

# Crosley Radio Dominates Chicago Trade Show



Exhibit In Main Ballroom Of Blackstone Hotel Is Talk Of Show--Beautiful, Dignified and Impressive Is Verdict

The tinkling of bells and a flashing of big red buttons with Crosley insignia were constant indications that Crosley had taken over the R. M. A. Trade Show at Chicago from June 11-15 and converted it into a great Crosley achievement.

That Crosley dominated the Show, no one in attendance could deny. On page 13 of this issue of the Broadcaster is to be seen the picture of the Crosley display which reproduced the booth in the Exhibition Hall of the Stevens. This booth was the center of attraction and interest in the Exhibition Hall, partly so because of its beauty and of the attractive manner in which the new Crosley line was displayed but more certainly because it was at this booth that invitations to the Crosley display in the ballroom of the Blackstone Hotel were handed out.

### Only A Starter

The Crosley booth in the Exhibition Hall was only a starter of Crosley activities. The great feature of Crosley's part in the R. M. A. Trade Show and in fact the most outstanding feature of the entire show was the Crosley exhibit in the main ballroom of the Blackstone Hotel, directly across the street

from the Stevens.

Some little conception of the beauty and the dignified magnificence of this display can be had from the picture above. This display was by far the most costly and the most spectacular that has ever been seen in the many years of history of the R. M. A. Trade Show. The entire expanse of the huge main ballroom of the Blackstone Hotel was converted into one great Crosley exhibition. Many were heard to remark: "Have you seen the radio show at the Blackstone?" Others said: "You haven't seen the R. M. A. Trade Show until you have seen the Crosley exhibit at the Blackstone." These and other remarks give full conception of the part Crosley played at the show.

### Three Separate Displays.

A careful examination of the pictures above show that there were three separate displays of Crosley merchandise in the Blackstone ballroom. The first of these was a huge display with the caption directly above it, "Try Them In Your Home Five Days Free," and under it the Crosley slogan, "You're There With A Crosley." This display reproducing the display at the Cros-

ley Distributors' Convention made quite a hit with all who viewed it.

The next display similar to the one in the Crosley booth at the Stevens was a window display that the most progressive dealer would be proud to duplicate. Dealers were told in fact by their distributor that this display would be made available and would be loaned to dealers who desired it.

### Individual Displays

The third display of the new line consisted of little individual dis-

plays all around the hall. Each Crosley set and each Crosley speaker was displayed separately in a different part of the hall.

In separate parts of the huge ballroom hall, as shown in the photograph above, there were also displays featuring the Crosley Icy-ball Refrigerator, the new offerings of The Amrad Corporation, Showers Brothers Cabinets, and Findlay Metal Tables.

Was the display in the ballroom of the Hotel Blackstone a success?

## Outstanding Key Dealers Go Crosley

### Enthusiasm Of Famous Merchandisers Indicate Crosley Landslide For 1928-29 Season

An interesting side development of Show Week in Chicago was the extreme interest by the so-called key account dealers of the larger cities. Every large dealer from New York, Philadelphia, Boston, eastern as well as western and mid-western points, including big radio advertisers and operators from the Pacific Coast, spent much time in the various Crosley displays at the show.

Most of these large accounts, big names in the furniture, department stores and other merchandisers with large radio interests are now flying the Crosley banner. These smart merchandisers in the parlance of the times "know their groceries" as well as their radio business. They know merchandise value. They know what the public wants. When they go Crosley, a landslide is indicated.

# Thousands Visit The Big Exhibit At Blackstone



Radio Industry Astounded At Remarkable Values Of Crosley-Amrad Offerings--Cabinets And Tables Admired

You should have seen the great mobs of dealers who thronged that room during the week. The first day there were over four hundred and as the news spread they came in surprisingly greater numbers on each succeeding day. Those viewing the great sight could hardly believe that this was but one of the side-lights of the R. M. A. Trade Show for it took on all the characteristics of being the big-outstanding feature of the Show.

As each guest, visiting the Cros-

ley exhibit in the ballroom of the Blackstone Hotel, registered a big red button for the coat lapel with the word Crosley on it, was presented. Also a little bell was given as a souvenir. Thus during the entire week the little bell and this flashy button announced the approach of Crosley boosters. From the noise those bells made, one would think that the entire assembly at the Trade Show had become Crosley boosters.

One of the most popular and in-

teresting places at the R. M. A. Trade was Suite 900 in the Stevens Hotel, where the new Crosley merchandise was being demonstrated. It was in this room that possibly the most amazement and wonder was shown by dealers. Here each member of the line spoke for themselves. Here the Dynacone with its pure, accurate reproductive qualities, its mellow tone, its wide range won friends right and left. It is stating only universal knowledge when we say that the Dynacone, the new Crosley dynamic speaker, was the hit of the R. M. A. Trade Show. The other members of the Crosley line spoke with equal eloquence, for each has qualities that make it an outstanding value.

The general comment of all who made the rounds of the Crosley exhibit, who viewed what Crosley had to offer in the way of merchandise and then who examined what Crosley offered in the way of dealer helps and dealer cooperation, was "Can Crosley build enough merchandise this year?" The only thing that worried them was could they get enough to fill the tremendous demands that they knew would result when this marvelous line was introduced to the value lovers in their communities.

Were it possible to invite all Crosley dealers into Cincinnati and take them on a trip through the plant, this question would quickly answer itself. Crosley this year has made more elaborate plans than ever to make possible mass production of Crosley merchandise. Every department is keyed up to a high pitch and working as they have never worked before.

Shipments of merchandise to distributors are increasing daily. In case you have not already placed specifications with your distributor, do so at once, so that we can rush your merchandise as rapidly as possible. It is certain Crosley sets won't stay on the distributors' shelves very long. Stocks will move and move fast, and so to get your share you must keep your distributor informed as to your needs.

Fifteen thousand radio dealers have dropped out of the picture during the last few years, according to the Radio Manufacturers' Association. Many of these dealers were of the "fly-by-night" variety, so that their elimination has done much to improve the radio marketing situation for legitimate dealers, merchandising their products according to high-class standards.

## Crosley Men Deserve Credit

### Hard Work And Untiring Efforts Responsible For Crosley Success At Chicago Show

The great success of the outstanding Crosley displays in the R. M. A. Trade Show at Chicago, demonstration of Crosley products in Room 900 of the Hotel Stevens and the Grand Ballroom display in the Hotel Blackstone, was due to the untiring efforts of the many Crosley men in attendance at the Show.

For the artistic conception of the booth and decorations throughout, much credit must be given to Ralph Heaton who although not actually a member of the Crosley organization is closely associated through the handling of Crosley advertising in his connection with the Prather Allen and Heaton advertising agency in Cincinnati.

Ralph Heaton is an artist to his finger tips. He worked day and night, returning to his room in the wee small (Continued on page 5)



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This is your paper. Help make it interesting by sending in contributions.

All material sent in will be most welcome. Comments of every description will be appreciated. What do you say? Let's all pull together.



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

## Editorials

### The R. M. A. Trade Show

In the early months of this year we used the phrase, "Crosley, the recognized leader of 1927, sets the pace for 1928." When this phrase was first used there may have been some who thought the Crosley organization was biting off a pretty big mouthful to set themselves up as the pace setters of radio for 1928.

Recent events, however, have been forceful testimonials to Crosley's ability to set the pace in radio. The announcement of the new Crosley line for the 1928-29 season at the Crosley Distributors' Convention, the partial unfolding of Crosley sales and advertising plans, and the showing of this line at the R. M. A. Trade Show, have set a pace that other manufacturers are finding it difficult, if not impossible, to keep up with.

Crosley accomplished a number of things during the Spring of this year which were outstanding. A new sales plan endorsing as a Crosley merchandising policy free five day home demonstration was announced, and the Jewelbox, the outstanding value in radio, was placed on the market. In these and other instances, Crosley was a pace setter during the Spring months.

It was not until Crosley went up to the R. M. A. Trade Show at Chicago, and literally dominated the Show, that the real pace setting qualities of the Crosley organization were fully realized. The Show at the Stevens Hotel, Chicago, had barely opened before Crosley became apparent. Some inkling of the new Crosley line had, of course, leaked out so that interest from the start centered around the Crosley booth. The Crosley display, picturesque in its setting and as-

tounding in the facts which it disclosed created a real sensation. It was in fact the talk of the Trade Show.

A completely shielded, genuine neotrodyne A. C. receiver for only \$65! Why, it was thought impossible. Equally surprising was the showing of a eight tube A. C. receiver, with the qualities of the Showbox, at only \$80. The Jewelbox had already made a name for itself, but its new improvement, the push-pull output, was another surprise.

The hit of the Trade Show, however, was the Crosley dynamic speaker, the Dynacone, at only \$25.

The display at the Stevens would have in itself created a great deal of comment, but soon news leaked out that the real Crosley display was not at the Stevens, but at the Blackstone Hotel, where the entire main ballroom had been hired for the entire week to fittingly show off the new Crosley line.

While the Crosley booth at the Stevens was setting the pace, the display at the Blackstone, the most spectacular and the most outstanding that had ever been featured at a Trade Show was thrice again setting the pace in radio.

Not only did Crosley set the pace in appearance of attractive, dignified displays at the R. M. A. Trade Show, but proved beyond doubt that the new merchandise has more than just eye value. Complete demonstrations of the sets were made in Suite 900 of the Stevens Hotel, and the new Crosley line for the 1928-29 season talked for itself. It was the unanimous opinion of all who heard the new radio receivers and the Crosley speakers, that the Crosley Radio Corporation had the greatest values at the R. M. A. Trade Show. Those enthusiastic from seeing the Crosley booth at the Stevens and the wonderful display made of Crosley merchandise in the ballroom of the Blackstone Hotel, just boiled over with enthusiasm when they heard the Crosley sets and speakers in operation.

Crosley has now established a name as the radio pace setter of 1928. The R. M. A. Trade Show was a great Crosley achievement. The enthusiasm developed there is spreading out into every nook and corner of the country.

What will the public think of Crosley merchandise? The reaction towards the new Crosley line so far, its wholehearted endorsement by Crosley Distributors, its enthusiastic approval by dealers who have seen it, its overwhelming domination of the R. M. A. Trade Show are powerful indications to the fact that Crosley will set the pace in sales for this season. The half has only been told. Crosley will continue to set the pace throughout the entire season. One surprise after another in the way of sales and merchandise plans can be expected.

Crosley dealers, you can just con-

gratulate yourselves that you are associated with the outstanding radio manufacturer in the industry—an organization that is not satisfied to take a second or third place in the radio field this season, but which plans to be first in the heart of the buying public, first in the profits which the dealer organization can make and first in the entire radio industry—the pace setter for 1928.

### The Most Critical Test

Everything we do, everything we see or touch has a reaction upon us. We can not help ourselves. We are made to be conscious of things we come in contact with. They make their reaction whether favorable or unfavorable without our hardly realizing what is taking place.

It is surprising and almost appalling what an accurate foundation upon fact these reactions take. Beware of anything which you unconsciously distrust. Beware of going very far with anything over which you cannot be enthusiastic.

Enthusiasm is the feeling which stirs up in us when something has reacted upon us which appeals very strongly. Enthusiasm is an unconscious reaction over which we have very little control. It bursts forth only on sufficient cause. Genuine enthusiasm can not be luke warm, it either comes to us and grows or it does not come at all. Because of this it is possible to test any proposition by the enthusiasm which that proposition inspires.

It is altogether possible that an unworthy proposition may appeal to the extent of enthusiasm to one or two people. It is impossible however, for an unworthy proposition to produce enthusiasm with a large group. It is with this in mind that Lincoln said, "You can fool some of the people some of the time and all of the people part of the time, but you can't fool all of the people all of the time."

The ability of a proposition to create and inspire enthusiasm can thus be taken as conclusive proof of the merit of that proposition. The Crosley line of merchandise for the 1928-29 season has passed this most critical of all tests with flying colors. It is proving every day with increasing force that the coming season is destined to be the biggest and most profitable that Crosley dealers and distributors have yet encountered.

The first burst of enthusiasm stirred in the breasts of Crosley distributors when Powel Crosley, Jr., drew back the curtain last month at the Sixth Annual Crosley Distributors' Convention and displayed the new Crosley line. Since then this enthusiasm has spread with a contagion positively irresistible in its force. It has broken forth wherever and whenever the new line has been shown or told about. Further-

more, this enthusiasm is growing in power every day as new facts of Crosley superiority come to light.

Yes, Crosley distributors attending the Distributors' Convention were instantaneous in their spontaneous and enthusiastic approval of our new line. Since seeing the acceptance by dealers everywhere and after attending the R. M. A. Trade Show at Chicago and stacking up Crosley merchandise alongside of the best offered by other manufacturers, their enthusiasm has doubled and tripled in volume—and still it grows. Nor will it stop growing throughout the entire season ahead.

Crosley enthusiasm for the 1928-29 season is founded upon fact. Never was there such an impressive array of high quality radio receiving sets and speakers offered to the trade. Crosley merchandise made a sensation at the Distributors' Convention. It made even a greater sensation at the R. M. A. Trade Show at Chicago, where it could be compared with the offerings of other radio manufacturers. It will make its most outstanding sensation when offered to the American public, who are ever ready to enthusiastically respond by unloosened purse strings to the line of merchandise which best merits their approval.

### Radio Is Stabilized

Radio has settled down to be a conservative, lucrative business, like many other lines.

The day of the cut-throat shop is over. People are out to buy standard, high-class radio merchandise from dealers who know radio and are in position to give adequate service. The "gyp" finds himself out in the cold.

Radio set design has become stabilized. New sets, radically different, are no longer brought out every few months. Instead, the dealer can concentrate on a single high-class line from one season to another.

All these facts go to make radio a more pleasant, more profitable business than it was a few years ago. The high-class radio dealer is making a name for himself in his community today. He is establishing a business that will carry on for years to come.

Crosley radio has played its part in bringing about this stabilization. In building up an organization of high-class authorized dealers as its representatives, in handling its merchandise through wholesalers of established reputation, and in standardizing its line of sets it has helped to establish confidence and security in radio merchandising.

Radio dealers should be thankful that this new era in radio merchandising has come. It means greater profits. It means that the future of your business is assured.

## Crosley Exhibits Feature Of Show

(Continued from Page 1)

output, came in for its share of conversation.

Literally, millions of words were used in the Hotels Stevens and Blackstone by the Crosley people and Crosley distributors in extolling the merits of the Dynacone while other people used an additional million words wondering how Crosley was able to build and sell a genuine dynamic speaker for \$25.00. The Crosley Jewelbox and the Crosley Icyball came in for their share of enthusiastic description while the Amrad line proved a hit in Chicago in the higher priced field.

### Showers Display Attractive.

Showers Brothers displayed the new line of cabinets to take Crosley sets, in one end of the big Ballroom. The center of attraction was the C-1 model incorporating the new Crosley dynamic speaker, the Dynacone, a handsome piece of furniture to retail at \$50.00. This model was shown incorporating the \$65.00 A. C. Gembox to sell complete at \$115.00. It was attractively displayed in a gold frame shadow box with high powered electric light between the gold frame, illuminating the set and cabinet against a black velour background making it stand out as a lovely picture in the center of the Showers Brothers' end of the hall. This combination was probably the outstanding cabinet and set combination displayed in the entire R. M. A. and Crosley shows.

The Crosley display in the R. M. A. Trade Show, while of course, limited in its space, attractively showed Crosley sets to excellent advantage against a background consisting of a back drop and orchestra

with realistic figures of dancers and orchestra leader in miniature made of plastic material hand painted. This display came in for more than casual interest on the part of the thousands of dealers who attended the Trade Show, who after looking over the Crosley exhibit visited Suite 900 in the Hotel Stevens where all of the Crosley models were on display and being demonstrated.

### Speak for Themselves.

As you stepped from the elevator on the ninth floor, the exhibit opened off of the east end of the wide hall. Each door of Suite 900 was open. Brilliantly illuminated Crosley signs hung at the top of each doorway and from the doors and rooms themselves the air was flooded with the full rounded dynamic tones of the Dynacone.

While it is usually expected that a rather casual interest be shown by the individual dealers in any line of radio sets where usually the comment is "Ho Hum!" Here is the XYZ Radio Company, let's see what they have," even the most blasé dealer emerging from the elevator on the ninth floor of the Stevens showed an immediate interest. He would turn to one of his associates, for those dealers seemed to go around several together and would say: "There it is—Hear it?" and the several dealers would make a beeline as fast as they could go to the Crosley Suite and stand all attention, ear and eye, before the Gembox housed in the Showers \$50.00 cabinet which combination was kept in operation all of the hours of the week, from 7 in the morning until 2 or 3 o'clock the next morning, the Dynacone broadcasting the merits of the product.

## Crosley Men Deserve Credit

(Continued from Page 3)

hours in the morning, tired, grimy, and dirty, but happy through the knowledge of a job well and artistically done.

### Karr Accomplishes Impossible.

Horace Karr handled the details of the entertainment features. He employed the beautiful young ladies who greeted visitors to the Grand Ballroom of the Blackstone, registered these guests, provided each of them with an identification button and a Crosley bell and provided the entertainment for the luncheon to the Crosley distributors and members of the press, Thursday noon, in the Ballroom. This event went off smoothly under the direction of this capable master of ceremonies, providing enthusiastic entertainment along with the excellent food furnished by the chef of the Blackstone.

### Abbott and Sales Department Work Nobly.

H. Curtiss Abbott, Sales Manager of the Crosley Radio Corporation,

was busily engaged during every waking hour of the Show, greeting those members of the Crosley family, jobbers and dealers from distant points, seeing that their wants and questions were cared for. Mr. Abbott was nobly assisted by a capable crew of men in his department including Leonard Kellogg, F. E. Bremer, H. F. Jaax, O. T. Thorsen, F. L. Ray, W. A. Baldwin, A. M. Dederich, T. A. Jenkins, and E. K. Revercomb.

R. H. Langley, Engineering Director of the Crosley Radio Corporation, and C. E. Kilgour, Chief Engineer, spent several days at the Show with watchful eyes for new things.

Mr. E. L. Shepherd, Manager of the Service Department of the Crosley Radio Corporation, also spent several days at the Show as did John Hope, the genial Credit Man.

Powel Crosley, Jr., President of the corporation, and F. Clifford Estey, his assistant, spent two days at the Show, returning to Cincinnati after the banquet Thursday evening.



POWEL CROSLY JR.

## TALKS TO the TRADE

Each year shows some improvement in the construction of radio receivers. This year the public demand is for tone quality and as usual Crosley leads. Last year with the Bandbox receiver and the Musicone speaker, we gave tone quality superior to that of any set in the price range. The 1928 model Crosley receivers are the result of years of careful research and survey by our corps of engineers and the tone quality of these sets not only exceeds that of any set of similar price but is equal or better than most of the sets in the extremely high priced range.

Special attention has been devoted to the audio end of our equipment. Last year at 60 cycles the total gain of the audio end of the set was approximately 70 while this year it is about 300. The peak amplification at 1000 cycles is about 1100 this year instead of 1500 while at 200 cycles it is 900 instead of 450, showing a much flatter curve at all frequencies and a marvelous improvement in tone quality.

In addition to the attention given tone quality, we have added push-pull amplification to several of our models with the result that they give twice as much undistorted volume. The total increase in low notes is approximately four times that of last year's sets.

Although our Dynacone speaker was only announced on the 15th of May, it has already taken the country by storm. Our problem will be one of production this year. This beautiful power speaker of dynamic principle can be used with any set but is most effective when used with Crosley receivers. It reproduces very high notes and much greater volume on the low notes. It does not require additional tubes and a power supply but operates directly from Crosley receivers.

This remarkable speaker is protected by patents that we own which were covered in our Musicone patents granted some years ago. We are the largest manufacturers of speakers in the world and for this reason are able to offer you a superior product at a \$25.00 list whereas many power speakers with dynamic principle sell for as high as \$75.00 to \$100.00.

You are going to experience some trouble to get samples of this speaker and all our new receivers. We are already swamped with orders and our factory is doing its best to produce. However, I cannot urge you too strongly to place your requirements early with Crosley distributors because these superior sets combined with the Dynacone speaker gives you every quality which the public demands and a combination which you cannot beat at any price.

Powel Crosley Jr.

## First Big Broadside Of Crosley National Advertising Fired

Powerful Ad Appears In June 30 Issue Of The Saturday Evening Post—Prepare To Cash In On This Ad

To back up fittingly the greatest line of merchandise that has ever been offered to the trade, Crosley has planned the biggest and most extensive advertising campaign yet launched. At this time we shall not disclose all the details of this advertising campaign. It will come as a complete surprise to the entire industry.

But we can say that this year's Crosley advertising campaign will be the most unique, the most outstanding and the most extensive ever offered to back up the sale of radio merchandise. The first great bomb in this huge campaign is scheduled for June 30 issue of The Saturday Evening Post. We are mailing you a reproduction of this advertisement which announces the

complete Crosley line for the 1928-29 season.

### Will Create Big Stir.

This advertisement will create a tremendous stir over the entire country. The announcement of this new line has proved a sensation everywhere. It was the talk of the Chicago R. M. A. Trade Show. Crosley dealers in every section of the country have been unrestrained in their enthusiastic approval. It is the public, of course, who must pass the final judgment and, from every indication, it is certain that they will receive the new line with equal enthusiasm as it was received by the distributors and dealers.

### Stamp Your Store Crosley

The circulation of The Saturday Evening Post is way in excess of

two and a half million. Thus this announcement will be seen and read by people everywhere. Hundreds in your community will see it and be immediately impressed by the announcement of the new Crosley line. They will want to know where Crosley is handled. It is up to the Crosley dealer in every community to tie in with this powerful Crosley advertisement in the Post.

Stamp your store as the Crosley store. Just as soon as the Post appears, which will be Thursday, June 28, buy a number of copies and open them up to the great two-page Crosley ad, displaying them in your window.

### Put Line On Display

Not only is it important that you (Continued on Page 12)

## Amrad Goes Big At Trade Show

Offerings Dominate High Price Field—Dealers And Distributors Enthusiastic

The Amrad Corporation, which is so closely associated with The Crosley Radio Corporation, displayed its new line not only in the R. M. A. Trade Show, but also in the demonstration suite in the Stevens and occupied the whole South end of the Ballroom in the Blackstone.

Crosley and Amrad distributors and dealers from all over the country, spoke in the highest terms of the progress and development made by Amrad within the last year. The Amrad line was pronounced just as outstanding in its higher priced field as the Crosley line is in the popular priced market.

### Major Hahn Glows With Pride.

The beauty of the Amrad furniture models was commented upon everywhere during the Show week. Major James E. Hahn, President of the Amrad Corporation, wore a continual smile and glowed with pride over the achievements of his organization and the development of their product.

Bert Ayers, General Manager of the Amrad Corporation, W. H. Lyons, Sales Manager, with a corps of assistants, was continually on the job, explaining the merits of their products and entertaining the visiting delegates.

The dynamic principle applied to loudspeakers makes it possible to have much greater volume of undistorted output.

## Public Clamoring For Jewelboxes



Push This Fast Selling Item—Big Profit Each Sale

There is one radio set that stands head and shoulders above all others as absolutely the best that can be bought for a moderate price in the market today. That set is the Crosley Jewelbox, Model 704.

The Jewelbox is superior in selectivity, volume, and overall performance to any set that may be purchased for several times the price. The acuminators provide a means of exceptionally sharp tuning. As now improved, with its new push-pull audio output system, this radio sets a mark in perfection of tone quality and pleasing reproduction at which other sets can only hope to aim.

### Finest in Radio

Crosley dealers everywhere are selling his set like wildfire. Get your share of the profits, push it yourself. It is unquestionably the finest piece of radio apparatus that the average pocketbook can buy. For the man who wants the best in radio—who wants to feel that he owns a radio outfit that cannot be excelled, nor even equalled—the Jewelbox is an ideal set.

The Jewelbox is the highest-priced set in the Crosley line. It

represents the top quality in a line which is noted for its quality, from the most costly set to the cheapest. In selling this top-quality set Crosley dealers are selling satisfaction that cannot be equalled in any other way, and incidentally they are making more money per sale than they can make on lower-priced merchandise.

### Bigger Profits Possible

It takes as much sales effort to sell a fifty dollar set as a ninety-five dollar one. Yet the dealers profit on the ninety-five dollar set is almost twice as great. This is a good point to bear in mind. It illustrates that selling the Jewelbox—pushing it and advertising it—actually pays in dollars and cents.

Another good reason for concentrating on Jewelbox sales is that national advertising and the purchase of thousands of these sets in homes all over the country has made them well known. The name "Jewelbox" stands for perfection of performance in radio. The public knows about these sets and needs less convincing to be brought around to the point of purchasing than with regard to any other set that can be

mentioned.

### Thousands Sold Already

Crosley has continually stayed in the low-priced field, but has always striven to combine low price with high quality. How well he has succeeded is testified to by thousands of satisfied Crosley users. In the Jewelbox Crosley offers a set at a comparatively moderate price, which is as fine in quality as experienced radio engineers and production men can build a set today.

The Jewelbox is a fit set for the most discriminating person. Try as he may he will not be able to find a better one.

## Important Hints On Crosley Icyball

Refrigeration Cycle Defined—Heat Unit In Morning

Here is a suggestion about the Crosley Icyball that will help Crosley dealers get results, and help them to establish satisfied customers—especially those dealers in the southern states.

The suggestion is this: see that Icyball is always heated in the morning, not at night. If the heating is done at this time, Crosley Icyball will be coldest during the daytime, when it has the hardest part of its work to do. At night, the outside temperature is much lower and it is not necessary for the unit itself to be so cold.

### Defining Refrigerating Cycle

There is another point that Crosley dealers should remember. When Icyball has been refrigerating for a considerable time since the last heating, and when its temperature has risen to the point where it will no longer freeze ice cubes satisfactorily, this does not signify that the refrigerating cycle is over and the unit needs to be reheated.

Remember that the average temperature of an ice refrigerator is from 55 to 60 degrees Fahrenheit, while a temperature considerably below 32 degrees is required in order to freeze ice. Thus the Crosley Icyball can keep on refrigerating and keeping the food around it at a temperature lower than that found in ordinary ice boxes for a considerable length of time after it will no longer freeze ice cubes.

### Heat Unit In Morning

If the first suggestion—that of heating Icyball in the morning—is followed, ice cubes, desserts, etc., may be frozen during the daytime, when they are needed, and while the unit is in best condition for the job, and during the night refrigeration will continue at the proper rate for the lower night temperatures.

Apply these suggestions and you will get the best of results from your demonstration units and teach your customers to get the utmost satisfaction from their Crosley Icyball.

# Huge Market To Be Developed For Crosley Dealers

New Specialty Selling Plan Gives Crosley Dealers Amazing New Opportunities

Not content with the development of a bigger, better, and more complete line of radio receivers and speakers—at a price which covers 90% of your market—Crosley now provides the most effective plan for stimulating retail sales that has ever been used in the radio industry.

For months the details of this amazing plan have been in process of development. No effort or expense has been spared to provide Crosley dealers everywhere with the ammunition which is going to give them a bigger percentage of prospects and a larger percentage of sales than has ever been possible heretofore.

### Distributors Give Their Endorsement.

This new sales plan has already been submitted to Crosley jobbers. They have been unanimous in their approval and their cooperation. Every member of the Crosley organization—every Crosley representative—is behind the plan with 100% endorsement. Every Crosley dealer is going to participate the moment the full details are announced.

A complete announcement of the plan and its operation will be made in the next issue of The Broadcaster. Watch for it. In addition, every Crosley representative and every Crosley distributor's salesman will be supplied with complete information for you. Read the brief outline to the right of this article. Prepare yourself for the most effective sales promotion plan you have ever seen.

### New Plan Offers Many Distinct Advantages

The new Crosley Specialty Selling Plan has been made entirely practical. It is not to be confused with the many so-called sales plans which are only theoretical, hard to manage, and which require too much of your time for successful operation. The new Crosley retail sales promotion plan was designed to fit your needs and is exceedingly simple and practical.

One of the outstanding advantages of the plan is that it requires a minimum of time and effort on your part. Everything is done for you—ready to put the plan in operation. This leaves you more time for managing the business and looking after sales and service. There are absolutely no complicated details—no additional expense.

## ANNOUNCING A NEW RETAIL SELLING PLAN for CROSLY RADIO DEALERS

Mr. Crosley Dealer:

Do you want to

1. Sell more radio sets than your competitors?
2. Lower your selling costs?
3. Eliminate wasted effort and expense?
4. Use a tried and proven system of selling, instead of a hit-or-miss, trust-to-luck method?
5. Make more money this year than ever before?

Then you will be interested in this **NEW Retail Selling Plan** which has been carefully worked out, exclusively for your use and benefit.

It will

1. Link your store with Crosley's national advertising in the strongest possible way.
2. Make it easy for you to go after business aggressively, which is the only way you can get it in profitable volume.
3. Enable you to work on "live" prospects instead of "cold" ones.
4. Be simple, direct, and easy to operate. The details are all handled for you.
5. Put you in the lead in your community and keep you there.

Full details will be in the hands of your distributor's salesman by July 1st. You will most certainly want to include this new plan in your advertising and sales development program for the coming season.

**THE NEXT ISSUE OF THE BROADCASTER—out July 1st—will give you full information about it!**

**WATCH FOR IT!**

Tells You Whether You Are Getting Your Share Of The Business In Your Locality

Another very important advantage of the plan is that it tells you from day to day whether you are getting your share of the business in your trading area. It enables you to check your selling activities and to cut your sales expenses to the bone.

If you employ one or more salespeople, the plan makes it possible for you to determine which ones are making sales and are profitable and which are not. It makes it easy for you to check every call—every day's work—every sale. The plan gives each salesman a definite daily task and makes it far easier for him to perform that task. This means that it will be possible for you to attract a better class of salespeople, because you can offer real producers an opportunity to make money—and the plan makes it easier for them to become producers quickly.

**Plan Will Place Crosley Dealers Far Ahead Of Competition**

That the radio business is becoming more highly competitive every day is no secret. But, the new Crosley retail sales plan gives Crosley dealers an advantage which their strongest competitor cannot have. Within four weeks after the Crosley Plan is put into operation, Crosley dealers will be the recognized leaders in their communities. This is no idle boast, as you will readily understand when the complete plan is presented to you.

Think of the advantage of having a selling plan which produces more prospects than you have ever secured before—a plan which arouses the attention and the interest of these prospects automatically, without any effort on your part—a plan which will turn a larger percentage of these prospects into Crosley buyers than you have ever considered possible. That's the new Crosley Specialty Selling Plan!

You have the Merchandise—the Full Line—the Moderate Price—and Amazing Values, in Crosley. Now, you are to have the Selling Plan that will make your Crosley business bigger and more profitable than ever.

Watch for the next issue of The BROADCASTER for full details!

The Engineering Department at the Crosley factories is equipped with an extremely elaborate testing room of novel design where the sensitivity, selectivity, and faithful reproduction of any radio set may be tested quickly and accurately.

# The DYNACONE

The Only **Dynamic Speaker** On the Market  
Operating Directly

On The Output Stages Of A Radio  
**WITHOUT OUTSIDE SOURCE OF POWER**  
To Furnish Field For The Magnet



The Crosley Dynacone has created a sensation in the radio world. This is not only due to its phenomenal price—for who ever thought a dynamic speaker could be made and sold for only \$25.00—but also because of its revolutionary construction.

The Dynacone is the first and only dynamic speaker operating with direct connection to a radio and needing no additional power plant to provide the field for its magnet. The Dynacone works direct with any set having a 171 power tube with 180 volts on the plate. It utilizes the D. C. current from the last stage, which usually goes to waste, to produce a steady, strong field for its actuating magnet.

In doing this the Dynacone has revolutionized dynamic speaker construction. All other dynamic speakers, no matter what the price, depend on outside power supply. The purchase of the speaker, therefore, must be supplemented by the purchase of the necessary power unit.

Aside from affording the purchaser a saving, the Dynacone gives reproductive qualities never before attained in any type of speaker. It reproduces the fundamental tones down to thirty cycles, with a superior performance curve over the entire range up to seven thousand cycles and with a brilliance and clear separation of the various musical instruments never before heard in a moderate priced speaker.

Push the Dynacone for all you are worth. Capture the lion's share of the speaker business in your territory. If you have not already done so, order samples at once from your distributor. The Dynacone "speaks for itself", and sales come easily and quickly.

## THE CROSLY DYNACONE

Type "E" for Gembox

And Sets Not Using an Output Transformer, But Having Power Tube.

Type "F" for Jewelbox and Showbox

# \$25.

Whatever happens in 1928...  ...you're there with a Crosley

# Start Great Drive On Crosley Icyball Refrigerator

Production Increasing Daily---Introduce This Wonderful Invention To Homes In Your Territory---Lay The Foundation For Gigantic Icyball Business Next Season

You can now start letting loose your energies full force on the Crosley Icyball Refrigerator. Word to this effect has just come from Powel Crosley, Jr., who has so far discouraged any strenuous sales campaigns by Crosley dealers on the Crosley Icyball until production should reach a point where it would be possible to more nearly meet the demand.

### Production Doubled and Trebled.

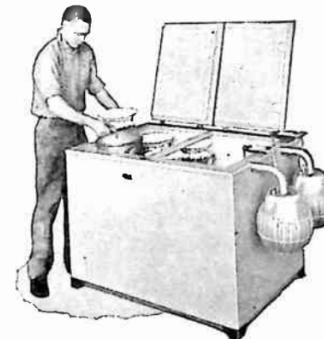
Production on the Crosley Icyball is now fast reaching that point. The capacity of the Icyball plant has been greatly increased by doubling and tripling the space devoted to its manufacture. Production has been increasing daily for the past months. It is the plan to keep it on a steady up-curve.

It is nothing short of phenomenal, the way the Crosley Icyball Refrigerator has been received by the American public. Hardly was it announced to the Crosley distributor and dealer organization until the production capacity was packed to such an extent that it was necessary to put on the brakes of sales promotion in order to prevent a great landslide of business which could not be taken care of. Thus, for the past months, Crosley dealers and distributors have been discouraged rather than encouraged from pushing the Crosley Icyball too strongly.

### Let Energies Loose.

Now, however, conditions are changing. Production of the Crosley Icyball Refrigerator has been doubled, tripled, yes, even quadrupled, and still it is being increased daily. While it has not nearly reached the peak, and will in all likelihood be yet increased many hundred per cent, still it has improved to such an extent that it is possible to say to the great Crosley distributor and dealer organization: "Let your energies loose on the Crosley Icyball Refrigerator—start pushing sales in earnest."

Crosley dealers can look ahead to



Double Unit Crosley Icyball Refrigerator

the future of their radio-Icyball business with the utmost optimism. No educational work is needed in selling Crosley radio products, for the Crosley name is so firmly established in the radio field and sales have reached a stride second to none. All who have studied conditions in the refrigeration field predict a similar state of affairs with regard to the Crosley Icyball Refrigerator.

### To Equal Radio Business.

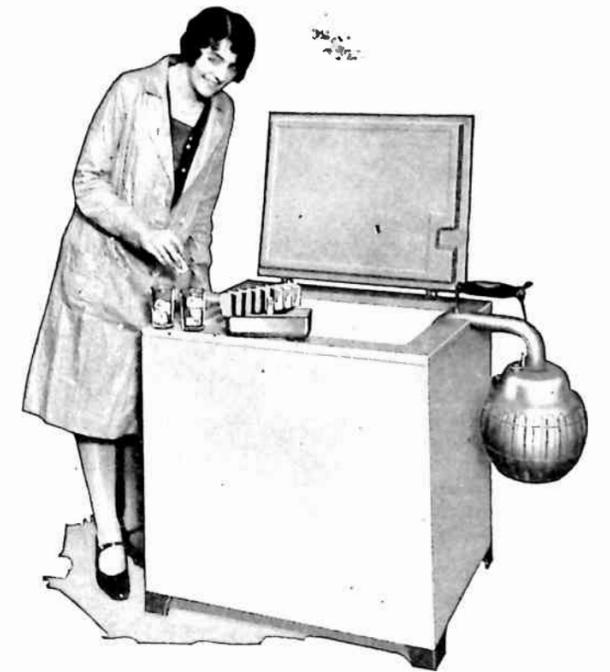
No new product has ever so instantly and completely received public endorsement as has the Crosley Icyball. With absolutely no national advertising to back it up, but in the face of constantly instructing Crosley distributors and dealers to hold back, its sales have always been many strides ahead of production. To what height the Crosley Icyball Refrigerator sales will reach is only a matter of conjecture. It is sufficient to say, however, that The Crosley Radio Corporation expects within a comparatively short time to have the Icyball business equal the radio business.

By next season Crosley mass production of the Crosley Icyball Refrigerator will have reached such a volume that it will be possible to back up sales with a strenuous national advertising campaign and enable dealers to put all of the resources of their sales organization behind it. Right now is the time, however, for dealers to lay the foundation for the whirlwind business that can be expected for next season.

### Start Big Drive.

Start a great drive now on the Crosley Icyball in your territory. Introduce it into as many homes as you possibly can. Thus by next season you will have many enthusiastic boosters, who will have already by word of mouth spread its fame and made it easy for you to do double and triple the business next season that you possibly can this season. The great cry from Crosley dealers in every section of the country, who have started pushing this wonderful refrigerator is: "Give us more Crosley Icyball Refrigerators." So strenuously has been this cry, and so loudly has it resounded in the ears of the sales department that the Crosley organization has been constantly embarrassed endeavoring to explain that it was utterly impossible to triple and quadruple production of such an item as the Crosley Icyball over night.

With the tension now greatly relieved, Crosley dealers are also relieved. Every sale of the Crosley Icyball Refrigerator made, naturally



Single Unit Crosley Icyball Refrigerator

results in enthusiastic inquiries from all who see the satisfaction and comfort which can be derived from the Crosley Refrigerator. In the past many of these inquiries have had to be stalled off explaining that deliveries were slow. From now on there will be less need for such explanations and inquiries can be converted directly into sales.

Get right behind the sale of the Crosley Icyball. Remember its sales possibilities are absolutely unlimited. In a comparatively short time you will build up a business on Icyball Refrigerators which will equal, if not surpass, the business which you have built up in the sale of Crosley radios. Don't delay your sales efforts until next season. Now is the time to build the foundation for next season's profits with the Crosley Icyball.

### Possibilities Absolutely Unlimited

A great majority of Crosley dealers have already ordered one or more Crosley Icyballs for demonstration purposes. In case you haven't placed your order as yet, do so at once. Let your distributor know the number of Crosley Icyballs which you expect to use in the coming months so that he can have sufficient specifications in with us to take care of your needs.

### Put Demonstrator to Work.

Don't let any grass grow under your feet; act now! The warm weather season is upon you—the

season when the sale of Icyball Refrigerators is at its best.

Put a demonstrator in your store and let this wonderful new refrigerator sell itself. Every Icyball Refrigerator which you place out in the homes in your territory now, means four or five sales for you next season.

## Strong For Crosley Jewelbox

Michigan Dealer Expects To Clean Up The Town This Coming Season

That the Crosley Jewelbox is certain to be an outstanding seller this coming season is being verified on all hands. Recently a letter was received from a Crosley dealer at Newberry, Michigan, who has tried out the Jewelbox. This dealer writes as follows:

"We are very much pleased with the operation of the Crosley Jewelbox received by us.

"We started it last night for the first time and if the machine continues to perform as it did, we figure we can clean up the town of Newberry the coming season with this machine.

"We will start our advertising soon and will push this machine to the limit."

(Signed) Wm. Horner Lumber Yard, Newberry, Michigan.

### Make Coming Big Fight A Radio Business Getter

**Tunney-Heeney Fight Wednesday, July 27---Feature It To Stimulate Business**

The Republican Convention at Kansas City is over and Herbert Hoover has been named the standard bearer for that party. Who will the Democrats name to oppose him? That question now uppermost in the minds of the entire nation will cause all to tune in their radios on Houston, Texas, June 27.

**Display Poster in Window.**

Big national events of this kind stimulate the radio business. The sale of radio accessories boom. The sale of radio sets and loudspeakers is doubled and tripled.

There has gone forward to you a large poster in color, on one side featuring the Democratic Convention and on the other side the huge powerful Crosley ad which is to appear in the June 30th issue of The Saturday Evening Post. Display the Convention side of the poster while the Democratic Convention is in progress. Then turn it around and display the opposite side which features the Crosley Saturday Evening Post ad.

**Tunney-Heeney Fight.**

It is common knowledge that ringside seats for the Tunney-Heeney fight, which is to be held July 27 at the Polo Grounds, New York City, will cost \$40 each. This gives you a marvelous sales argument for you can tell your customers, why pay \$40 for a ringside seat when "You're There With A Crosley."

Thousands will, of course, attend the fight, but millions will want

to listen in. Feature this fight in your window. Tell them to listen in with a Crosley. Your sales are bound to be stimulated. The people who missed the other big events, the Republican Convention, etc., will not want to miss the fight. Hundreds in your community will buy a radio, why not have it a Crosley?

**Watch for Fight Poster.**

We are now preparing a poster for your window featuring the Tunney-Heeney fight. It will go forward to you in plenty of time for you to display it. Watch for it. When it comes give it a prominent place in your window.

The only dull season in radio sales is the one that you allow to come upon yourself by letting down on your efforts selling radio. Don't be a let-downer. Boost your sales. Use the big events that are coming to stimulate your business. Talk the Democratic Convention. Talk the big ad in The Saturday Evening Post. Talk the Tunney-Heeney fight. Watch for the big events as they come and make use of them.

It might interest some of those Crosley dealers who, being unacquainted with him, have pictured Powel Crosley, Jr., as a dignified, unapproachable individual, to know that he sat on top of a piano during most of his talk in which he described the 1928 Crosley line to distributors at the Crosley Convention.

### Advertising Makes Unique Sale

**Dealer Runs Icyball Ad--Cash Sale Results From Person Many Miles Outside of Newspaper Territory**

The Crosley Icyball certainly fits a long felt want. Just a recent proof of this has been reported by the Elston Telephone & Electric Co., Crosley Dealer at Muscodia, Wisconsin.

This Dealer ran an advertisement on the Crosley Icyball in their local newspaper. A number of days later Mr. Henry Elston proprietor of the

concern, received a cash order from a person many miles from Muscodia. Mr. Elston never heard of the consumer previous to this time and in fact knew no one residing in the town from which the order came. He does not know whether or not the local paper appeared in that town, but the newspaper advises that they have no subscribers there.

No doubt, someone in Muscodia forwarded the paper on to a friend and this indirectly did the trick. This surely goes to show the interest the people have in the Crosley Icyball and the way this interest is passed in mouth to mouth advertising.

English papers are now listing regularly the programs of some American radio stations for the benefit of those who pick them up on the short-waves.

### The Ideal Stove For Heating The Crosley Icyball



### Big Demand For Kerosene Burning Perfection Crosley Icyball Heater--Model 151

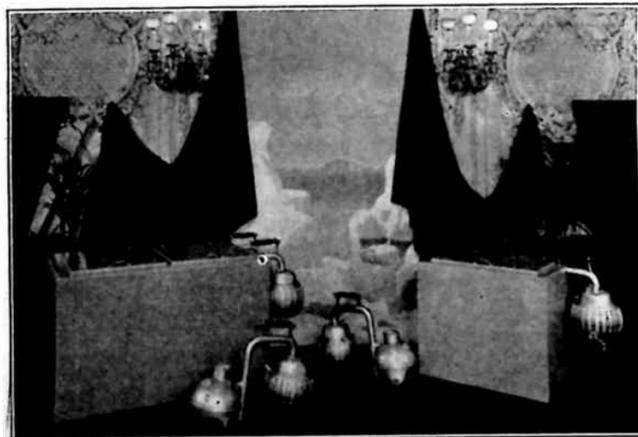
To insure the most ideal service from the Crosley Icyball Refrigerator, it is important that the unit be heated according to directions. The ideal means of heating the Crosley Icyball unit, where gas is not available, is the kerosene burning Perfection Icyball heater shown above.

This heater has been developed by the Perfection Stove Co., of Cleveland, Ohio, under the guidance of suggestions made by Crosley engineers, and is endorsed by The Crosley Radio Corporation as the most ideal kerosene heater for heating the Crosley Icyball.

The Perfection Stove, Model 151, is sold through your Crosley distributor. Prices are as follows:

- Heater without stand, \$9.00.
- Heater with stand, \$10.25.
- Stand alone, crated in lots of eight, \$1.50 each.

### Crosley Icyball In Attractive Display At Blackstone Hotel



The Above Exhibit Of Crosley Icyball Refrigerators Made Big Hit At Chicago

## Luncheon For Crosley Distributors At R.M.A. Show Success



Enthusiastic Group Gathers In Crosley Exhibition Hall at Blackstone Hotel Thursday of Show Week

### What Crosley Distributors Say About The 1928-29 Line

As might have been expected, Crosley not only has kept abreast of the increased requirement in the highly competitive, popularly priced radio class, but leads the field with his new models. Dealers will be well justified in their loyalty to Crosley and Amrad.

The Shield Co., Inc., Ft. Worth, Tex. W. A. Schmid.

For five years I've been selling Crosley products for Electric Parts Corporation of Syracuse. For the last two years with a great deal of enthusiasm. The line for 1928 is perfect in every way and it ought to be a cinch to sell. If you keep on improving the line all we will be are order takers. It's getting too easy.

Electric Parts Corporation, Syracuse, N. Y. Tom Sawyer.

The Crosley and Amrad lines for 1928! They are up to the minute and then some. With the new set-up neither dealer nor consumer need look farther. During our six years' experience with Crosley nothing has ever been offered which so completely meets the popular de-

mand in eye values, performance and workmanship.

Electric Parts Corporation, Syracuse, N. Y. H. K. Chadwick, Treas.

Crosley and Amrad dealers have the greatest opportunity ever offered to cash in on the most representative low priced quality merchandise line ever offered by any radio manufacturer. Get the complete story from our representatives who are now in the field. Crosley and Amrad radios will dominate the radio field in 1928. The remarkable lineup of Crosley and Amrad receivers should convince the most skeptical dealer of the most valuable franchise in radio, namely, Crosley and Amrad radio.

The Chas. B. Scott Co., Scranton, Pa. E. H. Reif, Mgr. Radio Dept.

Crosley has produced sets this year to fit every pocketbook, and with new selling ideas available to the Dealers, the Crosley-Amrad franchise should prove very valuable to any Dealer. Hawkes Auto Equipment Co., Lansing, Mich. H. A. Warren.

**POSSIBILITIES UNTOLD**  
The new line presented by the Crosley Radio Corporation this year offers untold possibilities to the dealer. This, combined with the wonderful Amrad line means sales doubled in 1928.

Gunn-Ahrens Co., Little Rock, Ark. W. W. Evans.

A lineup of sets that will continue Crosley and Amrad radio in 1928-29 as in 1927, the outstanding in the field.

Iowa Radio Corporation, Des Moines, Iowa. L. M. Tesdel

With the combination of Crosley-Amrad a radio dealer should not need other lines. The setup for dealers to handle these lines exclusively will prove profitable and satisfactory.

Radio Corporation of Kansas, Wichita, Kansas. W. E. Titus.

Last year we heard it said that Crosley was the "Ford" of radio. After seeing what Crosley has prepared for this year we have decided to flatter Mr. Ford by dubbing him

the "Crosley" of automobiles. The Amrad line represents, in our opinion, the last word in beauty, refinement and tone quality.

Interstate Hardware & Supply Co., Bristol, Va.-Tenn. J. T. Cecil.

One glance at the Crosley-Amrad line for the coming season will show all of our dealers that they are fortunate to have a Crosley connection. The Crosley-Amrad dealers will be in a commanding position in every price class and should have the biggest year in their history.

George Barbey Co., Reading, Pa. George Barbey.

The Crosley and Amrad plans for covering the entire price range and style range are leading the band for 1928 with their new speakers, voltage regulators, condensers, much improved cabinets and national advertising, and direct by mail advertising schemes, the Crosley dealers should all be in a position to get out and stay out in front.

Southland Elec. Supply Co., Louisville, Ky. W. S. Clark.

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

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

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

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



### Comparative Demonstration Wins Sale

**"It Pays To Advertise" Is The Experience of The Crosley Dealer At Connersville, Indiana**

"It sure pays to advertise. This ad brought direct results", writes E. G. Wiehmyer, proprietor of the Wiehmyer Music Store, authorized Crosley dealer at Connersville, Ind.

Mr. Wiehmyer had placed an ad in his local paper, offering to demonstrate for free trial in the home the new Crosley Jewelbox. A Mr. Walch, who lives in Connersville, was just then trying out a set and he saw Mr. Wiehmyer's ad in the paper. This gentleman immediately decided to try out the Crosley Jewelbox against the other set which he had in his home. This was done and, of course, you know the result: the Jewelbox completely out-performed the other set and Mr. Wiehmyer was asked to leave it in the home and was handed over the money to cover it.

This experience not only proves that it pays to advertise, but also proves that it pays to offer free home demonstration of the Crosley Jewelbox.

Once Crosley radio sets dominated the low-priced radio field. Now they dominate the entire field, including even loudspeakers.

**If You Wish to BUY or SELL SECURITIES**

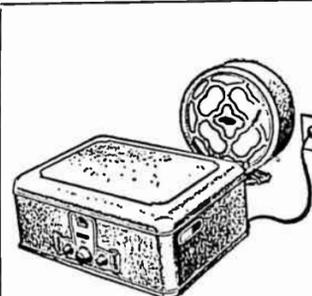
**Or Own Some About Which You DESIRE INFORMATION**

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

### A Clever, Effective Advertisement An Ad With A Powerful Kick---Irresistible In Its Appeal



Will Serrell has decided to keep the new Crosley All Electric Jewelbox we have had on demonstration at his home and we are offering a wonderful bargain on his former set on which he logged 360 stations. This includes a speaker and receiver, an B power unit, A battery and charger and 8 tubes. We can give you a wonderful bargain on this outfit which Mr. Serrell considered the best in town until he put in the Crosley Jewelbox. Come in and let us make you a price on it.

Advertising a trade-in set and making that ad a powerful argument for the radio you are selling sounds impossible. That is just what an authorized Crosley dealer has accomplished, however, in the advertisement reproduced above.

This ad is so unique, so powerful, irresistible in its appeal that we just can not help reproducing it here and praising it very highly. It sounds perfectly innocent in the way it reads. Yet, when you have read it you will find that it has given you an exceedingly high opinion of the Jewelbox when it appears that all it is trying to do is to sell a trade-in set.

Read this ad over very carefully yourself. See how interestingly it is written. See what a forceful ad it makes for the Jewelbox. Maybe this will give you a suggestion which will enable you to put in some effective ads.

### Crosley Dealers, Attend Your Distributor's Dealer Meeting See And Hear The New Crosley 1928-29 Line---Catch The Enthusiasm That Means Big Profits

Your Crosley distributor is crammed full of enthusiasm for the 1928-29 setup. He examined the new Crosley line with utmost care at our Distributors' Convention. He listened in to the discussion of Crosley policies, Crosley advertising and sales plans and the general Crosley setup for the coming season. In all probability he attended the Trade Show at Chicago and made a careful comparison of Crosley models with the offerings of other radio companies.

#### Raring To Go.

Now speaking in just a common language, he is just raring to go—to give you Crosley dealers out in his territory the complete information about the new setup and help you make this the most profitable year that you have ever experienced.

The line is right. The advertising and dealer helps are right there to assist you.

Your distributor this year is in a better position to help you than ever before. The most unlimited opportunity in radio is before you, all you have to do is take advantage of it. Absorb all the information you can, look over the new line soon, if you have not already reached that stage, you, like your distributor, will be raring to go.

#### Attend Your Dealer Meeting.

Very soon, if your distributor has not already had one, he will have a dealer meeting and call in all Crosley dealers in his territory to view and hear Crosley merchandise, ideas and plans for the 1928-29 radio season. It will be well worth your while to go many, many miles to

### First Big Crosley Advertisement

(Continued from Page 6)  
tie in with this ad, but that you also have sample of the new Crosley line in your store at the very earliest possible moment in order to be prepared to show them to those whom the ad has interested. In case you have not already done so place your specifications immediately with your distributor for your requirements of the new 1928-29 Crosley merchandise. This will enable your distributor to rush you samples just as soon as they reach him.

This forceful Saturday Evening Post Crosley advertisement is but the opening gun of the Crosley national advertising campaign. It will be followed by others in a larger list of national publications. Announcements will be made at appropriate times—watch for them.

Persons in England are apparently somewhat skeptical of television. A British journal has offered Baird, the English television expert, a large reward if he will simply operated his equipment in such a way as to prove it practical to a group of representative judges.

### Enthusiasm For This Impressive Window Display Is Yours For The Asking Jewelbox

Sets Placed In Homes By C. B. Reynolds, Jr., Cleveland, More Than Satisfy

A good product is the very first requirement in successful selling. Find the best product that you can and then push it with all your might. This is a secret that will make the cash register ring results.

C. B. Reynolds, Jr., Crosley Dealer in Cleveland, Ohio, is more than sold on the Crosley line. Mr. Reynolds is especially delighted with the new 704 AC Jewelbox. In regard to this wonderful set he has the following to say, "You may be interested in learning of the results that my customers are having with the 704 AC Jewelbox. One party with a temporary installation, (ground on a radiator) was able to hear KFI with good volume. Others speak very highly of the set for its ability to reproduce the music free from howls and with a good tone. I took a 704 home recently and in two hours logged 47 stations, ranging from New York to Portland, Oregon to San Diego, to Jacksonville, to New York, also several stations in Canada, one in Mexico, and PWX at Havana. This would be rather a difficult feat on any set but I had no trouble with the set at all. It tunes very closely. In my opinion it is the best AC operated set on the market.

"Very truly yours,  
"C. B. Reynolds, Jr.  
"Cleveland, Ohio."

Try to find a hotel orchestra without a microphone in the foreground. It is a difficult job.



Get In Touch With Your Distributor---He Will Loan You This Display For Your Window

The Crosley display shown above was conceded the most attractive and the most attention getting display shown at the Chicago R. M. A. Trade Show. It is unusual in appearance, flashy in its presentation of the new line, and artistic in its get up.

Careful examination of the display discloses the background, beautifully painted, showing a Jazz Orchestra under the heading, "When the Greatest Music Thrills, You're There With A Crosley." In front of this back-drop is a rail with plush top and gold-gilded gridded work. Directly behind the banister stands the orchestra leader, an individually modeled, hand painted figure made of a plastic material. In front of the rail, on the hardwood dance floor, are four couples artistically and individually modeled, each hand painted.

#### Artistic Figures.

The Crosley Jewelbox placed in the center of this dance floor and these artistic figures surrounding it, indeed, makes an attractive appearance. The remaining members of the 1928-29 Crosley line are placed on stands at different heights. Each stand is finished in black with little colored corner ornaments, quite artistic in effect. These stands of different heights make possible a powerful display of the new line.

The top piece with the word "Crosley Radio" and the side draperies of velvet all add their individual touch to the general beauty of the display.

#### Write Your Distributor.

Thousands of dealers viewed this display and proclaimed it the most attractive ever seen. Crosley is having a supply of these displays made up and a number will be made

available to your distributor. It is planned to keep these displays working in the windows of various Crosley dealers. They will move around from dealer to dealer and from city to city. To get this compelling display in your window for a week it is only necessary to communicate with your distributor.

As the display is quite expensive, you will, no doubt, have to earn the privilege to show it in your window. Distributors will loan this display first to those dealers who show the most aggressive spirit towards pushing the Crosley 1928-29 line. Dealers who are outstanding and who are pushing Crosley exclusively will be favored.

Communicate with your distributor immediately, make arrangements so that you can qualify to have this attractive display for some week this coming Fall in your window.

being constantly confirmed from other sources.

Just recently Powel Crosley, Jr., received a letter from a graduate engineering student at the University of Texas, who will specialize in radio engineering. The letter which this student wrote in, congratulating Mr. Crosley on the Jewelbox, is as follows:

"Just thought I would write a few words of congratulations for your triumph in the Crosley A. C. Jewelbox. It is quite an improvement compared with the Crosley Trirdyn which I used to win the first prize in the contest sponsored by the Dallas News during the last Inter-

national radio tests and even over the Crosley RFL-75 which you gave me in recognition of my success with the Trirdyn.

"I have given the Jewelbox a thorough test and find it to be a leader in its field.

"I am a sophomore student of electrical engineering at the University of Texas. I am planning to specialize in radio engineering.

"Wishing you still greater achievements in the radio world. I beg to remain,

Yours very truly,  
(Signed) William L. Floyd,  
Paris, Texas."

**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

### Crosley Jewelbox Praised By Engineer After Thorough Test Proclaims Receiver Leader In Radio Field

The Crosley Jewelbox has proved the most popular A. C. radio receiver ever offered. Not only has this been confirmed by sales, which have broken all records, but it is

# AMRAD Presents The OPERA

## Combination Electrical Radio and Electrical Phonograph

"The Opera" is one of the all-electrical Amrad models of the Symphonic Series. Each model has a dynamic power speaker built into the cabinet, each is single-dial, eight tubes, remarkably selective and cased in a beautiful and thoroughly modern cabinet of rare woods.

We urge you to hear and see the new Amrad line before finally determining your 1928 set-up. Five great engineering laboratories have cooperated to produce the finest radio receiver for modern broadcasting conditions, the cabinets are lovely examples of furniture craftsmanship — and the prices are right!

Shall we send you full information?



### THE OPERA

This magnificent Console contains the combination Amrad Radio and Phonograph. French renaissance design, period Louis XIV, of richly hand-carved walnut. Dimensions 56 3/4 x 32 x 18 1/2 inches.

The radio is purely electrical house current type, using power tube UX-250 or UX-210. The Dynamic Power speaker is R. C. A. 105, and represents the highest achievement in radio tone production. Illuminated dial with bronze escutcheon plate enameled in color, and single dial control. Has finest type of modern electrical phonograph, record compartment, etc. Priced \$875 (without tubes).

Priced slightly higher West of the Rockies.

THE AMRAD CORPORATION  
Medford Hillside, Mass.

J. E. HAHN,  
President

POWEL CROSLY, JR.  
Chr. of the Board

The Symphonic Series

# AMIRALD

# Crosley Service Manual

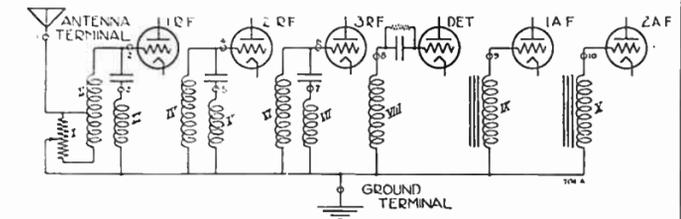
No. 119.

Model 704 A---Part II, Testing

6-15-28

Note: This service sheet applies to the seven tube (including rectifier tube) Crosley Jewelbox, Model 704-A, serial numbers G. J. D. 16,000 and following. For service information regarding Jewelbox sets having serial numbers lower than G. J. D. 16,000, see service sheets number 115, 105, 106, 107, 108, 109.

Disconnect lamp-type tester from ground terminal and connect one contact of headphones tester to this terminal. Touch other contact of tester to terminals as follows:



A. CIRCUITS TO GROUND

General reception tests, tube tests, and tests for troubles causing special symptoms are described in service sheet No. 101. When trouble is still unlocated after following the suggestions outlined in service sheet No. 101, the following tests should be resorted to. Remove all tubes and pilot light before making these tests. For complete circuit diagram of this model, see service sheet No. 118 (numbered 113 in the "Broadcaster").

#### A. Circuits to Ground.

Connect one contact of lamp-type tester to ground terminal on set. Touch other contact of tester to terminals as follows:

1. Antenna Terminal on Set—Turn volume control all of the way "on". Lamp lights if circuit through lower half of antenna choke coil II or through volume control I to ground is complete.
2. Grid Contact First Socket (1 R. F.)—Lamp lights if circuit through antenna choke coil II to ground is complete.
3. Balance Condenser Terminal.—Lamp lights if circuit through coil III to ground is complete.
4. Grid Contact Second Socket (2 R. F.)—Lamp lights if circuit through r. f. transformer IV to ground is complete.
5. Balance Condenser Terminal.—Lamp lights if circuit through coil V to ground is complete.
6. Grid Contact Third Socket (3 R. F.)—Lamp lights if circuit through coil VI to ground is complete.
7. Balance Condenser Terminal.—Lamp lights if circuit through coil VII to ground is complete.
8. Grid Contact Terminal.—Lamp lights if circuit through r. f. transformer secondary VIII to ground is complete.

primary IX to ground is complete.

#### B. Circuits to Negative Musicone Terminal.

Connect one contact of headphones-type tester to negative Musicone terminal (the one at the left, looking at the bottom of the set from the rear). Touch other contact of headphones-type tester to terminals as follows:

11. Plate Contact First Socket (1 R. F.)—There will be a click in headphones when contact is made if circuit through coil XI and resistance XIA is complete.
12. Plate Contact Second Socket (2 R. F.)—There will be a click in headphones when contact is made if circuit through coil XII and resistance XIA is complete.
13. Plate Contact Third Socket (3 R. F.)—There will be a click in headphones when contact is made if circuit through coil XIII and resistance XIA is complete.
14. Plate Contact Fourth Socket (Det.)—There will be a click in headphones when contact is made if circuit through a. f. transformer primary XIV, resistance XIVA, and resistance XIA is complete.
15. Plate Contact Fifth Socket (1 A. F.)—There will be a click in headphones when contact is made if circuit through a. f. transformer primary XV and resistance XVA is complete.
16. F. Tap Terminal on Terminal Strip—Viewing the bottom of the chassis from the rear, one sees, at the left, two long terminal strips. The terminal here referred to is the one farthest to the left on the strip toward the main set assembly (i. e., toward the front of the set, away

from the observer). There will be a click in headphones when contact is made if circuit through choke coil XVI is complete.

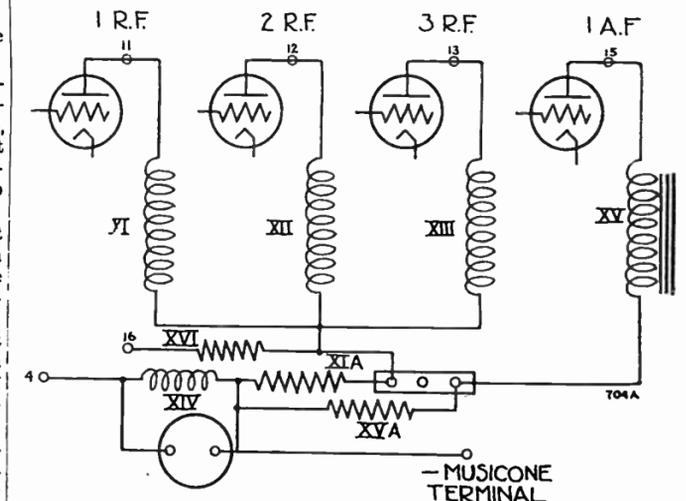
#### C. Filament Circuits.

17. To test the filament circuits, put the tubes in the set, plug the power cable into a socket, and turn on the power switch. If one or more filaments fail to light, trace through their respective filament circuits with the headphones-type tester. Disconnect the potentiometer resistances when testing for continuity in the transformer secondary supply circuit for all tubes but the detector.

18. Check the potentiometer resistances, mounted beside the long terminal strips, by means of the headphones tester, after first disconnecting them from the circuit.

#### D. Primary Circuit of Power Supply.

19. Turn on the power switch. With fuse in "low-line" position, touch headphones-type contacts to



B. CIRCUITS TO MINUS MUSICONE TERMINAL

A click in phones indicates that circuit through leads, switch, and primary of power transformer is complete. To check "high-line" tap and lead, put fuse in "high-line" position and repeat foregoing procedure.

#### E. Output Circuit.

20. To check the lead from the plate of the last audio tube to the Musicone terminal, connect one contact of the lamp-type tester to the positive Musicone terminal (the one on the right when looking at the bottom of the set from the back). Touch other terminal of tester to plate contact of last socket (2 a. f.). Lamp will light if circuit through prongs of plug end of power cable lead wires is complete.

#### F. Tuning Condensers and Accumulators.

21. To test tuning condensers, connect headphones-type tester to rotor and stator plates and rotate station selector while listening in headphones. Clicks in headphones indicate short-circuits in condenser. While headphones tester is still connected, adjust acuminator or aligning condenser corresponding to tuning condenser being tested. If clicks are heard in headphones during these adjustments, short-circuit in acuminator or aligning condenser is indicated. This test should be applied individually to each tuning condenser and auxiliary condenser (aligning condenser or acuminator).

#### G. Testing Fixed Condensers.

22. All fixed condensers of 1/2 m. f. capacity or greater may be tested by disconnecting them from the circuit and connecting them to a lamp-tester, using 110 volts A. C.

and a 10 watt lamp. The lamp bulb should light unless the condenser is defective.

The advantages of push-pull amplification are not only greater volume of undistorted output but actually better tone quality than can be obtained with an ordinary amplifier output stage.

The landslide for Crosley at the Chicago Radio Show was even greater than that for Hoover at the Republican National Convention.

Recent improvements in A. C. tubes have done much to lengthen their life.

## Crosley Announces D. C. Light Socket Receiver

*New D. C. Showbox To Sell At \$85---Fills Big Demand In Many Sections*

For years radio dealers have experienced a big demand for a light-socket radio receiver which would operate in those sections where only 110 volt direct current socket power was available. At last Crosley radio dealers have exactly the set needed to meet this demand—the Crosley D. C. Showbox, a direct current light-socket set that is not only moderate in price but that carries a tremendous wallop.

Many direct current sets have been introduced on the market, but none heretofore have been entirely satisfactory. One important technical difficulty has been a stumbling block for all of them—that of getting sufficient voltage to properly operate the tubes. As a consequence they have uniformly lacked volume. Successful power-tube operation in D. C. light-socket sets has been unknown. Furthermore, the methods used in designing and building such sets have necessitated selling them at extremely high prices.

### Years of Development

Now, through the results of several years of development work in its Engineering Department, The Crosley Radio Corporation is enabled to offer to its dealers a D. C. light-socket model of the Showbox which gives real Showbox performance, with volume of faithful loudspeaker output, approximately equal to that of any type of set (A. C., D. C., or battery operated) on the market. Furthermore, this marvelous new D. C. set is being OFFERED AT \$85, ONLY \$5 ABOVE THE REGULAR SHOWBOX PRICE.

This remarkable direct-current set delivering full power-tube, push pull output—is a real triumph of engineering design. Just as an example of what it will do, consider this story of its performance at the R. M. A. Radio Trade Show.

### Hit At Trade Show

During the R. M. A. Show at the Hotel Stevens in Chicago, The Crosley Radio Corporation had a special exhibit in the ballroom of the Blackstone Hotel, across the street from the Stevens. The Blackstone ballroom is quite large, and is two stories high, with a balcony extending completely around the room.

Direct current electric supply is used in this part of Chicago, so the new D. C. light-socket Showbox was connected and demonstrated as a part of the exhibit. This remarkable set not only gave good volume loudspeaker reproduction in the immediate vicinity of the exhibit, but according to the unanimous testimony of everyone present, could be heard clearly and distinctly at any part of the ballroom floor or in any part of the balcony.



*The Same In Appearance As The AC Showbox*

No further evidence is required to show that a D. C. lightsocket set has at last arrived which has the **REAL GOODS TO DELIVER.** Crosley dealers in communities where direct current is supplied through the lighting circuits should congratulate themselves on having this new field opened up for them—a virgin field in which they are practically without competition.

The market for the D. C. light-socket Showbox is not confined alone to downtown sections of some of the larger cities. There are hundreds of small towns and cities where direct-current lighting supply is all that is available. Heretofore radio fans in these communities

have been forced to use battery-operated sets, if they wished satisfactory radio reception. Now every farm in these communities can enjoy the advantages of true light-socket operation combined with exceptional radio performance.

### A Powerful Receiver

In external appearance, the D. C. Showbox looks just like the A. C. Showbox. Under the lid, too, the appearance is very similar, although of course there is some rearrangement of parts to take care of the new and novel circuit design used.

The D. C. Showbox is an eight-tube genuine neutrodyne, completely shielded radio receiver. There are three stages of radio amplification, properly balanced, a non-re-

generative detector, and three stages of audio amplification, the last of which is a push-pull output stage using two 171-A type power tubes. The second audio stage also makes use of a 171-A power tube, 201-A type tubes being used in the radio, detector and first audio stages. The secret of the performance of the set lies in the technical design of the circuit. New and novel ideas have been applied in such a way as to make possible, and practical, performance hitherto unknown.

Here is a set that is running alone in its field—a big field. That it will corner the D. C. market is a foregone conclusion.

carefully and follow them in ordering.

You will only delay matters by ordering direct from us material which should be ordered from your distributor, for your order must be forwarded to your distributor and can not be filled here. Thus, note carefully each item before you order it. In case of doubt order from your distributor. Your distributor will always be able to take care of the order for you.

### Order Fibre Road Signs

In the Convention issue of the Broadcaster on page 19, we announced a Crosley fibre road sign, catalog No. 28-3. These fibre signs, 18x30" in size, are attractively reproduced in Crosley colors, black, red and straw. Crosley dealers have long wanted just such a sign as this, which imprinted with the dealers' name can be tacked up on barns, fences, trees and other places to advertise that the dealer is authorized for Crosley sales and service.

Sturdy, and waterproof and long lived, these signs are surprisingly low in cost. You can obtain them at 6 1-2 cents each with an imprinting charge of 75c for the first fifty and one cent each extra for all over fifty. Rush in your order for these signs. We can only place an order for these signs once a month, so send your order without delay so that it may go in this month's order.

### Other Good Material

Other material which you should notice with care are the Crosley Fibre Tire Cover, Catalog No. 28-1, which sells for 45c each with a charge of \$2.50 for imprinting up to twenty-five covers and 10c each additional for each extra cover imprinted, the Crosley Metal Illuminated Sign, Catalog No. 28-5, selling at \$12.00 with bracket, the Giant Crosley Thermometer, Catalog No. 28-4, selling at \$12.00 the Crosley Illuminated Tire Cover, Catalog No. 28-2, selling at \$9.00 and the Crosley 1929 Calendars which you can order direct from the John Baumgarth Company, 1219 W. Washington Blvd., Chicago, Illinois. All this material was announced in the Convention issue of the Broadcaster.

To assist you in ordering, we are enclosing in this issue of the Broadcaster an order blank—fill this out and, accompanied by cash or money order, send it to your distributor.

## Order Your Advertising And Dealer Helps Direct From Your Crosley Distributor

*Plan Assures You Better, Quicker Service---Advertising Cuts And Mats Only Exception*

In the Convention issue of The Crosley Broadcaster on pages 18, 19, 20, 21, 22, and 23, an assortment of dealer advertising helps was announced. This represents only part of those which will be available to Crosley dealers this season. Others will be announced in future issues of the Broadcaster and in a catalog of Crosley dealer aids which will be forwarded to you at a later time.

There is no doubt about it, with the line of merchandise which you as a Crosley dealer have to offer during this coming season, you can be outstanding in your community. It is our object in producing dealer helps this year to offer you material which will enable you to maintain this position of leadership in your community.

### Chosen With Care

Every dealer help offered has been selected with the utmost care. Chosen because of its usefulness and

practicability from the dealer point of view.

To enable you to obtain this material more quickly and conveniently, your Crosley distributor will carry a supply. Instead of ordering direct from the Crosley Radio Corporation, as you have done in the past, you should order all advertising and dealer help material direct from your distributor. This will be true in the case of all material with the exception of calendars, which should be ordered direct from the John Baumgarth Company of Chicago, and advertising cuts and mats which should be requested from the Advertising Department of The Crosley Radio Corporation, Cincinnati, Ohio.

### How To Order

To assist you in ordering, directions how to order will always be given whenever any new material is announced. Read these directions