the 704 is 17 3/4 inches long by 12 1/4 inches wide and is 6 1/2 inches high.

Battery Type Bandbox \$55

This celebrated model needs no picture for in appearance it is identical to the 602 receiver pictured above. Its amazing performance has won the radio world this season and its value is as outstanding NOW as the day it was first presented!

SELF CONTAINED
\$95



Approved Console Cabinets manufactured by Showers Brothers Co., of Bloomington, Ind., and Wolf Mfg. Industries, Kokomo, Ind., are sold to Crosley dealers by H. T. Roberts Co., 1340 S. Michigan Ave., Chicago, Sales Representatives.



Crosley is licensed only for Radio Amateur, Experimental and Broadcast Reception.
THE CROSLLEY RADIO CORPORATION
Powel Crosley, Jr., Pres. Cincinnati, Ohio
Montana, Wyoming, Colorado, New Mexico, and West, prices slightly higher
Write Dept. 000 for descriptive literature

New
401 Dry Cell Type
**BANDBOX
JUNIOR**

\$35

A new dry cell receiver with all the features of the Bandbox—selectivity, sensitivity, volume and appearance. For places where AC current or storage battery service is not available or desired.

"You're there with a Crosley"

CROSLLEY RADIO

A Newspaper ad now ready features New Models as done above. The ad No. is 288. When ordering state whether you wish one-quarter, one-half or full page mat or electro. Be sure and order by number.

Crosley AC Bandbox Leads Entire Field Of Electric Receivers

602 Bandbox And New 704 Completely Outdistance Competition In Radio Performance and Value

The development of the AC Bandbox receivers has conclusively proven Crosley leadership in the radio world. The more one knows about the wonderful qualities of this Crosley AC receiver—the more one compares it with other AC receivers on the market, the more one comprehends the full realization of Crosley leadership.

The Crosley electric Bandbox is now just as far ahead in its field as the Crosley 601 Bandbox was in the battery set field when it was announced last Summer. As the trend of radio where AC current is available has shifted to the receiver using AC tubes and operating directly from the light house current, Crosley has been prepared and ever a step ahead.

Tremendous Crosley Resources.

In developing the electric Bandboxes, the Crosley organization has taken full advantage of all the tremendous resources at its command. Full use has been made of the patents available, which are, incidentally, as powerful a lineup of radio patents as is available to any radio company. The unlimited engineering skill of the Crosley laboratories and the other laboratories, whose developments are available to Crosley engineers, have brought to Crosley everything that is worth while in radio.

In producing the AC Bandbox, Crosley engineers have never tried to build a down to a price radio. They have ever followed Powel Crosley, Jr.'s fundamental attitude, which has been, "Produce the best you can—then we'll figure how to make and sell it in sufficient volume to keep the price low." This is, unquestionably, the reason Crosley laboratories have developed the outstanding electric receivers on the market today.

Reason For More Power.

The Crosley electric receiver just bubbles over with power. This power, which places the AC Bandbox head and shoulders above any other electric receiver at any where near its price range, is due to the engineering construction of this set. The Crosley Bandbox provides from 170 to 185 volts on the plate of the power output tube. That is the answer to the power of this set. That is what produces the clear undistorted music with terrific volume. That is what appeals so strongly to everyone who listens to this marvelous set.

It is this fact that is so outstanding when the Crosley AC Bandbox is compared with other AC receivers, which come any where near its price range. In the Crosley laboratories the exact characteristics of any set can be determined. Most



The New Self-contained 704 Electric Bandbox.

careful and painstaking tests have been made of competitive electric receivers and the results are exceedingly interesting.

Comparative Tests Prove Case.

Under identical testing conditions, the Bandbox shows a full 170 to 185 volts on the plate of the 171 power output tube. Other receivers show from 100 to 115 and 130 to 140 volts on the plate of the output tube.

For best results the 171 power tube should have around 180 volts. It is this 40% superiority in one

case and 25% in the other case that shows the difference between today's radio and yesterday's. It shows why the Crosley AC Bandbox stands out ahead.

Mershon Condenser Superior.

Another tremendous factor contributing to the superiority of Crosley AC Receiver is the Mershon Condenser which is used in the power element of the set. The Mershon Condenser is a self healing electrolytic condenser. It is a patented device of small size, but its

construction permits amazing capacity.

It is not made of paper so that the danger of blowing out is entirely removed and the desired heavy voltage can be used to produce the acoustic and volume results so desired. Compared with the safety limit in the paper condenser used in other receivers, the Mershon condenser shows an astonishing superiority. Should the Mershon Condenser be punctured by heavy line surges, it is self healing and functions again immediately. It does not have to be replaced as it is the case with paper condensers.

Greater Condenser Capacity.

The capacity of smoothing condensers in Crosley power units is 30 mf. Other sets have only a fraction of that condenser capacity. Undersize condensers, transformers, etc., are used in order to build down to a price. Crosley builds up to a standard.

Another superior feature of the Crosley AC Bandbox is its volume control of new and patented design. Crosley engineers have developed a new idea in rheostat construction which provides a smoothness of control never before attainable.

Greatest Value in Radio.

It only takes a demonstration of the wonderful performance, selectivity and sensitivity of the power of this set to convince the prospec-

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Newspaper Ad. On New Models

We have a newspaper ad ready on the new models which can be furnished in 1-4, 1-2 and full page size. Request Ad No. 288 from Advertising Dept., The Crosley Radio Corp., Cincinnati, Ohio.

New Icyball Refrigerator Creating Great Flood of Interest

Idea So New And Novel Many Questions Naturally Must Be Answered

Besides the remarkable opportunity it affords to substitute a cheaper and more modern means of refrigeration for ice and to bring refrigeration into homes to which an ice supply is not available, the very novelty itself of the Icyball is creating widespread interest.

The idea of cooking a refrigerating unit on the stove and then putting it in the refrigerator to keep the food cool for from twenty-four to 36 hours is so extraordinary that many people can hardly believe it until they actually see a unit working.

Many Questions Asked

Naturally this interest and curiosity brings up many questions in prospective purchasers' minds. How hot is the hot ball—will it burn? What is in the balls? How long will the material in the balls last? What blows the whistle? Do you have to fill anything to make the whistle blow? These and many other

questions are coming up all the time and every Crosley dealer and distributor should be in position to answer them.

Hot Ball Won't Burn

If you touch the hot ball, hanging outside the refrigerator, will you burn yourself? The answer is no. This ball is quite hot, of course, when it is on the stove. Immediately upon being taken off the stove however, it is chilled in the cold water. When it hangs outside the refrigerator it may feel warm to the hand but it is never hot enough to burn.

In fact the operation of the refrigerator depends upon the cooling of this ball by the air of the room. Unless it is kept somewhere in the neighborhood of room temperature the unit does not function. This ball is called the "hot ball" because it is the one that is heated on the stove—not because it feels uncomfortably hot to the touch when the

unit is operating.

No Efficiency Decrease

As to the material in the balls, it is a solution of ammonia in water, similar to ordinary household ammonia. This material is completely sealed in and cannot escape. In fact you cannot make any of it escape, even by heating the unit on a hot fire continuously for days.

Once sealed at the factory, it is there for good—the seal is impregnable. There is no deterioration of the ammonia solution. It is not used up in the operation of the Icy Ball and it cannot get out. Consequently it will last, without the slightest decrease in efficiency, as long as the owner continues to use his Icy Ball.

Steam Blows Whistle

Some persons get the idea that the whistle is blown by the fluid in the balls, and that this material is

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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

Bandbox, Junior Opens New Opportunity

If anything has ever demonstrated conclusively, beyond argument, the great market for quality products at moderate price, it has been the recent new announcements of automobiles in the low priced field.

The enthusiasm that has greeted the introduction of these new low-priced cars has been so great that the factories building them cannot hope to build up their production to equal the public demand in less than a third or half of a year.

When factories with as enormous facilities as those of the makers of low-priced cars have their full production sold six months ahead, it means not only that there is a large market for these low-priced cars but that by far the lion's share of the automobile market is buying cars of this type.

As has been said so often that to repeat it is becoming trite, what applies to the automobile industry applies equally well to radio. The lion's share of the market is in the moderate priced field.

Now the entire Crosley line is moderate in price, and therefore, fortunate for Crosley dealers and distributors, comes in for the big buying demand. The latest addition to the Crosley line is even more modest in price than other Crosley models, and bids well, therefore, to set a sales record that will rival even those of the other Bandbox models. This new set is Bandbox Model 401.

The 401 invites the man of limited means to take it home and enjoy perfect radio reception without pinching his pocketbook. In so doing, it appeals to the largest class

of radio purchasers in the United States—the same great group that is taxing the production facilities of the great automobile companies to fill its needs.

Every Crosley dealer should realize the opportunity that lies before him in selling this new Bandbox model. He should use every possible facility for pushing the sale of the 401, and in doing so he will help himself to bigger profits than he has ever before enjoyed.

The Seventh Birthday of WLW

Celebrating its seventh birthday anniversary, WLW, known far and wide as the Crosley Radio Station, has added another milestone to its career of public service, and by broadcasting a non-stop program of sixty-two hours has established another world record.

The story of WLW's growth in the short period of seven years is one of the outstanding features of radio development. It is the dream come true of a man with a vision, who in the early days saw the possibilities in the radio field and who has given every ounce of his energy and thought to bring them to fruition.

It was the dream of Powel Crosley, Jr., who became interested in radio from all its angles when the industry admittedly was in the embryonic stage. Equipping a crude little station in his home in 1921, Mr. Crosley started his first broadcasting studio. Almost like magic successive steps have been taken in improving the Crosley station until today WLW is one of the leading and most popular broadcasting units in the world.

Mr. Crosley's first "Station" is well remembered by many who got their first aerial thrill from his studio with the aid of head-phones. It was not long until the scope of his broadcasting activities were enlarged and he moved his station to the factory in Northside where he operated with 50 watts of power. This was a more or less spectacular event in radio history and was marked with speeches by the mayor of Cincinnati and other prominent officials. The call letters of WLW were adopted and slowly but surely steps were taken that called for increased to 500 watts and finally to 5000 watts which has been employed for sometime at the Harrison, O., station, a few miles from Cincinnati.

Whether Mr. Crosley has other plans for even greater expansion of his activities has not been divulged, but judging from his efforts to keep abreast, if not ahead of the times, during the past seven years there is no telling what he will do in the next cycle.

Along with the remarkable progress of the broadcasting studios, development of radios and all within their field, has kept an even

pace. Starting with sets as crude as the first studio in his home Mr. Crosley has improved his products to meet every demand. That he has been successful in this endeavor is known to all who have kept in touch with radio manufacturing.

With radio in its infancy, the market nowhere near the point of saturation, bigger and more amazing things may be expected in another seven years.

Tunes Receiver To WLW And Sees Elephants

Now Regularly Tunes In California And Florida For Bathing Beauties

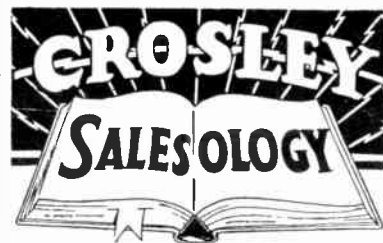
Frank Y. Grayson, famous editor of the sports page and more recently author of special articles of the cultural life of the city, had heard so much about "what folks got on their radio sets," that he bought one for Christmas, thus thinking to provide himself with home recreation from his work in the Times-Star newspaper activities.

The new receiver was duly installed in his home in Terrace Park, a suburb of this city. He looked through the radio programs and decided he would try to tune-in the Crosley WLW station, which was presenting a program of African music. A turn of the dial and then music—but not more than a few bars had been heard of the African tom-toms, when Frank Grayson's attention was attracted just outside of his window. There, on his lawn were five large elephants.

He called to his family to find out if they, too, saw what he was looking at. They did. Truly, there were elephants and not of the pink variety either. He donned his hat and coat and went outside to further observe the miracle, as he thought, and when the herd went down the lawn, he followed. After a short time, the herd stopped at a large barn. Inquiry brought the information that the elephants belonged to the Robinson's Circus and were wintering near his home. The elephants are used in the winter to do farm chores.

Grayson is now a firm believer in radio and is constantly tuning to California and Florida stations in the hope of seeing bathing beauties on his lawn.

According to Captain Craven of the U. S. Navy tests of the Jenkins system for transmission of pictures by radio show that the system is not developed sufficiently to make it advisable to adopt it as a means of transmitting Government weather maps to ships at sea.



Crosley dealers are turning their attention to the latest money-making opportunity offered them—the Icyball. Here is an outline of several sales points that may help you in putting across this novel unit:

1. It is cheaper than ice—costs only 2 to 3 cents a day to operate, including interest on investment.

2. Gives city dwellers a means of keeping their food at more uniform temperature, thereby preserving it longer.

3. Brings a modern means of refrigeration to farmers and others who have neither an ice supply nor electricity in their homes.

4. It will freeze mousses, salads, sherbets—and hundreds of delightful desserts not available to the owner of an ordinary refrigerator.

5. It is so simple in construction that it cannot get out of order.

6. There are no moving parts to wear, and there is no using up of the fluid inside the balls.

7. A plentiful supply of ice cubes may be frozen every day.

8. It is simple to operate—just a few minutes are required when putting it on and taking it off the stove to prepare it for from twenty-four to forty-eight hours of refrigeration.

9. A whistle blows when the unit is ready to be taken from the stove. There is no guessing at the amount of time required to properly heat it.

10. You cannot forget to fill the whistle—it automatically fills when the unit is chilled, and remains ready until the next heating.

11. Lower temperatures are reached than is possible with ice, keeping food longer.

12. The Icyball supplies a dry cold as compared with the wet cold of ice. This helps to prevent molding of food—the most common cause of spoilage of fruit and many other food products.

13. Easily carried about and needing only fire and water to operate it, Icyball is ideal for campers and for use in summer cottages.

14. A special Icyball cabinet is supplied, but many standard ice boxes may be modified so as to use the unit.

15. It is entirely new and novel. There is no other refrigerating unit like it, and no other unit offering the majority of its features.

The United States Department of Commerce is planning to collect extensive data regarding the radio industry in connection with the next biennial census of American manufacturing, which will be for the year 1927.

WLW Celebrates 7th Anniversary

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tion to furnish entertainment to the hundreds of people who were buying his radio sets.

Moving the broadcasting station to the Crosley factory in Northside, he increased its power to 50 watts. A speech by the mayor of Cincinnati, talks by prominent city officials, and a special program that was then spectacular marked the opening of the new Crosley radio station. It was a great day in Cincinnati radio history.

WLW Name Adopted

By this time, the call-letters WLW had been adopted. The station was broadcasting on 360 meters in common with half of the other stations in the country. The other half were using the 400 meter wave band. This chaotic condition, pre-saging the present radio turmoil by some years, continued for at least two years for it was not until 1924 that WLW received a wave-length of its own—or even partially its own.

Those were the "good old days" in radio.

The studio was a small, heavily curtained room in which there were but two windows and plenty of heat. When an orchestra crowded into it, the atmosphere was stifling. The microphone resembled the phonograph horn of the old days. It was about a yard and a half long with a horn diameter of at least 36 inches. The broadcaster had of necessity to stick his head into the horn in order to talk or to sing. Not a pleasant picture in these days of comfortable studios, attentive announcers, and painless broadcasting.

Terrific heat was generated by the radio transmitting set which was in the same room with the entertainers.

Stood By For Trains.

Engineers on the B. and O., railroad which ran by the windows of the first WLW studio, were interested in broadcasting. So interested in fact, that they took delight in permitting the radio listeners to hear the whistle and bell of the locomotive. Some of them even went so far as to insist that they could notify the division superintendent in this way that they were careful in the approach of street crossings. The racket was often so uproarious that the concert would be inaudible. It was sometimes necessary for the station to "stand by" while the engineer "completed his selection."

There was still not much effort expended in the preparation of programs. Some musicians were glad to appear before the microphone because of the "newness" of radio broadcasting. However, others

would have nothing to do with the new "toy." The phonograph was the most important staff member and its music was picked up from in front of the microphone with attendant needle scratches.

Listeners were as impatient as children with radio programs then. From the time the concert started until the "signing off" signal, the telephone rang continually with demands for certain selections, "kicks" about the programs, with occasional compliments from admiring friends.

One Man Did It All.

Mr. Crosley was still the chief announcer and director of his station. By that time he had an assistant who, when he was not officiating as advertising manager of the Crosley Manufacturing company, was the operator of WLW.

In September of 1922, Mr. Crosley moved his radio manufacturing plant to new quarters at Colerain and Alfred streets. With it went WLW with an increase in power to 300 watts. The WLW studio impressively draped itself in "soft, red velvet" and was one of the show-places of Cincinnati.

Fred Smith came to WLW in August, 1922. Mr. Crosley tells the story in this way: "Fred came into my office one morning rather apologetically. He said that he had nothing to sell me, but wanted to make some suggestions because he was so much interested in broadcasting. It seems that he had returned from abroad shortly before that, where he had been for some eight years.

Fred Sells Big Idea.

"He became very much interested, when he returned to his country, in the subject of radio. He listened in. In those days the phonograph played quite a large part in any program, and Fred's suggestion that he came in to offer me that morning, was the possibility of working out operas, telling the story with phonograph records.

"The idea and the way Fred presented it to me seemed a very excellent one, so I talked further with Fred. I found that he was quite well versed in musical terms, and when I heard him reel off the foreign names so fluently, I thought he should be doing it all the times in the broadcasting station.

"So I sounded him out—I do not know whether or not he realized it at the time—but I made up my mind that Fred would do a wonderful job in handling our broadcasting work. I asked him how he would like to do it. He said that the idea was entirely new to him, but that he could think of nothing better he would prefer to do. I talked to him for a few more minutes and asked him how soon he could start. He said the work he had been doing was not completed at that time, but I finally succeeded in getting him to take off his

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POWELL
CROSLY JR.

TALKS the TRAIL.

During the past week, I have spent several evening hours with the new Bandbox, Jr. It is a remarkable little set.

Last evening in a period not to exceed ten minutes, I was able to start at zero on the scale and picked up twenty-eight different broadcasting stations, clearing up each one until I had satisfactory loud speaker volume. Three of these stations were powerful locals.

I found the tone quality exceptionally good, ample volume, even on distant stations, selectivity and sensitivity excellent, of course. I feel that the demand for this set is going to be much greater than we anticipated when we first planned to introduce it.

Approximately half the homes in the United States do not have electric current. The necessity of bothering with a storage battery has kept most such homes from having a radio.

The Bandbox, Jr. fills a long felt want. It is the first high-grade, high-powered set to operate entirely from dry cell batteries. It is the last word in the radio field in dry battery performance.

We feel that the sale is not confined to homes without electric current. We believe that even in the large cities, this set will fill a long felt want.

Its economical first cost and its economy and simplicity of operation commend it to use in many homes where a large investment would be undesirable.

I urge Crosley dealers to try out the Bandbox, Jr. and promise a new conception of radio performance.

Powell Crosley Jr.

WLW Celebrates 7th Anniversary

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hat and coat and execute his plans before he went out of the office."

Smith has been hailed as one of the most progressive and efficient studio directors in the country during the past five years. He has won prizes in popularity contests, and station WLW has won prizes too for its popularity with hundreds of thousands of listeners.

In Swaddling Clothes.

Even with a director to devote all his time to the station, WLW news reports show that the station was a mere infant then in comparison with its accomplishments on its seventh birthday. However, even in 1922 progress was being made in the building of programs and their presentation.

"Quaint" almost describes some of the broadcasting traditions that governed those early days. For instance, the station "stood by" for three minutes every fifteen minutes. Why? To listen for distress calls from ships! WLW was the first of the far-inland stations to explain to Washington the fact that its broadcasting would not interfere with naval wireless. There was also a 15 minute period of silence after each hour of the night programs. During this intermission the transmitter was allowed to rest and revive. And the announcer had time to get a breath. The station operated 15 hours a week. Two hours of music and talks were broadcast on Tuesday, Thursday, and Friday nights. There were short periods of music furnished by phonograph and reproducing piano during the day; a half hour in the morning, and an hour in the afternoon.

Musical Tastes Differ.

Grand Opera from phonograph records was broadcast on Wednesday and Saturday afternoons at 1:30. The musical tastes of the radio audience at different times of day was not then consulted. The Crosley Radio Weekly for November 6, 1922, has an aggrieved note concerning the musical taste of its audience. It seems that following the broadcast of one of the phonograph operas, the station "stood by" for 10 minutes to wait for requests for the music for the next 15 minutes. "Every request but one was for jazz." Imagine WLW going off the air for even a minute in order to "wait for requests."

It was probably necessary to take "time out" every time there was a possibility that the director-announcer-staff might be called away from the microphone. At that time, Smith and an operator made up the entire personnel of the station. Now the WLW staff includes besides Smith, its director a staff

which consists of the musical director, publicity director, two commercial salesmen, chief engineer, three operators, for the studio control room, a chief and assistant operating engineers for the transmitting station at Harrison, Ohio, a construction mechanic, three secretaries, a mail opening department, and announcer, and several mechanics and secretaries who do part-time work for the station.

First Radario Written.

That second year, 1922, and the next year, saw the beginning of spectacular program broadcasting. The Cincinnati Symphony under the direction of Fritz Reiner was broadcast for the whole of the 1922 season. On April 2, 1923, the first radario or radio play was written by Smith and was presented by a cast of players known as the Radarians. Radarios became popular at other stations until Smith dramatized a serial production that was given through a number of radio stations. Besides every prominent musician in Cincinnati, the program register of WLW contains such names as Mabel Garrison, Soprano; Thurston the Magician; Sidney Smith, cartoonist; Nicholas Longworth, Speaker of the House; and Major John A. LeJeune, Commandant of the U. S. Marine Corps.

Those days brought with them continual experimentation to discover the taste of the listening public which was increasing with much rapidity. Plays both originally written for radio production, and radio adaptations of famous dramas all with musical backgrounds had a prominent place on the programs. There was a great deal more talking then than now. Speeches were popular. Lessons were given in everything from Ilo, the Universal Language, through French, and Spanish, down to Dancing, Bridge and How To Speak. Those were the days when publicity writers, and station directors, too, considered that the educational possibilities of radio were greater even than its entertainment value.

Balked At Advertising.

Everything in radio was being done to promote interest in the new product on the market, and to "inform and Entertain" the public. When the possibility of "air advertising" was first mentioned in the New York Times in April, 1923, WLW officials were appalled at the idea of "commercializing" radio. It was considered "unfair to the industry, and unfair to the American public." But in those days WLW was still operating not quite 20 hours a week in contrast to the more than 70 hours which was the weekly average during the last half of 1927.

A Western-Electric 500 watt set was installed on April 11, 1923. The "huge festivities" which celebrated the inaugural broadcast lasted for a little over two hours. It in-

cluded "classical, popular, and jazz music, vocal, instrumental and orchestral selections, and messages from or addresses by the leading statesmen, business and professional men of the United States. Radio enthusiasts were sure than the pinnacle of broadcasting had been reached. There was even talk about the "fad" losing its appeal. Many skeptics began the predictions that radio was becoming "too complicated and expensive" and would outgrow itself.

Test To Mental Stamina

Still WLW was broadcasting less than 20 hours a week. On two nights the programs were from 8:00 until 10:00 o'clock and on two from 10:00 until 12:00 o'clock. Market reports, stock quotations, weather forecasts, and police bulletins were the only daylight offerings. Even then it was considered that "next to running a grand opera, the running of a broadcasting station is the best test of the mental stamina of human kind."

The first federal radio action in the summer of 1924 gave WLW, as "one of the most outstanding and powerful broadcasting stations" an exclusive wave length of 309 meters. Some of the radio chaos was done away with, at least for a time. WLW began to agitate for increase in power for the most progressive stations. Mr. Crosley, as a member of the Hoover Conference Committee, began with his station a propaganda campaign to permit the increase power for his own stations and for others.

Made Super Power Station.

Early in 1925, WLW received its license to operate as a "super-power" station on 5000 watts. The transmitter was moved to a high hill two miles from Harrison, Ohio, out of the densely populated districts where it might cause interference. A two-story modern house was built for the transmitter, and for the operating engineer and his family.

Preceding the increase in power, however, WLW celebrated another anniversary with the opening of its two large studios and control room in the Crosley Radio Corporation at Colerain and Sassafras streets. Another spectacular radio program marked the inaugural program from the new studios. The 500 watt transmitter was moved to the fifth floor of the Crosley factory where it is now used as an auxiliary to the 5000 watt set.

With increased power, even more attention was paid to WLW programs until the station is rated now as the most popular by numbers of radio editors and countless listeners in the district which it covers, and the most popular of the DX stations among "distance hounds" in all parts of the world. The short-wave transmitter, installed early in 1927, has helped to popularize the station in countries

beyond the Atlantic and Pacific.

The birthday anniversary in 1927 was marked by a 30 hour program. This year the celebration included 62 hours of continuous broadcasting.

New Control Room.

A new control room with the most modern electrical equipment was used for the first time during the anniversary. Included in the equipment now in use is a loud speaker in each studio which can be put into operation at any time that a program is being broadcast in another studio. Control of loud speakers and microphones is automatic, and the loud speakers cut themselves off when a studio microphone is turned on. The most advanced type of fading panels will provide for new effects in radio entertainment. Through the use of these and of the new microphone controls it was possible for one announcer to supervise and announce programs being broadcast at the same time in the three studios.

The third studio is newly completed. When WLW first announced that it would have two studios it was considered as the most advanced of radio stations. Variety in programs has made necessary another studio to prepare the programs in smooth running order.

Chain Programs Start.

During the past year, WLW has been on the air for a grand total of 2817 hours and 4 minutes. It has broadcast every program of municipal interest that has been presented by any of the splendid musical organizations of Cincinnati. In September, Mr. Crosley announced that he would join the "Blue" network in order to procure for WLW a wide variety of entertainment and information especially in the line of events of national interest such as presidential speeches, prize-fights, and other spectacular broadcasts. He has carried out his intention and has furnished the radio audience of WLW with all of the great national events. The purely entertainment features of the chain he has selected with a view only to selecting a variety.

Daylight hours on the WLW schedule have been augmented in order to give greater service and entertainment. The stations is always ready to broadcast in any great emergency as was demonstrated in the spring when WLW raised over \$10,000 for the Mississippi Flood Relief fund.

Spectacular features as the broadcast on Christmas from WLW over the Red Chain have been the rule rather than the exception in 1927. According to Mr. Crosley, there will be more spectacles than ever during 1928.

"And it's just beginning," he said.

NOW \$90

The radio leadership of 1928

180 volts on the output tube plate! Gigantic *UNDISTORTED* volume from the Bandbox!



602 Double Unit AC BANDBOX Single Unit 704

Power! Power! POWER! A feature of the Crosley AC Bandbox that lifts its head and shoulders above competition!

170 to 185 volts on the plate of the power output tube! That's what gives clear undistorted music, in terrific volume! That's what you must get in radio to fully enjoy the entertainment of the air.

To be satisfied with less than that you are still with radio of 1926. Comparative readings of competitive radios show interesting figures. Under identical testing conditions, the Bandbox shows a full 170 to 185 volts on the plate of the 171 power output tube. Other radios show from 100 to 110 and 120 to 140 volts on the plate of the output tube. The 171 power tube should have around 180 volts. This better than 40 per cent superiority in our case and 25 per cent in another—the difference between today's radio and yesterday's!

The Crosley Bandbox is the marvel it is because of Powel Crosley, Jr.'s fundamental attitude in the engineering laboratories. "Produce the best you can—then we'll figure how to make and sell it in sufficient volume to keep the price low" is his constant admonition!

Crosley engineers never try to produce a radio at a price. Perhaps that is why some of the clearest developments in radio engineering have come from the Crosley laboratories.

The Bandbox is a genuine Neutrodyne receiver—easier to build than the common loose type of circuit used in competitive sets but far superior in performance.

With condensers, coils and wiring, totally and separately shielded, the acute sensitivity and sharp selectivity of the Bandbox is amazing. These features express themselves forcibly in the ease with which you shut out overlapping programs and enjoy the full richness as though they were local.

A comparative test with any other radio receiving set on the market will convince you of Crosley superiority and of the truth of every Crosley claim.

Contributing much to the success of this 1928 wonder radio is the Mershon Condenser in the power element of the set. It is a patent device of small size, yet great capacity. Not being paper, the danger of its blowing out is entirely removed so that the desired heavy voltage can be used to produce the acoustic and volume results so greatly desired. Compare this with the safety limit in the paper condensers used in other sets. And even if the Mershon Condenser should be punctured by heavy line surges IT IS SELF HEALING. It does not have to be replaced as is the case with paper condensers. The capacity of smoothing condensers in Crosley power units is 30 mf. Other sets use only a fraction of that condenser capacity. Undersize condensers, transformers, etc., are used in order to build down to a price. Crosley builds up to a standard, always!

A Volume Control of new and patentable design. Crosley engineers produce a new idea in rheostat construction which provides a smoothness of volume control never before obtainable.

The 602 double unit provides console cabinet installation in ALL kinds of consoles. It permits the receiver to occupy the minimum amount of space on table or shelf. The power element can be tucked away on a lower shelf or behind a curtain.

The 704 is for those who want the entire set in one cabinet. The two sets are identical in elements, design and performance. The physical difference is solely to meet the human differences of taste, necessity and price!

The size of the 704 is 17 3/8" long by 12 3/4" wide and is 6 1/8" high.

Thus you have the qualities of leadership—a superiority in every phase. With such an indication of value the prices of the Bandboxes are perhaps the most phenomenal features of the sets. These prices are determined solely by sales possibilities and manufacturing operations. Highly developed in both departments, it is with great pride that Crosley announces these LOW PRICES, for in no place has the Bandbox been cheapened to a price!

SELF CONTAINED

\$95



Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher

Crosley Bandboxes are Inter-changeable for Console Use

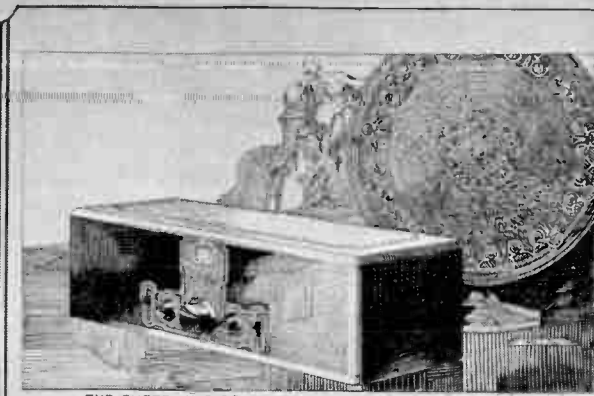
The Crosley Bandbox is a genuine Neutrodyne receiver—easier to build than the common loose type of circuit used in competitive sets but far superior in performance.



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THE SUPER MUSICONE WITH THE OLD BANDBOX PRICE \$12.75

601 The Battery type BANDBOX

\$55.

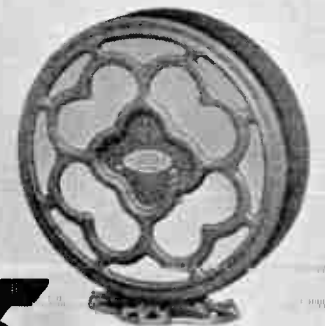
This is the radio that has become the outstanding success of the radio world. It is alone in the field of battery operated receivers.

When you want a radio that will give you the best of both worlds, the battery operated receiver and the power receiver, you need the Crosley 601. It is a radio that will give you the best of both worlds, the battery operated receiver and the power receiver.

It is a radio that will give you the best of both worlds, the battery operated receiver and the power receiver.

It is a radio that will give you the best of both worlds, the battery operated receiver and the power receiver.

It is a radio that will give you the best of both worlds, the battery operated receiver and the power receiver.



\$15. The NEW Type-D MUSICONE

Crosley Musicones are famous for their value. Now going into the fourth year of their production they still lead the world. The latest member of this family is the new Type-D, purposely designed for use with the heavy power saturation of the new, better type sets and the AC Bandboxes.

Its low price of \$15.00 is in keeping with Crosley traditions and is amply demonstrated in its construction by immediate and enormous sales! This new Musicone stands a little over 12 inches high. Compact, simple and powerful, it offers wonderful sales possibilities. Finished to match the Bandboxes, the standard case behind the frosted-brass grille is a touch of color that makes the Type-D Musicone a thing of exquisite beauty.

The 16-inch Super Musicone at \$12.75 and the 12-inch Ultra Musicone at \$9.75 continue to hold their respective places in their own field. They, too, embody the latest developments and improvements from the Crosley loud speaker laboratories and are still the great values their early enormous sales indicated.



401 The Dry Cell type BANDBOX JUNIOR

\$35.

Crosley has not overlooked those to whom the advantages of electric current are not available.

The NEW receiver is a REAL Bandbox with all the features that have made these sets so popular.

Yet it is operated solely from dry cell batteries, with average lives of several months.

It is ideal for homes not having alternating current lighting service.

It is ideal for homes with no radio service stations, where storage batteries may be recharged and for homes where light service may be available but over the district.

It uses three 1.5 volt or CX-299 cells with one LX-120 or CX-220 power unit per tube.

It is readily portable, for the batteries required are easily carried about.

Its performance is all that is to be desired. Selective and sensitive to an amazing degree. Distortion sensitive tone broadcasting stations will welcome it.

It is a real high power loud speaker radio. The Ultra, Super or Type-D Musicones are recommended for use with it.

A comparison to the best battery (601) and AC (602 and 704) models, its finish and design are identical, though it is smaller in size.

It incorporates one stage of neutralized shielded non-oscillating tuned radio frequency amplification, regenerative detector, (positively non-radiating on account of blocking R. P. tube) and two stages of audio frequency amplification with power output tube.

It possesses the famous Crosley accumulator for sharp tuning. It has the single station selector of other Bandbox models but is not illuminated.

Its outside leads are contained in one cable and its adaptability to any type of console cabinet is the same as in all other Bandboxes.

Its list price of \$35.00 does not include tubes, batteries or Musicone. With the added accessories, it still remains the lowest priced practical high power loud speaker radio on the market.

While designed for rural and remote use, it is destined to tremendous sales because of its simplicity and pocketbook appeal.

"You're there with a Crosley"

Crosley AC Bandbox Leads Entire Field In Electric Receivers

(Continued from Page 3)
tive buyer that the Crosley AC Bandbox is the greatest value in radio. Results are what the prospective buyer is interested in. That is what you can show in the AC Bandbox.

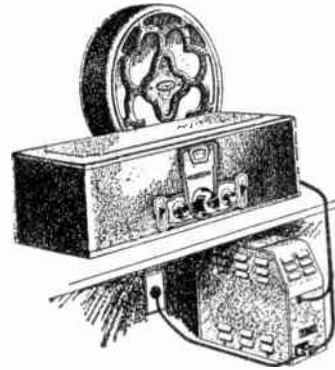
Just let a person play with a Crosley electric Bandbox. Let comparison be made of the performance and power of this set with other sets on the market at the price of this set. All qualities considered, there is no doubt of the outcome. The Crosley AC Bandbox is the choice every time.

Please Most Discriminating

You can please the most discriminating person who comes to you. The 602 double unit Bandbox fulfills the utmost desire of those who want console cabinet installation. This set also permits the receiver to occupy the minimum amount of

space on table or shelf. Thus, it is very popular where the radio is desired to occupy but a little space. When this is done, the power element can be tucked away on a lower shelf or hidden behind a curtain.

The 704, the self contained single unit Bandbox, fills the utmost de-



sire of those persons who want a table model set complete in one cabinet. The element, design and performance of the two sets are identical. They are different physically so that you can meet the difference in taste, necessity and price.

Sales Opportunity Unlimited.

The sales possibilities of the AC Bandbox furnished in the double unit, Model 602 at \$90, and in the single unit, Model 704 at \$95, are without limits. You have competition backed off the map. You offer quality, performance and all the other qualities to be desired in buying an electric receiver at a price which makes the AC Bandbox the greatest value in radio.

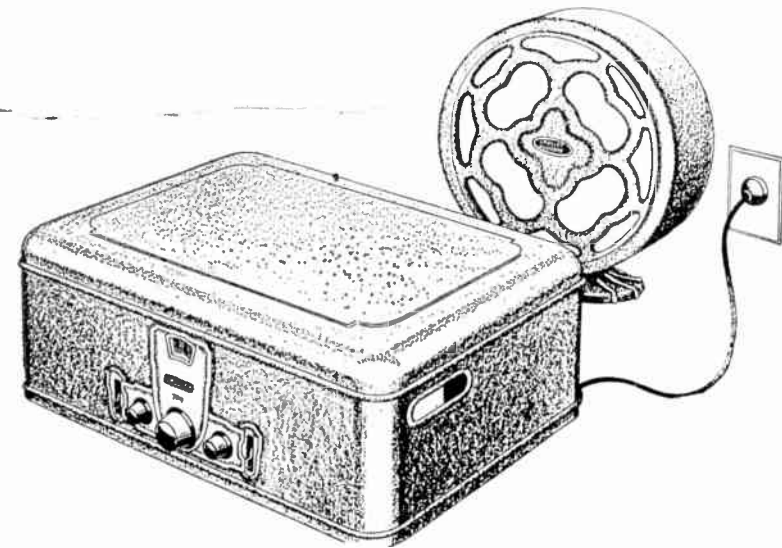
By the time this issue of the Broadcaster reaches you the new single unit, 704, will be in the hands of all distributors. Put a number in stock. You can, thus, immediately supply the demands of those who desire a receiver complete in itself.

Don't overlook the fact, however, that the demand for the 602 double unit receiver will be just as great as it has been. The 602 receiver, identical with the 704 in every way except that it is in two units instead of one, furnished at a price \$5 less is certain to continue to be a wonderful seller. There will be many who at first think that they desire the single unit, 704, but after you have made a full explanation they will decide on the 602. For cabinet installation, there is no advantage in having a single unit receiver. As the power unit is separate and can be hidden in the cabinet, the 602 serves the purpose just as well and is really better for its costs \$5 less.

Now make a drive on the Crosley electric models. A great demand for the electric receivers will come right into your establishment if you but go after it. You have more to offer than any other radio on the market. You have everything in your favor and can easily bring the business your way.

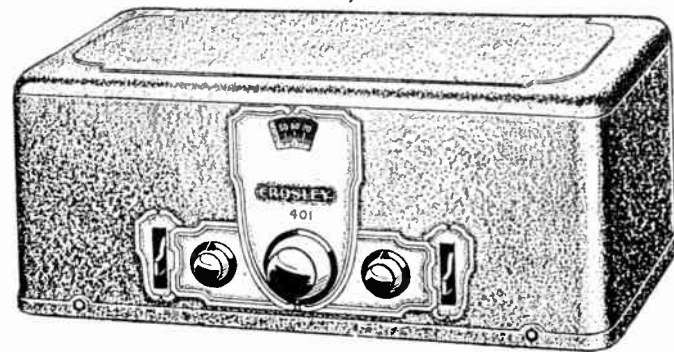
Here Are Newspaper Cuts On New Models---Order Them By Number

2 Col. Bandbox 704, with Type D Musicone



NO. 292

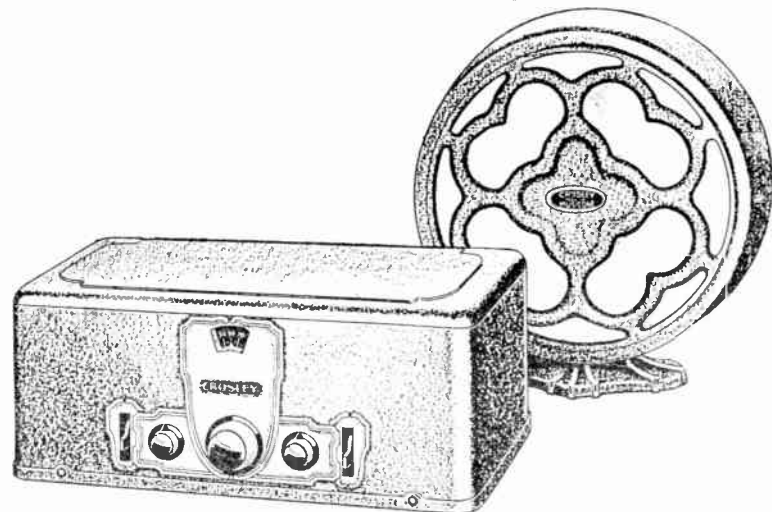
Bandbox, Jr. 401



2 Col. NO. 290

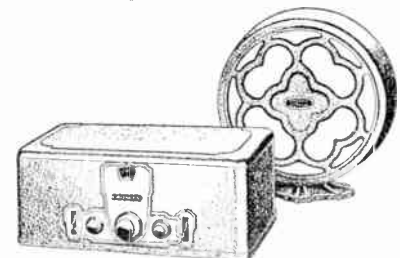
1 Col. NO. 289

2 Col. Bandbox, Jr. 401, with Type D Musicone



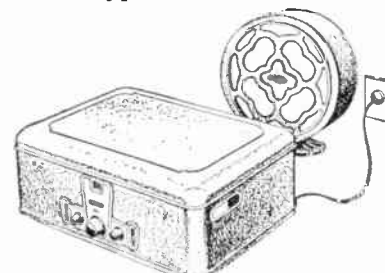
NO. 286

1 Col. Bandbox, Jr. 401, with Type D Musicone



NO. 287

1 Col. Bandbox 704, with Type D Musicone.



NO. 291

Advertising Department, The Crosley Radio Corporation, Cincinnati, Ohio

Numerous Uses Give Icyball Refrigerator Universal Appeal

Low First Cost, Economy and Ease of Operation and Practicability In Every Environment Are Outstanding

The variety of uses to which the Icyball can be put is so great that it would require a great deal of space to list all of them.

Most important, of course, is its use to replace ice in the home refrigerator. Dwellers in city apartments find it a great convenience because it supplies steady refrigeration every day of the year at a cost of but two cents a day—about one-tenth of the cost of ice.

Every city resident has gone through the experience of having food spoil when the ice ran out on Sunday or other holidays. Such a mishap is impossible with the Icyball. The Icyball refrigerator is on the job every day of the year.

Cost 2c A Day.

The cheaper cost of Icyball refrigeration is no small item either in this day of high rentals. The cost for a year's operation is from \$4 to \$6 as compared with an average cost for ice of from \$50 to \$60 or more. Per day it is 2c in comparison to from 10c to 20c. This combined with the more efficient prevention of food spoilage, due to Icyball's steadier, colder, drier refrigeration, results in a saving each year sufficient to buy a suit of clothes and then have something left over.

In addition, Icyball supplies ice cubes frozen from clean pure drinking water; freezes mousses, sherbets, and other desserts; makes possible the preparation of frozen salads and other novelties in the food line; and insures that milk and cream will be sweeter and vegetables fresher when served.

Brings Modern Refrigeration To The Farmer

To the farmer, out in the country, away from ice supply and without electric current, Icyball makes refrigeration available for the first time. Heretofore farmers have either been up against the necessity of cutting their own ice supply in the winter and storing it in ice houses, or of using spring houses, cellars, and the like for the storage of perishables. All of these methods entail a vast amount of work and are unsatisfactory. Now every farmer can have a refrigerator in his home for but a small investment, giving him the most modern type of refrigeration.

If anyone can make profitable use of a refrigerator the farmer certainly can. He has eggs, milk, cream, vegetables, and fruit in large quantities, any of which spoil in short order as ordinarily kept on the farm. With the Icyball these may be preserved in perfectly fresh condition for long periods of time—not only helping with the home food supply, but making it easier to



handle perishable products to be marketed.

Icyball will give faithful service on any farm. It can be heated on the cook stove or on a small oil burner. No electricity, gas, or running water is necessary.

For Camping Expeditions.

Because of the fact that it needs only fire and water to run it and because it is so easily portable, Icyball is ideal for campers. Heretofore it has been necessary to carry non-perishable foods on camping expeditions, unless the camp sites were near sources where fresh supplies could be obtained daily. Now a camp in the remotest places—in the Canadian woods, in the unvisited portions of the Rockies, in fact anywhere—can have its eggs and butter, and other provisions kept just as fresh as in the refrigerator at home.

For Exploring Expeditions.

This suggests the use of the Icyball by exploring expeditions. What a boon it would be to explorers penetrating into the heart of Africa, for instance. On the hottest days they could have cool water to drink. Fruits, meat and other perishable foods gathered here and there along

the route could be kept for days.

Coming back closer to home, those who have summer cottages can make Icyball serve double duty. Usually these cottages are some distance from an ice supply. Even if they have electric current, to equip them with electrical refrigeration is costly. The owner of an Icyball, however, can take it to his summer cottage with him. All that he needs for its operation is the regular cook stove in the cottage. If he wishes, he can equip the cottage with a separate Icyball—the unit is so inexpensive that the extra cost of doing this would be nominal.

For Numerous Stores.

Along business lines, Icyball is a great asset to small confectionaries, delicatessens, and other stores where ice cream, milk, or other perishable food products are kept. The saving in refrigeration as compared with ice means extra dollars of profit for such stores.

It can be used in the most demote place. For instance a roadside stand in Texas seventy miles from the nearest ice supply can offer passing motorists ice cold drinks with the aid of Icyball. Think how such a stand would clean up money on a hot summer day.

Grocery stores and meat markets find Icyball convenient for keeping butter, milk, and eggs and meat fresh. If one unit is not sufficient to handle the amount of produce kept in stock, a special cabinet may be built which holds two or three units. In this way Icyball may be used as the equivalent of a large sized refrigerating machine.

Other Possible Uses.

Those who have motor boats and take trips on them for the day or over the week end should find Icyball invaluable. It may be rigged up so as to take very little room, and will furnish ice water, ice for

lemonade, etc., besides keeping the provisions in good shape, for any length of time, whether the trip lasts for a day or a month.

Motor tourists, too, should find it a great convenience. It is impractical for them to take along a large refrigerator to set up at their various camp sites, and if they did take such a refrigerator with them they would find it difficult to get ice. Icyball may be easily carried, however, and will furnish refrigeration whenever a means of heating is available. A special small box may be fitted up on the running board of the car to carry the provisions, and Icyball may be mounted in this. At any time of the day, cold drinks and cold food are then available. The actual space required is little more than that necessary for the provision box alone.

Ruggedness And Simplicity.

These many uses of Icyball are made practical largely because of its ruggedness and extreme simplicity. The unit is quite small and entirely self-contained. It has no moving parts to wear out. The operation is so simple that a child can understand how to handle it. Above all, it requires only a means of heating and a water supply (running water not necessary) for its operation.

No Servicing Necessary

As a sales proposition it should appeal strongly to every Crosley dealer. For the radio dealer it affords a source of income in the summer months, when radio sales are not at their best. For the department store it is an ideal item, because it can easily be demonstrated right in the store, and needs no installation service or upkeep attention. The lack of servicing—the fact that it can be sold as a package proposition—will appeal as well to hardware stores, grocery stores, and other retail outlets.

Crosley dealers, the opportunity is before you. The market is open and is yours for the taking. Let's get behind this remarkable innovation and help ourselves to bigger profits by putting it across in a big way.



Icyball Unit showing Tray where Ice Cubes, deserts, etc. are frozen. Cold ball is to the left, while the hot ball to right.

The public hearings of the Federal Radio Commission in Washington with regard to short wave broadcasting are creating much interest. The hearings were originally brought about because of several newspapers which wished to interchange news items on the shorter waves. Since then, however, there have been several other requests for short wave channels, including one for the purpose of transmitting radio photographs from New York City to San Francisco.

Among CROSELY JOBBERS

Puzzle---Find The Radio Industry Now Rank Sixth Largest In The U. S. Business



S. M. McCarty Of Fargo Motor Supply, Inc., Is Star Salesman

Say fellows would you like to change places with S. M. McCarty? Some fellows sure have a magnetic way about them.

That probably accounts for the fact that Mr. McCarty who is a representative of the Fargo Motor Supply, Inc. covering the Northern Minnesota territory is able to stand second high man on Crosley sales in the entire organization.

Mr. McCarty is a real Crosley booster. You can readily see this for despite of his pre-occupation of the moment he lets the Crosley display on his tire cover show in full force. Here's more power to you Mac.

Grows From \$2,000,000 In 1921 To \$550,000,000 In 1927; Still Climbing

In seven years the radio business has grown from practically nothing to sixth position among industries of the United States.

In 1921 the total volume of business in the entire industry was \$2,000,000 and in 1927 the estimated total volume was \$550,000,000. The business in 1921 consisted largely in the manufacture of crystal sets and three circuit tuners, incorporating a regenerative detector and two stages of amplification.

Early in 1922 the public began to see the possibilities of radio development and there was a boom which brought about total sales of about \$60,000,000. This represented crystal sets, regenerative receivers, utilizing from one to four tubes. Late in this year the Neutrodyne was introduced, utilizing four and five tubes.

In 1923 the business more than doubled, the total being \$150,000,000, while in 1924 the number of manufacturers had increased greatly and so did the volume of business. The total for that year was \$350,000,000, three, four and five tube receivers being the principal demand.

Loudspeakers rightly came into their own during 1924 with the introduction of the Musicone by Powel Crosley, Jr. This was the first successful loudspeaker manufactured in mass production, sufficient to be sold at a reasonable price.

During 1925 the radio business totaled \$410,000,000, and in 1926 the industry had reached nearly the half billion mark, the total being \$480,000,000. There were many six, seven and eight tube sets sold and loudspeakers then were playing a most important part in the total volume.

In 1927 the business grew to \$550,000,000 with six tube receivers

being the largest sellers. It is asserted that no other industry has made such phenomenal growth in so short a period.

Is This Your Case?

Take The 602 Bandbox Home And Try It With New Type D Musicone

Several days ago a well-known dealer in a major city visited the Crosley Plant. He was selling Crosley Bandboxes in quantity, but had not heard the reproduction of the combination of Model No. 602 A C Bandbox and the type "D" Musicone.

He had no radio receiver hooked up in his home; felt he wanted to forget radio after leaving the shop. The radio business had destroyed his imagination. He had lost track of the effect of a complete diversion.

Consequently his sales were not based on the performance of the A C Bandbox.

Several days after his visit the advice sunk in, that he install one in his home. An excerpt from his letter follows:

"I feel that I should drop you a line and let you know of the very pleasant surprise I had with the Crosley A C job with the model 'D' speaker that I took to my home a couple nights ago.

"The quality of the music through that speaker was quite a surprise to me. As you said when I was in your office, there is not \$20.00 difference between your speaker and

some others that we know of that sell up to \$30.00.

"I am glad I took one of these outfits up to my house as it is going to give me added enthusiasm when talking to prospective customers."

How many dealers can take a lesson from the above experience, as there are many parallel cases?

To get greater volume of sales persuade Crosley dealers to install an A C Bandbox with type "D" Musicone in their homes, so you may realize the super-performance created by 180 volts output from the audio tube which makes more natural reproduction. Thus you can learn of the extreme selectivity and ability to pick up distant signals which are amplified through manipulation of acuminators.

Senator Dill has introduced a resolution in the Senate which has for its purpose the adoption of a scheme whereby all important speeches in the Senate will be broadcast. Each Senator's desk is to be fitted with a microphone under the plan, and when important speeches are made the appropriate microphones will be hooked up with a broadcasting chain.

Three new short wave sets have been installed by the U. S. Navy during the past year. A 10 kilowatt set has been installed in Washington, D. C., a 5 kilowatt set at San Francisco and 3 k.w. set at Honolulu.

**QUINN BROTHERS
RADIO CORPORATION**
Neenah, Wis.
Wholesale
Crosley Distributors
Write us for Dealers Proposition

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

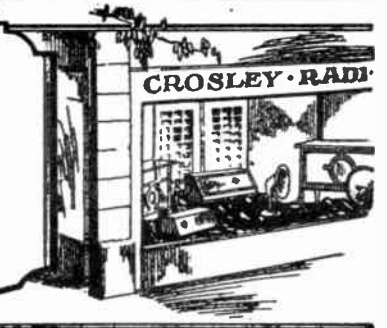
100% Crosley Distributors
"THIS IS A CROSELY YEAR"
"THERE'S A REASON"
Distributors in Chicago Territory
—TRY OUR SERVICE—
HUDSON-ROSS, Inc.
116 S. WELLS CHICAGO

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

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



CROSLY DEALER'S PAGE



85% of Demonstrations Closed

Rader & Spangler Strong Believers In Advertising-- Find It Makes Sales Easier

Newspaper advertising is playing a tremendous part in Bandbox sales this year. There are Crosley Dealers everywhere who are firm believers in advertising. They believe in it because it produces direct results for them and increases their sales of Crosley merchandise.

One of these firm believers in advertising are the Crosley Dealers at Deshler, Ohio, Rader & Spangler. They have found that the advertising which they have run in their local paper has brought prospects into their store which have readily been turned into satisfied customers.

This company has also had another unique experience and that of selling to eighty-five percent of those to whom they have made demonstrations. This it seems that it would certainly pay to put sets out on demonstration. Newspaper advertising is a live force to find out the prospects who are interested in radio and to sell through demonstrations. What experience are you having along these lines?

Here is the letter received from Rader & Spangler:
"Gentlemen:

We have been advertising the Bandbox very strong this season and it certainly is bringing in results.

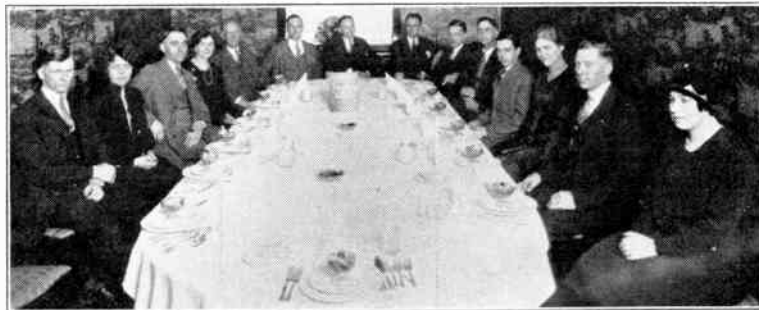
We have found that 85% of our demonstrations are sold, and we feel that this is a pretty good record for this locality.

We find too that the Crosley is better known in this locality this year as our sales last year have assisted in advertising them this year as we can refer new prospects to them for satisfaction.

We certainly are sold on the Bandbox as it performs wonderful. We can pull in approximately two dozen stations in with loudspeaker volume that is audible through the average house without a ground and only three feet of aerial.

In closing we will say without question that "You're There With

Large Power Company Organization Enthuses Over Prospects



Crosley Promotion Men Entertain The Chattanooga Branch of The Tennessee Electric Power Company And Executives of The Southeastern Electric Company at Banquet

"How to sell more radio with a reduced number of home demonstrations," was the subject of discussion at the close of a banquet given by Crosley field men to the organization of the Chattanooga Branch of the Tennessee Electric Power Company and the executives of the Southeastern Electric Company.

H. M. Camp, Merchandising Manager, of the Tennessee Electric Power Company was master of ceremonies, while L. A. Kellogg, Sales Promotion Manager of The Crosley Radio Corporation, lead the discussion.

It is needless to say that by the close of the discussion everyone present was enthused over the sales prospects ahead and derived a great deal of inspirational and practical benefits from the meeting. Many branches of the Tennessee Electric Power Company are doing a mighty good job merchandising Crosley this year. This and other meetings of like nature show that W. J. Jorgensen, Crosley District Manager, is on the job.

The Crosley." Thanking you for past favors, we remain,

Yours very respectfully,
RADER & SPANGLER.
(Signed) N. Spangler.

Orders Still Accepted For Model 51

Only Limited Supply On Hand--Special Low Price

Many dealers have wondered whether we could still fill orders for the 2 tube Crosley Model 51. Our supply of this model is very limited. We are, however, glad to announce that we are still filling all orders received. We will continue to do so as long as our stock remains.

Model 51 is supplied to Crosley

dealers at a special rock bottom price—equipped with storage battery tubes the price is \$5.00—equipped with dry cell tubes the price is \$5.50.

All orders should be accompanied by check or money order. No. C. O. D. shipments are made. When orders are made in units of ten, an additional 5% may be deducted.

A new idea upon which the Federal Radio Commission is working is the synchronization of small stations broadcasting different programs so that they can operate on the same wave lengths. If these stations are regulated so as to operate accurately on the same wave they may operate much closer together without bothersome interference than if their wave lengths vary slightly. Progress in synchronizing these stations will especially help to clear up interference on the shorter wave channels.

Service and Friendship Are Won

Latrobe Battery Service Company Are Putting Crosley Across

There is always a reason for success. In the case of the Latrobe Battery Service Company, enthusiastic Crosley dealer at Latrobe, Pennsylvania, this reason is friendship plus real service.

The proprietor of the Latrobe Battery Service Co., is familiarly known all over his community as "Mac." "Mac" is a great fellow and makes friends wherever he goes. He sells Crosley Receivers to these friends because he wants them to have the very best in radio. He keeps their friendship because he gives them real service.

You immediately feel the friendly atmosphere on approaching the Latrobe Battery Service Co. The windows are always attractive and the display of Crosley merchandise is always inviting. In order to give quick service to all his customers and friends, "Mac" has a service truck which has been especially painted to let everyone know that the Latrobe Battery Service Company handles Crosley Receivers.

Mac's friends are always turning new customers to him and these in turn are made into fast friends who boost Crosley just as much as they do the Latrobe Battery Service Company. Every Crosley dealer can well put this plan into operation. The kind of service you give after you have sold a set is the secret of making friends of all your customers.

Icyball Pleases Wife

Wouldn't Be Without Icyball

Bond Rider Jackson Company, Charleston, W. Va.
Gentlemen:

Icyball and Bandbox working fine. Wife wouldn't be without the Icyball if it cost me \$200.00.

S. J. ROHR,
O. V. Rohr & Son,
Alum Bridge, W. Va.

Entire Community Falls for Bandbox

Bandbox and No. 400 Cabinet Proves Unbeatable Combination In North Carolina Town

Reidsville, N. C., never before was very strong for radio, being remote from any broadcasting station. Then Ira R. Humphreys, of the Radio Service Station, Crosley Dealer at Reidsville, introduced the Crosley Bandbox. He found the Bandbox, installed in the 400 cabinet, to be an unbeatable combination.

Now there are more Crosley sets in Reidsville than any other set combined, and in the past sixty days more money has been spent in Reidsville for the Bandbox and the 400 Cabinet than the total radio purchases prior to that time. Just read this letter recently received from the Radio Service Station:

"Dear Sir:

Your favors received relative to the Bandbox Nos. 601 and 602, and will say the Reidsville is remote from any broadcasting station and it was very difficult to introduce radio here. There are more Crosleys than all others combined, however. The women have been rather hostile to radio and this hostility was not overcome till the No. 400 Crosley cabinets came out. We have not been able to sell a single Bandbox without the 400 Cabinet. When they get this cabinet they think they are getting a lot for their money and they say it matches with almost any furniture they have. More money has been spent for radios in Reidsville since the Bandbox and the 400 Cabinet came out than the total purchases of all sets combined prior to that date, some sixty days ago.

Our people are delighted with both the 601 and 602 Bandbox Receivers and we have heard no adverse criticism.

Yours very truly,
RADIO SERVICE STATION
(Signed) Ira R. Humphreys.

Crosley Stock Listed Only On Cincinnati Exchange

Until recently The Crosley Radio Corporation, Cincinnati, was owned exclusively by Powel Crosley, Jr., its President; and members of his immediate family. Recently he decided to dispose of part of his holdings. The stock is now listed on the Cincinnati Stock Exchange.

Mr. Crosley's idea of disposing of this stock was that a seasoned market might be created over a period of time for securities of the company. The financial statement of the company was not affected by the

Crosley Dealer At Jersey City Is Real Merit



Above Is Shown The Attractive Crosley Display Which Drew Radio Prospects Into The Display Room Of Wissner & Sons, Inc., Jersey City

There has been no end of attractive Crosley displays this year. Some never had pictures taken of them. The above window is that of Wissner & Sons, Inc., of Jersey City, N. J., and is certainly a sample of an effective attractive window dis-

sale of the stock. The company has always been adequately financed and has always maintained a large surplus. The average earnings of the company over a period of five years have been approximately \$789,705.00 per year. The net profits for the year 1927 were approximately \$1,000,000.

The stock has been widely distributed in the Cincinnati market. Mr. Crosley does not contemplate offering any additional stock at this time. The only stock that is available is listed on the Cincinnati Stock Exchange where trading has been quite active.

Hotel guests prefer music to any other form of radio entertainment, according to the experience of the Robert Morriss Hotel, Philadelphia, which provides radio reception in its rooms for the guests. The majority of persons who stop at the hotel express a distaste for jazz, and prefer semi-classical programs. Of radio speakers, Coolidge is most popular among the guests, while Hoover runs a close second.

play.

The Jersey City store of Wissner & Sons, Inc., of which W. A. Lawton is the Manager, has certainly made effective use of Crosley display material. The material shown in the window is that furnished in

the Crosley special advertising and display \$5.00 outfit. It is hard to find a bigger \$5.00 worth of advertising material anywhere. The above window is a testimonial to the effectiveness with which material can be used.

Crosley Dealer Going Strong



M. J. Frazier Co., Lets Them Know He Handles Crosley

It's one thing to handle a product and another thing to let your entire community know you handle it, according to M. J. Frazier of the M. J. Frazier Electric Company, Crosley Dealer at Burlington, Iowa. You can't go anywhere near Mr. Frazier's establishment without immediately knowing that he is an enthusiastic Crosley Dealer.

A great big sign over the door with the word "Crosley" very prom-

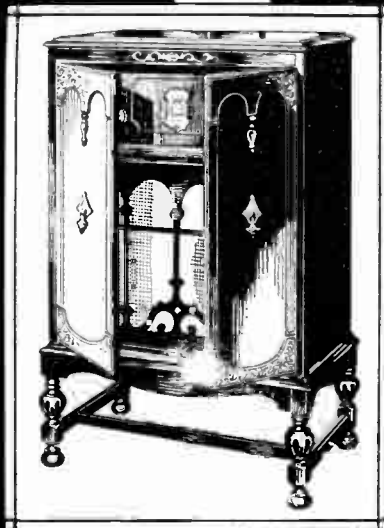
inent advertises to all that here is a home of Crosley radio in this community. Then you will find the windows full of Crosley and a large sign on either side of the door with the word "Crosley", and on the side of his store is a big Crosley sign that can be seen from a long distance.

All this pays for Crosley is an outstanding national advertiser and signs of this nature directly tie in with this national advertising. Mr. Frazier has been doing his best to obtain his full share of the benefits from Crosley national advertising. He has used all the Crosley sales helps available. His window is made attractive by the display-material, etc., from the Crosley \$5.00 Assortment, he is constantly at work promoting the Crosley sales in his territory.

In a letter received from Mr. Frazier some time ago he says, "The Bandbox is sure a 'Big Show' and going good."

The new President of the Institute of Radio Engineers is Dr. Alfred N. Goldsmith.

Hear the *Exquisite*
Tone
of the
Royal Series
AMRAD



Now you can hear the sweetest, purest tone in Radio. A tone of thrilling richness and depth.

For quick sales, show your customers these new, purely electrical models.

No batteries

No makeshift devices

No acids or water

Latest A. C. tubes and latest electrical engineering combined with exclusive construction have produced the Radio Set that sells!

Take the time to listen—then decide!

The HASTINGS \$395

A. C. operated, requiring no batteries, Single-dial control, seven-tube Console operated by loop or antenna. Built-in cone speaker, mounted on special baffle board.

**THE AMRAD CORPORATION
MEDFORD HILLSIDE, MASS.**

F. E. HAHN,
President

POWEL CROSLY, JR.,
Chairman 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.



Crosley Service Manual

No. 101.

General Service Information---Part I.

12-1-27

I. Some Aspects of Servicing

A. The Necessity For Servicing.

Every dealer, wholesaler, and manufacturer who merchandises a mechanical or electrical product must be in position to see that this product is properly installed, that it operates as it should when installed, and that it continues to operate satisfactorily thereafter. This is as true of radio sets as it is of auto-

mobiles, washing machines, oil burners, or motion picture equipment. The retail purchaser goes to the Authorized Dealer from whom he bought his set for information, advice, and assistance. The Dealer is best fitted to give him this help, for he is right on the ground and can get first-hand information of value in making recommendations and straightening out difficulties.

The Dealer, in turn, takes his problems to his Distributor. He is

them. The tightening of a single screw that has worked loose in shipment may mean the difference between an enthusiastic customer and a dissatisfied one.

2. Installing Sets and Accessories.

This phase of servicing applies only to Dealers, of course. The Dealer must be able to do this job thoroughly, because the average radio set purchaser of today is not a technical man and cannot be expected to install his own equipment. Further, proper installation insures satisfaction and enthusiasm for Crosley performance.

3. Helping the Consumer With Problems and Difficulties.

This, too, is a phase of servicing that applies only to Dealers—although, of course, if the Dealer meets questions that he cannot answer he will go to the Distributor for advice, and if the Distributor finds himself unable to answer the questions, he will take them to the factory. In the majority of cases the difficulties that interfere with a purchaser's reception will be found to be due to lack of knowledge on his part as to operation and care of the set, to loose connections, run-down batteries, tubes nearing the end of their life, or other simple ailments.

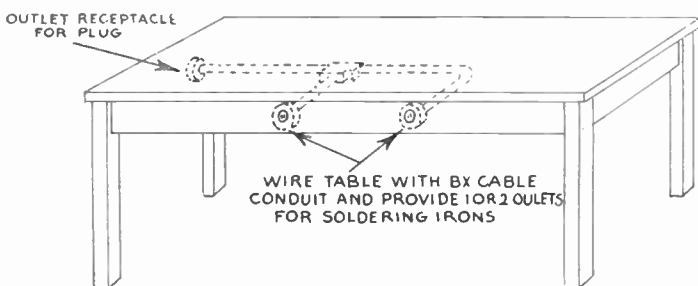
tory itself must all contribute their share to this service. Every such set should pass through the usual channels; the consumer going to his Dealer, the Dealer to his Distributor, and the Distributor to the Factory.

D. Crosley Service Sheets

Crosley service sheets are furnished without cost to Crosley Distributors and Authorized Crosley Dealers, in order to provide them with information that will help them in their servicing work.

The plan according to which the servicing information has been compiled is to provide in this service sheet (No. 101) general information pertaining to servicing, information regarding accessories, aeri-als, and grounds, and trouble-shooting information that applies equally well to all models. In addition, three or more service sheets are devoted to each individual set, taking up the following subjects as specifically related to that set: (a) installation and operation, (b) circuit, (c) testing, (d) repairing. There is necessarily some duplication in the sheets dealing with the different models, but the policy is to favor completeness rather than brevity whenever there must be a choice between the two. Special service sheets are de-

TOP OF TABLE SHOULD BE COVERED WITH GALVANIZED IRON



WORK TABLE FOR RADIO STORE SERVICE DEPARTMENT

Figure No. 1

Radio sales are built through performance. Performance is guaranteed first by a quality product, second by thorough servicing.

Each one of us must see that every Crosley purchaser is more than satisfied—that he is enthusiastic. With a superior product to offer, our efforts must be bent toward merchandising and servicing that product in a superior way, in order to maintain that supremacy for Crosley merchandise which means greatest profits for every one of us.

Servicing is a necessary part of every Crosley dealer's and distributor's work. He must be prepared to service sets promptly and efficiently. No dealer or distributor can afford to lose the business that will pass him by if he neglects this phase of the merchandising scheme. The quality of servicing rendered is one of the important things which distinguishes a first-class radio merchant from a poor one.

The Crosley Service Plan has behind it the basic idea that it is much easier for someone on the ground to straighten out a difficulty than for someone else a thousand miles away to do so. Each link in the chain of distribution must, therefore, provide servicing facilities. In accordance with this policy,

in closer touch with his Distributor than with the factory. It is natural that he should turn to this friend for assistance.

When the Distributor has problems that he cannot solve, he goes direct to the factory with them. A special Servicing Department and a Technical Information Bureau are at his disposal at the factory. These departments give him the full benefit of all information they have at hand.

By handling service matters according to this plan, every question or problem is insured the most speedy, efficient, and satisfactory attention. Crosley Dealers and Distributors should see that this plan is strictly adhered to.

C. What Servicing Includes.

The servicing of Crosley sets may be divided into four classifications, as follows:

1. Testing Sets and Accessories Before Delivery.

Every piece of equipment undergoes thorough tests before it leaves the factory and is packed so as to withstand rough handling in shipment. Nevertheless, to be sure that each set and its accompanying accessories is right when he delivers it, and has not been damaged in shipment before he received it, each Crosley Distributor and Dealer should be in position to test sets and accessories before delivery. Crosley Dealers should make it an absolute rule to test all sets and accessories before installing

Customers will also ask for information when they are not having trouble, but simply want to know about something. The Dealer must be prepared to give such information.

4. Testing and Repairing Sets.

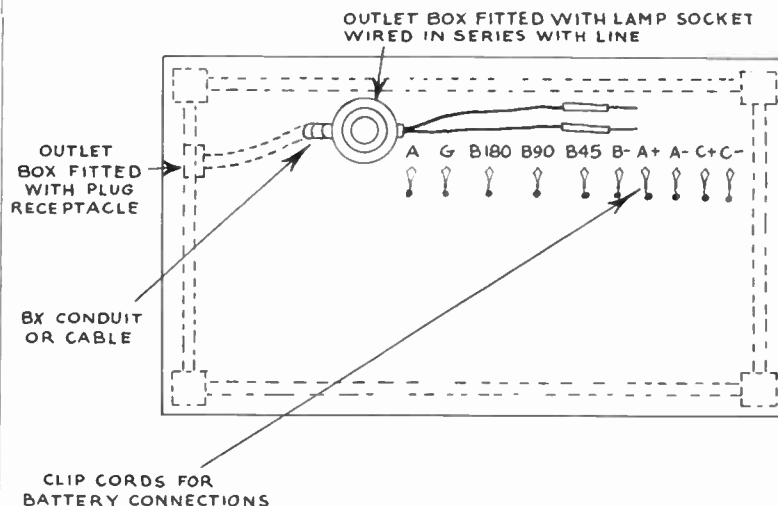
When sets are damaged in shipment, they must be repaired. If trouble develops in any installation and can be traced only to the set itself, it is necessary that the set be thoroughly tested and repaired Dealers, Distributors, and the Fac-

voted to the Musicone and Power Converter units.

(Continued in Next Issue)

Farm programs prepared by the United States Department of Agriculture are now being broadcast by 117 stations.

The number of amateur radio stations now totals 10,926, most of which operate at short wave lengths, 80 meters or less.



TOP VIEW OF TEST TABLE

Figure No. 2

Crosley Domination of Battery Radio Market Increases

(Continued from Page 1)

Crosley Alone In Field

Indications all point to the fact but few battery sets will be manufactured during the 1928-29 season. Many manufacturers are greatly over estimating the swing towards the AC operated sets and are overlooking the big market for battery operated sets which still exists. They are thus concentrating their efforts on AC operated sets gradually leaving the battery operated market alone.

It is to be readily seen that some are forced into this position due to the dominating position which the Crosley 601 Bandbox holds among the battery operated sets. They recognize that in the face of the tremendous popularity of the Crosley 601 Bandbox that they could obtain sufficient production to, in any way, compete with the outstanding qualities of this set. Therefore, the 601 Bandbox remains alone in the battery operated receiver field.

Big Market For Battery Set

Though it is recognized that where electric current is available there is a decided swing towards the AC set, still a very big market continues to exist for the battery operated set. It is this market that Crosley dealers will dominate with the 601 Bandbox and have all to themselves with practically no competition during the coming months.

No changes are to be made in the 601 Bandbox. It will carry through the remainder of this season and go right into the next season with the same wonderful performance, selectivity, outstanding value, and the same undisputed popularity which has made it head and shoulders ahead of every other set on the market. As predicted last summer, and again last fall, and now here repeated again, the 601 Bandbox will continue to be the outstanding battery operated set and will not reach the full peak of its popularity until the late fall of 1928.

Bandbox Jr. Fits New Field

In spite of these foregoing facts, there is a field which the Bandbox 601 has not touched.—In fact, no other radio set has touched. Powell Crosley, Jr., with his wonderful ability to visualize conditions as they actually exist has seen a great radio market which is untouched. It is for this market that he has announced the Bandbox Junior, neodyne receiver, especially designed to operate from dry cell batteries.

There are thousands of persons in remote sections of the country, where electricity is not available and where the constant charging of storage batteries is not only incon-

venient but impossible, who will want the Bandbox Junior. Not only is there a market for this new Bandbox Junior in the country, but also in cities, where a reasonably priced and easy to take care of set is desired.

Small Cost.

One of the most appealing features of the new Bandbox Junior besides its small initial cost is its decidedly low cost of upkeep. Batteries last a long time. With battery replacement brought to a minimum, the upkeep of this set will be tremendously simple and economical.

The Bandbox Junior thus fills an entirely new market. There are thousands upon thousands who have, for one reason or another, not been interested in radio because of the inconvenience of keeping the batteries charged, or because of the cost of operation, that will now purchase this 401 receiver.

The Bandbox Junior is, indeed, a fitting companion piece to the Bandbox Model 601. Together these two sets will dominate the battery operated field. With them to offer, Crosley dealers, besides leading in the AC set market, can obtain the lion's share of the battery set business.

Bandbox Jr.

(Continued from Page 1)

Up to this time there has been no set on the market filling the need of the man who wants quality radio in his home but does not feel that he can afford the necessary investment for a large six-tube set. Prospective purchasers in these circumstances represent a large portion of the public. With a set on

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

the market designed especially to cater to their needs, every one of these prospective radio buyers will now be enabled to enjoy the benefits of radio.

Icyball Refrigerator Creating Great Flood of Interest

(Continued from Page 3)

gradually used up in this way. This impression is entirely wrong. The whistle is blown by steam coming from a small water reservoir under the whistle.

It is necessary to fill this reservoir but once—the first time the unit is put into operation. After that it automatically fills when the hot ball is chilled in the cold water after each heating. The whistle reservoir fills with water from the tub during this chilling, and the water remains in the reservoir until is as nearly foolproof as any device during the next heating.

The Icy Ball is so simple that it is as nearly foolproof as any device can be. The inner works themselves

are surprisingly simple. This accounts for the perfect performance that Icy Balls give day after day under all conditions in all parts of the country. There is no servicing to do on this clever little refrigerating device. There is nothing to service on it.

If You Wish to BUY or SELL
SECURITIES

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

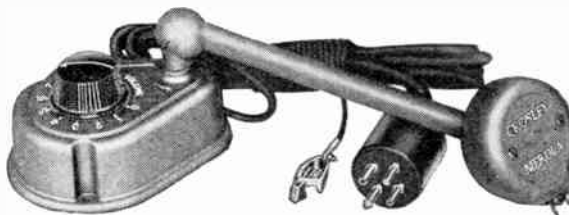
Our Statistical Department
Is At Your Service

WESTHEIMER & CO.

Members of—
The Cincinnati Stock Exchange
The New York Stock Exchange

Telephone: Main 567
326 WALNUT STREET

Say Brother! Step On It--- The New MEROLA Is A Whirlwind Seller



Dozens Of Easy Sales If You Demonstrate Merola To
Persons Having Old Style Phonographs

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"