

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

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NO. 13

Crosley Production Assures Dealers Flying Start

Early Public Buying Rush Anticipated---Production Three Months Jump On Other Years---Samples To Every Crosley Dealer By July 10

Prepare For Record Early Season Business

"When can I get my first shipment?" "Can Crosley manufacture enough to supply the demand?" These are the first questions asked by Crosley dealers on examining the new Crosley 1928-29 line.

The live wire dealer everywhere is rightly anticipating record early season sales. The 1928-29 radio season is now wide open. It is universally agreed by those in a position to know that the public is buying radio this year earlier than ever. Sales started as soon as the new line was displayed.

Records Shattered

Crosley the pace setter of 1928, is coping with this situation. Already Crosley production has a three months' jump on previous years. More radio apparatus is being produced in a single day in the huge Crosley plant than was produced in the entire first month of last year's production. Last year the present rate of production was not reached until a time three months later than this.

Thus Crosley dealers not only have the jump on all other radio dealers in the country on quality, performance and price of the sets handled, but the record breaking Crosley early production gives them a flying start into the new season, which will make Crosley, from the very start, the biggest seller in radio. Present production schedules make it possible for every Crosley dealer to have samples of the entire new line by July 10. Immediately following this date, substantial shipments will be made.

Outlook Most Promising

The most promising radio sales outlook in history now confronts Crosley dealers. With early stocks of the new Crosley line on hand

the dealer who shows any sort of aggressive spirit at all can right from the start be the leader in sales in his community and get the cream of the business.

Nowhere a radio can the public find more for their dollar than in the 1928-29 Crosley line. Think of it a six tube electric A. C. set, se-

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Crosley-Waco Plane In 1928 Air Tour---"Lindberghs" Of Radio

Crosley's Good-Will Representative On Thirty Day Trip ---Route Chosen By Air Tour Committee



Powel Crosley, Jr., Saying Good-bye to Baldwin and Meyers before they took off to Detroit for start.

The Crosley Plane is on its way. Entered by Crosley in the 1928 National Air Tour the huge Waco plane bearing the Crosley name thundered out of Detroit, Michigan, on a 5,500-mile tour of 32 cities to spread good-will to Crosley dealers and distributors along the route.

The Crosley-Waco Whirl Wind

Plane is one of many entered in this annual tour of the air. The route over which the planes will fly and the rules under which the tour is conducted were decided upon by the National Air Tour Committee. There are many cities at which the Crosley Plane would like to stop, many

(Continued on Page 3)

Increased Sales Of Crosley Icyball Refrigerator

Result From Intensive Well Organized Campaign

The hottest months of the year are now at hand—months when the sale of refrigeration of all kinds is the most brisk. Now is the time, therefore, for Crosley dealers to make a great aggressive drive on the Crosley Icyball Refrigerator.

During the past months Crosley dealers have been warned to hold back, owing to slow deliveries. Now, however, the Crosley Icyball production having been increased twelve thousand per cent since a year ago and constantly on the increase, has reached a point where dealers can safely go out and do the necessary promotion work to put this wonderful new refrigerator in the place of leadership it deserves.

Sales Speeding Up.

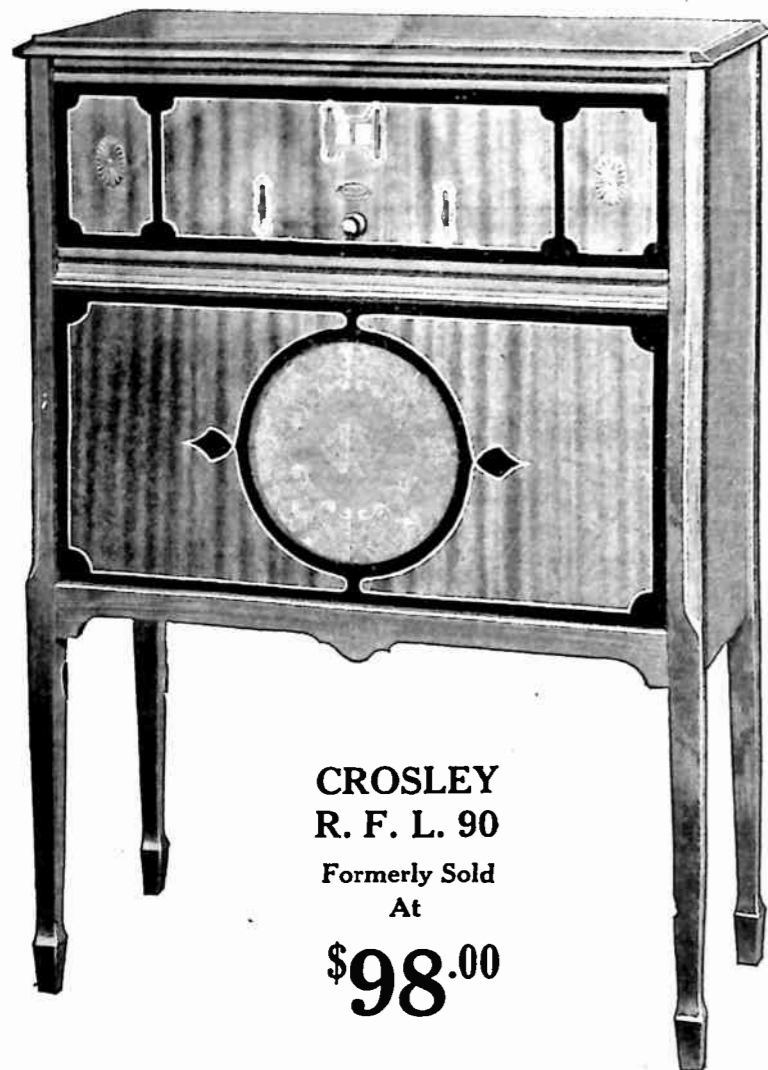
Already, since dealers were given the word to release their energies on the Crosley Icyball in the last issue of The Crosley Broadcaster, sales have shown an increase. Dealers have just been awaiting the word "go" to let loose their energies and make the Crosley Icyball the fastest selling refrigerator on the market.

Spread the Crosley Icyball story. Wherever introduced the Icyball has made a tremendous hit. In producing refrigeration more ideal than ice by means of heat at a cost of but two cents a day it has caused both amazement and delight. People, skeptical when they first hear this story, immediately became enthusiastic upon seeing it demonstrated.

Have a Crosley Icyball in operation at your home and invite prospects out in the evening for a demonstration. Get the farm people to

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Clean-Up With RFL 90 At This Price



**CROSLY
R. F. L. 90**
Formerly Sold
At
\$98.00

This Famous Receiver Now Offered To Crosley Dealers Only

Packed
In Original
Cartons—
Brand New At **\$25**

Complete in Beautiful Console with Crosley Musicone Built-In

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

Offer Made In Accordance With Usual Crosley Policy
On Discontinued Models

Checks Not Accepted
Cash Must Accompany Order

Following the usual Crosley policy to give Authorized Crosley Dealers an opportunity to sell in their stores discontinued models, we offer the Crosley Model RFL-90 while they last at this special price of only \$25.00.

No Checks Accepted.

Because of the very low price at which these sets are offered, they cannot be sold on open account, and order must be accompanied with cash, money order or express order. Should you desire C. O. D. shipments, accompany your order

with 25% of the total amount, and shipment will be made, charging you with the remainder C. O. D. At least 25% must accompany each order.

In Original Shipping Carton.

All of these sets which are offered are brand new—they have never been taken from their original shipping carton. They are all accompanied with the usual Crosley guarantee.

Now act quick—the supply is going fast.

MAIL THIS COUPON TODAY

The Crosley Radio Corporation,
Cincinnati, Ohio.

Gentlemen:

In accordance with your special offer to Authorized Crosley Dealers please ship me
R. F. L. 90's at \$25 each. I am enclosing Money Order for \$..... Please Rush.

**Act Now
While Supply Lasts**

Company Name

Street Address

Town and State

Date.....1928

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

"Replace Old Radio Sets," Is Crosley's Advice

Every Set Owner A Prospect

New Battle Cry Furnishes Crosley Dealers With Key To Even Greater Sales And Profits

A new and tremendously significant slogan is offered to Crosley dealers—"Replace Old Radio Sets."

The radio market which the Crosley dealer has to work naturally divides itself into two fields. On one hand are the millions of homes who have never purchased radio—on the other hand are the 7½ million homes who now own radio receiving apparatus. Without giving the matter careful thought and study the first field seems the most fruitful, the most productive work. Statistics show that 73 per cent of the homes do not own radio sets, leaving only 27 per cent of the homes owning radio.

27 Per Cent the Biggest Market.

In the face of these facts, however, there are other conditions which when given due consideration prove that the big market for the Crosley dealer at this time is not the homes who do not now own radio but the homes who do own radio.

A careful and exhaustive study of this question has just been completed. A letter from Powel Crosley, Jr., now in the mails, outlines the situation. Shortly you will receive a broadside giving further information. This broadside tells you to watch the roof tops for radio antennae, for they are the key to the livest prospects in radio today—the owners of old sets.

Millions Obsolete.

The letter and the broadside point out to you that recent developments in radio have so completely revolutionized radio that millions of radio receivers now in the homes of the country are obsolete. The owners of these millions of radio sets will, without hesitation, buy Crosley 1928-29 models when they see how superior they are to the set they now own.

Therein lies the secret to the problem in replacing old sets with new. The prospect must have the opportunity to compare the new with the old. This comparison will prove the superiority of the new over the old. This comparison will prove the superiority of the new over the old quicker and better than any other method you could possibly use. You can talk "push pull", the superiority of the A. C. operation over battery operation, the new developments that have been made in the audio frequency stages and all the

other late developments until you are blue in the face and yet not make a sale.

Interested in Results.

The prospect is not interested in these new developments, the thing the prospect is interested in is reception, tone, volume, the results that these new developments will bring. The average person does not give much thought to how improvements are made, they are interested in the improvements themselves.

Therefore, the secret to selling the

present radio owner is to let him compare and that will prove. The next and logical step is for the prospect to choose Crosley in preference to the old set now owned.

Sell by Home Demonstration.

Now just as soon as you receive the broadside and the letter read them over carefully, study them and then get out and put the plans given there to work. Get behind the home demonstration plan of selling with renewed energy for home demonstration enables the ra-

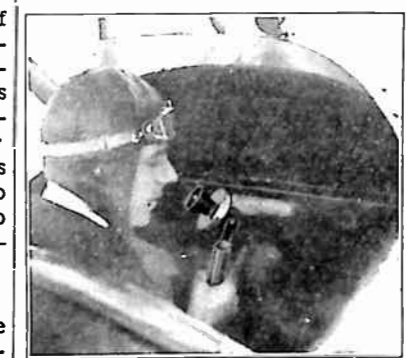
dio owner to compare the old with the new and take the proper choice.

The richest and most fertile field of radio sales in which you have ever worked stretches out before you. There are thousands of antennae in your community. Every antenna is the key to the owner of a radio set—the livest prospect in radio today. Practically every home demonstration that you make to a present owner will result in a sale. Replace old radio sets for new. Let that be your battle cry to greater sales and greater profits.

Crosley Plane---"Lindberghs" Of Radio Assures Dealers Flying Start

(Continued from Page 1)
dealers and distributors not located along the route who will have to be missed. Had the route been Crosley planned all points would have been included, but as it is the Crosley plane must fly according to rules.

This entry, No. 19, is the only one of the planes equipped with a radio transmitting set and throughout the progress of the plane will be broadcasting on a wave length of 71.7 meters, 4184 Kilocycles with the experimental call letters issued by the Federal Radio Commission, 8XAA. William B. Baldwin, Crosley representative and former Ace of the Canadian Air Force, is in charge of the radio work, while Charles W. Meyers is the pilot.



To Broadcast from Plane.

As the plane nears the landing fields, on the tour, the spectators will hear the voice of Baldwin describing the city and the time of the plane's arrival. His talk will be picked up on the field with a Crosley Showbox and lowave receiver and heard by the public through a Dynacone. In addition to that in the cities where broadcasting stations are located the operators will pick up the lowave signals and rebroadcast Baldwin's talk on their own wave channel. In some cities where the plane remains over night Baldwin will give a resume of the flight since the plane left Detroit, June 30.

Crosley radio dealers in each city will form a special reception committee to meet the plane on the field and in some instances hold Dealer's

meetings with the jobber at a luncheon which will have Baldwin as the speaker.

Greeted by Governors and Mayors.

Governors and Mayors will greet Baldwin and Meyers on the fields. In the last year's National Air Tour, Powel Crosley, Jr., entered his plane and carried a new model receiver for display at the various fields. The success of that experiment was so satisfactory that Powel Crosley, Jr., decided to go a step further this year and the plane is not only carrying the new Showbox and Dynacone but also a Burgess plane transmitter.

Crosley has been conducting experiments in association with the United States Army Air Forces for several years, especially with flyers at the Dayton, Ohio, fields and it was through the Crosley WLW station that the first broadcasting from an aeroplane was rebroadcast through the regular channel of the station. Many years ago Powel Crosley, Jr., had a receiver and



H. Curtis Abbott Gives Crosley Lindberghs Last Instructions.

amplifier in an aeroplane which flew over Cincinnati picking up band music from the station and it was heard by residents throughout the city, and at one time over the line of march of a parade.

The distributors who have made special arrangements for welcoming the planes this year are:

Aitken Radio Company, Detroit, Mich.; Kruse-Connell Company, In-

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lective, powerful with a tonal quality that astonishes for only \$65.00. There just isn't anything that can compare with the Crosley Gembox. No, not even in the competitive price range ten to twenty dollars higher. The Gembox will be the predominant seller in the radio market this season. Just as the Bandbox last season broke all records in sales, so will this new leader break records right and left and come out at the head of the list.

Unequaled Value

Then there is the Crosley Showbox for \$80.00, an eight tube neotrodyne, completely shielded, with two 171 tubes push pull in the last stage. This set is equally as surprising as the Gembox. In performance, in perfection of tonal qualities and in fact, from every standpoint that a radio can be judged, this set stands head and shoulders above anything anywhere near its price range and holds its own with sets two and three times its price. This set will be most certainly the first choice of all who are looking for the best in radio and at the same time desiring full value received.

There is no question about the popularity of the Jewelbox at \$95.00. This set has already made a name for itself and is considered the peer of all radio sets in its price range. Equipped with Crosley acuminators for sharp tuning, it has for all who desire to "fish" for distant stations very superior qualities.

Bandbox Continues Big

No need to mention Crosley's dominance in the battery field. The six tube Bandbox at \$55.00, the recognized leader in radio sales for 1927 will continue to be the biggest seller in the battery field for the 1928-29 season. Dressed up in the new gold finish, this set compares in beauty with the Gembox, Showbox and Jewelbox. In selectivity it is ca-

(Continued on Page 5)



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The Crosley Radio Corporation,
Manufacturers of Radio Apparatus
Colerain and Sassafras Streets,
Cincinnati, Ohio
Telephone Kirby 3200
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This is your paper. Help make it interesting by sending in contributions. All material sent in will be most welcome. Comments of every description will be appreciated. What do you say? Let's all pull together.



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

Editorials

What Is "On The Air" Sells Radio

The biggest factor in creating radio interest, and therefore in expanding the market for radio sales, is the programs that are on the air. Mr. Prospect may buy a Crosley set because he is convinced that in it he is getting better value than he could obtain in any other make. The original influence that led him to buy a radio set was not value, however, but the opportunity he saw of having fine music in his home, prompt reports of important events, or other program features.

As radio programs and radio reception improve not only are radio fans better satisfied and more enthusiastic, but new prospects for radio sets appear everywhere. Many a hard-headed conservative who could not see radio because it was a new-fangled contraption has been convinced of its workability and been thoroughly sold on getting a radio himself by listening to a single fine program.

Every year as radio programs improve, the field for radio sets enlarges. Better broadcasting brings with it broader markets and more radio sales.

This influence during the past year is markedly apparent, in many sections, among the women folk. Until the past year, daytime radio programs in these sections have been of inferior quality. During the last several months these programs have been improved until today they are on a par with the night programs. Hand in hand with this progress in daytime broadcasting has gone a newly awakened interest of women in buying radio. Housewives are beginning to look upon

radio as a necessary daytime companion.

All over the country the influence of better night programs can be seen. Practically every broadcasting station in the country is constantly striving to bring better material to its listeners. They are succeeding in a big way, and with their success is coming still greater interest in radio.

As long as there are improvement radio sets there never will be satiations in radio broadcasting and inuration. And such improvements will never cease.

The "Follow Thru"

The "follow thru" is the secret of good golf, so say experts. Not only does this apply to golf and sport. It applies just as aptly to business and at this season of the year with especial fittingness to Crosley Dealers.

All the preliminary work towards making the 1928-29 radio season the greatest yet faced by the Crosley family is finished. The Crosley line announced at the Distributors' convention and at the Chicago Trade Show is head and shoulders ahead of all competition. Crosley Advertising and Sales plans are setting the pace in radio. There only lacks one thing for the Crosley Dealer and that is the "Follow Thru".

You have the line, you have the plans which will make that line take the place it deserves, the first place in radio. Now it only remains for every Crosley dealer to push this new line and put these plans to work.

There is one thing certain the dealers who specialize from this time forward on the "Follow thru" are the ones that will be the leaders in radio sales in their community. The "follow thru" depends upon technique—the thoroughness and the care that is taken in using the plans and directions given. Specialize on the "Follow Thru." That's the way to be the best Golf player—that's the way to sell the most Crosley Radios.

Crosley Sailed For European Trip June 30

Powel Crosley, Jr., and Mrs. Crosley sailed for Europe on the Mauretania, June 30. They will return to Cincinnati the first week in August.

The Crosleys, accompanied by Mr. and Mrs. H. P. Van Arsdall, of Cincinnati, will go first to Paris via Cherbourg. From there to Brussels and Ostend in Belgium before going to London.

Mr. Crosley, an ardent golf enthusiast, will go to Scotland to play the St. Andrews course.

Powel Crosley, III, and Martha Page Crosley, will stay at the Crosley hunting lodge in Indiana during their parents' trip.

Florida Dealer Enthusiastic Over New Line

I wish to express my thanks and appreciation for what the Crosley radios have done for me. I have had a most successful radio business since I have had the Crosley Franchise. I wish to thank Mr. Crosley personally for the new 1928-29 models that he has given us to work with. I am very enthusiastic about it and know that it is going to be the biggest CROSLY year we have ever had.

Yours for another successful year,
We remain,
Mosteller Bros. Garage,
Mt. Dora, Florida.

Ice At A Dollar Per Ton

Crosley Icyball A Wonder Refrigerator

A report from the University of Iowa, after testing the Crosley Icyball Refrigerator, shows the cost of heating the unit for one cycle of operation to be less than two cents. The Icyball weighs 35 lbs., and is equal its weight in ice each time it is properly heated.

Three heatings of the Crosley Icyball are equal approximately to one hundred pounds of ice costing five cents. Twenty times one hundred pounds equals one ton. Twenty times five cents equals one dollar. Thus the Crosley Icyball refrigerator gives you the equivalent of one ton of ice for one Dollar.

Triumph Over Nature

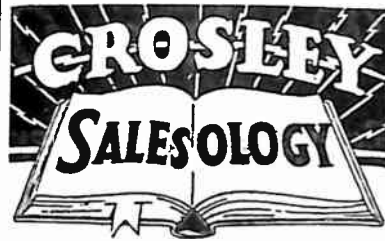
The low cost of producing refrigeration is not the only saving. The Icyball maintains average temperatures low enough to prevent the growth of bacteria, thereby effecting a saving in food, materially increasing the factor of health and decreasing the expense of illness.

Here again science has triumphed over nature. Nowhere is it possible to harvest, store and deliver ice into a home for a dollar per ton. In mild climates where artificial ice is necessary, the saving is more pronounced than where natural ice is available.

Superior To Ice

Regardless of geographical location, the Crosley Icyball is proving less expensive than any other method of refrigeration, and more efficient than ice, possessing the wonderful advantage of always having an available supply of ice right in your home by simply reheating the unit more often in hot weather than when it is cool.

Single-dial tuning has won itself unquestioned supremacy. Sets having two or more tuning dials are rapidly disappearing from the market.



A good radio serviceman is so familiar with radio sets that he can install one in the dark. Give him a set that he has never seen before, and he can probably connect it and have it operating in less time than it takes to talk about it.

But simply that a good service man is this proficient and expert, is no reason why he should fail to read, and carefully, the instruction sheet before installing any new Crosley set.

There are many important features connected with new sets that are not obvious on casual observation. The only way that those at the factory have of telling dealers and their service men about these tricks of installation and operation is through the medium of instruction sheets.

For example, two of the new sets—the Jewelbox and the Showbox, must be operated with the Type F Dynacone. They will not operate a Type E Dynacone, because they are equipped with push-pull output stages which deliver A. C. only, without a D. C. component. Now the Dynacone requires D. C. to operate its field coils. In the Type F unit, an extra pair of leads is provided which connect to special terminals on the Jewelbox and Showbox sets from which the necessary D. C. is obtained.

The instruction cards which accompany the Jewelbox and Showbox state in three places that the Type F Dynacone must be used with them. In spite of this letters have been received from Crosley dealers who are attempting to use Type E Dynacones with these sets, are getting no results, and who wish to know what is wrong with their sets.

This example illustrates how important it is to every Crosley dealer and every dealer's service man to read the instruction sheets for all the Crosley sets carefully, and to thoroughly familiarize themselves with all the features in them. Attention to this point will save a countless amount of trouble.

The Bandbox, Jr., Has Five Tubes

Through an error the Crosley advertisement in the Saturday Evening Post for June 30, lists the Bandbox, Jr., as a six tube dry cell set. This is an error. The Bandbox, Jr., has five tubes, an extra stage of radio frequency having been added this season. A six tube set for dry cell operation is not in contemplation.

Crosley Production Assures Dealers A Flying Start

(Continued from Page 3)
pable of bringing in distant stations clearly and powerfully.

Then you have the Bandbox, Jr., at \$35.00, the Crosley dry cell set, five tubes—neutrodyne, selective with loudspeaker reception on distant stations. The Bandbox Jr., was a good set with four tubes, but now with five tubes and all dressed up in the beautiful gold finish, it is a radio receiver unequalled in its price class and standing alone in all those sections where dry cell operation is desired.

Captured Speaker Market

Not only does Crosley stand first in the radio receiver field, but also in the speaker field. Nowhere can there be found a speaker for \$15 with the qualities possessed by the Crosley Musicone. It is the choice of all who do not wish to pay more than this amount.

The Dynacone—Crosley's latest addition to the speaker line, a power dynamic speaker of new and hitherto undeveloped principle, stands first in the speaker market today. Listing at \$25.00 it has created a sensation in the radio market, the vibrations of which instead of receding are constantly increasing in magnitude.

Crosley the world's largest manufacturer of loudspeakers will with the Dynacone literally sweep the field this season.

Of new and patented design, held only by Crosley, the Dynacone is the only speaker of dynamic principle, self-contained and operating with-

out direct contact with the radio without outside rectifying unit.

In tone and the undistorted faithful reproduction furnished by the receiver this loudspeaker is alone in its price range and surpasses everything offered by the trade within two and three times its price.

Prove For Yourself

It is absolutely impossible here to give conception of the qualities possessed by the new Crosley 1928-29 line. These various receivers and speakers must be actually heard to be appreciated.

Crosley dealer, just as soon as your samples reach you take them home and put them to the test. Compare them with anything on the market. You be the judge. Prove them to your own satisfaction. We know that if you had it to do all over again you would on the basis of these new sets choose Crosley. The more you try this line out the more enthusiastic you will become. Then you will be sure to give these sets justice in describing and demonstrating them to your customers. Compare, prove, choose—that's the way to know you are handling the right line. That's the way to sell your prospect also, by the way.

If by any chance you have not already placed your specifications with your distributor and made arrangements so that samples can be rushed to you as soon as arrived, do so at once. There is no time to lose. Your opportunity is unlimited if you will but take advantage of it. Act Now—act without delay.

Crosley Plane—"Lindberghs" Of Radio

(Continued from Page 3)
Indianapolis, Ind.; Geller-Ward-Hasner Hardware Co., St. Louis, Mo.; Radio Corporation of Kansas, Wichita, Kansas; Shield Company, Fort Worth, Texas; McLendon Hardware Co., Waco, Texas; Southern Equipment Co., San Antonio, Texas; Kierulff & Ravenscroft, Los Angeles, California; Kierulff & Ravenscroft, San Francisco, California; Northwest Auto Equipment Co., Portland, Oregon; Minot Supply Company, Minot, North Dakota; Fargo Motor Supply Co., Fargo, North Dakota; George C. Beckwith Co., Minneapolis, Minn.; George C. Beckwith Co., Milwaukee, Wis.; Hudson-Ross, Inc., Chicago, Ill.

The tour this year is as follows:

Detroit, Mich., June 30; Indianapolis, Ind., June 30; St. Louis, Mo., July 1; Springfield, Mo., July 2; Wichita, Kansas, July 2; Tulsa, Okla., July 3-4; Fort Worth, Texas, July 5-7; Waco, Texas, July 7; San Antonio, Texas, July 8; Marfa, Texas, July 9; El Paso, Texas, July 9-10; Tucson, Ariz., July 10-11; Yu-



Alvin Plough Sees Boys Off Then Prepares to Keep Ahead of Them.

ma, Ariz., July 11; San Diego, Calif., July 11-12; Los Angeles, Calif., July 12-14; Fresno, Calif., July 14; San



POWEL CROSLY JR.

TALKS TO the TRADE

Statistics show that your greatest business this year will come through replacement of radio sets already in the hands of the consumers in your territory.

The introduction of the AC tube set has been the greatest step forward since the early days of radio. The freedom from care; the elimination of battery troubles makes this radio set far more popular in every home.

Tone quality has been greatly improved, and push-pull amplification combined with that unlimited amount of power obtainable with AC tubes gives you opportunities that you never before enjoyed.

Many homes are now being equipped with two radio sets, and in almost every case the battery operated set is being replaced with the AC set because of the improved tone quality and volume, not to speak of the elimination of service troubles caused by batteries running down, recharging, etc.

The unlimited power available with the new AC set has led to the development of dynamic speakers. The combination of a Crosley AC set and a Dynacone speaker permits you to offer values not approached by any other line.

We have given you the tools to work with. The Crosley dealer should and will be the outstanding dealer in every community this season. Crosley leads as a national line. With this line I know every dealer will be a leader in his community.

Powel Crosley Jr.

Francisco, Calif., July 14-16; Corning, Calif., July 16; Medford, Ore., July 16; Portland, Ore., July 16-18; Tacoma, Wash., July 18-19; Spokane, Wash., July 19-21; Missoula, Mont., July 21; Great Falls, Mont., July 21-22; Freid, Mont., Minot, N. D., Fargo, N. D., July 22-23; St. Paul, Minn., July 24; Wausau, Wis., July 24; Milwaukee, Wis., July 25; Chicago, Ill., July 25; Battle Creek, Mich., July 26.
Alvin Richard Plough, representing the Crosley corporation, is making the tour in advance of the plane, arranging for the details of reception. He made the tour in advance of last year's flight.



Favorites At Crosley Twin Stations



"Bugs" Emerick, At Left, And Scrap Book Man, At Right, Give Public Real Entertainment

"Bugs" Emerick, tenor and piano soloist, is one of those rare radio entertainers who never seems to weary his radio audience.

Directors and announcers of WLW and WSAI call Emerick a "convenient" staff member. They say they can put him on the air and then go away and leave him until his time on the air is up.

Scrap Book Time followers write WSAI Scrap Book Man that they set their alarm clocks for 3:14 P. M. every day so that they may be warned in time to get their radio sets tuned in to WSAI by 3:15.

Every afternoon, except Sunday, the Scrap Book Man answers questions on every conceivable subject. They are written him by the radio audience who would no more doubt his word than most of them would doubt the Bible.

The Scrap Book Man also has a fifteen-minute period at 8:15 P. M. on Friday for the benefit of those who cannot listen to daytime radio programs.

WLW Mail Bag Reads Letters of Station Fans

"See you at the post office," says WLW every Wednesday at 7:45 P. M. and forthwith presents the WLW Mail Bag with excerpts from letters received during the week from WLW listeners.

Answers to questions of general interest concerning WLW and its policies, commendation from loving friends, and kicks from those who say WLW gives them a "pain in the neck" all are included in the Mail Bag's fifteen minutes.

"I still can't see the joke about the prune," wrote a WLW listener who had been tuned in to the test program presented by WLW engineers and operators.

It was a very simple joke, too. Dick Schenck, one of the seven operators, merely remarked that "No matter how young a prune is, it's always wrinkled."

Increased Sales of Crosley Icyball

(Continued from Page 1) come to your home and see it in operation.

Demonstrate in the Home.

Better still, put Crosley Icyball Refrigerators into the homes of your territory on five days' free trial. The way to do is to take out the unit and cabinet. Demonstrate it by actually heating the unit, placing it in the cabinet and then help the housewife transfer all her vegetables, etc., into the cabinet.

It will pay you to have three or four, or even five, complete outfits on hand to place out into the homes of your territory. It is certain that once placed in a home, you will have to order another outfit because the housewife won't let it go.

Make Drive Now.

Now get busy and make an aggressive drive in your community with the Crosley Icyball. Hundreds of refrigerators are being sold. The Crosley Icyball refrigerator is superior to anything on the market.

Shipments of the Crosley Icyball to distributors are increasing daily as production is speeded up. It is necessary, however, for you to keep your specifications in the hands of your distributor, so that he may divide his shipments as they arrive to the best advantage.

The market for selling the Crosley Icyball is unlimited. It includes all the farms around your territory where ice is hard to get, the hundreds of unwired homes, the hundreds of homes with electricity who can not afford electrical refrigeration.

Advertise Through Mail.

Get a live list of the people in your community who should be prospects for the Icyball and write a snappy sales letter, enclosing an Icyball circular, Form 784-B, which you can obtain from your distributor.

Do more than just tell the story of the Icyball in your community—go out into the homes and make actual demonstrations. The Crosley Icyball Refrigerator is ideally suited to home demonstration. The fact is it is necessary to demonstrate the Icyball to show its qualities. The performance is so amazing that

average persons can not believe until they see it in actual operation.

Always have an Icyball on demonstration in your store. Keep it in operation. Place butter, milk and other vegetables to prove its efficiency. Keep cold "pop" in the Icyball Refrigerator and when good prospects come in let them sample it.

Don't Oversell The Crosley Icyball

Performance Under Most Adverse Conditions Sufficient To Enthuse

Icyball will sell itself on what it actually does. There is no need to oversell it.

Don't tell your customers that it will keep their ice box cold for three or four days at a stretch, or that it will continue to freeze ice cubes for twenty-four hours after a heating. Perhaps it has done these things, but it cannot be expected to do them regularly under all conditions.

Overselling Causes Dissatisfaction

The performance that Icyball actually gives under the most adverse conditions is sufficient to sell it. Do not promise more than it can give. This is not necessary, and only paves the way for future dissatisfaction.

Point out to your customers that a temperature much lower than that of ice is required to freeze ice. Naturally a refrigerating unit cannot be expected to maintain such a low temperature except near the beginning of its cycle. If a unit were so constructed as to maintain freezing temperatures throughout an entire cycle of twenty-four hours or more, during very hot weather, its size and weight would be so great as to make it unpractical.

Electricity Turned On And Off

Electric refrigerators, if you leave the water in the freezing trays long enough, will form ice at various times throughout the day or night. This they accomplish by having several cycles of refrigeration every twenty four hours, the current automatically being turned on as soon as the temperature of the refrigerator rises to a certain value.

But remember that each time one of these refrigerators goes through a cycle it is using electric current, which costs money.

Instruct your customers to freeze their ice as soon after the heating of the Crosley Icyball as possible, and they will always have the best of results.

Heat In Morning

If the heating is done in the morning, as it should be ice cubes may be frozen during the entire day. Heating in the morning, too, will put the hardest work on the

(Continued on Page 7)

New Crosley Retail Sales Plan More Than Pays For Itself Don't Oversell The Crosley Icyball

A Single Sale More Than Pays Cost Of Working 300 Prospects With The Plan---No Gamble When Results Are So Sure And Profitable

Distributors and dealers who have seen advance proofs of the attractive mailing pieces and owner postcards to be used in connection with the new Crosley Retail Sales Plan have been amazed at the beauty and the high quality of these pieces, considering the low price per set. They have been surprised to find that such attractive pieces could be produced, addressed, stamped, and imprinted complete with each dealer's store name, address, and telephone number at such a small cost.

This low price is made possible through the co-operation of the factory with distributors and dealers, whereby the dealer's share of the expense is kept at the lowest possible figure.

If any dealer or distributor were to attempt anything like these pieces independently, the cost would be at least five to ten times as much.

Prepared Especially for You.

In many cases, co-operative effort such as this loses much of its effectiveness because the name of the manufacturer of the product is shown in large type, with the dealer's name added in a small, inconspicuous space, or even with a rubber stamp.

The Crosley Sales Plan is entirely the dealer's. The name of the Crosley Radio Corporation does not appear in any place. The dealer's imprint, address, and telephone number are displayed in the most prominent space in bold type. To all intents and purposes, these mailing pieces are yours—produced especially for you, just as you would have them prepared if you gave the job to a local printer.

The only difference lies in the fact that the pieces themselves are of much higher quality and much more beautifully illustrated than anything you could probably afford independently.

Results and Profits Assured.

The price on the mailing pieces has been made low enough so that there is no chance of the dealer not getting his money back if the plan is used as outlined. Even if you sell only one prospect out of 250 whom you work with the three mailing pieces, your profit on that sale will pay the entire cost of the 250 sets of pieces, and there will still be a margin for you left.

There is no doubt as to the ability of any salesman to sell a higher percentage than one prospect out of 250. Therefore, you are assured success the moment you put the plan into operation.

Crosley distributors' salesmen are now being supplied with full information on the plan and the details of its operation. They are also being provided with actual samples of the mailing pieces and owner postcards. They are prepared to give you full information. If questions arise which they cannot answer, write direct to the Advertising Department at the factory and we will tell you what you want to know.

There is no time to be lost, if you want mailing pieces by September 1st. We can take care of a few dealers with immediate delivery. If you want to put the plan into effect at once, be sure to get your lists together and send your order to your distributor without delay. All orders for September delivery should be in your distributor's hands by August 1st at the latest.

Your co-operation in this great, new Crosley Retail Sales Plan will aid you and all Crosley dealers in making this the biggest and best year you have ever had. It will make you and Crosley the undisputed leaders in radio.

Chicago Taxi Driver Entertains With Crosley Bandbox



Above Alvina Gotch And Irene Fuller Are Proving The Slogan, "You're There With A Crosley," Even In A Taxi

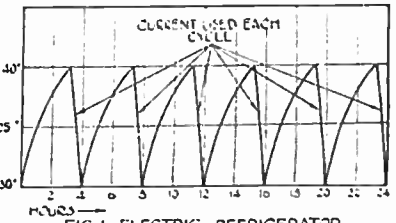
"Where to?" is the question the average taxi driver asks of his customers. Austin S. Coll, Checker Cab driver of Chicago, asks his patrons: "Where to and what station would you prefer?"

This is possible because Mr. Coll has installed in his taxi cab a Crosley Bandbox and as he takes them to their various destinations this remarkable set entertains them with whatever is on the air. So clear is the reception that the musical cab can be heard a block away.

Many of his patrons, according to Coll, refuse to get out when their destination is reached but sit listening to the music while the meter clicks merrily on.

Not a bad idea at that.

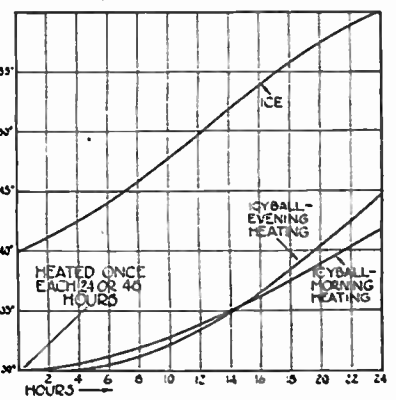
(Continued from Page 6) Crosley Icyball when it is fresh at the beginning of its cycle, as pointed out in a previous article. The latter part of the cycle will occur during the colder hours of the night, when not so much refrigerating action is required. This results in the maintenance of a more steady temperature throughout the twenty-four hours, as illustrated by the accompanying chart.



Even during the latter hours of its refrigerating cycle, the Crosley Icyball maintains the low temperature of the cabinet much better than ice. This is strikingly brought out by two of the curves here shown, which represent ordinary conditions. The contrast would be even greater under special conditions.

It is a common occurrence for the Crosley Icyball to require heating only every second day. In fact, this may be the usual experience in your territory. Never-the-less, it is better to lead your customers to expect the daily heating to be necessary, and to have them pleasantly astonished at finding it unnecessary, than to oversell them so that when a hot spell comes along and they find daily heating necessary they are disappointed.

Remember that the Crosley Icyball is remarkable enough and ingenuous enough to sell itself. It is absolutely unnecessary to make extravagant claims about it or to oversell it.



The length of time the Crosley Icyball refrigerator provides refrigeration depends entirely upon outside temperature. Though designed to go a period of 24 hours, in extreme temperatures of one hundred or over, it may be necessary to heat it at more frequent intervals. Such abnormal temperatures however are very rare and are possible only for a few days during the year.

You're *THERE* With the Crosley Retail Sales Plan!

THE GREATEST SALES PRODUCER EVER INVENTED

More Prospects---More Demonstrations---More Sales



These attractive mailing pieces are printed in four beautiful colors, featuring oil paintings by Clarence Cole, a nationally famous artist. They invite the prospect to test Crosley Radio himself, in his own home. They show the complete Crosley line with prices.

The more prospects you work, the more demonstrations you will make. The more demonstrations you make, the more sales you will close. This is just as certain as the fact that day follows night. The complete Crosley Sales Plan gives you more prospects. It turns more of these prospects into demonstrations. It turns more demonstrations into sales. It does this automatically, week after week and month after month!

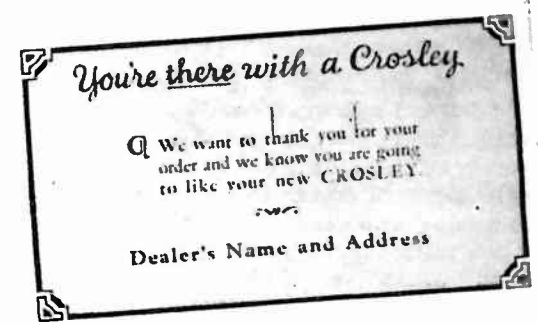
What It Will Do For You

The Crosley Retail Sales Plan will:

1. Make it easier for you to sell.
2. Keep your salespeople busy.
3. Give you more time for selling.
4. Build good will with owners.
5. Get prospect names for you.
6. Give you a better check on results from sales efforts.
7. Make you the leader in your community.
8. Increase your sales and profits.

Makes Every Owner Of A Radio Work For You

Every satisfied owner is a real asset—not only in recommending Crosley to friends, but in supplying you with the names of many more prospects for you and your salespeople to work. You can build up good will and keep owners satisfied, and you can get these valuable prospect names if you follow each owner properly. You probably do not have time to do this as effectively as it might be done. The Crosley Sales Plan provides for this with a simple, practical follow-up plan which more than pays for itself.



These mailing cards are a sure good will builder for you. They prove to the new Crosley owner that your interest has not stopped when the sale was closed.



No expense has been spared in making these mailings the most attractive messages on radio that your prospects will receive this year. They will arouse interest and create a desire to see and hear Crosley Radio far beyond any other advertising or sales promotion you have ever used.

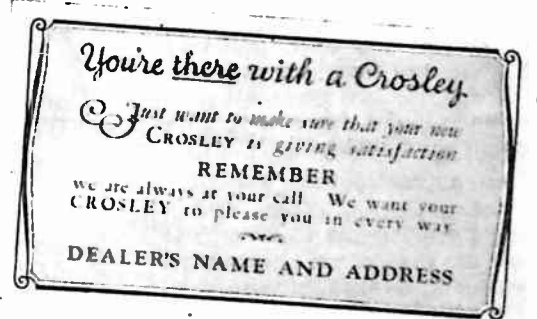
You Want Sales and Profits---The Plan Gives You Both

You need sales volume in order to make a profit. Yet, you can't make sales in this day and age in the radio business unless you go after them. This is going to be one of the biggest and most profitable years for radio dealers who go after business aggressively.

In Crosley, you have the line and the prices that appeal to a big majority of your total market. Yet, in spite of the tremendous advantages you have in Crosley Radio itself, and the amazing appeal in the Crosley line, you

can't depend on Crosley sets and speakers selling themselves. Neither can we. That's why we have dealers.

The Crosley Retail Sales Plan enables you to go after business aggressively. It places you a jump ahead of your competitors. It does this automatically, without taking most of your time. That means that the plan leaves you free to manage your business and to sell, without being bothered by a mass of detail. This means that you will have more time to watch the business yourself and that's what you need if you are to increase your profits.



The third card specifically asks for a testimonial and for the names of prospects. Thus, the plan automatically furnishes new prospects and more sales, in an endless chain.

Start Now

The Crosley Retail Sales Plan is ready for you now. There are many sales waiting for you during the next month or two, if you will go after them aggressively. Don't wait until the opening of the "radio season." Get your prospect names down on paper, and start the Crosley Sales Plan to working for you now.

Tear Out And Fill In

RESERVATION BLANK

Crosley Radio Corporation,
Cincinnati, Ohio.

Gentlemen: Please reserve for me the following quantity of the Crosley Retail Sales Plan mailing pieces and owner postcards:

_____ Mailing Pieces (sets of 3) for addressing to list to be furnished through my distributor, at 15 cents per set, complete.

_____ Mailing Pieces (Set of 3) without addressing, which I will use for working new prospects secured after my mailing list has been made up and sent in, at 10 cents per set, with my imprint, but without postage and addressing.

_____ Sets of Owner Follow-Up Cards, imprinted with my store name, address and telephone number, on government stamped postcards at 10c per set. Confirmation of this order to be placed with my distributor.

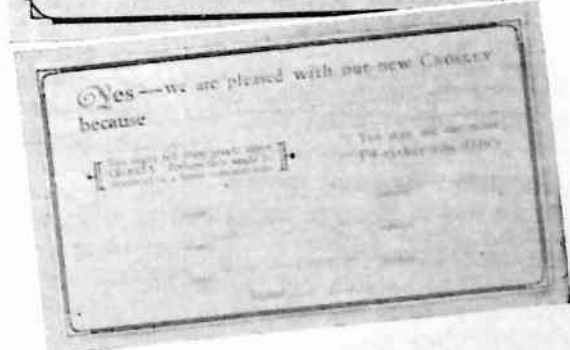
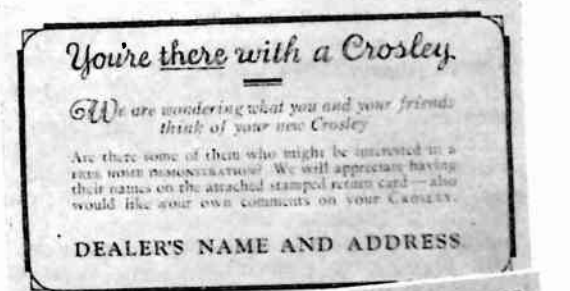
Name

Address

City and State

Saves You Money

Through cooperation, it is always possible to lower costs. Your share of the cost of the three mailing pieces, complete with your name, address, and telephone number, addressed, and stamped ready for the mail box is only 15 cents per set—COMPLETE. Your share on the Owner Follow-Up series of three postcards, imprinted with your store name, address, and telephone number, including government stamped postcards, is only 10 cents per set. You could not possibly produce such attractive literature yourself at anywhere near these costs.



GET THE FULL DETAILS FROM YOUR DISTRIBUTOR'S REPRESENTATIVE

Crosley Icyball Refrigeration Is Ideal For Home Demonstrations

This Refrigerator Sells Itself--Once In A House Icyball Is There To Stay

The warm summer months are here, and it is time to concentrate every effort on the sale of the Crosley Icyball.

Dealers in many parts of the country find this remarkable new refrigerator so popular that it sells without any effort on their part. Purchasers come to the store to buy, and make up their minds to purchase even before they see the unit thoroughly demonstrated.

Making Maximum Sales.

Simply because sales are easy, however, Crosley dealers should not neglect means of making more sales and making them quicker. No matter how many customers are buying Icyball without solicitation, the number can undoubtedly be doubled or trebled by an aggressive sales policy. And the more units you sell, the greater will be your profits.

It is turnover that counts. If you sell ten Icyballs today and no more for five weeks, your profits will be greater than if you sell two Icyballs each week for the next five weeks. The quicker you turn over your stock, the less time your capital is lying idle, the less space you need for storage, and the greater your percentage of profits.

An Aggressive Sales Policy.

It is important, therefore, that every Crosley dealer who wants to make the most of his opportunities should follow an aggressive sales policy with Icyball.

An aggressive sales policy means, for one thing, advertising. Let your community know that you are handling this marvelous new refrigerator which turns heat into cold. Make the most of the publicity features of this remarkable invention. Display Icyball in your windows. Give it a prominent place in your store. Advertise in the local paper and in other suitable local advertising mediums.

An aggressive sales policy means, for another thing, home demonstrations. Icyball affords a remarkably fine opportunity for home demonstration. It is so simple to operate that with a few easy instructions any housewife is sure to get results. The low temperatures that it develops will surprise her. She will learn that the Crosley Icyball cools its cabinet much better than ice could possibly do.

Splendid Opportunity Offered.

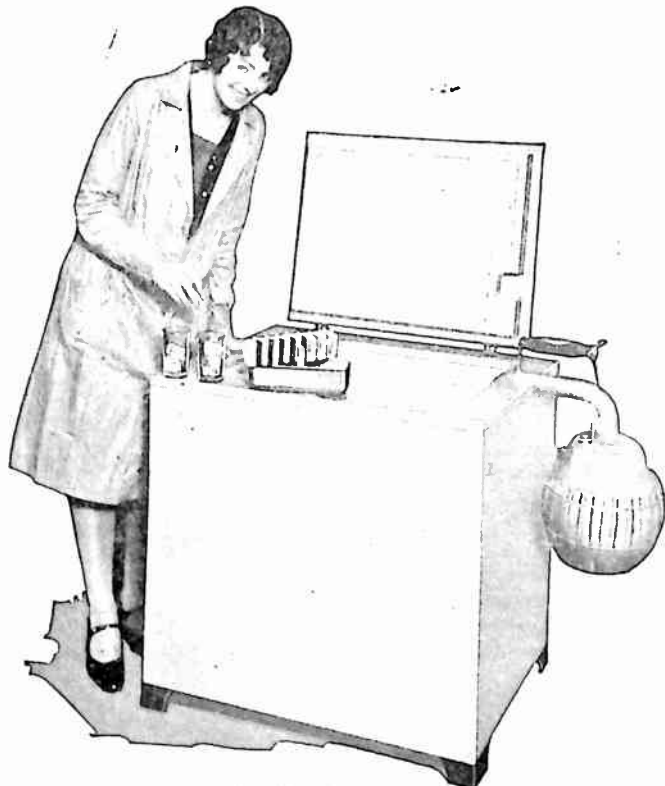
Those dealers who are located in small towns have a splendid opportunity for Icyball demonstrations. If you are so situated, put two or three Icyball units and cabinets on your truck and take them around to nearby farmhouses. Leave them for two or three days and you will never get them back. Practically

every outfit you leave will result in an automatic sale.

Think what it means to people in the country who have no access to ice supply and no electricity for running electrical refrigerators, to have refrigeration in their homes every day of the year. Think what it means to them to have a refrigerator that simply requires cooking on the stove once every day or two in order to supply adequate and ideal refrigeration all of the time. Do you believe that a farmer in

Economy of Icyball

Those of the town and city folks who already have refrigeration in their homes will find a strong appeal in the economy of Icyball. Think of getting ideal refrigeration service at a cost of 2 cents a day! Contrast this with the 20 to 30 cents a day expenditure for ice, or the high cost of electrical refrigeration. Thousands of persons who find it necessary to economize on their expenditures will find Icyball an ideal way to save money.



Heat your Demonstrator the first thing in the morning and thus demonstrate by Ice Cubes all day long.

such circumstances would be willing to give up the Crosley Icyball after once having given it a thorough trial?

Visit Each Home.

Your sales campaign should include a visit to every farm home within several miles' radius of your town. Wherever you can possibly arrange to do so, you should leave a complete outfit for demonstration.

The value of a trial is just as great, of course, with regard to people in towns, although to some of them the appeal is from a different angle—that of economy. Those in the towns who are so situated that they cannot get an ice supply and for whom electrical refrigeration is impractical (either because of cost or lack of electrical supply) will appreciate Icyball in the same way that the farmer does; as a marvelous new invention bringing a necessity of which they have heretofore been deprived—refrigeration—within their easy reach.

But these town folks need to be shown just as much as the farmer does. A certain percentage of them will come to your store and buy of their own volition. The vast majority need to be convinced by actual demonstration, however.

Easy to Place.

You will find it easy to place an Icyball unit and cabinet for a few days in most of these town homes. Simply get these folks to give the unit a trial. Do not try to sell them. They will sell themselves.

Perhaps you are already hot-foot on an intensive campaign of home demonstration of Icyball. If so, that is fine—your efforts will be well repaid. If not, however, you should get busy at once. Every day that you lose means dollars out of your own pocket. You cannot afford to let dollar bills go walking by. Claim this money for your own.

Nothing Half-Way About Showers

World's Largest Furniture Manufacturer Devotes Entire Unit To Radio Cabinet Production

Showers Brothers Company of Bloomington, Indiana, are probably making more radio cabinets this season than all other cabinet manufacturers combined and a goodly portion of these will be exclusive Crosley-Showers cabinets to be sold only through Crosley authorized dealers.

To assure Crosley authorized dealers a supply of cabinets and to make deliveries at the time the dealers will need them most, the Showers Brothers Company have set aside a unit of their 126 acres of factory floor space for the sole production of radio cabinets.

Here you see the famous straight-line production methods as you find in the Crosley factory.

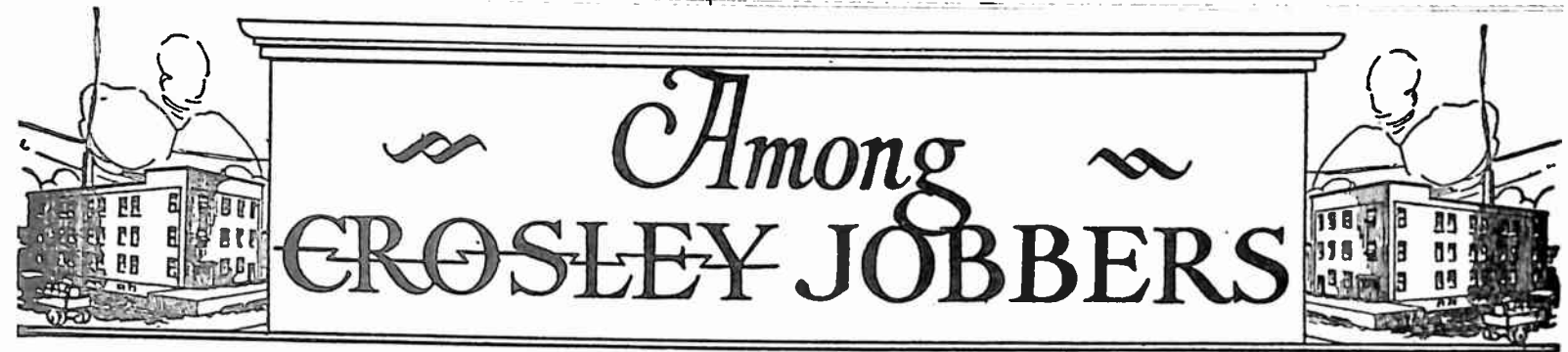
Here each operator does one thing. This is the approved and modern method of perfection in quantity production. Each individual performing a separate function does it faster, more skillfully and at far less cost than the old-fashioned so-called "hand-made" method.

Here the old adage "Too many cooks spoil the broth" is refuted. Many hands not only make the work lighter (which reduces the cost) but make for finer workmanship.

Every Showers craftsman prides himself that no other craftsman who may contribute to the creation on which he worked shall point a finger of scorn to slipshod or loose work at his hands.

Radio cabinet making is a fine art. Nearly anybody with sufficient lumber and machinery can build furniture. It is easy to build solid, rugged furniture but such furniture is clumsy and ugly. Only great skill and long experience can create the graceful, beautiful, slender lines of Showers cabinets with the sturdy quality and stout construction necessary to make them fine furniture values.

One thousand farmers drove to the Republican Convention to be in on the proceedings. They were refused admission because they had no tickets. Several hundred thousand farmers stayed at home and heard the entire convention through the medium of their radios.



Crosley Distributor Promotes Unique Advertising Stunt

Rochester Elect. Supply Co. Use Van & Schenck, Famous Follies Stars To Promote Jewelbox Sales

An interesting and successful piece of Crosley promotion was engineered recently by the Rochester Electrical Supply Company, Crosley distributors for the Rochester territory.

Van & Schenck, "Follies" and record stars, highest paid singing team on the stage, and familiar to every radio listener through their popular National Broadcasting Chain programs, were scheduled to appear at the largest theater in Rochester. This theater, recently built, seats 4,000 at a performance.

Plans Made Beforehand.

Henry Brill, radio sales manager, and Hart-Conway Advertising Company, handling the advertising of the Rochester Electrical Supply Company, approached the theater management offering to help the advertising of the Van & Schenck act if the theater in turn would help to advertise the Crosley Jewelbox.

This mutual plan worked out as follows: Van & Schenck were photographed in their dressing room listening to a Crosley Jewelbox. This photo was the basis of a 1/2-page advertisement inserted in Rochester's leading evening newspaper by the Rochester Electrical Supply Company. The other half of the page was quickly sold out to dealers in the form of tie-up ads. A reproduction of the ad is shown.

Certificates Given Away.

The theater's side of the bargain came in with the distributing to every patron of a certificate worth \$1.00 toward the purchase of a Crosley Jewelbox. Nattily uniformed (and by the way, pretty) page girls handed one of these certificates to every person who entered the theater. The theater had placed in its spacious lobby several Crosley Jewelboxes with fitting display cards and on the stage during the Van & Schenck act was a Crosley Jewelbox.

Crosley dealers throughout the Rochester territory were furnished large window cards in the center of which was the dressing room picture of Van & Schenck and the Crosley Jewelbox. Around this timely display card practically every dealer arranged an exclusively Crosley window. The newspapers were also induced to publish publicity stories about Van & Schenck and the Jewelbox during the week. Thus the Rochester Electrical

Supply Company took advantage of the vast amount of advertising that had been done in behalf of Van & Schenck, and for a small expenditure effectively turned the interest it had created to the Crosley Jewelbox as well. The plan worked out so admirably, both from the standpoint of the Rochester Theater and the Crosley dealers, that similar exploitation will be used on future occasions when other outstanding popular stars appear at the theater.

The 1928-29 Models of Crosley and Amrad sets and speakers are the most efficient, attractive and reliable line-up of merchandise that has ever been offered to the public. This line will be the leader in the coming radio season.

R. M. Peffer,
Harrisburg, Pa.

There is no manufacturer now making receiving sets comparing with the Crosley and Amrad setup in price and quality. We should have the world beaten this year.

Southern Tier Electrical Sup. Co.,
Binghamton, N. Y.
J. E. Greene.

Van & Schenck, Headliners of the Air

Choose the Headliner in Radio Value!

CROSELY A. C. JEWELBOX

Free Home Trial

Rudolph's RADIO DEPT.

217 Main St. E. at Clinton

RUDOLPH SCHMIDT & CO.
42 SOUTH AVENUE STORE 78

See Us About Crosley A. C. Radios

Duffy-Powers, Inc. Phone Main 7000 for a Free Home Demonstration

Boy Howdy!! Certainly some jewelled line. Sparkling with profits for Crosley dealers. A real tiffany diamond for 1928-29.

Get going now. The season has started. Put sales dynamite behind Crosley radio. It's well greased with powerful advertising and selling helps. Shoot through to your most profitable year.

Yes Sir! Major Hahn is in command of the Deluxe field with the Symphonic series of Amrad.

Williams Hardware Co.,
Streator, Ill.
Chief Williams.

We have Powel Crosley, Jr. to thank for the most wonderful line of radio that has ever been presented to the public. It's got everything—price appeal—eye appeal—sales appeal. This merchandise tied up to a most marvelous merchandising and advertising campaign can mean only one thing for every Crosley dealer—SUCCESS—spelled with capital letters.

Of course you're there with Crosley—we are one hundred percent.

Hudson-Ross, Inc.,
Chicago, Ill.
Robt. Himmel, Pres.

It is evident that the slogan used by Crosley is true and fits the present 1928-29 setup one hundred percent—"You're There With A Crosley." Without this Crosley and Amrad line a dealer will be as old fashioned as a one horse shay. This new line with its new prices and design, place Crosley sets head and shoulders above other sets on the market.

Motor Parts Co.,
Philadelphia, Pa.
John C. Marden.

The 1928 Crosley-Amrad line—the enthusiasm of distributor and factory personnel convince us that 1928 will be our banner year. We feel that until now we have never been in the radio business.

H. D. Taylor Co.,
Buffalo, N. Y.
Albert C. Finley.

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



CROSLY DEALER'S PAGE

Dealer Converts Bandbox, Jr. Into Portable Set

401 Chassis, Batteries, Etc., Installed In Jewelbox Case

Some time ago Mr. H. T. Allen, our authorized dealer in El Monte, California, sold a Crosley Jewelbox installed in a No. 405 furniture cabinet. Then he had a call for a self-contained portable radio. His prospect was very well pleased with the Model 401 Bandbox, Jr., due to its splendid performance and compact form, but objected to the fact that the case was not large enough to enclose batteries.

Mr. Allen immediately thought of the empty Jewelbox case and advised the prospect that he believed that evening he would be able to demonstrate a set that would meet his specifications. Mr. Allen then installed the Bandbox, Jr., chassis in the Jewelbox case and found sufficient room for three No. 5308 45-volt Burgess "B" batteries, one No. 5156 Burgess "C" and three 6 Burgess "A" batteries. All were enclosed in the 704 case.

This customer was delighted with

the layout and bought the set without any hesitancy and since then this idea has been used many times by this dealer and dealers in surrounding territories.

Of course the only objection to this type of portable set is that the battery equipment, of course, has to be small and long battery life can not be expected. It is an exceedingly good idea, however, and may be used by other Crosley dealers in meeting the demand for a small portable set with self-contained batteries.



Trades Bandbox For Manure Spreader

Food Remains Cold and Ice Cubes Form Right Through Fire

Our Crosley Dealer at Walcott, Ark., Marcus H. Clements, recently clipped and sent to us an exceedingly interesting article published on the Icyball by the Daily Oklahoman, Oklahoma City. The article reads as follows, and it is easy to see that the Icyball Refrigerator is referred to—

"ICE FORMS IN BOX AS HOUSE BURNS AROUND IT"

"These new fangled ice boxes which are their own icers refuse to get heated up about anything, according to Roy S. Miller of Duncan. Miller's house burned last week. Twelve hours after the blaze had burned itself out the icebox was opened. Miller says the food within the refrigerator was in good condition, the ice cubes which the box makes, still unmelted."

Crosley Dealer Alive To Opportunity --- Both Parties Satisfied

In the age before money was invented, primitive man bartered for all the necessities of life. That the age of barter has not completely passed is shown by a report recently sent to us by J. R. Woodhouse, salesman for The American Electric Company, Crosley Distributor at St. Joseph, Missouri.

It seems that Fred Haar, Crosley Dealer at Maysville, Kansas, has a little farm on the side. Mr. Haar is an aggressive Crosley Dealer and passes up no chances in selling Crosley Radio. In his rounds he found a prospect who wanted a 401 Bandbox very badly and who also had a manure spreader which he wished to dispose of. Now it happened that Mr. Fred Haar was on the market for that particular farm implement. So these two got their heads together and an exchange was made.

It is said that both are well pleased with the trade and that is what counts.

Testimonials Wanted

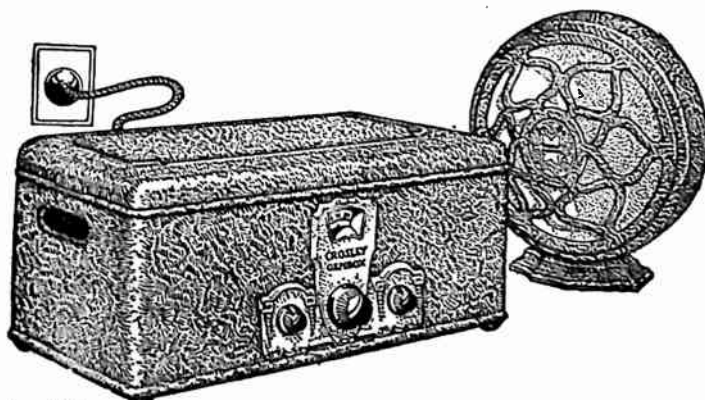
Is there in your town an Icyball which is giving unusual satisfaction, or performing some extraordinary refrigeration feat? If there is, we would very much appreciate your writing in and telling us about it. We are collecting testimonials on the Icyball for use in our advertising and would appreciate your contributing whatever you can to the list.

With the new 1928 line it is possible for any Crosley radio set buyer to get any type of set, from the modest to the most elaborate.

The Mershon condenser used in the power supply units of Crosley and Amrad light-socket sets is self-healing. That is, it cannot be permanently injured, for if an abnormally high voltage punctures it, it will heal itself immediately.

The Radio Manufacturers' Association will hold its annual banquet at the Palmer House, Chicago, on the night of June 14.

"Gembox Wonderful Radio Receiver"



Read Letter From Hamilton Radio Shop, Hamilton, Kans.
Dear Sirs:

Please give me all the information you can concerning the new Crosley.

The Gembox received and installed this morning. Must say it is a wonderful little set and if the other new Crosleys compare favorably with it Crosley should "go over the top" in great style in the coming season. The Gembox is certainly a beauty. I am very enthusiastic over it.

Sincerely yours,
THE HAMILTON RADIO SHOP,
A. E. South.

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

Order These Helps Through Your Distributor

18 x 30 Inch Crosley Fiber Road Sign Can Be Purchased In Quantities Imprinted With Your Name And Address

A brilliantly striking fibre road sign 18 by 30 inches in size, reproduced in black, red and straw has been prepared for your use. This sign is to be tacked up on barns, fences, trees and other places which will present themselves in the vicinity of your trading area. They are sturdy, water-proof and long lived, besides being very low in cost. As these items will carry the individual dealer's imprint, there will be a delay of some twenty days in filling orders. Order through your distributor. Cash or money order must accompany your order.

CATALOG NO. 28-3

Price 6½c Each. Imprinting Charge, 75c extra for first 50; 1c extra for each over 50.


Orders for Road Signs Placed Once a Month — Rush Your Order Now for August Delivery.



CUT NO. 28-3

Crosley Fiber Tire Cover

Imprinted with Your Name — Let These Rolling
Ads Work for You Out in Your Territory



Crosley is taking advantage of the new idea of utilizing the automobile spare tire as a means of advertising, and this season offers to its dealers two types of Crosley tire covers. A cheap, durable and effective tire cover constructed entirely of waterproof fiber and fitting any size tire is shown at the right. This tire cover carries the retailer's imprint and is priced so low that it may be purchased in quantities for distribution. Order through your distributor, enclosing cash or money order with letter.

CUT NO. 28-1

Price 45c Each. Imprint charge, \$2.50 extra for first 25; 10c extra for each over 25.

RUSH YOUR ORDER — GET YOUR AD ON THE CARS AROUND YOU

CATALOG NO. 28-1

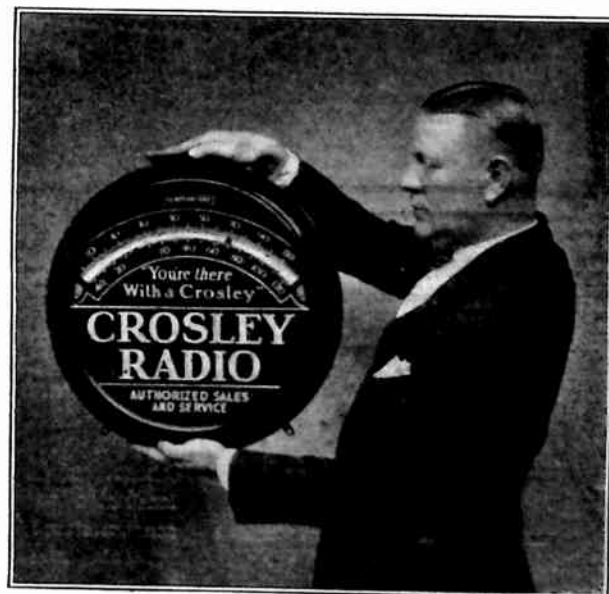
Crosley Giant Thermometer

A Constant Ad On The Side Of Your Building— 19 Inches In Diameter — Full Crosley Colors

To further identify the store of the authorized Crosley retailer, we are offering for the first time in radio, a giant outdoor thermometer with indicating hand to register the temperature. This thermometer has many features. Because of its construction it can be used on the sunny side of the street without the temperature going above average. The mechanism by which it is operated is rugged and simple and can not get out of order. The thermometer is guaranteed by the manufacturers to be accurate within two degrees and the position of the indicator hand may be corrected by means of adjustments at the rear. The thermometer, 19 inches in diameter, is handsomely finished in black enamel and the Crosley advertising on the face is handsomely executed in black, red and buff. Order through your distributor. Enclose cash or money order with your letter.

CUT NO. 28-4

This Giant Thermometer Guaranteed for Over
10 Years — Government Tested for Accuracy



CUT NO. 28-4

Price Each **\$12.00**

SHOWERS

Creates A Radio Value that competition cannot meet

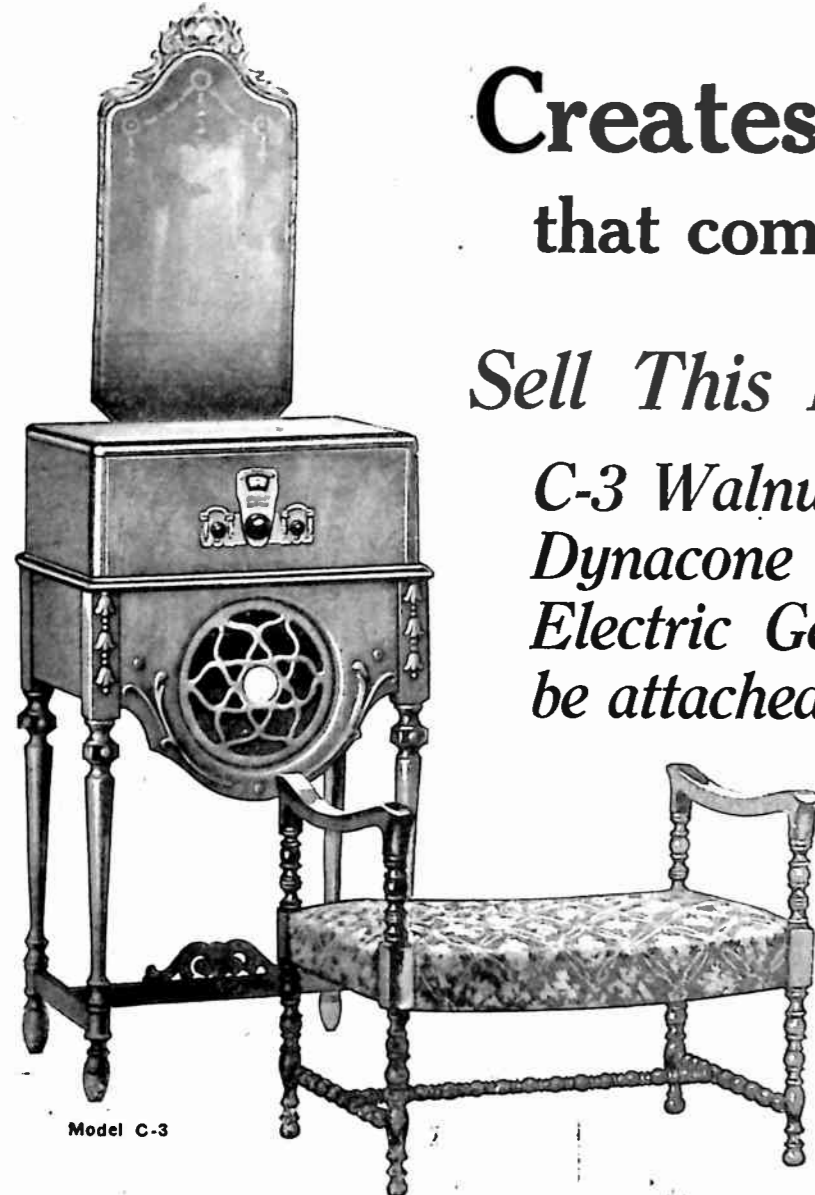
Sell This Beautiful Radio Outfit

C-3 Walnut Console with Dynamic Dynacone built in and 6-tube A. C. Electric Gembox installed ready to be attached to any Antenna

*Without Tubes . . . \$115.00
Matching Console Mirror . 11.00
Beautiful Tuning Bench . 16.75*

Complete For

\$142.75



Model C-3

Description of Model C-3

This console presents a lovely walnut surface so cut as to offer the exquisite grain of the wood to its fullest advantage. It is decorated with genuine wood carvings and contains the new Crosley Dynacone Speaker. Price, \$50. Behind it hangs a matching console mirror which Dealers show at \$11.00 and in front of the console is a specially designed tuning bench which adds much to any room and is priced at \$16.75. Height of console is 38 inches.

Description of Model C-2

Fine Walnut veneer and delicate carving makes this cabinet a true work of art. The door falls down to form an arm rest when operating the radio controls and the speaker—the new Crosley Dynacone—is mounted gracefully underneath. Height of this console is 42 inches.

Model C-2

This is the Crosley Dealers' greatest opportunity to offer the finest combination of radio receiver and cabinet. No console radio value on the market today can compare even favorably with the Showers-Crosley combination.

The world's largest furniture manufacturer is endorsed by Powel Crosley, Jr., as best equipped to make cabinets comparable in value to Crosley receivers. Showers' designers, skilled in the art of designing beautiful furniture, have produced such cabinets on the most economical basis. Their famous laminated process which forms a solid, permanent construction is used. Lovely veneers create the delightful modern patterns you see in the finished designs.

Showers Brothers Company

Bloomington, Indiana

Description of Model C-1

Walnut veneers are cut to show the full beauty of the grain in this model. Rare zebra wood moire walnut and genuine wood carvings are decorative elements of this splendid value. Fluted legs impart a delicacy to unusually sturdy construction. The hardware is solid brass. Full swinging doors open upon the radio control panel and the new amazing Crosley dynamic speaker—the Dynacone, with which the cabinet is equipped.



Model C-1

Description of Model C-4

Matched walnut veneer creates charming doors with curly maple veneer. Genuine wood carvings are highlighted and beautifully finished. Top opens and doors are full swinging type. Finished with solid brass hardware. New Crosley Dynamic speaker built-in.



Model C-4

Crosley Service Manual

No. 120. Model 704-A, Part III---Adjusting and Repairing. 7-1-28

NOTE—This service sheet applies to the 7 tube (including rectifier tube) Crosley Jewelbox Model 704-A, serial numbers G. J. D. 16,000 and following only.

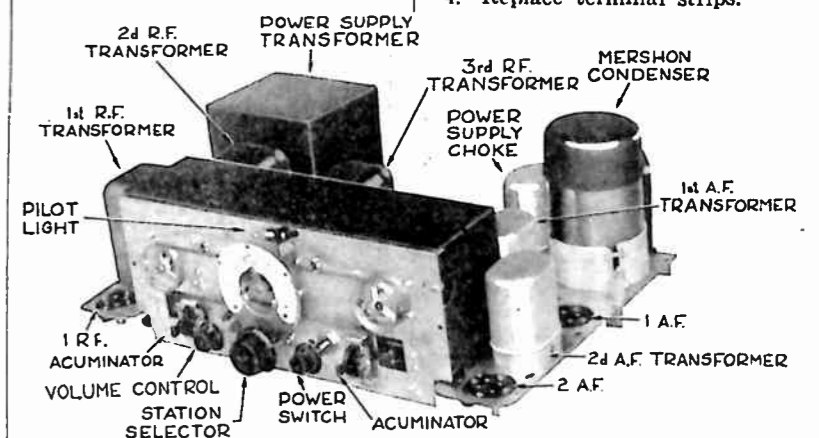
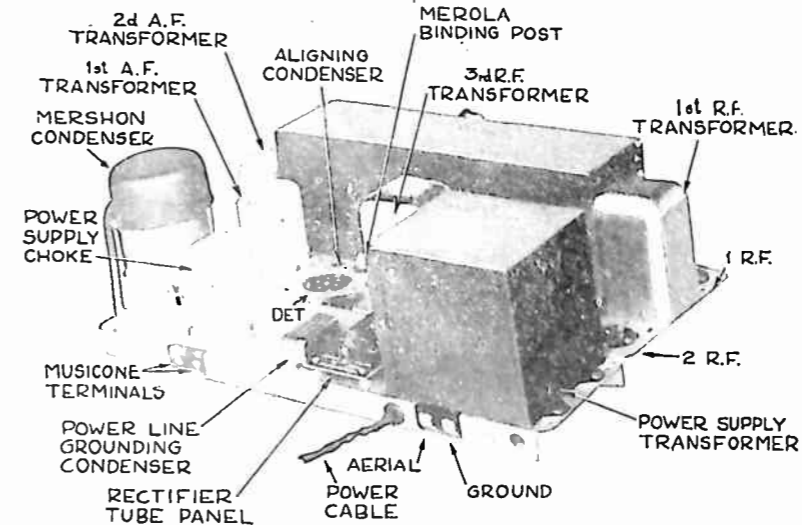
4. Replace supports. Resolder leads.

I. Replacing Power Switch.

1. Remove tuning condenser

from support screws.
2. Remove necessary leads.
3. Attach leads to new unit.
4. Reassemble and replace on supports.

screws. Take off transformer and replace with new one.
3. Replace support screws and leads.
4. Replace terminal strips.



A. Balancing.

Same procedure as for Model 601. See service sheet No. 104.

B. Adjusting Aligning Condenser.

The aligning condenser is the one nearest the detector socket and Merola binding post. The same procedure for adjusting it is used as for Model 601. See service sheet No. 104.

C. Replacing Radio-Frequency Transformer Coils.

Same procedure as for Model 601. See service sheet No. 104.

D. Replacing Tuning Condensers.

Same procedure as for Model 602. See service sheet No. 108.

E. Replacing Belts.

Same procedure as for Model 601. See service sheet No. 104.

F. Replacing Audio Transformers.

Same procedure as for Model 601. See service sheet No. 104.

G. Replacing Condensers W4232 and W4233.

1. Remove Tuning Condenser Shield.
2. Unsolder leads to condenser which is to be removed.
3. Take out screws holding condenser in place, and lift it off the chassis.
4. Place new condenser in position and replace supporting screws.
5. Resolder leads.

H. Replacing Grid Condenser and Grid Leak.

1. Unsolder leads.
2. Remove supports.
3. Take off condenser and leak and replace with new ones.

shield.

2. Cut leads and remove knob from switch.
3. Take off lock nut, and remove switch. Place new one in position and replace lock nut.
4. Splice leads and replace knob.
5. Replace tuning condenser shield.

J. Replacing Volume Control.

1. Take off knob and lock nut and loosen set screw holding shaft in place.
2. Unsolder leads and remove resistance unit.
3. Place new resistance unit in place, and reassemble switch.
4. Resolder leads.

K. Replacing Antenna Coupling Coil.

1. Unsolder leads.
2. Take nut off support screw, remove coils and replace with new ones.
5. Replace nut. Resolder leads.

L. Replacing Resistance Units

1. Take off support nuts and lift

M. Replacing Condenser W 4919.

1. Unsolder leads.
2. Remove support nuts and lift off condenser.
3. Place new condenser in position and replace nuts.
4. Resolder leads.

N. Replacing Mershon Condenser.

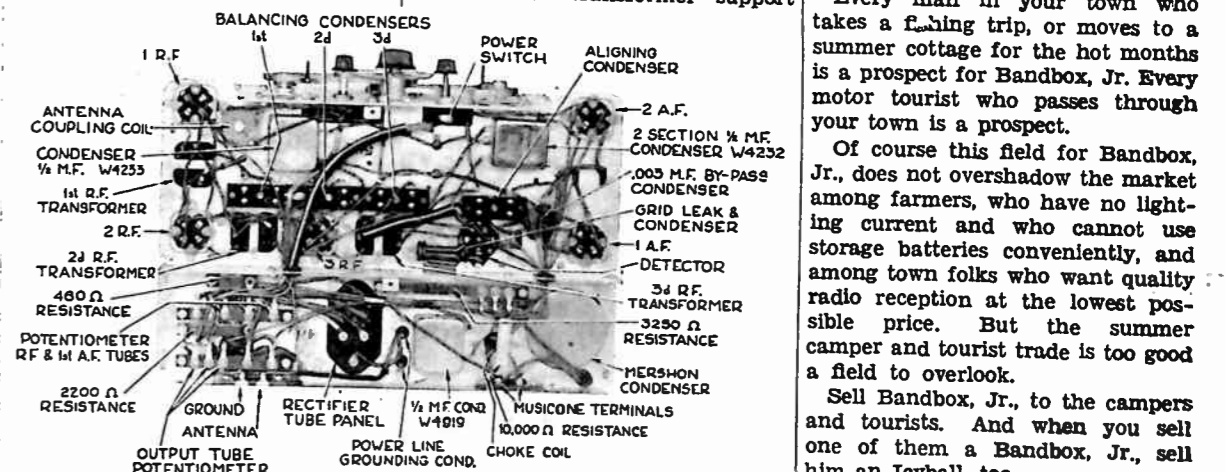
1. Take off condenser cap and unsolder leads.
2. Remove straps holding condenser in place.
3. Place new condenser in position. Replace straps.
4. Resolder leads and replace cap.

O. Replacing Power Supply Choke.

1. Unsolder lead wires from terminals to which they are attached.
2. Remove support nuts and lift off choke.
3. Put new choke coil in place and replace nuts.
4. Resolder leads.

P. Replacing Power Supply Transformer.

1. Remove terminal strips over bottom of transformer and take off transformer leads.
2. Remove transformer support



Sell The Summer Camper

How about tackling these inveterate summer campers on the new Bandbox, Jr.?

This is an ideal set to take to camp. It has plenty of pep, and at the same time it is compact and easily carried around. Only dry-cells are needed to operate it, and they may be obtained almost anywhere.

The price, too, will appeal to campers. Thirty-five dollars is little enough so that anyone can afford it. Even the necessary equipment does not run this price up much.

Those who already have radio sets will buy this little set to use in their summer cottages and camps. Others who do not have sets will buy it for use at home, too, for it can be carried easily back and forth.

Every man in your town who takes a fishing trip, or moves to a summer cottage for the hot months is a prospect for Bandbox, Jr. Every motor tourist who passes through your town is a prospect.

Of course this field for Bandbox, Jr., does not overshadow the market among farmers, who have no lighting current and who cannot use storage batteries conveniently, and among town folks who want quality radio reception at the lowest possible price. But the summer camper and tourist trade is too good a field to overlook.

Sell Bandbox, Jr., to the campers and tourists. And when you sell one of them a Bandbox, Jr., sell him an Icyball, too.

\$250,000 For New WLW Broadcasting Plant

Work Begun June 25th On New Building To House WLW Transmitter At Mason, Ohio---Plans Provide For Operation On September 17th

New Station To Operate Under 50,000 Watts

That station WLW on September 17 will be operating with 50,000 watts of power from a new building at Mason, Ohio, 40 feet west of the present WSAI transmitter was announced this week by Powel Crosley, Jr., president of the Crosley Radio corporation, which will continue to operate both stations.

Work on the new plant began on June 25. More than \$250,000 will be spent in its construction, Mr. Crosley stated. The work on the building and the installation of the transmitter is being scheduled with such precision that the new WLW is expected to be completed and in operation on September 17.

The new 50 kilowatt transmitter is a duplicate of 3XN experimental station at Whippany, N. J. Recent tests made on WLW's 700 kilocycle frequency have brought letters from listeners all over the world reporting greater volume and clarity than from any other station.

Extensive measurements of the transmission of WLW at its present Harrison, O., location and of WSAI at Mason, Ohio, recently completed by the Bell Laboratories of Whippany, N. J., showed a very slight superiority in Mason as a site for the new transmitter, Mr. Crosley said.

Uninterrupted Service

Desire to give uninterrupted service with both WLW and WSAI is said to have convinced the Crosley Corporation of the necessity of erecting a new building for the 50 kilowatt transmitter. "We had at first thought it possible to install the new WLW in the present WSAI building by making extensive additions to it. This plan would have meant that it would be necessary to shut down WSAI for a considerable period while the new set was being installed. This we were not willing to do," Mr. Crosley said.

R. H. Langley, director of engineering of the Crosley Radio corporation, and J. A. Chambers, technical supervisor of the two Crosley stations, will direct the construction of the new building and will supervise the engineers from the Bell Laboratories who will install the equipment.

The new transmitter building will face south toward Maud's Road, 40 feet from the present WSAI building. New land has been purchased in addition to the acres belonging to WSAI. It will be considerably larger than the latter and will be of brick and concrete fireproof construction throughout with steel window frames. It will have a basement and a first floor.

The new WLW towers will be 300 feet high, which is 100 feet higher than the present towers of WLW or of WSAI. They will be spaced 600



Powel Crosley, Jr., on June 25, broke the first sod for the erection of a building at Mason, Ohio, to house the new 50,000 watt WLW transmitter. The ceremonies were broadcast by WLW and WSAI, both operated by The Crosley Radio Corporation. Attending the ceremonies were (left to right) C. A. Albert, vice president of the U. S. Playing Card company from which WSAI recently was acquired; Major J. E. Hahn, president of the Amrad Radio corporation, a Crosley subsidiary; Mrs. Ralph Heaton; Lewis Crosley, vice president of the Crosley Radio Corporation; Ralph Heaton; Powel Crosley, Jr.; Charles Kilgour, chief engineer; R. H. Langley, director of engineering; Natalie Giddings, publicity director of WLW and WSAI; (with microphone) Ford Billings, director of the Crosley Radio stations.

feet apart on a north and south line to the west of the present towers and will be over 400 feet from the building.

The modulated high frequency current will be carried out to a small coupling house under the antenna by means of a radio frequency transmission line. This construction is not used in smaller broadcasting stations. However, it gives a very considerable improvement, and entirely eliminates the troublesome harmonics so disturbing in the case of many existing stations.

According to Mr. Langley, the present 5000 watt WLW transmitter lays down a powerful signal in Ohio, Indiana, Illinois, Kentucky, Tennessee, West Virginia, and portions of Michigan, North Carolina, Virginia, and Pennsylvania. The 50 kilowatt transmitter, he says, should readily cover the entire circle of surrounding states and should include, in ad-

dition to those already mentioned, Wisconsin, Iowa, Missouri, Arkansas, Mississippi, Alabama, South Carolina, Delaware, Maryland, New Jersey and New York.

"Under good radio conditions, the new WLW will be heard throughout the entire United States and Canada, and in fact will cover the entire North American continent. It is to be noted that the new station is within 100 miles of the center of population. Unlike the four five kilowatt transmitters situated on the sea coast, all of the WLW signals will be available in continental United States."

Most Powerful Broadcaster

Duplicate piezo electric crystals control the frequency. They are enclosed in temperature controlled compartments in which the temperature varies less than .1 degree. In this way, the station will not vary

from its assigned frequency of 700,000 cycles by more than 100 cycles. It will always be found at exactly the same point on receiver dials.

Mr. Crosley reports that no other stations in the country obtains the very high efficiency that will be obtained in the new WLW transmitter. One hundred per cent modulation is secured through the latest improvements in modulation, and this coupled with the high efficiency throughout the equipment and the extremely low ground losses in this section of the country, means that the new 50 kilowatt WLW will be the most powerful broadcasting station in the world.

Only the higher-class radio manufacturers have survived the storm of competition during the past few seasons. Half of those formerly engaged in radio manufacturing have abandoned this field of activity.