

THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOL VII

SEPTEMBER 15, 1928

NO. 18

I nominate the GEMBOX ~ ~
The Nation's First Choice in Radio



*Whatever happens
in 1928-29
You're there
with a
Crosley"*

Powel Crosley, Jr's., Prophecy In May Comes True

When Crosley Distributors assembled in Cincinnati in May for the annual Crosley Convention, the Crosley Gembox was pointed out as the outstanding radio receiver of the coming year. With the season barely under way, this prediction has been more than verified. The Crosley Gembox, AC Electric Power Speaker Set at \$65.00, is attracting more nation wide attention than any other model that has been offered by any manufacturer.

—one more case of the foresightedness
that has placed Crosley Dealers on top.

*Not Just Another Radio Bargain To Offer Your Trade
But The First Step In Selling A 1929 Crosley
Here's A Valuable Sales Plan For You
Stock A Few Crosley R. F. L. 90's*

Whoever Buys Them Are Soon Hot Prospects For A New Crosley

Every week you have prospects walk in your store who are just newly interested in radio. They want a Radio but do not want to invest the amount necessary to buy a new model.

Don't turn them away. They are valuable prospects. Sell them an R. F. L.-90 at a special price. You don't need to make much profit on this sale. Then keep in touch with them.

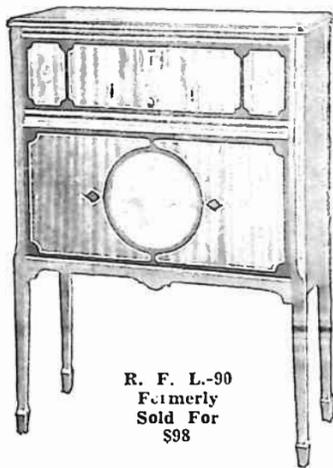
In nine cases out of ten you can, in a month or so, sell this R. F. L.-90 owner a new 1929 Crosley Radio. The sale of the R. F. L.-90 has paid you big for it has paved the way for an easy sale of a more expensive outfit. The R. F. L.-90's which you take in can easily be put out to work again for you.

*A Limited Supply of R.F.L. 90's Available
To Crosley Dealers*

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.

\$25.

**Packed In Original
Cartons - - Complete
In Beautiful Console
With Crosley Musi-
ccone Built In**



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

**Checks Not Accepted
Cash Must Accompany Order**

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

No Checks Accepted.

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

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

In Original Shipping Carton.

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

Now act quick—the supply is going fast.

MAIL THIS COUPON TODAY

The Crosley Radio Corporation,
Cincinnati, Ohio,
Gentlemen:

Date 1928.

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

Please ship by Express () Freight ()

Company Name

Street Address

Town and State

**Act Now
While Supply Lasts**

Sept. 15

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

**Crosley Exhibiting At New York Radio
Show September 17th To 22nd**

*Beautiful Crosley Display Arranged---Crosley Sets To Be Demonstrated In Room
No. 126 Of The Hotel Astor*

Make Room No. 126 of Hotel Astor Your Headquarters

The World's Radio Fair at the New Madison Square Garden, New York City, September 17th to 22nd, is of more than passing interest to the public this year. Vast crowds from the New York region and visitors from all over the country are thronging through the huge exhibition halls to view the latest developments in radio.

A beautiful Crosley Exhibit is arranged for the Show to fittingly show off the new 1929 Crosley line of receivers. Crosley national advertising in leading publications has already announced the Crosley offerings which are being exhibited at the Show.

The public at large has an opportunity at the Crosley booth to closely examine Crosley 1929 models. It is certain that the Crosley Gembox at \$65.00, the Showbox at \$80.00 and Crosley's super-power dynamic speaker, the Dynacone, at \$25.00 will create as big a sensation at this annual World's Fair as they created everywhere else that they have been shown.

Demonstrations At Hotel Astor.

Besides the Crosley exhibit in section N of the New Madison Square Garden, Exhibition Hall, there are demonstrations of all Crosley models in room No. 126 of the Hotel Astor. Any Crosley Dealers who attend the Show are requested to make Room No. 126 their headquarters.

Besides Powell Crosley, Jr., and H. Curtiss Abbott, Crosley General Sales Manager, there are at the Show other Crosley officials and a group of Crosley Eastern Sales representatives who are taking care of the Crosley exhibit in the New Madison Square Garden and the demonstration of Crosley sets in room No. 126 of the Hotel Astor.

There are, of course, a goodly Crosley delegation at the Radio Industries Banquet the evening of September 18th. This Banquet received national attention because of the after dinner program which went out on the air over one hundred and fifteen Broadcast Stations. Crosley's part in this mammoth program was the selection of a group of fitting songs sung by that famous Musical Comedy Star Fanny Brice.

The Crosley Dealer is the luckiest dealer in Radio today.



*Dolores Farris, Leading Lady of "Good News" Enjoying
Her New Amrad Sonata Receiver*

Crosley Best All Electric Set On Market

Crosley Radio Corporation.

Dear Sir:

I have in my possession a Crosley all electric radio which I purchased about 6 weeks ago. I am more than delighted to send you my compliments on such a beautiful instrument. I feel safe in saying that it cannot be excelled by any other all electric radios which are on the market at the present age. I surely can recommend your instrument very highly for clearness in tone and volume and I have also reached every broadcasting station in the radio log of cities of any great size.

I also extend my gratitude to you on some of your beautiful programs that are being sent out all over the country. Artists that have never been heard of before reached my ear through your station.

I am only too glad to give you my extended compliments on your radios and also your artists.

Your radio listener,
Mr. B. J. Knoll,
Ft. Wayne, Indiana.



The following news story was prepared by the Crosley Publicity Department for your use in local newspapers in obtaining publicity for yourself and the Crosley products you sell. Clip them out, fill in your name and address in the blank space and hand them to your radio editor or to the advertising solicitor who calls on you. Please send us clippings of any of this material that is printed in newspapers in your territory.

That hyper-critical, musically inclined person, known to every radio receiver owner, who says that he would not give a dime for all the radio in the world is due to change his opinion rather suddenly, according to Mr. of the

"Ever since the broadcasting stations have been putting on programs that rival the best of vocal and symphony orchestra concerts," says Mr., "there have been those who scoffed at the idea of this type of music being reproduced in the home as well as it is in the recital hall. Due to the poor apparatus of other days there was some basis for this scoffing, but now with the new dynamic speakers and power tube amplification, the music is beyond criticism from a reproduction stand-point."

The Dynacone, the latest Crosley speaker of the dynamic type is on display at, where all who care to sit and pass opinion as they do when Paderewski comes to town are invited to do so. For those who would rather try the speaker or a receiver in their own home, the Crosley five day free home trial is offered.

Some 300 years ago Bill Shakespeare said: "All the world's a stage and now makes this quotation complete by adding: "and you're there with a Crosley."

"Shakespeare was right," says Mr. "Life is full drama and now, with radio station broadcasting accounts of every national event, all we need is a radio receiver to be able to sit in as part of the audience at every big show."

Some of the greatest shows ever known to mankind are to be broadcast this coming season, including the world's series ball games, the great intercollegiate gridiron struggles, and the preliminaries and final of the most exciting political campaign this generation has known.

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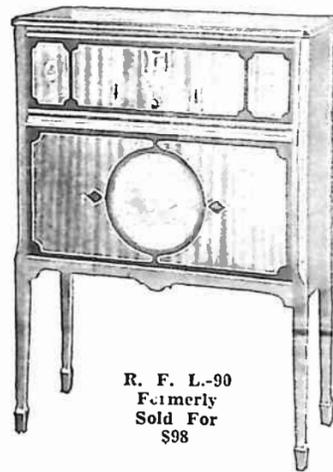
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Published By
The Crosley Radio Corporation,
Manufacturers of Radio Apparatus
Colerain and Sassafras Streets,
Cincinnati, Ohio
Telephone Kirby 3200
Editor: Charles E. Fay

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

A Bull's Eye In Merchandising Technique

When you pick up this issue of the Crosley Broadcaster you no doubt said to yourself when seeing the cover: "Where have I seen that before?" You are right—you have seen the cover before. It appeared on the 1928 Distributor Convention Issue of the Broadcaster on May 15 and June 1 issue.

Then, however, the full significance of Powel Crosley, Jr., nominating the Gembox—the Nation's first choice in radio—was not appreciated. Now as we look back over the past months as we carefully examine the electric receivers which are being offered by other radio manufacturers, the true significance of this cover comes home to us with tremendous force.

We realize that in offering the Gembox at \$65.00, Mr. Crosley performed a stroke of merchandising genius very typical of him, hitting the Bull's Eye of public demand directly in the center and offering Crosley dealers a golden key to maximum sales in the 1928-29 season.

If you will analyze the merchandising of radio in the past seasons you will find that the manufacturer who offered the lowest priced article in the field of public demand, was the manufacturer who lead in radio sales for the season. Naturally the dealers handling the product of this manufacturer made a sales killing which gave them the most envied position in radio for the season.

In studying the trend of the sales for the 1928-29 season, Mr. Crosley foresaw that the AC electric receiver, combined with the dynamic power speaker, was what the public

most wanted in radio. He therefore took it upon himself and instructed his engineering department to produce a quality electric receiver which would at the same time be the lowest in price, and which would operate with a dynamic power speaker. The Gembox, an AC power radio receiver, offered at only \$65.00, together with the Dynacone, a dynamic power speaker of the very highest quality at \$25.00, more than fulfilled this strenuous order.

As a result the Crosley dealer this year finds himself in the most enviable position in radio—finds himself seated on top of the world with the opportunity at his command to take the biggest slice of radio sales and profit for the 1928-29 season.

Again delving into merchandising experience through the past seasons we find that to take advantage of the situation, the manufacturer and dealer must let the public know what he has to offer. The Crosley Radio Corporation is doing its share in this regard, and all national advertising is featuring strongly the Crosley Gembox at \$65.00, an electric power speaker set made to operate with the Crosley Dynacone, the finest of dynamic speakers, at \$25.00. Thus it only remains for the dealer to follow up on this and in his local advertising feature the Gembox at \$65.00, and the Dynacone at \$25.00, to bring the public flocking to his store.

Bringing the public to your store is the outstanding service which the Crosley Gembox performs. It is certain that whether you sell them a Showbox, in combination with the Dynacone, or whether they prefer the inexpensive Gembox, that they will be obtaining a radio which will give them real enjoyment and enable them to realize the full significance of the Crosley slogan: "Whatever happens — you're there with a Crosley."

Crosley Service Manuals

Coming with the October 1st issue of the Crosley Broadcaster is a supplement of twenty-four pages, a Crosley Service Manual which will cover the present Crosley line of receivers and speakers.

This will give you a complete Crosley Service Manual for the 1928-29 Radio Receivers and Speakers. Keep this handy so that you can refer to it from time to time, for in it you will find complete information for servicing the Crosley 1928-29 line of Radio receivers and speakers.

Starting with the October 15th issue of the Broadcaster the Crosley Service Manual page 15 of each issue will be devoted to giving the service man servicing Crosley sets additional information which can

be helpfully used.

The method of issuing the Crosley Service Manual in the form of a supplement will be used hereafter, and at various times during the year these supplements will be issued which will keep the dealers up to the minute on servicing information.

Take care of the Crosley Service Manual supplement which arrives with the Broadcaster. It is valuable and should be saved by your service men for future reference.

The Desert Style Can't Cross

Style holds a tremendously powerful sway over industry today. Not only is it a tremendous factor in the clothing industry, but it has entered the automobile field, the house furnishing field and practically every other phase of human endeavor.

Style has entered the radio industry. That it is exerting a tremendous influence on the type of radio apparatus offered, is universal knowledge. The radio manufacturer in planning his season's production must carefully consider style.

This year it is easily apparent that the dynamic speaker and the A C receiver are all the vogue. Everybody is talking dynamic speaker and A C receiver. Every set manufacturer is concentrating his efforts on the dynamic speaker and the A C operated receiver, for they are what the public want.

In radio however, the quest of style is liable to blind the manufacturer and the radio dealer to the real state of market conditions. Actually style in radio is not absolute for radio style has a serious obstacle, an unsurmountable desert which cannot be crossed.

Yes, we agree the A C operated receiver and the dynamic speaker are in style, but they cannot be purchased by everybody who is ready to buy radio. The unsurmountable obstacle is the fact that of approximately 27,906,975 homes in the United States, 10,310,587 or 36.9% have not electric service from central stations. These homes therefore, practically thirty seven percent of the homes in the United States cannot use the A C operated sets, as their homes are not wired for it, and must fall back on battery operated sets.

From this we see that in spite of the fact that style plays a tremendous influence on the type of radio which is sold, style itself cannot wholly influence the type of radio sets sold. To approximately thirty seven percent of the homes of the country, the battery operated sets must be in style. Thus the market for battery operated receivers should not and cannot be neglected.

The radio dealer who does not carry battery operated sets in stock is bound to lose an opportunity for a volume of profitable sales.

Statistics show however, that there are many dealers who are blinded by the influence of style on other industries and are thereby overlooking the tremendous obstacle which style comes up against in the radio industry.

The Crosley Radio Corporation has not been blinded to the possibilities of the battery operated set market. An accurate analysis of conditions has been made, and as a result the Crosley line includes models which enable the Crosley dealer to be supreme in the battery operated set field.

The superior quality of the Bandbox, a Crosley six tube set, designed for storage battery operation, is universally recognized. It need only be remembered that this set was the outstanding leader in sales last season to realize that it will dominate the battery operated field this season. Then again Crosley has enabled dealers to capture a hitherto almost neglected field with the Bandbox, Jr., the Crosley five tube receiver, designed for operation with dry cell batteries. There is quite a market for this type of receiver, as many homes are so located that charging the storage battery is too much of a difficulty to make it practical. In these homes the dry cell operated set is the logical type.

Crosley dealers in most sections of the country have looked the battery set problem squarely in the face, and as a result are carrying a goodly stock of the Bandbox, Jr. The dealers who are so doing are in a position to make exceptional radio sales in their territories.

The percentage of battery operated sets to be carried in stock must depend entirely upon the region in which the dealer is located. A pretty accurate analysis of the battery operated market can be secured by a study of the number of unwired homes in the dealer's locality. In some regions this will run greater than 37% of the homes, while there are other regions where it will run considerably less. The dealer should therefore obtain the figures for this territory and govern his stock accordingly.

"The whole world is a stage," said Shakespeare over three hundred years ago. "You're there with a Crosley," adds the live wire dealer today.

Remember that a chain is no better than its weakest link, and likewise a radio set is no better than its accessories. Do not expect any set to give good performance with a poor aerial and ground, or bad tubes.

A certain man who has a Crosley set says "Never do I take the lid off my set in the presence of a friend but what there is an expression of surprise at the unusual neatness and well-built appearance of the interior."

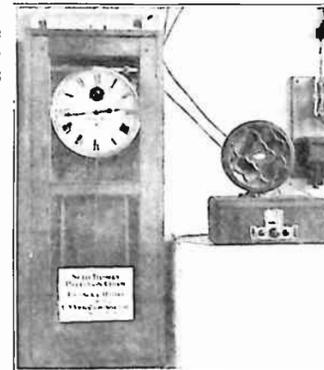
Seth Thomas Clock Company Installs Crosley Radio

Makes Possible U. S. Naval Observatory Time Direct From Arlington, Virginia

Our Crosley dealer at Thomaston, Conn., B. A. Bavier, recently made an interesting installation. He placed a Crosley Bandbox in the testing room of the Seth Thomas Clock Company.

The Seth Thomas Clock Company is the oldest manufacturer of clocks in the world. They will use the Crosley Bandbox for obtaining U. S. Naval Observatory Time direct from Arlington, Va. Of course, they needed a radio which would perform under every sort of condition and that is why they chose a Crosley.

The picture above shows the manner in which the installation was made.



"Finest Popular Priced Radio Sets On The Market Today"

Says The Radio Service Store of Bloomington, Illinois. Finds That Crosley Sets Outdemonstrated All Well-known Popular Priced Competitive Makes

Actual experience is the truest test of anything. Crosley radio receivers are standing the test of actual sales and are winning out in a manner that insures Crosley merchandise a leading place in this year's sales.



We are reproducing here an illustration of the bill-board which the Radio Electric Shop has put up just outside of Bloomington, to send the trade their way. The simplicity of this board makes it easy for the passerby to read.

Here is a letter received from the Radio Service Store, a Crosley dealer at Bloomington, Ill., which gives something of this dealer's experience with the new Crosley line. After you have read this letter you may find you have had an experience somewhat similar that you would like to tell us about. Here is the letter:

"We wish to congratulate you on the finest of popular priced radio sets on the market today. They have far surpassed our wildest expectations. When we first saw this line on advance circular advertising

we were interested, as we have always been for the last three or four years a Crosley dealer and a Crosley booster.

"When we saw and heard these sets at the Crosley Radio Show we were amazed at the selectivity and fidelity of tone and the amazing eye value at such a low price. The real treat, however, came after we operated the sets in our own and in customers' homes, for it was then that we were convinced of its every superiority.

"We have out-demonstrated all of the well known popular priced competitive makes and since early July, when we received our first of the new electrics, to date we have sold twenty-five electric sets, all but two of these being Showboxes or Jewelboxes and most of them in Showers consoles.

"We will undoubtedly sell better than two hundred Crosley sets before the season ends. We have adopted an aggressive advertising campaign using newspaper advertising, large sign boards on the hard roads around Bloomington, and an intensive direct mail campaign. You will see from the enclosed photograph of one of the boards the prominence we are giving to Crosley. Such co-operation as you may render us we shall be very glad to receive. You may use this testimonial in any way you see fit."



POWEL CROSELY JR.

TALKS TO the TRADE

I am wondering if you realize the increased revenue you can derive from your Crosley dealer franchise if you will spend that little time and effort necessary to tie up with our advertising and publicity programs.

Practically every distributing center in the United States is now included in a ten weeks newspaper advertising campaign featuring the Crosley Gembox receiver and the Crosley Dynacone speaker. This AC electric set at \$65.00 is the outstanding value of the season and the greatest value ever offered in the history of radio.

Our sales have been phenomenal. Many dealers have experienced unheard of successes due to the fact that they have co-ordinated their efforts with our national program. For every national event of importance we prepare window streamers for our dealers that tie right in with our advertising in national magazines and in newspapers. You can capitalize by posting these window streamers and drawing the attention of the public to the fact that your store is the Crosley store where this wonderful Crosley Gembox set is on display with the Crosley Dynacone speaker. Bringing the customers into your store is the main idea. If they are interested in a more expensive set you can sell them up to the Showbox with very little effort.

We have window displays, counter cards—in fact—every kind of display material to attract the attention of the public. Newspaper advertising alone will not do it. You should take advantage of every piece of display material which we offer. Place them conspicuously both inside and outside of your store.

Millions will be spent to prove that "you are there with a Crosley". Just a little time and effort on your part will tie you right into this program and increase your profits many fold.

Powel Crosley Jr.

Crosleyize Your Windows And Store

The Crosley Radio Hunting Public Expect To Find Crosley Displays To Guide Them---Stamp Your Store Crosley

Your Windows Offer You Most Valuable Means Of Tying In With Crosley National Advertising---Put Them To Work For Increased Profits

Is Crosley radio attractively displayed in your window? Does the person attracted by a Crosley National advertisement become further interested in Crosley radio by passing your store? Do you realize the full value of your window space in helping you to increase your Crosley sales and profit?

These are questions which the live wire Crosley dealer must ask himself, for they bear a tremendously important relation to sales and profits.

Crosleyize Your Store.

It is asking too much to expect Crosley national advertising to bring business to your store unless you have made your store typically Crosley by displaying Crosley merchandise prominently.

There are three important steps in making your store outstandingly Crosley. The first is the use of outdoor hanging signs. There are two Crosley illuminated signs—the Crosley metal illuminated sign No. 28-5 for \$12.00, and the Crosley Electric Globe sign No. 27-21 for \$10.00, both of which can be seen for a block or so, day or night. Then there is the Crosley metal hanging sign, not illuminated, No. 28-6, for \$2.50, which can be seen quite a distance in the daytime.

Display For Your Windows.

The second way to make your store outstandingly Crosley is to place Crosley products together with Crosley signs and window displays in your windows. Among Crosley dealer helps there are a number of very attractive displays for your window. There is the Crosley floor lamp No. 28-24 for \$3.50 and the table lamp No. 28-25 for \$2.50, both of which are exceedingly striking displays.

The flasher display No. 28-23 for \$3.00 is also effective. Then there is the Dancing Doll Display which your distributor can possibly loan to you.

There are also the window streamers, the Crosley showcards, window panels and other items offered for window display.

Other Material Supplied.

Besides all this material, there is other material which is supplied for dealer window trims. This may be shipped directly to you, being sometimes in the form of broadsides, the center spread of which makes an exceedingly valuable window poster, or the material may be sent directly to your distributor to be furnished to you.

Other material of this nature is being prepared from time to time. You can be assured there will be ample material for you to use this season in your window. Constantly keep an attractive Crosley display in your window. Thereby you will add greatly to the effectiveness with

Amrad Radio Places You First In Higher Priced Field

Outstanding New York Dealers Going Big With Amrad

There is no doubt about the domination of Crosley Radio receivers in the low priced field. The Crosley line has swept the country in a mighty tidal wave which is breaking sales records right and left.

Crosley dealers who are putting their shoulders strongly behind Amrad radio receivers are finding the same thing true with Amrad in the higher priced field. To be sure the number of Amrad sets sold does not anywhere near equal the number of Crosley sets, but this is to be expected because of the difference in price.

In practically every locality there are those who demand the higher priced set. They desire the expensive console—they demand the radio receiver of a higher price than is offered in the Crosley line. Amrad radio receivers with the marvelous beauty and tone quality which is built into this year's models, are just what the Crosley dealer needs to meet this demand.

This can be readily seen by the tremendous success which outstanding New York dealers, such as John Wanamaker, and others, are experiencing with the Amrad line. Amrad is going over with a tremendous bang in the New York territory, simply because Crosley dealers there are pushing it. In every other territory where Amrad is being pushed, a like experience is being had.

The Amrad line is a wonderful asset to the Crosley dealer. It gives him a price range of from \$35.00 to \$875.00, and enables him to take full advantage of the demand for all types of radio sets.

There are four models in the Amrad line: First, the Nocturne, a power speaker set, utilizing the 250 output tube, a magnificently finished cabinet to retail at \$295.00. The second is the Concerto, utilizing the same radio set, 250 output tube, power speaker, but in a cabinet of

modernistic trend at \$320.00. The Sonata, a larger, finer cabinet, with the same radio chassis but incorporating the 105 power speaker at \$475.00. The Opera, a glorious combination of radio, 105 speaker, electric phonograph, motor turned table and electric pickup, a phonograph combination of great beauty, marvelous tone quality and performance at \$875.00.

With the Amrad line in combination with the Crosley line of radio receivers and speakers you are in a position to dominate the high priced field as well as the low priced field.

Giant Thermometer

A Permanent Interest Arresting Ad On Your Store

19 inches In Diameter, Government Tested A Big Value

For the first time in radio, we offer a giant thermometer, enclosed in a metal case, 19 inches in diameter. Because of its construction, this thermometer can be used on the sunny side of the street without showing temperature above the average. The thermometer is guaranteed by the manufacturers to be correct within two degrees. The indicator hand may be corrected by means of adjustment at the rear. Finished in durable black enamel, the dial and advertising handsomely executed in black, red and buff. The face of the thermometer is protected by glass. Each, \$12.00. Order from your distributor, enclosing cash or money order. F. O. B. Chicago.



Thermometer No. 28-4

Price \$12.00 F. O. B. Chicago

effectively use the inexpensive metal hanging sign No. 28-6 which sells at \$2.50, to identify your radio department. The Crosley torchere No. 28-22 at \$5.00 also makes an exceedingly effective display on your counter. The table and floor lamps previously mentioned are also good.

You are right now in the midst of the greatest radio season you have yet encountered. You are handling a line of merchandise which places you in a position to obtain the lion's share of the radio business in your territory.

Use Your Windows.

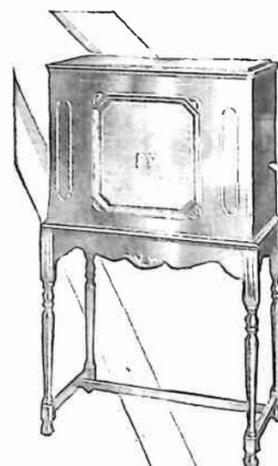
Don't neglect this wonderful opportunity by neglecting your windows.

In most territories Crosley dealers are alive and on the job, prominently displaying Crosley in their windows. There are a few dealers, however, who do not seem to realize the value of window display. Passers-by are not able to tell from their window whether or not they are Crosley dealers. Be sure you are not one of these dealers and thereby lose sales which could otherwise be easily landed.

Be on the job. Make your windows work for you day and night—stamp yourself a Crosley Authorized Dealer.

Be sure you are prepared to push Amrad as the opportunity arises. It will pay you big to have models of each in stock so that when that customer comes in who demands a higher priced radio than that which you can offer in the Crosley line, you can extol the wonderful merits of the Amrad line—the deluxe of the high priced field.

What a Tone to HEAR..and what a Line to SELL



The NOCTURNE List Price \$295



The CONCERTO List Price \$320



Right The OPERA Combination Radio and Phonograph List Price \$875



The SONATA List Price \$475

Each model is equipped with Dynamic Power Speaker. The Amrad chassis (balanced Neutrodyne) uses eight tubes, including power tubes, also a 4-way tone control that REALLY WORKS!

YOU will be impressed when you see the Amrad line, because of the exquisite beauty of the cabinets, made by leading furniture designers. And when you hear the Amrad models of the Symphonic Series, you realize this thrilling tone is what your customers want.

Write for full information regarding open territory.

THE AMRAD CORPORATION Medford Hillside, Mass.

J. E. Hahn, President; Powel Crosley, Jr., Chairman of the Board

Prices do not include tubes. Slightly higher West of the Rockies.

All Amrad models are purely electrical.

The Symphonic Series

AMRAD

Now! A Merola For AC Receivers Wonderful Volume---And New Hook-up Which Makes Merola Permanent Installation With Set



The Very Latest Idea In A-C Radio-Phonograph Pick-ups ... Nothing Like It ...

Here's a real winner—a new model of the Crosley Merola Phonograph pick-up to operate with AC Electric receivers. Designed so that it may be a permanent installation in a radio hook-up it has unique features which make it the very latest development in AC Radio Phonograph pick-ups. Stronger magnets than have heretofore been used in the Merola make possible a volume of tone surpassing anything previously achieved. This of course is controllable and may be reduced to the faintest whisper. There is nothing like it on the market—its sales possibilities are tremendous. It offers a wonderful opportunity for added profits.

\$15

Complete Ready
For Installation

Transforms Old Style Phonographs and Inexpensive Portables Into The Most Modern Electric Reproducers

With the advent of the AC sets utilizing ample voltage on the power output tubes, the Phonograph pick-up comes into its own. The new Merola for AC receivers make it possible for you to transform the hundreds of old style phonographs and even the inexpensive portables by means of an AC receiver into an up-to-date electric phonograph, giving all the advantages of the most modern and high-priced phonograph.

As the reproduction of the record is entirely through the Crosley AC power receiver and the Dynacone, the Crosley power dynamic speaker, the quality or construction of the phonograph makes no difference. An efficient turn table is all that is necessary to produce reproduction equal, if not superior, to the highest priced electric phonograph.

This new type Merola is more efficient and convenient than any yet devised. A handy switch gives you at instant call the programs which may be on the air or any record which you desire to play on your phonograph.

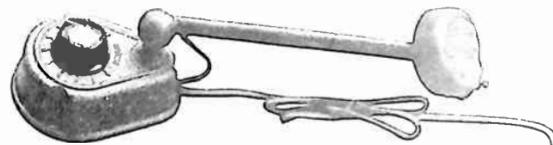
Specially Adapted To Crosley A-C Sets

While the new AC Merola will efficiently operate with any AC electric receiver, it was designed for and will give the most perfect performance with Crosley AC receivers. Each Crosley AC receiver is equipped with Merola post for quick and easy installation of the Merola.

This Merola offers you a real opportunity to add to your volume of profits. Demonstrate it wherever you have already sold Crosley AC receivers, and with every new sale you make. Hundreds in your locality who have long envied those owning expensive phonographs can now avail themselves of this inexpensive means of bringing their old phonograph up-to-date, no matter how low priced or old fashioned it may be.

Order A Sample From Your Distributor Today

Switch Allows Instantaneous Change From Radio To Modern Electric Phonograph



The New A-C Set Crosley Merola

The Crosley Engineering Department is justly proud of this new Merola for AC receivers. Its unique hook-up, which makes it a permanent installation with a set, together with its marvelous tonal qualities, are certain to make it the fastest selling phonograph pick-up on the market.

Handy Throwover Switch

One of the most unique features of this new Merola is the handy throw-over switch of entirely new design which makes it possible to instantly change from your radio program to the reproduction of the phonograph record. No adjustments to make, no change necessary. The switch gives you complete choice of radio or modern electric phonograph.

With New Socket, Detector Tube Remains In Place

No longer the inconvenience of removing the detector tube and connecting the Merola. Note the illustration to the right. You see that a new socket connection has been provided for the Merola, into which your detector tube fits. This is placed in your detector socket and remains permanently, with the detector tube always in place. Of course a clamp connection is provided which attaches to the Merola post in the set.

Crosley Sets Have Merola Posts

The tremendous market for Phonograph pick-ups of the Merola type has been recognized in designing Crosley sets, and each is equipped with a Merola post, so that it takes but a minute to make a permanent installation of the Merola in the set. This gives you a talking point for selling a Merola with each sale of a Crosley receiver.

Crosley Merola For A-C Receivers Opens Door To Profitable Sales

Thousands On Market For This Inexpensive Means Of Converting Old Phonographs Into New Modern Electric Reproducers---Unique Hook-up Makes Merola Permanent Installation With Radio

On the opposite page is announced the new Crosley Merola for AC electric receivers. Crosley dealers, it will pay you to follow up on this announcement and prepare to go after the profitable business which this new addition to the Crosley line makes possible.

There are millions of homes which have the old type phonograph, hundreds right in your territory. Only a very small percentage of these homes can purchase the modern electric phonograph because of its high cost, yet a large part of them own a radio set. The Merola is all they need to inexpensively transform their old phonograph into the most modern of electric reproducers.

Prior to the present day development of AC sets the progress of the phonograph pick-up to work in conjunction with the radio was slow.

Now, however, with the AC set which has ample voltage on the output stage, the pick-up has come into its own so that the market which is opened up by this new Merola model is tremendous and almost unlimited in its possibilities.

Latest On Market.

The new AC Crosley Merola is the very latest of its kind on the market. It incorporates all the qualities required in a phonograph pick-up including an amplitude of volume previously not achieved and in addition has unique features which make it just what the public wants and places it in a class by itself.

The hook-up of the new Merola which makes it possible to have it as a permanent installation in a radio is of outstanding importance. Two things make this possible: First the new type Merola socket,

so constructed that the detector tube fits right into it and remains there after it has been fitted into the detector socket of the radio receiver.

The Switch Does the Trick.

Second there is the switch so constructed and connected that turned one way the radio set will perform in the usual manner bringing in the various programs on the air, and turned the other way it is converted into the highest quality electric phonograph giving a true reproduction of the record turning on the phonograph turntable.

There is no chance to exaggerate the importance of these features for they take the trouble out of using the phonograph pick-up enabling the owner to instantly use the radio one way or the other, according to the mood.

Retails At \$15.

With all these increased advantages over any other model of the Merola and the decided advantage over the other pickups on the market the price of the New Merola remains at \$15. The Merola comes completely equipped with tone arm and volume control and nine feet of cord. The switch and detector socket connection are permanently connected as a part of the cord.

Now study the opposite page with great care and prepare to immediately get behind this wonderful profit producer. Get in touch with your distributor. Have him order for you a number of this new model of the Merola. Every time you sell a Crosley AC receiver you should also sell the Merola. Then there is the big market of those who already own a radio.

Millions Of Unwired Homes Leaves Tremendous Market For Battery Sets

Approximately 40% of American Homes Are Without Electricity

The Crosley Bantbox You Dominate This Field With The Crosley Bantbox Jr.



6 Tube Set

For Storage Battery Operation

The Crosley Bantbox is the undisputed leader among battery receivers. In its second season, standing virtually without competition, this famous 6 tube set enables you to corner the battery set business in your locality.

This season the Bantbox appears in a new dress, the beautiful gold high-light, ripple-finish is used, as on all Crosley models for this season. It is completely shielded, has accumulators for sharp tuning on distant stations, the modern illuminated dial and all of the other features which have made it the most popular radio set of the past several years. The Bantbox consists of three stages of genuine neutrodyne (patented) radio frequency, detector, and two stages of audio frequency. It is wired for use with power output tube; for plate supply we recommend that dry B batteries be used.

\$55

Without Tubes

The market for battery operated sets is tremendous. Of about 27,906,997 homes in the United States nearly 11 Million or approximately 40% are unwired for electricity. These homes cannot use the A C Electric Radio. They depend upon the Battery operated set for their radio entertainment. The Crosley Bantbox and the Crosley Bantbox, Jr., are the outstanding battery operated sets of the 1928-29 season. With them you dominate this field.



5 Tube Set

For Dry-Cell Operation

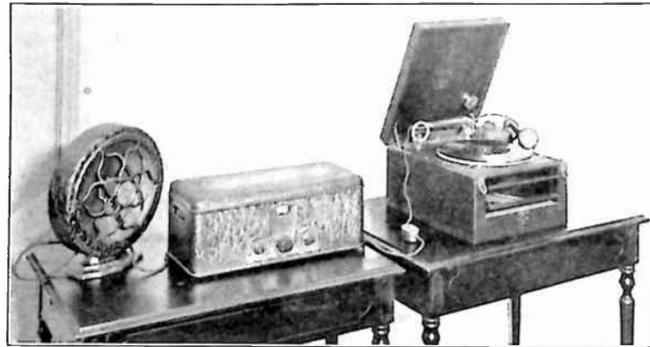
The Crosley Bantbox, Jr., fills a long-felt need for a set of moderate price operated entirely by dry cells. Contained in the handsome gold high-light, ripple-finish metal cabinet, it is small and compact, readily portable (as are all Crosley receivers) and is economical to operate. The circuit consists of two stages of radio frequency (genuine neutrodyne) a non-radiating regenerative detector, and two stages of audio amplification. The additional stage of radio frequency, which has been added this season, makes the Bantbox, Jr. more sensitive, bringing in distant stations with more volume and making for easier tuning, while not as sensitive or as powerful as the Bantbox, which operates from a storage battery, the Bantbox, Jr. will give a good account of itself. It is recommended that the Type D Musicone be used with this set.

\$35

Without Tubes

Now! A Merola For AC Receivers

Wonderful Volume---And New Hook-up Which Makes Merola Permanent Installation With Set



The Very Latest Idea In A-C Radio-Phonograph Pick-ups

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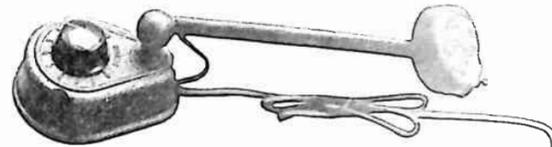
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Millions Of Unwired Homes Leaves Tremendous Market For Battery Sets

Approximately 40% of American Homes Are Without Electricity

The CROSLEY BANDBOX You Dominate This Field With The CROSLEY BANDBOX JR.



6 Tube Set

For Storage Battery Operation

The Crosley Bandbox is the undisputed leader among battery receivers. In its second season, standing virtually without competition, this famous 6 tube set enables you to corner the battery set business in your locality.

This season the Bandbox appears in a new dress, the beautiful gold high-light, ripple-finish is used, as on all Crosley models for this season. It is completely shielded, has acuminators for sharp tuning on distant stations, the modern illuminated dial and all of the other features which have made it the most popular radio set of the past several years. The Bandbox consists of three stages of genuine neutrodyne (patented) radio frequency, detector, and two stages of audio frequency. It is wired for use with power output tube; for plate supply we recommend that dry B batteries be used.

\$55

Without Tubes



5 Tube Set

For Dry-Cell Operation

The Crosley Bandbox, Jr., fills a long-felt need for a set of moderate price operated entirely by dry cells. Contained in the handsome gold high-light, ripple-finish metal cabinet, it is small and compact, readily portable (as are all Crosley receivers) and is economical to operate. The circuit consists of two stages of radio frequency (genuine neutrodyne) a non-radiating regenerative detector, and two stages of audio amplification. The additional stage of radio frequency, which has been added this season, makes the Bandbox, Jr. more sensitive, bringing in distant stations with more volume and making for easier tuning, while not as sensitive or as powerful as the Bandbox, which operates from a storage battery, the Bandbox, Jr. will give a good account of itself. It is recommended that the Type D Musicone be used with this set.

\$35

Without Tubes

FREE

These are the VALUES that will bring the customers in. Feature in your window the Showers C-3 Console, with Dynacone power speaker built in and the 6-tube AC electric GEMBOX installed.

Mat of this ad to run as a tie-up with your window display.

CROSLY

AC ELECTRIC RADIO HAS NEVER SEEN SUCH VALUE!

6 tube GEMBOX

The first real power speaker radio at so low a price

\$65.

New dynamic type DYNAZONE

The sensation of radio this season. Powerful, realistic, clear.

\$25.

Note the beauty of this console. Genuine wood carvings decorate exquisitely matched walnut veneer. Beautiful proportions. Exquisitely turned legs. A rich piece of furniture for any home.

Any Showers' Cabinet will hold any Crosley receiver. You get the radio set you want in the cabinet you want.

8 tube AC Electric SHOWBOX
Genuine neodyne \$80

5 tube Dry Cell Operated BANDBOX JR.
\$35

6 tube Battery Operated BANDBOX—\$55
Magnetic speaker MUSICONE—\$15

THIS SHOWERS WALNUT VENEER CONSOLE INCLUDING CROSLY AC ELECTRIC GEMBOX and Built in DYNAZONE

\$115.

Only Showers plus Crosley can make such a value as this possible. Two gigantic industries combine to produce the finest thing in radio. See it—hear it. Try it on our generous offer.

5 DAY FREE TRIAL COUPON

YOU'RE THERE WITH A CROSLY

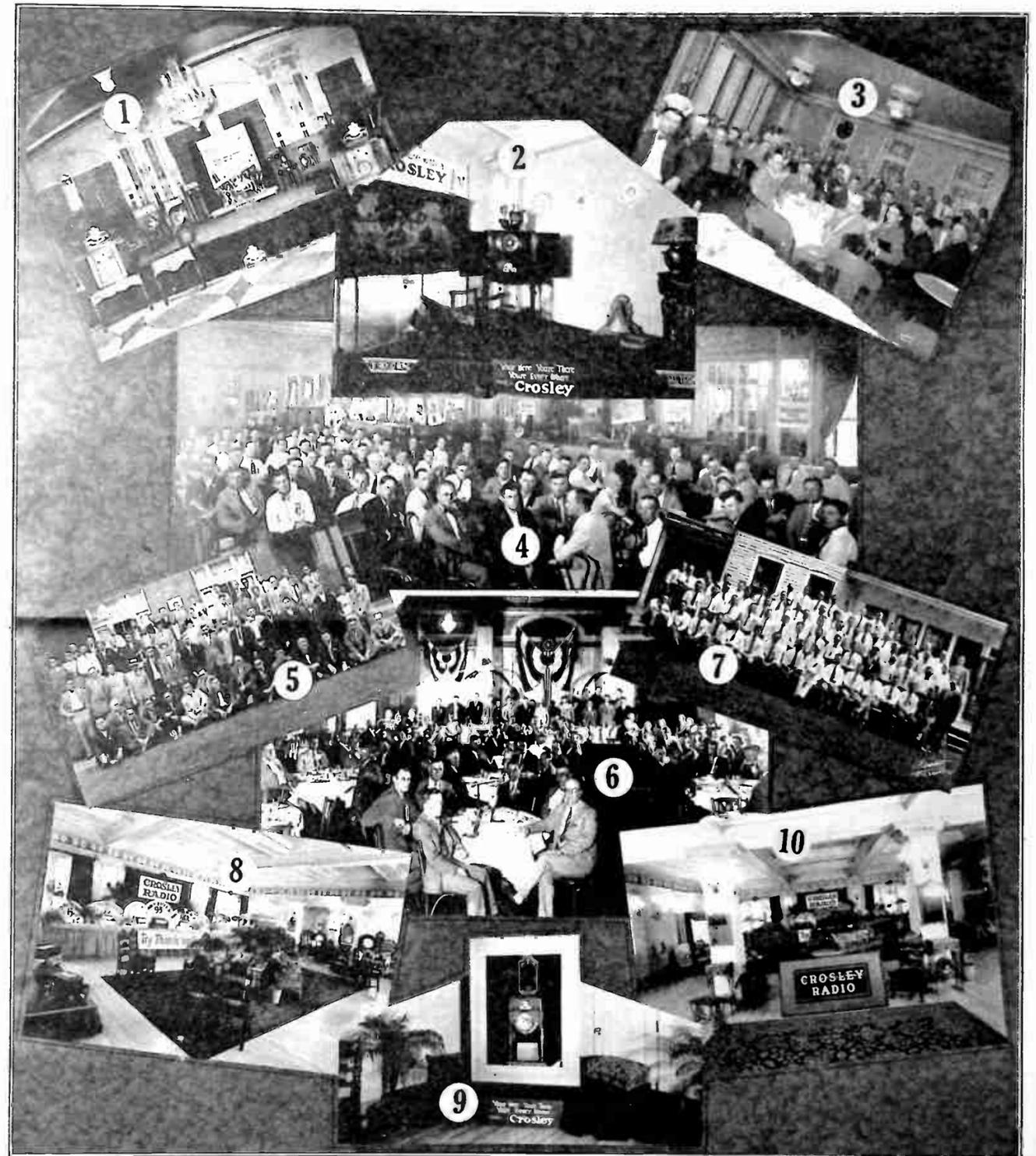
(Dealer's Name Here)

Dealer's Name and Address: _____
 I cannot get in to see the wonderful Showers-Crosley Radio Console. Send me literature, please.
 Name _____
 Address _____

Full Page Ad No. N-3

1/4 Page Ad No. N-4

More Evidence of Successful Dealers' Meetings Held by Crosley Distributors

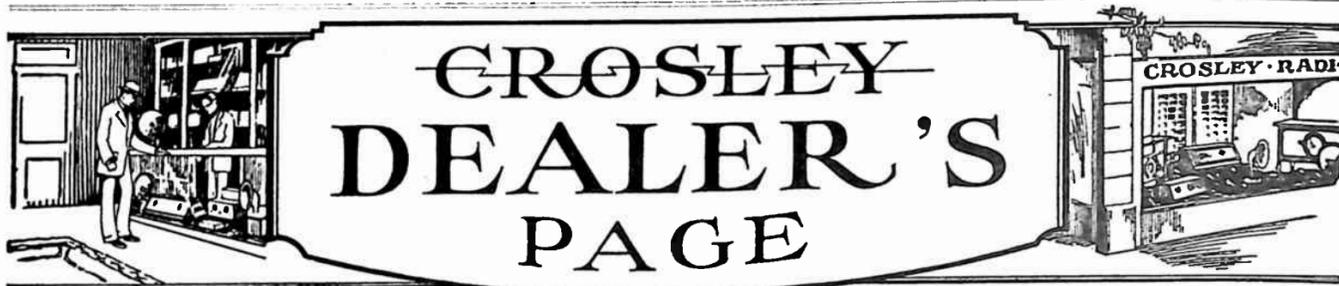


The pictures above show scenes at Crosley Distributors' Dealer Meetings. They are as follows: 1. The stage all set at Harbison Manufacturing Company Dealer Meeting held at President Hotel, Kansas City, Missouri. 2. An attractive corner at the Southern Equipment Company Dealer Meeting, San Antonio, Texas. 3. Dealers assembled at banquet given by National E. & A. Supply Company at the Dealer Meeting at Peoria, Ill. 4. Banquet scene at Dealer Meeting of the Ozburn Abston Company, Memphis Tenn. 5. These dealers attended the National E. & A. Supply Company Dealer Meeting. 6. Crosley Dealers at banquet given by Central Automotive Equipment Company, Springfield, Ill., at their recent Dealer Meeting. 7. Dealers who attended the Dealer Meeting of the American Electric Company, St. Joseph, Mo. 8, 9, and 10. Glimpses of the attractive manner in which Crosley merchandise was displayed at the Dealer Meeting of the Southern Equipment Company, San Antonio, Texas.

This ad supplied in 1-4 or full page size.

Write us NOW for mats of this ad! Dept. 81.

SHOWERS BROTHERS COMPANY
Bloomington, Ind.



Here's Real Sales Record Camden Dealer Features Crosley With Powerful Window Display

J. W. Hill of Pleasant Hill, Ohio, Makes Fine Showing With Crosley
Jacksonfield Radio Company, Among The Largest In Camden, N. J., Sells Crosley Exclusively

Here is a sales record that is truly remarkable. It was made by the Crosley dealer at Pleasant Hill, Ohio, Mr. J. W. Hill. Just read Mr. Hill's letter, then you go and do likewise.

The Crosley Radio Corporation, Cincinnati, Ohio.

Owing to the fact that I am a Crosley Dealer in our little village I thought I would tell you of my success with the Crosley sets that I sold during January and February of this year.

I have placed fifteen sets all cabinet jobs but two and have only serviced one in the lot. I am expecting to sell all that will go in our neighborhood this fall and winter. I am sold on the Showbox and have sold two this month. All the sets are operating without ground wire and one set without aerial or ground easily bringing in Dallas and New York.

My set operates 10 hours a day every day and can furnish program to our entire population of 700.

Best wishes for a big Crosley year.

J. W. Hill,
Pleasant Hill, Ohio.

The push-pull output stages used in the Crosley Showbox will give remarkably fine phonograph reproduction in connection with magnetic pick-ups such as the Crosley Merola.

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

Radio Sets and Icyballs
CROSLY RADIO
Sherwood Hall, Ltd.
GRAND RAPIDS



The above photograph shows the forceful window display used by the Jacksonfield Radio Company, Crosley dealer at Camden, N. J. The posters inside the window are forceful reasons why Crosley receivers should be selected.

So enthusiastic is the Jacksonfield Radio Company that they are selling Crosley radios exclusively. The wisdom of their decision has been shown by their recent sales.

Crosley Showbox Astonishes Famous Orchestra Director

"Nothing Near The Price Can Compare With The Showbox," Says Don Romanelli

You have but to demonstrate the Crosley sets to prove their superiority. This is daily being shown by Crosley dealers everywhere.

W. D. Guard, Crosley dealer at Lewiston, N. Y., is a firm believer in demonstrations. He has found from experience that the more critical a person is, the quicker and easier they fall for Crosley radio. The other day he demonstrated the Crosley Showbox to Don Romanelli, the head director of the

King Edward Hotel Orchestra, at Toronto, Ontario, the director of the orchestra for the Canada Steamship lines and also a favorite over station GKGW.

The demonstration resulted not only in an immediate sale to Mr. Romanelli of a Showbox, but also resulted in a duplicate order from Mr. Willis, a friend of Mr. Romanelli. But let Mr. Guard tell you all about it in the letter which we

SCHUSTER ELECTRIC COMPANY
WHOLESALE
CROSLY DISTRIBUTOR
2169 Spring Grove Avenue
412 Elm Street, Cincinnati, Ohio
West 144—PHONES—Main 820

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

just recently received from him:
"Dear Sirs:

Enclosed are two guarantee tags that I am mailing in for two men who have permanent residences in Toronto, Ontario, Canada, and live in Lewiston in the summer.

Mr. Romanelli whose name appears on Ticket No. GJF 10402 is head director of the King Edward Hotel Orchestra at Toronto, Ontario and is also director of orchestras for the Canada Steamship Lines that have vessels on all of the great lakes.

Mr. Romanelli also broadcasts the music from the studio of GKGW for this Canada Steamship Line, and is on the air Monday, Wednesday and Friday at eleven o'clock daylight saving time. Mr. Romanelli upon hearing the Showbox while I was demonstrating it asked me the price. I told him and in two minutes I was without a set as he had bought it.

He said that he believes that there was nothing that could compare with it at anywhere near the price. He then introduced me to Mr. Wilson who gave a duplicate order and I delivered it today. When a man who is up in the music circles as Mr. Romanelli is, gives such a broad statement, I feel proud to be a Crosley dealer.

Yours truly,
W. D. Guard.

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

Put These Crosley Dealer Helps To Work

This Metal Non-Electric Hanging Sign 18 by 27 inches

costs you only **\$2.50** F.O.B. Cincinnati



A non-electric hanging sign, 18 by 27 inches, in three colors on both sides of heavy, 18-gauge metal. Weatherproof, durable and brilliant. Here is a sign that tells the world that within your door will be found an authorized Crosley dealer. Inside the store in the larger establishments it identifies the radio department to the hurried shopper. Each, \$2.50. F. O. B. Cincinnati. Order from your distributor, enclosing cash.

Color, Light and Motion In These Display Lamps Make The Passer Buy

Entirely new and startling in design and execution, these two display lamps strike an entirely new note in window decoration. Modernistic in treatment, in flashing colors, with rotating shade, which unwinds a strong selling message about Crosley sets, they combine all of the factors which experience has shown makes a strong and forceful display piece. These lamps are made entirely of heavy, fireproof fibreboard, paint process enameled and lacquered. The price includes electrical fittings—everything but the bulb. The floor model, which is 55 inches high, sells for \$3.50, and the table model, 25 inches high, for \$2.50. Order from your distributor. F. O. B. Cincinnati

Price Table Lamp No. 28-25, \$2.50
Floor Lamp No. 28-24, \$3.50



Post Your Name Around Your Town With These Fibre Road Signs



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 your name 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, 18x30 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.

Put This Fibre Tire Cover On Your Customer's Car Fifteen Cost You Only \$9.25 Including Imprint

The spare tires of your customers' automobiles offer you an ideal means of advertising Crosley in your territory and making your own name better known. The average tire cover is too costly to use very freely. Now Crosley has made arrangements so that you can get a durable, effective tire cover, constructed of entirely water proof fibre at a reasonable cost so that you can afford to put one on the car of all your customers. This tire cover carries your imprint at the bottom and will fit any size tire. Study the prices below—then order from your distributor, enclosing cash with order. Prices are F. O. B. Cincinnati.

PRICES ARE REASONABLE

Fifteen fibre tire covers, including imprint\$ 9.25
Twenty-five fibre tire covers, including imprint\$13.75
For quantities over twenty-five 55c each
Sample tire covers, not imprinted 45c each



Put This Illuminated Tire Cover On Your Car

A Lighted Billboard for Lengthening Evenings

Days are growing shorter and each week finds the evenings longer. For this reason the illuminated tire cover pictured here is more valuable to you at this season than any other. Order one—put it on your car and let it work for you during the Fall and Winter.

Illuminated Tire Cover No. 28-2 makes a brilliant lighted advertisement which goes everywhere you drive your car. It keeps your name closely associated with Crosley Radio and makes it better known in your community. The cover is heavy and durable oil cloth, supporting a metal reflector housing three twenty-one candle power bulbs connected to your tail light circuit to brilliantly illuminate the transparency. Here truly is a distinctive attention getting advertisement. The lighted billboard that goes every place you drive. Order from your distributor giving size of tire. Price \$9.00 each F. O. B. Chicago.

Order From Your Distributor

Price, Illuminated Tire Cover Each **\$9.00**



Another Owner of A Crosley Icyball Refrigerator Speaks

Mrs. Joseph Burger Gives Her Experience With The Crosley Icyball Refrigerator

Every day testimonials on the Crosley Icyball are coming in to us. This wonderful new refrigerator is giving the type of satisfactory performance which encourages the users to write in and tell of the experience they have had. Read this letter from Mrs. Joseph Burger of Cincinnati which is an example of the type of letters received: The Crosley Radio Corporation, Cincinnati, Ohio.

Having used a Crosley Icyball since last November, and since it is such a very new thing in the way of refrigeration I feel that I want to tell you how satisfactory it really has proven to be. It gives me perfect refrigeration and plenty of ice cubes heating once in twenty-four hours in extremely hot weather and only once in thirty-six to forty-eight hours in moderate or cooler weather.

Your estimate of two cents a day operating expense I feel to be high but on that basis would save at least \$40.00 a year using the box the year around.

Outside of the question of expense I find it worth while as a convenience doing away with the necessity of waiting for the ice man and cleaning the drains.

I can truly say that I find it satisfactory and think both the original price and the cost of operating very reasonable.

Yours very truly,
Elizabeth F. Burger,
(Mrs. Joseph Burger)
Cincinnati, Ohio.

Dealer Disagrees With Broadcaster Article

Charles Pagel, Muenster, Texas, declares he makes ice cubes easily when temperature ranges from 95 to 100.

"After reading your article in July issue of Broadcaster, 'Torrid Days and Performance of the Icyball,' we decided to write you this letter in regard to that section on 'Ice Cube Limitation'. We do not have any trouble making ice cubes with your Icyball any time we want to here in Texas.

"We make ice cubes when the thermometer reads 95 to 100 inside of the building, and we freeze this ice in four to five hours. All we do to accomplish this is to place the hot ball in a pan of water after it is heated and put in the box.

"We use a galvanized foot tub for this purpose. Doing this the ball will have to be heated twice in 24 hours. We use your Icyball cabinet in our store to keep cheese, butter and sausage, and same stays in good shape until sold.

Respectfully,
"Charles Pagel."

New York Man Vindicated Of Fraud

Crosley Icyball Refrigerator Cooks Ice Just As He Claimed

Below is an article appearing in the Central Orange Courier, one of the leading papers at Washingtonville, Orange County, N. Y. It gives an interesting side light on the Crosley Icyball Refrigerator, which will, no doubt, be of interest to all.

"Some weeks ago an item was published in the columns of the Courier to the effect that A. A. Courter, Washingtonville, postmaster, and garage man, was showing evidence of premature senility. His friends were frankly worried over Mr. Courter's persistent and repeated reference to a new invention which produced ice for refrigeration without the aid of motive power; other claims were made for the apparatus which seemed unbelievable.

"The joke now seems to be on the unbelievers. Mr. Courter has on display in his garage office an ice box of size suitable for the ordinary family in which a temperature of slightly above freezing is maintained constantly by a simple contrivance, pictured and explained on another page. The only requirement for satisfactory operation is that the housewife heat the refrigerating apparatus once a day over her cook stove or kerosene burner.

"The contrivance is known as the Crosley Icyball refrigerator. Its name is derived from the fact that low temperature is maintained in the chest by means of a hollow metal cold ball which is connected by a metal tube with another similar hot

ball which hangs outside of the ice-box. As demonstrated by Mr. Courter, it is destined to revolutionize refrigerating methods for there is nothing to wear out and the liquid inside the metal balls which creates the low temperature is sealed and can not escape.

"Mr. Courter is vindicated in his claims and apologies are now in order from those who ridiculed him."

Keep on advertising the Gembox. This is the way to bring the public to your store.

"Crosley can't be beat. Only sorry for many other set manufacturers. Crosley always will lead."

L. N. Messenger,
Vallejo, Calif.

With the Bandbox and the Bandbox, Jr., you have the battery market cornered.

Pyramid Your Sales

The Crosley Owner Follow-up Plan Is An Automatic Prospect Builder

You wouldn't hesitate to spend a dime for a cigar for a good customer. With the Crosley Owner-Follow-Up Plan you can spend that dime and get two or three more good prospects, besides building up invaluable good will with your customers. Use this effective plan to double and triple your sales.

A Good Will Builder That Builds Sales

The Crosley Owner Follow-Up Plan consists of three post-cards, mailed at intervals of a week after each customer buys a Crosley. With these cards, you automatically thank the customer for his order, you show interest in his satisfaction after the set is bought, and you cash in on his good will by getting him to give you the names of two or three more prospects. All this takes place right at the time when new owner enthusiasm is at its height.

The Crosley Owner Follow-Up Cards cost you only 10 cents per set, including postage, and your name imprinted on each card. Minimum quantity, 50 sets. Use the coupon below to order a supply.

COUPON

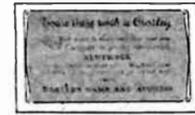
Crosley Radio Corp., Cincinnati, Ohio.
Please send me _____ sets of the Owner Follow Up Postcards at 10 cents per set, including postage. (Minimum quantity, 50 sets.) Imprint as follows:

.....
Store Name

.....
Address

.....
Telephone Number

By.....
Sign your name here



NO. 1
"We want to thank you for your order and we know you are going to like your new Crosley."

NO. 2
"Just want to make sure that your new Crosley is giving satisfaction. Remember we are always at your call. We want your Crosley to please you in every way."

NO. 3
"We are wondering what you and your friends think of your new Crosley. Are there some of them who might be interested in a free home demonstration? We will appreciate having their names on the attached stamped return card—also would like your own comments on your Crosley."

Spend a dime on every customer and watch your sales jump

Radio Service Men!

Have You Tried The Dynacone Problem Yet?

CASH PRIZES Offered For The Best Method of Connecting The CROSLY DYNACONE

On The Greatest Number of Nationally Advertised 1928-29 Models of Broadcast Receivers (Crosley Sets Not Included)

These Cash Prizes Offered

- 1st PRIZE \$100.00
- 2nd PRIZE \$ 50.00
- 3rd PRIZE \$ 25.00

For every answer of sufficient value to be published, \$5.00

Closing Date Has Been Extended To December 1, 1928

Since the announcement of the Prize Contest in the September 1st issue of the Broadcaster, a great deal of interest has been shown. Many have asked us to extend the closing date beyond October 15th. We are therefore doing this and the Dyancone Contest will not close until December 1st. Every answer must be in by that date. Prizes will be announced in the December 15th issue of the Broadcaster and checks will be mailed so that they will be received by the winners in time for Christmas. Prizes announced Dec. 15--Checks mailed in time for Christmas

INFORMATION YOU HAVE TO WORK WITH

Diagram Of The Type E Dynacone

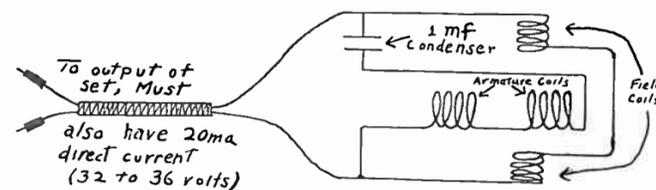
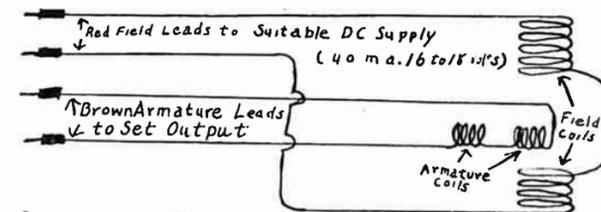


Diagram Of The Type F Dynacone



Read The Following Requirements Carefully

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.
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.

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 some source of field current other than the batteries or power unit of the set itself will be eligible.

Contest Closes December 1—Mail Your Answers Before That Date

Live Wire Crosley Dealers Use Scouts To Spot Antennas On Roof Tops

An Aggressive Drive On Present Radio Owners Pays--Substantial Increase In Sales Certain Results

Watching the roof tops for antennas has become more than a mere diversion with Crosley dealers. It has become a regular part of the day's work. Crews are sent out to spot the antennas, thereby locating the present radio owners. Then demonstrations of the new Crosley sets are arranged in these homes, which results in sales which would not otherwise have been made.

Your Livest Prospect

There you have it in a nut-shell. Crosley dealers are finding that their livest prospect is the person who now owns a radio, who is sold on radio. They have discovered something which fooled them at first. The radio owner does not know that his set is obsolete until he has had the new 1929 Crosley demonstrated alongside his old one.

Some dealers made the mistake at first to come out and tell the radio owner without demonstration that their old set was obsolete. They thought by talking push-pull, dynamic speaker, etc., that they could quickly influence the radio owner to buy a Crosley.

"Pride of Ownership" Instinct

This did not work however, for they bumped right into the pride of ownership instinct which possesses every individual. You can't sell the radio owner a new set by just talk. You can talk yourself blue in the face, explaining the superior qualities of the new Crosley, and explaining why the owners present set is obsolete, but in most cases you are just wasting a lot of time.

It is as easy as pie however, to sell the person who owns an old radio. The thing to do is to arrange a demonstration, operate the new Crosley set with a Dynacone alongside the old set. Don't say a word. Just let the performance of the new Crosley talk for itself. It is more eloquent than hundreds of words which you might say. The results is success every time.

Demonstration Proves Point

In just a little time the person comes to the realization that they have been missing out on some of the real enjoyments of radio because though they thought their set was up to date, still there was a lot of the finest part of the broadcast, which it did not bring to them.

Then there are others who own battery operated sets who won't realize the trouble they are going to and the real radio pleasure that they can receive until they have

one of the new electric Crosleys demonstrated in their homes.

A C Set Wanted in Wired Homes

How many times has the wife had to clean up the mess when the storage battery was refilled. How many times when a good program has been coming over would the batteries suddenly go down. Every home wired with electricity, owing an old battery model, is a sure prospect for a new Crosley electric.

Now make a drive on your share of the seven and one half million radio owners whose sets are ob-

solete because of the wonderful advancement in radio which has been made by the Crosley engineers. Organize a crew of antenna spotters. Keep them busy locating the set owners in your territory, and then make demonstrations in these homes.

Plan Proving Successful

The dealers who have followed this plan are claiming that their radio sales are on the increase. You see they obtain this business in addition to the regular business which they would ordinarily obtain.

High school students, College students or the "hams" in your territory are the fellows to put on the job digging up additional business for you. The time when you could sit in your store and wait for business to come in has passed. To obtain maximum sales in the 1928-29 season, you have got to go after them.

Watch the Roof tops - watch the antennas - there you have a sure directory to exceedingly profitable easy sales.

Fannie Brice, Singing "My Man" As Crosley Hit On National Radio Festival Program

Broadcast Is Tremendous Boon To Radio Sales---Millions Listen In Over One Of The One Hundred and Fifteen Stations On Air

Unquestionably the outstanding radio treat of the year was the mammoth program broadcast Tuesday evening, September 18th, over one hundred and fifteen leading radio stations in the two hours' broadcast of the national radio festival which followed the Radio Industries Banquet.

The Crosley part of this stupendous featuring of stellar attractions was universally conceded to have the most popular appeal. Powel Crosley, Jr., wanted a head-liner who would go over big with the vast army of Crosley set owners and Crosley boosters. He wisely chose Fannie Brice, of whom he says: "No other player has a greater gift for smart burlesque for characterization, for impersonation of types, or a greater faculty for squeezing every drop of fun out of a situation, a lyric, a gesture or a line. Miss Brice's theatrical past is too well known to require comment. The "Ziegfeld Follies," "Music Box Review" and other important productions owe much to her. Her recent triumphal tour of the country in vaudeville brought forth statements from the critics that her greatest forte is a vaudevillian. After the Radio Industries program she will be known as a premier radio star."

Much Enthusiasm.

Much enthusiasm was shown in every quarter at the announcement that Fannie is to sing "My Man." For years the long suffering radio audience has listened to sad blues



Fannie Brice, Crosley's Feature on Mammoth Broadcast Which Followed The Radio Industries Banquet.

singers imitate Fannie Brice singing "My Man." At last they heard the musical glorification of the Parisian Apache sung as it should be sung by Fannie herself.

Not only was there a big opportunity before the broadcast Tuesday evening, September 18th, to make a tremendous drive on radio sales, but following this outstanding radio event those who have listened in on the radios of their relatives, friends or neighbors, will decide that they want a radio in their homes to be prepared for the next big broadcast when it comes.

Life of Radio Sales.

Such broadcasts as this are the

life of radio sales. They bring home more forcibly than ever the appropriateness of that famous slogan "You're There With a Crosley." They prove the value of featuring this slogan on all occasions, and making it a dramatic part of your store and newspaper advertising.

It is certain when the announcer introduced the stellar features of the national radio festival Tuesday evening, September 18th, and especially when the inimitable Fannie Brice was introduced, that all who own the latest in radio were able to truthfully say "You're There With a Crosley."