

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

MARCH 15, 1928

NO. VI.

JEWELBOX---Name Of New AC 704 Receiver

Real Masterpiece Is Christened

This AC Receiver Will Be The Outstanding Radio Seller In 1928

The most outstanding radio receiver on the market, the Crosley AC Model 704, now has the most significant name in radio.

In producing the AC Model 704, Crosley engineers have built a masterpiece. In performance, in selectivity, in eye value—from every angle that you can consider a radio receiver, the 704 is outstanding. How inadequate for such a master piece to be known by a number. The name "Jewelbox" has given that added touch which will best bring the super qualities of the 704 Receiver to the buying public.

Broadcast Hours Jewels

From the beginning of time, jewels have been the most precious things in the world. It is appropriate to compare the classics of radio broadcasting to jewels. What finer gems of entertainment can be found than the Maxwell House Hour, the Eveready Hour, the Cliquot Club Eskimos Hour, the A and P. Gypsies' Hour, Crosley Hour, etc.? The beauty and the radiated joy which these and other nationally known programs spread contain the characteristics which make them jewels of entertainment.

It is, therefore, fitting that the Crosley 704 AC Receiver be named the Jewelbox for this radio best brings these jewels of the air to the radio fan in the form of radio entertainment.

Announcement Ads To Appear

Just as the Bandbox was the outstanding radio in 1927, so the Crosley AC Jewelbox is outstanding in 1928. Soon the whole country will know about the Jewelbox. Smashing Crosley copy announcing the Jewelbox is scheduled to appear in the April 7 issue of the Saturday Evening Post.



Truly the Jewelbox is a masterpiece, a standard by which the radio buyer will judge other radio receivers.

Powerful Crosley Ad Scheduled

Watch Full Page Ad In The Saturday Evening Post, April 7th

Be prepared to smash sales records, Crosley Dealers. Crosley is out to lead them all in sales this Spring.

An intensive drive for business is on. Newspaper copy announcing the new Crosley Jewelbox and the new Crosley merchandising plan is now in the hands of all Crosley Distributors. These ads are appearing all over the country. Live wire Dealers everywhere are tying in with this advertising by ads of their own.

Only A Starter

This is only a starter. An intensive Crosley national advertising campaign is about to start. The opening guns of this campaign will be fired early in April. A powerful full page ad will appear in the April 7 issue of the Saturday Evening Post. The circulation of the Saturday Evening Post is over two million, eight hundred thousand. Thus practically the entire nation will see this powerful Crosley ad which is reproduced on page two.

Prepare For Business

This ad means Jewelbox sales and you are the one who will benefit if you have done your part. You must be prepared. You must have a stock of the Crosley Jewelbox on hand. You must not only be prepared to sell the set in your store, but you must be prepared to home demonstrate it in the homes in your territory.

Crosley is setting the pace. You be the leader in your community by keeping pace with Crosley.

Get in touch with your Distributor
(Continued on Page 4)

Crosley Introduces A New Idea In National Radio Merchandising

Home Demonstrate The Crosley Jewelbox---Therein Lies The Best Means Of Proving Its Real Value

Crosley, the acknowledged radio leader in 1927, sets the pace in 1928. The Crosley 704 AC Jewelbox, the outstanding radio value of 1928, sets the pace in radio receivers.

Now an entirely new idea for the selling of radio announced by Crosley, sets the pace in 1928 radio merchandising. All Crosley Dealers are now authorized to sell the Jewelbox under the free home demonstration plan. While old and proven in the merchandising and selling of such articles as vacuum cleaners, washing machines, automobiles, etc., this new plan is entirely revolutionary in the selling of radio. It is, however, a perfectly natural development in modernizing radio merchandising and keeping it in step with the development of radio engineering.

Buying Radio On Its Merits

Why shouldn't the public buy radio on its true merits? It is im-

possible to recognize radio value by its appearance, by the outward—even the inward looks of a radio set. Performance must be considered—the selectivity, the sensitivity, the undistorted tone quality and volume of a set must be judged before its real value can be accurately judged. There is only one way that this can be done and that is by demonstration, by comparison with other sets.

A Sound Merchandising Plan

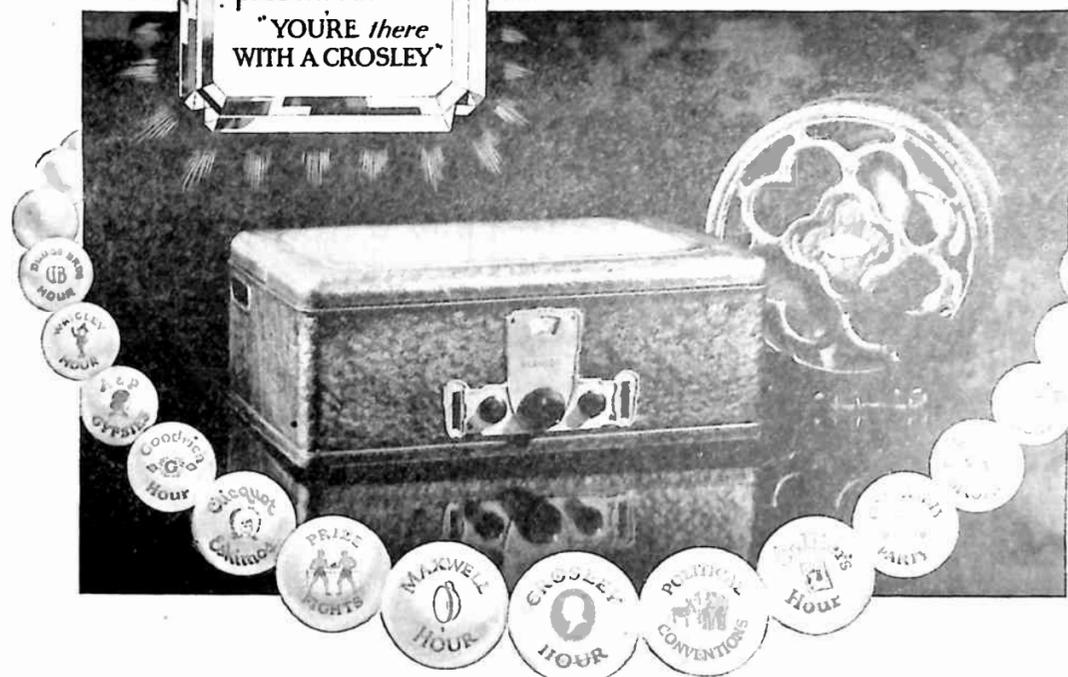
Demonstration in the radio store is an unfair test, for it is not in the setting in which the radio must perform. Demonstration in the home is the only fair test of radio. That is the new Crosley plan of selling. That is the plan that is destined to revolutionize radio merchandising during 1928.

This is a sound plan—it is fair to

(Continued on Page 3)

This Ad Appears in April 7th Issue of The Saturday Evening Post.

When the jewels of the air are presented... "YOU'RE there WITH A CROSELY"



The New CROSELY JEWELBOX

\$95 WITHOUT TUBES

Take advantage of the most amazing offer ever made in all Radio history!

Try this remarkable new Crosley Radio with Crosley new type D Musicone without cost or obligation. Just phone a Crosley dealer—tell him you want to test the new Crosley Jewelbox.

Home is really the place to buy radio!

Home is where you can decide leisurely and surely. Crosley dealers are authorized to home demonstrate this new radio. Antenna unnecessary for such demonstrations—30 feet of wire on the floor of the room will do nicely.

Put the Jewelbox to any test!

Compare it with your old set. Try it with any other! Learn what radio reception can be. Note how easy it will be to break through any surrounding wall of local stations—to bring in distant programs quickly, clearly and in full volume. Be sure you test the Jewelbox with the Crosley new type D Musicone that you may fully realize, if you own an old set or have not heard a Crosley, how far radio has progressed. Remember—you do this all in your own home—at no cost and no obligation to you!

Buy Radio Reception—not Furniture!

The Jewelbox is a radio fine enough to go into the finest furniture you can buy and as such is easily installed—but it is distinctive, decorative and desirable by itself. In Crosley radio you buy perfect reception and radio enjoyment first!

Try it in your home—that's the only way to buy a Radio!

Every Crosley Dealer is now authorized to give you this FREE trial!

THE CROSELY RADIO CORPORATION
Powel Crosley, Jr., Pres. Cincinnati, Ohio

Licensed only for Radio Amateur, Experimental and Broadcast Reception.

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



The Musicone finished to match the Jewelbox, \$15.

The new Crosley Jewelbox is self-contained to operate from light socket.

All in one beautiful case. Add tubes and it's ready to operate! It is powerful. Supplying 180 volts to power output tube it gives full undistorted volume. Other sets supplying 110 to 135 volts result in poor quality, distortion and less volume.

The new Jewelbox is acutely selective.

The Acuminators, an exclusive Crosley feature enable you to tune sharply on distant stations increasing signal strength and volume to a surprising degree.

The new Crosley Jewelbox is up-to-date.

The dial is illuminated—a modern necessary feature. The set is completely shielded as all high grade radios should be. The rich brown finish high-lighted with gold makes it an ornament to grace the finest room. The beauty of the Jewelbox will charm you.

The price of the new Jewelbox is a triumph of manufacturing genius!

Crosley engineers designed this new Crosley Jewelbox under explicit instructions to make first a perfect radio. If the production of their final design had been limited to a few hundred, only wealthy persons could have afforded them. But with efficient Crosley production methods, facilities to manufacture parts in million quantities and a faith in the enormous demand such values would create, this splendid radio receiver is priced at \$95. Write Dept. 31 for literature.

Presidential Conventions Offer Big Sales Opportunities

Talk Conventions ---Make Sales

Radio Business Between Now And Conventions Will Be Brisk

Are you doing your best to see that everyone in your town is going to be ready for the big Presidential convention in Kansas City, Mo., and Houston, Texas?

Everyone will want a radio to listen in to the big stuff that will go on these meetings.

Universal Interest

Almost never before has there been so much interest in a Presidential primary campaign. Big issues on the floor and big men are contesting for the honors of nomination.

Your opportunity to cash in on this interest is ripe right now. Every family without a radio set in your community is a prospect for a Bandbox or Crosley Jewelbox with which to get the convention news.

"There" At Convention

Do you know anyone in your community who would not like to be right there at these conventions to hear the big-time stuff? No, of course not. Then help them to be "there with a Crosley".

No railroad ticket is necessary to attend them, with a Crosley radio in the home. Furthermore, both conventions can be attended via Crosley, with no additional cost.

Get Busy Now

Every Crosley dealer should cash in on the sales possibilities of the primary campaigns from now until convention time. Get the conventions into your advertising, into your window displays, into your sales talks. Remember how many radio sets the Dempsey-Tunney fight sold for months before the bout was staged. The Presidential conventions will do the same thing for you if you give them half a chance.

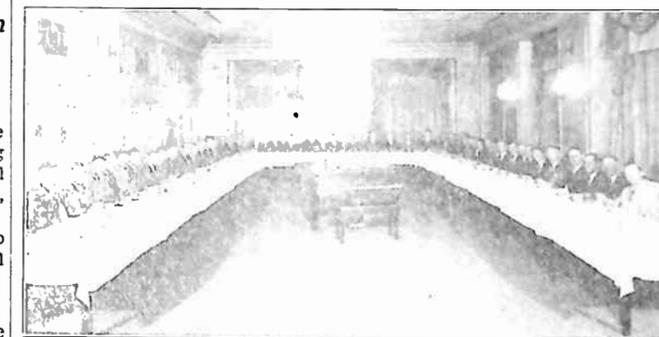
Crosley Introduces New Idea

(Continued from Page 1)

the radio buying public—it means actual dollars and cents toward a big profit to the Crosley dealer.

Tell your prospects, "You can try, test and compare this new AC Jewelbox." "You can prove this new Crosley radio in your homes free." Every Crosley Dealer is now authorized to home demonstrate the Crosley Jewelbox. Put this set in the prospect's home on free trial. Hook it up and show Mr. and Mrs. Radio

Detroit Dealers Well Organized; Largest Exclusively Crosley Club



Flashlight Photograph of Crosley Radio Dealers Association of Detroit, Taken At Their Monthly Banquet

Forty-five members of the Crosley Radio Dealers' Association of Detroit, believed to be probably the largest exclusively Crosley organization in any one city, held an interesting meeting in Detroit last month. In connection with the meeting they enjoyed a banquet at which the above picture was taken. This meeting was sponsored by E. A. Bowman, Inc. One of the most interesting features of the gathering was a talk by L. A. Kellogg, sales promotion manager of The Crosley Radio Corporation, who presented the new Crosley product, the Icyball refrigerator. Mr. Kellogg who is acquainting dealers throughout the country with Icyball was given an enthusiastic reception. Those present at the Detroit meeting were: E. M. Carl, W. F. Cottingham, Alvin Strohocker, Judson P. Scott, G. F. Bauman, Frank Steeves, Leon B. Miller, H. Wayne

Gabert, A. H. Waynick, B. J. Trappe, Glenn E. Smith, Joseph S. Landsberg, Frank H. Marco, A. Slevert, Jr., H. R. Perkins, Edw. Redmond, Cavel L. Johnson, C. J. Monticelli.

Nelson F. Smith, W. A. Freer, Harold E. Helwig, Clifford Sinden, Fred Lauten, Wm. B. Taub, Maxwell M. Goodman, F. L. Christian, L. N. Decker.

W. Garfield McNab, Paul O. Dettling, O. J. Chapman, James D. Stoakes, B. R. Gover, Don Bronson, A. L. Germain, B. Jorgensen, M. J. Bieschke, Jr.

B. McEachin, A. B. Buchanan, Eugene C. Cook, F. R. MacIntosh, A. C. Derges, George Walker, W. B. Goddard, Louis Eder.

Ross H. Skinner, H. A. Weiffenbach, Roscoe D. Brown, Harold E. Will, O. Evans, H. G. Steinbrecher, Thos. Davies, C. W. Davies, Robert Clark and Howard A. Leist.

Buyer how easy it is to tune, how selective, how sensitive, how powerful it is in pure undistorted tones. Then leave the set. Let the prospects play with it themselves. Let the whole family amuse themselves and entertain themselves with the jewels of modern broadcasting.

Largest Sales Percentage

Call back in a day or so and sign up the order. In eight cases out of ten you will just leave the set there—sold. Crosley Jewelbox performance is so outstanding, so superior in a comparison to all other radio receivers on the market that this plan is a sure sales plan.

It is easy to put the new 704 Jewelbox in the home on demonstration. It was impossible, of course, when there were batteries and complicated connections to make and when tubes were not as durable as they now are. Now with the Jewelbox you can just tuck it

Court Dismisses Infringement Suit; Crosley Is Upheld

Petition of New York Concern Thrown Out; Musicone Patents Okeyed

That the Crosley Musicone, a radio loudspeaker, does not infringe upon the patents of the Lektophone Corporation of New York City, was the finding of U. S. District Court Judge Smith Hickenlooper in Cincinnati, Monday, February 27. As a result of the opinion the case against The Crosley Radio Corporation was dismissed.

The court ordered that the Lektophone Company's bill of complaint be dismissed on the ground of noninfringement.

In its petition the Lektophone Corporation charged infringement of the Marcus A. Hopkins patent, leased by it, and sought an accounting of the profits and damages for the infringement. The Crosley Radio Corporation in its defense contended that the Musicone was not an infringement but constituted a different and better arrangement than the Hopkins and other patents.

In part, Judge Hickenlooper said: "Apart from the specific form of his diaphragm, Hopkins was not the first to discover that dimensions could be increased in order to operate satisfactorily in unconfined air."

"The defendant had done no more than to draw from the prior art, including albeit Hopkins, the various elements, themselves all old, which accomplish to a material extent the desired results which it is claimed Hopkins accomplished, but by a combination of elements differing radically from the Hopkins combination in at least one respect.

"Limited and narrow as we find the claims of Hopkins must be, and different in nature, function and operation as we understand the felt channel at the base of the cone of the defendant to be, from the annular rim of Hopkins, we are constrained to hold that, conceding the validity of the complainants patents (not re-examined and upon which we give no opinion) there has been no infringement."

"The bill will be dismissed for want of infringement."

Some of the leading patent attorneys of the country represented both sides in the case. Representing the Crosley Radio Corporation were Marston Allen, Cincinnati; Thomas C. Haight, Jersey City, New York; Giles W. Rich, New York City and Charles Sawyer, Cincinnati.



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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

What Is In A Name?

A rose is a rose no matter what you call it, so the old saying goes. Then what's in a name? Why give a radio set a name? Numbers surely should be sufficient to designate one radio receiver from another.

Yes, but who can think of the word "rose" without immediately associating it with the most beautiful of flowers; without bringing to mind memories exquisite and lovely?

There is more in a name than some admit. A careful analysis of names and the mental and physical reactions which they stimulate in us discloses that the value of a name depends entirely upon the product or thing which that name represents. The name "rose" brings to us the most exquisite and beautiful association because of the character, beauty and exquisiteness of the rose itself. The name "weed" brings reaction of an entirely different character. Not because "weed" as a word is any less beautiful than the word "rose", but because of the nature of the weed itself.

Therefore, what's in the name "Jewelbox?" Immediately comes the association of jewels, the most precious, the rarest and the most beautiful things of the world.

The value, however, of the name Jewelbox in selling and merchandising the Crosley 704 depends entirely upon the qualities of the 704 itself. While "Jewelbox" takes on many of the characteristics of jewels from which it is taken, still its significance as a name of a radio receiver depends entirely upon the quality, the volume, the performance, and the selectivity of the set which bears the name.

This fact established, let us say

that the name "Jewelbox" is destined to be the most famous, the most talked of, the most outstanding name in radio during 1928. The characteristics and the outstanding qualities of the A. C. Crosley Jewelbox makes this a definite certainty. There is no value in radio today as outstanding, as pronounced as is to be found in the 704 Jewelbox. It has no equal anywhere. If it is ever equalled or surpassed it will be Crosley that does it.

What is in a name—there is a lot in the name "Jewelbox". Bound up in the Crosley Jewelbox are multitudes of hours of delightful entertainment and joy for thousands and thousands of persons all over this land of ours. Jewelbox sales will result in thousands upon thousands of dollars in profits for Crosley radio dealers. The Jewelbox is our assurance that Crosley, the acknowledged radio leader of 1927, is setting the pace for 1928.

This Is Crosley Year

1927 was a banner year for Crosley. At the Distributors' Convention in June we made the statement, "This is a Crosley year."

This statement was caught up by Distributors and Dealers all over the country, and all pitched into the sale of Crosley Bandbox Receivers with the confident assurance that 1927 was a Crosley year.

Crosley sales in every section of the country, actual dealer profits, actual sets in the homes, satisfied customers all prove the truth of this statement, "1927 was a Crosley year."

Now again we say, "This is a Crosley year." We have more reason in saying this now than we did in June 1927.

Crosley is an acknowledged leader in radio. 1928 is a Crosley year. Already Crosley is setting the pace of radio sales and radio merchandising for 1928. The Crosley Jewelbox is recognized as the outstanding achievement of 1928. Crosley sales are already proving the truth of this statement.

Now it's up to you to do your part. Just say to yourself, "1928 is a Crosley year for me. I'll push Crosley with all my might and main, with all the enthusiasm I can muster. I'll make Crosley the outstanding seller in my community."

Nothing can stop an invincible force. Nothing can stop Crosley sales. Crosley is setting the pace for 1928. It pays to fall in line with the pace setter. Be the leader in your community.

Bandbox Takes You 'There'

Father and Mother were looking over some literature from California, Mother made the remark "I wish we were there" 12 year old Tommy said "Daddy get her a Crosley Bandbox."

Radio Causes Insomnia

Chief Clerk of Railway Co. Reports Bandbox Causes Him To Lose Four Hours' Sleep A Night

Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

Bought a Bandbox set the other day and it's a whang. The Kansas City Star has a very powerful station here, but I have no trouble in getting either Coast, Atlanta or Texas points when they are on the air.

One of the things I enjoy most in operating it, is when some bimbo starts to take an hour to lecture and has nothing particular to say, I can shut him off and tune in on something else.

Has your statistical department any figures as to the number of hours of sleep lost per person when he first gets a radio? I am shy about four hours per night since tuning in with your set, with no prospects of any relief. However, I am like the mule that ran into a tree, he wasn't blind, but he did not give a damn.

Yours truly,

G. C. Branham, Chief Clerk.

The New York, Chicago & St. Louis R. R. Co., 612 Railway Exchange, Kansas City, Missouri.

The Very Latest On The Englishman

An American was in London recently when he received a telephone call from a business man.

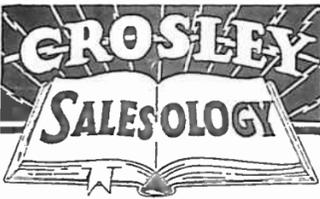
"Are you there" the Englishman said.

"Sure," replied the tourist. "I have a Crosley Bandbox."

Powerful Crosley Ad Scheduled

(Continued from Page 1) tor at once. Be sure that your stock will be in shape and ready for each campaign. Between now and the presidential convention in June, you will enjoy a clean up business. Radio is in the making this Spring and you are with a leader that is setting the pace.

There is no technical method known of intensifying weak signals with a limited number of tubes that can compare with regeneration.



Radio is appealing more and more to women folks as a means of brightening dull hours of the day. Taking advantage of this fact will help you to build up your sales.

Undoubtedly the woman has a great deal to say about anything that is bought by the average household. If she makes up her mind to get something, the sale is as good as made.

A woman's work is hard and her day is long. If she can find any means of entertainment during these working hours, she will welcome it as a great boon. Radio affords just that means. It will bring music, singing, lectures, practical talks on home subjects, and a variety of other features right into her home.

Take advantage of this appeal in your advertising and in your window displays. Make the most of it in your demonstrations.

The usual custom is to arrange demonstrations for the evenings. Radio reception is of course much better at that time. If you are near enough to large broadcasting stations so that day reception is good, however, you can make your demonstration sets work extra hours for you by letting them sell themselves to the women folks during the daylight hours. Watch the program announcements and select times for your demonstrations when appealing programs are being broadcast.

Never forget in your sales work that it is the woman who decides, nine times out of ten, what is going into the house.

The need of entertainment during the working hours of the day is especially true of the farmer's wife. She does not have even the hustle and bustle of city streets to break into the monotony of routine. You can well afford to give her a daylight demonstration.

At the same time that you are selling the advantage of radio to the farmer's wife, you can sell the farmer himself. Farmers are always very much interested in getting the market reports. In fact many farmers look upon this as the most important feature of radio. If you demonstrate the set at noon you will be able to receive the market data, and then tune in an entertainment feature for the farmer's wife immediately afterwards.

Every radio dealer knows the importance of demonstrations in making sales. In order to properly give demonstrations it is an excellent idea to have at least one set of each

(Continued on Page 7)

Letters Like This Are Testimonials To Crosley Quality

Honolulu, Hawaii, Heard On Bandbox, Dealer Reports

Crosley Radio Corporation.

I just wanted to tell you that I installed a Crosley Bandbox No. 602 for Mr. H. G. Prothers last Friday and on Saturday night at 2:00 A. M. he listened in on Honolulu, Hawaii. I think that is stepping out some. Can you beat it?

Yours for radio and I am selling Crosley,

Cain's Pharmacy, A. L. Cain, Hampton, Georgia.

Remarkable Reception Near High Voltage With Bandbox

The Crosley Radio Corporation:

It might interest you to know that I have had one of your sets, the Bandbox, in the Power Station here where I work for three nights, and may I say that it has shown very wonderful results, as we have from 2300 to 22000 volts here, and the set was located right in the center of it all, reception was very clear, and a very good volume, and very quiet.

I logged the following stations while the set was here: WJR, Detroit; WSM, Nashville; WSAI, Cincinnati; WGN, Chicago; KYW, Chicago; WFH, Chicago; WCFL, Chicago; WLS, Chicago; WLW, Cincinnati; WBAP, Texas; WWBA, Virginia; WJAX, Florida; WTEF, Washington, D. C.; WRVA, Virginia; WJBZ, Chicago; WEBB, Chicago; WHT, Chicago; WOK, Chicago; WBBM, Chicago; WNRC, North Carolina; WTAM, Cleveland; WIDO, Florida, and many nearby stations (44 in all).

I shall sure boost for the Crosley Bandbox. Trusting that this may interest you as the distance of these stations from here was from 40 miles to 1200 miles.

Fred L. Clarke, Attleboro, Mass.

Crosley Model 5-50 Pulls In Distance

Crosley Radio Corporation.

Dear Sirs:

You may think I am a little forward for writing to you, but I would like to know if ever you have heard of one of your five tube sets getting as long a distance as Vancouver British Columbia.

At 1:00 A. M. this morning I picked up Station CNRV with 1030 kilocycles and five hundred watt and 2911-10 meters. I have a five tube set of your make, Model 5-50. I think it is one of the best radio sets on the market today for service.

Yours respectfully, H. C. Henry, Decatur, Illinois.

P. S. If my record for distance will improve your radio business, I sure would be glad to recommend it.

'It's Simply Great' Says Consumer

The Crosley Radio Corporation, Cincinnati, Ohio.

Gentlemen:

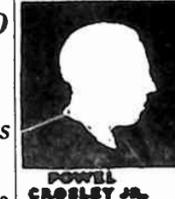
We have recently purchased a Crosley Bandbox Radio, Model 704, from your dealer, Mr. H. B. Roush of this city.

Have been enjoying the programs that come to us from different parts of the country with a great deal more satisfaction than we were ever able to obtain from a battery operated radio, having a more clear reception and a great deal more volume. Our neighbors, who have listened to it, express themselves as "It is simply great."

Among the stations we have been able to pick up are WLS, WBBM, KYW, WCFL, WGN, WIBO, Chicago. Three at New York City, Boston, Springfield, Detroit, Forth Worth, Dallas, New Orleans, Miami Beach, Nashville, Atlantic City, Washington, D. C., Montreal and others too numerous to mention. Have never been able to get any distant stations other than KOA, at Denver, and PWX, Havana, Cuba.

We are delighted with this radio and certainly get a lot of enjoyment and information out of it. We are rooting for, "The Crosley."

Respectfully, ELMER V. WINDON, Pomeroy, Ohio.



TALKS TO the TRADE

Don't forget that during June there will be two political conventions, outstanding national events to which the entire country will want to listen. There should be a continued sale of radio right through the Summer, and our present models will remain standard throughout the year.

A few weeks ago, we offered the model 704 receiver which met with immediate consumer acceptance because it was outstanding in performance. We have now put it out with the rich, golden finish, making it the most attractive appearing and finest operating set on the American market. It is appropriately named the JEWELBOX because it brings forth the jewels of the air, the Maxwell House Hour, the Eveready Hour, the A. and P. Gypsies, etc. This set in particular will be the outstanding set in our line and I cannot urge you too strongly to keep several of these in stock at all times.

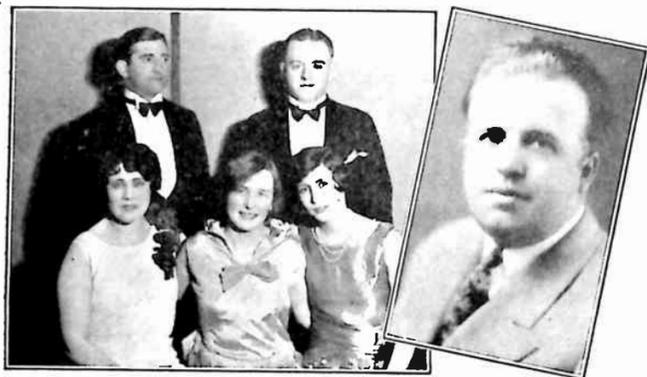
Just think what you can do with this set! Put one under your arm with a Musicone speaker and go out to your prospect's home, place it on a table and plug it into a light socket. Leave it over night and come back in the morning for your money. Keep several of these sets working for you all the time. There are no batteries to carry, connect or run down. These demonstration sets can be used over and over without becoming second hand as was the case with battery type sets. There is still a shortage of these very popular sets yet our national and local advertising will start immediately. You will receive window cards and other material. We are going to help you make the next few months among the most profitable you have ever enjoyed.

Get another JEWELBOX from your jobber today and let this set work for you!

Powell Crosley Jr.



Artists At WLW There With Goods



To Left WLW Mixed Quartette, To Right Maurice Lucas

Beauty as well as a quantity of musical brains are combined in the five WLW entertainers shown above. They are among the most capable of Cincinnati's younger musicians. All of them have national radio reputations as well as a great deal of local musical prestige.

The Mixed Quartette includes Ruth Heubach, soprano; Helen Nugent, contralto; Ben Alley, tenor; Walter Pulse, baritone; and Marjorie Garrigus Smith, director. Mrs. Smith is known to radio audiences throughout the country for her spectacular pianistic skill. Helen Nugent and Walter Pulse were winners in the Ohio section of a recent national radio voice concert. Pulse won the second place in competition with the winners from fifteen other states. Ruth Heubach has been heard in radio frequently in the past three years although her specialty has been concert work. Ben Alley is a favorite with the WLW audience who hear him every Sunday night, in solos with orchestras on other nights, and in harmony work on Wednesday nights. The four singers are all church soloists at the largest of the Cincinnati churches.

"The baritone with the velvet voice" might be the subtitle to accompany the name of Maurice Lucas on radio programs, if he were the "jazz baby" type of entertainer. However, his solo recitals from WLW every Monday at 10:30 P. M. indicate that he is a true artist.

Lucas comes to WLW every Monday night from his home in Connersville, Indiana, because he is interested in radio as a medium for the dissemination of the art.

His rich, mellow voice is said to have that indescribable something that goes straight to the heart. This probably accounts for his popularity with the radio audience who are not usually free with their compliments to soloists who appear only in radio recitals.

"Hot Dope" straight from the training camps of the Cincinnati Reds at Orlando is relayed every day to baseball fans by WLW. At 10 o'clock every night a dispatch from Tom Swope, sport reporter of a Cincinnati paper, is read. High lights on training at Tinker Field in Orlando and intimate glimpses of the 32 Reds are broadcast to the "camp followers" at home before their radio sets.

Broadcast of World News At WLW Station---Feature Is Well Received

Fred Smith, WLW Station Director, Gives World News At 6 P. M. Each Day

World news and information is broadcast by station WLW every day, except Sunday, at 6:00 P. M. The high points of the news of the day, are given in brief resume. There are also short discussions of the latest developments in the arts and sciences and in literature. Fred Smith, director of WLW, in announcing the new program feature said that it was added at the request of the station's listeners.

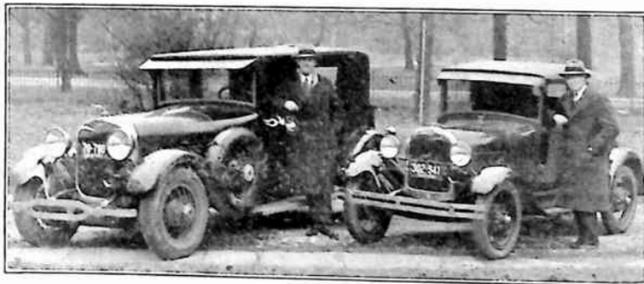
"This is a newspaper age even in radio, and 'He who runs,' wants to listen as well as to read," Smith said. "We find that the radio audience wants to be educated as well as amused. They do not, however, want university courses or extensive educational broadcasts that require their continued attention. We discovered that in the first years of broadcasting when we considered the radio was going to bring a new form of education—the university of the air."

The News announcements will be part of the programs added by WLW between the hours of 4:30 and 6:45 P. M. to make its broadcasting schedule continuous from 3:30 P. M. to midnight.

Hard Work, Loyalty, Gain Promotion For Popular Neil Bauer

The appointment a few days ago of Neil Bauer to the position of assistant general sales manager is a good example of how a Crosley employee may forge ahead through industry, loyalty and general alertness in his or her work. Six years ago Neil, then only 19 years old, came with the company as a clerk under John Hope. He says he knew no more then about a radio than he did about a washing machine, but he determined to learn the business from all angles. Strict application to his job and an ever present desire to learn more of the radio industry has marked his career with the Crosley Radio Corporation and its reward has been steady progression up the ladder of success. He is very popular in the Crosley Family, knows every distributor and many of our dealers personally. All are happy over his promotion and extend heartiest congratulations to one of the youngest assistant general sales managers in the country.

Like Father; Like Son!



Powel Crosley, Jr., president of the Crosley Radio Corporation, always has been an admirer of Henry Ford and his products. In fact he has never been without some of them. His first purchase, a long time ago, was a Ford of the early vintages. His tastes kept pace with Henry's progression and now the radio manufacturer's favorite car is a Lincoln.

His son, Powel Crosley, 3d, has been bitten by the Ford bug and some months ago when announcement was made of a new design to make a "Lady out of Lizzie," the boy entreated his father to buy one of the latest.

"I want the first one to be shipped to Cincinnati," the boy pleaded. Well, he missed the first, but he did get the second and is seen in the accompanying picture proudly showing off a brand new Ford coupe, while the father is satisfied to sport Grandpa Lincoln. The above picture shows father and son, each standing by his favorite limousine.

Jewelbox Is Ideal Radio Receiver To Home Demonstrate

No Batteries Or Complicated Connections---Put Under Your Arm---Easy To Handle

The Crosley Jewelbox, Model 704, is the ideal set to take out for home demonstrations. The Jewelbox is complete in one cabinet. You need simply to take it, fitted with tubes, together with two fifty feet lengths of flexible wire (lamp cord will do) for the aerial and ground systems. The wire for the ground should be fitted with a ground clamp, so that it can be attached to a water pipe or radiator.

Plug In Simply

To set up the set for demonstration, you have simply to plug it in to a convenient light socket or other electrical outlet, attach the ground wire to a water pipe, and lay the aerial wire around the baseboard of the room. Then everything is ready to go.

The great simplicity of installing the Jewelbox makes it the ideal set for demonstration purposes. Five minutes after you knock at the door of your prospect's home you can have the Jewelbox bringing in music or other programs. The ease with which you install it will impress your prospect and help you to make a sale.

Leave Overnight For Sale

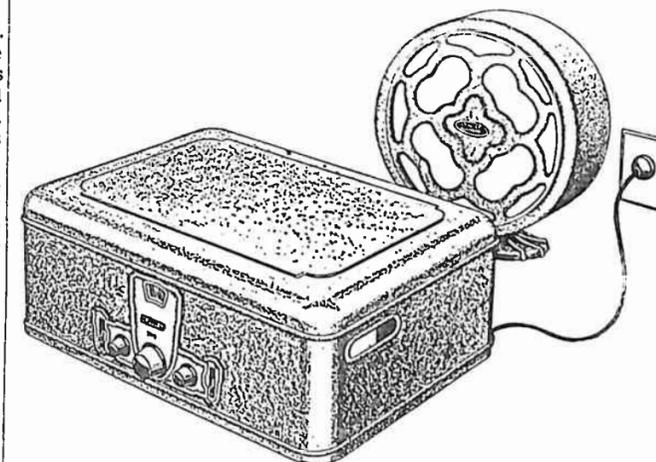
When you take a Jewelbox to a prospect's home to leave it overnight, be sure to arrange the aerial and ground wires so that they are as little noticeable as possible. The ground wire, for instance, can be run along the floor next to the baseboard. Quite often there will be a sufficient crack between the baseboard and the floor so that it can be pushed under, out of sight. It should be cut to just the right length, so that there is no extra wire left over.

The aerial wire may be run around the baseboard or concealed in a picture molding. Small flexible wire of a neutral color is best to use for both ground and aerial, as it is least conspicuous. A few minutes' time spent in making the installation as neat as possible will amply repay you in added ease of making the sale.

Sells Itself

If you once get a Jewelbox into a prospect's home it will, in the vast majority of cases, sell itself. Make your Jewelboxes work for you every night. Remember that the money you make is only limited by the number of salesmen who are bringing in profits for you. Every Jewelbox you have can be a silent salesman. Put them to work and let them bring in the profits.

The charge per station for broadcasting a one hour program through stations in the large chains varies from \$120 to \$600.



Dealers Enthusiastic Over Crosley 704 Model And Icyball



Dealers Meeting Held In Lexington, Kentucky, By The Kentucky Ignition Company

Above is shown the photograph taken at the Dealers' Meeting held at the Lafayette Hotel, Lexington, Kentucky, by the Kentucky Ignition Company. A group of Crosley Dealers were enthusiastic in their approval of the new Crosley Models 704 and 401. They saw in the Model 704 Jewelbox the biggest seller on the market, for it really answers the public demand.

The Crosley Icyball was also demonstrated at this Meeting and the Dealers went crazy about it. They immediately saw in the Icyball the means to keep up their sales all year around.

Los Angeles Doctor Tunes In WLW

Mr. Powel Crosley, Pres. Crosley Radio Corp., Cincinnati, Ohio.

My dear Sir:

A few nights ago I was tuned in to WLW, and heard a very good program about 1 A. M. Pacific Coast Time.

Next day I was telling Mr. Elmer Morgan that I had WLW, Cincinnati, Ohio. He asked me to write you and tell you he is a brother of Miss Faye Morgan who you know, also you would be interested as I have a Crosley Radio. I had Tampa, Florida and Providence, Rhode Island last night.

Thinking you might be interested in my experience with a Crosley and knowing the very fine family of Morgan's prompted me to write you.

Very truly,

A. W. Hon, M. D., Los Angeles, California.

Salesology

(Continued from Page 4) model reserved exclusively as a demonstrator. The battery or power equipment, unless incorporated in the set itself, should be arranged in a convenient small carrying case. A roll or flexible wire will serve as an antenna.

The demonstration sets should be inspected by the service man every day. The batteries and tubes should be checked, all terminals tightened, and the set looked over in general.

Radio dealers can well afford to take a tip from automobile dealers in this regard. An automobile dealer always has a demonstrator ready to take care of a prospect. The demonstrator is always in excellent shape. Usually it is checked over once a week completely, and inspected for oil, tires, gasoline, etc., once each day. Radio demonstration sets should receive just as good care as this.

The Ruffle

Ironed Out

H. F. Ziegler, Crosley Dealer Enthusiastic About Crosley A C Receivers

Here is a letter just recently received from H. F. Ziegler, Crosley Dealer at Ted, Ohio. It is just one of the many letters of its kind being received:

"I have just sold one of your A. C. Jewelbox Receivers, and the party that purchased it thinks it is just right. I must say that this makes a wonderful outfit. Talk about volume—it is a wonder. I have always felt that a radio operated from a power line would cause more or less trouble due to the fluctuation of the A. C. current.

"I set this up at the home of the purchaser, whose name appears on the card enclosed. His boy had a 1/4 H. P. Electric Motor in the house and he connected it to the house circuit which caused the light to flicker but you couldn't tell by the radio that any disturbance had taken place. Judging by this test your A. C. unit certainly does iron out the ruffles."

Never put acid in a run-down storage battery in order to bring up the hydrometer reading. This merely helps to ruin the battery. If the hydrometer reading is low, the proper thing to do is to charge the battery. Should one charging fail to bring it up to normal reading, charge and discharge it several times.

Arrange To Demonstrate Icyball At Your Store

Here Are Valuable Hints--Icyball Demonstration Easy--Lands Sales

One of the important features of Icyball from the sales standpoint is the ease with which it can be demonstrated.

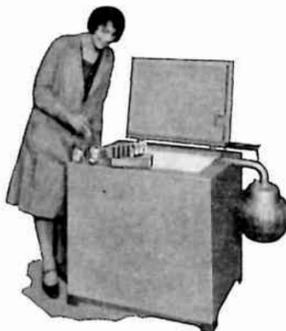
Nothing helps to convince a prospect of the merits of a device so well as actually seeing it in operation. This fact is applied in radio selling by means of home demonstrations and every radio dealer who has tried the plan of home demonstrations can testify how effective it is in building sales.

Demonstrate at Your Store.

The value of demonstrations is as important, if not more so, in selling Icyball as in selling radio sets. At the same time, demonstrating it in your store is easier than demonstrating a radio set. It has no downtown interference or poor receiving conditions to make its operation at the store difficult. It will do its work just as well right in the dealer's store as in the prospect's home.

Except for a few minutes each day at the time of heating, the operation of Icyball is entirely automatic. During the rest of the day it will be quietly closing sales for the dealer.

Girl Shows How Ice Cubes Are Made



Put Through Cycle.

In demonstrating Icyball it is best to put it through the heating cycle the first thing in the morning. Then it will be sure to be working at maximum efficiency throughout the day. If possible, the unit may be heated and put into operation before the store opens in the morning. If this is not possible, it should be heated during the first hour of opening, so that it will be in operation during the best sales hours.

Make the demonstration display look just as natural as possible. Food may be kept in the Icyball cabinet to make its operation appear more realistic. During the summer months a supply of cold drinks may be kept in the cabinet, and these may be served to live prospects, showing them conclusively the low temperatures which Icy-

ball maintains. Ice cubes or an appropriate dessert should be frozen in the ice tray each day so that prospects may see this important feature in actual use.



Heat One Icyball

Those who wish to go in for more elaborate demonstrations may show the actual heating unit as well as the refrigerating cycle. If this is done, one unit should be refrigerating in its cabinet while another is being heated. The heating operation may be demonstrated, say, twice a day, once in the morning during the busiest hours and once in the afternoon. After the unit is heated it should immediately be used for freezing ice cubes or cooling a cabinet.

Remember that the Icyball on demonstration has an unusually difficult task to perform. In the home the housewife does not open the doors of her refrigerator every few minutes throughout the day, allowing hot air from the room to get inside. Yet that is just what happens to Icyball on demonstration. Every time it is shown to a prospect, the cabinet must be opened, and warm air will naturally rush in. Be careful, therefore, only to open the cabinet when necessary in order to show the unit in operation, and then to keep it open no longer than essential.

Can't Cool Room.

An occasional dealer has left the cabinet of his Icyball wide open throughout the day and has then wondered why the unit did not cool the box. Used in this way, the Icyball unit would have to cool the whole room in order to keep the cabinet cool, for just as fast as the air in the cabinet would be cooled this would be carried away by drafts and replaced with warm air from the room. Obviously the unit cannot be expected to keep food fresh and cold when used in this way.

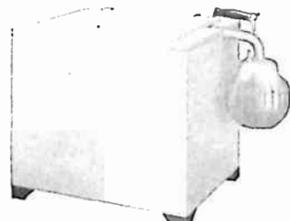
An excellent idea for the city dealer is to carry out a demonstration right in his show window. Two units may be used and the

complete cycle of operations shown. While one unit is being heated the other may be in use, cooling a cabinet. Ice cubes may be made, taken out of the trays and displayed in the window.

Tell The Story.

If desired, one unit may be allowed to refrigerate out in the open, showing the frost formed on the cold ball. The demonstrator can tell the complete story of the simple and easy operation of the unit by means of small signs, easily read by those on the street.

Department stores especially should find the window demonstration plan appealing. They are well-equipped to demonstrate Icyball, and the unit is so novel that it will serve as a good leader to bring people to the store. Demonstrating Icyball in this way will mean not only many added sales of the unit



Icyball Refrigerator

itself, but sales of other merchandise as well to prospects who come into the store to inquire about the unit.

Mystery Of Icyball Operation Explained

Follows Simple Laws

The fact that the Icyball is cooked to make it refrigerate has led many dealers to wonder how it operates. To cook something in order to make it get cold seems to be a paradox.

Actually, however, the operation of Icyball obeys all of the ordinary laws with regard to heating and cooling to which we are accustomed. It is simply an ingenious application of these laws.

Ammonia Does The Trick

To understand how it works, it is best to consider first how an ordinary electric refrigerator operates. Such refrigerators depend for their operation on the compression of ammonia gas (or a similar substance) into a liquid, and on then allowing the liquid to boil back into a gas. This cycle is repeated time

after time while the refrigerator is operating.

Ammonia is a gas at ordinary temperatures and pressures. Ordinary household ammonia is simply a solution of ammonia gas in water. Now if ammonia is compressed, it will get hot, just like an automobile tire heats up if it is inflated to high pressure. If ammonia is cooled at the same time that it is compressed, it will eventually become a liquid at room temperature or slightly below room temperature. The first cycle of an electrical refrigerator consists in compressing the gas by an electric pump, while cooling it at the same time with running water or with the air of the room, thus reducing it to a liquid inside the refrigerator.

Produces Freezing Temperature

If the pressure is then removed from the liquid ammonia in the refrigerator it will immediately boil back into a gas. During the second cycle of operation of this boiling back of the liquid into a gas takes place in the cooling coils inside the refrigerator cabinet.

Now when a substance boils it absorbs heat. To boil water, for instance, you have to put it on a stove and heat it up. In order for the ammonia in the refrigerator to boil it must absorb heat from somewhere.

Water at ordinary pressures must be heated up to 212 degrees in order to boil. That is why it requires a fire to heat it up to the boiling point. Ammonia, however, at ordinary pressures boils at about 37 degrees below zero.

Ammonia Absorbs Heat

This means that anything warmer than 37 degrees below zero is sufficiently hot to supply heat to the ammonia for boiling, as soon as the pressure is removed. The food in the refrigerator is much warmer than this, and it supplies the heat to boil the ammonia. Thus the ammonia slowly boils away, and in so doing absorbs heat from the contents of the refrigerator, cooling them the desired temperature.

This is the cycle of refrigeration in an electrical machine. As soon as the refrigerator warms up slightly, the compressor starts up again and recompresses the ammonia, and the cycle is repeated. Equipment of this type is complicated because the compressing mechanism is necessarily elaborate.

Icyball Has Similar Cycle

Now the Icyball depends upon a similar cycle of operations, but instead of using a complicated electrical compressor it uses simply heat to compress the ammonia. It con-

(Continued on Page 10)

Bandbox, Jr., Is Neutrodyne Receiver

Here's Answer to Questions Many Dealers Have Asked Relative to Crosley 401

How can a radio set be regenerative and be a genuine neutrodyne at the same time? That question seems to be bothering some Crosley dealers, with regard to Bandbox Junior, Model 401.

The answer is simply this—neutrodyne and regeneration are applied in two separate and distinct stages.

Regenerative Neutrodyne

The radio-frequency stage—that is, the first tube—is the one that is neutrodyne. This insures quiet operation at maximum efficiency in this stage, and also prevents any possibility of radiation. The latter is a very important feature, because it means that regeneration may be taken advantage of in later stages without any possibility of objectionable radiation, characteristic of some types of radio receivers.

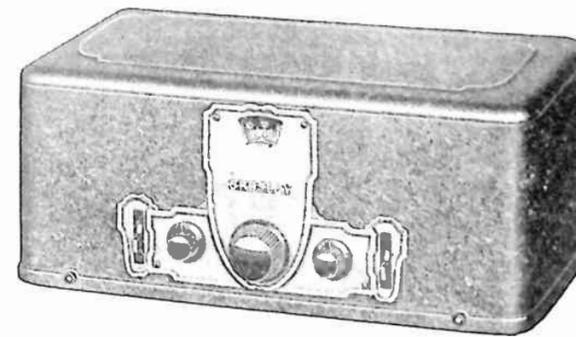
The second stage—that is, the detector stage—is the one in which regeneration is applied. A small control, called the "intensifier", allows the set operator to control the amount of regeneration as he desires. This affords a means of increasing intensity of weak signals that cannot be equaled by any other method.

Regulate Intensifier Control

Naturally, if the intensifier control is turned on too much, a squealing sound will be heard from the speaker when a station is being received. This has nothing to do with the neutrodyne or with radiation, since it is the result of effects in the detector and later stages only. For satisfactory operation, the set operator will, of course, keep the intensifier always adjusted below the squealing point, so that reception is smooth and quiet. No matter how he adjusts the intensifier, however, he cannot change the neutrodyne or non-radiating features of the set.

This last point is an important one for Crosley dealers to keep in mind. They should understand clearly that the fact that the intensifier can be turned on far enough to get squeals from the loudspeaker does not mean, in any way, that the set is unbalanced. As stated above, the effect of improper adjustment of the intensifier is entirely confined to stages in the set following the neutrodyne stage.

The proper way to test dry batteries is with a voltmeter, shunted across the terminals while the battery is delivering power to the set. The voltage reading should be at least 75% of the reading of a fresh battery.

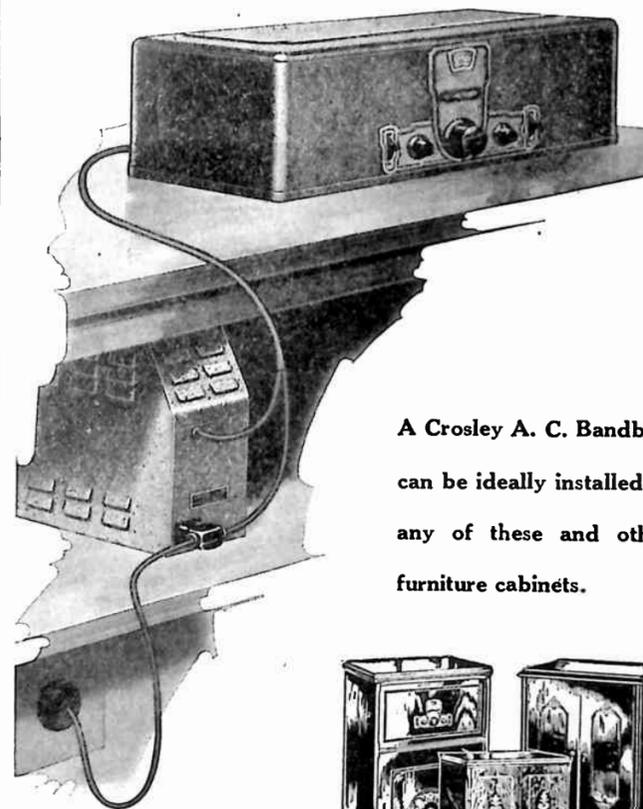


Bandbox Jr. Is Proving Big Seller

Many homes that haven't found other type of radio convenient, welcome this dry battery set. Its selectivity, tone, and volume are good. Retail at only \$35. It has a large market.

602 Bandbox Ideal For Installing In Console Cabinets

Many Combinations Give Prospects Wide Choice--Big Sales Opportunity



A Crosley A. C. Bandbox

can be ideally installed in any of these and other furniture cabinets.



Here Are The Approved Cabinets

KFI On Bandbox From New Jersey

Stanley Dorey, Crosley Dealer At Blawenburg, New Jersey, Reports Exceptional Reception

The Crosley Bandbox pulls in the stations from everywhere. Long distance reception is a common occurrence.

Just recently a Crosley Dealer at Blawenburg, New Jersey reported that he tuned in station KFI of Los Angeles, California, at 12:30 A. M., and kept it without fading until 12:50, when he turned off the switch.

Mr. Dorey has had exceptionally fine reception this season. You can be sure he is a real Crosley booster and is doing a good job.

Just because the Crosley Jewelbox is all the rage for table use do not forget that Bandbox Model 602 is the ideal set for console mounting.

There is ample room in every Crosley console for mounting the 602 Power Converter, and it is convenient to have this unit separate in a console set so that it can be inspected easily to see if the fuse is good, etc.

Price Differential Appeals

The price differential, two, enables you to sell the 602 in console mounting at a more attractive figure than the Jewelbox mounted in the same console. This will enable you to make more sales.

Even for table use, many persons will prefer the 602 to the Jewelbox because of its lower price. The Jewelbox, however, appeals to thousands of persons as a table type set because it is complete, in a single, compact cabinet. Undoubtedly it is an ideal table-type set.

Performance Same As Jewelbox

Concentrate your sales efforts in connection with Model 602, therefore, on console models. See that every console that you sell for light-socket operation is equipped with a 602.

Be sure to explain to your prospects in suggesting Model 602 for console use that it is electrically and mechanically identical to the Jewelbox except that both Power Converter and set are mounted together in the Jewelbox whereas they are separate units in the 602. Many prospects get the idea that the Jewelbox and the 602 are two entirely different types of sets. Be sure to explain that the difference is simply one of mounting so that they thoroughly understand it.

Mystery Of Icyball Operation Explained

(Continued from Page 8)

sists essentially of two balls connected together by a pipe—one being the "hot-ball" and the other the "cold-ball". In the hot ball there is some aqueous ammonia—that is, water solution of ammonia similar to ordinary household ammonia. When the unit is not operating, the cold ball is empty.

To operate Icyball, the hot ball is put on a stove and the cold ball is put in a tub of cold water. The heat of the fire causes the ammonia to boil out of the water in the hot ball and pass over into the cold ball. There it is cooled, by the water in the tub. After the unit has been cooked for some time, the ammonia is compressed sufficiently in the cold ball so that it is in the liquid state.

Whistle Operates Separately

A whistle (operated from a small water compartment on the hot ball) automatically blows when the heating has been carried on for a sufficient length of time. The unit is then taken from the stove, the hot ball chilled by momentary immersion in the water, and the unit put in the refrigerator with the cold ball (containing the liquid ammonia) inside the cabinet and the hot ball (containing the water) hanging outside.

As soon as the hot ball cools sufficiently from the air in the room, the reduced pressure caused by this cooling allows the ammonia slowly to boil back and be reabsorbed by the water in the hot ball, cooling the refrigerator contents as it boils. This boiling-back process continues for from twenty-four to forty-eight hours, keeping the refrigerator cool during that entire time.

Simplicity Of Icyball

The beauty of Icyball is its extreme simplicity. There are no moving parts to wear. The unit is compact and light in weight. Yet it provides refrigeration equal to any mechanical device and superior to many, and certainly far superior to ice. Above all—only an ordinary cook stove is required to operate it. This means that it can be used anywhere—even if there is no electricity available—and that the cost of operation is negligible (less than 2 cents a day if gas is used).

Icyball is foolproof, because it is completely sealed in. There are no wearing parts, nothing to be adjusted or changed. In fact, there is nothing about the unit to wear out. The aqueous ammonia in the balls is just as good one year or two years after the unit has been in use as the day that it is purchased. No other type of mechanical refrigerator is free from wear.

Lewis Crosley, Powel's Hardworking Brother At Work



LEWIS M. CROSELY

Mr. Lewis Crosley Has Just Returned From Florida Where He Has Been For A Much Needed Vacation

Just before Lewis Crosley, our genial Vice President, started for his train on Saturday, February 25, for a two-week's outing in Florida, Mrs. Kellogg handed him a roll of something and told him not to open it until Sunday afternoon. Curiosity got the better of him, however, and he looked into the package soon after daylight, to be agreeably surprised with a string of letters from a dozen or more of well wishers at the factory. That Mrs. Crosley enjoyed the letters also is shown

by the following telegram:

"Jacksonville, Florida, "Crosley Family, Mfgs., of Bandboxes, Musicones, Highballs and good wishes:

"We could not wait until schedule time to open the train letter this morning. You can count on us doing many things suggested in your masterpiece of foolishness. We are enjoying wonderful weather and wish you were all with us!"

(Signed) Lucy and Lewis Crosley.

Radio Promotes Better Feeling

"Thousands in Australia spend hours nightly listening for these overseas stations," says J. C. Selwin King, of Helensburgh Coast, New South Wales, in a letter to station WLW commenting on his reception of the station's program received in Australia from its 52.2 meter wave.

"I think sometimes you Americans fail to realize how much we Australians appreciate the international broadcasts," Mr. King continues. "Besides their being a distinctive sign of the times, and a tendency to promote better feeling between our respective countries, they are a splendid impulse and inducement to copy.

The Australian letter seems directly to refute the opinion published in the March issue of Radio Broadcast to the effect that "These short-wave transmitting outfits, for which so much publicity value is claimed, are serving audiences of very small numbers."

Popularity Of Programs Run In Cycles

Take It Off Says Station Director--Bring It Back Says Public

There is a vicious circle in radio known to every radio program director. It is called "What the public wants" and it goes like this: An entertainment feature attains tremendous popularity. The radio listeners clamor for it continuously. Figuratively, they gorge themselves with it. And then, like the little boy who has eaten too much chocolate cake, they sicken of their favorite fare. They begin to cry just as enthusiastically for "no more".

"That's no good. Take it off. We'll have no more of it," orders the program director.

The once-favored entertainment feature is relegated to the station logs and the days of "remember when we used to —". Something new pours its vibrations out upon the unresisting ether. Time passes. A moment comes when the wary program director relaxes his vigilance. He lets the tabooed program back on the air again. The pendulum swings back. Popularity comes again to the once-despised entertainment.

"That's funny, I thought the radio audience didn't like that sort of stuff any more," the program director meditates with a sigh.

Such has been the recent experience of program directors of station WLW in presenting Otto Gray and his McGinty Oklahoma Cowboy Band. Three years ago, "old time fiddlers" and "fiddling contests" were excessively popular. Such enter-

(Continued on Page 16)

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



Run This Story In Your Local Newspaper

Crosley Bandbox, One Unit Set, Taxes Production Force

Popularity of New AC Radio Presages Best Year In Crosley History

With the demand for its new one unit AC Bandbox 704 (operated from light sockets) far ahead of the supply, the Crosley Radio Corporation is speeding up production and is looking forward to the best year in its history. Reports from all sections are to the effect that the new set is the most popular outfit on the market and the prediction is made that it will prove to be the outstanding radio sensation of 1928.

Performance, beauty and price are the appealing features of the new set. It is declared to be the greatest value in the radio field today, and dealers report that it is giving better results than any other set at any price.

Tests of the set have produced remarkable results. The sensitivity of the 704 is little less than starting. The "punch" with which each station crashes into the loudspeaker indicates a "kick" seldom, if ever before, experienced. It is necessary to turn the volume way down on stations as far as a thousand miles away, KFI, Los Angeles 2000 miles from Cincinnati, pounds in like a local.

It is selective. The tone quality is great, the result of care in de-

Crosley Exhibited At Cooking School Live Wire Distributor Representative



R. M. Peffer Have Attractive Crosley Display--Harrisburg Dealers Benefit

Every year the newspapers at Harrisburg, Pennsylvania, have an expert on cooking come to Harrisburg and hold a Cooking School. The newspapers pick from their advertisers the largest one in each individual line of business and allow them to display at this school.

This year, R. M. Peffer, Crosley Distributor at Harrisburg, proved the outstanding advertiser in the radio field so he was invited to make the display.

The above picture shows his Crosley and Amrad display which attracted a great deal of attention. The average daily attendance at the school was fifteen hundred.

It can readily be seen that Crosley dealers in the vicinity of Harrisburg benefited from the display.

Those to be seen in the picture are Clair R. Grim, Sales Manager of the R. M. Peffer, and A. C. Botts and E. U. Brunner, Salesmen.

sign and manufacture of the Crosley audio frequency transformer. Full 180 volts on the plate of the 171 output tube accounts also for the great, undistorted volume.

The amazing sensitivity and selectivity are the result of genuine, completely balanced and shielded Hazeltine neodyme stages of radio frequency amplification. The new finish for this model has a distinct eye appeal with its touch of golden richness and great beauty. It will fit in with the decorations of the most richly furnished homes.

The powerful little Bandbox Junior 401, recently placed on the market, also is enjoying great popularity. It may be operated with the

ordinary door bell dry cells and medium size B batteries. On account of its economy of operation and the low first cost, it has a tremendous vogue. It is neat, substantially built, and highly recommended to take care of that great demand for sets to operate entirely on dry cell tubes.

Radio Sets and Icyballs
CROSELY RADIO
Sherwood Hall, Ltd.
Grand Rapids

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.
118 S. WELLS CHICAGO

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



Mr. Ed. Lees, With Aitken Radio Corporation, Toledo, Boosts Crosley Everywhere

Above is shown Mr. Ed. Lees, representative of the Aitken Radio Company, Crosley Distributor at Toledo, Ohio.

Mr. Lees is immediately stamped as a Crosley booster wherever he goes because of his rear spare tire cover. As Mr. Lees' car travels a lot of territory in a day's time, there are a lot of people who read that slogan, "You're There With A Crosley." Tire covers of this nature are exceedingly good advertising.

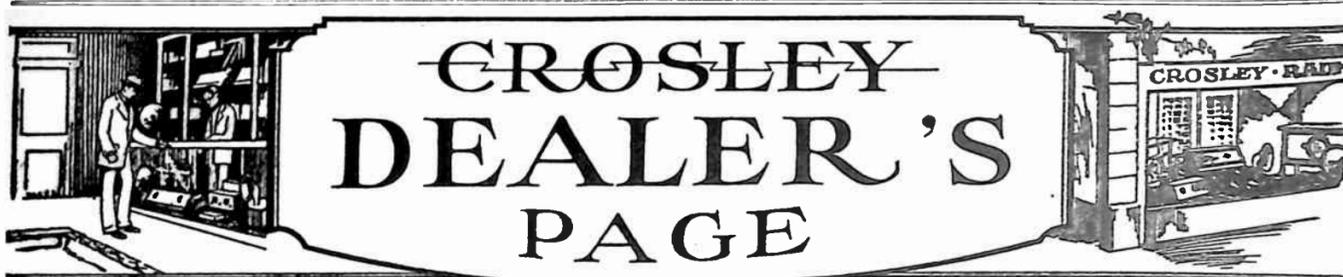
No, we do not know whether Bonzo has a regular seat reserved on top of the tire cover.

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 547
326 WALNUT STREET CINCINNATI, OHIO



**Radio Doc, Crosley Dealer Nationally
Known Radio Merchandiser**



**Dr. D. I. Wadsworth, Although An Invalid, Operates
Radio Store---Most Unique Figure In Radio**

There are many interesting people in the radio retailing business today. Probably one of the most unique and outstanding of these is Dr. D. I. Wadsworth who owns and operates a most unique radio store in the wealthy residential district of Pasadena, Calif.

Prior to 1906, Radio Doc, as he is known by many friends far and near, was a practicing dentist, professor of Dentistry in the North Pacific Dental College, and President of the Dental Society in Portland, Oregon. In 1906 rheumatism developed and Radio Doc has been unable to carry on his chosen profession since. Up to the event of Radio, he earned what he could by operating a small dental laboratory, but in 1922 he saw the possibility of radio and immediately engaged in this business.

Tremendous Growth

Radio Doc started his business in a very small way, growing with the new industry until last year he reported his total sales reaching \$36,000.00 and in addition 20 service calls per day representing about \$1,000.00 per month. He employs four highly trained men, and operates two service trucks. Doc claims that his men are the highest paid for their line of work in

Southern California. He also owns one half interest in the finance company that handles his paper. He owns his own store, which is entirely paid for, from the earnings of his business.

Lying on his cot in the rear of his store, Doc told Waverly N. Miller, Crosley field man, many interesting things about his business. His part is entirely oral; that is, he can not write and can only read when the book or paper is held for him. His time is spent in thinking and studying the different problems that his men encounter in their daily work. His business has been built with the belief that 100% service should be given to all of his customers, and in every sale and the customer must be sold what he wants, or as near it as it is possible to ascertain. Every customer and every radio dealer in his territory admires and has a friendly feeling for Radio Doc.

Believes In Advertising

Doc believes in consistent advertising, and uses the local papers and broadcasting stations to good advantage. His stationery is also unusual. On the envelope is printed a picture of the outside of his store and on the statement or letter

inside you find a picture of the inside of his store.

Crosley is his major radio line. Mr. Miller found it rather hard to get the information that he wanted from him, the day he called, for Radio Doc's men had just tried out the sample 401, which they just received, and he was very anxious to tell all about the volume on KOA (Denver) being louder than that which could be obtained on another set of seven tubes. He is now very anxious for his sample 704.

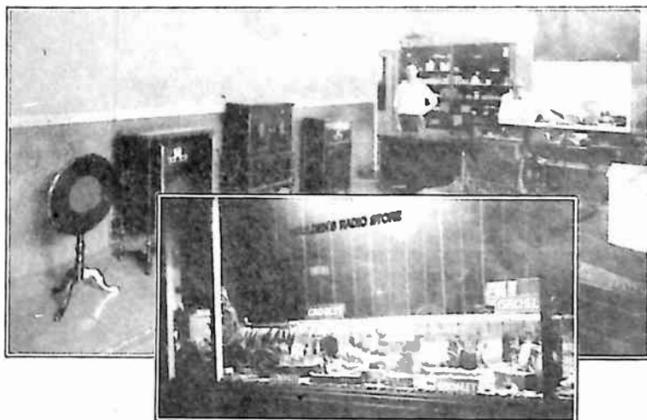
To increase selectivity, shorten the aerial. To increase pick up, lengthen it.

Jewelbox Pleases

Fred F. Geisel & Sons Report It Bert Obtainable

The Crosley Model 704 now known as the Crosley Jewelbox, is creating a big stir everywhere. Just recently Fred F. Geisel & Sons, Crosley Dealers at Wausau, Michigan, reported to their Distributor, The Northern Hardware & Supply Company, the following statement: "The No. 704 Crosley just received has been set up and given a good trial and we believe it is the best radio obtainable anywhere near the price."

**Crosley Radio Keeps
Customers Satisfied**



**Moulden's Radio Store, Tuscola, Illinois, Exclusively
Crosley Since Early Days**

Moulden's Radio Store of Tuscola, Illinois, can certainly be classed among veteran Crosley dealers. Mr. Roy Moulden, proprietor of this store has handled the Crosley line exclusively since the early days when the first Crosley appeared on the market.

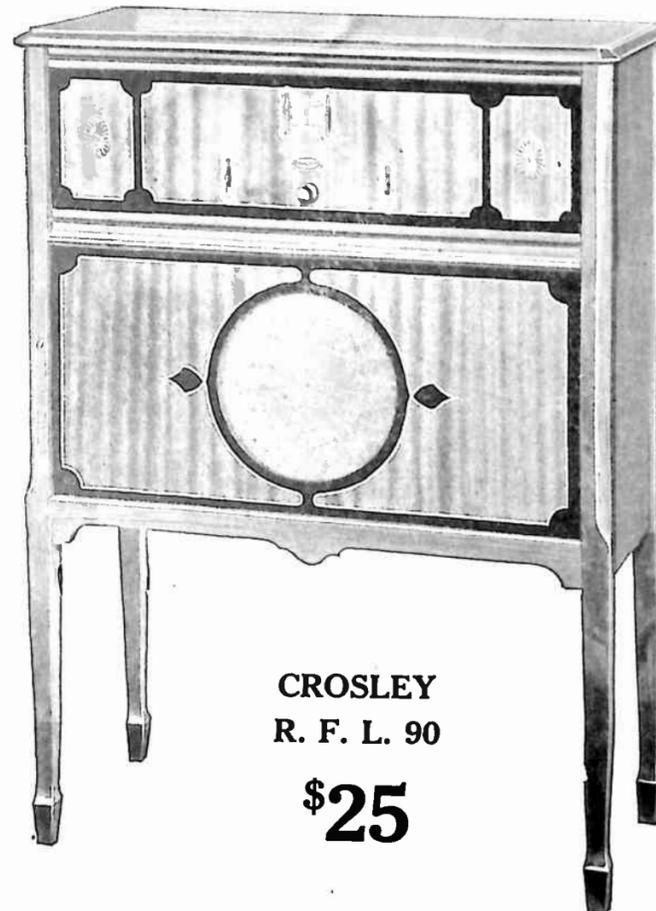
The above pictures show views of Moulden's Radio Store, which specializes entirely in radio. One view shows the interior of the store. This large, airy room is always neat and attractive, inviting the finest trade. In the picture above Mr. Roy Moulden is shown to the right, just behind the counter. To the left is to be seen Ralph Bassett, salesman and service man. The lower picture shows the attractive window display which serves as a constant invitation for the window shopper to enter and go further into the Crosley line.

Mr. Moulden is right up to the minute on service. He believes in keeping Crosley owners satisfied. This has contributed largely to his success and enabled him to grow from year to year. Mr. Moulden is a strong Crosley booster and enthusiastic about the prospects for 1928.

Dealers Snapping Up RFL 90

Any
Authorized
Dealer
Can
Take Advantage
of this
Special
Offer

Don't Delay!



**CROSLY
R. F. L. 90
\$25**

At
Bargain
Price—
25
—
CASH
Must
Accompany
Your Order
See Terms Below
—
Order While
They Last!

**This Famous Six Tube Receiver Installed In Beautiful Console Cabinet With Built-In Musicone
Formerly Retailed At \$98, Now Sells To You For \$25**

**OFFER MADE IN ACCORDANCE WITH USUAL CROSLY POLICY ON
DISCONTINUED MODELS**

Following the usual Crosley policy to give Authorized Crosley Dealers an opportunity to sell in their stores discontinued models, we offer the Crosley RFL-90. This custom of selling discontinued models through Authorized Dealers rather than through other channels, was carried out last year in regard to the Crosley Model 51.

We now offer a quantity of RFL-90's at a price below their actual cost direct to Authorized Crosley Dealers. The quantity allowed each dealer is not to exceed ten sets.

Description Of RFL-90.

The RFL-90 is a six tube radio receiver, installed in a beautiful console cabinet, with built-in Musicone. It consists of three bridge balanced stages of radio frequency, detector and two stages of audio frequency amplification. In it the famous RFL circuit has been developed to the very highest

degree of efficiency. The two toned mahogany cabinet with built-in Musicone fits in beautifully with every surrounding.

Terms To Authorized Crosley Dealers.

Because of the very low price at which this set is offered, it can not be sold on open account. Each order must be accompanied with cash, money order or express order. Should you desire C. O. D. shipments, accompany your order with 25% of the total amount, and shipment will be made, charging you with the remainder C. O. D. At least 25% must accompany each order.

In Original Shipping Carton.

All the RFL-90 sets which are offered are brand new—they have never been taken from their original shipping carton. They are all accompanied with the usual Crosley guarantee. Now act quick—the supply is going fast.

**THE CROSLY RADIO CORPORATION
CINCINNATI, OHIO**



The Radio Engineer Knows

Paper condensers, long considered satisfactory in Radio, are no longer competent to give the service required in the new Electrical Sets.

Mershon Condensers are particularly well suited to power supply devices employing the 210 tube. They COST LESS than a paper condenser block designed for 210 operation and are MUCH MORE EFFICIENT.

Ask any Radio Engineer. He will know the history and accomplishments of the Mershon Condenser. And he probably knows that several of the leading manufacturers of high class electrical radio receivers have adopted the Mershon Condenser as standard equipment. To all of its other qualities it adds the decidedly favorable one of tremendous economy.

This is the Condenser that is used in the sensational Crosley A. C. Jewelbox and Bandbox Models; also in the Royal Series Amrad electrical sets.

THE AMRAD CORPORATION

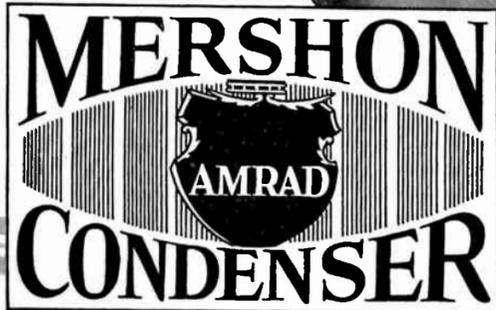
J. E. HAHN
President

POWEL CROSELY, Jr.
Chairman of the Board

MEDFORD HILLSIDE, MASS.

Mershons are fitted for many radio uses in addition to employment in electrical sets.

Let us send you our new Engineering Bulletin, with illustrations of typical uses of the Mershon. There is no obligation. Address Dept. 88.

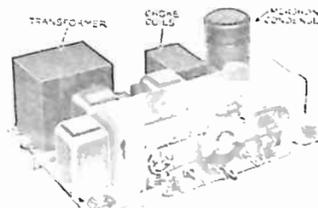


Crosley Service Manual

No. 115

Model 704---Special Service Sheet

3-1-28



FRONT VIEW

Model 704 is simply Bandbox Model 602 mounted in the same case with its Power Converter, their chasses being bolted together. The circuit used in both set and Power Converter is the same, and the few changes made are merely those necessary to mounting on a chassis of the same length as that of the 602 set. The accompanying front, rear, and bottom views shows the new layout. For information as to circuit, installation, testing and repair of this set, see service sheets No. 105, 106, 107, 108, 109, and 110, using the photographs on this sheet for comparison in locating units.

Conditioning Mershon Condenser.

Attention is especially directed to paragraph B in Service Sheet No. 109, regarding the conditioning of Mershon condensers in the Power Unit. When these condensers are sent to the factory for repair or replacement it is usually found that they merely need conditioning, being otherwise in perfect order. After they are conditioned at the factory, they are shipped back. If there is delay in delivery, enough time elapses for the film on the plates to break again (as explained in Sheet No. 109). The dealer or distributor who receives the condenser, not being aware of the fact that the film on the condenser plates automatically builds up after from 15 to 30 minutes service, tests the condenser and because it does not immediately show the proper value of capacity, believes that it is defective.

The Mershon principle has countless advantages. It enables the condenser to automatically adopt itself to the conditions under which it is used, and it insures self-healing in case something goes wrong with the power line and causes the condenser to be punctured. On account of this flexible adaptability of the Mershon condenser, the film upon which its operation depends may possibly break down if the condenser stands unused for several weeks. As soon as it is put in use again, however, the proper

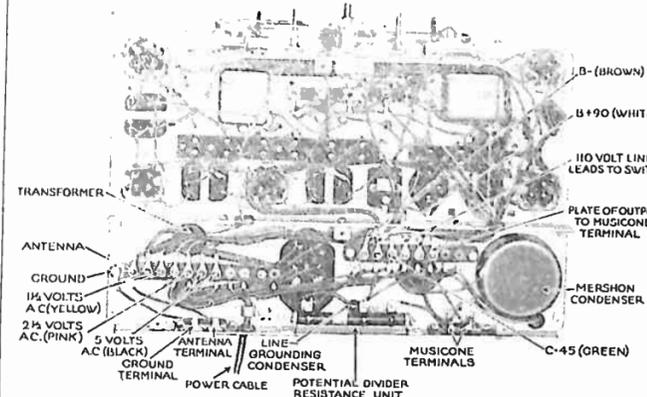
thickness of film will automatically build up in a few minutes. Dealers and distributors should thoroughly understand this in order to handle Models 602 and 704 intelligently. Full details of the operation of the condenser are given in the Service Sheet above referred to.

When conditioning the Mershon condenser, connect the set and turn

is equipped with external Power Converter, is better adapted to console mounting.

Change in Antenna Circuit.

The wiring of the antenna circuit and volume control is slightly different on this set from that on the first 602's. The essential difference is that the antenna lead is

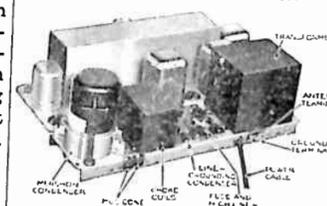


BOTTOM VIEW

it on for a few minutes before putting in the radio tubes (the power-rectifier tube should be in place). This prevents blowing the fuse on the back panel due to a sudden rush of current before the conditioning process has gotten well under way. If all tubes are put in while the conditioning is being done, the current drawn at first may be sufficient to blow this fuse. For Table Use.

This model is intended primarily for table use. Model 602, being identically the same except that it

brought into a mid tap (instead of an end tap) on the antenna choke coil, and the ground lead is taken from the volume control lever.



REAR VIEW

Icyball Stands Every Test

Brady Electric Company Strong In Praise Of Crosley Product

Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

We are writing you in reference to the "ICYBALL" and wish to say that we have had one of these units in operation on our floor for the past sixty days and it has exceeded our greatest expectations. We have purchased six of these units through the McLendon Hardware Company at Waco, Texas, and expect to sell at least one hundred this spring and summer. We expect to push the sale of these units and any help from you will be appreciated.

We have given the "ICYBALL" every test that we could think of and like it better after each test.

Thanking you in advance for such material as you may see fit to send, we are,

Yours truly,
BRADY ELECTRIC COMPANY,
Brady, Texas.

Here's 'Lightnin' Service]

Chas. H. Baltes, Grand Rapids, Michigan, Makes Unique Sale

The Crosley Radio Corporation Gentlemen:

Reading your Crosley Broadcaster for news, I have to send you some in regard to sales and service, which I think is some record to boast about. Here it is:

A customer a farmer of course on a Saturday afternoon who wants things right away when you hardly have the time to leave your business but hate to lose a sale whom I knew might buy a radio, I said, "Frank U how are chances selling you a radio." He said, "I am going try an — from a distributor at Conklin, Michigan." I got busy talking with him about one hour and he said, "I tell you what I will do. You take one out this afternoon and put it up. I will try it and see." This is what I did, I took the set off the counter which he had heard and put in it my car which happens to be Cleveland Model 43, Coach, which has been on a sight seeing trip since I had it in 14 states and travelled 3531 miles in 13 days time on my last trip which is also a Ohio product I am not saying how fast I drove to get to this place to install this Bandbox set, which was 18 miles from my store. Left my store at three o'clock, got to his place, put up an aerial, built a shelf in the basement for all batteries, hooked up the set, tuned seven stations, KDKA, KMOX, WJZ, WEA, KOIL, WGY, WJR was back in my store at 5:55 o'clock, total of 36 miles of driving and installing set. Actual time consumed was 2 hrs. 55 minutes which happened to be on the 10th day of Dec. 1927, which was very stormy winter weather.

On Jan. 17, 1928, Mr. Frank U. came in and paid me in full for his Crosley Bandbox set.

P. S. The — man came on Tuesday, Dec. 13, to see him and heard the Crosley Bandbox and refused to install his set against the Crosley Bandbox for the price he said worked as good as any he ever heard and thought he could not beat its performance.

That's that.

Mr. Chas. H. Baltes.

Popularity Of Programs Run In Cycles

(Continued from Page 10)

tainment brought in more applause than any other feature. Naturally, it was "done to death". There were "old time fiddling" contests at WLW and at almost every other station until the announcers awoke in the morning calling, "Lad-ees, swing your partners!" At last the reaction came. Listeners tired of "Turkey in the Straw" and "Over the Waves". They called for something new. A "Fiddler" became as popular for broadcasting at WLW as a contortionist, a juggler, or a sword thrower. WLW closed its doors to everything that even remotely resembled "old time fiddlers", and said, "No more, thank you."

Accordingly, it was with reluctance that Fred Smith, director of WLW, consented to put the Cowboy band on the program when they first proposed to come up from Oklahoma and broadcast. However, he looked at their high heeled boots, their sombreros, their collection of violently colored silk shirts and neckerchiefs, and he decided that their publicity value might warrant a few radio appearances.

One November noon, the Cowboy band appeared at the WLW studios. They were in full regalia even to spurs, and calf skin and fur chaps which they wear in public appearances. They almost paralyzed the radio industry when they clanked into the WLW studios through the halls of the Crosley Radio corporation factory. All doubts were allayed as to the authenticity of the Cowboy band.

That noon they played a collection of "break down" tunes, the doleful melodies of the cowpuncher, and old ballad favorites such as "Listen to the Mocking Bird", "After the Ball", and "Seeing Nellie Home." Their music consisted of violins, guitar, mandolin, cello, and banjo.

Then came the surprise. Instead of objections to the simplicity of the music, came a perfect deluge of telephone calls demanding more. That night, the WLW auditorium was packed with curious listeners who wanted to see as well as to hear. For a week, the Cowboys played at noon, in the afternoon and at night. At the end of the week, their mail amounted to more than 15,000 letters and telegrams from all over the country. They left then for a theatrical tour. They have returned frequently to the station since and their popularity has been always overwhelming.

What is the reason for the air popularity of the music as furnished by the Cowboys? It is easy enough to see their appeal to an audience which can see as well as hear them,

Half Way Around The World To Attend Crosley Meeting



North And South Carolina Crosley Dealers Assemble At Wilmington, North Carolina, At Suggestion of Automolile Supply Company

This is a photograph of the Authorized Crosley Dealers of North and South Carolina who traveled a total number of miles equal to half the circumference of the world to attend a sales meeting held by the Automobile Supply Company of Wilmington, North Carolina, February 24, 1928.

The meeting was arranged to discuss merchandising plans in connection with the new Model 704 and Bandbox Junior. Many dealers had their first glimpse of the 704 in the new gold finish, which met with instant approval. To say they were delighted is putting it mildly; in fact, all comments indicate that this

model is the answer to all that can be desired in a modern radio receiver.

A great deal of interest was shown in connection with the Icyball refrigerator. Because of the mild climate in this territory, natural ice is not produced. Our dealers feel this new product possesses tremendous sales possibilities which increase the value of the Crosley franchise.

Mr. R. F. Johnson, President of the Automobile Supply Company deserves the highest compliments for the manner in which he and his organization promoted and conducted this meeting.

for in addition to being really accomplished musicians, they can rope and dance, and they produce such touching skits as "The Dying Cowboy," to which dog Jack adds a sympathetic note with his melancholy bark. What the directors do not see is why the radio audience continues to ask for a repetition of the Cowboys' favorite "break-down" dance tunes and ballads whose multifarious stanzas tell agonizing stories of the seamy side of life.

Is there the same inherent superiority in these simple melodies with their attenuated stories of suffering and hardship that there is in a Chopin etude? Are they popular per se? Or are they popular only because they are new to a radio audience that has tired of everything else? Perhaps it is the simplicity and genuineness of the lyrics that appeals to a public that is "fed up" on complicated expositions of "red hot mamas," and "sweet loving daddies." Is it that the lucidity of their simple melo-

dies gives rest to ears filled with the cacophony of the intricate internal harmonies of today's "jazz"?

What WLW has discovered about the public's present musical inclination by its presentation of the Cowboy band, is what phonograph manufacturers report they, too, have discovered. Records by Kentucky mountaineers, Georgia "Crackers", and "old time fiddlers" lead the market.

And now WLW directors carefully watch the tide of public sentiment in anticipation of the time when the now favored music will decline in popularity. In the meantime, they present the Cowboy band and watch the floods of applause mail roll in. The completion of the "vicious circle" of the public taste does not yet appear on the radio horizon.

If a neutrodyne set appears to be unbalanced, do not blame the set. The chances are ninety to one that the cause of the apparent unbalancing lies in some irregularity in

"There" With A Crosley

Enthused Over Results With Bandbox

Crosley Radio Corp.

I am writing you regards the results that I have had with a DC Crosley "Bandbox" which I think will be interesting to you.

To give you the call letters of the stations that I have heard would be useless as stations of fifteen hundred miles or less would be taking up useless space and time so I am going to give you only stations that the average set won't bring in and only stations that the "Bandbox" brings in on good loud speaker reception and these programs have been verified by the stations listed below:

KOA—Denver, KHQ—Spokane, Wash., KOMO—Seattle, Wash., KGO—Oakland, Calif., KNX—Hollywood, Calif., KFI—Los Angeles, Calif., KPO—San Francisco, Calif., KJR—Seattle, Wash., KHJ—Los Angeles, Calif., KFRC—San Francisco, Calif., KLZ—Denver, Colo.

You can figure for yourself the distance from Birmingham, Alabama that these stations are, and as I have said above, the reception of these stations are not hearsay but have been verified by the stations themselves. Any one can say that I have heard so and so but that does not mean anything to the station unless you give a detail report of what you really heard.

And now for the antenna that I used was a short piece of wire from the set to the top of the cabinet with the insulation of the wire off and a metal bottom desk lamp placed on top of the wire that had the insulation off. I would recommend this antenna to any user of a "Bandbox". The ground was a piece of wire attached to a hot air register.

Trusting that the information I have given you will slightly explain the merits of the Bandbox and will say that you are really "There with a Crosley." I am,

Very truly,
C. W. Burney,
Birmingham, Ala.

the tubes. The thing to do, therefore, is to try changing the tubes around in the set. Almost always this will clear up the trouble.

Contrary to general opinion, it does not injure a storage battery to short-circuit it unless the short is held on long enough to heat up the battery considerably. Many batteries will deliver as much as 100 amperes for a considerable length of time without having their efficiency impaired.