

THE CROSLLEY BROADCASTER

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NO. VII

Jewelbox Home Demonstration Plan Appeals

Personal Tryout Of New AC Set Means Sale

The recent announcement of the free home demonstration plan as a Crosley national merchandising policy for selling the Jewelbox, has created a flood of comments. Crosley dealers everywhere have enthusiastically expressed their approval as they recognize this as the surest and quickest way of bringing the superior qualities of the Jewelbox to the attention of the discriminating public.

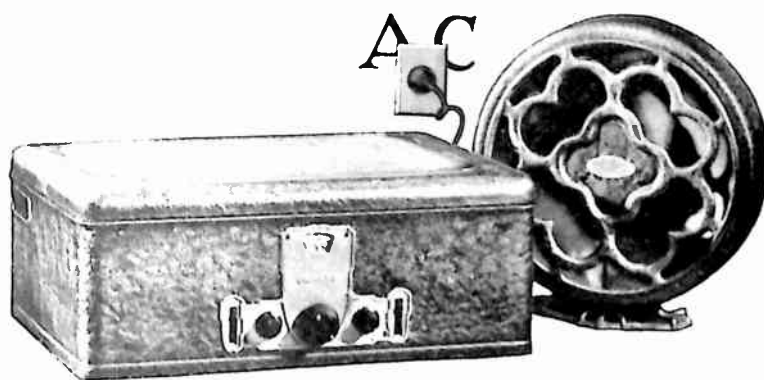
One Dealer Writes Us

"The writer was much amused at your article in the Broadcaster on the home demonstration as a new idea in selling radio, as in over five years of radio selling, we have known no other plan. Dealers all through this section have done likewise. If anyone would ever step in our store, listen to a radio and then and there decide on it, and settle, we would feel like the time had then arrived for the elimination of the static miracle. We would look with suspicion on such a buyer and would consider him either mentally deranged or a poor risk. We have always had to show real performance in the prospect's home." While this letter may be extreme in some angles (for radio sets are sometimes sold without demonstration) it gives a pretty general view of the attitude the aggressive radio dealer takes toward home demonstration.

New As National Policy

Right here let us correct an impression that some may have received from reading our articles on this new plan in the last Broadcaster. We fully realize that the free home demonstration plan is not new in selling radio. Many aggressive dealers have long found this the best way to sell radio receivers. The plan, however, has never before been announced by a radio manufacturer as a national merchandising plan. In announcing it, Crosley has set the pace in the national merchandising of radio for 1928.

The 704 Jewelbox is ideally suit-



704 Jewelbox Is Crosley's Masterpiece

ed to home demonstration. No batteries to carry with you—no complicated connections to make. The dealer can insert the tubes in the set before he leaves the store and

take it with him right to the prospect's home. It is but a minute's work to complete a ground connection in case there is no aerial. Thirty feet of wire strung around

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Display Saturday Evening Post Ad. In Your Window

April 7 Issue Of The Saturday Evening Post On Sale At News Stands Thursday, April 5---Buy A Number Of Copies And Display Crosley Ad Prominently

The full page Crosley advertisement in the April 7 issue of The Saturday Evening Post offers you an exceedingly fine opportunity to make an intensive drive for Jewelbox sales in your territory. To bring the fullest benefit of this ad your way you should prepare immediately to tie in with it.

In this forceful advertisement, Crosley not only announces nationally the new Crosley Jewelbox, but announces as a Crosley national merchandising policy the free home demonstration plan of selling the Jewelbox. This announcement will prove of interest to all in your community who are interested in the very latest in radio reception. By tying up your efforts with this ad, you are certain to make a number of demonstrations and convert some

of these demonstrations into actual sales.

Display Jewelbox Prominently

In order to tie in with this ad there are two things which you must do. First, display the Jewelbox prominently in your store and windows. Your distributor has a constructive idea to offer you in best accomplishing this. Get in touch with him immediately and have this idea explained.

Buy a number of copies of the April 7 issue of The Saturday Evening Post just as soon as they are on the news stand, Thursday, April 5, and put these prominently in your window. Have them turned to the page on which the Crosley ad appears. This will immediately

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See Suggested Newspaper Ad on Page 8

Crosley Is Leader In Monstrous Industry

Total 1927 Retail Sales \$446,550,000---7,500,000 Sets In The U. S. Today

How many Crosley receivers are you going to sell during 1928? This is a question which every Authorized Crosley Dealer should seriously ask himself.

Some very interesting statistics have recently come to light, which give some idea of the tremendous sales possibilities which face Crosley Dealers and help you to answer this question.

From 60 Million to 446 Million.

The total value of sales of radio sets, parts and accessories in 1927 totalled \$446,550,000, indicating that the volume of business in this comparatively new industry is holding at the high level established in the two preceding years. Radio sales for the past six years, from 1922 to 1927 inclusive, were valued at \$1,936,550,000. Annual sales for these years are as follows: 1922, \$60,000,000; 1923, \$136,000,000; 1924, \$358,000,000; 1925, \$430,000,000; 1926, \$506,000,000; 1927, \$446,550,000.

At the beginning of 1928 the total number of radio sets in use in the United States reached the number of 7,500,000. 1,600,000 of these receiving sets are located on farms.

Less Than 27% Own Radios.

These facts give us basic information on which to figure the saturation point in radio and also the number of sets to be sold each year. The total number of homes in the United States is 27,850,000. Since only 7,500,000 homes own radio, we see that the radio saturation point is slightly less than 27 per cent. Statistics further show that the increased saturation each year is about 5 per cent.

(Continued on Page 9)

Read This Letter On Crosley Jewelbox

The **JOURNAL**
Afternoon-Sunday

Portland-Oregon
March 6, 1928.

Northwest Auto Equipment Co.,
45-47 North Ninth St.,
Portland, Ore.

Gentlemen:

I thought you might be interested in hearing about some of the wonderful results I have obtained with my new 704 A-C Crosley Jewel Box.

Last Saturday evening I tuned in on WGY at six o'clock and the volume filled the whole house and for over two hours continued off and on to play this station with the same results irrespective of the fact that KGO at Oakland, Calif., was on with only a difference of five meters between the stations, which performance I consider very remarkable.

During the entire evening I played sixteen stations east of the Mississippi River besides numerous Coast stations. And at 3:30 Sunday morning I tuned in on stations JOAK at Tokio and JOCK at Nagoya, Japan, which stations at times came in very clearly and was able to distinguish all their program features.

Trusting this may prove of interest to you, I am

Sincerely yours,

G. Foster Skiff

G. Foster Skiff
Mgr. Radio Adv. Dept.
The Oregon Journal

It Is Performance Like This That Has Made The 704 Jewelbox The Most Talked About Radio Receiver On The Market

Use Telephone On Dull Days To Dig Up Prospects For Demonstration of Jewelbox

Turn April Rainy Days To Profit--Everybody Answers The Telephone

There's an old saying that April showers bring May flowers. Here is a plan that the radio dealer can use to make April showers produce increased profits.

On a rainy day, women stay at home and men remain at their desks. This means that fewer people come into your store and there are temporary lulls in selling activities. Every aggressive radio dealer should make use of these lulls in business to dig up new business.

It would be ideal if you could go out on such days and personally call at the home. The personal call is, of course, more successful than a telephone call, but it takes a great deal longer time to cover the same territory. While it is possible to address a letter to a very large list, there is no assurance that the letter will be answered.

Telephone Is Always Answered

The telephone is the ideal means to use while business is low to dig up new business, for it is always answered. The housewife always goes to the 'phone as soon as it rings. You are assured of an attentive ear and you can put across your message.

Now here is a plan we suggest. When business is dull on April rainy days, take out your telephone book and select the names of those in your immediate vicinity. Call them and find out whether they own a radio. If they have a radio explain to them where you are located and that you are in a good position to give them free service in a hurry, when their set is out of order, or to quickly supply them with tubes or batteries.

Arrange Demonstrations.

In case you find the prospect whom you are talking to is without a radio, send your man around to arrange a demonstration.

This plan of using lulls in business to dig up new business by the telephone is being used by many aggressive dealers. We suggest that you put it to work. It should work very aptly in tying in with the large full-page Crosley Ad in the April 7 issue of The Saturday Evening Post.

Experience will show you just the best questions to ask and the best way to go about it. Do not, however, tell the housewife who you are until you have asked her a number of important questions.

A Unique Method.

One dealer uses a very unique method. His purpose in calling the housewife is to find out whether she is thinking of buying a new radio. When the housewife answers the

'phone he asks for the husband, knowing, of course, that he will not be there. When she says he is not at home, he says: "Oh! This is Mrs. so and so," giving her name. She says, "Yes." He then says, "Are you thinking of buying a radio?" Before she realizes it she will truthfully answer this question. He then finds out whether she already has a radio. In this way this

dealer has been able to run across many live prospects. Of course, when he finds that they own a radio, or are thinking of buying one, he tells them who he is, and states that he will be glad to arrange a demonstration of a Crosley radio.

This plan of using the telephone should result in many sales of the Jewelbox. Some dealers have found that by it they land two out of ten

people they call. True, Crosley dealers will not have many dull moments this spring. Radio business is holding up in a remarkable way. People are starting now to buy their sets, preparing for the Presidential conventions. The entire country is interested in the Crosley Jewelbox and dealers everywhere are reporting big sales of this wonderful new receiver. The ad in The Saturday Evening Post is certain to help stimulate this business. You are certain, however, to have time which you can devote to carrying out this idea. The more telephone calls you make the more live prospects you can dig up.

Two Important Appointments Made By Crosley

Ralph H. Langley, With Crosley Over Year, Made Director Of Engineering-- F. Clifford Estey, Appointed Assistant To The President

Two important announcements affecting the executive personnel of The Crosley Radio Corporation have just been made by Powel Crosley, Jr., president of the company. They are the appointment of Ralph H. Langley as Director of Engineering and F. Clifford Estey as Assistant to the President. Both are veterans of the radio industry.

Mr. Langley is recognized as one of the foremost radio engineers in

study of that profession. He has literally lived, slept and eaten radio from the time he first became interested in it.

Mr. Langley has been identified with many of the important radio organizations such as the International Wireless Telegraph Company, the Marconi Wireless Telegraph Company and the General Electric Company. He held important positions in all those organizations and achieved notable results while with the General Electric Company. He spent seven years with this company in Schenectady before joining the Crosley organization.

Worked With Prominent Men

During his radio career, Mr. Langley has worked with some of the most prominent men in the industry such as Dr. Lee De Forest, Frederick A. Kolster, Senator Marconi, S. M. Kintner and many others. He was formerly vice chairman of the radio section of the Associated Manufacturers of Electrical Supplies, and is now Chairman of the committee on section activities in the radio division of the National Electric Manufacturers' Association and also served on the standardization committee of the Institute of Radio Engineers.

Well Known Sales Executive

Mr. Clifford Estey, one of the best known sales executives in the industry, became interested in radio in 1906, being one of the first amateurs in the country to operate radio on steamships out of Boston. He owned and operated the Salem Evening News station at Salem, Massachusetts in the early days and designed and built one of the first amateur stations to be heard across the Atlantic.

He was one of the first sales managers in the radio field, starting with the American Radio and Research Corporation at New York, later joining the Clapp Eastham Company of Cambridge, Massachusetts as sales and advertising

manager. He was general sales manager of the Pries Radio Corporation of New York; founder and President of Essex County (Massachusetts) Radio Association and one of the organizers and president of the New England Executive radio council at Boston. Just before



Ralph H. Langley, Director of Engineering

the radio world. He has been a close student of the art for nearly twenty years, during which time he has had much practical experience.

Graduate Of Columbia

Mr. Langley is a graduate of Columbia University where he completed a course in electrical engineering in 1913. It was while attending the university that the radio virus was injected into his veins. Those who know of his activities say that ever since he was first bitten by the radio bug he has devoted every minute of his life to



F. Clifford Estey, Assistant to the President

coming with the Crosley corporation. Mr. Estey was sales manager of the Stewart Battery Company of Chicago. He is a member of the Institute of Radio Engineers and the Radio Club of America.

Tie In With POST AD.

On Page 8 is shown an Ad which can be used to tie in with the Crosley Ad in the April 7 issue of The Saturday Evening Post.



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

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



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

Editorials

The Service of Selling Radio

There are professions and professions—carrying with them all degrees of honor and dishonor.

There are businesses and other businesses—ranging from those which constitute an actual public service to those which must be frankly branded as swindles.

It is true that few of us are in business "for our health" as the saying goes. Yet any one of us would choose to make money legitimately rather than illegitimately—would choose, moreover, to render a true service to the community in conducting our business rather than merely to rake in the shekels.

Did you ever stop to consider that in selling radio you are doing a genuine service to people in general? Did you ever consider that in selling radio you are bringing the sunshine of wholesome entertainment into the lives of hundreds of people—better and cleaner entertainment and more of it than they have ever been able to enjoy before?

There are many articles you might sell to a man of moderate means that would be luxuries to him. Some would develop into permanent drains on his pocket-book, others might only be useless indulgences, or valueless baubles sold at exorbitant prices by high-pressure selling methods.

There is hardly a man to whom radio can be a luxury. In most instances, your sale of a radio set will constitute for the purchaser a real economy. He will stay at home more evenings, spend less money for amusements, and at the same time be more satisfactorily amused.

In selling radio, too, you are contributing toward the education of your community in better tastes, in

better ways of living, in the appreciation of the finer things of life. Through radio, millions of persons are learning to expect as a daily part of their lives better music, better entertainment, better information regarding important events, political affairs, and the like, than they ever had access to before.

There is no question that a man is better off with fine music and entertainment in his home. It makes home mean more to him—and homes are the backbone of the nation. It broadens his interest and gives him a better appreciation of things in general. In fact, it makes life itself more worth living.

"I Do Not Choose To Run In 1928"

Watch out! This is presidential election year. Do you choose to flee?

By all the rules of business the presidential year is supposed to be a bad year for business. Many will say, "Watch out for 1928, it's haunted." This year, because of the superstitions of many people, you will see radio dealers running from business. Then they will wonder why business doesn't come to them!

The Crosley dealer, however, is not going to do any running in 1928. With our famous President Calvin Coolidge, Crosley dealers will use the slogan, "I Do Not Choose To Run In 1928."

There is every reason in the world why Crosley dealers should not run from business of 1928. Never did the Crosley dealer face such a wonderful opportunity as is ahead. Crosley is finishing a season the most outstanding in his history. The public has placed Crosley merchandise on a new high pedestal. With this foundation to build upon there is nothing to stop the Crosley merchandise during 1928. Truly Crosley, the acknowledged leader of 1927, will set the pace for 1928.

Run away from business? The Crosley Dealer this year will do the very opposite. He will run after business with a heart and a vim that will increase in momentum as the year advanced. Increase because the more he sells the more fully he will realize how sure his sales possibilities are.

This is a year made to order for the Crosley dealer. The presidential election, which is scaring a lot of people, is going to bring business into the Crosley dealer. Everybody will want to be able to tune in on the presidential election conventions, scheduled for June. The prospect of these conventions will sell radio for you every day.

Start talking the national presidential conventions. Therein lies big profits for every Crosley Dealer.

At the present time, there are about 25,000 licensed radio stations in Ireland.

What Dealers Say Enthusiastic About Jewelbox

Read These Comments In Recent Letters

The Crosley Jewelbox is taking the country by storm. It is proving its wonderful construction and superior performance on every hand. Crosley dealers in every part of the country can just not withhold their enthusiasm.

We are quoting here extracts from a number of letters which have recently been received:

Grubb Brothers, of Appalachia, Virginia, write as follows: "We received our first 704 last night and sold it in less than fifteen minutes after connecting it up. We would sell a lot of them if business would pick up, but there is less money in circulation here than has been for eleven years. That's why radio sets are hard to sell at this time."

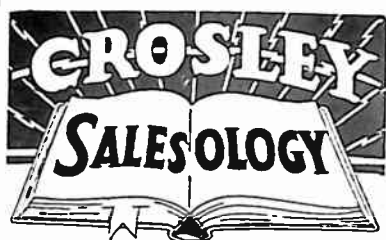
Here is a letter from Bennett's Radio Shoppe, Crosley dealer at Cambridge, Ohio: "The new 704 Bandbox is a wonder. It certainly should take first place for sales. Our first shipment of six were sold the day they were received. We are patiently waiting for more."

Read this letter from Knibb and Schmitz Radio Service Company, St. Louis, Missouri: "Received our Model 704 and what a WOW. They are sure going to be hard to hold. Tuned in 64 out of town stations in two hours on a 30 ft. aerial, 15 feet above the ground, in the heart of St. Louis. More power to you until we meet again."

The selectivity and high performance of the Jewelbox as compared with sets anywhere near its price range is conclusively demonstrated in this letter from William T. Baxter Corp., Crosley Dealer located at 4234 Broadway, New York City. This dealer writes as follows: "We are taking this opportunity to congratulate you on the new 704 Jewelbox. We received our first set last week and we hooked it up. It surpassed our fondest expectations. About 11:30 P. M., WJZ signed off and we started to fool around and picked up a signal. We tuned it in and found we had KFI, Los Angeles. We then tried to get it on other sets in the store, these arranging in price from \$150.00 to \$600.00 and found that the 704 was the only set that would get KFI. We look for some real business."

When Mrs. X answers the doorbell (for Mr. X is at work) you do not tell her that you have come to sell her a radio set. You say, "Mrs. X, I am introducing the New Crosley Jewelbox in this town, which incorporates some entirely new and advanced radio features. I want to get the opinion of several prominent people about this set. That is why I have come to you—I want to install it in your home for a trial demonstration. I am not asking you to buy it. If you will simply use it tonight and tell me what you think of it tomorrow when I call, I will appreciate it. You will be under no obligation—in fact I will be indebted to you for your opinion and the opinion of your husband."

You will usually have little difficulty in leaving the set, and a surprisingly large number of these demonstrations will result in actual sales. Many of these prospects will insist that you leave the demonstration set right there, and sell it to them. Others will have an interest aroused that will develop later into a sale.



House to house selling sounds hard to many dealers, and it is hard if you try to close the sale and get the order during the first call. But these is another way of going about this house canvassing proposition that is much pleasanter and at the same time gets results.

As an example of how this plan works, suppose you make up a list of the prominent business and professional men in your town. You select from this list a few to call on and start out.

When Mrs. X answers the doorbell (for Mr. X is at work) you do not tell her that you have come to sell her a radio set. You say, "Mrs. X, I am introducing the New Crosley Jewelbox in this town, which incorporates some entirely new and advanced radio features. I want to get the opinion of several prominent people about this set. That is why I have come to you—I want to install it in your home for a trial demonstration. I am not asking you to buy it. If you will simply use it tonight and tell me what you think of it tomorrow when I call, I will appreciate it. You will be under no obligation—in fact I will be indebted to you for your opinion and the opinion of your husband."

The importance of this method of selling cannot be over-emphasized. No sales effort that you can make—advertising, displays, circular letters, etc.—will bring as fruitful results as actually getting demonstration sets into prospects' hands and allowing them to sell themselves. The first-night thrill of logging stations creates an enthusiastic desire on the part of the prospect that makes a sale assured.

When you leave the set, be sure that the lady of the house understands how to tune it. It is best if you can make your calls at a time of day when it is possible to tune in programs from nearby stations. Let her tune in two or three programs herself, so that you are satisfied she knows how to operate the set. Then leave without further discussion.

If she wishes details about prices, etc., explain that you have several more calls to make and that you will go into those matters with her

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Radio Engineers And Experts Praise Crosley Jewelbox

Acclaim Model 704 Ideal Light Socket Set--Astonished At Performance And Construction

What prominent engineers and radio experts have to say about a radio set is pretty good evidence as to the actual worth of its technical design.

Radio experts all over the country have nothing but praise for Crosley Jewelbox, Model 704. The opinion of these men, who stand at the head of their profession, is unanimous in acclaiming Model 704 to be an ideal light-socket set.

Astonished At Jewelbox Performance

For example, let us cite the instance of a certain widely-known engineer whose opinion is highly valued by everyone. This man has a very fine set of an expensive make in his home. The other evening he visited a friend who has a Jewelbox, seeing and listening to this set for the first time.

"Well", he said, in describing his reactions, "I was frankly astounded at the performance of the Jewelbox. Heretofore I have been under the impression that there was no other set on the market that could duplicate the tone quality of the one in my home, certainly no set at anywhere near the reasonable price of the Jewelbox. I will have to admit, however, that the Jewelbox was fully the equal of my expensive set, not only in tone quality but in all-around performance—selectivity, ability to get distance, ease of operation."

Built Like Battleship

"My biggest surprise, however, came when I lifted the cover and looked at the inner works. Here was a set built like a battleship. It is certainly a high-class design job. The Crosley engineers should be complimented on the remarkably fine engineering work that they have done on this set."

This is but one instance of many of the same kind. Every engineer who examines the Jewelbox adds his enthusiasm to that of the others.

Opinions Inspire Confidence

Such opinions should inspire confidence and enthusiasm in Crosley dealers. They show that those who are thoroughly familiar with the most intricate details of radio set design regard the Jewelbox as being an ideal example of what a fine set should be.

If a set is engineered right and built right it is sure to give satisfactory performance. The opinions of these prominent men are your guarantee that your customers will not only be satisfied but enthusiastic about the Jewelbox sets that they buy from you.

Pass On To Prospects

Pass these opinions on to your prospects. Let them know that the Jewelbox is held in high esteem by the experts of the country. Most of them are not familiar enough with the technical side of radio to understand the refinements of design incorporated in the Jewelbox, but they can all appreciate the value of the judgment of those who do "know their stuff" about these subjects.

IDEA FOR WINDOW TRIM ON JEWELBOX

See your distributor. He has a hot idea for trimming your window to tie in with Crosley Ad in the Saturday Evening Post.



POWELL CROSLY JR.

TALKS TO the TRADE

A further indication of the popularity of the Jewelbox receiver was evidenced last Monday when we sent a telegram to all our distributors.

The demand for this popular item had overtaken production to a point where we did not have nearly enough sets to take care of the urgent demand. The object of this wire was to locate inventories of the Jewelbox that we might transfer stock from one distributor to another. Our intentions were good, but would you believe it, we brought down upon ourselves an avalanche of orders for more of these sets instead of finding a surplus.

The reason for this we all know to be the outstanding qualities of the 704 Jewelbox and our new policy of free demonstration in the home which best brings out these qualities. The Jewelbox is just the right size, shape and color. It will harmonize with the furnishings of any home. It is easy to install—merely plug it into a lamp socket, place about thirty feet of covered wire around the floor of the room to serve as an antenna. One man in an evening can install five or six demonstrating sets and once the customer has tried out the Jewelbox, you may be sure he will never give it up. It is sensitive, selective, has all those qualities that are most desired by the user and in every case gives complete satisfaction at lowest cost.

Our Saturday Evening Post and other advertising is just beginning to appear. You will experience an even greater demand for the Jewelbox.

Since this set will remain standard in our line for 1928, I earnestly recommend that you follow out our Spring policy and get as many of these sets on demonstration as possible. The results will certainly surprise you.

Powell Crosley Jr.



K. I. O. Minstrels Popular Hits



To the left, Red Hat and Golden Rod—To the right, Marjorie Moellering, Director WLW Woman's Hour.

One of the most popular minstrel shows on the air is that presented at WLW every Monday at 8 P. M. by the K. I. O. Minstrels. They are the same group that won so much popularity as the Crosley Burnt Corkers. Red Hat (left) and Golden Rod (right), end men, put out a brand of humor that proves almost convulsive to the large audience that gathers at the WLW studio every Monday to see the show.

Marjorie Moellering, WLW Woman's Hour director, is one of the most important cogs in the machinery of program building. She is the continuity writer for many of the station's commercial contracts.

In addition to her work as Woman's Hour director, Mrs. Moellering is an important member of the commercial staff of the station. Besides selling program time, she is also responsible for the continuities for many of the programs. That means that she takes the idea which the advertiser wishes to present to the radio audience. With this idea in mind, she writes the talk so that it will be acceptable, entertaining and informative to the listener. She manages to make the commercial talks so attractive that their advertising significance is camouflaged.

"Jest Henry," a colored character as cocky, and as appealing, and as funny as one of the famous black boys of Octavus Roy Cohen or Hugh Wiley, will tell his story from station WLW every Thursday at 7:40 P. M.

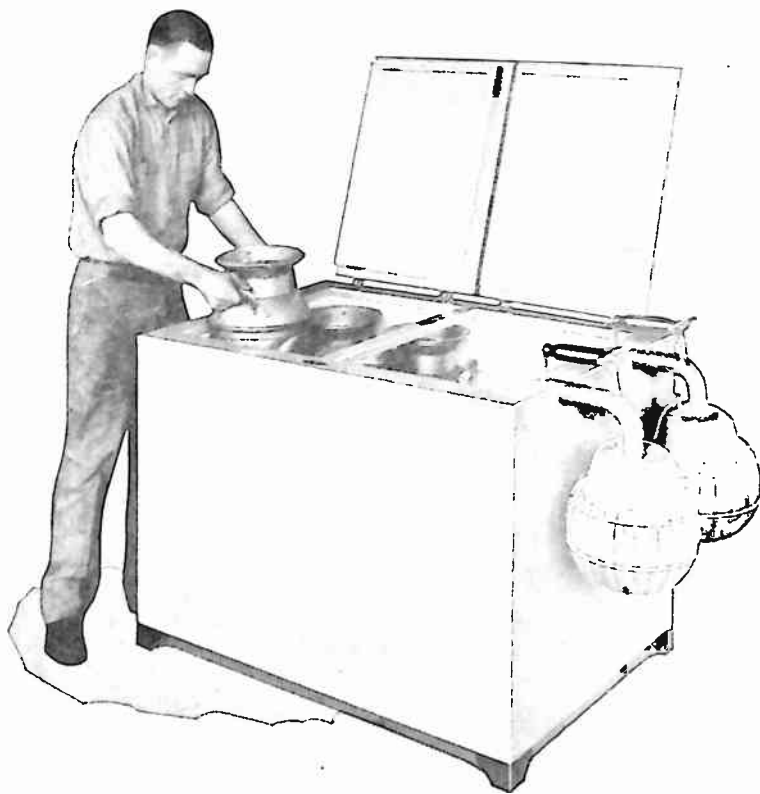
"Jest Henry" came to Cincinnati a week ago from "Way down in Geog'a" to seek fame and fortune with his banjo. At the present time he "is got a job selling impermanent wave oil," which so intrigues the Mayor that, according to Henry, he has "invited" him over to the court house to call on him. "Jest Henry" will continue his story every week.

Applause from the radio audience indicate that "Jest Henry" is to become as popular as the Two Black Crows, Sam'n Henry and Cotton and Morpheus.

It's pie for the Methodists.

Methodist Sunday School teachers from all over the country write to WLW to say that they stay at home until after the Sunday school lesson is broadcast from the station at 9:30 A. M. every week. They hear the lesson as it is taught by the editorial staff of the Methodist Book Concern, and then they go to their Sunday school classes. In this way, they say, they have no need of studying their lessons in advance.

New Double Unit Icyball Cabinet Has Big Market



New Cabinet Holds Two Icyballs---Built For Farm, Dairy and Store---Cabinet Complete With Icyball Units And Equipment Retails For \$150 F. O. B. Factories

And now there is a double-barrelled Icyball available for the man who wants his cold in large quantities.

The new double-unit Icyball cabinet Model 152 is equipped for two complete Icyball refrigeration units. It is ideal for every use where large refrigerator space is needed.

The farmer will find it well-adapted to chilling milk and cream. The cabinet is sufficiently large to hold 4 5-gallon milk cans. At the same time, it is built low enough so that it is easy to put the cans in and lift them out. Creameries, also, will be interested in this new application of the double-unit Icyball.

For confectionery stores, the new double unit is of ideal size. There is plenty of room in it for ice-cream storage, and in addition, bottled drinks, and the like may be kept cold.

For Store And Restaurant

Small restaurants will find the double unit convenient for keeping their food supply. By means of it, they can keep food fresher than with ice, and at much less cost for the actual refrigeration. There will be a double saving, both in the better preservation of food and the reduced expense of operation. On the average, the double unit will cost from four to five cents a day to operate as compared with from

fifty cents to a dollar for an equivalent amount of ice.

The new unit opens up a sales field among all dealers in perishable goods—meat markets, fruit stores, etc. It is important to these dealers that they have the best type of refrigeration. Ice will not meet the standards of dry cold that they require. Yet many of them are too small to feel that their business justifies the purchase of expensive mechanical refrigeration equipment. Icyball affords exactly what such dealers need. In the new double-unit size it will take care of their requirements amply, and yet there will be no waste space. The initial cost is hardly more than that for an ice refrigerator of equivalent size.

Every Crosley dealer should get behind this new double unit and push it as it deserves to be pushed. There is big money in it in a field into which Icyball has barely entered as yet. With the double-barrelled Icyball in his line, let's see every Crosley dealer have double-barrelled Icyball sales.

Only two governments of the world classify radio sets as subject to a luxury tax. These are France and Spain. It might be surmised that the classification in these two cases is more because the governments believe that radio is a necessity which will bring in good tax money than because they really regard it as a luxury.

601 Bandbox Continues To Dominate Battery Set Field
Outstanding Radio Value of 1927 To Enjoy Greatest Sales During 1928

Will it carry through? Well, it can't help but carry through. It will dominate its field.

We refer to Bandbox Model 601. This 6 tube Battery set, the radio sensation of 1927 will dominate the battery operated field throughout 1928.

Today, as the day it was first announced, this receiver represents the outstanding value in the radio market among battery-operated sets. It is so much better than competing sets that it stands head and shoulders above the rest of the market.

A. C. Set Sold

Other manufacturers, interested in the development of light-socket equipment, have forgotten the market for battery sets and have allowed their development work on this type of equipment to lapse. The result is that the battery set market of today is dominated by the 601 Bandbox, and they cannot enter the field with a set that will successfully compete with it.

That there is an enormous field for light-socket sets cannot be questioned. Every Crosley dealer knows from his sales that A. C. sets are meeting enormous public demand. But that there is just as enormous a field for battery equipment, and that there will always continue to be this field cannot be doubted by anyone who will stop to consider the matter.

Enormous Market For Battery Sets

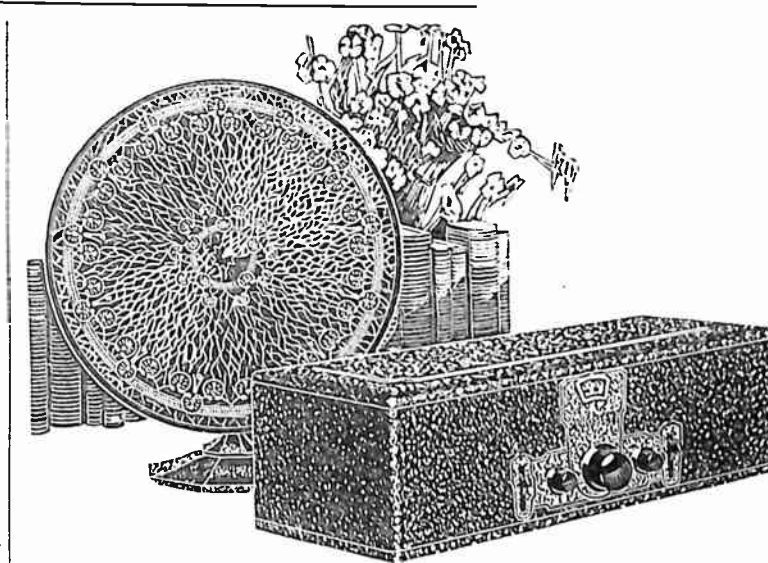
For instance, what about the farm market. That is one of the most important fields for radio in the country. Yet very few farmers have electric power available for running A. C. sets. They must rely upon battery equipment.

Then what about the small towns that have D. C. lighting systems. There are thousands of these towns throughout the country. Despite the fact that homes in these towns are equipped with electricity, the current is not of the right sort for operating A. C. sets. Battery sets must supply this market.

Even Large Cities

Even in the large cities there are frequently sections of the town that have only D. C. current available. Homes in these sections are in the market for battery equipment.

Finally, there is a large percentage of persons whose homes have A. C. current but who prefer to have a battery operated set for one reason or another. In the first place, there is the slight price differential in favor of battery equipment which appeals to many persons with a limited amount of money to spend. Then there are persons who prefer battery sets be-



cause they feel that reception with them is of better quality.

Keep Stock Of 601 Bandbox

On the whole, the market for battery sets is fully as large as that for A. C. light-socket sets. Dealers, therefore, who overlook this market are simply passing by an oppor-

tunity for real profit.

In Model 601 Bandbox, Crosley dealers have an ideal battery set. The price is right, the performance is right, and the appearance is right. It is a sure-fire sales proposition. Will it carry through? There is no question about it!

Crosley Line Great
Bandbox And Type D Musicone Wonderful

Crosley Radio Corporation
Dear Sirs:

I want to tell you what I think of the new Crosley line of goods.

The Bandboxes and Type D Musicones are wonderful. I get stations all over the U. S. Some in Canada and Mexico City. Have got WLW in the daytime. I am located in the edge of the mountains in New Mexico. Have heard Atlantic City, New Jersey before the sun was down.

People can hardly believe their eyes when they see the Icyball working.

Yours truly,
(Signed) James L. Henry,
Maxwell, New Mexico.

SEE PAGE 8

We show an Ad which you can use in your local paper. Choose the size you want. Write for Mat.

Future of Radio Industry In Hands of Radio Dealer

Crosley Dealers Have Important Position---Are Pace Setters For 1928

Crosley dealers occupy a more important position with regard to the merchandising of radio than they have ever held before.

The radio dealer is rapidly becoming the backbone of the industry. In his hands largely lies the future of radio.

Five years ago, those who retailed radio apparatus did so mainly as a side line. Almost all kinds of stores sold radio equipment. Some merchandised it well—others not so well. With many, it was merely a means of bringing in extra dollars.

Today the situation is changed. The merchandising of radio has become a very specialized field, requiring high-class business talent. Those who have survived this change are, naturally, only the better class of dealers.

Crosley dealers can well afford to be proud of belonging to this fraternity of up-to-the-minute retailers. By their efforts in the past they have won for themselves a lasting place in what is now one of America's foremost industries—the radio industry.

Your Obligation As Dealer

With the honor that is due those who constitute the most important link in the chain of radio distribution there comes an obligation to live up to the trust that is placed in you by the public.

The outstanding merchant is always noted for his integrity. By fair dealing in all matters he has gained the public confidence. Those who wish information ask his advice. They are glad to rely upon his judgment when it is given.

The responsibility that such a trust imposes is a big one, especially in a field such as radio. The product that all of us are merchandising is a technical one. Each of us is familiar with at least the more fundamental technical features. The average retail purchaser, on the other hand, knows nothing about this side of radio.

Public Relies On You

In dealing with customers whose knowledge of a product is so vague, it is very easy for a retailer to give false impressions with regard to such things as the possibilities of distance reception, ultra-selectivity, and the like without actually telling any untruths—in fact, without even intending to create false impressions. The fact that Crosley dealers in every community are held in high esteem by radio fans, and that their advice is sought, testifies to their avoidance of this pitfall and to their thoughtful conservatism in making statements.

In addition to the obligation of integrity, every Crosley dealer has an obligation of service. He must see that the sets which his customers buy are installed properly

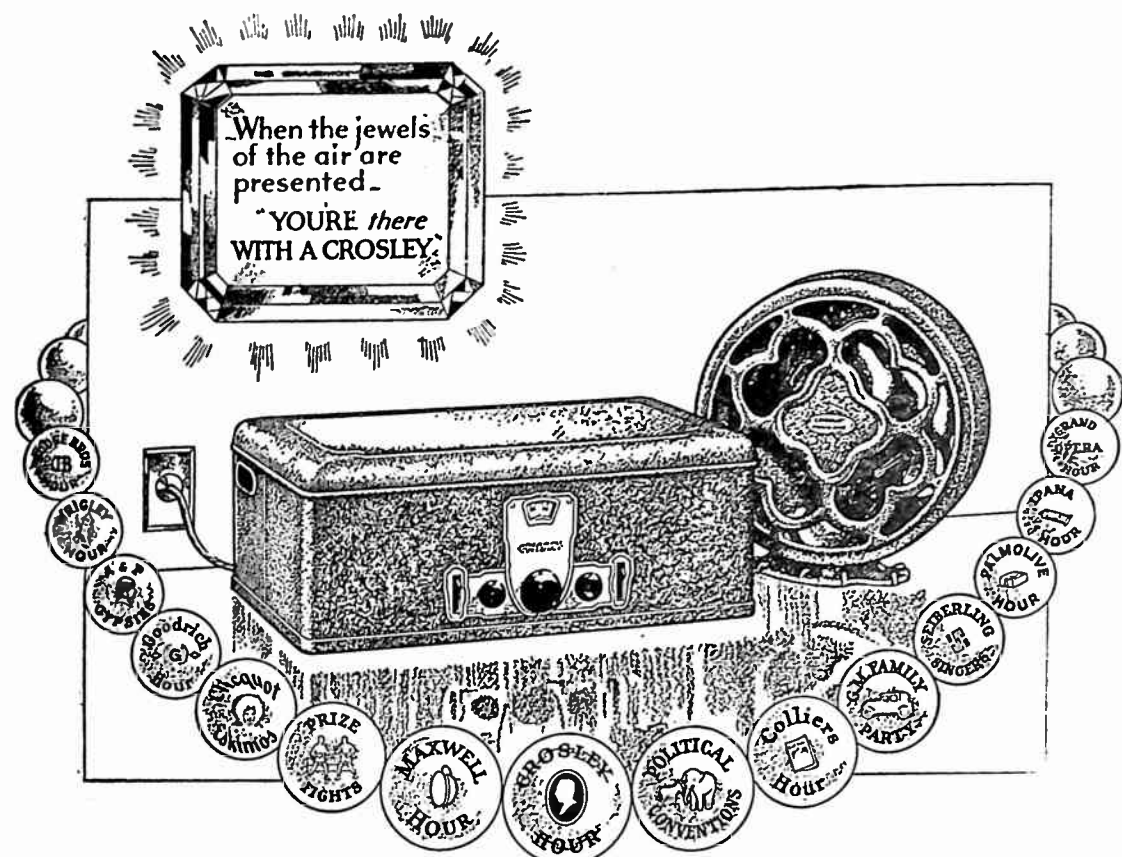
and that they continue to operate properly after being installed. In assuming this responsibility, he again steps up the ladder of progress to a position higher than that occupied by the radio dealer of old. He becomes a more important part in the machinery of the community.

Crosley Dealer's Place.

Because of this close relationship which radio dealers have developed with the radio-buying public, they are in position to influence the future of the radio industry more than any other one factor. Continuing as they have in the past to build up widespread confidence and to improve their merchandising methods, they will contribute to the rapid progress of radio.

The Crosley dealer holds a unique position in the field of radio. Crosley has assumed a place of leadership. The acknowledged radio leader in 1927, Crosley has become the pace setter in 1928. This naturally made the Crosley dealer the pace setter in his community. The Crosley franchise today has a value and importance unequalled in the radio world. Live up to the responsibility which this places on your shoulders—be a pace setter.

We reiterate, the future of radio lies largely in the hands of the radio dealers. The confidence and trust thus imposed in them by manufacturers and buying public alike, is well placed.



The New CROSELY JEWELBOX

\$95
WITHOUT TUBES

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

Try this remarkable new Crosley Radio with Crosley new type D Musicone without cost or obligation. Just phone us—say that you want to test the new Crosley Jewelbox.

Home is really the place to buy radio!

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

Put the Jewelbox to any test

Compare it with your old set. Try it with any other! Learn what radio reception can be. Note how easy it will be to break through any surrounding wall of local stations—to bring in distant programs quickly, clearly and in full volume. Be sure you test the Jewelbox with the Crosley new type D Musicone that you may fully realize, if you own an old set or have not heard a Crosley, how far radio has progressed.

Remember—you do this all in your own home—at no cost and no obligation to you!

Buy Radio Reception—not Furniture!

The Jewelbox is a radio fine enough to go into the finest furniture you can buy and as such is easily installed—but it is distinctive, decorative and desirable by

Try it in Your Home — that's the Only Way to buy a Radio!

We are Now Authorized To Give You This **FREE Trial**

The Musicone Finished to match the Jewelbox, \$15

Itself. In Crosley radio you buy perfect reception and radio enjoyment first!

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

All in one beautiful case. Add tubes and it's ready to operate!

It is powerful. Supplying 180 volts to power output tube it gives full undistorted volume. Other sets supplying 110 to 135 volts result in poor quality, distortion and less volume.

The new Jewelbox is acutely selective

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

The new Crosley Jewelbox is up-to-date

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

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

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

THE GOOD DEALER & SON

Most Anywhere

Newspaper Ad No. 295—furnished in mats or stereotypes, 2, 3, or 4 columns wide. In ordering state size of Ad Desired.

Jewelbox Home Demonstration Plan Appeals

(Continued from Page 1)
the room or thrown out the window does the trick.

Welcomes Competition

It is of course, an unfair test to the Jewelbox to expect it to outperform sets two and three times its cost. One dealer, however, writes as follows: "We welcome keen competition in selling Crosley radio. We are constantly demonstrating the Jewelbox against sets ranging in price up to five and six hundred dollars. The Jewelbox wins out ninety percent of the time."

Another dealer, who once would not home demonstrate radio receivers, has adopted this plan. Over a period of three months experience he has discovered that the home demonstration plan is the cheapest, quickest and surest plan for selling radio.

Jewelbox Performance Sells

Now that Crosley is backing you up in your home demonstration efforts, by announcing this as a national merchandising policy, you will find home demonstration more practical and profitable than ever. This will bring to you those in your community who are thinking of buying radio. They will try out the Jewelbox before deciding on any other receiver. You know what this means. Just let Jewelbox performance have a chance and in the majority of cases the sale is yours.

Newspaper copy announcing this new plan has been run in many of the leading cities in the country and the reaction has been wonderful. A national announcement of this Crosley policy will be made in the April 7 issue of The Saturday Evening Post. Be prepared to tie in with this plan and make a strenuous drive in your territory for home demonstrations of the Jewelbox.

TIE IN WITH CROSELY ADVERTISEMENT

In April 7th Issue of Saturday Evening Post

Order Mats of Ad No. 295 Shown On Opposite Page

Mats and stereotypes of the illustration on the opposite page will be furnished in the following sizes: 4 Col. wide, 3 Col. wide and 2 Col. wide. State size you want.

Advertising Department,
THE CROSELY RADIO CORPORATION
Cincinnati, Ohio.

Display The Saturday Evening Post In Your Window

Advertise In Your Local Newspapers

(Continued from Page 1)
tie your store in with the ad so that the public will know that you are prepared to give the service outlined in the ad.

Advertise In Local Papers

Now the next thing you should do, is to make local announcements in your community, calling attention to this Saturday Evening Post Ad, and to the home demonstration plan of selling the Jewelbox. This can be done either by letter or by advertisements in your local newspaper. On the opposite page

is shown Ad No. 295 very suitable for publication in your local newspaper. As this cut can be furnished to you in two column, three column, or quarter page size, you can adapt it to your needs. Order a mat or stereotype of this new illustration immediately. Prepare to run it in your paper simultaneously with the appearance of The Saturday Evening Post ad.

There is no time to lose—you must act quick. The more quickly you can tie in with this Saturday Evening Post ad the better.

Crosley A Leader In Monstrous Industry

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 587

326 WALNUT STREET
CINCINNATI, OHIO

(Continued from Page 1)
With these facts to work from it is possible for a Crosley dealer to intelligently answer for himself the question, "How many Crosley sets should I sell during 1928?" Let us take a case to show how this is done.

Figure for Yourself.

Suppose you live in a town of 25,000 population. As there are five persons to each family, this gives you five thousand homes. As the saturation point is 27 per cent this tells you immediately that there are in your town only 1,350 radio receivers, leaving 3,680 homes who are prospects for radio. Statistics show that 5 per cent of these will buy radio receivers during 1928, so this means that there will be a total of 182 radio receivers purchased in this town of 25,000. Now statis-

tics show that 80 per cent of these will buy a radio receiver which costs less than \$135. This means that there are 145 who are in the market to buy a radio receiver at the price range as Crosley.

Now figure this out for yourself for the size town where you live. How many Crosley radio receivers are you going to sell during 1928? As the Crosley line is the outstanding line in radio, you should certainly get the big part of the business in your territory, if you will only go after it. Start thinking about this matter. You'll be surprised to find the actual market that exists in your territory. You can bring this business your way.

Be the leader in radio sales in your territory. You can, for Crosley is setting the pace for 1928.

Demonstrations Solve Problem

Radio Service Shop, Of Sutton, West Virginia, Makes Dozen Demonstrations The First Day

Sometime ago Mr. A. P. Armstrong, of the Radio Service Shop, Crosley Dealer at Sutton, West Virginia, wrote in to us requesting for a solution of a local problem which was bothering him.

He explained that there were in his town about two hundred prominent business men who did not own radio. He had tried every method to interest them and had failed. He asked for our help. We wrote back to him as follows:

"If these prominent business men have withstood the campaign of local radio dealers in your city, there is only one way that you can land them, and that is by doing the unusual.

"Have you tried putting a Jewelbox on demonstration? Take out a new Jewelbox to the home during the daytime and tell the wife that you want to put this new set in for the evening. You are not selling it, in fact you just have the one model for demonstration purposes and would not sell it if they wanted it. You just want the opinion of the leading people of the city with regard to the merit of the set. Explain how the set operates and then leave it. Go back the next day and see what has happened.

"There is nothing like a demonstration of the new Jewelbox hooked up with the Type 'D' Musicone to break down prejudice against radio. To arrange such a demonstration may prove hard, but that is the surest way to land people of the nature whom you have mentioned.

"Try out this plan and then let the writer know your results."

Here is the reply received from this dealer:

"I am in receipt of your letter of _____, for which I thank you.

"As suggested by you, I used your method of telling the prospects that I wanted the 'opinion of the leading people of the city with regard to the merit of the set' etc., and arranged for a dozen demonstrations the first day. It worked perfectly."

This dealer has been very successful in completing sales of a very goodly percent of those to whom he has demonstrated. This goes to show the advantages the home demonstration land.

Find the logical prospects and then go to them and let them try free of charge, without obligation, in their homes the 704 Jewelbox. Let the merit of the set sell for you. The superior qualities of this

(Continued on Page 16)

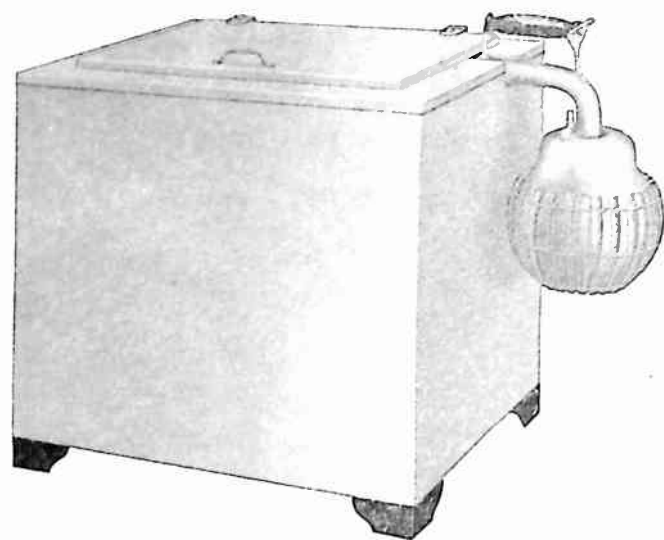
Crosley Announces Metal Icyball Cabinet

New Single Unit Cabinet Model 151 With Icyball Unit \$80; New Double Unit Cabinet Model 152 Complete With Units \$150---Both F. O. B. Factory

A decided improvement has been made in both the single-unit and double-unit Icyball cabinets. Henceforth these cabinets will be made of metal, which is more durable and at the same time lighter in weight than the wooden construction formerly used.

The new metal cabinets will be called Model 151 for the single unit and Model 152 for the double unit. They are constructed of Armco rust-resisting iron, which will stand up without deterioration for years of service.

As a color scheme for the finish of the new cabinets, gray enamel has been chosen for the outside and white enamel for the inside. The gray exterior has a pleasing neutral tone which will fit in well with any kitchen surroundings, and it will not show dust, etc., as badly as a white exterior finish. In pleasing contrast, the white interior gives



a two-tone effect that is very attractive.

Model 151, the new single unit cabinet, complete with unit and

equipment is priced at \$80 and Model 152, the double unit cabinet, complete with two units and equipment is \$150. Both prices are quoted F. O. B. factory.

These new cabinets will give Crosley dealers additional talking points in selling Icyball. Only the finest refrigerators are made with metal cabinets. Metal is acknowledged by all to be superior to wood, but its additional cost prevents its being used in the majority of refrigerators. The change to the new style puts the Icyball cabinet in the class with the finest ice-boxes and mechanical refrigerator cabinets.

The Icyball Is Superior To Ice

Keeps Colder As Well As More Constant Temperature---Gives Perfect Refrigeration

What are the advantages of Icyball over ice?

Well, in the first place, it provides better refrigeration and will keep food longer. Ice will usually maintain a refrigerator temperature of from 55 to 60 degrees. With Icyball it is possible to secure temperatures considerably lower than this. The result is that food keeps longer and is fresher and crisper when served.

Furnishes Dry Cold.

In the second place, Icyball provides a dry cold. Many kinds of food will mold if kept in an ice refrigerator for a few days. In an Icyball cabinet they will keep much longer, because there is no moisture present as in the case of melting ice. Mold requires plenty of moisture in order to develop vigorously.

The surest way to prevent it is to keep food thoroughly chilled and dry.

In the third place, Icyball makes possible the preparation of ice cubes, frozen salads, mousses, frozen deserts, etc., that cannot be made with an ice refrigerator. These afford a pleasing change from the everyday run of food. They make it easy for the housewife to prepare refreshments for a party.

Always on the Job.

Next, Icyball is always on the job. The iceman has his holidays, naturally, and frequently there are holidays when all ice stations are closed, so that it is impossible even to go and get your own ice. Almost everyone who owns an ice refrigerator has gone through the unpleasant experience of having food spoil because the ice was all melted and it was impossible to get more. With Icyball, this situation never arises. It does its work regularly every day, Sundays and holidays included.

Fifth, there is no muss with Icyball. No iceman comes in to track up the floor. There is no pan of icewater to empty at frequent intervals--no drain to stop up and flood the kitchen.

Sixth, and of prime importance, Icyball is far cheaper to operate than an ice refrigerator. If gas is used to heat it, the average cost runs about 2 cents a day. This compares to an average cost of from 15 to 30 cents a day for ice. Thus ice, which is in no respect as satisfactory from the refrigeration standpoint as Icyball, actually costs ten to fifteen times as much.

The latest achievement of John L. Baird, Scotch television inventor, has been the transmission of living pictures to a ship at sea.

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



Distributor Holds Crosley Dealers Assemble For Meeting Successful Dealer Meeting

One Hundred And Twenty-Five Dealers Attend Fort Wayne Iron Store Meeting

Coming from far and near, the Crosley dealers of the Fort Wayne Iron Store Company, Distributors of Crosley Merchandise at Fort Wayne, Indiana, gathered recently for a big sales meeting. About one hundred and twenty-five dealers were present.

The purpose of the meeting was to bring before the dealers the new 704 Jewelbox and to demonstrate the Crosley Icyball. In reporting the meeting Mr. H. W. Lang of the Fort Wayne Iron Store Company, writes--"We had about one hundred and twenty-five dealers in here and accomplished a great deal in working up their enthusiasm for the Icyball and the new sets. We gave them a corking good dinner and they were here nearly all afternoon and most of the evening. Although we made no effort to take orders, we, nevertheless, took a large number of orders for the Icyball and for the new sets. Many more than we can possibly get merchandise to fill."

This gives some indication of the enthusiasm which dealers all over the country are showing towards the 704 Jewelbox, as well as towards the Icyball.

You just can't deny that this is a Crosley year. Crosley dealers and distributors everywhere are setting the pace in their territory.

The logical development of transcontinental communication and transoceanic communication will be the combination of radio and cable systems, according to Michael I. Pupin.

Southern Tier Electrical Supply Company Entertain Dealers At Kalurah Country Club--Profitable Meeting Reported



Just look over this bunch of Crosley Dealers, as shown in the above picture. They have assembled at the invitation of the Southern Tier Electrical Supply Company, Crosley Distributors at Binghamton, New York.

The Meeting was held at the Kalurah Country Club and attended by eighty six Dealers. The new 704 Jewelbox and the Bandbox Junior and Icyball Refrigerator were all exhibited. All the Dealers returned to their homes with a realization that Crosley prospects for 1928 are brighter than ever before.

Musicone Makes Lies Unnecessary

Dictionary Of Superlatives Needed If Customers Wrote Ads.

c-o Miami Copper Company, Miami, Arizona. March 10, 1928

The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

A year and a half ago I purchased a radio receiving set with a loud speaker that had been advertised in glowing terms.

My wife--outspoken, as most wives are with their husbands--said, "I don't like the loud speaker!"

(a horn type.) "Why not?" I asked. Wifelike she replied, "Because!"

Friends came to be entertained. When the soprano sang high "C" the loud speaker would pour forth a dozen high "C's." Nonchalantly I'd remark, "Too close to the microphone." My friends would be impressed with my expert diagnosis, and like good friends would reply, "Much too close."

A military band would play and the trumpets do their stuff. The attempt of the horn to reproduce those trumpet tones were sad. "Too close to the--" I'd start and my friends would finish the sentence. I would not dare look at my wife. But if I ever am afflicted with deafness I'll be able to read one sentence on anybody's lips--"I don't like it!"

The drums would play. I knew

they were being played because all military bands have drums--I've seen them. "Hear the drums?" I'd ask my friends, and being friends they'd lie for me, but my wife, being my wife would say--well, you know what a wife says, if you are married.

Last Saturday, March 3, 1928, your local dealer, Mr. Curtis Long, of the Pioneer Furniture Company, tuned in my set on a station, using my old horn. Then after a while, at the same dial settings, he attached a Crosley Musicone. The Musicone is still here.

I am now enjoying radio music and my friends don't have to lie for me. The soprano take one high "C" at a time, and I can hear the trumpet's silvery notes without gritting my teeth and holding onto the bottom of the chair. The drums roll out right on top of the piano--almost--truth at all costs AND, my wife says "I LIKE IT!"

To attempt to improve on the Musicone would be foolish--like gliding the lily and spraying the violet with perfume.

The music coming from my Crosley cone is faithful to its original source and is not "hornswoggled." What more can you do?

In comparison with the horn there is an increase in volume of at least 100%, which before must have stayed in the bottom of the loud speaker.

There is a percentage of truthful manufacturers advertising in our magazines and allow me to congratulate a member of that shining band.

Appreciatively yours,
Gregory L. Oliver.

P. S. If your customers wrote your Musicone ads, a dictionary of superlatives would be needed--I mean the Musicone is excellent--plus.

According to the Premier of Australia, the cable business between Australia and the British Isles has fallen off 45 per cent since the method of transmission of messages by beam radio between these two countries was perfected.

Crosley Products Displayed In Show



Auto Equipment Company, Crosley Distributor At Denver, Colorado, Makes Attractive Display In Auto Show

Here is shown the booth of the Auto Equipment Company, Crosley Distributors at Denver, Colorado, in which they displayed Crosley radio and Icyball refrigerators at the Denver Auto Show.

The booth created a great deal of attention. It was unique because the displaying of radio and refrigeration in the same booth is a radical innovation. The new Crosley lineup, however, makes this the usual thing for the Distributors and Dealers who are really setting the pace in their communities.

It is hard to say which created the most comment, the Icyball, shown at the left, or the new Crosley Jewelbox in its beautiful new finish, shown at the right. Every radio dealer who saw this exhibit immediately recognized the Crosley franchise as the most valuable franchise in radio. Now the all year around profits of the Crosley Authorized Dealer are insured.

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

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

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

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

CROSELY DEALER'S PAGE

Dealer Features Crosley Exclusively



This Picture Shows Display In Store of Frank Day, Crosley Dealer At Findlay, Ohio

Above is shown the attractive display in the store of Frank Day, Authorized Crosley Dealer at Findlay, Ohio.

This dealer is doing an exceedingly good job with Crosley. Possibly one of the reasons for this is that he is handling the Crosley line exclusively and is putting all his effort behind Crosley sales.

This dealer has found that it pays to do whatever you do with all your might and main. He does not believe in diverting his sales efforts on a number of lines. Such a dealer makes a good Crosley dealer. Not only because he sells more Crosley radio but because he sells more radio than he would otherwise sell if he were handling a number of lines.

Crosley Jewelbox Wins Out

B. & B. Auto Supply Co.
Make Interesting Report

The 704 Jewelbox is without question the outstanding radio value today. Those who are buying their radio with care are choosing it in preference to all other receivers.

Just recently we received the following letter from the B. & B. Auto Supply Company, our authorized dealer in Brooklyn, New York:

"Gentlemen:
You might be interested to know that we are about to land a sale of the 704 Jewelbox to a party who has had four electricians during the last two weeks. They will not tune out certain local sta-

tions that we can kill in two points on the 704.

Yours for 1928 leadership.
Yours very truly,
B. & B. Auto Supply Co.,
80 Church Ave.,
Brooklyn, New York."

Repeat Orders For Jewelbox

The dealers who, at the advice of the Broadcaster wired their distributor for a sample Jewelbox have been rushing in many repeat orders.

Car Equipped With Bandbox

R. B. Kiefer Demonstrates Bandbox From Car

The picture accompanying this article shows the automobile of R. B. Kiefer, Crosley Dealer at North Kenova, Ohio.

The automobile of Mr. Kiefer has attracted a great deal of attention. It is a Page sedan and the set is installed in the front seat, next to the driver, mounted on a shelf that extends over the back of the seat. Wires are wound around the ceiling of the car to form the aerial and the set is grounded on the brake.

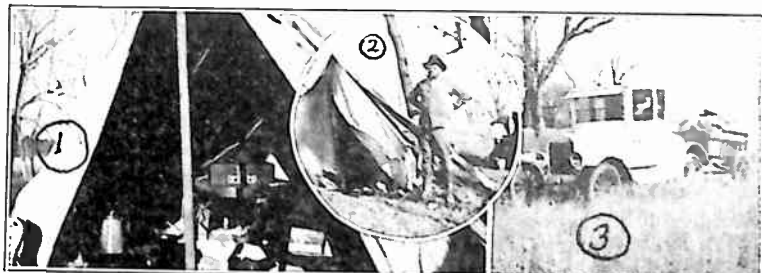
The Crosley Bandbox in Mr. Kiefer's car works very successfully and



he reports that he gets stations as easily in his car as he does at home.

The idea of installing a radio set in the car is becoming more and more popular among Crosley dealers. It is a real means of demonstrating the qualities of Crosley receivers. Many dealers can take the example of Mr. Kiefer, and others, and equip their cars with Crosley radio.

Bandbox Is Official Entertainer For Camping Party



Members of The Esler Paint And Paper Company, Crosley Dealer At Denison, Texas, Takes Bandbox With Them On Hunting Trip

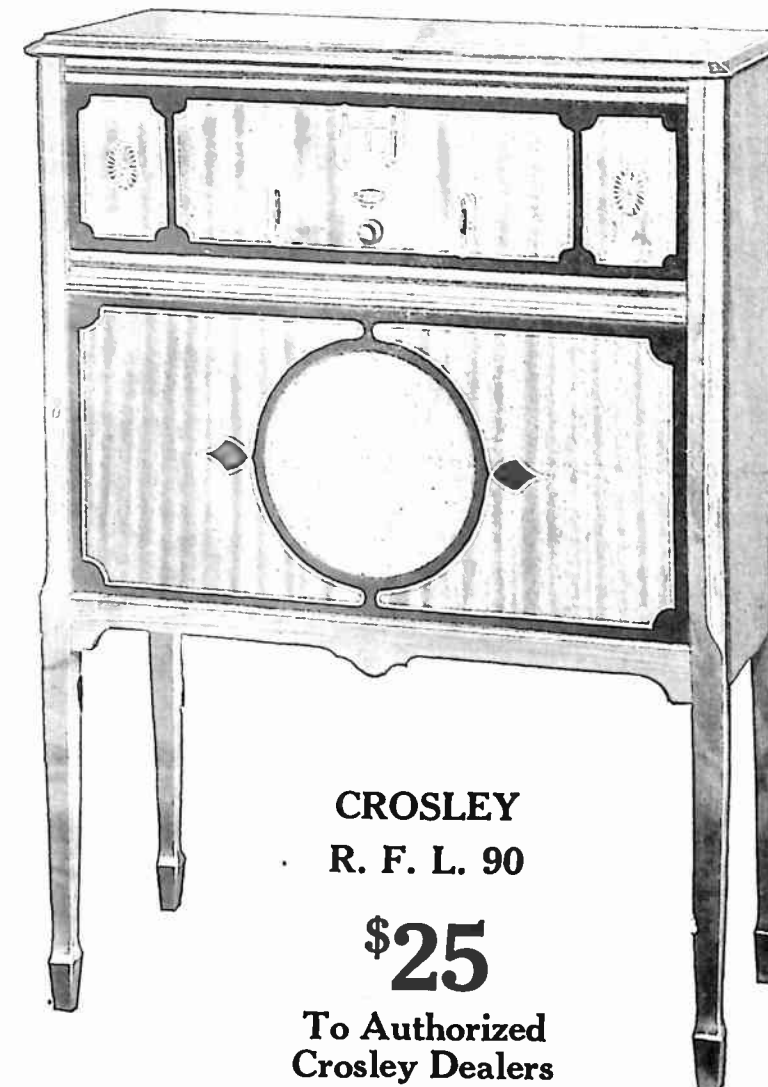
The above three interesting views were taken by the members of the Esler Paint and Paper Company, Crosley dealers at Denison, Texas. Picture No. 1 shows a scene in camp with the tent pitched and the Bandbox the center of attraction. The Bandbox is on the table inside the tent. Picture No. 2 shows one of the Esler hunters standing by the tent. Picture No. 3 shows the car with its trailer in which the hunters made the trip. On the side of the car can be seen "Crosley Radio."

These snapshots were taken on the banks of the Red River, about forty miles northwest of Denison, Texas, and are of the Goose Camp belonging to members of the Esler Paint and Paper Company.

These hunters say that they would not think of making a camping trip without a Crosley Bandbox being in the outfit. You will notice the Bandbox acts as "Official Entertainer." Perfect reception is to be had at this location most all the time, as there is not an electric line of any kind closer than thirty miles. Coast to coast reception was maintained with an aerial about three feet above the ground.

These pictures offer constructive suggestions to the camper of 1928.

Order RFL 90 While They Last



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

\$25

You Can Sell At Bargain Price

Former Retail Price \$98

Supply Going Fast

Cash Must Accompany Every Order

Checks Are Not Accepted

See Terms Below

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

OFFER MADE IN ACCORDANCE WITH USUAL CROSELY POLICY ON DISCONTINUED MODELS

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

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

Description Of RFL-90.

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

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

No Checks Accepted.

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

In Original Shipping Carton.

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

THE CROSELY RADIO CORPORATION
CINCINNATI, OHIO



Crosley Service Manual



Analyse Your Crosley Possibilities For The Coming Months

Indications on every hand point toward the fact that 1928 will be the best year for Crosley dealers that they have ever had.

The Bandbox line will carry through. Concentrating on this one idea will mean more efficient sales effort with consequently bigger sales. Coupled with this, the advance in broadcasting, the better programs offered, and the better results obtained with modern, improved sets and accessories will help to make 1928 the best year for Crosley dealers that they have ever been through.

Up To Each Dealer

To take advantage of these possibilities will mean real sales effort on the part of every Crosley dealer. Each dealer has his destiny in his own hands. Whether the coming season will be one of unusual profits for him, or simply an average year depends entirely upon his efforts.

The more settled conditions that have come about in the radio industry make it necessary that his merchandising methods be on a higher plane than was necessary a few years ago. His sales methods must be better if he is to keep abreast of the other dealers around him.

Crosley Dealer Ahead

Fortunately, Crosley dealers are keeping abreast of the times. The very fact that they are Crosley dealers is evidence that they are among the elite of retail radio merchants. That they will go out and put the 1928 sales campaign over with a wallop, reaping meanwhile the profits that are due them, is an assured fact.

Now is a good time, however, to consider seriously what your 1928 campaign will be. How can you improve your sales methods? How can you improve your servicing methods?

Analyse Your Efforts

With regard to selling, consider whether or not you are taking full advantage of the possibilities of canvassing and time-payment sales. Several plans regarding these sales methods have been described in the "Broadcaster" from time to time. Are you actually going out after business in your community or are you waiting for business to come to you?

The experience of all of us who wait for opportunity to knock at the door often wait in vain. We must go out and find opportunity, wherever she is, and make a bar-

gain with her on the spot. It is time to consider seriously now whether or not your selling methods have been aggressive enough in the past. If they have not been, by all means make them so during the coming season.

Consider Your Advertising

Then consider your advertising. Did you take full advantage of all possibilities of tying in locally with the national Crosley campaign during the past session? Are there ways in which you could improve your advertising so as to get more sales from the same advertising expense? Consider these matters carefully, and lay your plans now for an efficient advertising campaign which will help to double your profits during the 1928 season.

Next, what about your servicing methods during the past year? Has your service department been handled in the most efficient manner possible? It is insuring the greatest satisfaction to customers without undue expense? Are those who service your sets thoroughly familiar with the facts that they need to know? These and other points should be considered and you should make such changes as are necessary to see that every set that you sell is installed right and continues to operate right with, at the same time, minimum servicing expense to you.

Consider Your Service

Money is often wasted in servicing through the zeal of service men to find some complicated trouble whenever an installation fails to perform properly. The tendency is to tear down the set and look for trouble when the actual seat of the

difficulty is a broken battery lead, a shorted tube, or some such comparatively simple ailment. See that this mistake is not made in your organization. It is a very common one.

When trouble is unmistakably traced to the set itself, many service men feel that they must take turns off from coils, put in different sizes of condensers, or re-design the set in general. The result is, that after a day or so is wasted in tinkering with the set, it is packed up and sent to the factory, where usually by soldering a single connection or tightening a lug it is put into perfect order. Such procedure is costly. Point out to your men that if an automobile falls to run because the distributor gets dirty, it is not customary for the repair shop to re-design the rear axle in order to overcome the difficulty.

An Important Point.

Be sure that you remember and that everyone else in your organization remembers that the troubles that occur in radio sets (just as in automobiles) are purely mechanical. A screw works loose, a lead becomes unsoldered, or some such simple cause is the seat of the difficulty. When you encounter trouble it is not a matter of design (if that were true there could not be thousands of identically-designed sets giving satisfactory operation every day) but simply some small mechanical difficulty.

Spring is here, and with it comes the optimism of a new year. We have before us what should be the best radio months that any of us have ever been through. Stop a while go take stock of things, and

consider carefully these points that have just been mentioned. Make your plans now for better, more aggressive efforts during the coming months. Then go to it, and put your campaign across in a big way.

Duco Models For Sun Parlors

Here's New Thought For Use of Colored Duco Models

The other day a fastidious lady walked into a certain Crosley store and happened to notice one of the new Duco finished sets. "Why that's the very thing for our sun parlor," she said. "It will add a touch of color that will brighten up the place considerably, and after all that's the ideal spot for our radio set, for we practically live there summer and winter."

Have you ever considered the extent of this market for the new Duco models? More and more apartments and houses are being built with sun parlors. These cheery rooms afford the next best thing to the out-of-doors during the cold winter months, and during the summer the windows may be opened so that they serve as screened-in porches. More and more people, as in the instance of this lady, are "practically living in their sun parlors."

Sun Parlors Are Gay in Colors.

The sun room is usually furnished as brightly and cheerily as possible. Gay-colored coverings on pillows and furniture are the rule. To match such surroundings, the new Duco blue and Duco red Bandboxes are ideal. They look much more in keeping than sets finished in the usual conservative way.

Here is another thought for those of your customers who have sun parlors in their homes but already have a set installed in some other room. Why not sell them a Musicone DeLuxe, Ducoed in red or blue? This may be placed in the sun room and connected to the set by an extension cord. A small switch at the set may be used to change over instantly from the regular speaker to the one in the sun room, or vice versa.

These are the MEN



James E. Hahn, President.



Powel Crosley, Jr., Chairman of the Board



F. E. Johnson, Chief Engineer.



A. B. Ayers, General Manager.



W. H. Lyon, General Sales Manager.

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

A line of superlatively fine, purely electrical radio receivers.

Embodying principles of character and design of extreme interest.

Over One Million Dollars

Appropriated For Crosley 1928 Advertising

One-Third In Magazines
And Two-Thirds In
Newspapers

This is the amount of money to be spent during the next nine months in the advertising of products manufactured by The Crosley Radio Corporation.

Two-thirds of the appropriation, or nearly seven hundred thousand dollars, will be spent in newspaper advertising, covering every section of the United States.

Result of Careful Survey.

A very careful survey and analysis of the newspaper field throughout the country has just been completed by H. Curtiss Abbott, general sales manager of The Crosley Radio Corporation, and its advertising campaign has been very definitely planned.

No manufacturer is more thoroughly sold on the wisdom of newspaper advertising than Powel Crosley, Jr. He has been a close student of advertising for many years and not only realizes its value but has demonstrated his belief in it by the appropriation of large sums to carry out his advertising policies ever since he has been in business.

1928 Banner Year.

In 1927 the Crosley Radio Corporation spent a large sum in advertising and that together with the superb qualities of its product resulted in the biggest business the company had ever enjoyed. With a still more ambitious program mapped out for 1928, Mr. Crosley is confident that this will be the banner year for The Crosley Radio Corporation.

This is another indication of our past statement that Crosley, the acknowledged radio leader in 1927, is setting the pace in 1928.

Crosley Corporation Beneficiary

\$1,000,000 Policy Applied For By Powel
Crosley, President

Powel Crosley, Jr., has applied for life insurance in the sum of \$1,000,000, payable to the Crosley Radio Corporation, of which he is president and principal owner.

The policies have been placed with a number of the leading in-

surance companies of the country through William M. Dunbar, Cincinnati insurance agent.

Certain of the policies of Cincinnati companies already have been issued and all the policies are expected to be issued this week.

Relatively few men in the United States carry insurance policies of \$1,000,000 or more.

"Heard Every Set---Backs Crosley Against Any"

The writer owns a Crosley Band-box Z143079; operates with battery power in conjunction with the loud speaker.

I have heard every set made under almost unlimited conditions and I stand ready to back the Crosley against any of them.

(Signed) Dempster D. Sherman,
New York City, N. Y.

World-Famous, Old-Master Violins Heard Weekly By WLW Audiences



The Crosley Ensemble---Left To Right, Emil Heermann,
Ernest Pack, Marjory Garrigus Smith, Herman
Goelich and Walter Heermann

Two hundred and twenty-eight years ago in Cremona, Italy, Antonio Stradivarius labored lovingly to fashion a beautiful violin with a glorious singing voice.

Two centuries of scientific progress have brought the radio, but musical development has brought no greater violins than those made so carefully by Antonio Stradivarius and the other seventeenth and eighteenth century violin makers of Cremona.

Four of those world famous old-master violins are heard every week by the radio audience of WLW. Every Tuesday at 8:15 P. M., the Crosley Ensemble plays the celebrated instruments in their program of favorite string quartets. A piano completes the Ensemble for the presentation each week of at least two arrangements for piano quartets and piano quintets.

The four old-master violins

played by the quartet are considered a wonderful collection of old Italian instruments. They were especially selected and blended for each of their individual places in the quartet.

Emil Heermann, the concertmaster of the Cincinnati Symphony and director of the quartet, plays a violin made by Antonio Stradivarius, master of violin makers, in Cremona in 1700. Walter Heermann's violoncello is a Gianbattista Ruggeri, made in Cremona in 1690. Ernest Pack, second violin, uses a Nicholas Gagliano, dated 1760. The viola played by Herman Goelich is known as the "Titian lichen"; it was made by Francesco Gobetti, in Venice in 1715.

The development of the piano has been made quite different from that of the string instruments. The studio Grand played by Marjory Garrigus Smith is far different from the tinkling virginals and harpsichords, the forerunners of the piano.

Jewelbox Hour Will Be Crosley Easter Feature

WLW To Present Gems Of
The Air Easter Sunday
from 9:15 to 10:15 P. M.

A feature program has been planned by Fred Smith, director of WLW, which will be of interest to Crosley Dealers everywhere. This program is to be known as "The Jewelbox Hour" and will be put on the air Easter Sunday, April 8, from 9:15 to 10:15 p. m.

A large orchestra composed of members from the Cincinnati Symphony, under the direction of Wm. J. Kopp, will furnish much of the music. This will be supplemented by a number of soloists renowned in their several fields.

The theme of the Jewelbox Hour can readily be guessed from its name. Selections from various musical gems will be given together with such music as has been written around jewels. These will include numbers from Wolf-Ferrari's opera entitled, "Jewels of the Madonna."

Many of the great program jewels of the air will be represented by musical numbers taken from such programs as scheduled for the coming weeks. There will be the musical jewels from the program of the Champion Sparkers, Maxwell Coffee Hour, Wrigley Hour, White Rock Hour and others.

The excellence of this program can be readily seen. It will in itself be a jewel of the air, a fitting program to go under the name "The Jewelbox Hour." This program will, no doubt, be the first of a series of Jewelbox Hours which will be put on from time to time. This program will help you sell the Jewelbox. Just tell your customers, "when the jewels of the air are presented 'You're There With A Crosley!'"

Demonstrations Solve Problems

(Continued from Page 9)
wonderful receiver will present more eloquent and convincing arguments than you could possibly present yourself.

Salesology

(Continued from Page 4)
the next day if she wishes. It is not a bad plan to leave a folder describing the complete line if she evinces this much interest. However, do not try to force a sale—remember that you are simply arranging a demonstration.