

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

SEPTEMBER 1, 1928

NO. 17.

The CROSLEY GEMBOX

The Lowest Priced A. C. Receiver
Key To Maximum 1928-29 Sales

\$65.

Most Powerful Sales Weapon In Radio Today---Feature Gembox In Your Local Advertising

Advertising Campaign
In Full Swing

Crosley National Advertising Built Around Gembox---

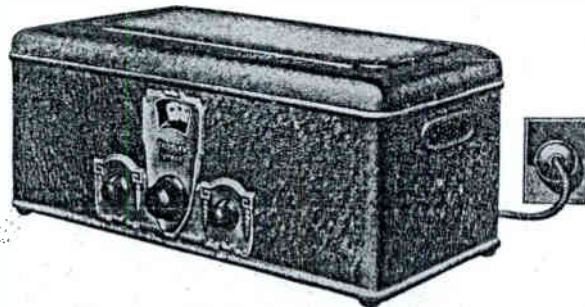
There's A Reason

A careful analysis of radio conditions over the industry reveals that Crosley dealers are in the most commanding position in radio today and can easily walk away with a big share of 1928-29 radio profits. The Crosley A. C. Gembox selling at \$65.00—the lowest priced A. C. receiver on the market and yet one of the best in the low price range, is the secret to the whole situation.

A Master Stroke

There is no student in radio today more keen or farsighted in reading the trend of the times than Powel Crosley, Jr. Early this year he recognized that the buying public was sold on the merits of the A. C. receiver. He foresaw that the dealer organization which could offer the lowest priced A. C. receiver giving real quality to the public, could walk away with radio profits in the 1928-29 radio season. He acted upon this and produced the Crosley Gembox, a quality A. C. receiver at the undreamed of low price of \$65.00.

In the Gembox Crosley dealers have the most powerful sales weapon in radio today. They have the key to maximum radio sales during the 1928-29 season. The Gembox at \$65.00 brings the A. C. radio receiver within the reach of everyone



The Gembox Secret To Maximum Sales During 1928-29 Season

in this country who has electric lighting in their homes.

Crosley dealers have but to advertise this quality electric receiver at the low price of only \$65.00 with out tubes or \$90 with Crosley Power Dynamic speaker, the Dynacone, to bring the radio buying public flocking to their store.—The Gembox will take care of itself.

Advertise The Gembox

The Crosley Gembox has not only a price appeal, it is a quality six tube A. C. receiver. It has a neodyne balanced circuit, power output tube, illuminated single dial control, selectivity, tonal quality, power and ability to bring in distant stations positively astounding for a receiver so reasonably priced,

The Gembox is truly a remarkable receiver.

Already Big Demand

The gigantic Crosley national advertising campaign is built around the Gembox at \$65.00. The public first astonished that an A. C. set can be offered at such a low price immediately became anxious to see and hear this remarkable receiver, which at last brings within their reach the wonderful advantages of A. C. operation.

No Crosley dealer can afford to overlook the dominating position in which he is placed for this season. Take this powerful sales weapon—the Crosley Gembox and play it for all you are worth. Feature the

(Continued on Page 5)

Built Around Crosley Gembox---Your Part Important

The Crosley national advertising campaign is in full swing. Powerful and convincing advertisements are now appearing in the leading national publications, driving home the Crosley message and centering around the Crosley Gembox receiver, priced at \$65.00. These ads, now appearing, are but the first fireworks in the greatest national advertising campaign the Crosley Corporation has yet launched.

During the coming months, Crosley advertisements are scheduled in a wide array of publications, which in their circulation cover the entire country. Among these publications in which the Crosley message will appear are to be found The Saturday Evening Post, Collier's Weekly, Liberty Magazine, Cosmopolitan, American, Time, New Yorker, National Geographic, Vogue, Vanity Fair, House and Garden, Christian Herald, People's Popular Monthly, Country Gentleman, Successful Farming and a large group of other farm papers.

Tie In With This Campaign

The thousands of dollars which will be spent for this advertising is creating an enormous demand for the Crosley line. In order for you to derive the full benefits from this advertising, it is necessary for you to do your part—tie in your efforts with the Crosley national

(Continued on Page 6)

Advertise The Gembox at \$65. Bring the public in your store—Showbox sales will take care of themselves!

Use These Two Column Ads In Your Local Paper

NO. 341

Replace



your old radio ...

5 DAY TRIAL *free!*

GEMBOX \$65

A RADIO SET that operates from storage battery in a home wired for electricity is a losing proposition. Not only it is its owner missing the splendid reception which is given by the splendid Crosley A-C Electric Sets, but he has a set on his hands which is depreciating in value daily. Soon the only market for battery sets will be in the outlying country districts where there is no electricity.

- Crosley Sets and Speakers FOR 1928-1929**
- SHOWBOX—A-C Electric, 8 tubes including receiver, push-pull amplification \$80.00
 - GEMBOX—A-C Electric, 6 tubes including receiver \$65.00
 - CROSLY DYNAACONE—Dynamic type, 8 tubes including receiver, push-pull amplifier for Crosley battery sets \$65.00
 - BANDBOX—Storage battery, 6 tubes \$55.00
 - BANDBOX, JR.—Dry cell set, 4 tubes \$35.00
 - CROSLY MUSICONE—Magnetic type, 3 tubes \$35.00

While the season is young—before the battery sets become a drug on the market—while there still is a chance to get out from under, why not come in and talk the matter over with us. You will like the new Crosley Dynacone. If you like, we can arrange to put an outfit in your own home for comparison with your present set.

DEALER SIGNATURE HERE

YOU'RE THERE WITH A CROSLY

Hitch this new amazing



CROSLY

RADIO to your antenna 5 DAYS FREE

SHOWBOX \$80

Crosley radios this season are so far and away beyond all competition that no one should think of buying an A-C Electric set before giving them a thorough trial. Wonderful new developments in these receivers have brought radio broadcast reception close to perfection . . . improved audio-frequency . . . push-pull amplification . . . dynamic power speaker . . . no batteries . . . See these features . . . hear their results . . . in your own home. Start now. Don't wait. You can have entertainment all the time.

Let us show you the Crosley Showbox including receiver . . . push-pull amplification . . . only \$80.00 . . . the Crosley Gembox . . . 6 tubes including receiver . . . amazingly priced at \$65.00 . . . the new Crosley Dynacone . . . power dynamic speaker priced at \$25.00 . . . Come in today!

- CROSLY Sets and Speakers FOR 1928-1929**
- SHOWBOX—A-C Electric, 8 tubes including receiver, push-pull amplification \$80.00
 - GEMBOX—A-C Electric, 6 tubes including receiver \$65.00
 - CROSLY DYNAACONE—Dynamic type, 8 tubes including receiver, push-pull amplifier for Crosley battery sets \$65.00
 - BANDBOX—Storage battery, 6 tubes \$55.00
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 - CROSLY MUSICONE—Magnetic type, 3 tubes \$35.00

DEALER SIGNATURE HERE

YOU'RE THERE WITH A CROSLY

NO. 342

NO. 343



The greatest radio triumph of 1928

CROSLY

DYNAACONE

NO set is better than its speaker. Heretofore the efficiency of the set has been limited by the strength of the batteries. With the new Crosley A-C Electric sets, which plug into the light circuit, this limitation has been removed.

The Crosley Dynacone has plenty of power to draw on. The direct current is used to energize the field of the Dynacone by means of powerful electro-magnets which replace the horseshoe magnets of the old type speakers. The alternating current, which carries the sound vibrations, is passed through the armature coils of the Dynacone to produce tone and volume.

The best test of the Crosley Dynacone is to hear it for yourself and form your own conclusions. Come in today, or better still arrange for a demonstration in your own home.

CROSLY Sets and Speakers FOR 1928-1929

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DEALER SIGNATURE HERE

Two Column Crosley Ads With A Powerful Kick

The above Crosley Advertisements have been prepared in two column sizes. Order them by number. Mats will be furnished to you unless you specify that you need electros.

Order direct from the Advertising Department,

The Crosley Radio Corporation
Cincinnati, Ohio

Crosley Sales Set Terrific Pace As Public Demand For Power Is Fulfilled

Dynacone---Crosley Power Dynamic Speaker Smashes Recent Speaker Sales Record. Production Reaches Three Thousand Daily, Cannot Keep Up With Demand.

Power—Power—Power—that is the keynote to volume radio sales during the 1928-29 season. There lies the secret to the terrific pace Crosley sales have set during these past months.

This is truly a power age. Power dominates every phase of industry and home. Power turns the wheels of industry—making possible production records far exceeding the fondest dreams of yesterday.

An Age of Power.

Power is the dominant factor in the transportation field. The speed boat, the huge locomotive, the steamship, the airplane have taken power and converted it into speed, and at the same time furnishing more comfortable means of travel. Power and speed are the prime requisites of the modern automobile.

Power in one form or another has entered the American home operating the washing machine, the sewing machine, the vacuum sweeper, even washing the dishes, doing the ironing, etc.

Power Invaded Radio.

Now power has invaded the radio industry and the public are simply eating it up. The power receiver with the power tube in the last stage is a development of yesterday, yet its full benefit in volume quality reproduction was not obtained until the event of the dynamic speaker.

So responsive has the public been, however, to the combination of the power speaker and the power receiver, that radio sales have jumped in leaps and bounds, and the usual summer slump in radio sales has practically disappeared.

Crosley Sets the Pace.

Crosley has been a leader from the very first in applying power to radio. The first Bandboxes were made so that a power tube could be inserted in the last stage. The tremendous popularity of the Jewelbox can be traced to the fact that the power tube in the last stage operated with one hundred and eighty volts on its plate. And this happened at a time when other manufacturers were using only from one hundred to one hundred and thirty volts on the plate of the last stage power tube of their most refined AC models.

In the announcement of the 1928-29 Crosley line, the public was given everything it could desire in the way of power. Furthermore, given this at a moderation in price which has astounded the industry.

Dynacone A Power Masterpiece.

Both the Gembox and Showbox are power receivers, the Gembox having one 171-A power tube in its second audio stage and the Showbox two 171-A power tubes. These two

receivers have altogether too much power for the average magnetic speaker. It is not until they are hooked up to the Crosley power dynamic speaker, the Dynacone, that they are able to give their full amplitude of natural undistorted tone.

The advent of the power dynamic speaker has therefore made the power sets of the nature of the Gembox and Showbox possible. An analysis of dealers' sales shows that Dynacone sales are running parallel and even in excess of Gembox and Showbox sales, proving that practically every Crosley AC set sold is sold with the Dynacone. Of course the Dynacone is also sold to replace speakers now in the homes of an inferior quality in power and reproduction.

Public Wild Over Power in Radio.

The entire radio buying public has gone wild over the power re-

ceiver and the power speaker. Crosley sales are reflecting this. In Crosley receivers and the Crosley Dynacone, the buying public finds the best combination of power and quality at the most reasonable price.

Think of a power speaker set of the quality of the Gembox, offered at only \$65.00. Further, think of the opportunity of obtaining a dynamic power speaker to match this set at the small price of only \$25.00. The public has seen, heard and demonstrated this combination to their satisfaction and the result has been a frantic scramble to obtain Crosley AC sets in combination with the Dynacone speaker.

3,000 A Day Production.

Crosley officials have worked hard on the herculean task of satisfying the cry of the trade and the public for the Crosley power dynamic speaker, the Dynacone. Production has been hurried day and night to increase it to a point to satisfy this

gigantic demand. The demand, however, for the Dynacone has kept ahead of the ability of the Crosley factory to increase production.

Although the Crosley Dynacone production has reached three thousand a day, still the orders are piling up faster than they can be shipped out.

Production Increases Rapidly.

Production on the Crosley Dynacone is still on the increase and it is hoped soon to have it reach four thousand a day or over. At the present rate of increase in demand however, even this tremendous production record may not be sufficient to supply the urgent cries for Dynacones.

The bulls-eye of public desire has certainly been hit fairly and squarely with the Crosley power dynamic speaker, the Dynacone. When the dynamic speaker was first conceived for this season's business and practically every manufacturer of importance has developed a dynamic speaker—it was feared that an inexpensive speaker of the electro dynamic principal was out of the question. Yet Crosley with its ability to produce radio to meet the average pocketbook, produced the dynamic speaker for only \$25.00, equal if not superior to many speakers of two or three times its price.

No Outside Source Of Power

What is more remarkable, Crosley made use of energy previously going to waste in the receiver to furnish the magnetic field, which in other dynamic speakers must be furnished by some other outside source of power. Thus the excess power of a set, which in the past, was a detriment to the quality of tone, has been harnessed to make possible a power combination in receiver and speaker, which is at the present time the ultimate of radio reception satisfaction.

The popularity of the Dynacone has swept the country in a gigantic whirlwind of sales. Live wire Crosley dealers everywhere are talking this power dynamic speaker in combination with the Crosley Gembox. The price appeal, which is made possible, brings the public flocking to the Crosley dealer. Once there the prospect can use his own discretion in choosing the Crosley receiver best fitted to his needs and pocketbook. Careful analysis of the country has shown that the Crosley dealers who are plugging the Crosley Dynacone and Gembox the hardest, are obtaining the biggest sales of the entire Crosley line.



There is a lot of common horse sense in the Crosley five day free demonstration plan. The cartoon above, although drawn by artists for the Studebaker Company could without very much trouble be made to fit the Crosley situation. The fact that such organizations as Studebaker Corporation, see the wisdom of such a plan shows its soundness.

Read this cartoon carefully. Five days playing with the dials of any Crosley radio receiver is certain to take all the doubt from the prospect's mind and show him actual tests how far superior Crosley merchandise is.

There's sense in the five day free demonstration plan. There's dollars in putting it to work for you.



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

Editorials

The Crosley Paradox

Not so long ago most people associated low price with inferior product. This still is true in some instances, but in America's wonder working industries there are many products that cannot be manufactured inexpensively unless they approach perfection. Therein lies the paradox.

Take, for example, the case of Crosley radio sets. The production figures on each model reach into the thousands every day, the sets are priced within the reach of the most moderately financed family, yet the quality leaves little for the most critical to desire. For by the very terms of mass production, the design must be scientifically efficient, the parts accurate and exactly similar, the assembling operations simple and speedy and the adjustments reduced to a minimum. Inspection must watch with hawk-eye every move made, for with production in the daily thousands it is easier to lose money than to make it. Imagine the situation should some one small error be allowed to go out in the finished sets. One hundred faulty sets in the field are not impossible to repair, but with Crosley production what it is, a serious error undetected would mean the loss of name and fame forever, as well as business catastrophe.

The high priced set with plenty of margin for fussing, fitting and adjusting may be worth its price, but the simple and sturdy Crosley, embodying all things needful, eliminating all trouble-breeding non-essentials is the set that will give constant and care-free service to its owner.

Printers' Ink Compliments Crosley Broadside

We were very interested the other day to pick up the August 18 issue of *Printers' Ink Weekly*, one of the leading advertising publications, where we found comments on a recent Crosley broadside under the column, "The Little School Master's Classroom." We are reprinting these here because of their interest to all.

"One of the most interesting direct-mail pieces of the year recently came to the Schoolmaster's desk. It was issued by The Crosley Radio Corporation and was sent to company dealers.

"Printed in red and black, it stressed a new note in selling radio. The outside fold of the broadside had a simple pen and ink silhouette picture of a line of roofs—full of radio aerials. Above this little picture, in red, were the words: 'Watch the roofs.'

"Opened half way, the broadside had another larger picture of the aerial infested roofs, this time at the bottom of the page, and again in red the familiar line, 'Watch the roofs.' In the center was more specific copy which read in part: '7½ million obsolete radio sets—and all marked with antennas—keep your eyes on the roofs!'

"Just like getting prospects to wear badges.

"Every call in a radio home is easy because radio is already sold in that home.

"Organize a crew of antenna spotters. Send them out ringing doorbells. It should be easy to leave a Crosley radio on the end of every antenna.

"If you can hook them on you have practically made the sale.

"The Crosley line this season . . .

That one catch-line, in red, "Watch the Roofs," appearing over the silhouetted rooftops is a touch of real advertising. The idea of spotting the roofs to find prospects is a touch of real selling. The Schoolmaster feels that this is the type of broadside a dealer likes to receive."

Radio A National Power

The presidential election year has driven home to us more forcibly than ever the increasing importance which radio is taking in our national life. We are realizing that radio is a tremendous power in enabling our electorate in both local and national elections to vote more intelligently.

During the past weeks the entire nation has had the opportunity to hear first hand the acceptance speeches of the Republican and Democratic nominees for President. In radio hookups that totalled over a hundred stations and reached over the country in a mighty network, the voices of Hoover and Smith were carried to the remote

regions of the United States. Each nominee is a veteran campaigner before the mike and thoroughly sold on radio campaigning and it is certain that before election day the American people will have numerous opportunities to hear the messages which the aspirants for the highest office in the land will give.

Compare this with the state of affairs of but a few years ago before radio came on the scene. Only a comparatively small percentage of the people of this country were able to hear first hand what the candidates of high office stood for, in policies and principles. It is true that the presidential nominee of the past made hurried swings over the country with speeches in as many of the key centers as time permitted. These speeches were in turn published in newspapers all over the country and many who were not able to attend the meeting could digest what the speaker had said by a careful perusal of his speech as it appeared in the paper.

When we consider, however, how many there are who do not or can not absorb speeches when only a newspaper must be depended upon, we begin to realize what a small percentage of the population of the United States the candidate to high office was able to personally reach in the past years. We must also remember that newspapers publish sentiment in accordance with their political views and thus there are many times when the person depending entirely upon the newspaper obtained a biased view of the situation.

Now radio has multiplied the speaker's ability to reach out to the people many times. As the stations which broadcast his message are located in every part of the United States, the number of listeners depend only upon the number of radio sets and the number who assemble at each loudspeaker.

Thus, it can be readily seen that the radio dealer in putting additional radio sets in his territory is performing a real national service, for he is enabling the electorates in his locality to get a better first hand impression of those who are running for office and thus enables him to vote much more intelligently at the polls.

Better days are surely at hand and radio is a tremendous factor in making them possible. Performing a tremendous service to the nation in educating the voters, these broadcasts are at the same time building up a tremendous demand for radio sets and speakers. The thousands of purchasers of radio sets, ever day increasing in number can be readily traced to the presidential campaign which is in full swing.

Don't forget the Crosley Musicone. There is a big market for it.



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.

"Junior, do not touch the radio! Papa will spank!"

Such admonishments, frequently heard in American homes during the past six or seven years are things of the past in homes where modern radio receivers are installed. The dangers of children poking their little fingers into burning acid or catching their toes in tangles of wires, or twisting one of the many gadgets on the fact of the receiver too far an blowing out tubes are things of the past, none of which can happen with the new Crosley A. C. self-contained radio receivers now on display at

For instance the Gembox, a compact low priced receiver, is put up in a neat metal case, the top of which fits tight enough to resist baby fingers, but loose enough to be readily moved by the head of the household who might want to examine the interior, which is not necessary very often. It is controlled by one dial, which is illuminated by a light shining from within the set. The only wires leading from the receiver are the aerial and ground and speaker cord, all of which come from the rear of the set and may be easily concealed and the cord to the electric outlet, which controls the current.

Should children wish to operate the receiver they find it no more complicated than turning on an electric light. A snap of the switch and the set is ready to operate. A twirl of the single dial and the stations come in one by one. If the child forgets to turn off the set when he tires of listening, there is no harm done, as father will not find the batteries run down when he comes home in the evening to listen to the prize fight broadcast. There are no batteries and the electric current consumed is minute.

The Crosley Gembox

(Continued from Page 1)

Gembox in your window display. Feature it in your store. Feature it in your local newspaper advertising and in your local theater. By so doing you will bring the public flocking to your store.

Brings Them To Buy

Once you have the radio prospects in your store, you can sell them Crosley receivers either separate or in any furniture cabinet or in metal table combinations, which best suits their taste and fits their pocketbook. The fact that you feature most strongly the Gembox does not mean that you will not sell Showboxes. There will be many cases where the Gembox will create the interest of the prospect who upon seeing the increased advantages of the Showbox will buy it instead of the Gembox, which brought him into your store.

Live wire dealers in every section of the country are realizing the dominating position, which the handling of the lowest priced A. C. quality receiver in radio gives them. They are playing the Gembox for all it is worth and their sales of the entire Crosley line are proving the wisdom of their actions. There have been years in the past when the radio season did not start until late in September. This year, however, has seen a decided change.

Doing Fine Business

While the biggest months of the radio season are now at hand, Cros-

ley dealers who have been playing their cards rightly have already done a tremendous business with the new Crosley line. Some idea of the extent of this business can be had by the knowledge that Crosley's shipments during July this year were seven times as large as July of last year and August shipments to date are even a higher percentage.

This being a presidential election year, and with the other big events taking place, makes the buying public flock to the radio store earlier than ever. September this year is anticipated to exceed September of last year by many times.

Millions Of Sets Obsolete

Another factor in the situation is that the new Crosley line has made millions of old radio sets obsolete, so that these owners once they hear the wonderful performance of the new line will not be satisfied until they own one of the sets which performs in quality, volume and selectivity so far superior to the set which they now own.

The opportunity which stretches before you is unlimited. You can make a cleanup this season with the new Crosley line. Don't forget that the key to the situation is the Crosley Gembox at \$65.00, which being the lowest priced radio receiver on the market is for you the most powerful sales weapon in radio today.

this receiver is having among Crosley dealers can be had by a letter just received from Geo. Milton of the Cortland Garage, Crosley dealer at Cortland, Illinois. We publish this letter below:

"Dear Sirs:

Just a line to let you know I am having the greatest kind of luck with your radios. I have a Gembox on my desk with power line transformers less than thirty feet away and last night I tuned in Nashville, Tenn., and cut out WLS at Chicago with ease. I live about fifty miles from Sears Station and cutting the other station in at this time of the year with it raining hard, I considered a very good demonstration with a straight single dial such as the Gembox uses very good.

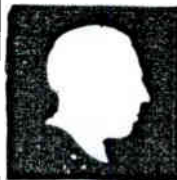
"You're There With The Price"

Says New York Crosley Dealer Speaking Of 1928-29 Line

"I thoroughly believe that the new 1929 line is the most wonderful line of radios that could be produced by one single company, and at the astounding price of the new models it should certainly open a new field for the Crosley line.

"A new motto for your dealers should be "You're there with the price."

Mr. William D. Guard,
Lewiston, N. Y.



POWELL
CROSLY JR.

TALKS TO the TRADE

Early this year we realized that the manufacturer and dealer organization which could offer a quality electric receiver at the lowest price would dominate radio sales during the 1928-29 season. We felt that the prices of AC sets were too high to enable the great majority to purchase them and the millions of families without radio were prospects and could be sold an AC set at a reasonable price, hence the development of the Gembox.

The outstanding value in the radio world today is unquestionably the Crosley Gembox at \$65.00 together with the Dynacone dynamic speaker at \$25.00. Dealers everywhere realize that they have the lowest priced, all-electric receiver on the market this year and only a few of them are missing the golden opportunity to become the most successful dealer in their town through promoting the sale of this very popular set. They are advertising this combination extensively for they know that no other manufacturer than Crosley can offer as marvelous a set at as near so low a price. By featuring this Gembox at \$65.00 extensively in window displays and newspaper advertising, Crosley dealers are bringing customers right to their stores, because this is the lowest priced, high-grade, receiver on the market.

Our national advertising is built around the Gembox and we will continue to feature this wonderful set. We led the field last year because the Crosley Bandbox at \$55.00 was the lowest priced, high-grade, battery operated set on the market.

Put your sales pressure behind the Gembox; advertise this popular set in combination with the Type E Dynacone speaker and you have the least expensive high-grade set on the market. Its performance compares favorably with any set at any price. Its appearance can not be beat. Crosley dealers who have recognized the merchandising value of this combination are outstanding successes in their community because they bring the people to their store after which they are able to sell them the Showbox or other Crosley-Showers combinations which are available to meet any price demand.

Powell Crosley Jr.

ACT NOW! *Huge Crosley Advertising Campaign*

Buy The Famous
R.F.L.--90 for only

\$25.



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

Offered To
Crosley Dealers
Packed In
Original Cartons
Complete in Beautiful Console
with
Crosley Musicone
Built-In

There are a few Crosley RFL-90 Console Models still available for Crosley Authorized Dealers at the bargain price of \$25.00. These six-tube, balanced receivers are mounted in genuine mahogany, two-toned console cabinets, and are equipped with built-in Musicone speakers. Tuning is accomplished by a double, drum-type station selector, with space for recording stations. This high-class receiver formerly listed at \$98.00. It has truly remarkable selectivity and tone quality.

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. Clip the coupon below and send it in with your remittance.

COUPON Date, 1928.

The Crosley Radio Corporation,
Cincinnati, Ohio.

Gentlemen:

In accordance with your special offer to Authorized Crosley Dealers, please ship me RFL-90's at \$25 each. I am enclosing a money order for \$.....

Please ship by Express () Freight ()

Company Name

Address

The
CROSLY RADIO CORPORATION
CINCINNATI, OHIO

(Continued from Page 1)

campaign in your local territory and thereby stamp yourself as a source where Crosley products, nationally advertised, can be obtained.

There are a number of ways in which this can be done. First, by advertising in your local newspapers; second, by using the Crosley retail sales plan; third, by store and window display; fourth, by miscellaneous means in the use of Crosley road signs, fibre tire covers, illuminated tire covers, novelty souvenirs, etc.

Study Merchandise Helps.

Your local situation must determine the type of advertising which you should concentrate in. No matter where you are, however, you can make use of the Crosley retail sales plan and the various Crosley dealer helps which were announced to you in the Crosley Merchandising Helps' Bulletin No. 1, and in various pages of this issue and other issues of the Crosley Broadcaster. Study this Crosley Merchandising Helps' Bulletin and the various announcements in this and the other issues of the Broadcaster, and determine the merchandising helps you need to most forcefully put over Crosley in your territory and tie in most effectively with Crosley national advertising.

In case you have not already done so, consult your distributor at once relative to newspaper advertising. The extent to which you

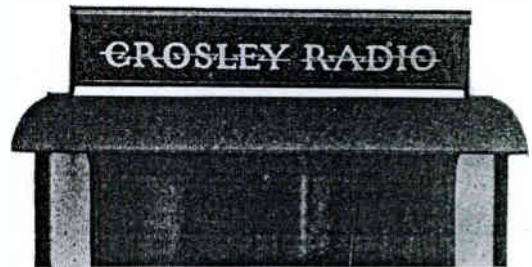
can use newspaper advertising depends entirely upon your situation locally and your distributor is in the best position to advise you. A fine assortment of Crosley ads are now available in two column, quarter page and full page size.

Advertise Gembox.

These ads are producing results everywhere they are used. They enable you to directly cash in on Crosley magazine advertising, and like it, they feature the Gembox at most perfectly adapted to the prospect's needs and pocket-book.

Right now with the 1928-29 Crosley national advertising campaign in full swing and with the biggest and most profitable months of the season at hand, is the time to devote all your energy to tying in with local efforts of the Crosley national campaign. With the Gembox offered at \$65.00, the lowest priced AC set on the market, you have a powerful weapon which will enable you to bring a big share of the radio profits to be derived from your territory your way. Of course, you won't always sell the Gembox to the person who comes in your store. Many will want the Showbox. But advertise the Gembox—bring them in your store—Showbox sales will take care of themselves.

Daylight Sign Flashes Crosley Message From Your Truck

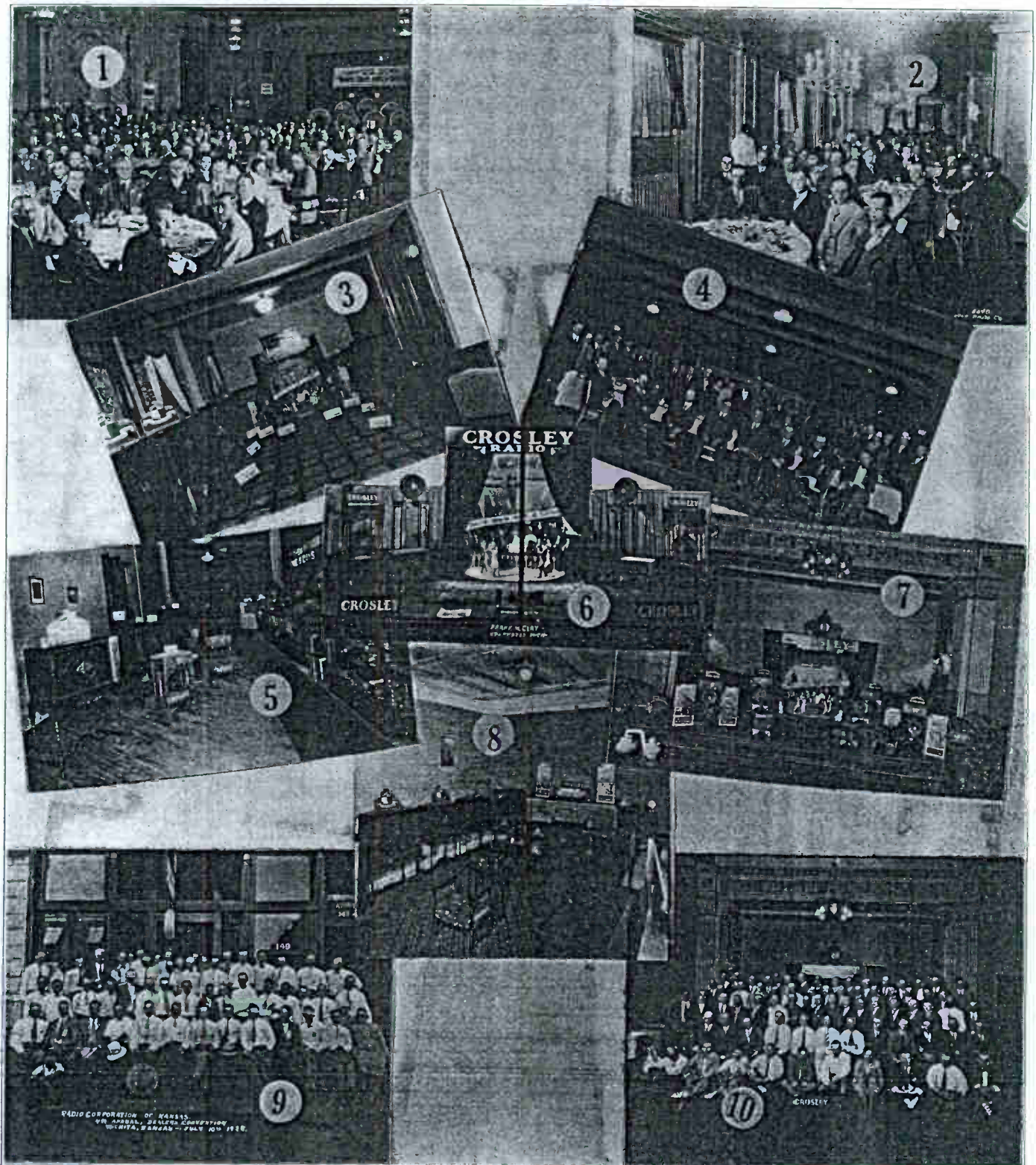


Daylight signs for delivery trucks carry far and impress many with their message. We have been able to secure a very substantial sign to identify your delivery cars as those of a Crosley Authorized Dealer at an extremely low figure. The sign is approximately eight by thirty-six inches. Illuminated by a clever light-trap, it shines like an electric sign, but without the use of electricity. Your distributor has a sample. If you maintain delivery trucks, ask to see it.

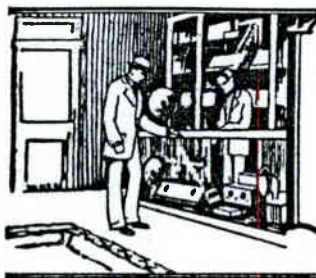
No. 28-28. Daylight Truck Sign, 8x36 inches. \$9.50 each, F. O. B. Chicago. Order from your distributor.

Price \$9.50 F. O. B. Chicago

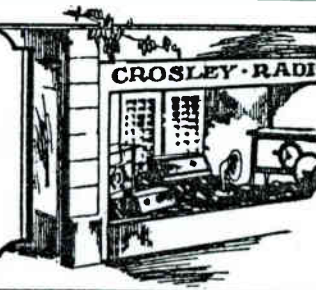
Crosley Distributors Hold Successful Dealer Meetings In Every Section



Above are shown pictures taken at Crosley dealer meetings. These pictures are as follows: 1—Assembly of dealers at Kieruff & Ravenscroft's dealer meeting, held at Hotel Biltmore, Los Angeles, Calif. 2—Banquet at dealers' meeting held by Hawkes Auto Equipment Co., of Lansing, Mich. 3—Display of Crosley and Amrad at dealers' meeting of Glasgow-Stewart Co., Charlotte, N. C. 4—Gathering of Crosley dealers at banquet given by the Northwest Auto Equipment Co., Portland, Oregon. 5—Crosley Amrad display at dealer meeting of Wilkening, Inc., Philadelphia, Pa. 6—Display at dealer meeting of Frank H. Clay, Kalamazoo, Mich. 7—Display in auditorium of Ft. Wayne Chamber of Commerce, the dealer meeting of the Fort Wayne Iron Store Company, Ft. Wayne, Ind. 8—Amrad Crosley display at dealer meeting of Auto Equipment Co., Denver, Colo. 9—Dealers gathered at Fourth Annual Convention of the Radio Corporation of Kansas, at Wichita, Kans. 10—Assembly of dealers gathered at dealer meeting of the Fort Wayne Iron Store Company.



CROSELY DEALER'S PAGE



Unique Dealer Meeting Held

Lincoln Sales Company, Crosley Baltimore Distributor, Holds Series Of Interesting Dealer Meetings

The Lincoln Sales Company, Crosley distributors at Baltimore, Maryland, this year tried a new plan of conducting dealer meetings which proved quite successful.

Instead of asking their dealers to all come to one central point, they had a series of dealer meetings, two being held on the Eastern Shore of Maryland, one in Easton and one in Salisbury and also one in Hagerstown. Samples were loaded on trucks and taken to the point where the dealer meeting was to be held.

A great many dealers turned out at each point and the enthusiasm resulting showed that the meetings were a success.

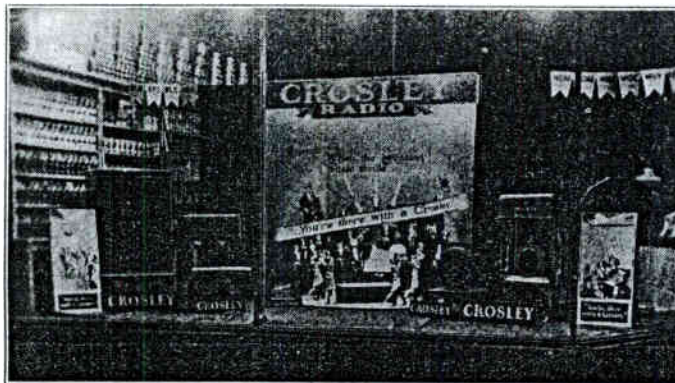
A Live Wire Organization



**Everybody's Music Shop
Doing Nice Business
With Crosley**

Above is shown a picture of the establishment of Everybody's Music

Attractive Window Display During Carnival Week



Crosley Showbox Makes Tremendous Hit, Reports F. O. Goddard

The above window display featuring the Crosley dancing doll display attracted a great deal of attention at Grover Hill, Ohio, when it was installed during the Carnival Week by Mr. F. O. Goddard. It made all the passersby stop and look and many came in to the Goddard store and placed their orders for Crosley radio.

Mr. Goddard reports that the Crosley Showbox with the metal stand made the big hit.

Delighted With Crosley Showbox And Dynacone

Crosley Radio Corporation, Cincinnati, Ohio.

Gentlemen:

Wish to say that we are enjoying our new Crosley Showbox, with the Dynacone speaker, immensely.

Have listened to Nashville, Tenn., Denver, Colo., Des Moines, Iowa, and Omaha, Nebr. Also several Chicago stations. We have no aerial or ground connections as yet, so we feel well repaid for our purchase.

Sincerely yours,

L. E. Cook,

Minneapolis, Minn.

Shop, one of the largest radio dealers in Detroit, Michigan.

This company believes in giving exceptional service to its patrons, and maintains day and night radio service. The strong drives which they have made on the new Crosley models, have amply repaid them in sales.

The Gembox is the key to maximum 1928-29 radio sales.

"The new Crosley sets in addition to being easy to look at, are easier to listen to."

A. C. Grover,
Elk Grove, Calif.

Crosley Dealers Visit Plant

Marietta, Ohio, Dealer An Midway, W. Va., Dealer Greatly Impressed

A visit to the Crosley plant is always exceedingly profitable in the knowledge and impressions gained from seeing Crosley products actually manufactured.

Not long ago we had the privilege of showing through the Crosley plant K. F. Crippen of the Branch E. Crippen Piano Co., Marietta, Ohio, and Mr. Ash, the Crosley dealer at Midway, W. Va., near Parkersburg. These dealers greatly enjoyed watching Crosley merchandise in the process of being manufactured. They took back with them increased knowledge and a true realization of the modern methods used by Crosley to turn out the highest quality of radio merchandise on the market today.

TUNE IN!

We broadcast daily at
11:00 a. m. and 1:30 p. m.

- Financial News
- Market Reports
- Government Bond
- Quotations
- Call Money Rates
- Foreign Exchange
- Grain and Live Stock
- Quotations

THE FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio

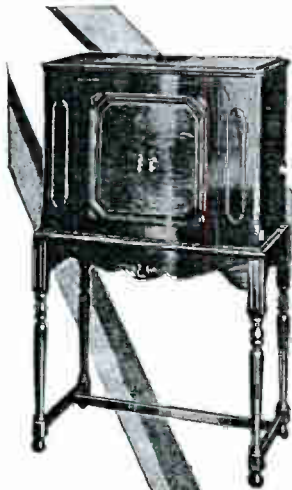
Radio Sets and Icyballs
CROSELY RADIO
Sherwood Hall, Ltd.
Grand Rapids

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

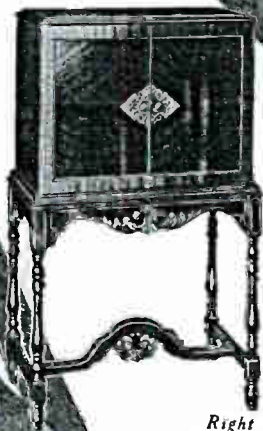
100% Crosley Distributors
"THIS IS A CROSELY YEAR"
"THERE'S A REASON"
Distributors in Chicago Territory
— TRY OUR SERVICE —
HUDSON-ROSS, Inc.
116 S. WELLS CHICAGO

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

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



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.

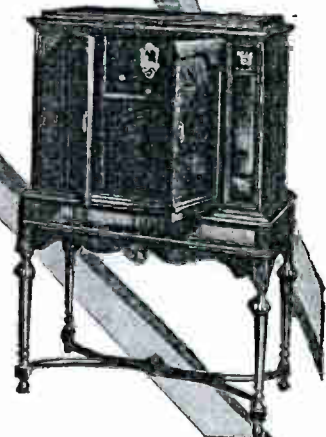
THE AMRAD CORPORATION
Medford Hillside, Mass.

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
SONATA
List Price
\$475



The Symphonic Series
AMRAD

Show This Problem To Your Service Man

For the best methods of connecting the CROSLY DYNAcone on the greatest number of Nationally Advertised 1928-29 Models of broadcast receivers.

(Crosley Sets Not Included)

The Following Cash Prizes Are Offered

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

For every answer of sufficient value to be published, \$5.00
INFORMATION YOU HAVE TO WORK WITH

Diagram Of
The Type E Dynacone

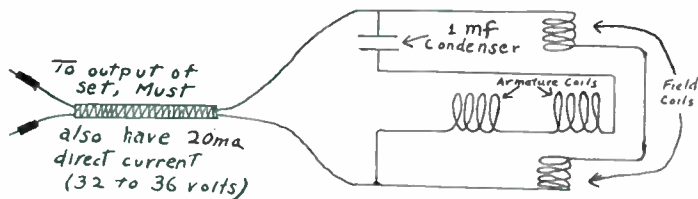
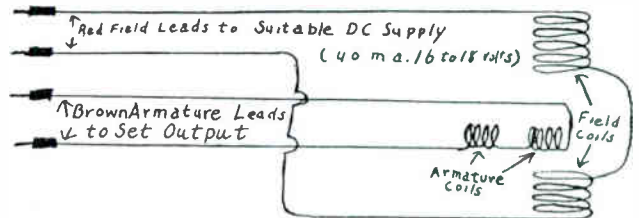


Diagram Of
The Type F Dynacone



Rules And Regulations Of Offer

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 October 15.

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 October 15—Mail Your Answers Before That Date



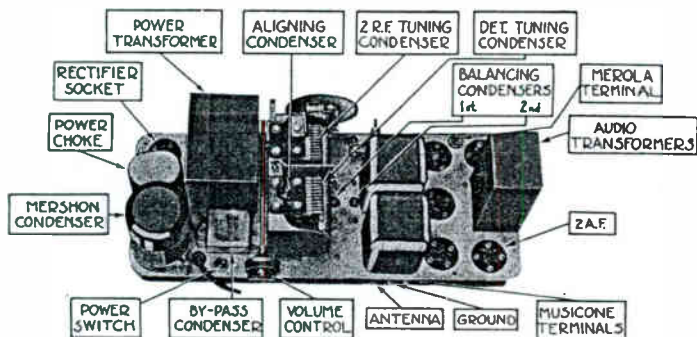
Crosley Service Manual



No. 124.

Model 608, Part IV, Adjusting and Repairing.

9-1-28



A. Balancing.

1. Leave bottom attached. Balance with case on or off.
2. A strong signal is necessary, preferably between 1350 and 1500 kilocycles. About 1475 kilocycles is best. A broadcast signal or local modulated oscillator may be used.
3. Use headphones on the output.
4. Remove third radio tube. Insert a piece of paper in left front hole of socket, and replace tube, so that paper prevents contact between tube and prong and socket contact.
5. Insert a long-shanked, No. 4 socket wrench, with insulated handle, through balance condenser hole in chassis (third hole from left) as seen from front of set.
6. Turn on filament switch and volume control. Filament of third radio tube will not light if paper has been inserted properly between prong of tube and socket contact.
7. Tune receiver to signal, adjusting until signal is loudest. After once tuning signal, station selector setting should not be changed in balancing that stage.
8. Keeping third stage in resonance by means of acuminator on right and aligning condenser, adjust balance condenser by means of wrench until no signal or minimum signal is heard with wrench removed. If strong signal is tuned to, it will not disappear entirely when balance condenser is

adjusted, but there should be a distinct minimum point.

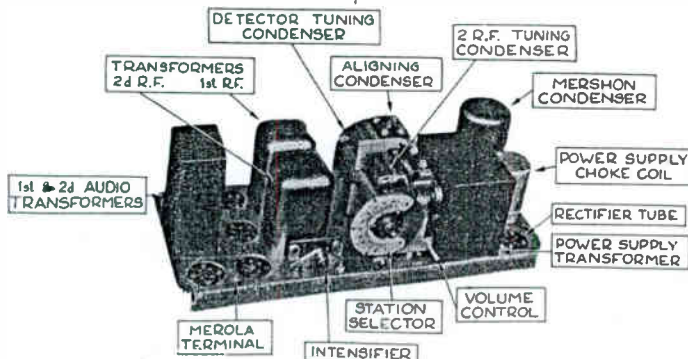
9. When third stage is balanced, remove paper from socket, reinsert tube, and repeat above operation for second stage, using second radio tube, both acuminators and second balance condenser from left.
10. After second stage is balanced, repeat operations for first stage, using first radio tube, left acuminator and balance condenser at extreme left.

B. Adjusting Aligning Condenser.

The aligning condenser is mounted on top of the detector-stage tuning condenser (the rotary condenser toward the rear of the chassis. It is properly adjusted and sealed before the set leaves the factory. No further adjustment should be necessary unless the condenser has been tampered with or the set has been damaged by rough handling. If it is necessary to adjust this condenser, follow the method outlined in service sheet No. 104.

C. Replacing Radio-Frequency Transformer Coils.

1. Remove bottom from receiver.
2. Remove leads from coils with a soldering iron.
3. Remove the two nuts holding shielding can in place over transformer and remove shielding can.
4. Remove two nuts holding transformer to chassis and remove coils.



5. Place new coils in position, replace nuts holding coils to chassis and resolder leads.
6. Replace shielding can and bottom.

D. Replacing Tuning Condenser Gang.

1. Remove bottom from set.
2. Unsolder leads from terminals of condenser gang.
3. Remove leads from terminals of pilot light socket and remove station-selector knob.
4. Bolt new condenser gang to chassis and replace pilot light leads and knob.
5. Resolder condenser leads and replace bottom.

E. Replacing Audio Transformers.

1. Remove bottom from chassis.
2. Both audio transformers are mounted in a single shielding can as one unit. Unsolder lead wires and remove this unit by taking off the two nuts holding it to the chassis.
3. Bolt new unit to chassis and resolder leads.
4. Replace bottom.

F. Replacing Condensers W 4919, W 4232, and W 4968.

1. Condenser W 4232 is mounted on top of the chassis near the Mershon condenser, and condensers W 4919 and W 4968 are mounted on the under side of the chassis. Remove bottom to reach support screws for any of these condensers.
 2. Unsolder leads to condenser terminals.
 3. Take off nuts holding condenser in place.
 4. Remove condenser and put new one in position and replace nuts.
- Resolder leads and replace bottom.

G. Replacing Grid Condenser and Grid Leak.

1. Remove bottom from Chassis.
2. Unsolder leads.
3. Take off supporting nut.
4. Place new condenser and leak in position and replace nut.
5. Resolder leads and replace bottom.

H. Replacing Power Switch.

1. Remove bottom from chassis.
2. Unsolder leads from switch.
3. Remove nut holding switch in place.
4. Remove switch and replace with new one.
5. Resolder leads and replace bottom.

I. Replacing Volume Control.

1. Remove case and bottom from set.
2. Unsolder leads from volume control.
3. Loosen set screw, remove contact arm, and without shaft.
4. Loosen holding nut and lift unit from bracket.
5. Replace defective parts with new ones and reassemble.
6. Resolder leads.
7. Replace case and bottom.

J. Replacing Antenna Coupling Coil.

1. Remove bottom from chassis.
2. Unsolder leads.
3. Take nut off supporting screw, remove coil assembly, and replace with new one.
4. Resolder leads and replace bottom.

K. Replacing Resistance Units.

1. Remove bottom from chassis.
2. Remove necessary leads.
3. Take off supporting nuts and lift resistance unit from support screws.

(Continued on Page 16)

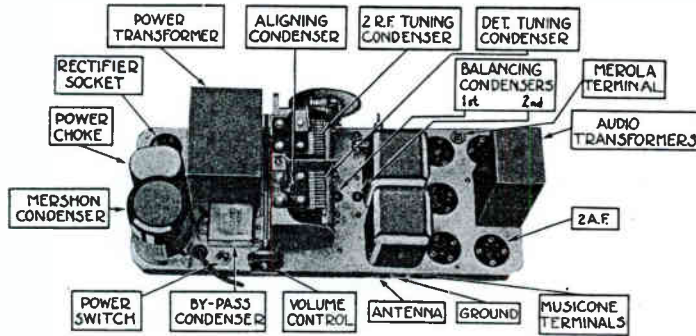
Standard Code For A. F. Transformer Coil Leads

Hook Up Connection	Position On Coil	Wire	Covering	Color
No. 1 Plate	Inside Primary	lts. No. 34 B. S.	None	Silver Wire
No. 2 Bias		lts. No. 34 B. S.	SCC & SSC	White
B+	Outside Primary	lts. No. 34 B. S.	SCC & SSC	Red
No. 1 Bias	Inside Secondary	lts. No. 34 B. C.	SOC & SSC	Green
No. 2 Plate		lts. No. 34 B. C.	SOC & SSC	Orange
No. 1 Grid	Outside Secondary	lts. No. 34 B. C.	None	Copper Wire
No 2 Grid		lts. No. 34 B. C.	SCG & SSC	Black

Crosley Service Manual

No. 124. Model 608, Part IV, Adjusting and Repairing.

9-1-28



A. Balancing.

1. Leave bottom attached. Balance with case on or off.
2. A strong signal is necessary, preferably between 1350 and 1500 kilocycles. About 1475 kilocycles is best. A broadcast signal or local modulated oscillator may be used.
3. Use headphones on the output.
4. Remove third radio tube. Insert a piece of paper in left front hole of socket, and replace tube, so that paper prevents contact between tube and prong and socket contact.
5. Insert a long-shanked, No. 4 socket wrench, with insulated handle, through balance condenser hole in chassis (third hole from left) as seen from front of set.
6. Turn on filament switch and volume control. Filament of third radio tube will not light if paper has been inserted properly between prong of tube and socket contact.
7. Tune receiver to signal, adjusting until signal is loudest. After once tuning signal, station selector setting should not be changed in balancing that stage.
8. Keeping third stage in resonance by means of acuminator on right and aligning condenser, adjust balance condenser by means of wrench until no signal or minimum signal is heard with wrench removed. If strong signal is tuned to, it will not disappear entirely when balance condenser is

adjusted, but there should be a distinct minimum point.

9. When third stage is balanced, remove paper from socket, reinsert tube, and repeat above operation for second stage, using second radio tube, both acuminators and second balance condenser from left.
10. After second stage is balanced, repeat operations for first stage, using first radio tube, left acuminator and balance condenser at extreme left.

B. Adjusting Aligning Condenser.

The aligning condenser is mounted on top of the detector-stage tuning condenser (the rotary condenser toward the rear of the chassis). It is properly adjusted and sealed before the set leaves the factory. No further adjustment should be necessary unless the condenser has been tampered with or the set has been damaged by rough handling. If it is necessary to adjust this condenser, follow the method outlined in service sheet No. 104.

C. Replacing Radio-Frequency Transformer Coils.

1. Remove bottom from receiver.
2. Remove leads from coils with a soldering iron.
3. Remove the two nuts holding shielding can in place over transformer and remove shielding can.
4. Remove two nuts holding transformer to chassis and remove coils.

5. Place new coils in position, replace nuts holding coils to chassis and resolder leads.
6. Replace shielding can and bottom.

D. Replacing Tuning Condenser Gang.

1. Remove bottom from set.
2. Unsolder leads from terminals of condenser gang.
3. Remove leads from terminals of pilot light socket and remove station-selector knob.
4. Bolt new condenser gang to chassis and replace pilot light leads and knob.
5. Resolder condenser leads and replace bottom.

E. Replacing Audio Transformers.

1. Remove bottom from chassis.
2. Both audio transformers are mounted in a single shielding can as one unit. Unsolder lead wires and remove this unit by taking off the two nuts holding it to the chassis.
3. Bolt new unit to chassis and resolder leads.
4. Replace bottom.

F. Replacing Condensers W 4919, W 4232, and W 4968.

1. Condenser W 4232 is mounted on top of the chassis near the Mershon condenser, and condensers W 4919 and W 4968 are mounted on the under side of the chassis. Remove bottom to reach support screws for any of these condensers.
 2. Unsolder leads to condenser terminals.
 3. Take off nuts holding condenser in place.
 4. Remove condenser and put new one in position and replace nuts.
- Resolder leads and replace bottom.

G. Replacing Grid Condenser and Grid Leak.

1. Remove bottom from Chassis.
2. Unsolder leads.
3. Take off supporting nut.
4. Place new condenser and leak in position and replace nut.
5. Resolder leads and replace bottom.

H. Replacing Power Switch.

1. Remove bottom from chassis.
2. Unsolder leads from switch.
3. Remove nut holding switch in place.
4. Remove switch and replace with new one.
5. Resolder leads and replace bottom.

I. Replacing Volume Control.

1. Remove case and bottom from set.
2. Unsolder leads from volume control.
3. Loosen set screw, remove contact arm, and without shaft.
4. Loosen holding nut and lift unit from bracket.
5. Replace defective parts with new ones and reassemble.
6. Resolder leads.
7. Replace case and bottom.

J. Replacing Antenna Coupling Coil.

1. Remove bottom from chassis.
2. Unsolder leads.
3. Take nut off supporting screw, remove coil assembly, and replace with new one.
4. Resolder leads and replace bottom.

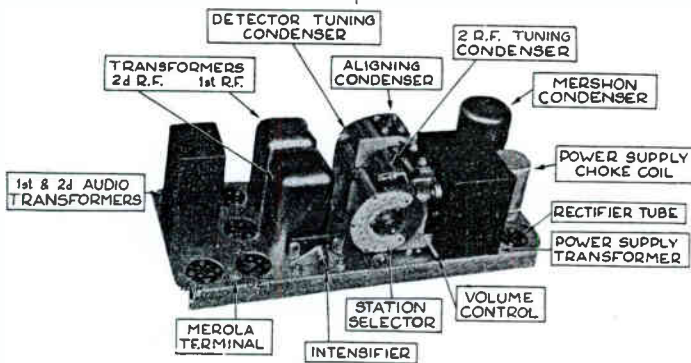
K. Replacing Resistance Units.

1. Remove bottom from chassis.
2. Remove necessary leads.
3. Take off supporting nuts and lift resistance unit from support screws.

(Continued on Page 16)

Standard Code For A. F. Transformer Coil Leads

Hook Up Connection	Position On Coil	Wire	Covering	Color
No. 1 Plate	Inside Primary	11s. No. 34 B. S.	None	Silver Wire
No. 2 Bias		11s. No. 34 B. S.	SCC & SSC	White
B+	Outside Primary	11s. No. 34 B. S.	SCC & SSC	Red
No. 1 Bias	Inside Secondary	11s. No. 34 B. C.	SCC & SSC	Green
No. 2 Plate		11s. No. 34 B. C.	SCC & SSC	Orange
No. 1 Grid	Outside Secondary	11s. No. 34 B. C.	None	Copper Wire
No 2 Grid		11s. No. 34 B. C.	SCC & SSC	Black



Watch The Roof Tops For Increased Profits

Refinements In The 1928-29 Crosley Line Make 7 1-2 Million Sets Obsolete

Each Is Marked By An Antenna So---Keep Your Eyes On The Roof Tops!

Who ever thought that the roof top was the secret to increased profits? But it is. The radio antenna is located on the roof top and so by watching the roof tops you locate the antenna and thereby spot the homes where radio is now owned.

Up to the beginning of this season there were 7½ million radio sets owned in the homes of the United States. The latest developments in Crosley Radio as exemplified in the Gembox, the Showbox, the Bandbox, the Bandbox, Jr., and the Dynacone, have made every one of these old radio receivers out of date—obsolete. Not merely that the new Crosley models have more eye-value but that demonstrated along side of the old receiver they make it sound like 30 cents in comparison.

All Sold On Radio.

Every one of the seven and one-half million owners who own the 7½ million obsolete radio sets are thoroughly sold on radio. They enjoy it and depend upon it because of the pleasure and benefit which they have derived from it in the past. They are wonderful prospects for the new Crosley line.

In the great majority of cases, however, the present radio owners do not know or believe that their radio set is obsolete. They are sold on their radio—they are accustomed to it—in many cases they may even think it the very best that can be had. Even if you were to tell them that this radio set which has given them so much entertainment is obsolete and no good in comparison to the new members of the Crosley line they most probably would not believe you and might even laugh at you.

Prove By Demonstration.

Right there is the stumbling block which has tripped many dealers in going after this easy-sale ready made market. These owners of old radio sets are the easiest in the world to sell. But you cannot hope to sell them by merely telling them that the set they now own is out of date and no good. That is the wrong way to go about it.

The right way to go after this exceedingly fertile market is to demonstrate the new Crosley power speaker receiver together with the Dynacone along side their old set. Arrange so that you can easily switch the antenna from one set to the other. Let them hear the difference, let them convince themselves that the new Crosley is superior to

what their set ever was or ever could be. When this is done you don't have to tell them that their old set is obsolete—they know without being told.

Now follow up this hint. Take Mr. Crosley's advice and watch the roof tops for antennas and demonstrate the new Crosley sets in the homes so marked. Sales—the eas-

iest and quickest you have ever made will result. There is profit in watching the roof tops. Keep your eyes busy. Cash in by quick sales which mean added profits to you.

115 Stations To Broadcast National Radio Festival September 18

Fanny Brice, Musical Comedy Star, Crosley Gift To Greatest Program In Radio History

All Star Program Scheduled For 10 P. M., Eastern Daylight Saving Time --- Powell Crosley, Jr. Member Banquet Committee

Soon the attention of the entire radio world will be centered upon New York City, where the Radio World's Fair is to be held, September 17 to 22. At this great world's radio fair, each year growing larger and more important, all the latest developments in radio will be shown. Thousands will daily go through the Exhibition Hall and this, judging from past years, will include visitors from every part of the country.

Mammoth Program Planned.

Much of the interest in the Radio World's Fair centers around National Radio Festival Day, which is scheduled for Tuesday, September 18. In connection with this day, and as a climax to the radio industry's banquet, a mammoth broadcast program has been arranged which will go out over the air, over a hookup of more than one hundred radio stations.

This program has been an annual feature of the World's Fair and the committee in charge has determined to make it the most important and outstanding broadcast of the year. Hundreds of the leading radio artists of the country will be on the program and in the spice of entertainment and quality of features to be broadcast, this program will, unquestionably, surpass in brilliance and in cost of production any heretofore offered to the American public.

Fifteen minutes only of the program is to be devoted to speeches. The remaining part of the two hours' broadcast will consist of the finest of the entertainment features to be found in radio today.

Entire Country Expectant.

An extensive publicity campaign is being directed in all parts of the

country so that the public everywhere will look forward to National Radio Festival Day as one of the big events of the year. Every one will want their radio in first class condition in preparation for the big event. In addition to this, there will be thousands who will buy a radio in order to hear this mammoth program.

Tie-In With Broadcast.

You should most certainly talk up National Radio Festival Day. We are sending out to your Crosley Distributor a supply of posters announcing this day. Obtain one from him and put it in your window. Tie-in with this day also through local newspaper advertising. It will consist of a program of such high quality that many in your territory will want to Be There With a Crosley. Put your efforts behind National Radio Festival Day and you are certain to stimulate the sales of Crosley receivers and speakers.

One of the headliners of the program will be the Crosley Radio contribution, the inimitable Fanny Brice of "My Man" fame, nationally known favorite of the musical comedy and vaudeville stage. It is hoped that she will sing "My Man" for only she can sing it as it should be sung.

The executive committee in back of this annual radio industry's banquet and fostering National Radio Festival Day consists of Paul B. Krugh, General Chairman; Powell Crosley, Jr., Treasurer; Arthur C. Singer, Director of Publicity, and L. F. Baker, Secretary. Aiding this committee is a great group of other committees made up of other outstanding men in radio. Promoted by such prominent leaders in the radio industry, a success, not only of the banquet, but of the broadcast is assured.

Crosley Service Manual

(Continued from Page 15)

4. Reassemble and replace support nuts.
5. Solder leads to new unit.
6. Replace Bottom.

L. Replacing Mershon Condenser.

1. Take off condenser cap and remove leads.
2. Loosen straps holding condenser in place.
3. Place new condenser in position and tighten straps.
4. Resolder leads and replace cap.

M. Replacing Power Supply Choke

1. Remove bottom from chassis.
2. Unsolder leads.
3. Take off nuts and remove shield can and choke coil unit.
4. Replace new shield can and choke coil unit.
5. Resolder leads.
6. Replace bottom.

N. Replacing Power Supply Transformer.

1. Remove bottom from set.
2. Remove transformer shield can by taking off nuts holding it to chassis.
3. Unsolder transformer leads from terminals.
4. Take off transformer and replace with new one.
5. Resolder leads to terminals.
6. Replace shielding can and bottom.

Be sure you have a Gembox in stock—avoid embarrassment when the prospect asks to see it.

Watch The Roof Tops For Increased Profits

Refinements In The 1928-29 Crosley Line Make 7 1-2 Million Sets Obsolete

Each Is Marked By An Antenna So---Keep Your Eyes On The Roof Tops!

Who ever thought that the roof top was the secret to increased profits? But it is. The radio antenna is located on the roof top and so by watching the roof tops you locate the antenna and thereby spot the homes where radio is now owned.

Up to the beginning of this season there were 7½ million radio sets owned in the homes of the United States. The latest developments in Crosley Radio as exemplified in the Gembox, the Showbox, the Bandbox, the Bandbox, Jr., and the Dynacone, have made every one of these old radio receivers out of date—obsolete. Not merely that the new Crosley models have more eye-value but that demonstrated along side of the old receiver they make it sound like 30 cents in comparison.

All Sold On Radio.

Every one of the seven and one-half million owners who own the 7½ million obsolete radio sets are thoroughly sold on radio. They enjoy it and depend upon it because of the pleasure and benefit which they have derived from it in the past. They are wonderful prospects for the new Crosley line.

In the great majority of cases, however, the present radio owners do not know or believe that their radio set is obsolete. They are sold on their radio—they are accustomed to it—in many cases they may even think it the very best that can be had. Even if you were to tell them that this radio set which has given them so much entertainment is obsolete and no good in comparison to the new members of the Crosley line they most probably would not believe you and might even laugh at you.

Prove By Demonstration.

Right there is the stumbling block which has tripped many dealers in going after this easy-sale ready made market. These owners of old radio sets are the easiest in the world to sell. But you cannot hope to sell them by merely telling them that the set they now own is out of date and no good. That is the wrong way to go about it.

The right way to go after this exceedingly fertile market is to demonstrate the new Crosley power speaker receiver together with the Dynacone along side their old set. Arrange so that you can easily switch the antenna from one set to the other. Let them hear the difference, let them convince themselves that the new Crosley is superior to

what their set ever was or ever could be. When this is done you don't have to tell them that their old set is obsolete—they know without being told.

Now follow up this hint. Take Mr. Crosley's advice and watch the roof tops for antennas and demonstrate the new Crosley sets in the homes so marked. Sales—the eas-

iest and quickest you have ever made will result. There is profit in watching the roof tops. Keep your eyes busy. Cash in by quick sales which mean added profits to you.

115 Stations To Broadcast National Radio Festival September 18

Fanny Brice, Musical Comedy Star, Crosley Gift To Greatest Program In Radio History

All Star Program Scheduled For 10 P. M., Eastern Daylight Saving Time --- Powel Crosley, Jr. Member Banquet Committee

Soon the attention of the entire radio world will be centered upon New York City, where the Radio World's Fair is to be held, September 17 to 22. At this great world's radio fair, each year growing larger and more important, all the latest developments in radio will be shown. Thousands will daily go through the Exhibition Hall and this, judging from past years, will include visitors from every part of the country.

Mammoth Program Planned.

Much of the interest in the Radio World's Fair centers around National Radio Festival Day, which is scheduled for Tuesday, September 18. In connection with this day, and as a climax to the radio industry's banquet, a mammoth broadcast program has been arranged which will go out over the air, over a hookup of more than one hundred radio stations.

This program has been an annual feature of the World's Fair and the committee in charge has determined to make it the most important and outstanding broadcast of the year. Hundreds of the leading radio artists of the country will be on the program and in the spice of entertainment and quality of features to be broadcast, this program will, unquestionably, surpass in brilliance and in cost of production any heretofore offered to the American public.

Fifteen minutes only of the program is to be devoted to speeches. The remaining part of the two hours' broadcast will consist of the finest of the entertainment features to be found in radio today.

Entire Country Expectant.

An extensive publicity campaign is being directed in all parts of the

country so that the public everywhere will look forward to National Radio Festival Day as one of the big events of the year. Every one will want their radio in first class condition in preparation for the big event. In addition to this, there will be thousands who will buy a radio in order to hear this mammoth program.

Tie-In With Broadcast.

You should most certainly talk up National Radio Festival Day. We are sending out to your Crosley Distributor a supply of posters announcing this day. Obtain one from him and put it in your window. Tie-in with this day also through local newspaper advertising. It will consist of a program of such high quality that many in your territory will want to Be There With a Crosley. Put your efforts behind National Radio Festival Day and you are certain to stimulate the sales of Crosley receivers and speakers.

One of the headliners of the program will be the Crosley Radio contribution, the inimitable Fanny Brice of "My Man" fame, nationally known favorite of the musical comedy and vaudeville stage. It is hoped that she will sing "My Man" for only she can sing it as it should be sung.

The executive committee in back of this annual radio industry's banquet and fostering National Radio Festival Day consists of Paul B. Krugh, General Chairman; Powel Crosley, Jr., Treasurer; Arthur C. Singer, Director of Publicity, and L. F. Baker, Secretary. Aiding this committee is a great group of other committees made up of other outstanding men in radio. Promoted by such prominent leaders in the radio industry, a success, not only of the banquet, but of the broadcast is assured.

Crosley Service Manual

(Continued from Page 15)

4. Reassemble and replace support nuts.
 5. Solder leads to new unit.
 6. Replace Bottom.
- L. Replacing Mershon Condenser.**
1. Take off condenser cap and remove leads.
 2. Loosen straps holding condenser in place.
 3. Place new condenser in position and tighten straps.
 4. Resolder leads and replace cap.
- M. Replacing Power Supply Choke**
1. Remove bottom from chassis.
 2. Unsolder leads.
 3. Take off nuts and remove shield can and choke coil unit.
 4. Replace new shield can and choke coil unit.
 5. Resolder leads.
 6. Replace bottom.
- N. Replacing Power Supply Transformer.**
1. Remove bottom from set.
 2. Remove transformer shield can by taking off nuts holding it to chassis.
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