

# THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

APRIL 15, 1928

NO. VIII

## Say! How Many Dr. Leuthold's In Your Territory?

**He Is Typical  
Analyse Prospects  
In Your Section**

**Thousands Have Yet To  
Hear Radio Reception  
That Pleases**

Dr. Leuthold is typical. On his professional calls he heard much which prejudiced him against radio. He said he wouldn't give twenty-five cents for the best radio on the market. Then a Crosley dealer visited him—but let the dealer tell you the story in his own words:

"You may be interested to know that we demonstrated a Bandbox 602 in a 410 Cabinet in the home of Dr. H. Leuthold, a distance of about two miles from here. When we were installing the set the Doctor said he wouldn't give 25 cents for the best radio on the market. When he visited different homes to attend his patients he would hear these old noise makers exploding. He would tell them to shut it off or it would upset the patient's nerves.

### Radio Bug Bites

"It was the Doctor's daughter that was purchasing the Bandbox. That night, rather than that morning, at five o'clock they were still playing it since we installed it that afternoon at four o'clock. Suddenly they heard the announcer saying Sidney, Australia. They were not sure if they got the call letters right or not, because they were so excited. They even rolled the Doctor out of bed, who stayed up until one o'clock listening in. That same morning they had Havana, Cuba, along with forty-five other Atlantic and Pacific Coast Stations.

"When we arrived the next afternoon to close the deal, we were greeted with smiles and the slogan, 'You're There With A Crosley.' The Doctor said he would re-

**Powel Crosley, Jr., Announces  
Opening Game---Reds vs. Cubs**



It wouldn't be an opening game at Cincinnati without Powel Crosley, Jr. at the WLW Mike. Thus in accordance with this yearly tradition Mr. Crosley announced the opening game between Cincinnati and Chicago, which officially started the Baseball season here. The many letters pouring in prove Mr. Crosley an exceedingly popular sport announcer.

commend Crosley to all his patients. We closed the deal in two minutes."

"You're There With A Crosley,"  
Providence Auto Supply Co.,  
H. L. Savitsky.

### Thousands Unjustly Prejudiced

Thousands of people feel towards radio exactly as Dr. Leuthold did before the 602 Bandbox was demonstrated in his home. Radio reception is not all good. It is no better than the radio through which it comes. It's the most natural thing in the world that some people are prejudiced. They judge radio by what they have heard until a dem-

onstration of the set you are selling shows them their mistake.

Only twenty-seven percent of the homes in your territory own radio. Seventy-three percent of these homes are without radio and it is a good bet that a good part of these feel towards radio like Dr. Leuthold.

### Demonstration Sure Method

Home demonstration is the logical method to use in landing these prospects. The home is the ideal place to demonstrate radio. You get away from local disturbances, you get away from the noise and

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**Setting Pace  
Jewelbox Production  
Speeded Up**

**Sales of 704 Exceed  
Fondest Expectation**

The Crosley Jewelbox is 1928's leading radio seller. The public demand for the Jewelbox has been so far in excess of expectations that distributor and dealer stocks are exhausted faster than they can be made.

At the beginning of the year, Powel Crosley, Jr., very optimistic in his expectations, planned a production of the Jewelbox which he thought would be ample. But the buying public knows real radio value when they see it, for sales have exceeded every expectation and the Jewelbox has taken the leading place among radio receivers of 1928.

### Difficult Situation Relieved

The popularity of the Jewelbox in every section of the country has thus created a difficult situation for Crosley dealers who constantly have more orders for this set than they can supply.

The situation is only temporary, for production of the Crosley Jewelbox is speeded up to a rate that will insure every Crosley dealer an ample supply.

### Experts Pass Judgment

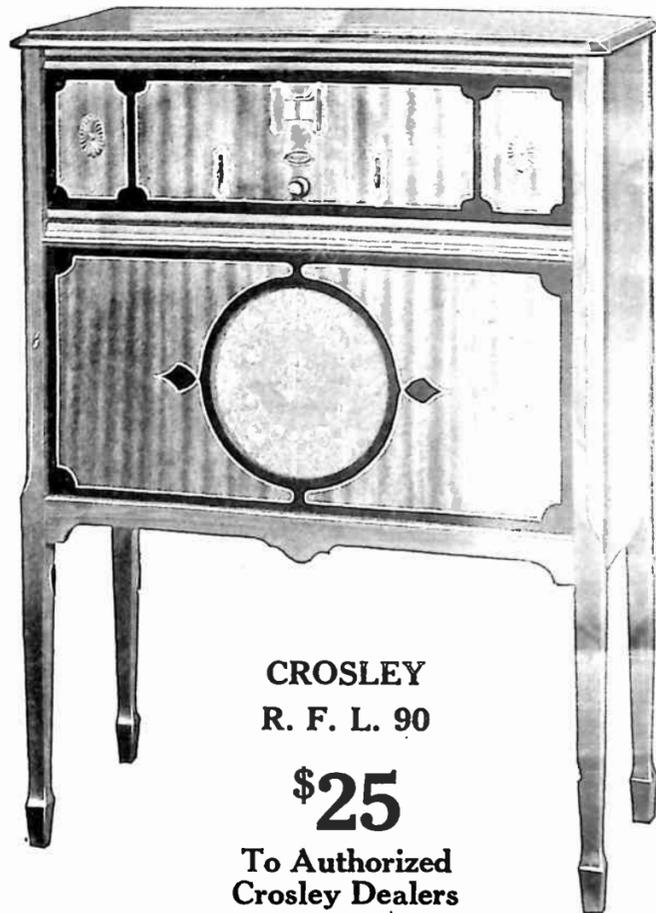
The Jewelbox is truly Crosley's masterpiece. It is the outstanding value of the year, the phenomenal seller that is breaking all records. Experts have pronounced the Jewelbox the outstanding radio development of the past five years. There is nothing on the American market to equal it, it is in a class all by itself.

The tremendous sale of the Jewelbox experienced at this season of the year by Crosley dealers is conclusive evidence of the public appreciation of this set. This paves the way for Crosley leadership throughout 1928.

# RFL 90 At Bargain Price Is Fast Seller

This Famous Six Tube Receiver In Beautiful Console Cabinet with Built-in Musicone .....

# \$25



CROSLY  
R. F. L. 90  
**\$25**  
To Authorized  
Crosley Dealers

**Order While They Last Former Retail Price \$98 Supply Going Fast Cash Must Accompany Order Checks Are Not Accepted See Terms Below**

## 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.

### No Checks Accepted.

Because of the very low price at which this set is offered, it can not be sold on open account, and order must be accompanied with cash, money order or express order. Checks will not be accepted unless certified. 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

# Experts Say Radio Will Take Prominent Part In Presidential Campaign

Use This Means To Increase Your Sales This Spring And Summer

How important will broadcasting be in the Presidential campaign now under way?

Judging from the opinions of several prominent candidates, as expressed in a recent issue of "The New York Times," radio will be among the most important factors in the campaign.

### Leaders Favor Radio.

Al Smith, Governor of New York, out for the Democratic nomination, is making continued use of radio in his campaign. He says that he has many times spoken of the efficiency of radio in connection with political campaigns, and that he has much correspondence from people all over the country who listen in to his broadcasts.

Vice President Dawes points out that radio speeches appeal to the intellectual side of the audience rather than to the emotional side aroused by direct campaign speeches. He cites as an example the last Democratic Convention at Madison Square Garden, New York. Those inside the building who saw and heard the speaker directly were frequently aroused to a frenzy of excitement.

### Large Crowds Listen-In

An equally large crowd outside, which listened through loudspeakers placed for its benefit, was quietly attentive throughout, but little swayed by emotional outbursts. The radio audience is thus enabled to come to a decision based upon the real merits of the issues at hand much better than the audience which sees and hears the speakers at first hand.

Governor Ritchie, of Maryland, believes that the time will come when radio will largely supplant public speeches in political campaigns, although he thinks that public speeches will still have an important place in the 1928 campaign. Representative Burton, of the Hoover alliance, also believes that the uses of radio in political campaigns is becoming of increasing importance.

### Major Factor In Campaign

Senator Arthur Capper, of Kansas, hits the nail on the head, as quoted in "The Times." "In the 1928 campaign, radio will be one of the major factors in determining who will occupy the White House the next four years," he says. "Radio reaches millions of citizens in rural and remote districts who do not receive daily newspapers, and who could not possibly be assembled in halls and other public meeting places.

"But radio can and should bring to practically every citizen full knowledge of the issues which affect the lives of the American people. Through its aid the candi-

dates can speak directly to the people. No longer can any man or woman entitled to a vote conscientiously plead ignorance of the issues involved as an excuse for remaining home on election day."

Senator Capper is right. The present campaign is so filled with important issues that no man or woman of voting age can afford to be uninformed about them. And the best way to keep informed about these issues at the present time is through the radio.

### System Already Shaped

Already extensive programs are being broadcast, explaining the technique of the electrical system, the stand of various candidates on matters of importance, the issues that are to be raised in the present campaign, etc. And yet the ball has just started rolling. Within the next few months, history will be made through the medium of the radio. This is one of the most important years politically that our country has even been through. Big

questions must be fought out and decided, big decisions must be reached. In all of these, radio will have a major part.

### Stimulates Radio Sales.

The man or woman who wishes to keep up with the times must take advantage of the facts that radio will bring to his fingertips. As Senator Capper says, there is no excuse for ignorance—the key to knowledge about these questions is

(Continued on Page 7)

## Crosley Advertising Department Considers Dealer Most Important Factor In 1928 Sales

### Carl F. Propson Appointed Crosley Advertising Manager—Important 1928 Plans Now Being Formulated

The Crosley lineup for 1928 is fast whipping into shape. Already sales policies under the able leadership of our General Sales Manager, H. Curtiss Abbott, have taken form. Now important changes have been made in the advertising setup.

18th Massachusetts Infantry. This year he is President of the Rochester Chapter, Sons of the American Revolution.

### Sees Great Future in Radio.

"None of the large American industries has a more promising future than radio" Mr. Propson said. "I feel that its possibilities are unlimited and am glad to be identified with an organization that is recognized as one of the foremost in this comparatively new field.

"Having started on high gear, with business mounting higher than ever before during a similar period, I predict for 1928 the greatest volume of sales in the history of the Crosley Radio Corporation.

"A most energetic newspaper and magazine advertising campaign is to be carried out this year and this together with the high reputation of Crosley products is bound to bring big results."

The appointment of Mr. Propson, an outstanding advertising expert to head Crosley advertising insures that this department will be one of the most modern and efficient in the country. Mr. Propson will be assisted in his work by Charles E. Fay, Assistant Advertising Manager.

### Fay Has Wide Experience

Mr. Fay is a graduate of Marietta College, of the class of 1921, from which time he has devoted his efforts to advertising and gained wide experience in his various connections. Prior to joining the Crosley organization a little over a year ago, Mr. Fay spent three years in the Advertising and Sales Promotion Department of the American Products Company, of Cincinnati.

Before that time he was Advertising Manager of the Kant Skore Piston Company and also for a time

was associated with the Thompson Koch Advertising Agency.

Both Mr. Propson and Mr. Fay are firm believers in backing the dealer to the fullest in advertising, dealer helps, etc. The Crosley policy this year will work on the assumption that the dealer is the



CARL F. PROPSON  
Advertising Manager

Carl F. Propson, of Rochester, New York, has been appointed advertising manager for the Crosley Radio Corporation. He has had wide experience in the advertising field.

### Expert in Advertising.

For the last six years Mr. Propson was Director of Advertising and Sale Promotion for the Bausch & Lomb Optical Company, at Rochester, and prior to that was Export Advertising Manager for E. I. du Pont de Nemours & Company, Inc., of Wilmington, Delaware.

During the World War Mr. Propson was captain of Company I,



CHARLES E. FAY,  
Asst. Advertising Manager

most important element in sales for 1928. All advertising material will be built, therefore, to enable the dealer to tie in more closely with Crosley national advertising and thus more quickly move merchandise from his store.

Elaborate plans are now under way. Co-operative newspaper advertising, dominating window display material, dealer helps of all types are coming in for their due consideration. When all these various plans come to a head and announced, dealers will all agree that Crosley truly is setting the pace for 1928.

**THE CROSLY BROADCASTER**

Published By  
The Crosley Radio Corporation,  
Manufacturers of Radio Apparatus  
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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

### New Plan Attracts Nation Wide Attention

Crosley is setting the pace in radio for 1928. The popularity of the Jewelbox Receiver proves this—the announcement of the new Crosley home demonstration plan as a national merchandising policy is the latest evidence.

The home demonstration plan is not new in the dealer selling of radio. Hundreds of aggressive dealers have found that this is the surest and best way to sell radio. It has taken Crosley, however, to lead the way in adopting this plan as a national merchandising policy.

In nationally announcing this plan, Crosley has created a great stir in the radio field. It is new and radical for a manufacturer of radio to take a stand of this kind. Many have fought home demonstration. Let the prospect buy their radio on faith—on the name of the company who produces it—on the demonstration at the store. That's what has been advocated.

In opposition to this, Powel Crosley, Jr. has said, "People are often misled into buying a box or pretty piece of furniture because of attractive, descriptive adjectives used in the advertising entirely regardless of the performance of the merchandise. We feel that the time has come when the public should be protected, should not be asked to buy radio on faith, but should be given the opportunity to know the actual performance of a set before they buy it by an actual test in the home of each individual purchaser before the sale becomes binding. So we have evolved a new idea—the national merchandising of radio—home demonstration."

The plan was announced to the

distributor organization and then through The Crosley Broadcaster to the dealer organization. The distributor and dealer response was immediate and enthusiastic. On every side the farsighted have showered Mr. Crosley with congratulations on the adoption of the new plan.

This new plan has been announced to the public through newspaper advertising in many sections, and it is producing sales. It was announced to the public on a national scale by the full page Crosley ad which appeared in the April 7 issue of The Saturday Evening Post.

It is certain that this new Crosley policy will play an important part in radio merchandising of 1928. Already other manufacturers are following Crosley's example in the adoption of the plan.

### Newspaper Approves Crosley's Stand

The announcement of the new Crosley merchandising policy to home demonstrate the Jewelbox has attracted much editorial comment. The Press Citizen of Iowa City, Iowa, in speaking of this new Crosley policy have the following to say:

"One prominent radio manufacturer has adopted a plan that this department long ago suggested—the introduction of a set into a home for a thorough test. The builder in question authorized his dealers to permit every potential patron to take a set, loud speaker and all into his home for actual tryouts. Good weather and bad; day and night; distance and local, all may be factors in the test, and a hurried or hurrying demonstration by a salesman, any given hour, does not prove a deal about the blessings one may anticipate, or the troubles that are some times inevitable. Therefore instead of a demonstration that may be so brief as to be unfair to both seller and buyer, or one or the other, the tentative set owner will be able to discover many things, by an extended test—just as vacuum cleaners, washing machines, automobiles and the like have been tested without liability or obligation, on the part of the honest 'prospect.'

"Such a system ought to spell increased sales, and make for an ever-widening scope of radio in the home. A good radio set need not fear a test. It will always justify, ultimately, its purchase, in one case or another."

### Your Part In Educating America

The radio dealer would hardly look upon himself as a school or college, and yet in many ways he is doing more than any school or col-

lege could do to educate the people of his community.

Through the medium of radio, those who buy sets from him are becoming more cultured in the arts, in current history, in politics, and in many other subjects.

The cultural training that they receive comes to them in the form of entertainment. How many of these grown ups would go to college to learn more about music, or the drama, or the politics of our nation? Not many. Their education, at least when it departs from the practical lines connected with their occupation, must be painless. As acquired via radio it is not simply painless, but pleasurable.

Everyone who has a radio set learns something about the cultural subjects. He listens to operas hitherto unknown to him, learns to like famous works of great composers which he hears over radio for the first time, gets a keener insight into the machinery of elections, etc. But restricted classes of radio-set owners receive via radio educational material that is not simply cultural but applicable to their every-day work. Such a class is made up of the farmers.

Through the activities of the U. S. Department of Agriculture, of State agricultural experiment stations, of universities, and other agencies, the farmer is being educated along lines which mean actual dollars and cents to him. Practical talks on farm subjects are broadcast daily from hundreds of stations.

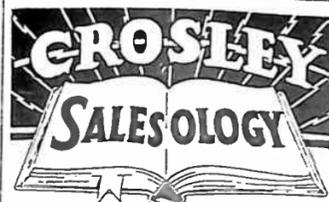
Slowly this practical side of radio education is being extended to include other classes. In practically every instance where it has been tried, favorable results have been reported.

The greatest service that radio does in the role of educator is, however, and probably will remain, that of raising the cultural standards of the people through the broadcasting of high-class entertainment. For in this role, radio makes entertainment paramount and the educational feature becomes automatic. We of the radio audience become better educated in a cultural way through enjoying ourselves.

And so, we repeat, the radio dealer is doing more than any school or college could possibly do in educating the people of his community.

## A Special Bargain To You

Have you placed an order yet for your allotment of R. F. L. 90's at the special Dealer's price? See Page 2 and ACT AT ONCE.



**Our Suggestion for a Window Trim.** Dig out an old set—it must be a very old one, with many controls, mounted in a large, ugly case. Mount the old set in one side of your show window. Put it on a table, with the batteries strewn around the floor below, and connect all the necessary wires—the more wires the better. Hook in an old horn-type speaker to the set to complete the picture.

On the other side of the window mount a Jewelbox and DeLuxe Musicone, displayed as attractively as possible.

We suggest as placards, for one side, "Yesterday," for the other side, "Today," and in the middle, "Are You Keeping Up With the Times in Radio?—You'll be there in 1928 style with a Crosley Jewelbox in your home!"

Trim the background with crepe paper, Crosley placards, or what you wish, as attractively as possible.

"I haven't the money to buy now." Is that argument losing you sales. If so, get time payments to working for you right away. "Only a small deposit and the balance out of your income, spread out over many months if you wish," should be your comeback. That a man has no money is no excuse for his not buying something in this day and age. If he is not making any money, that is a different proposition. But if your prospect is a regular wage earner, make him admit that he might as well enjoy radio while he is paying for it.

There are many credit companies which will now discount radio-set paper, or you may carry the notes yourself if you prefer.

**An Installation Hint.** Here is a hint to follow out in installing light-socket sets that will help insure customer satisfaction for you. See that your service man carries an AC voltmeter with him (having a 0 to 150 volt scale) when he makes such installations. Have him test the line voltage when he installs the set, and then have him be sure to see that the high-line, low-line adjustment on the power unit is in the proper position for the line voltage use. This will insure, first, that tubes will not be overloaded and therefore will give the maximum of service, and second, that the operating efficiency of the set will be up to its normal value. A moment's attention to this detail will be amply repaid in the satisfaction that it will help to insure.

## Crosley's Son Reaches Mike

### Radio Enthusiasm Induces Young Crosley To Resort To Subterfuge

Shoemaker's children are said to go barefoot.

Similarly the children of radio broadcasters yearn in vain to be heard on the air.

Powel Crosley, III, son of the radio manufacturer, has longed for several years to be a radio entertainer. Last summer he approached his father on the subject

the air. He began to study the saxophone. Although he is only 17, he has organized an orchestra which he hopes some day will be good enough to broadcast from WLW. However, young Powel has continued to listen to other orchestras which he considers far inferior to his own. He waits for the time when he can help to plan WLW programs as well as to direct its orchestras.

But it's a long worm that has no turning. Powel, III, went on the air from his father's radio station even though he was accompanied by twenty other young men.

A week or so ago, Fred Smith, director of the Crosley station, was approached by several members of the Hughes High School Glee Club, a boys' choral organization with a fine reputation around Cincinnati. Smith agreed to put them on the air at WLW at 9:00 P. M. on April 3. The list of Glee Club members came to the program directors. There among the basses was the name of Powel Crosley III.

The younger Crosley has attained his ambition.

Indications are that several more wave channels will be devoted to the exclusive use of Canadian stations within the near future. This will be made necessary by the increasing number of broadcasting stations and increasing interest in broadcasting across the border.

That pinguid gentleman, the Michelin tire man, made his radio debut on Thursday, April 12, at 10:00 P. M. The half hour chain program will be broadcast every week by WLW.



POWEL CROSLY, III,  
"A Chip Off the Old Block"

of a position in the program department of station WLW, owned and operated by the Crosley Radio corporation.

"You can go to work in the shipping room packing radios," the older Crosley is reported to have offered.

But young Crosley would have none of that. He wanted to go on

## Reprinted In Corrected Form

### Right Tubes For Jewelbox

Cunningham Detector Tube Is C-327 Instead Of 'CY-327 As Listed In Instructions

In instructions for Crosley Jewelbox, Model 704, and in service sheets describing this set, the detector tube is referred to as UY227 or CY327, the first being the RCA alternating-current, heater-type detector tube, and the second the corresponding Cunningham tube. The type number given for the RCA tube is correct, but that given for the Cunningham tube should be C327 instead of CY327.

If any question comes up regarding this matter, Crosley dealers should point out to their customers that the type number CY327 given in the instructions refer to the standard Cunningham A. C. detector tube which is C-327.



POWEL CROSLY JR.

## TALKS TO the TRADE

The Crosley Distributor Convention marks the beginning for Crosley Dealers of the new 1928-29 radio season next month at Cincinnati.

This assembling of Crosley Distributors from all parts of the United States marks an important event for Crosley Dealers. Crosley plans for the 1928-29 season will be disclosed.

All departments of this great organization are at work completing the advertising and merchandising plans which will guide the Crosley ship through the coming season. Frankly, I wish that you might be in my shoes just a moment and know as I do everything that is going on in each of these departments. I know then that you would catch some of the enthusiasm with which I look into the coming season.

We are just completing a season in which Crosley merchandise has kept a place of leadership. Our sales have shown an increase in volume of more than fifty percent. Have your Crosley sales shown the same growth?

In forming our structure for the 1928-29 season, we have the success of the 1927-28 season as a firm foundation upon which to build.

Considering all of this and knowing the plans and ideas that are in process of construction, I can confidently predict that we will announce at the Distributors' Convention next month the greatest of Crosley plans.

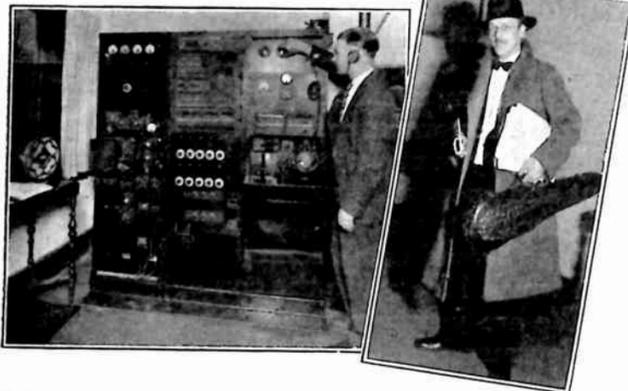
As a Crosley Dealer, you will be interested in this setup for in it you have a most important place. The Crosley Dealer in 1928-29 is a most important link. No matter how efficient the factory or the Distributor may be, the final sale depends upon the Dealer. Thus the Dealer will have all of Crosley support. Upon this basis our plans for the coming season have been made.

You will learn of the Crosley 1928-29 plans from the factory and your Distributor. I am confident that you will see that these plans will enable us not only to maintain our place of leadership, but actually step way out in front and set the pace in radio sales for 1928-29.

Powel Crosley Jr.



**Crosley WLW Station Leads Them All**



To Be Seen In The Pictures Above Are To The Left The Control Room Of WLW And To The Right Wm. C. Stoess.

The WLW Station is stepping out into the lead. The latest indication of this is the installation of a new crystal control for the transmitter. In the above picture showing the Control Room of the WLW Station, Dave Conlon is to be seen making necessary adjustments to insure the best broadcast of the program.

Wm. C. Stoess, who is shown to the right, is musical director of WLW. The WLW Station has gained a reputation for beautiful music and much of the credit for this is due to Mr. Stoess, for the fine work that he has done along these lines. Mr. Stoess has under his supervision five orchestras which play over WLW. He is an outstanding musician. Besides being a director of ability, he is a violinist of note, often enchanting WLW's audiences with his music.

**Found:** A radio entertainer who has sung "My Blue Heaven" only once and who never played the "Doll Dance."

He's "Bugs" Emerick who sings and plays his own accompaniments at WLW every Tuesday at 7:00 P. M. Although he specializes in playing numbers requested by his WLW audience, he refuses to play any popular number until it is "done to death."

He claims that his one lapse in radio virtue was the time that he sang "My Blue Heaven." While he was singing from a West Virginia station, scores of requests came in for the piece. "Bugs" refused to sing it.

"I'd heard it a million times," he said.

At last, however, he broadcast a notice that all the requests would be answered at one time. He sang the song.

"I'm sorry I did," he grieves. "If I hadn't sung it, the story would be much better."

What is believed to be the first "backstage" glimpse of a broadcasting station was the test program presented by the operating staff of station WLW between midnight and 2:00 A. M. on April 1.

All WLW microphones were turned on during the test and the seven operators were introduced to the radio audience. While four tests of the modulation were being made, the WLW transmitter and control system was explained to the midnight audience. Listeners were permitted to hear the switching from one remote control point to another, relays audibly dropped into place, and operators communicated with each other for the benefit of those listening.

**Say! How Many Dr. Leuthold's In Your Territory?**

(Continued from Page 1)  
confusion of your store. You give the prospect the opportunity to test the set right in the identical surroundings in which that set must perform for them, should they purchase it.

Does the automobile salesman take you in his show room, sit you behind the wheel of the car and ask you to drive it back and forth on the showroom floor? Of course not. He brings the car to your home and lets you get behind the wheel and drive around the streets that are most familiar to you.

**Crosley Backing You**

You may be already selling radio by the home demonstration method. Hundreds of aggressive, successful radio dealers are selling by this method. If so, you will be glad that Crosley has adopted this method as a national policy and will back you up one hundred percent in putting it over. It is because this is a proven sure method of selling radio that Crosley adopt-

ed it as a national method for merchandising radio.

If you have not been selling radio by the home demonstration method, get out in your territory and put this method to work. The day of sitting back in your store and waiting for business to come in to you is a thing of the past in radio. The aggressive, successful dealer goes out after business, goes out in his territory and puts sets on demonstration, he works evenings, he makes sales.

Be the pace setter in your community. You are lined up with Crosley the acknowledged radio leader of 1927. You can with Crosley, set the pace for 1928.

Broadcasting is assisting the Department of Agriculture in an intensive campaign against the corn borer. Talks are being broadcast in the infested areas and in areas subject to infection regarding the control of this pest.

**Girls Sing Twice Weekly**



Helen Nugent, contralto; Rose Milanese, soprano-composer.

Rose Milanese, soprano-composer, and Helen Nugent, contralto, with Fred Roehr, WLW staff pianist present a musical program at the station every Wednesday at 3:45 p. m. With harmony numbers and solos they broadcast the same sort of program as that of the Cincinnati Art concert in which they are heard every Friday at 8:00 p. m. An instrumental trio and other soloists assist them on the Friday program.

Miss Nugent is a sectional winner of a recent nationally conducted radio voice contest and is a regular member of the station's staff. Miss Milanese, French by birth, devotes the most of her time to the composition of words and music for ballads.

"Pal of My Heart," used as the theme for the Cincinnati Art programs is one of the latest published compositions of Miss Milanese. Radio listeners all over the country have written for copies of it. Many other songs sung by the duo were written by Miss Milanese.

Request Your Local Paper to Run the Two Articles Printed Below.

**NEW JEWELBOX CONTAINS GEMS OF RARE BEAUTY**

Crosley A. C. One Unit Radio Set Symbolizes Everything Its Title Suggests.

Symbolizing everything the name implies, the new single unit, AC radio set, recently placed on the market by the Crosley Radio Corporation, has been christened the Crosley JEWELBOX.

To appreciate how appropriate the new name is for this new popular set, its manufacturers declare it is necessary only to see it and have the marvelous tone qualities demonstrated.

The JEWELBOX is a thing of exquisite beauty. Its satin brown case, touched with gold, the richly finished controls and its pleasing proportions, are in keeping with modern art and home decorations.

"Jewels, the most precious things in the world, have from time immemorial been housed in beautiful boxes or cases," Powel Crosley, Jr., president of The Crosley Radio Corporation said in commenting upon the christening of the company's latest model. "What could be more appropriate than to think of the wonderful things that we hear over radio as being jewels? Hours have been compared to pearls. So the Maxwell House Hour, the Eveready Hour, the Clitquot Club Eskimos, and A. and P. Gypsies, the Moscow Art Orchestra and various other features may be called jewels. Hence, the name JEWELBOX for this new set that brings these gems in the way of radio entertainment."

The new Crosley JEWELBOX is self-contained, all in one beautiful case. Add tubes and it is ready to operate. It is beautiful. Supplying 180 volts to power output tube it gives pure, undistorted volume. Other sets supplying 110 to 135 volts result in power quality distortion, and less volume. The JEWELBOX is acutely selective. Accumulators, an exclusive Crosley feature, enable one to tune sharply on distant stations.

The dial is illuminated, a modern necessary feature. The set is completely shielded as all high grade radios should be.

Crosley engineers designed the JEWELBOX under explicit instructions to make first a perfect radio. With efficient Crosley production methods, facilities to manufacture

**Yonkers Dealer Makes Windows Sell**



The Radio Shop, of Yonkers, N. Y., Recently Put In This Forceful Window Display

The photograph from which the above illustration was taken does not do justice to the fine Crosley window featured by the Radio Shop at Yonkers, New York. This dealer, an exceedingly live Crosley booster, believes in making his windows sell for him.

Besides changing the window display from time to time, this dealer has permanently painted on the outside bottom of his windows, as shown in the picture, the Crosley slogan, "You're There With A Crosley."

Your window is a sure means to attract the attention of passersby. Make your window a silent salesman—keep it featuring Crosley merchandise.

parts in million quantities and a faith in the enormous demand such values would create, this amazing radio set may be purchased for only \$95.

a thorough test. Every Crosley dealer is authorized to deliver a JEWELBOX to homes, with a type D Musicone, ready to attach to a light socket.

**NEW SALES PLAN PLACES RADIO IN HOMES FOR TEST**

Potential Purchasers to Have Free Demonstrations of New Crosley Jewelbox.

Seeing is believing. Convinced of the truth of this proverb, but also sold on the fact that prospective purchasers of any new commodity like to be shown before buying, the Crosley Radio Corporation has adopted an entirely new and decided appealing sales policy for marketing of the Crosley JEWELBOX.

In a nutshell, the plan is to invite any and all potential customers to have a JEWELBOX installed in their homes, absolutely free, for

Before deciding upon this policy, Powel Crosley, Jr., president of The Crosley Radio Corporation, went into the matter thoroughly. He determined that the time is at hand when the public should not be asked to buy a radio on faith but should be given opportunity to know the actual performance of a radio set before buying it. This resulted in the decision to allow actual tests in homes at no cost whatever to the prospective customers.

"This idea is now new in merchandising," said Mr. Crosley. "Vacuum cleaners, washing machines, automobiles and nearly everything else are sold on a basis of actual demonstration in the hands of the user. When you buy a new motor car, you get an opportunity to drive it, even try it out over Sunday, if you like, so that you may make up your mind whether it is the car you want. And so it should be with radio.

"Heretofore this plan would not have been workable on a national scale because it would have been dangerous to have consigned a ra-

dio set into the home of a user for fear that in case it was necessary to take it back, the batteries might be run down and second-hand, the tubes might be burnt out from improper hooking up and a dozen other things might have happened to make the merchandise depreciate in value. Such is not the case with the JEWELBOX. Operated from an electric light socket there is no possibility of battery or other trouble and it may be demonstrated in any home whether there is antenna equipment or not. If an antenna is not available, 30 feet of wire strung over the floor will do the trick sufficiently to convince the prospective customer of the marvelous performance of the JEWELBOX."

That the Crosley JEWELBOX will be the outstanding radio sensation of 1928 is the prediction of its manufacturers.

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.

**Radio Takes Prominent Part In Presidential Campaign**

(Continued from Page 3)  
open to everyone through the medium of radio.

Here is one more reason, and a very important one, why every family in your community should have a radio set. The entertainment feature of radio is important with everyone. But here is another feature of equal importance—a radio in the home is a necessity in order to keep abreast of the times. Let this feature of radio help sell sets for you. Show your prospects that radio is not only a means of entertainment which will bring them perpetual joy, but an actual necessity if they are to keep up-to-date.

**Jewelbox Wonderful Radio**

The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

The 704 Jewelbox—its a wonderful radio, and the new color is the most beautiful thing we have seen on the market. It is easily worth more than the difference you ask between the two units.

Very truly yours,  
Lometa Drug Company,  
C. F. Hendley.

Up to the present time, the British government has not permitted broadcasts through the British stations on political, religious or other subjects of wide interest open to controversy. The ban has now been lifted, however, according to an announcement by Prime Minister Baldwin. At the same time, the British Broadcasting Company has been warned to see that when such subjects are broadcast, both sides of the question shall be presented.

Doing It  
**FIRST**—  
that's  
Crosley



**SELL  
CROSLY  
in the  
home!**

# Crosley *the 1927 leader,* sets the pace for 1928

Who are the wealthy merchants in your town?  
The distributors of LEADING products?  
You don't find the top notch automobile dealers trying out a lot of unknown cars each year!  
The leading clothier features a leading brand of clothes!  
The town's most successful piano retailer sells one of the old established pianos!  
Big merchants do not permit manufacturers to get experience at *their* expense.

You know the wisdom of selling the products of manufacturers whose goods are proven and whose policies are sound.  
The sales agencies of any LEADING brand of merchandise are VALUABLE possessions and are practically impossible to secure in most established industries.

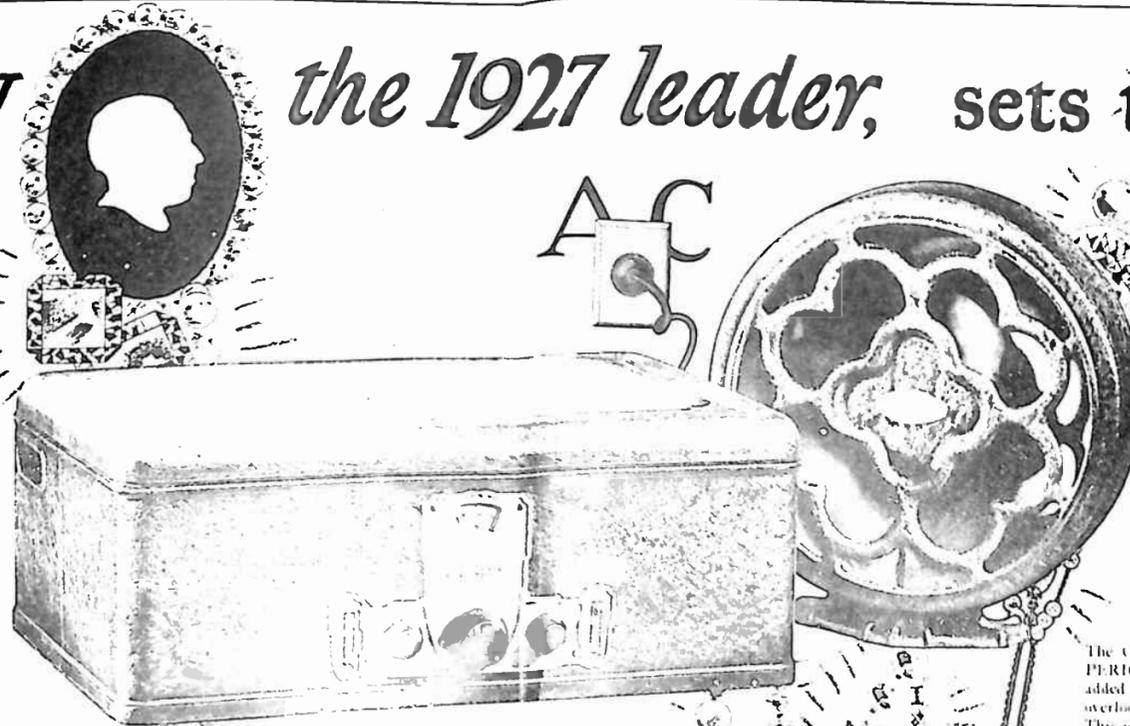
The Crosley dealer franchise is the most valuable *radio sales franchise* in the trade today—

1. because Crosley's 1927 success was the outstanding accomplishment in the radio industry—
2. because the superiority of the Crosley 1927 products is an accurate gauge of the Crosley 1928 leadership.

Crosley is an established success!

So, too, will be those forward-looking dealers who hitch themselves securely to this star.

**Sell the Musicone with the Jewelbox**  
Be sure to demonstrate the Jewelbox with a new Type D Musicone, finished to match the scintillating surface of the Jewelbox, its perfect complement. As much an amazing value at its price as the Jewelbox!  
**\$15**



## Home is where this NEW **JEWELBOX** is easily and quickly sold!

Home is really the place to buy radio! Home is where demonstrations are perfect. There in quiet, leisurely manner the prospects *sell* themselves.

There you may *dare* any test—against old set or new. There is the place the superiority of the Jewelbox shows itself.

There the prospect learns how easy it is to break through any surrounding wall of local stations. There the prospect finds how easily distant programs are brought in clearly, quickly and in full volume.

There the prospect discovers that the things Crosley advertising say are understated rather than overstated.

Such a method of selling radio wins public confidence. Aggressive dealers are taking full advantage of this new way of selling this new radio.

The Jewelbox wins and STAYS in homes 9 times out of 10.

Crosley is an established success

No other radio manufacturer in the popular price field approached Crosley's sales progress of last year!

Success like this is the result of two things:  
1. A SQUARE policy.  
2. A SUPERIOR product.

Powel Crosley, Jr., is one of radio's pioneers. He has faced every danger that arose from rapid, hectic expansion of new industry and he has brought his organization safely through to the top of the radio industry on the age-old policy of HONESTY to his distributors—his dealers—his employees and to himself.

The growth of The Crosley Radio Corporation has attracted the best radio brains of the country. Powel Crosley, Jr.'s methods are a great incentive to creative minds who see the rewards won by successful developments.

The Crosley Radio Corporation has produced SUPERIOR products because Powel Crosley, Jr., has added *one little factor so essential to success yet so often overlooked—more value than the customer expects.* This is expressed concretely in his additional royalty payments that the Bandbox and the Jewelbox might also be genuine Neutrodyne Radio Receivers, and leave no doubt in any mind that *Crosley radios employ the BEST of radio circuits.*

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

**Fights Democrats  
Republicans Feature  
Events on the air this  
Spring and Summer**  
Great potential sales lie in the great air entertainment promised the world within the next few months. Political conventions should keep radio sales curve up until this summer.

**\$95  
WITHOUT  
TUBES**

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 is gorgeous.

Crosley dealers face 1928 with the greatest opportunities radio dealers ever had. Crosley is first again with a new way to sell radio, and every Crosley dealer can swing far into the radio lead in his community by taking this new Crosley sales idea to himself.

**Sell Radio Reception first  
then Furniture!**  
The Jewelbox is a radio fine enough to give you the most expensive furniture made and as still is ready installed on the top of a considerable cabinet. Demonstrate the superior quality of the Jewelbox to your prospects. It is the finest. The rich brown finish and the harmonizing beauty of the rich brown case and the harmonizing beauty of the cabinet are delightfully modern and with its complete accessories, the Musicone, the Jewelbox makes a lovely treasure chest.

Overshadowing is the superior performance of the new and beautiful Crosley Jewelbox that this NEW WAY OF SELLING RADIO comes into being!

**SELL the JEWELBOX by HOME DEMONSTRATION**

Put it in a home for one evening and nine times out of ten it STAYS. The Jewelbox sells itself!

Let your prospects try it in their own homes. Let them play with it. Let them, all by themselves, see how easy it is to operate and how wonderfully sensitive and selective it is. With such a radio as the Jewelbox this clinching sales method is proving a REAL success.

Thousands own obsolete radios. They are unconscious of radios' improvement. They are satisfied with what they have. The only way they may become a radio sales prospect is thru the remote chance of hearing a NEW radio like the Jewelbox in some friend's home.

Search these people out. Every home with an aerial above it owns a radio and fully four out of six are more than 2 years old and really obsolete.

Let such people try the Jewelbox beside their old set. But will go many a costly old radio.

Announce in your windows and in your advertisements that YOU SELL the Crosley Jewelbox on a TRIAL basis.

Such advertising wins public approval and public confidence.

TRIAL of the Jewelbox is easy. The hooking up to existing antenna is simple. If no aerial exists 50 ft. of wire thrown loosely on the floor will give astonishing results.

Merchants who are selling Jewelboxes this NEW way report surprisingly EASY closes in remarkably short time.

Experience has shown that a definite offer of a trial for a certain number of days gets better response than an indefinite offer. We suggest 5 days. This does not mean that you must leave a Jewelbox in a home for 5 days. Experienced salesmen know when they call the NEXT night after installation that the sale is or is NOT made by that time.

HOME DEMONSTRATION of the Jewelbox checkmates competition because there isn't a radio on the market anywhere near the \$95 Jewelbox price that remotely COMPARES with it for performance.

Now is the time to make a drive for radio business. Nothing since 1924 political conventions has been the radio sales stimulus the coming conventions will be.

Crosley Jewelboxes will be "treasure boxes" this spring for aggressive dealers.

**"You're there with a Crosley"**

# Sales Of Crosley Icyball Astonish Its Biggest Boosters

Production Quickly Increasing---But Demand Increases By Leaps And Bounds---Country, City, Explorer All For It

Here is some inside dope on the Icyball situation just between you and the "Broadcaster." It will give you a glimpse of the excitement behind the scenes.

Many persons on the "outside," through bids on materials, etc., knew about Icyball before it was announced publicly. Some were convinced of its sales possibilities, others reserved their opinions until such time as the marketing possibilities should have been tried out, and still others were frankly skeptical.

Each day one or more of these persons interested in the results, inquires, "Well, are you selling any Icyballs?" "No, we are not selling any", is the answer. "We are not trying to sell any. They are buying them faster than we can make them now, without any sales effort on our part at all." The skeptics are astounded, and even the optimists express surprise.

### Sales Jump Daily

A short time ago it was obvious that the charging machine at the Icyball factory was too small to take care of the production necessary to satisfy the demand. "All right, we'll put in a machine twice as large, and have some spare capacity to take care of future increased demand," said the boss. The new machine was purchased, rushed to the factory and installed in the shortest possible time.

Yet, before the new machine could be put into operation, orders had increased to such a point that even it could not handle the necessary production. The result—the old machine, which was to have been put out of service, is plugging away right alongside its big brother.

### Offer Turned Down

"What's the matter, John," said one of the men to a big fellow from the West. "You have no cause to kick, with sales twice as big as they were last year."

"No cause to kick, me eye," he countered. "I just put in a bid for the entire output of this Icyball factory for the coming season, and they turned me down. Furthermore, I had everyone of them sold."

An explorer wants to take some of the units with him to Africa. And why not? All he needs with Icyball is a fire to keep the provisions cold and fresh, to keep medicine intact, and to supply cold drinking water.

### Universal Demand

Farmers all over the country have hailed Icyball as their hot-weather salvation. It has brought refrigeration within their reach for the first time. But the surprising thing to many persons is the enthusiasm

with which city folks have accepted Icyball.

In the cities ice is easily procurable and there are electrical refrigerators to offer competition. Economy of operation, as embodied in Icyball, is winning its own, however, and sales enthusiasm in the cities seems to be as strong even as that in the country districts.

### Strong For Icyball

Crosley Radio Corporation:

I have sold three Icyballs so far without any effort. What will I sell if I use the effort?

Ray Frederick Prop.,  
Rennebec, S. Dakota.

## Icyball Sounds "Fishy" Until---

### Zenz Radio Shop Strong For Crosley Icyball Refrigerator

The Icyball Refrigerator is taking hold in every section. There are many, however, who can not believe its wonderful qualities until they actually see it demonstrated.

Mr. Wm. T. Zenz of the Zenz Radio Shop, Crosley Dealer at Pierre, South Dakota, has had some very interesting experiences in demonstrating the Icyball.

He says that the average person when told what the Icyball will do thinks it "fishy" until the Icyball is actually demonstrated. He declares that after a demonstration they go wild about it.

In a recent letter Mr. Zenz tells us as follows: "Every one that sees the Icyball is curious and also has said it sounded 'fishy' until it was demonstrated and they simply go wild about it. I'm very much interested in it myself."

## Icyball Mistaken For Still

### Man Nearly Gets Into Trouble---Read This Newspaper Clipping

A very amusing incident concerning the Crosley Icyball Refrigerator has just come to the light. To some one who has never seen an Icyball being cooked, the process may look rather suspicious.

This article was clipped from a New York newspaper:

"Things are not always what they seem. A local man, whose name is withheld, nearly got in trouble by having a machine in his house that was mistaken for apparatus used to brew the forbidden nectar that brings joy and peace to tired mankind.

"Recently there was placed on the market a new method of refrigeration, using neither ice nor electricity. It is simple in operation, being the evaporation of certain chemicals after being heated.

"When the Icyball, as it is called, is being charged it is necessary to have one end of this apparatus on an oil stove or other heat and the refrigerating end in a big tub of water which condenses the steam and makes the chilling temperature.

"A good lady who was vitally interested in the prohibition movement happened to see this one in the process of being charged in a house where she was calling. Immediately suspecting it of being for other purposes than what it really was, she entered a complaint to authorities without first ascertaining just what it was.

"A call by a deputy sheriff at the place where the Icyball was installed soon put things to right and the 18th Amendment was not being violated.

"The man was not in any way sore about the complaint, and the story was good to keep although there was an urgent request that no names be mentioned."

## Crosley Icyball Outstanding Feature At Home Beautiful Show



### Kreimer Furniture Company, of Cincinnati, Makes Hit By Displaying Icyball Refrigerator

The Crosley Icyball must be seriously considered in any future analysis of refrigeration in the American home. This fact was dramatically shown by the intense interest which greeted the Crosley Icyball at the recent Home Beautiful Show, conducted at Music Hall in Cincinnati.

The booth of the Kreimer Furniture Company was one of the center points of attraction of the Show. A picture of this booth is shown above. The same snowmen, which were used in the window display, with which Kreimer introduced the Icyball in Cincinnati, were used in their Show booth.

The booth attendants were kept busy during every minute of opened hours, explaining the various features of the Icyball. The exhibit was so arranged that an Icyball was constantly being cooked so that the various operations could be easily explained. The four charts, attractively arranged in the rear wall of the booth, explained the simplicity with which the Icyball functions.

This booth may prove a constructive suggestion to any Crosley dealer who desire to exhibit the Icyball. Detailed instructions for making the snowmen will be gladly furnished to any dealer interested.



## Praises Bandbox Efficiency, Economy And Quality All That Crosley Claims

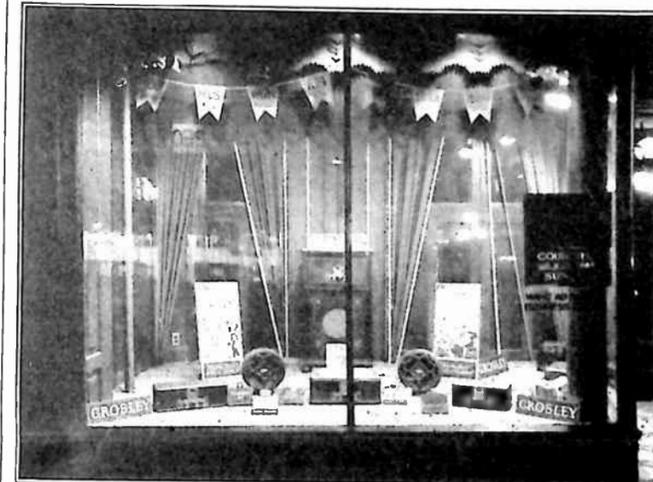
A. E. Richardson & Son,  
Crosley Dealers,  
Gentlemen:

After making many tests with my Crosley Bandbox, I find it free from internal noises such as oscillating tubes, microphonic tubes and I also get volume without distortion. Signals came through loudspeaker with same natural tone and quality as they enter microphone at broadcasting stations.

I also am unable to note any variation in signal strength, one dial setting being necessary for entire program from any station. Distance does not bother me as I get all stations within range of set.

I have tuned in following stations, using loudspeaker—Havana Cuba, Bismarck, N. D., Chicago, Detroit, Pittsburgh, Los Angeles, Miami, Fla.,

## Distributor Features Crosley In Newspaper Window



### The Above Display Attracted Much Attention In The Window of The Evansville Courier-Journal, One of Evansville's Leading Newspapers

The Courier-Journal of Evansville, Indiana, makes the practice of loaning its display window to its outstanding advertisers. Recently they granted this privilege to the Orr Iron Company, Crosley Distributor at Evansville, Indiana. The above forceful Crosley display was the result.

A glance at the manner in which this display was put together shows you that it created a great deal of favorable comment and attention. The attractiveness of the Crosley line can well be shown in a display window of this nature.

The Orr Iron Company are certainly to be congratulated on this fine Crosley display.

Mexico City, Minneapolis, St. Paul and Brownsville, Texas. I have also received stations whose power was under 100 watts.

For efficiency, economy, simplicity and quality the Bandbox in my opinion is all that Crosley claims for it.

Yours truly,  
W. R. Griffin,  
Licensed Amateur Operator  
Seymour, Texas.

Engineers of the Cunningham Company have emphasized the importance of testing the line voltage when installing AC sets, so that the power supply units may be adjusted for the line voltage used. According to these engineers, an overload of 10% on the new AC tubes considerably shortens their life.

## Demonstration Makes Sale

### Consumer Selects Bandbox After Comparison With Other Popular Makes

Gentlemen:

I have one of your Crosley Bandbox battery operated sets and am getting excellent results. I have on numerous occasions tuned in KFI with fair volume.

My aerial is run around the ceiling of my front porch and gives excellent results, but I think I could get more distance with an aerial from roof of the house and in a straight line.

It may interest you to know that I bought the Crosley on a demonstration with two other sets in my home and on the same aerial, namely \_\_\_\_\_ and \_\_\_\_\_ would not come anywhere near getting the distance or selectivity. The \_\_\_\_\_ would do everything the Crosley would, but no more volume, selectivity or distance, and cost three times as much.

Earle P. Loller,  
501 Carroll Road,  
Baltimore, Md.

### 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  
CINCINNATI, OHIO

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

**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

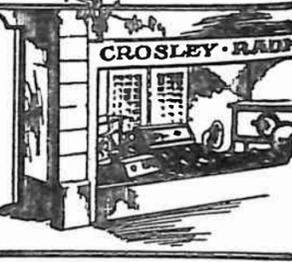
**TAYLOR ELECTRIC CO**  
MADISON, WISC.  
Exclusively Radio  
Wholesale Only  
CROSLY DISTRIBUTOR

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

**SCHUSTER ELECTRIC COMPANY**  
WHOLESALE  
CROSLY DISTRIBUTOR  
2169 Spring Grove Avenue  
412 Elm Street, Cincinnati, Ohio  
Phone West 144 Main 829



# CROSELY DEALER'S PAGE



## Dealer Proves Force Of Advertising

### Crowd of Over Five Thousand Attend Grand Opening--Advertising Responsible

Mr. Sigman, of the Sigman Super Service Station, Crosley Dealer at Sheldon, Iowa, has had an experience which has greatly strengthened his belief in the power of advertising. Mr. Sigman had just built new quarters and planned a grand opening. Eight pages of advertising were used in his local paper, The Mail, to announce the coming opening of his new station.

Of course, Mr. Sigman expected results from his advertising or he would not have inserted it. He states, however, that he would never have believed it if anyone would have told him before hand the size of the crowd which attended. By ten o'clock in the morning the place was packed and it stayed filled to capacity until twelve o'clock that night, the closing time. An endeavor was made to keep a registry on cards of those attending, but it is estimated that less than half registered. Almost three thousand signed the card, which places the total attendance at five thousand as very conservative.

One of the features of the opening was the broadcasting over the public address system which was installed for the day. Considerable local talent, both vocal and instrumental, was broadcast. A film company from Sioux City took moving pictures throughout the day. The Country Club Orchestra played for the dance in the evening and the dancers filled the floor to capacity until closing time.

In all, the opening was an outstanding success. The Crosley line, which was on display, made a great hit and Mr. Sigman reported some very substantial sales.

The new quarters of the Sigman Super Service Station are ideal in every way. Mr. Sigman is a loyal Crosley booster and is expecting to do a real business between now and the Presidential Convention.

## Crosley Dealer Contributes To Broadcasting



### Orchestra of C. O. Harman Performs Over Several Broadcasting Stations

Not satisfied with just selling radio, Mr. C. O. Harman of the Harman Motor Car Company, Crosley dealer at Parnell, Missouri, has organized an orchestra. Through this means he gives his contributions to those who buy Crosley sets, enabling them to get more joy out of their radio.

The picture of the orchestra is shown above. The Andy Gump Troubadors, as they call themselves, specialize in oldtime favorites, although they play all types of music equally well.

The Harman Motor Company are great Crosley enthusiasts and are doing a good job.

## Dealer Reports Similar Experience

### Hears Honolulu, Hawaii, Three Times On Bandbox Since Christmas

Dixie Highway at Alexandersville, Dayton, Ohio. March 7, 1928.

Editor, The Crosley Broadcaster, Crosley Radio Corporation, Cincinnati, Ohio.

Dear Sir: Just read the letter in March issue of the Broadcaster, where a man from West Virginia got Honolulu, Hawaii. I just want to verify his statement. I have had KGU, Honolulu, three times since Christmas with good volume on the Musicon.

I am a radio dealer and want to say that the Bandbox will do everything and even more than my radios of four and five times the price of the Bandbox.

Trusting this letter will convince others that the Bandbox will reach outside of the U. S. A. with ease, I remain,

Yours truly,  
A. A. A. SERVICE STATION,  
A. A. Arkenberg.

## Van's Battery Shop Scores

### School Board Pleased With Service of Crosley Dealer

Orchard View School, Bolt Highway, R. F. D. 4.

Sherwood Hall Co., Grand Rapids, Mich.

Dear Sirs:

The undersigned wishes to thank you for the prompt service we received through the Van's Battery Shop. It certainly can't be beat and do enjoy Crosley Radio.

The last set we received is playing fine. I also like to state that Van is on the job as soon as we call for service.

Thanking you for past favors,  
Yours very truly,  
John Wagenmaker,  
Muskegon, Mich.

## Radio Concert Attracts Crowd

### Crosley Dealer Attracts Large Crowd At Concert In Front of Store

Some little time ago the Goldsboro Sporting Goods Store of Goldsboro, North Carolina, took over the Crosley line. In order to let everybody know the high class of merchandise which they were now handling, Mr. N. J. Edwards, proprietor of the store announced that he would give a radio concert in front of the store on a certain Saturday night beginning at nine thirty.

The night arrived and a large group of people were gathered to hear the concert. The Bandbox was tuned in and the concert went forward, bringing in station after station for the entertainment of those gathered. Among the different programs that were brought in was that of the Old Fiddlers' Convention of Nashville, Tennessee.

The business which the Goldsboro Sporting Goods Store has done since with the Crosley line, certainly shows the high impression that his audience that night received of Crosley merchandise.

# SELECT YOUR NEW 1929 CALENDARS FROM THIS ATTRACTIVE ASSORTMENT



NOTE: The middle Calendar is a special Crosley subject. The Radio shown in this finished picture is the latest Crosley design.

Play Safe

Buy Your 1929 Calendars Early

Then when the rush season is on, full blast, you can sit back and know that your Calendars are all in readiness to present to your trade. Now is the time to order your Calendars.

PUT A CALENDAR IN EVERY HOME

Put it there early. Beat your competitor to it. The beauty of the picture makes certain the hanging of the Calendar. Early distribution gives you first chance to get your Calendar on the walls of homes in your neighborhood.

## Pay Thirty Days After Delivery

Your Calendars will be delivered in the fall or any time you desire and you need not pay for them until thirty days after delivery. Order early and you will get Calendars not made in a hurry—better printing, better mounting, better packing, shipment made when the mails and express companies are not jammed with holiday packages. Be wise—buy early. These calendars are printed by the John Baumgarth Co., Chicago, Ill. This company will bill you for the calendars you order 30 days after delivery.

TEAR OFF — MAIL TODAY

Crosley Radio Corporation, Cincinnati, Ohio.

4-15-28

(Print This Copy)

Please have the John Baumgarth Co. of Chicago print for us the Calendars on their special offer as follows:

CALENDARS 9c EACH

.....A Bit of Paradise

.....Special Crosley Radio Subject

.....Sentinels of the Pass

.....Envelopes at \$1.75 per 100 (Use Envelopes for Better Presentation)

.....Strawboard Inserts at \$1.50 per 100 (Strawboards and Envelopes Necessary for Mailing.)

Subject to under-run or over-run up to 5%. Shipments made in the Fall. F.O.B. Chicago. Terms: NET 30 Days after shipment.

Name \_\_\_\_\_

Business \_\_\_\_\_

Telephone \_\_\_\_\_ Street Address \_\_\_\_\_

Town \_\_\_\_\_

Signed \_\_\_\_\_

# Crosley Service Manual

These are the  
**MEN**



James E. Hahn,  
President.



Powel Crosley, Jr.,  
Chairman of the Board



F. E. Johnson,  
Chief Engineer.



A. B. Ayers,  
General Manager.



W. H. Lyon,  
General Sales Manager.

who will introduce  
a new and dominant  
**AMRAD SERIES**  
next month!

A line of superlatively fine,  
purely electrical radio receivers.

Embodying principles  
of character and design  
of extreme interest.

## No. 116

### Portable Test Sets.

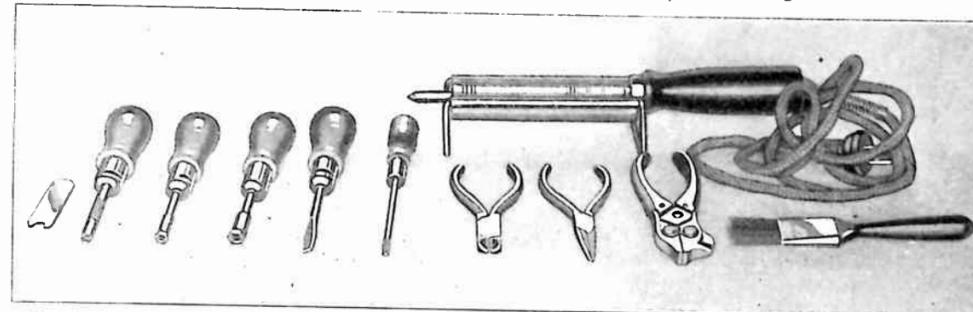
When the physician rushes to an emergency call, the first thing that he does is to grab up his bag of instruments. Without them he

## A Portable Test Set For The Service Man

they already have, and design the test panel of such dimensions so as to fit into it. Others will prefer to lay out the test panel first, and to purchase a carrying case to fit the

test the condition of the aerial and ground systems of an installation that is giving trouble. As an oscillator, it is of use in balancing sets or in testing tubes.

4-15-28



- 1 pair small wire-cutting pliers.
  - 1 pair flat-nose pliers.
  - 1 camel's hair brush.
  - 1 or more flat wrenches of assorted sizes.
  - 1 No. 4 socket wrench for adjusting balancing condensers. (See Service Sheet No. 101 regarding this).
  - Sandpaper.
  - Grid leaks.
- Every service man will think of additional equipment that he will wish to carry, but the above assortment is a good average one.

### Use of the Test Kit.

Ample information will be found in Service Sheet No. 101 and in Service Sheets applying to the different types of sets regarding the use of this test kit and test equipment in locating trouble. The general recommendations for testing given in these sheets should be followed in all cases.

The service article in the succeeding issue of "The Broadcaster" will describe the circuit and construction of the test panel incorporated in this kit.

would find himself practically helpless at the bedside of the patient.

The service man's kit is just as essential to him in answering radio trouble calls as the physician's instrument case when he responds to a sick call.

This article describes a small kit that may be easily carried about. The following articles will discuss in detail the circuit and construction of the test set incorporated in the kit.

### Built Into Small Suit Case.

An illustration of the test set complete in its carrying case is reproduced on this page. A small canvas, fabrikoid, or leather case may be used. The dimensions may be varied within limits, to suit the requirements that each individual kit must meet with regard to amount of material that is to be carried.

Some service men will wish to make use of a carrying-case which

panel. The test set has accordingly been designed so that there can be considerable leeway in the dimensions of the panel on which it is mounted.

### The Test Panel.

The test panel used in this kit is almost universal in its applications of trouble-shooting. Near one end of the panel is mounted a milliammeter. This is provided with a number of switching arrangements and may be shunted so as to read different values of current. By suitable adjustment of the switches, this meter may be used as an indicator in testing the circuits of a set. By other adjustments it is connected in the circuit in the proper manner for testing tubes.

At the other end of the panel is mounted a single-tube regenerative circuit that may be used either as a receiving set or as an oscillator. As a receiving set, it may be used to

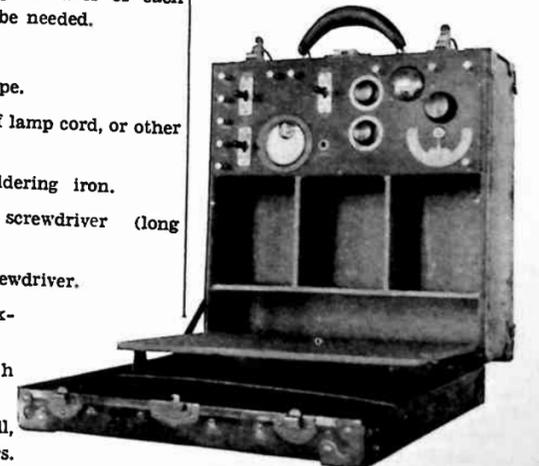
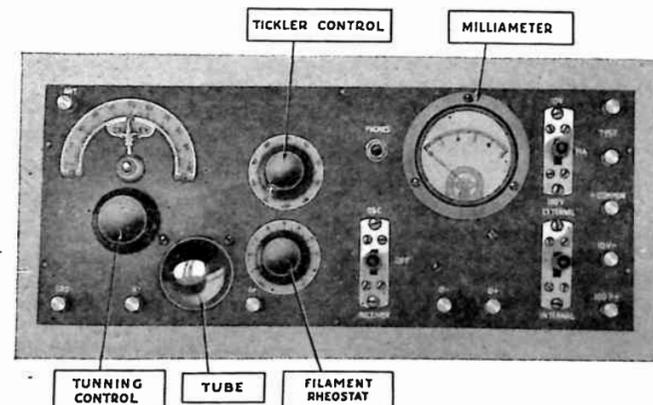
Thus the test panel serves as a circuit tester, tube tester, reception tester for aerial and ground systems, and oscillator for balancing, all within the limits of a compact panel.

### Test Equipment.

Ample space should be provided in the carrying case below the test set for tools, test equipment, and spare parts. In addition to the batteries required to operate the test panel itself (which will be described in the following article) the materials listed below should always be carried:

- 1 hydrometer for testing storage batteries.
- 1 voltmeter of 0-15 and 0-150 range for testing dry batteries "A", "B" and "C".
- 1 or more spare tubes of each kind that may be needed.
- Wire solder.
- Electrician's tape.
- Several feet of lamp cord, or other insulated wire.
- 1 electric soldering iron.
- 1 3/8 inch screwdriver (long shank).
- 1 1/4 inch screwdriver.
- 1 3/4 inch socket wrench.
- 1 5-16 inch socket wrench.
- 1 pair small, long-nosed pliers.

To Be a Good Radio Doctor You Must Have the right tools. Study this and succeeding articles carefully.



## Bandbox Makes Hit

### On Big Steamship "Havana"

*R. R. Willmot, Master Of  
Steamship "Havana" Gives  
Details Of Unusual Re-  
ception Under Tremendous  
Handicap*

Many unusual things have been said about the Bandbox relative to its remarkable qualities and praising its numerous features. The following letter from Mr. R. R. Willmott, Master of the Steamship "Havana", however, brings new light upon the outstanding qualities of this famous Crosley Receiver. Read this letter for yourself:

S. S. "HAVANA"  
New York, N. Y.  
March 21st, 1928.

The Crosley Radio Corporation,  
Cincinnati, Ohio.

Dear Sirs:

Yours of the 10th inst. received together with the filament switch ordered for my 6-60. The BROADCASTER comes to me regularly, I pass it on to anyone interested and there are a lot in that class when they hear the BANDBOX.

This vessel is about the finest out of New York to the tropics. She has recently been re-fitted at great expense and is the last word in modern luxury. Consequently the very best class of passengers are on the waiting list for transportation on this ship. All this means we have innumerable electric auxiliaries, including violet-ray machines and motors of every description, for which we carry three 75 K. W. 230 volt generators. With this are two balancing sets stepping down some of the current for various purposes. We have two radio transmitters, arc and spark respectively, either of which were able to communicate direct with New York, from the Pacific, when I brought this ship from Seattle, where she was re-conditioned. Thus you see conditions here are not favorable for reception, indeed, many sets will not work at all.

With all this interference the BANDBOX steps out. For an antenna I have 50 feet of insulated wire running along a steel house, to the radio room. Here it is connected to the transmitter, it grounds my receiver and prevents burning it out. Even with this quite improper installation my set is doing well. Have had every station in the U. S. coast to coast.

Frequently we have some very prominent people as passengers,

## Crosley Jewelbox Effectively Displayed In This Window



### The Radio Service Shop Reports Fine Sales From Display---Crosley Distributor Offered The Idea---Try This In Your Window

The picture above shows the window display of The Radio Shop, Crosley Dealer at Grand Rapids, Michigan. This display most effectively brings out the beauty and qualities of the Crosley Jewelbox.

The window was put in at the suggestion of the Sherwood Hall Company, and Mr. Dave Easton,

these are invited to my quarters, and frequently hear the BANDBOX. Many are radio fans and are much impressed. All say "better than mine." Many say they will buy a BANDBOX as soon as they get home. Only yesterday my BANDBOX sold three machines.

Last voyage I had the Consul General to New York with me, also Governor Smith's sister and her husband. They were in my cabin listening to The Collier Hour, when, like a bolt out of the blue came the Governor's voice. His sister was so pleased and said—"When Alfred hears about this he will be delighted." I could go on indefinitely about the type of people who are made converts to the BANDBOX through hearing mine. From my experience I feel confident none of those purchasing like instruments will be disappointed, as conditions here are practically impossible. Yet, the BANDBOX works. Our transmitter seems to

Proprietor of The Radio Shop, is certainly to be congratulated on the manner in which he followed out the suggestion.

The Jewelbox chassis shown in the front to the left is mounted over a mirror. Thus the wiring and fine construction of the set is brought out. Crepe paper has been used to

make the flowing streamers which merge just behind the Jewelbox. Let your Distributor give you complete details on making this display.

The Sherwood Hall Company reports that this dealer, as a result of the display, ordered six Crosley Jewelboxes. It is reported that this supply did not last very long.

be the only influence that upsets reception. Nothing could work with a powerful commercial transmitter in action right over it. Other interferences, which are supposed to destroy reception, appear to have very little effect, which speaks wonders for the system of perfect shielding you have so fortunately adopted.

Within the last three years I have had five of your receivers, three of which have been given away to worthy unfortunates who were unable to purchase sets. Still have the 6-60 at home. This is too good a set to scrap yet. My wife is very fond of it and particularly likes the idea of having stations marked on the drum. Our home is close to WEA, and WABC is right on top of us, so that means you need something good.

As you say I am operating your receivers under very unusual conditions. I have gone into details to let you know how unusual they are.

Frankly I am surprised that the set will work at all. I cannot speak too highly of the BANDBOX, and am pleased to have so wonderful an aid in entertaining my friends here. There are few people who do not appreciate a good radio program when it comes in right. I have put in many extremely pleasant hours with my BANDBOX and cannot speak too highly in commendation of it.

Perhaps some of you folks will be coming our way. If so get in touch with me and I will see that you are properly taken care of and you can see the kind of company your instruments keep here.

Thank you for the BROADCASTER which is always interesting.

Very truly yours,  
R. R. WILLMOTT,  
Master, s-s "HAVANA".

200-07 Beaufort Avenue,  
Hollis, N. Y.