

THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

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NO. 21

Crosley Initiates Broadcasting On National Scale

New Fifty Kilowatt Station Dedicated October 29th

WLW ON AIR FIRST TIME WITH SUPER RECITAL

5-Hour Entertainment by Stars of the Air

Powel Crosley, Jr., Throws the Switch which Opens New Station

Thirty-nine spectacular radio features made up the five hours of gala entertainment offered as the dedication program Monday evening, October 29, 1928, at the Hotel Gibson, Cincinnati.

At 9 o'clock, Powel Crosley, Jr., president of the Crosley Radio Corporation, threw the gold switch which put the 50-watt transmitter on the first time as WLW. Until three the next morning, the most extensive range of entertainment ever presented by an independent radio station, introduced the new transmitter to the nation.

Walter Kelley, stellar vaudeville performer, known to thousands as the "Virginia Judge," was master of ceremonies for the second hour of the program. Kelley is as much of a star on the air as he is in vaudeville.

Wayland Echols, young California tenor, was guest soloist. Mr. Echols has sung with the St. Louis Symphony Orchestra and other large musical organizations here and abroad, and was recently featured on one of the largest chain hook-ups.

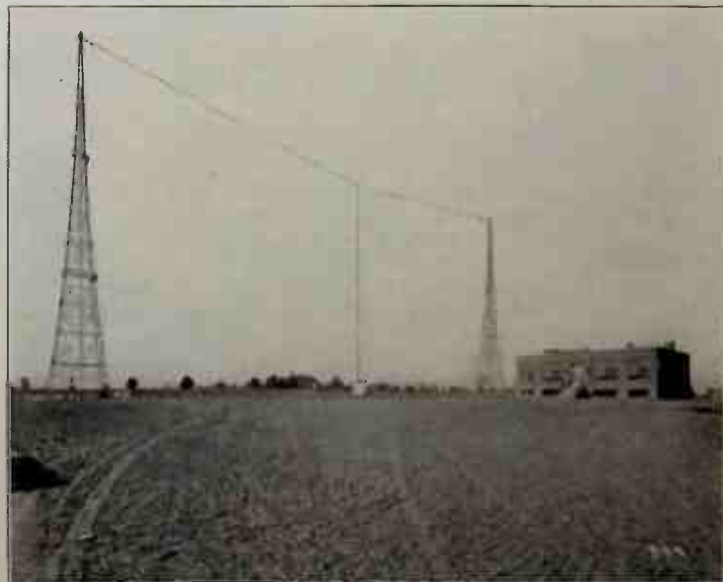
The dedication address of Powel Crosley, Jr., was short. It was answered by the official greetings of the city of Cincinnati, conveyed by its mayor, Murray Seasongood.

At intervals, a large radio orchestra conducted by William Stoess, musical director of the Crosley stations, performed. And another feature was a thirty-five piece orchestra offered through the courtesy of the National Broadcasting Company, brought from New York by direct telephone wire, exclusively for the Crosley station. Also were heard the Crosley Cossacks, and

the famous dance orchestra of Jan Garber, Henry Thiess and Sammy Watkins.

More than five hundred guests, in Cincinnati for this dedication, gathered at the Hotel Gibson Roof. For their special entertainment one of the popular "Historical Highlights" series of WLW was presented in costume, the signing of the Mayflower Pact. Mel Simpkins' Singing School also was a feature. Other entertainers on this augmented program included Mabel Jackson, soprano; Louis John Johnene, baritone, and George Conners, tenor; the xylophonist, Tom Richley; the Frohne Sister Quartet; the Crosley Burnt Corkers in a minstrel number; Charles Melvin ("Pat") Gillick, station organist;

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Transmitter Station at Mason Visited By Vast Throng

Spectacular Banquet at Hotel Gibson Roof Garden---Gala Program from New WLW

The formal opening of Crosley's new station, WLW, the first genuinely national broadcasting station, is an event of prime importance to all Crosley dealers. October 29, 1928, saw the opening of this powerful station at Mason, Ohio, in the presence of as distinguished a gathering as has ever been welcomed in Cincinnati.

Many Crosley dealers and distributors have first-hand knowledge of this occasion, as many of them attended the formal opening. We welcomed many of our old friends, as well as numbers of new ones. It was brought home to all who have any share in marketing Crosley sets, the great influence which WLW will have on the whole radio business.

Crowds Pack Buildings to Capacity

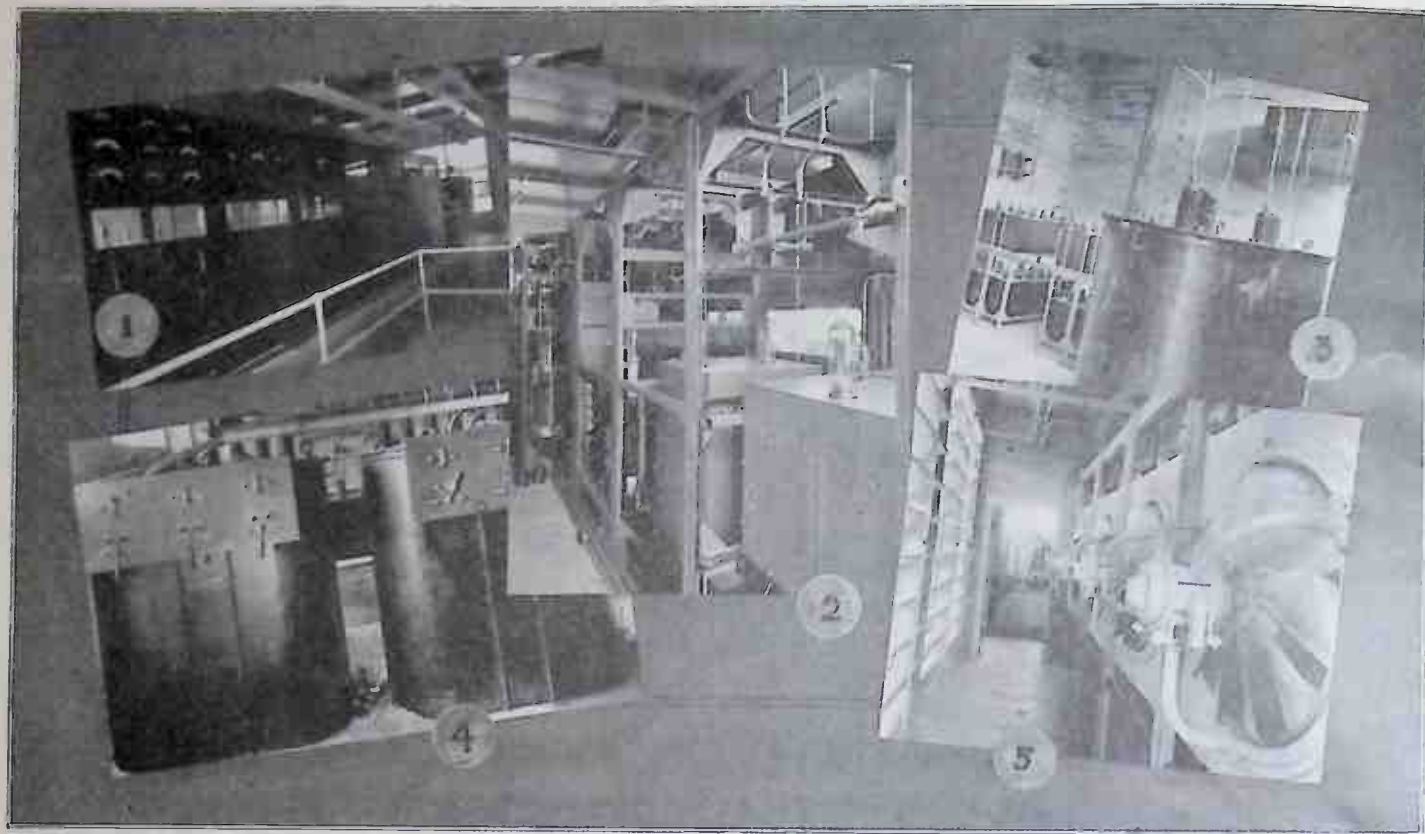
The building which houses the costly apparatus at Mason is comparatively small and it was jammed to its capacity that Monday. The visitors, all guests of the Crosley Radio Corporation, were taken out to Mason in large busses provided by the company. Many made the thirty-mile trip in their own cars. Guests were conducted through the plant and around the grounds by members of our engineering staff who explained the operations of the plant in detail. The officials of the Crosley Radio Corporation were all present to assist in the smooth handling of this momentous affair.

The first of the crowds began arriving shortly before noon. They had seen most of the equipment, the mammoth towers reaching 300 feet into the sky, and the grounds, before a second installment of visitors arrived. Lunch was served progressively; although Mason is merely a village thirty miles from Cincinnati and WLW is some distance out of Mason, yet the business of serving lunch to a great throng was capably, quickly and smoothly managed. And it was a good lunch, too. Everyone testified to that!

Powel Crosley, Jr. Formally Opens Station

WLW, the new, operating henceforth with a transmitting capacity of 50,000 watts, the last word in engineering development in the radio field, and first in the field of truly national broadcasting, was formally opened, in the presence of a large and intensely interested audience, by Powel Crosley, Jr., the president

(Continued on Page 2)



1. Front view of amplifier units, on the first floor of Transmitter Building at Mason, Ohio. 2. Inside of amplifier units, taken from one end. 3. Section of high-voltage filter, showing reactors in foreground, and condensers in background. 4. 17,000-volt plate supply Trans-former. 5. Fans for cooling the water used for water-cooled tubes. At left are the louvres which admit outside air. At right are the large feed pipes underneath.

of the Crosley Radio Corporation.

This date, October 29th, ushers in a new era in broadcasting. Radio has attained its majority; it's old enough now to vote.

Advantages of Increased Power

The special advantage of the increased power available in the new station lies in the ability to cut static and interference, not only close at hand but at far distances. High power cuts ordinary static like a knife. The new WLW is a duplicate of the great experimental station maintained by the Bell Telephone Company, at Whippany, N. J. This station is the result of years of research; it has been used for experimental work, broadcasting tests late at night under the letters 3XN. No effort was made to supply entertainment.

This powerful station was duplicated for Crosley use. For the first time, a station is utilizing increased power, with 100% modulation. There are powerful stations operating, but they have not used anything like this degree of modulation of the carrier wave.

Cuts Static Like Knife

WLW is able to push way up above ordinary interference and take no account of it. At a distance, static is over-ruled by reason of the increased power employed. The rating of WLW as a 50-kilo-watt station is purely conventional; the actual maximum power which the new equipment can deliver to

the antenna, to be used in transmitting loud tones, may reach 200-kilo-watts. You have, therefore, in WLW a high degree of modulation such as no other station can claim. Distant reception can be enjoyed in volume, despite local conditions.

The Changing Situation in Radio

An inspection of the marvelous new equipment, intricate and at the same time delicate and powerful, gives one a new sense of what radio means. Here tremendous electrical forces are welded for the education, information and entertainment of millions. Only highly skilled electrical engineers can deal with such forces. Broadcasting to a continent is a big job. WLW uses power on a scale which overcomes all resistance.

You who sell Crosley radios can realize now that it is really radio service in all its completeness that you are selling. The Gembox, for example, is the agent for bringing into innumerable homes the wonderful programs which go out from WLW. You are selling history-made-alive to children; you are selling up-to-the-minute data to business men on market reports, food prices, buying trends; you are selling, also, costly educational features, speakers of international note; the intoxicating rhythms of jazz; masterpieces of organ and symphonic music.

Connect the Showbox, the Gembox, or any of the famous Crosley

models, with WLW, not only in your own minds but in the minds of the radio-loving public. You have here the most remarkable tie-up in trade history: Perfected radio sets and this great national station to bring them to life!

A Trip Around WLW's New Plant

Both of the Crosley stations are located at Mason, a village outside of Cincinnati. The station is just off the main highway between Cincinnati and Cleveland. Though the buildings are unpretentious, the station is visible for miles because of the four towers which lift like slim, silver spires into the low-hanging sky. The road rises just before entering Mason and from the top one gets a superb view of the countryside and the magic towers of WSAI and WLW.

Introducing National Broadcasting

In WLW's Transmitter Building, you will find the mechanism which makes national broadcasting possible. As you enter, you find yourself face to face with the amplifier units, of which there are two sets. These are enclosed but may be examined through plate glass windows. Inside, are the giant tubes used in transmitting. Some of these tubes cost eight hundred dollars apiece. There is also the elaborate cooling device to prevent the tubes from melting from the intense heat.

On the same floor with the ampli-

fier units, you will find the huge reactors and condensers, and the 17,000-volt plate transformer. This floor also has an office in constant communication with the broadcasting studios at the Crosley Radio Corporation plant in Cincinnati.

On the ground floor of the Transmitter Building are the five great fans used in the cooling system mentioned above. On this floor you will find the generating room which you are not permitted to enter. This room is carefully guarded by a complicated system of locks, so that if it is entered, the power is shut-off and the equipment is automatically short-circuited. The entrance to this room is through an iron grill door, and the key to this door is carefully guarded.

Twin Towers 300 Feet High

The buildings are placed in a large open field, perfectly flat, without trees or obstructions of any kind. There are four towers in the field. Two of them are used with WSAI. The two new ones, rising three hundred feet into the air, belong to WLW. These are the last word in tower construction; they are built of galvanized steel, weigh 32 tons, and were shipped to Mason in sections from New York. They are one hundred feet higher than the old towers. Between the WLW towers and the Transmitter Building is the coupling shed, which houses the equip-

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1. Coupling house at WLW station, Mason, Ohio, used for equipment for coupling transmission line to antenna. 2. One of the 300-foot towers of the new WLW station. These towers are constructed of galvanized steel. 3. Aerial view of station at Mason, Ohio, with transmission buildings for WLW and WSAI. The towers shown in this photograph are used by WSAI. 4. The crew which "sowed" the copper wire between the two great towers of WLW. 5. Machine used in "sowing" copper wire; this machine ploughs the ground, lays the wire in the furrow, and covers wire over with earth.

**WLW Resting on China
You Haven't Seen Fans Till You See WLW's Fans
Increase in Efficiency Effect-
ed by Porcelain Insulator
Bases Supporting 32
Tons of Steel**

If you were to visit the powerful new transmitter now in operation at Mason, Ohio, you would be struck by the fact that the two great towers newly erected for WLW, rest upon porcelain.

The base of each tower consists of four concrete piers sunk into the ground. But the towers do not rest upon these. The tremendous thrust from the overhead weight is taken up by four porcelain insulators, at each of the four piers. Thus, sixteen porcelain insulators sustain the entire weight of each tower. In this way the towers are insulated against absorbing any appreciable amount of the current. Otherwise a good part of the current would be carried off by the metal work of which the towers are composed, instead of going out over the air.

Sixteen porcelain insulators, about the size of a china water pitcher, are not only bearing up against a weight which would grind them individually to a fine powder, but enabling the station to transmit at high efficiency. Seemingly a small factor, these insulators help to make for greater radio enjoyment.

**You Haven't Seen Fans Till You See WLW's Fans
And These Aren't Hot Air Fans, Either**

Perhaps you think you have seen fans. "You ain't seen nothin' yet." Wait until you visit Mason, Ohio, and see the five 36-inch fans employed in the cooling system of WLW.

They revolve gently and noiselessly under the natural air movement, and wave mild breezes over the interested bystander. Then someone turns on the current! Where is the innocent bystander now? Blown into the back lot.

So powerful are the five revolving fans that it is all your life is worth to go back of them when they are in full operation. A narrow passage leads behind this great row of fans. One side opens to the air; through louvres and across the passage is drawn in the roaring suction of air which cools the water passing through tremendous water pipes. The water is needed to keep the transmitting tubes cooled.

We know places where such fans would come in mighty handy. August nights in Iowa, any nights at all in Yucatan, the Canal Zone

would enjoy a few and Havana could hire them out as a civic attraction. Instead, they help to send out the brilliant programs from WLW which go to all these places, and to other, colder places where they prefer to have their fans at a distance, at Mason for example.

Effecting A 17,000 Volt Drop

Water Highly Charged At One End Of Column Reaches Ground Potential At Other

An interesting device in the new Crosley broadcasting station, WLW, is the method used for reducing a 17,000-volt plate potential, to ground potential. If you'll listen, we'll try to explain:

The sockets which hold the tubes form part of the plate circuit and are at 17,000 volts plate potential. Through these sockets, the cooling water passes which keeps the tubes from overheating and melting.

Since the water comes in direct contact with the plate, it is charged with 17,000 volts, with respect to ground. The water passes into the sockets from the pumps of the cooling system, and from the sock-

ets goes into the radiator units. Of course, this dangerous energy must be gotten rid of, and insulated from the rest of the system. The cooling system into which the water passes, is at ground potential. It is necessary to insulate the tube sockets from the cooling system and still supply passage for water between the tubes. This connection takes the form of tube coils and rubber hose, through which the water passes to and from the sockets.

One end of this hose is at ground potential; the other end is at 17,000 volts. There is a 17,000-volt drop between the two ends of the column of water.

Since the resistance of water is comparatively high, the current flowing from the sockets is fairly small. The difference of 17,000 volts to ground potential is attained by the resistance of the water within the coiled hose.

"Believe the Crosley outlook far in the lead, placing the Crosley dealer in the most advantageous position in the radio field.

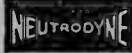
C. A. Quinty,
Century Electric Co.
San Jose, Calif.

At moderate cost you can procure a handsome and dignified Crosley electric hanging sign for your store front.



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Editor: A. E. Deaderick



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.

All prices quoted in the Broadcaster are Eastern prices. Western prices are slightly higher.

Editorials

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.

There has never been any doubt but that the Crosley broadcasting Stations, WSAI and WLW, have enormously extended the prestige of Crosley radio sets, within the territory served by these two stations.

In the last issue of the Broadcaster, we announced the formal dedication on October 29, 1928, of the new 50,000 watt transmitter replacing the 5,000 watt equipment used on WLW. This means that WLW, from now on, will be heard over a region that includes the most thickly populated sections of the United States. Tests of the 50,000 watt transmitter brought responses from every State in the Union, Canada, Mexico, and far away South American cities.

Through national and local advertising, the name "Crosley" is already a term which, in the popular mind, just about means "radio". But, up to now, of course, only the general regions around Cincinnati have heard "Crosley" over the air continuously, via WSAI and WLW.

Now, however, most of America will hear "Crosley" nightly. Localities which have seldom been favored with really A-1 programs, will now get WLW with ease. That means that the market for Crosley radios is extending itself like the ripples from a stone breaking the surface of a pond.

This not only means entirely new markets for Crosley radios, but a strengthening of existing markets. Crosley prestige is unassailable.

A radio dealer who has been authorized to call himself a Crosley dealer will get the full benefit of this advancing wave of Crosley influence. You are directly affected

by the increased sale of radio sets. Already having the edge on the radio business by the superiority of Crosley sets, coupled with their moderate price features, you will find that these factors combined with new, powerful and certain radio reception over WLW, give you a running start in radio sales for this and future seasons.

Dynacone Makes Strong Impression at Chicago Radio Show

The annual Chicago Radio Show was held October 8th to 14th, inclusive, at the Coliseum. Entering the main entrance, the Crosley exhibit was first on the immediate right. A dignified and attractive display of all Crosley products was seen.

Last year the demand for a. c. sets had quite thoroughly upset the battery-operated set market. Manufacturers were striving at that time to perfect a. c. sets, but there were really none that could be dependable. This year is entirely different. There was some talk of television, but it was an accepted fact among those present that television will undoubtedly not be perfected for some years to come. To be sure, very crude silhouettes of small size can now be transmitted, through the use of rather elaborate equipment. One fact seems to be impressed upon the public as a whole, namely, that a completely different receiving equipment is necessary for television. This corrected the impression the public formerly had that some minor attachment could be applied to the present radio receiving set for use in television reception.

There seemed to be marked improvement in cabinet design. The outstanding development of the year, however, is the tone quality made possible through the universal adoption of a. c. tubes. The public has always demanded a set which could be connected directly to the a. c. lines, thereby eliminating troublesome storage and B batteries. Heretofore radio engineers had to design their sets and tubes to conserve on energy consumed. The a. c. tubes, however, are designed to give the best possible results irrespective of current consumed, enabling the radio set engineer to design an audio system and loudspeaker of maximum efficiency, with reproduction of programs equal to the original. Deep bass notes as well as high notes are incorporated in every modern set.

The Crosley Gembox and Showbox seemed to be the most popular radio sets at the Show. Visiting jobbers and dealers were fully aware of the fact that these remarkable sets had taken every market by storm. Crosley sets are leading in the sales of dealers everywhere. Every Crosley jobber present at the Chicago Radio Show spoke most enthusiastically regarding the per-

formance of the Crosley sets in their territories. Their only complaint was inability to get sufficient products. Every distributor desired to place his specifications for the balance of the year for delivery in carload lots.

The most successful radio speaker at this show was the Crosley Dynacone. A power speaker of dynamic type at \$25.00 was announced at the R. M. A. Trade Show in June. Everybody was optimistic regarding its sales possibilities and did not see how a speaker of this type could be produced at the price. Sales have run away over a hundred thousand with an ever increasing demand. Distributors, dealers, and consumers alike are amazed at the tremendous reproducing powers of this speaker and are high in their praise of its performance.

Even with an increase in the price of admission, the attendance at the Show this year was about the same as last. Exhibitors, however, noticed a marked change in the class of those attending. People visiting the Chicago Show this year were glad to give their names and addresses with an exact time for demonstration, whereas in previous years it has seemed that they came there as a matter of curiosity and were not particularly interested in buying a radio set. That indicates a steady current of interest in radio.

Striking Crosley Spread in Liberty

Use Nov. 10th Advertisement in Your Window

In the issue of Liberty magazine of November 10th, which goes on the stands Monday, November 5th, you will find a large, two-page spread in beautiful colors, featuring the Crosley Gembox and Dynacone.

You can anticipate the popular interest which will be aroused by this exceptionally fine advertisement by making use of it in your window. An exact reproduction of the Liberty ad is being mailed to you, rolled in a tube, so you will have it ready to use in this way.

Liberty is a popular magazine with extensive distribution on a national scale. The buying interest which will be stimulated by our advertisement of November 10th, can be directed into your store simply by drawing attention to the fact that you are the Crosley dealer in your neighborhood. By making this connection in the public mind, you'll get a substantial return in sales.

Study the possibilities in merchandising helps for brightening up your Crosley display and gaining greater buying interest.

Are You Selling the Unwired Homes?

Some Figures on the Market for Battery Sets

Bandbox and Bandbox, Jr., Serve This Field.

Thirty-seven per cent of the homes in the United States are without electric service. This makes a market of something like ten million homes for battery-operated radio sets!

This tremendous field is your logical market for the Crosley Bandbox and for the Bandbox, Jr.

A survey of this situation has been made in 11 States by the Curtis Publishing Company and exact data offered for the use of radio dealers. Here are a few facts brought out in the survey as of this season and the next:



The Bandbox, 6-Tube Storage Battery Type.

The potential market for battery operated sets is greater than the ten million dwellings mentioned, because many people still prefer them to A. C. sets. (They may have batteries and other equipment on hand, or it may simply be a prejudice; nevertheless, that is the case.)

During last season, in towns of 70,000, of all radio outfits sold, 40 per cent were battery-operated sets! A town of 70,000 is a fair-sized city, presumably with central power, yet here is a strong market for the Crosley Bandbox.

There are fluctuations in these figures. It does not follow that the smaller the town, the greater percentage of battery sets used. Not all small towns are remote; many of them are close to big cities and tap power that way, or they may be convenient to a great generating station. In villages, the battery-sets, of course, far outrank the other type. In towns of 5,000 inhabitants, 57½ per cent of radio sets sold were battery sets. In towns under 1,000, 95 per cent of the sets sold last season were battery operated!



Bandbox, Jr., 5-Tube Dry Cell Battery Type.

So much for last season. The forecast for next season is equally significant.

Here is an interesting item for your consideration: It is estimated

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Get the Full Sales Benefit From the National Election Give Election Returns at Your Store

J. G. Murphy, Crosley Dealer in Maysville, Kentucky, Blocked Traffic with World Series Returns and Expects to Repeat on Election Night

Put the Crosley Showbox to work for you on Election Night. November 6th will see the public at fever heat to learn who the next President of the United States is to be.



Are you preparing to get full publicity value out of the greatest political event of our National life?

A Showbox radio set with a Dynacone speaker placed outside your store will do the trick. On your front window paste a large sheet of white paper on which to keep track of the returns. As election returns are sent out, over the new and powerful 50 kilowatt WLW transmitter, these can be chalked up for the crowd to see. They both hear the returns and see the totals marked up!

An ad in your local paper will bring the public. On the morning of the World Series games, J. Gerald Murphy, Maysville's progressive

Crosley dealer, had a full-page ad in the "Daily Independent." No words were wasted; he stated that returns would be given with a Crosley radio set. He drew the people; he is planning to use the same tactics on election night. In your ad put your name and address in bold type and state that you are giving out the election returns at your store, with a Crosley Showbox and Dynacone.

If you want to be "there with a Crosley," you will find this is good medicine. Many sales of Crosley sets will be made before election day, because numbers will want to get the returns at their own homes. Others will want to get out with the crowds and share in the excitement. Get them coming to your store. Let them know you are the authorized Crosley dealer in your neighborhood.

November 6th will be a big combination of circumstances to help your business. Don't let it slide. Take the rich opportunity election night is offering you!

Will one Assistant Salesman be Enough, Mr. Ziegler?

The Crosley Radio Corporation. Gentlemen:

Hello everybody! I have just received one of your new creations called the GEMBOX and want to congratulate you on your wonderful achievement in building an A. C. set in such a small package! I have had this in operation in my store and find it to be a very efficient receiver, free from A. C. hum; it has good volume through the speaker you market at \$15.00

As the season is beginning to open on radio I believe that we shall have a nice trade on this line from now on. I am trying to get some one to help me out on the sales end of this line so I can comply with the five-day tryout. I thought I would drop you these few lines so you might know that I was among the living and THERE WITH THE CROSLY LINE EXCLUSIVELY.

Yours very truly,
H. F. Ziegler,
Bloomdale, Ohio.

Proving the Showbox Is for the Whole Family

Washington, D. C. Crosley Radio Corporation, Gentlemen:

We would deem it an injustice if we did not let you know what we think of latest addition in our home, and which has brought from far and near, everything in the way of music thru the air into that wonderful instrument you have just placed on the market, called the SHOWBOX. We (when I speak of we, I mean my family) cannot find words in the dictionary to express to you what we do think of this radio.

We have not had any trouble, any station that we want, we just turn the dial and it comes in just as clear as if we were sitting in a motion picture house. More power to the Crosley radio.

Respectfully yours,
(Signed) J. T. MOONEY,
726 Maryland Ave., N. E.
Washington, D. C.



POWELL CROSLY JR.

TALKS TO the TRADE

At our Annual Convention held last May, we introduced the Crosley Gembox, the Crosley Showbox, and the Crosley Dynacone Speaker, at which time we prophesied that these sets would lead the field this season. This prophesy was based upon a careful analysis of the radio situation in the field. These sets were received with great enthusiasm at the Annual Trade Show held at Chicago in June. The sets were again on display at the annual National Show in Chicago last week, at which time it was forcefully brought to our attention that these sets were leading in sales in every territory. Distributors who had never purchased from us in quantities of more than fifty sets at a time wanted to place orders for several carloads.

As is true with every line that fully meets with public approval we are behind on deliveries. There is a shortage of both the Crosley Gembox and the Crosley Showbox. We are producing more sets each day than at any time this year. There are more people working producing these sets than at any time. Our daily output is ever increasing. Yet the demand seems to increase more rapidly than our production. Another ten days will see at least twice as many sets being produced as were coming through the factory the early part of this month.

The reason for this great demand is obvious to everyone. The Crosley Showbox will out-perform practically every other set on the market regardless of price. It is so easy for your salesman to demonstrate this model. They take one under the arm, visit the prospect's home, plug it into a lamp socket, and with just a slight connection to the ground can bring in not only local but distant stations without antenna. When used with the Crosley Dynacone Speaker not only your prospects but your salesman themselves are astounded at the tone quality and tremendous volume.

The Crosley Showbox is the outstanding set in every territory. The Crosley dealer has become the most successful dealer in every city. Let me assure you that your orders will soon be taken care of as our ever increasing production will very soon reach a point where our distributor will be able to give you prompt service.

I wish to urge you to co-operate with him by placing your specifications as early as possible for November and December delivery.

Powell Crosley Jr.

Crosley's New Merola

brings the phonograph to life

for Use with A-C Receivers

Big Call from Phonograph Owners

Our new Merola attachment is proving a real sales winner. With millions of homes owning old-style phonographs, your market is limitless. The Merola is especially designed for A-C electric receivers. Instant change from Radio to Phonograph made possible with this fifteen-dollar attachment.



A New Achievement in Phonograph Pick-up Design

The new Merola for A-C receivers illustrated here is the very latest idea in Phonograph pick-ups on the market. The hook-up is entirely new, making it possible for the Merola to become a permanent installation with a set. It eliminates the inconvenience of disconnecting the phonograph attachment each time you convert the set. Instantly change over from Radio to Phonograph pick-up by using the handy throw-over switch in the Merola circuit.

Special Switch

The feature of this new Merola which will instantly appeal to every prospect is this handy throw-over switch which makes it possible to instantly convert your radio into a means of reproducing the records without any adjustment of any kind. Throw back the switch again and your Radio functions normally.

Highest Type Phonograph Reproduction For Only \$15.00

Merola will operate efficiently with any A-C receiver. It is designed however, to give the most perfect performance with Crosley A-C receivers. Each Crosley A-C receiver is equipped with Merola post for quick and easy installation of the Merola.

New Type Socket

Here is another unique feature. The new type socket is placed in the detector tube socket and the detector tube remains in place. It is a permanent installation with no need to remove the detector tube. The clamp connection pictured here attaches to the Merola post in the set.

Any type Phonograph may be used, even the most inexpensive portable. The Merola sends the sound through the audio system of the receiving set and through the speaker. With the Crosley Gembox or or Showbox and the Dynacone, a type of phonograph reproduction can be expected equal if not superior to high priced electric phonographs.

Crosley Merola

MODEL NO. 72

\$15

For A-C Receivers. Complete with 10 ft. cord, switch and U. Y. plug. Retails at

Millions Will Hear Election Returns

Hundreds of Stations To Broadcast Vote Count November 6th

The evening and night of November 6th, hundreds of stations including Station WLW, will broadcast the election returns in the Presidential election.

During the evening, the regular program may be on the air, but these will be interrupted for the vote count as it comes into the station.

Broadcast Late Return.

After the program is completed, WLW will remain open several hours during the night of the 6th to broadcast late returns. It is anticipated that many other stations will do likewise.

This, of course, will anticipate any published returns by a number of hours. Election night, coming once in four years, is always a big event. With radio an active agent both during the campaign and in the election, it is of even greater interest this year!

Get Election Sales.

Make a last drive between now and election to sell Crosley sets and speakers to those in your locality so that they can be there with a Crosley and get election returns hot from the counting rooms all over the country.

Michigan Ad. Brings California Order

Fame of Icyball Travels

A Crosley dealer in the small town of Lowell, Michigan, advertised the Crosley Icyball in his local paper, the Lowell Ledger, recently. Now this paper enjoys a circulation of less than 2,000 but a woman in Los Angeles came across a copy, saw the Icyball ad, and immediately wrote for full details. A sale resulted. Long-distance buying! It gave our Lowell dealer quite a thrill. Advertising bread cast upon the waters of publicity, returns in most astonishing ways.

"From a service standpoint they look O. K. Apparently well constructed and very ingeniously designed."

D. McAfee, Service Manager, L. N. Messenger, Vallejo, Calif.

Create sales in your neighborhood by using the Crosley Retail Sales Plan.

Honolulu, How Are You?

Waikiki Not In It With WLW

Hula dancers lost their lure in comparison with the thrill of picking up the first test program of W8XAL, 4,500 miles away, according to the seven letters from Honolulu received by the Crosley Radio corporation in response to the first test of the new 50,000 watt transmitter which after October 29, will be WLW.

"I never had such a thrill in all my life. Call again," wrote A. M. Barman, advertising manager of the Honolulu Star-Bulletin after hearing the first test on October 2. "Came in loud and clear," was his further comment.

"Your test program was as loud and clear as we get on our own local KGU in Honolulu", was the comment of E. C. Warren, Lanikai on the island of Oahu, and of Edward F. Rowold, 756 Eleventh Avenue, Honolulu, who also revealed that he "had to cut volume down to half."

Complete logs of the first W8XAL test were sent in by Herman W. Luderfig, 1436 J. Lunalilo St., and Theodore W. Bollman, 1325 Kaikee St., Honolulu.

"I am dizzy over the wonderful reception I received from your station. She came in as loud as you would want it, over the loud speaker," Bollman wrote.

With the "local switch of his set turned on, H. B. Wolter, Honolulu, did not need all the power of his set "nor even half the power" for the signal of the Crosley station was "so loud and clear."

Boosting the tropical island, Abraham K. Kekipi, sent an illustrated booklet and descriptive matter. Other letters from Honolulu reporting the same program came from G. W. White, Technical sergeant of the 91st R. N. S., Fort Armstrong; Henry F. Davis, and J. S. Hooper, 634 Hawaii Street.

Brundage Gives Snappy Service with Light Truck



The Brundage Cycle and Radio Store, Crosley dealer at Oshkosh, Wisconsin, uses this good-looking truck to make his deliveries. Permanent, mobile advertising!

Tune in on the new WLW. Listen in, with a whole nation!

Specially For Dealers!

Simplified Course In Radio Construction And Servicing

The Crosley Broadcaster, beginning with the issue of November 15th, 1928, is to run a series of ten lessons in radio. These lessons will be very clearly and simply worked out and will clear up for you many foggy points about radio construction.

If you know your product, you can always sell it more easily. Crosley construction is honest construction. It is giving fine value at reasonable prices. If you dig into the making of a Crosley set, you will find out for yourself that this is true. For you'll see the precision with which the parts are adjusted and you will learn a great deal about radio which will help you explain to customers just what the nature of a radio set is.

We hope you will follow through on this series of lessons. There will be ten, and there will be given you a chance to write in questions and get them answered. The course is to be conducted by a very capable man and will be of genuine educational and selling value.

WLW on Air with Super Entertainment

(Continued from Page 1)

Fred Roehr, pianist; the Variety Three; Harvey Brownfield, accordionist; the radio comedian, Rhiney Gau; and the Gondolyrics. A trio of women's voices sang a new version of the "Waltz of the Flowers" from Tschalkovsky's charming "Nutcracker Suite."

The program wound up gloriously in a final half-hour, from 2:30 to 3:00 A. M., on October 30th, at the "Chatterbox" of the Hotel Sinton, in Cincinnati. A radio frolic in the traditional manner went on the air, with Henry Thiess and his orchestra, Don Dewey, tenor, Tom Richley, Don Becker, ukelele artist, and a harmony team, Lucille and Mary.

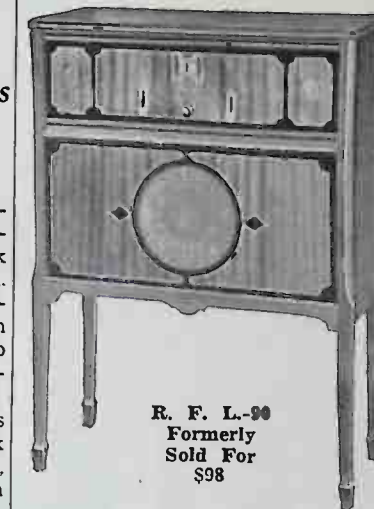
Numerous other features were interspersed, among them several of the best known of the N. B. C. features, including the Cholresters, the Lampe Trio, the Pickard Family, and others.

Speaking conservatively, WLW furnished a "large evening", not only for the five hundred and more guests gathered at the Hotel Gibson Roof, but the many thousands who regularly listen in on WLW programs, and to many more thousands to whom this wonderful station is now available for the first time.

Order Crosley R.F.L. 90

Complete In Beautiful Console With Crosley Musicone Built In

\$25.



R. F. L.-90 Formerly Sold For \$98

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.

Every Set In Original Carton

Every set is brand new, in its original shipping carton. None has received the slightest amount of use. Each set is accompanied by the usual Crosley guarantee.

Cash Must Accompany Order

Because of the very low price at which these sets are offered, they cannot be sold on open account. Your order must be accompanied by cash, postal money order, or express money order. Sets will be shipped C. O. D. if desired upon receipt of at least 25% of the amount of the order.

This will probably be the last announcement as only a very few R. F. L. 90's are left.

Order Today While They Last From

The Crosley Radio Corp., Cincinnati, Ohio

1. Leave the bottom attached. Balance with the case on or off.
2. Tune to a strong signal, preferably between 1350 and 1500 kilocycles. A broadcast signal or local modulated oscillator may be used.
3. Preferably use headphones on the output.
4. Start with the radio frequency tube next to the detector. Remove this tube and insert a "dummy" tube in the socket. For all models except Model 705, the "dummy" should be a tube which has one of its filament prongs cut off. For Model 705 use a "dummy" with its filament prongs shorted (Model 705 has its tube filaments wired in series, and if a dummy with cut filament prong is used, all other tubes will fall to light.)
5. Turn on the power switch (also the filament rheostats if the set is equipped with them). The filament of the dummy tube should not light.
6. Tune the receiver, adjusting until the signal is loudest. After once tuning the receiver, the station selector should not be changed while balancing that stage.
7. Adjust the balancing condenser of the dummy-tube stage by means of a balancing wrench until no signal or minimum signal is heard. If a metal socket wrench

Initiates Broadcasting on National Scale

(Continued from Page 2)

is used instead of a balancing wrench, the signal must be a minimum with the wrench removed.

8. When this stage is balanced, change dummy tube and balancing wrench to preceding stage, and repeat procedure for that stage. Balance each stage individually in this way.

National Broadcasting From The Nations' Center

Cincinnati is located within a hundred miles of the center of population of the United States. Advance tests with the new station, held late at night, have brought responses from all parts of North America. Every state in the Union has responded; Canada has heard it; the Hawaiian Islands have picked up programs from this station, also Mexico, Cuba and the Canal Zone. Thousands of letters have been received in response to tests.

PROTECTION

The Franchised AMRAD DEALER sells with confidence that his standing and his profits are assured! The position of Amrad in radio engineering with five great laboratories at its disposal, is second to none in the industry. Amrad products are priced so favorably that ready acceptance by the public may be counted upon. Amrad with the genius of two great manufacturing plants behind it, may be depended upon to provide radio receivers of the highest class. And Amrad dealers are protected against a possible decline in price.

What a tone to HEAR and what a line to SELL!

AMRAD

The Amrad Corporation
Medford Hillside, Mass.

J. E. Hahn
President

Powel Crosley, Jr.
Chr. of the Board

The **NOCTURNE** Handsome walnut cabinet; built-in dynamic speaker; eight tubes; double shielded, \$295. (not inc. tubes).



The **SONATA** Richly beautiful walnut and satinwood console, built-in dynamic of finest type; eight tubes including 250 power tube. \$475. (not inc. tubes).



Prices slightly higher west of the Rockies.

Sell the Unwired Homes

(Continued from Page 4)
that 10.8 per cent of radio buyers who have electric wiring in their homes, will nevertheless purchase storage-battery sets or dry-cell battery sets—10.8 per cent.

In 11 states, radio dealers have given estimates on future sales. In towns of 10,000, dealers figure on 10 per cent; that is, of all radio sets sold in towns of 10,000 inhabitants, 10 per cent will be the storage battery or dry-cell battery type.

With regard to the demand for sets operated by dry-cells, a short survey shows some interesting percentages. (This was carried out on a small scale, so these figures are not conclusive). In towns ranging in size from 1,000 up to 70,000 inhabitants, 65.8 per cent of the radio dealers approached on this question affirmed that there exists a definite market for dry-cell sets. 17 1/2 per cent of the dealers could give no definite reply, and 16.7 per cent stated there was no such market in towns between 1,000 and 70,000 in size. Those answering in the affirmative, 65.8 per cent, so far outrank the other replies, as to establish pretty definitely the fact that a strong market for dry-cell sets exists. In brief, this is the market demanding the Crosley Bandbox, Jr., the thirty-five dollar, 5-tube dry-cell set.

Crosley dealers usually know their own field. They have an idea how extensively electricity is used in their territory. Even in cities, where the use of electricity is general, there remain many unwired homes. Also in the cities are many who will be found to prefer battery-operated sets.

Crosley dealers in small communities know whether or not power is available for house lighting. If it is not, they can be guided accordingly—pushing the Bandbox and the Bandbox, Jr., exclusively.

The field for these two Crosley numbers is actually enormous. A conservative estimate of ten million

Missouri Farmers Are Buying the Bandbox!

The Crosley Radio Corporation. Gentlemen:

Your letter in regard to the sales of your product: Will say we are doing a nice business with the Bandbox. We sold five sets last week, and it looks like it is going to be a real Crosley year with us.

The Bandbox, Jr., is the greatest farm set we have ever tried out and we are pushing it to the limit. We are using wet tubes in this set and maybe you don't think it will roll in the stations in good shape!

It looks like we would sell at least one hundred sets to the farmers this winter.

We are doing some local advertising on the Bandboxes and we are getting results. We have discontinued all other makes and are featuring Crosley sets.

We are getting our sets from Tenk Hardware Co., Quincy.

Wishing you a big year we remain,
Yours very truly,
H. L. Wilson's Garage,
By H. L. Wilson.

homes without wiring! Here is your market, here your big profit-opportunity!

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 Fourth Street
Cincinnati, Ohio



Permanent Crosley Display at the
W. E. Graham Radio Co., Gary, Indiana.

Crosley Line Registers Big At Two Shows

New York and Chicago Radio Shows Enlist General Enthusiasm



If the crowds visiting the Crosley exhibits at the New York and Chicago radio shows are representative of radio enthusiasts all over the country, as many in the industry say they are, then Crosley is in for an even bigger year than has been predicted.

Both attendants at the Chicago show, the seventh annual event of its kind, confirm the reports of the attendants at the Radio World's Fair in New York, that the crowds visiting the Crosley exhibit were made up of people actually out to select receivers for immediate purchase and not merely attending the show to collect literature and souvenirs and to see the circus acts heralded in the press.

With the admission price at both shows boosted above that formerly charged it was expected that the crowds would be smaller. To the contrary all attendance records were smashed.

Similar exhibitions were set up at both shows, the dancing doll ballroom scene with the back drop, "When the greatest music thrills, you're there with a Crosley," being the center motif. Simplicity marked the decoration of the booths, carrying out the idea created by the compactness and low price of the Crosley line of receivers. The Dyna-

cone was played up strong as the only low-priced power speaker.

In New York, the Crosley representatives were assisted by men from the staff of the Twentieth Century Radio corporation, the Metropolitan district distributor and in Chicago the Hudson-Ross organization assisted. Mr. H. Curtis Abbott, general salesmanager was in charge of both exhibits.

Many of the midwestern distributors visited the special demonstration room in K-24 of the Congress hotel, Chicago, where the Crosley organization maintained a suite overlooking Grant Park and beautiful Lake Michigan. Due to the fact that alternating current was not available in the hotel, the D. C. Showbox was used. Despite the fact that the antenna and entire transmitting apparatus of Station KYW, a high power broadcaster, is located on the roof of the hotel, the Showbox performed well.

At the Chicago Coliseum where the show was held, the Crosley exhibit had excellent location, to the right of the main entrance in Q-1. Amrad, with a beautiful display of all models, was immediately behind Crosley, facing on the next aisle. An exhibition room for the Amrad line was also maintained at the Congress. A. B. Ayers general manager, was in charge.

Are you using Crosley Dealer Helps? Order from your Distributor!

WLW has taken on a big job: Broadcasting to a continent!

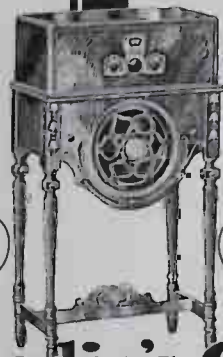
TAYLOR ELECTRIC CO.
MADISON, WIS.
Exclusively Radio
Wholesale Only
CROSLY DISTRIBUTOR

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
West 144—PHONES—Main 820

Mat or electro of this ad FREE!

\$115.



Judge Radio's Greatest Value in your own home!



The Popular C-8 Model

Beautifully designed, attractive, and compact. The cabinet is of walnut veneer with a decorative front panel. The speaker is of the latest design. The radio is of the latest design. The price is \$137.

\$137

See the most popular of 1928-29 radio receivers! You cannot be the first to discover its real worth, but you need not be the last to experience the pleasure, the joy, and the complete satisfaction which this console radio is bringing to others. Try it in your own home under actual conditions.

Hear the much wanted power speaker radio! Hear the Crosley AC Electric 6 tube GEMBOX, with all the power, dynamic tone, and richness, latest radio developments have made possible. Its remarkable performance, selectivity, and quality have made it the most popular seller this season. It operates the New Crosley DYNACONE, the greatest achievement in the loud speaker field, which is built in the charming cabinet. Listen to its sweet tone and rich reproduction.

The GEMBOX installed in the SHOWERS console is radio's finest value. Beautifully proportioned, the cabinet is of walnut veneer, exquisitely matched in patterns that enhance the splendid design. Genuine wood carvings serve as decorative motifs in the mode of today's fine furniture. You can't find a radio value to equal this. The beautiful lines, handsome finish, and unexcelled performance of this combination cannot be matched.

Compare it with any other receiver! Test it in your own home! You be the judge! Learn for yourself that marvelous reception and beauty are available at these low prices.

Dealers' Name Here



New Slide Door Model C-6

Also a Showers cabinet, the Model C-6 presents a new idea in radio cabinets. The door slides to right and left out of sight and opens the Crosley SHOWERS 8 tube AC Electric Receiver and DYNACONE. The finished veneer has been selected to create a beautiful surface. Without veneer or decorated with genuine wood carvings. Overlap of top built and specially carved add a charming effect to the splendid design.

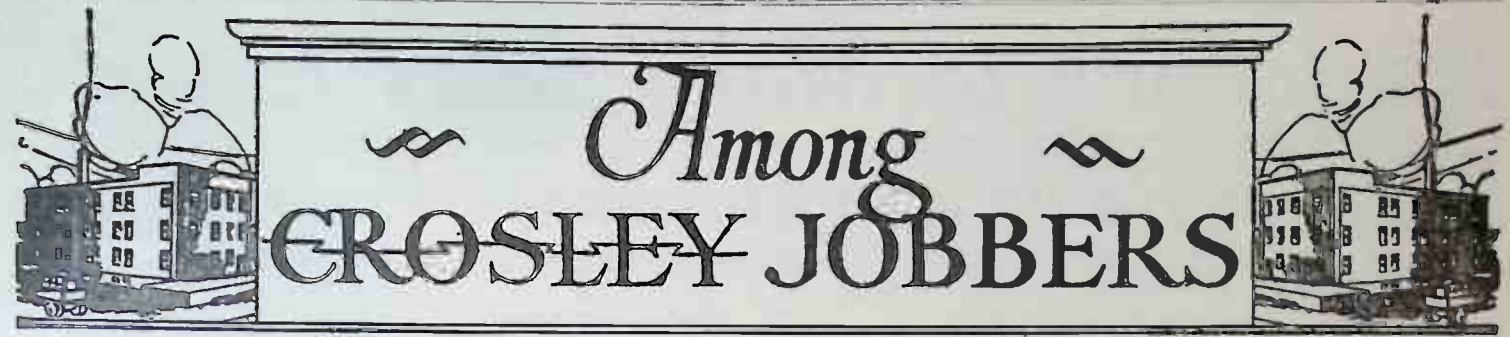
\$159.50 WITHOUT TUBES

Full Page Ad No. N-7
1-4 Page Ad No. N-8

Be sure to specify whether Electro or Mat is wanted.

Write Dept. 81

SHOWERS BROTHERS CO., Bloomington, Ind.



Albany Crowds Get Big Games Via Showbox

Crosley Distributor Gives Vivid Reports on World Series

"You're there with a Crosley" was certainly proven to the delight of ten thousand Albany fans during the recent Yankee-Cardinal World Series Games.

Every afternoon of the series a great crowd witnessed every play of the game and heard the excited announcements of Graham McNamee, over a Crosley Showbox, Dynacone Speaker, mounted in front of the Ignition Service and Supply Company building. As each play was described via radio, the movements of the players were traced on an electric-playograph board mounted in full view of the crowds.

The radio story from the Dynacone was clearly audible to all parts of the crowd in front of the building. The crowd filled the street and a large part of Townsend park, which faces the building.

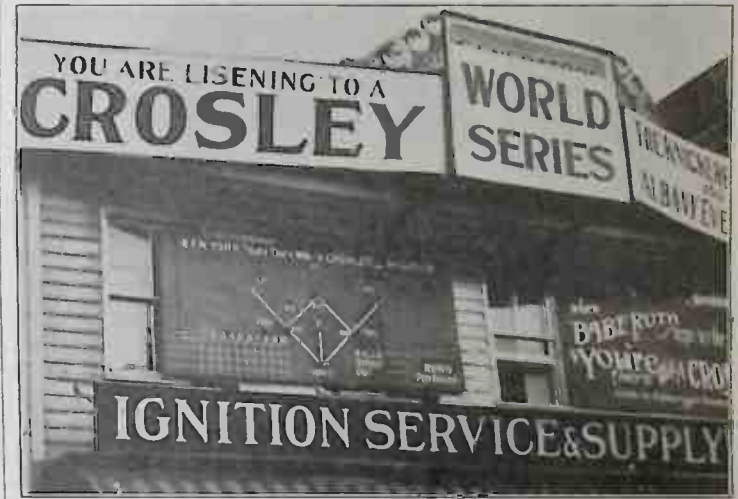
The board was operated by the Ignition Company, Crosley distributors, in conjunction with the two leading Albany newspapers, The Knickerbocker Press and the Albany Evening News. Announcement

of the World's series service, together with a picture of the player board were carried in these newspapers, informing the crowd of the service they would obtain.

The electric player board, while its construction and operation were exceedingly simple, was considered one of the most interesting operated for the fans, and the crowds liked the fact that, since the actual radio announcements were made (through the Dynacone) they were right up to the play of the game throughout. Mechanically operated boards, depending on telegraph lines for the information on the plays, were from two to five minutes behind the electric board.

On the board, white lamps designated the position of the players, and red lights the position of the base runners. A bank of three lights kept track of the strikes, four lights the balls, and three lights the outs.

Holding in his hand the terminal of a 110-volt line, the operator of the board listened to the radio, and touching the terminal to the home plate, for instance, signified the batter up. Say he hit to left field.



As the radio announced it, the operator touched the terminal lighting the white lamp in left field, and switched on the red lamp at first base.

Even complicated double plays the board was able to follow instantaneously, with full details.

Ignition Company officials, H. J. and C. F. Zehner, received many compliments on the service offered

by the board, but the highest compliment of all was the constantly increasing crowds which attended the games.

Of course, the front of the Ignition building, as shown in the accompanying photograph, told the crowd through big signs, all about Crosley, and the show windows had especially attractive and timely Crosley displays.



Dealers Convention staged by the D. W. May Co., Inc., Crosley distributor at Newark, N. J. Between 200 and 300 Crosley dealers attended the show and, as you see, registered lots of pep over our 1928-29 Line.

Everything to Make Sales Easier!

Get Ready with Christmas Souvenirs

Carrying Cases for Home Demonstrations



Carrying Cases No. 28-21

This set of carrying cases provides your salesmen with an easy way of packing and transporting a Crosley radio set and the Dynacone into neighborhoods where you are putting on Crosley home demonstrations. The set is handsome and makes a capital impression on prospects.

Crosley carrying cases are specially made for the purpose and are very strong and durable, with comfortable handles and strong snap locks. In addition to a radio set, the cases are built big enough so you can carry a coil of antenna wire, pliers and screwdriver. Reasonably priced at \$6.50 for a set of two cases as shown. Order from your distributor.

and durable, with comfortable handles and strong snap locks. In addition to a radio set, the cases are built big enough so you can carry a coil of antenna wire, pliers and screwdriver. Reasonably priced at \$6.50 for a set of two cases as shown. Order from your distributor.



Illuminated Tire Cover No. 28-2

Illuminated Tire Cover

For your own car and those of your salesmen you will want the new Crosley illuminated tire cover with your imprint. A brilliant advertisement of your business every time you drive. At night it stands out with vivid distinction. The cover is out with heavy and durable oilcloth, supporting a metal reflector housing three 21-candle-power bulbs connected to your tail-light circuit to illuminate the transparency. Order from your distributor, giving size of tire. Price \$9.00 each, F. O. B. Chicago.

\$9.00 F. O. B. Chicago

Post Crosley Road Signs in Your Territory



Fibre Road Sign No. 28-3

The big Crosley national advertising campaign is in full swing so you cannot afford to let a chance slip by to tie in with it. The Crosley Fibre Road Sign offers you just this opportunity, enabling you to tie up with Crosley all around your own town and the roads in the surrounding territory. Order a supply of these road signs and put them to work. This is a water proof fibre road sign, 18 x 30 inches, printed in black, red and straw.

Comes imprinted with your name and address. Four dollars for fifty, including imprinting. Minimum quantity—fifty. Over fifty—seven and one half cents each, including imprint. F. O. B. Akron, Ohio. Order from your distributor enclosing cash with order.

Brighten Your Counter with a Torchere



Torchere No. 28-22

No. 28-22 is the number you indicate when you order one of these miniature Torcheres for counter use. They are handsomely designed and carefully made and prove a real addition to your display. \$5.00 each, without bulb.

Order from your distributor.

Imprinted Souvenir Balloons

The ideal holiday Crosley souvenir. Children delight in these beautifully colored and imprinted Balloons and your name makes a lasting impression on their minds. Use both Round Balloons and Airship Balloons. Price \$18.00 per thousand. Order direct from Perfection Rubber Co., Mansfield, Ohio.



Letter Holder No. 28-12

High grade leather specialties develop good-will in a dignified way. The 28-12 Pocket Letter Holder is genuine pig-skin. It is both handsome and convenient. The word "CROSLY" appears over your own imprint in gold leaf. Priced at \$1.19 each plus \$1.50 for imprinting three lines, minimum quantity, one dozen. Order from your distributor, enclosing cash or money order. F. O. B. Cincinnati.



Book Matches No. 28-16

Crosley Book Matches, No. 28-16, your ad on front, Crosley on back, \$3.75 for one thousand books; two thousand books or more \$3.50. Order from your distributor. F. O. B. Barberton, Ohio, or Springfield, Mass.

No. 28-13 looseleaf memo-book, genuine russet pigskin, 50 sheets check-ruled filler, size 2 1/2 by 4 1/4. Price 73 cents each, plus \$1.50 for three line imprint in genuine gold leaf, minimum quantity, 25. Order from your distributor. F. O. B. Cincinnati.



Memo Book No. 28-13



Key Fold No. 28-14

Six-hook key case, No. 28-14, genuine russet leather, new Anchor Swivel. Impossible to lose keys from these hooks. Each, 69 cents, plus \$1.50 for three line imprint, minimum quantity 25. Order from your distributor. F. O. B. Cincinnati.

Two-hook auto key case, No. 28-15, same material as above. 59 cents each, plus \$1.50 for three line imprint. Minimum quantity 25. Order from your distributor. F. O. B. Cincinnati.

Auto Key Fold No. 28-15

A good lead pencil—round, yellow, nickel tip, white eraser. Each, 3 cents, plus \$1.50 for 3-line imprint, minimum quantity 600. Order from your distributor. F. O. B. Cincinnati.

Pencil No. 28-26



Kitchen Pad No. 28-17

Gold clip-on ash-tray. Two line imprint in black. Each 15 cents, plus \$2.50 for 2 line imprint. Minimum quantity 100. Order from your distributor. F. O. B. Cincinnati.

Housewives will be your friends if you give them this handy kitchen pad in red, blue, yellow or orange oilcloth, sewed tape edge. Complete with pad and pencil. Priced at 10 cents each, plus \$2.50 for imprint, minimum quantity 100. Order from your distributor. F. O. B. Cincinnati.



Keep Up with the Crosley Retail Sales Plan

No Need to Call on Prospects "Cold Turkey" if You Use Direct Mail

If you are making consistent use of the Crosley Retail Sales Plan, your prospects already know about you, know that you are an authorized Crosley dealer. They know about Crosley values, before you call or telephone. At low cost and with a small amount of regular effort, thoughtfully used, you can become the leading Crosley dealer in your community.

This sales plan includes the use of three mailing pieces, "direct mail," they are called. These three direct mail pieces are attractively printed in full colors, completely describing and illustrating the Crosley line. In each piece, forceful selling arguments are used and convincing pictures shown. Your selling is more than half done before the prospect enters your store or before you reach his door!

The three direct mail pieces are designed to carry your name, address and telephone number; they have no factory imprint. These are your pieces, ready for you to use, at a fraction of the cost which you'd have to pay if you had them printed yourself. The cost of the

pieces includes addressing and postage. We take care of imprinting the folders at a small extra charge. We also supply pieces without stamps or addresses, so that you can hand them out over the counter or mail them to new prospects as you get a line on them.

The Way The Plan Works Out
Select a list of likely prospects in your territory. Send this to your distributor, with a check for the quantity of mailing pieces you are ordering. You pay him at the rate of 15 cents for each set of three pieces. (If you order less than 300 sets, the charge is 18 cents per set.) Select your names from your list of old customers, the telephone directory, and from other sources. Engage a high school boy to give you a list of aeriels in your neighborhood. The direct mail pieces will be returned to you with your imprint, addressed to your list, and all stamped.

Direct mail literature, to get the best results, is handled something like this: You have three consecutive pieces which are to be mailed out from your store, to homes, of-

fices and shops in your neighborhood, with the purpose of arousing interest in Crosley radios, giving the prospect a chance to read a description of the sets at his or her leisure, and also inform him that he may purchase a Crosley set from you. He learns from the first piece he receives by mail, that you are the authorized Crosley dealer in his neighborhood. Therefore, the first of each week, make up your mind how many personal calls you or your salesman can make. Then send out this number of the first mailing piece, which is called No. 28-20, Mailing No. 1. At the end of that week or the first of the following week, send out the second piece, No. 28-20, Mailing No. 2, to the same list. Allow another week or ten days to pass; then mail No. 28-20, Mailing No. 3. After two or three days have elapsed, you are ready to make your personal calls. By this time you may have received some inquiries. Do not expect too many direct replies.

You can repeat this procedure with an additional series of names

just as soon as you feel ready to handle them.

You will find it a hundred percent easier to make your calls. Two-thirds of the selling is done before you arrive. If a prospect is sufficiently interested to call at your store, he is sold already. Then you have only to demonstrate a Crosley radio to him and close the deal. The proof of a Crosley is in comparative demonstration. Test it out in comparison with higher-priced sets and the choice of your prospect is invariably a Crosley. Enlarge the plan by engaging an experienced house-to-house salesman to work on commission. Advvertise for one or two in the help wanted column.

Direct mail selling is responsible for a great volume of modern business. In using these mailing pieces in the way described, you are calling to your assistance the work of keen, experienced advertising and selling brains who prepared the Crosley Retail Sales Plan.

Order the mailing pieces from your distributor at once and start them working for you.

Brilliant Electric Sign for Counter or Window

Illuminated Shadow Box in Glowing Neon Red



8-inches high 24-inches long

CROSLY DEALERS: Here is a new sign to brighten your Crosley display. This ventilated shadow box, in black metal, with the name, Crosley, in rich red which lights up from within, giving an exceptionally high-class effect, is now available for use. It's an insistent attention-getter, yet dignified and in good taste. A real addition to your display!

Price: \$5.50 each, f.o.b. Chicago

Make it work for you: Order from your Distributor

Winning Plans in the Icyball Contest

Practical Experiences in Selling the Icyball as Told by Crosley Dealers

Second Prize Awarded This Plan

FOLLOWING is my method of selling Crosley Icyball refrigerators. Up to the present, we have sold thirty-three complete outfits, most of them to farmers, six to merchants, and a few in town. The first of March we received our sample. We waited to be sure this new product was practical before offering it to our customers. Therefore, I took it home for a thorough test to see if it would meet with the approval of my wife. After two weeks use and after firing up the kitchen stove and maintaining a summer temperature for twenty-four hours, my wife decided that the Icyball Refrigerator was much more sanitary and kept our food supplies in better condition than had ever been possible with ice. I was then sold on the possibility of the Icyball and started offering it to our customers. The success we have had is far beyond anything dreamed of. It has proven to be a wonderful means of refrigeration for small merchants, a God-send to the farm housewife, and has also been the means of allowing dairy farmers to deliver a better grade of cream, which has increased their income as much as three dollars a week. Three dollars a week will of course pay for an Icyball in a short time and at the same time, give the user domestic refrigeration at no additional cost.

All of this makes the Crosley Icyball Refrigerator one of the best investments it is possible for a farmer to make, and when we are able to convince him of the above advantages, the selling was comparatively easy. We found our best prospects were among those who were using ice. To these prospects it was not difficult to demonstrate the superior advantages and economy of the Icyball. Our hardest sales were where the idea of refrigeration had to be sold.

In working the trade I found it was not practical to sell the Icyball in the store. Practically all of our sales were made by taking it into the customer's home and making a home demonstration, allowing them to see just how it operates in their own home.

In making deliveries and hauling a demonstrator, I always carried the cabinet in the shipping case used by the Crosley factory, as this case delivers the cabinet to the customer in perfect condition and the printing can be seen along the road and makes a good advertisement. The unit is always heated and placed in the cabinet before leaving the store. This permits a quick demonstration in the home. The only difficulty we have experienced is in having the customer learn to follow instructions. It is sometimes necessary to make two or three trips to an installation before some customers will finally follow operating rules. This, of course, we expected in a new product the first year.

We have sold more Icyball refrigerators in the territory we cover than all automatic electric refrigerators combined.

Altogether, we feel Powel Crosley has given the family of modest means another modern convenience at a price they can afford and its success will rival that of his popular radio.

Letters from Happy Icyball Users

Dear Sir:
I bought a Crosley Icyball from you about the first of June and am very well pleased with it. From the cream produced by seven cows we get \$2.25 and more than we got before we used the Icyball because with it we can always get grade one cream.

Besides we make one trip to the creamery instead of two as before. This makes a total saving of more than \$3.00 a week which in one season will pay for itself.

Then we have ice for the table and ice cream whenever we want it. Believe me, we like our Icyball.

Yours truly,
Signed: J. RUSSELL TATUM.

Gentlemen:
In reply to your inquiry I desire to give my unqualified endorsement of the Crosley Icyball refrigerator, which I have now used in my store for three months.

It has saved me about \$1.75 each week on ice beside the time and trouble to get ice. In addition to the saving, my soft drink business has increased by 20% over the same time last year, and I credit the Icyball with most of the increase.

I can keep cream, breakfast bacon and yeast ideally. Every Saturday I sell fresh meat from it to farmers, a service they seem to appreciate.

In conclusion I can say that the Icyball has done everything you had said it would do even to the low cost of 2 cents a day to operate.

I can recommend the Icyball to anyone desiring sanitary, efficient and economical refrigeration.

This Took Third Prize

THE best way we have found to sell Icyballs is to select two prospects living in the same neighborhood. Load up truck that we use for this work with two Icyballs complete, including stove; drive out to our prospects, tell them that we want to install the Icyball overnight in their home that they may see just what it will do.

That if they are not satisfied that an Icyball is the coldest thing that has ever been in their home, they are under no obligation whatever to purchase one. We have never failed to get to demonstrate. When the cooling unit is properly heated, we call for the milk and butter or anything else that they may want cooled. After we have answered all the questions that are asked and had a rather anxious night, we face the dawn of a new day with renewed courage to get the check. We have sold thirteen Icyballs, with only one failure.

Here's the 4th Prize Winner

We have not sold an exceedingly large number of Crosley Icyballs, but we have sold several. We went about the business of selling Icyballs this Spring and Summer as earnestly as we could, without knowing anything about the actual merchandising possibilities, as it was an entirely new field. It looked good.

We studied the situation carefully, and concluded that the best way to sell Crosley Icyballs was to adopt the following plan:

1. Let the public know what Crosley Icyball will do. The demand for refrigeration is already here, but the very novelty of the idea, which is conceded to be a drawing card, may work against it as well. Farmers, who probably constitute the best market for the Icyball, are always skeptical of new devices. We recalled our experience with selling our first radio seven years ago, when we filled the building with curious listeners, but couldn't make one sale. Our first problem, then, was to convince the public beyond any doubt that the Icyball was a convenience, necessity, and thoroughly practical. To do this we decided on newspaper advertising and house to house demonstration; nothing new about that. However, we decided to appropriate \$100.00, a large amount for us, and to select certain space on the back page of both papers, making sure that every issue contained the "ad", as we regarded prominent space, occupying the same space every issue, and consistent follow-up as being of paramount importance. In addition to this, we instituted a postcard campaign, sending a series of postcards to a large number of likely prospects.

2. Get some Icyballs out, and if possible, sold, as soon as possible, places where we could obtain very good testimonials. Include these in the "ad" on the back page each issue.

3. Institute a vigorous house to house campaign and place Icyballs out on trial. This system works out well with the Icyball, as it is not heavy to be moved about, and has a strong sales appeal, designed to cause the housewife to exert every effort to keep it, once installed.

We put the above plan into effect, and found it worked out very well indeed. We sold eight Icyballs, which we believe is very good, knowing this community as we do. Our idea all the way through is to lay a foundation for next year. We have placed Icyballs in homes where we know they will be most effective. We have in cases made trades which, even though they were not to our advantage, served to put an Icyball into a home where we would have a real booster. The newspaper has been most effective, and we have entertained close to four hundred visitors in our demonstration room, where we demonstrate the Icyball daily, practically of these visitors hearing about the Icyball from the newspaper advertising, or from some one who had an Icyball. We expect to sell a very large number of Icyballs next year.

Do You Get the Hundred?

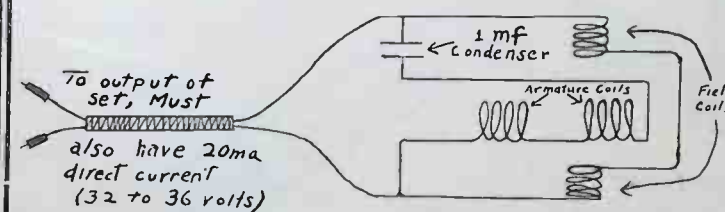
3 Crosley Dealer Service Men Will Win These Prizes

First Prize
\$100.00
Second Prize
\$50.00
Third Prize
\$25.00

In addition, an award of \$5.00 will be given for every answer, other than prize winners, of sufficient value to be published

The above cash prizes are offered for the best Methods of connecting the Crosley DYNA-CONE on the greatest number of nationally-advertised 1928-29 models of broadcast Receivers. (Crosley sets not included).

Diagram Of
The Type E Dynacone



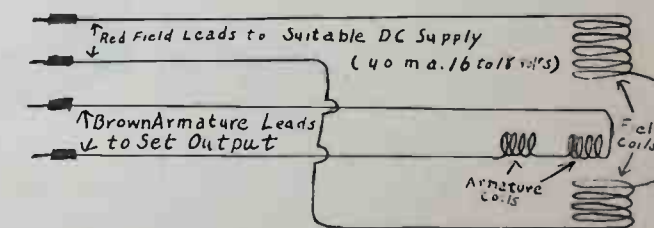
What Each Contestant Must Do.

1. Choose between the Type E and Type F Dynacone, specifying the one which can be most easily and practically connected to the set.
2. Prepare a diagram showing the following things:
(1) The output circuit of the set as built.
(2) The circuit changed with the Dynacone connected.
3. Write specific directions for actually making the change on the set.
4. Do the above for as many sets as you can.

Prizes Will Be Awarded For The Most Useful Or The Greatest Number Of Most Useful Answers.

1. Each arrangement must give proper performance.
(1) Type E Dynacone requires 20 milliamperes D. C. in field coil.
(2) Type F Dynacone requires 40 milliamperes D. C. in field coil.
(3) Type E Dynacone must connect to the output stage of the set.
(4) There must be no D. C. current in armature coils.
2. No arrangement that uses same source of field current other than the batteries or power unit of the set itself will be eligible.

Diagram Of
The Type F Dynacone



3. No arrangement that puts an excessive load on the batteries or power unit will be eligible.
4. No arrangement requiring a change in the number of leads from the Dynacone or any alterations in the construction of the Dynacone will be eligible.
5. All sets must be 1928 models, and must be nationally advertised.
6. Crosley Radio Corporation reserves the right to use any of the diagrams and descriptions sent in, any way it sees fit.
7. No answers will be returned.
8. Contestants may submit as many answers for any particular set as they desire, but each answer must be marked with the recognized trade name, manufacturer's name, and model or type number.
9. Each set must be shown on a separate piece of paper. Diagram and directions to be on the same sheet. Use one side of paper only.
10. Each answer must state whether the contestant has actually tried the arrangement shown or not.
11. All answers must be in our hands not later than December 1.

Contest Closes December 1—Mail Your Answers Before That Date

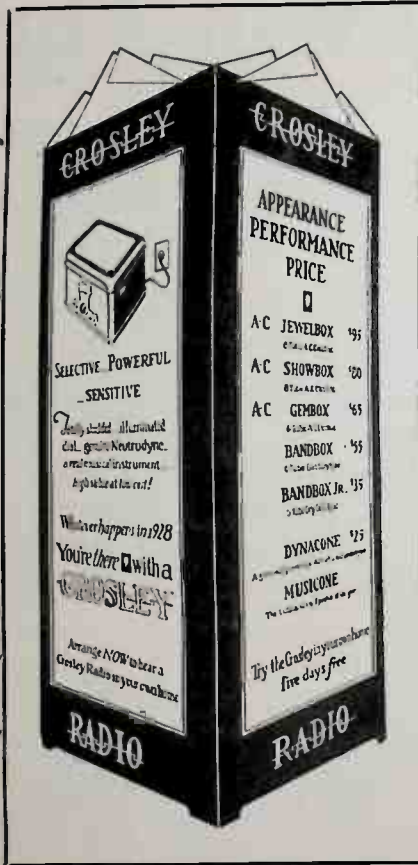
See the Crosley Broadcaster for October 15 for First Prize Winner

A Crosley Rainbow Display

That Glows With
Moving Color

Order This Display Today

Attract Prospects Your Way



Reproduced in Four
Brilliant Colors This
Display Is Both
Beautiful and Powerful

Beautiful Changing
Colors Illuminate
Display, Attracting
Attention to Message

The Very Latest Idea

In Changing Color Displays

Beautiful---Powerful---Appealing

\$3.00 F. O. B.
Each Cincinnati

Order From Your Distributor At Once

Just the thing Radio Dealers have long wanted — a beautiful Crosley advertisement for your window, illuminated in changing colors. This Crosley three-cornered Rainbow display of an entirely new design is so beautifully prepared and so reasonably priced that every Crosley dealer should order a number immediately.

The illustration above does not give justice to the beauty and powerful appeal of the display. It is executed in enamel and lacquer in four brilliant colors with large transparent advertisements on two

sides. A revolving heat motor changes the illumination within from one lovely color to another so that the whole display is one weaving dance of colored lights.

Here in truth is a most compelling and eye-stopping display. Use the coupon below and order immediately as many as you can use from your distributor. Those who have seen it are surprised that it can be offered at so low a price as \$3.00.

COUPON

(Your Distributor's Name)

Date _____ 1928

(His Address)

Dear Sir:- Enclosed is _____ Please rush me _____ Crosley Rainbow Displays
No. 28-23, at \$3.00 each.

Dealer's Name _____

Address _____