

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

MAY 1, 1928

NO. IX.

The Sixth Annual Crosley Distributors' Convention Opens 1928-29 Radio Season

May 15 And 16 Convention Days

Greatest Crosley Setup To Be Announced---Includes Many Surprises

The sixth annual convention of Crosley radio distributors will be held in Cincinnati Tuesday and Wednesday of May 15 and 16. This event, which will be attended by Crosley distributors from every section of the United States, will officially open the 1928-29 radio season for the entire Crosley sales organization.

Two days after the convention the 1928-29 radio season will be in full swing. Everyone in a position to know predicts that this coming radio season will mark the greatest year in radio history for Crosley dealers and distributors.

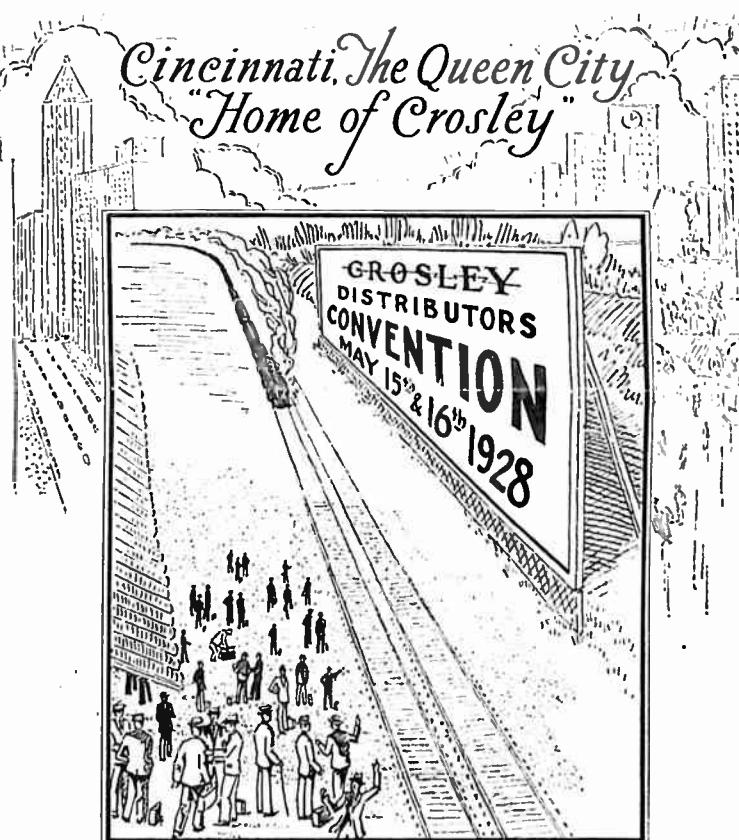
Crosley On Top.

The season just closing has unquestionably been a Crosley season. Crosley policies and Crosley merchandise have assumed an undisputable place of leadership in the radio world. There has been a big shifting around in the big four of radio and Crosley has come out on top.

While the superior performance and quality of Crosley merchandise, together with the dominance of Crosley advertising have played a tremendous part in this, still Crosley leadership is due very largely to the wonderful spirit shown among Crosley distributors and dealers during this last year.

What Next, Crosley?

The entire radio world has been watching Crosley progress with intense interest. Now the question asked everywhere is, "What will Crosley do next?" That question will be answered at the sixth annual Crosley Distributors' Convention,



May 15 and 16. Powel Crosley, Jr., has pledged himself to a program which will not only maintain Crosley leadership gained through the past season, but will make the Crosley organization the pace setter in radio during the 1928-29 radio season.

What can Crosley do more than he has already done to startle the radio world? There are a lot of things doing. The entire spirit around the Crosley factory at this time is one of intense excitement. Every department is on its toes, putting the last finishing touches to the greatest program—the greatest set-up which the Crosley organization has ever had to offer distributors and dealers.

Some Big Surprises.

When Mr. Crosley gets up before

ioHistory

National Conventions Just Ahead

Entire Country Will Listen In On Kansas City And Houston

No one who owned a radio set in 1924 will ever forget the excitement caused by the broadcast of the national conventions of that year.

Another national presidential convention year is here, and this time no one will miss the broadcast of these two outstanding national events. The entire nation is right now putting their radio apparatus in order to be right at the speaker when the big broadcast starts. The situation offers an unprecedented opportunity to Crosley dealers and distributors, for the sale of Crosley radio apparatus.

New Records Ahead.

It is certain that new records will be made and you want to be right in the midst of the big rush for radio sets. Records will be broken in the sale of radio equipment between now and the conventions.

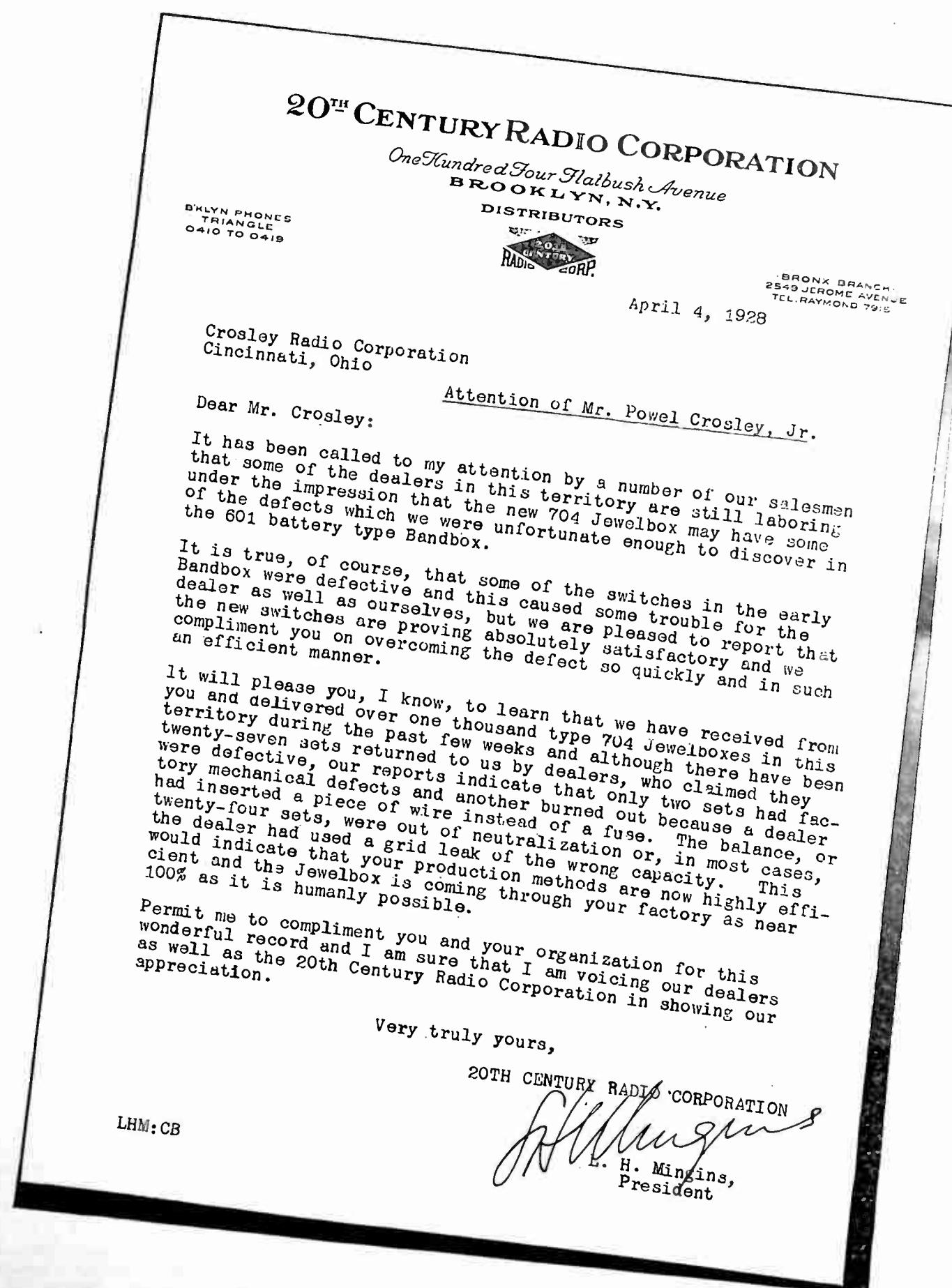
There is no time to lose. The Republican Convention convenes at Kansas City on June 15 and the Democratic Convention convenes at Houston on June 26. Between now and the conventions every dealer should put on an intensive campaign for radio business. To assist you in this we have prepared six newspaper ads which bring to the attention of all, the convention, and sell Crosley. These ads are made up two columns wide. They are

(Continued on Page 16)

See Political Convention
Newspaper Ads on Page 7.
Order the mats or electros
You Need.

(Continued on Page 4)

This Letter Is Good Indication Of Crosley Workmanship



"Permit me to compliment you and your organization for this wonderful record." says L. H. Mingins Pres. of the 20th Century Radio Corporation

Crosley Growth As Reflected By Annual Distributor Conventions



Conventions Bigger and Better Each Year---Sixth Annual Convention To Eclipse Them All

The time is almost here for the Fifth Annual Convention of Crosley Radio Distributors to be held in Cincinnati, May 15 and 16.

This Convention brings to a close what has been for the Crosley Radio Corporation and its distributors and dealers the most profitable year of their existence. It ushers in a new year in which even greater strides will be made.

Conventions Are Milestones

Each Annual Convention since the first one has marked a milestone in the remarkable progress of the entire Crosley organization—retailers, wholesalers, and manufacturer. Each Convention has brought with it important announcements of widespread interest to the trade.

The one which will open in a few days will be no exception. It will be more important, bigger and better than any of its predecessors.

On the eve of the 1928 Convention it is interesting to review the brief but romantic, almost phenomenal growth of the Crosley Radio Corporation, up to the time of the first convention and the events of importance that have happened at conventions since that time.

Powel Crosley, Jr., made his debut in radio just seven years ago—in 1921. He started to sell radio with

one fundamental idea in mind, an idea that has dominated Crosley policy from the first, and has, above all things, put the Crosley Radio Corporation where it is today. That

idea was to make quality radio merchandise and sell it at a reasonable price, within the reach of the average man.

Radio At Exorbitant Prices.

Everyone who was in the radio game in 1921 knows that at that time the purchase of radio equipment was a pastime for those who had more money than they knew how to spend. Even the most simple radio parts brought exorbitant prices.

Quality radio sets were beyond the reach of any but the well-to-do.

Crosley entered the field at this juncture with a porcelain radio socket. It was not a thing of beauty, but it did the work even more efficiently than other sockets, and it

sold at the remarkably low price of \$0.60 as compared with \$1.50 or more asked for other types. Home set builders welcomed this socket with enthusiasm. They bought all that the factory could make, and asked for more.

Book Condenser Came

After the socket came a condenser that opened like a book—Crosley dealers of the old days will remember it—and after the condenser came complete sets. These sets were at first simple in construction, but they did their work efficiently and were sold for a fraction of the price asked for competing sets. Many a radio fan logged hundreds of sta-

(Continued on Page 6)



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

This is your paper. Help make it interesting by sending in contributions. All material sent in will be most welcome. Comments of every description will be appreciated. What do you say? Let's all pull together.



Crosley manufactures radio sets for radio amateur, experimental, and broadcast reception use under patents of the Radio Corporation of America and Associated Companies, The Hazeltine Corporation, and the Latour Corporation.

Editorials

Crosley Distributor Convention To Set Pace

Step on the gas! We're off for the 1928 Crosley Convention.

There will be big times there this year—bigger than ever before. "Inside dope" will be forthcoming which means \$\$\$\$\$\$ to every Crosley dealer and distributor.

Just wait till you hear the plans for the coming year. Last year was a big one for all of us, but the 1928-1929 season is going to put it in the shade. Crosley is going over the top for greater profits than ever before.

Each year the Crosley Convention is a time when we take stock of what we have done and of the job that is ahead of us during the coming months. With the close of our Convention the season starts off with a bang.

This year things will start with a louder bang than ever before. Sales are already strong, with the Crosley Jewelbox ever increasing in popularity. There has been no let-up, no slack period this year, with the record smashing Crosley line carrying through. But nevertheless when the Convention comes to a close we will be pitching into a new season, and there will be a jump in sales the like of which we have never seen before.

Crosley dealers, make it a point, every one of you, to keep in close touch with your distributors regarding the Convention. See that they pass the word on to you at once just as soon as they learn of the plans for the coming season. Get on the band wagon and let's go! "We're off for the Crosley Conven-

tion and the greatest Crosley year in history!"

As in past years The Crosley Broadcaster will contain a full account of the Crosley Convention. Watch for the next issue, the May 15th issue, which will reach you immediately following the Sixth Crosley Distributors' Convention.

Keeping Up To Date

People now-a-days like to keep up to date.

Just notice how many new automobiles you see when you walk down the street. People everywhere in every walk of life are trading in their old machines for new ones in order to keep up to date.

Every ship that goes to Europe is crowded with tourists. They are seeing the world—keeping up to date.

A new style in hats is announced in Paris. One week later you will meet it on the streets in Chicago. The women are keeping up to date.

Every city in the United States has its airport. Everyone is keenly interested in the new form of transportation. Even grandmother goes up for a flight. She is keeping up to date.

Your future depends largely upon the manufacturer you choose to represent. The name of the set you sell spells success or failure for you. Hitch your wagon to a star, not to a sinking ship. And let that star be Crosley.

Hitch your wagon to the Crosley star

Keep your seat,
And "THERE" You Are.

cess of that manufacturer will be reflected in your own success and profits. Choose a second-rate manufacturer and his mistakes and sales difficulties will be visited upon you.

Let Crosley be the star to which you hitch your wagon. The Crosley Radio Corporation is the acknowledged leader in the radio field. The moderately priced radio field is where 80% of radio is sold. This market is dominated by Crosley merchandise. Crosley leads and others follow. Hitch your wagon to Crosley and you will profit by this leadership.

There is no value in radio today that will equal that of Crosley sets. They stand out, far ahead of others.

Identifying yourself with such a line of merchandise means certain success.

In sales policies, too, Crosley has been in the past, and will continue to be in the future, a leader. Crosley was among the first to sell through authorized dealers, an enterpriser in the field of newspaper co-operative advertising, a leader in the field of interchangeable sets for table or console mounting—always a step ahead in these and many other policies.

Your future depends largely upon the manufacturer you choose to represent. The name of the set you sell spells success or failure for you. Hitch your wagon to a star, not to a sinking ship. And let that star be Crosley.

Hitch your wagon to the Crosley star

Keep your seat,

And "THERE" You Are.

The Sixth Annual Convention

(Continued from Page 1) closing of the sixth annual Crosley Distributors' convention.

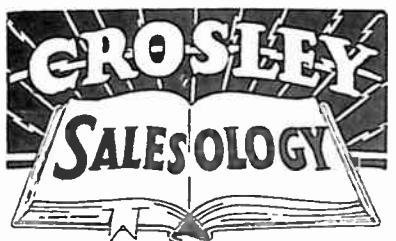
By immediately pushing the new Crosley plans you can be the pace setter in your community. The entire Crosley program this year is made with the dealer upper most in mind. They are made for you—you put them to work. Make this the most profitable year you have ever had.

Pun!

"Ice cream, pop corn and CHEWING GUM," shouted a youthful vendor into the WLW microphone at the opening of the National League.

"One of Bill Wrigley's assistants, by gum," broadcast William C. Stoess of WLW. Wrigley owns the Chicago Cubs who were playing the Cincinnati Reds.

Sixth Annual Crosley Distributor Convention May 15 and 16 Opens 1928-29 Radio Season.



The annual Crosley Convention is almost here. Important announcements will be made at the Convention regarding plans and policies for the coming year. But do not slacken up your sales effort simply because the Convention is coming. Keep on plugging away after sales.

Remember that the Crosley Jewelbox and Bandbox Models are going to carry through. Concentrate your efforts on installing Jewelbox in every prospect's home in your community. This set will be even a greater sales leader six months from now than it is today. Do not let anticipation of the big things to happen at the Convention have an influence in slackening your Jewelbox sales.

When the Convention is over, be sure to get all the details as soon as they are announced. Get in touch with your Distributor the moment the Convention is over and find out the news. You will want to be fully apprised of all new plans and prospects so that you can start in selling with a bang.

We suggest as a window trim a knock-out display of the Jewelbox. In the center show a Jewelbox chassis. Elsewhere in this issue you will find an outline of more than forty mechanical and electrical features of Jewelbox. Select eight or ten of the more important features, print small cards explaining them in a word or so and run ribbons from the cards to the parts of the chassis concerned. On either side of the window, display the complete Jewelbox with the DeLuxe Musicone. If you have room, you can work in the standard Crosley consoles at the sides and in the background. Remember that judicious use of crepe paper and crepe ribbon streamers helps to snap up your window. Make use, also, of such posters and other advertising material as you have on hand.

"Well, I'm going to wait and see what new things come out next year before I buy my set." Many a hard-boiled prospect takes this attitude. When one does so you can truthfully tell him that he is simply depriving himself of the enjoyment of radio without prospect of gaining anything in the end.

No doubt there will always be developments in radio, as there are in any other technical line of merchandise. But the important major developments of radio have already taken place.

The big ends toward which radio engineers have been working for many years—light-socket operation,

(Continued on Page 5)

Crosley Appoints New Studio Director For Station WLW

H. Ford Billings Brings Long Years Of Broadcast Experience To Crosley Station



POWEL CROSLEY JR.

H. Ford Billings, for two years and a half manager of WTIC at Hartford, has been appointed director of Station WLW according to an announcement made by Powel Crosley, Jr., president of The Crosley Radio Corporation, which owns and operates the station. Billings arrived in Cincinnati on April 23, from Buffalo where he recently has been the manager of station WGR.

The new director comes heartily recommended both as a station manager and as a program builder. Early experience as the musical director of Messrs. Shubert productions for two seasons en route, and as the owner and manager of an orchestral act on the Keith and Orpheum circuits, aroused his interest in the possibilities of broadcasting as the ideal combination of entertainment and business without the necessity of continual traveling. From the vice presidency of a Pittsburgh insurance agency he went with station WTIC three weeks after the Travelers Insurance Company went on the air.

At the Hartford station, Billings built the entire program structure from three hours per week to 61 hours a week. At the time he resigned, WTIC had 18 local program sponsors, no direct advertising programs and had been for two years a member of the NBC red network. He had handled all the broadcasting from Yale University and had presented several programs of the Red chain in the earlier days when there was "open" time on the networks.

Billings began his public career



H. FORD BILLINGS,
New Director of WLW.

at the age of twelve when he was for a year the accompanist for Rev. "Billy" Sunday. Through high school and college he was the pianist and organist for picture and vaudeville houses. In college he was the leader of church choirs and a church organist. On his return from overseas, he was the manager of the Liberty Theatre at Camp Sherman until the time of his discharge from the army. His college education was received at Wittenberg College and at the Iowa State College of Engineering and from Columbia University where he was graduated.

Crosley Salesology

(Continued from Page 4) single-dial control, undistorted power output, etc.—have all been achieved. Those developments which are made within the next few years promise mostly to be of a minor nature. For the most part, these changes will be concerned with cabinet design or small mechanical details.

There is always room for improvement, and there will always be improvement, we hope. But that is the very argument for not waiting until the last improvement is made. The time when all developments and improvements have been made will never come. The man who waits for such a time will simply deprive himself of radio for his entire life.

How many people would have au-

We have been devoting much of the time since the first of January to the problem of increasing the value of the Crosley dealer franchise. Last year our problem was one of engineering. Our study of the situation resulted in the Bandbox receiver. We need not mention its success.

The 704 set followed this and with subsequent improvements resulted in the Jewelbox, a set which you must admit is an absolute leader in the radio field. It is a star performer and requires no service. The fact that we have not been able to produce enough of these to supply the demand at this season of the year is proof enough of the popularity of this set.

All of our distributors will attend our annual Convention May 15th and 16th and will return to their home cities ready to make announcements to you of great importance even more startling than we have told you in the past. The many improvements we have made in our product and merchandising policy will make the Crosley dealer franchise much more valuable than it has ever been in the past.

I urge you to get in touch with your jobber just as soon as he returns from our convention.

Powel Crosley Jr.

TALKS TO the TRADE



There Are Exceptions To Every Rule

Left To Right, Helen Nugent, Contralto; Ralph Haburton, WLW Announcer and Ruth Heubach, Soprano

Ralph Haburton, WLW announcer, who has charge of many of the station auditions, was quoted recently as saying that "pretty girls are a drug on the radio market." His reason for this paralyzing statement was that "pretty girls are usually spoiled by admiring friends and relatives and that they supplement slim musical talents with charming appearances so that they are able to succeed to visible performances. On radio, their pulchritude has no effect on the blind microphone and their chances to succeed before radio audiences are limited.

Helen Nugent, contralto, and Ruth Heubach, soprano, who appear with Haburton in the above picture, are two pretty girls who add to their beauty a quantity of musical ability. Both are members of the WLW staff and are heard frequently during the station's programs. Besides their solo work they are members of the Mixed Quartet, known as the Ohio Singers.

The only broadcasting airplane in the world is heard by WLW listeners every day at approximately 3:47 p. m. It is the Whirlwind Waco plane which carries the airmail from Cincinnati to Indianapolis and Chicago.

An especially sensitive microphone mounted on the water tower of the Crosley Radio Corporation factory where the WLW studios are located, picks up the full-throated roar of the engine as it passes with its throttle "wide open" 1500 feet above the ground. Since the plane travels at a speed of about 120 miles an hour over the studio, its broadcasting is brief. However, its daily repetition delivers the same message: "Use the air mail." WLW listeners report that they look forward to the momentary zoom of the plane. It is "something different," they say.

The plane leaves Lunken air port, two and one-half miles by air line from WLW, at 3:45. The field telephones the studio as the plane takes off. About two minutes later the drone of the motor goes out to the WLW audience.

Stanley C. Huffman, Okey Bevins and Warren Vine, of the Embry-Riddle Company, are the air mail pilots.

The exceptional has become the ordinary for the audience of station WLW who are treated each week to a concert by the Heermann Instrumental Trio. The organization and its members are known throughout the country because of their frequent concert appearances. Yet the WLW audience hears the musicians every Wednesday at 9:00 P. M.

Emil Heermann, violinist, and Walter Heermann, cellist, are sons of Hugo Heermann, long known as one of the greatest European masters of the string quartet. Both of them have reputations of national extent. Emil Heermann is the concert-master of the Cincinnati Symphony, and Walter Heermann is one of the first cellists. Thomie Prewitt Williams, pianist, is a member of the artist faculty of the Cincinnati Conservatory. Assisting the Trio every week is Melville Ray, Welsh tenor.

Crosley Growth As Reflected By Annual Distributors' Convention

(Continued from Page 3)
tions on one of these early Crosley models.

By 1923 Firmly Established

By 1923, Crosley Radio had become firmly established as an important factor in the field of radio set manufacturers. Many improvements had been made in sets, but the fundamental idea of quality merchandise at moderate prices had always been kept in mind. This fundamental idea is still strictly adhered to today, and it is because of concentration of all effort along these lines that Crosley is enabled to offer the best radio values to the public.

In July, 1923, the first Crosley Convention was held. It was attended by delegates from eleven wholesale houses. In the sweltering July heat, plans for the coming season were announced and new models, thought at that time to be startling advances in design, were exhibited. These sets—the old XJ and Ace models—represented the best that there was in radio at that time, and gave perfectly satisfactory performance; but in contrast with a modern Crosley set, such as the Jewelbox, they would look like antiques.

Growth By Conventions

In the following year, July, 1924, some seventy or eighty delegates attended the Annual Convention. This year, for the first time, women attended, the wives of three distributors accompanying their husbands. A regular program of business and social activities had been planned for the delegates, and between discussions of sales policies and plans they were taken for a tour of the city, banqueted at the Cincinnati Club, entertained by an opera at the Zoo, and taken for a trip through the Crosley factories.

In reviewing the previous year the remarkable increase in sales was pointed out and attention was directed to the new manufacturing plant, purchased early in 1924, which afforded greatly increased production facilities. Despite the heat, the meeting was declared a great success by everyone who attended.

Let's all get in line for the biggest conference that has ever been held regarding Crosley plans and policies. If you are a dealer, keep in touch with your distributor and learn from him immediately upon his return just what happened at the Convention.

In 1925, wives were more in evidence. By that time their attendance had become regarded as an essential part of the Convention, and special plans were made to entertain them. Wives and their husbands were both enthusiastic, and went home firmly decided to make 1925-26 the best Crosley year to date.

1926 Breaks Records

Well, they did. When the achievements were reviewed at the 1926 convention it was found that the sales and profits of Crosley dealers

and distributors had far exceeded expectations, had been, in fact, record-breaking in character. The Crosley Tridyne set, introduced in the summer of 1924, had gone far toward piling up profits during both 1924 and 1925.

Last year the Convention was attended by more delegates than ever before. Every hour of the few days that it lasted was crowded with business and social functions. Powell Crosley, Jr., announced important new advances in set design and construction with the introduction of the Bandbox line. Here was a bigger radio value than had ever been offered to the public before. It was predicted by all those present that it would take the country by storm.

Bandbox Takes Country

The Bandbox line did take the country by storm. Crosley dealers and distributors found these sets easier to sell than any that they had ever handled. They represented a radical step forward in Crosley merchandise—in all radio merchandise. Before the season was half over they had done their share toward establishing Crosley Radio in the position that it holds today—the dominating position in the moderately priced radio field.

What will this year's Convention be? Needless to say, it will be better than ever. More and better entertainment will be provided, and the business sessions—well, no Crosley distributor can afford to miss them.

What Next Is Cry

Just what will happen at the Convention? Well, we must not tell you that or we would be giving away important secrets. We can say, however, that announcements will be made of the utmost importance to every Crosley dealer and distributor. Everyone connected with the sale of Crosley merchandise will want to know about the announcements that are going to be made.

Let's all get in line for the biggest conference that has ever been held regarding Crosley plans and policies. If you are a dealer, keep in touch with your distributor and learn from him immediately upon his return just what happened at the Convention.

If you are a distributor, you cannot afford to miss the Big Show. Come to Cincinnati, enjoy the best time you have ever had, and carry back to your dealers a message that will usher in the greatest radio season any of us have ever seen.

**Order Your
Icyball Movie Slides Now.
See Page 13 for Details.**

Use These Newspaper Ads To Get Convention Radio Business

300

When the convention swings to 300

You're there with a Crosley

Are You Going to the Convention?

CROSLEY JEWELBOX
A GENUINE NEUTRODYNE RECEIVER

at \$95

4 years ago ears strained to catch every word. None of this year—with the self-contained, light socket operating.

CROSLEY JEWELBOX \$95
A GENUINE NEUTRODYNE RECEIVER

will bring every convention thrill to your ear. The perfected and total shielding of the set prevents any annoyance of other stations overlapping or appearing in the background at some critical moments. The 180 volts on the plate of the power audio tube promise you natural, realistic, full-sized tones as though you were actually in the hall.

5 DAYS FREE TRIAL
NOW IN YOUR OWN HOME!

Let 5 Days FREE TRIAL of the Jewelbox in your own home convince you.

5 Days Free Trial
NOW IN YOUR OWN HOME!

Now to convince you of the amazing performance of this new ideal radio.

301

Let 'em howl

You're there with a Crosley

Be there as though you had a front row seat with the self-contained, light socket operating.

CROSLEY JEWELBOX
A GENUINE NEUTRODYNE RECEIVER

\$95

This electrically operated, powerful and selective radio receiver will bring every convention thrill right into your own home. It is totally shielded and perfected to such a degree that absence of overlapping stations and background noise is just one of its many advantages.

302

Your seat... at all events!

"You're there with a Crosley"

First row front and center!

CROSLEY JEWELBOX
A GENUINE NEUTRODYNE RECEIVER

\$95

Just like being ushered down front A-1 seat when you tune in the political conventions with this new self-contained, light socket operated radio.

303

24 votes for... open the keystone speech begins

\$95

CROSLEY JEWELBOX
A Genuine Neutrodyne Receiver

304

5 DAYS FREE TRIAL

is only evident upon trial in your own home of this new and startling radio. Such a trial we are prepared to offer you.

305

5 Days Free

our own home without incurring one cent of cost or obligation in any way. Please let us send a set out today.

Above is Shown Six New Crosley Newspaper Ads, Nos. 300, 301, 302, 303, 304, 305. The Ads Come Only in the 2 Col. Size. Be Sure And Order Ads By Number. Also State Whether You Want Mat or Electrotype

Meet These Crosley Executives--They Are Backing You One Hundred Percent



Lewis M. Crosley,
Assistant General Manager, who is
constantly on the job, doing his
level best to push production and
meet the ever-increasing demand
for Crosley products.



F. Clifford Estey,
Assistant to the President whose
acquaintanceship in the radio
field makes him a valuable as-
set to the organization.



Horace W. Karr
Director of Publicity, who
promptly throws every newspaper
or trade journal in the waste
basket that does not contain
something about the Crosley
personnel or product.



Powel Crosley, Jr.,
President and General Manager, who keeps constantly in direct
contact with every department in the Crosley organization and
whose sound business policies have resulted in the phenomenal
growth of our business, which today is one of the outstanding suc-
cesses in the realm of radio and industry.



Ralph H. Langley,
Director of Engineering, one of
the foremost technical radio
experts in the country, whose
practical ideas have been a
great help to the Crosley or-
ganization.



H. Curtiss Abbott.
General Sales Manager, who is car-
rying out a carefully prepared sales
policy which presages the biggest
and best year in Crosley history.



Carl F. Propson,
Advertising Manager, who is
working out one of the most
extensive advertising cam-
paigns ever conducted by the
Crosley organization.



Stuart F. Thomas,
Factory Superintendent, who
keeps our production forces in
harmony and is very successful
in co-ordination of work in the
three plants.



Richard C. Goheen,
Chief Inspector, who is smiling
with delight at prospects for
1928-29. Because he knows that
Crosley products will be right.



Charles E. Kilgour,
Chief Engineer, who has been as-
sociated with Mr. Crosley dur-
ing his entire business career
and has done much to bring our
products up to their high stand-
ard of efficiency.



Neil Bauer,
Assistant Sales Manager, whose
genial disposition and attrac-
tive personality have gained for
him a legion of friends in and
out of the organization.



Mr. and Mrs. Leonard Kellogg.
Mr. Kellogg is our enthusiastic Sales Promotion Manager, whose activi-
ties keep him almost constantly in the field and in close contact with
distributors and dealers.
Louise nominally heads the Bookkeeping Department, but in her
nine years with Mr. Crosley she has held nearly every job in the or-
ganization. Everybody goes to her with their troubles, hence her nom-
de plume of "Grid-leak".



Charles Peters,
Traffic Manager, who picks the
fastest freights with the lowest
rates and never makes you take
an upper.



Charles J. Hopkins,
Export Manager, who is build-
ing up an extensive Crosley
business in foreign climes.



John J. Hope, Jr.,
Credit Manager, who has a host
of friends despite his hard job
of turning down a man for credit
and still making him like it.



Charles E. Fay,
Assistant Advertising Mana-
ger, who, as Editor of the
Broadcaster, does a great deal
toward bolstering our busi-
ness everywhere.

New Metal Cabinets Please Everyone**Icyball Cabinets Represent Finest Refrigerator Cabinet Construction**

The new metal cabinets supplied with Icyballs represent the finest type of refrigerator cabinet construction.

Wood cabinets, even if well constructed, will lose their finish eventually. Pieces of paint will be chipped off here and there, leaving the bare surface of the wood exposed. In the course of several years, wooden cabinets become badly scratched and marred, and the result is that in order to keep them looking neat and attractive, it is necessary to re-finish them.

Finish Practically Indestructible.

The finish on metal cabinets is, on the other hand, practically indestructible. The enamel surface is baked on in such a way that it practically becomes a part of the metal. It is almost impossible to scratch or chip it, and after years of service the cabinet will have as good an appearance as on the day that it was bought.

The metal cabinets, too, are more rugged than wooden ones. This is of importance when it is necessary to move them. Everyone knows the great amount of wear and tear to which furniture is subjected in moving. The substantially-built Icyball cabinets will withstand almost any amount of rough handling without injury.

Light Weight Another Feature.

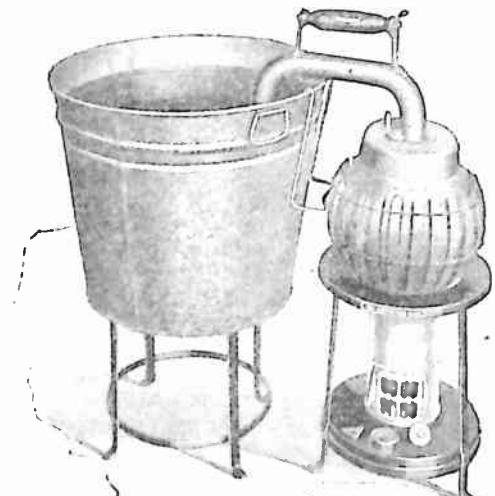
Another important feature of the new metal cabinets is their lighter weight. One would expect a metal cabinet to be heavier than a wooden one. Actually, however, because of the greater strength of metal it is possible to build metal cabinets which are considerably lighter in weight. The strong light construction of Icyball cabinets will be appreciated by anyone who has occasion to move them about from one position to another. They may be easily lifted and moved if there is occasion to paint the floor under them, lay linoleum, etc.

Represent Real Value.
Examine any of the more expensive

**ICYBALL SLIDES
NOW READY**

**4 Slides for \$1.50—
Order Now!**

See Page 13 for details of our offer on Movie slides for the Crosley Icyball—order a set of these slides imprinted with your name.

**Perfection Heater Ideal For Cooking
Crosley Icyball Unit****Kerosene Burning Perfection Icyball Heater Model
151 Approved By Crosley Engineers**

Knowing the value of keeping customers satisfied, Crosley has experimented with a number of heaters for Icyball, and after exhaustive tests, Crosley engineers unhesitatingly recommended the kerosene-burning Perfection Icyball heater, Model 151.

We believe that the use of this heater, which has been especially designed for the purpose, will increase the satisfaction of owners of Icyball units to such a degree that selling the heater would be profitable as a builder of good-will alone, but in addition to this it also offers authorized Crosley dealers an opportunity to increase their profits—not only on future sales, but also on sales to present Icyball owners who may be using a make-shift heater.

Exclusive Sale Assured.

Perfection Icyball Heaters can be sold only by Crosley Distributors and authorized Crosley dealers. This protects you.

As the name indicates, these heaters are manufactured by the makers of the famous Perfection Oil Cook Stoves—the Perfection Stove Company, Cleveland, Ohio—from whom authorized Crosley distributors can purchase them direct.

The heater is conveniently low, the top being only 15 inches from

construction is considered too expensive by other manufacturers for them to use on cabinets approaching anywhere near the price of Icyball.

It is possible to use this construction in Icyball cabinets and to sell them at their extremely moderate price only because of the savings in cost due to quantity production. The demand for Icyball is so great that it can be produced in larger quantities at lower cost.

**Icyball Never
Wears Out****No Moving Parts—No Liquids To Replace**

"How long will it last?" is a common question asked about Icyball. The answer is simple; "Icyball never wears out."

There is no other type of refrigerating device of which this can be said. Ice wears out in a hurry—a few hours will use up a big cake—and mechanical refrigerators have moving parts which are necessarily subjected to wear. A good mechanical (electrical) refrigerator requires little attention, but some adjustment is always necessary to take care of unavoidable wear and tear.

Nothing to Wear Out

In Icyball there are no moving parts creating friction to cause wear. There is nothing to wear out or be used up in the balls. The liquid which is responsible for the refrigerating action is sealed into the unit and cannot escape. It is used over and over again. There is no deteriorating action on this liquid. After a thousand cycles of cooling the refrigerator cabinet it is just the same as after the first cycle.

Some people get the false notion that the process that goes on within the balls is of the nature of a chemical reaction. They naturally inquire as to how soon the balls have to be refilled. Actually, however, the process that goes on in the balls is a purely physical one. Nothing is used up in the slightest degree or changed in its chemical nature. There is, therefore, never any cause for refilling the balls.

Perpetual Right to Cold

Those who buy Icyball buy a perpetual right to get all the cold they want from fire. Once they have an Icyball refrigerator all they need is a means of heating it whenever they need refrigeration. The initial cost is moderate considering the money it saves. The first cost is insignificant considering the years of perfect service that Icyball will give.

The next time a prospect asks you how long the Icyball will last, drive this point home: that it will outlast his cookstove.

**THERE'S DOLLARS
For You In
National Conventions**

See Page 7 and Order
the Ads You Need to Put
Your Story Across.

~ Among ~ **CROSLEY JOBBERS**

KNRC—The Crosley Station Of The Pacific Coast

Popular California Station Owned And Operated By Kierulff & Ravenscroft, Crosley Distributors



KNRC's New Broadcasting Studio In Elk's Temple.

One of the first radio distributors to realize the importance of radio broadcasting to the industry and the only California radio distributor now owning and operating a broadcast station is Kierulff & Ravenscroft. California distributors of Crosley radio.

In the opinion of this enterprising firm the broadcasting of high class radio entertainment is one of the most valuable aids to the dealer in creating and maintaining the set owners' interest in radio. They back up this opinion to the extent of sole ownership of a 500 watt station, KNRC, broadcasting on 375 meters and operating continuously ten hours per day, seven days per week. The popularity of this station and its programs with the California radio public has earned for it the name of "The Theater of the Air."

Made Crosley and Kierulff & Ravenscroft Synonymous.

Four years of consistent and continuous daily broadcasting has made the call letters KNRC, Crosley and Kierulff & Ravenscroft synonymous

**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

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

to listeners-in of the Pacific Coast and Hawaii. This station has played no small part in making California one of the brightest spots on the Crosley sales map.

KNRC is the only large Los Angeles station maintaining its transmitter outside the densely populated metropolitan area. It is located in the Municipal Auditorium, Ocean Park, Santa Monica, a distance of twenty miles from the central downtown section of Southern California's metropolis. Two studios are maintained, one at Santa Monica and the other in the Elks Temple Los Angeles, one of the finest lodge buildings in America.

The well-known Los Angeles Elks Band, the Elks Temple organ, said to be one of the finest in the country, the famous Santa Monica Municipal Band and many of the best-known radio artists, are regular features of KNRC programs and indicative of the class of entertainment provided.

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

Began in 1922. Kierulff & Ravenscroft's radio broadcasting experience began in 1922. In that year they built and put on the air Los Angeles' first well-known station, KHJ. This station was later sold to the Los Angeles Times and is now owned and operated by Don Lee, the California distributor of Cadillac and La Salle motor cars. Later a station in Hollywood with the call letters KVFW was acquired and moved to the home office building of Kierulff & Ravenscroft at Seventeenth and Los Angeles streets. The government's permission was obtained to change the call letters to KNRC, suggestive of K and R Co., by which this firm is best known to the California radio trade. In 1926, it was decided to move the transmitter out of the metropolitan area and Santa Monica was finally selected as the ideal location.

Radio Broadcasting is Hobby.

Radio broadcasting has always been a hobby with Mr. A. E. Ravenscroft, the genial and enterprising President of Kierulff & Ravenscroft and the success of KNRC has been due to his untiring efforts.

Kierulff & Ravenscroft maintain establishments in Los Angeles and San Francisco, and are the exclusive distributors in the State of California of Crosley radio.

NATIONAL CONVENTIONS IN JUNE

All Crosley Dealers should play up idea in local newspaper advertising. See powerful two column ads on Page 7.

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



Making The Radio Bug Bite

Crosley Dealer Strong For Home Demonstration Of Jewelbox

Free home demonstrations are the means for making the radio bug bite deeply. This is the opinion of A. W. Paffenbarger, Crosley Dealer at McArthur, Ohio.

This Dealer is a strong Crosley booster, having made the Crosley Bandbox an exceedingly popular set in his community. When the Jewelbox was introduced, this Dealer saw the opportunity for home demonstration. In a letter just received this Dealer declares, "When I place the Jewelbox in a home for two or three days the radio bug bites deeply."

Causing the radio bugs to bite is one of the important functions of the home demonstration plan. There are many persons who are not interested in radio because they do not know what radio will do. They have prejudiced views regarding radio. When a Jewelbox is put on demonstration, however, they get on radio reception at its very best and naturally.

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

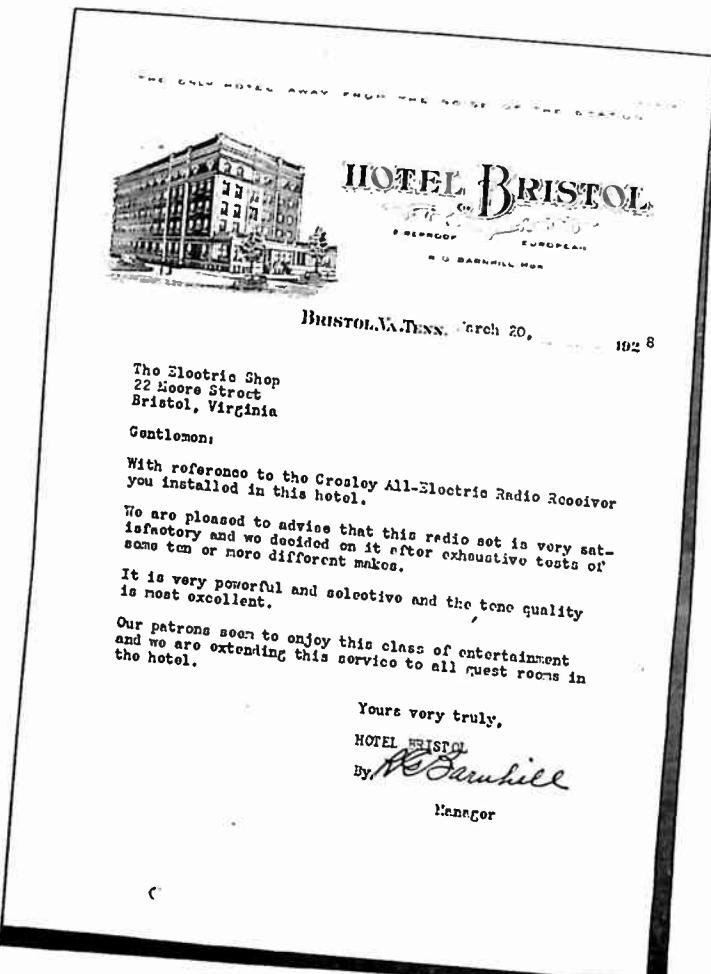
Grain and Live Stock

Quotations

FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio

Dealer Makes Jewelbox Installation In Hotel Bristol At Bristol Tenn.



The Electric Appliance Company Handle Crosley Exclusively---Special Installation Shows Them On Job

Many hotels are waking up to the possibilities of radio. Thus more and more radio is being installed in hotels for the entertainment and benefit of their guests.

Recently the Electric Appliance Company of Bristol, Va., formerly known as The Electric Shop, installed in the Hotel Bristol, outstanding hotel of that city, a Jewelbox with connections to every room in the hotel. This installation proved so satisfactory that Mr. R. E. Barnhill, Manager of the Hotel Bristol, wrote to the Electric Appliance Company the letter which is reproduced here. This letter was used by the Electric Appliance Company in a large ad in their local newspaper and attracted a great deal of attention. It is certain that

this installation will prove of great benefit to the Electric Appliance Company in establishing Crosley in that community.

In a recent letter from the Electric Appliance Company, Mr. D. R. Burke, writes the following:

"We handle Crosley radio exclusively. We know there is nothing better and by making it an exclusive proposition we find that all parties concerned are better benefitted thereby. There is certainly strict competition here, but believe me we are going to, and are, putting Crosley on the map in this town."

"Please note that our firm name has been changed from The Electric Shop to The Electric Appliance Company."

Rehoboth Electrical Supply Co. Inc., Believes In Concentrating on One Line

You can always judge a dealer by the lines he carries. You can judge his success by the enthusiasm with which he backs his leading line. More and more dealers are recognizing the advisability of concentrated sales effort—putting all they have into selling one high class line of merchandise.

That is one thing which is responsible for the success of the Rehoboth Electrical Supply Co., Inc., Crosley Dealer at Rehoboth, Delaware. Mr. E. A. Emmert, General Manager of this Company, is pushing the Crosley line one hundred percent. So thoroughly sold is this company on Crosley radio receivers that they are offering to make free repairs and service on every set for one year from date of purchase. Their customers appreciate this service and recommend Crosley at every opportunity constantly giving the Rehoboth Electrical Supply Co. Inc., names of their friends who might be interested.

The Rehoboth Electrical Supply Co., are firm believers in advertising. In their advertising efforts they are pushing the Crosley Bandbox, Jewelbox and the Crosley Icyball. In a recent letter Mr. Emmert says—"We are pleased to state that we have turned CROSLEY 100%, being sold on your line to such a point where we are justified in making free repairs and service for one year from date of purchase to our customers."

Parents Listen When Children Are Broadcast

Fond parents in widely scattered cities, and lovers of the best in music, make up enthusiastic audiences for the concerts which WLW picks up from the two large Cincinnati music schools.

A varied recital of instrumental and voice solos was broadcast by WLW from the College of Music auditorium on Tuesday, April 24, from 9:00 to 10:00 P. M.

Dustproof Sets Are Made By Crosley

Another Convincing Talking Point To Use

Crosley dealers and distributors, do you know what it means to be selling dustproof sets?

Probably you have never stopped to consider whether or not dust in a set is objectionable. Actually, however, dust is one of the worst enemies of good radio reception.

Dust Causes Bad Contacts.

Dust collects around wiring and electrical joints. In damp weather it becomes moist and offers an excellent path for the leakage of radio currents. Dirty contacts, too, offer high resistance for the leakage of radio currents. The result is a great loss of efficiency in the set.

People who have old-style open sets think that something is radically wrong with them, when it is simply dust and dirt that is causing the trouble. A few minutes spent in cleaning them out would restore them to their normal operating efficiency.

All Crosley Sets Dust Proof.

Fortunately, all sets in the Crosley line are dustproof. The wiring is all concealed below the chassis and is covered by the metal bottom piece of the set. Condensers and other working parts are encased. The result is a sealed-in assembly, proof against all dust and dirt. This is another important point in favor of modern Crosley radios.

Of course the metallic chassis and case of each Crosley set does much more than guard against dust. This type of construction shields the circuit both from outside disturbances and from possible unwanted interaction of the different parts of the circuit within the set. This results in quiet operation at all times.

Armored Sets Are Rugged.

Again, the armored method of construction makes for ruggedness. Crosley sets may be handled quite roughly without injuring them. The enclosing of parts makes the sets foolproof. Accidentally dropping something into them injures nothing.

Two instances have been reported recently in which Crosley sets were in bad fires and came out as good as they went in as far as operation was concerned. In one instance the set fell one whole story when part of the burning building collapsed. It was rescued, fitted with new tubes, and put to receiving broadcast programs just as before. These instances demonstrate vividly the extreme ruggedness and durability of the Crosley type of construction.

Economy Of Operation Is Important Talking Point Of The Crosley Jewelbox

No Batteries To Buy, Replace Or Charge---Current Is Used Only When Set Is On

Advertise Crosley Icyball In Your Local Theater

This Set Of Four Powerful Icyball Slides Furnished To You For \$1.50

Rush In Your Order At Once Accompanied By Cash Or Money Order.



Everyone realizes the economy of operation of light socket sets. The current that they draw from the light circuit is very small.

But the comparative economy of different light socket sets is widely different. In this regard the Jewelbox stands head and shoulders above many competing makes.

Trickle Charger Constant Drain

For example, many so-called light socket sets are simply battery sets equipped with a "B" eliminator and a storage "A" battery equipped with trickle charger. When the set is not operating, the trickle charger is continually drawing current for charging the storage battery. With the Jewelbox, however, current is only drawn from the lighting circuit when the set is actually in operation.

Again, there are many true light-socket sets which use several times the current drawn by the Jewelbox. This is due largely to the design of the power supply units and to the type of tubes used.

New Tubes Are Economical

Unquestionably, the new alternating current tubes used in the Jewelbox are at once the most economical and the most satisfactory type of light-socket operation. The power supply units employed with some sets, while giving satisfactory reception, require quite heavy currents to operate them.

Performance and quality of reproduction have been primary factors in the design of the Jewelbox. But every consideration has been given to making the set as economical to operate as possible. The result is a true light-socket radio which uses a negligible amount of lighting current, so little in fact that the cost of operating it will not even be noticed on the light bill.

USE CROSLEY ADS FEATURED ON PAGE 7

National Conventions in June mean great demand for Radio. Order 2-col. Ads offered on Page 7.

ORDER BY NUMBER

Johanna Grosse, featured organist of WLW, wishes that her audience wouldn't be so enthusiastic about her. They write and ask for photographs and autographs, and some of them even follow her about to collect her handkerchiefs and gloves as souvenirs. Johanna tolerated

their acquisitive attentions with a great deal of fortitude until someone tried to tow away her powerful coupe, which she had parked in front of the WLW studios. Now she has decided to have her monogram removed from the car to make it less attractive to radio fans with a collector's mania.

Powel Crosley, Jr., Attends Aircraft Show At Detroit

Speech At Banquet Reveals Hobby--Brings Down House

The eyes of the aviation world were recently turned towards Detroit, where the All-American Aircraft Exposition was held, April 14-21.

Men all over the country interested and prominent in aviation were there.

Wednesday, April 17, was Cincinnati Day at the Aircraft Exposition and a large delegation of prominent Cincinnati business men interested in aviation made the trip to Detroit in special pullmans. On the Committee sponsoring the trip and one of the delegation was Powel Crosley, Jr., who is taking a great interest in aviation, becoming prominently known in Radio circles. Mr. Crosley is a member of the State Aviation Board and is taking a prominent part in aviation affairs of Cincinnati.

Your Hobbies Will Out

Some who knew Mr. Crosley's intense interest in aviation have wondered whether aviation was gaining greater charms for him than radio. An incident at the banquet held in honor of the Cincinnati delegation Wednesday Evening, completely dispelled any doubt of this for it shows where Mr. Crosley's true interest lies—what his true hobbies are.

Mr. Crosley was asked to make a speech and in his opening remark to that assemblage at the All American Aircraft Exposition, he said, "This is the greatest "radio" exposition I have ever attended." Now doesn't that go to show where his greatest interest lies?

Radio Still His Passion

At this season of the year, with the Crosley Distributor Convention, so near at hand, such a "slip of the tongue" by Mr. Crosley is completely excusable.

Knowing the place that Mr. Crosley holds in the radio world, his remark naturally brought down the house. When quiet again prevailed, Mr. Crosley explained the mistake that he had made in broadcasting the opening baseball game at Cincinnati between the Chicago Cubs and the Cincinnati Reds. In one part during the game all the players ran out to the outer part of the field where one of their number was hurt. In describing this Mr. Crosley had said, "All the golf players are now running towards the player who is injured."

A man's hobbies will out. Everyone knows that radio and golf are P. C.'s hobby. As a man of large capacity, he will naturally have many interests, but it is certain that radio and golf will remain his hobbies.

Radio Fans Hear Gov. Vic Donahey From Ball Game



Governor Vic Donahey of Ohio as he appeared before the WLW microphone during the broadcast of the opening game of the National League season at Cincinnati on April 11.

National Conventions Just Ahead

(Continued from Page 1) shown on page 7. They will be furnished to you in either mat or cut form.

Run Newspaper Ads.

Look over this group of ads immediately. Decide which you will run in your local newspaper and without delay rush into us your request for the mats or stereotypes which you need.

Be sure and order these ads by number, and also be sure and state whether you desire mat or stereotype. If your local newspaper can use mats, order the mats, for these can be sent to you quicker and more conveniently. If your local newspaper can not use mats, be sure and say that you want stereotypes.

Not since the Dempsey-Tunney fight in September has such a wonderful opportunity presented itself to Crosley dealers to do a world wind business in radio. Don't let this wonderful opportunity slip by. Get in the thick of the fight. Be sure and use all the advertising you can. Use your local newspapers, use your telephone, go out after the business. The fellow that will benefit most from the two national conventions will be the fellow who goes out after the business. You be a go-getter; that's the way to sell radio.

WLW Marks Time As Noon Arrives

Railroads, Jewelers, Firemen, Farmers, Use Radio Signals As Standard For Setting Clocks

The Jewelbox Is A Jewelcase

Daughter Of U. S. Senator Says 704 Looks Like Jewelcase

This is a true story.

The very pretty daughter of a United States Senator walked into an apartment where a Crosley Jewelbox had just been installed. After she had removed her coat and hat, the hostess said:

"Oh, I want to show you our new radio set. How do you like the looks of it?"

"Why its lovely," the Senator's daughter replied. "I like the finish—it looks like a jewelcase."

"My dear, you are right," said her hostess. "That's what it is called—the Crosley Jewelbox."

The next day a sedate old gentleman had long known the family, came to the apartment. After he had removed his hat and coat, his host said:

"Wiltshire, I want you to see our new radio set. How do you like its appearance?"

"I like it," the old gentleman replied. "It is very attractive. It looks just like a jewelcase."

"Wiltshire, you are right," said his host. "That's what the set is called—The Crosley Jewelbox."

The moral of this story is this: A case for jewels should be worthy of the valuables entrusted to it. The Crosley Jewelbox is made for the most costly jewels in the world—the world's finest radio programs. Its appearance is worthy of the jewels for which it is made. That has been aptly testified to by the Senator's daughter and the Elderly Gentleman.

Crosley Service Manual

(Continued from Page 15) checked by setting the "Set-External" switch on "Set" and setting the large switch for the voltage range required. With the large switch in the "M. A." position, read the plate current through the tube. In order that the readings which indicate good condition of tubes may be known a series of good tubes of different types should previously be checked in this way, and the readings obtained with them used as standard.

Practical uses to which radio is put not always are realized completely even by the radio station whose broadcasting is being utilized.

Indeed, the extent to which the time signals transmitted every noon by station WLW were being used by the radio public was not known to station officials until a recent brief cessation of the service brought in a flood of protests.

Railroad men, telegraph companies, fire departments, jewelers, small towns without automatic time-setting clocks, and countless other individuals and business concerns indicated that they depend entirely on the WLW time service. However, it was only a few listeners, feeling themselves abused by the five minutes of code signals broadcast before the beginning of the noon programs, who wrote to the station about the signals. Their articulated protests suggested to the Crosley officials that the time signals might not be popular. Accordingly, they stopped the regular time service for one week and only one announcement exactly at noon was given.

Immediately letters began to come in. Jewelers wrote that they were setting their regulators by WLW's signals. From Bradford, Ohio, came a petition signed by 51 business men who said that the town was entirely dependent on WLW for correct time. Twenty-nine radio fans in Patriot, Indiana, said the same thing for their whole community.

Locomotive engineers of the Chesapeake and Ohio railroad reported that they were using the WLW signals to get their time before going on the road. The auditor and superintendent of the Ohio and Kentucky Railway Company said that for the past year he had been relying on the time signals by telegraph to the agents on his line.

The fire chief at Lakeview, Ohio, sent in the news that the Lakeview community for several square miles was receiving the time by means of the daily fire siren test blown as WLW gave its final noon signal. A Cincinnati power company reported that it checks its standard clocks by the radio time broadcast. Farmers all over Ohio, Indiana, and Kentucky informed the Crosley station that the radio signals were their only means of knowing the correct time.

The time signals come to WLW by lines from the Naval Observatory at Washington. They operate a relay on the station's control board which gives the time in dashes.