

THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOL VII

OCTOBER 1, 1928

NO. 19

Powel Crosley, Jr., Tells Why Gembox Should Be Advertised

Here's Answer To Question That Puzzles Dealers

By Powel Crosley, Jr.

Many dealers have asked why we advertise and advocate that our dealers advertise the Gembox to the exclusion of the Showbox. They also want to know why it is that we seem to push the Gembox rather than the Showbox and whether it makes any difference to us whether we sell Gemboxes or Showboxes. They also wonder why we would not prefer to sell the Showbox in preference to the Gembox as it makes a larger sale.

Show The Showbox First.

There is no question in the dealer's mind but what he would prefer to sell a Showbox to a Gembox—the bigger the sale the bigger the profit. Here is how I would look at this question.

If I were you, a dealer, and if a prospective customer walked into the front door and said: "I want to look at a Crosley set," I would certainly show him the Showbox first. If he felt he did not want to spend that much money, I would then, of course, not try to force him to buy the Showbox but would try to endeavor to sell him the Gembox. I would never put so much pressure on trying to make an \$80.00 sale that I would lose an easy \$65.00 sale.

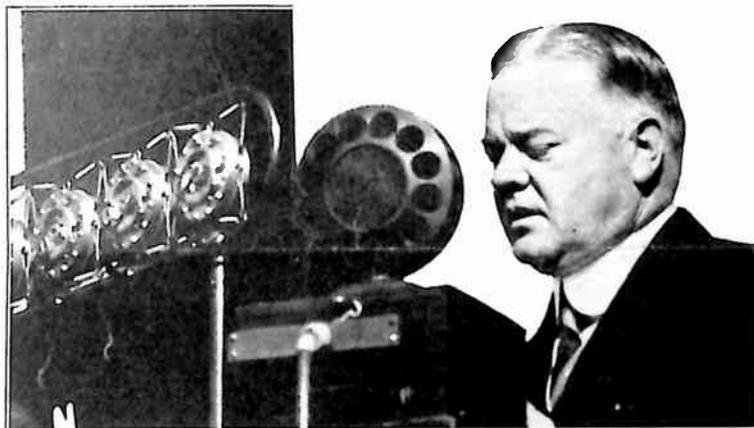
Demonstrate The Showbox.

If the man walks out of the store because too great an effort has been made to sell him a set that is higher in price than he wants to pay, that sale is lost forever and I personally would rather have three-fourths of a loaf than no loaf at all.

If I were to take a set under my arm, go out and ring door bells and find a person to demonstrate it to, I would certainly take the Showbox in preference to the Gembox because there would be no opportunity for direct comparison in price. It would be just as easy to

Presidential Campaign Stimulating Demand For Radio

October Predicted Greatest Sales Month In Radio History. Get Your Share With Crosley



Both Presidential candidates are using radio constantly. Above is a typical campaign pose before the microphone of Herbert Hoover, the Republican nominee for President.

Since the founding of this Republic no Presidential campaign has quite equalled this one in fury and universal public interest. It is generally conceded that radio with its ability to take the human voice to the furthestmost corner of the land, has brought about this change—has created a new interest in the election of the forthcoming Presi-

dent of the United States.

The nominees and the whole retinue of campaigners have realized the important place that radio plays in the campaign, and have used radio at every opportunity. Practically every speech made on either side has gone out over great chains of stations, thundering out to al-

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make an \$80.00 sale as it would a \$65.00 sale. Then again if the customer would say, "No, I don't want to pay that much," it would be easy for me to bring a Gembox and demonstrate it to him the next night.

But Advertise The Gembox.

But here is a third case and I urge you to get this point firmly in your mind. If I were to choose between advertising a Gembox and the Showbox, there is no question in my mind as to which should be advertised. The Gembox by all means.

In advertising the \$80.00 Showbox, it is difficult to convince the public

in an advertisement that this \$80.00 set is better than a \$77.00 set which might be advertised on the same page or even a \$75.00 set. The other sets would have the advantage of price appeal in the advertising. The advertisement would have no particular news value because there are several A. C. sets being advertised around \$75.00 or \$80.00.

Powerful Price Appeal.

Of course, we know the Showbox is better, far better, but we would lose that element of price appeal if we advertised the \$80.00 Showbox. On the other hand, if we and you advertise the Gembox, the lowest

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Chicago Show Is Next

New York Show Acclaimed Huge Success

Make Crosley Rooms, At Congress Hotel, Your Headquarters In Chicago

Having just staged the greatest consumer show in radio history, the industry turns its attention to the Chicago consumer show scheduled for the Coliseum, Chicago, October 8th to 14th inclusive.

Chicago Show Important.

Crosley will be there, of course, and the same booth arrangement which created so much interest at New York will be set up in the Crosley booth at the Coliseum in Chicago. In addition to this, demonstrations of all Crosley products will be made at Crosley Headquarters at the Congress Hotel. All Crosley dealers attending the Chicago Show are requested to make this room their headquarters while in Chicago.

With the Crosley success at the New York show still ringing in our ears, we naturally can expect big things from the Chicago Show. The Chicago Show is of as great importance in the West as is the New York Show in the East. Elaborate preparations are being made to make it one of the big events in radio history.

Center of Attraction.

The Crosley exhibit in the great exhibition hall of the new Madison Square Garden was simplicity itself. In the background was the Crosley Dancing Doll Display, which is creating such nation-wide interest. Surrounding this, Crosley receivers were displayed. The Crosley booth was in much contrast to other booths which seemed to be huge

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Published By
The Crosley Radio Corporation,
Manufacturers of Radio Apparatus
Columbian 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

Prosper With Crosley

The most famous slogan in radio today is, "You're There With A Crosley." Thousands upon thousands have put it to the test. Thousands upon thousands have reiterated with it "No Matter What's On the Air, No Matter Where It Is, You're There With A Crosley."

Crosley Dealers scattered everywhere have, with a little twist of this slogan given it a wonderful significance to them. "You're THERE With Crosley" has become the slogan of the entire Dealer Organization.

Every member of the great Crosley organization can truly prosper with Crosley. At no time in history is this more true than right now. The Crosley dealer stands in the most enviable position there is in radio. He is associated with the manufacturer who is the pace setter in radio, the acknowledged leader of the entire industry. He is handling a line of merchandise which is literally sweeping the entire nation with a great tidal wave of enthusiasm.

We need only to review the happenings of the season thus far to reiterate the truth of the above statement. Crosley products were the talk and the surprise of the Chicago R. M. A. Trade Show. Since then even the record breaking production which has placed Crosley four or five months ahead of previous seasons in deliveries, has hardly kept up with the tremendous demand for Crosley merchandise. Crosley, the originator of the Home Demonstration Plan, has led in sales persistently, out-demonstrating receivers in the Crosley price range and even downing competition in higher price fields.

At the New York Consumer Radio

Show, September 17 to 22, Crosley again made a hit. As a result of the show Crosley has swept the entire New York market and is the undisputed leader of sales in that region.

Now Crosley is riding on the crest of the wave and every day past records are being smashed. Prosper with Crosley. Why the Crosley dealer who puts his shoulder behind the wheel cannot help but prosper with Crosley.

The best time to prosper with Crosley is right now in the days and weeks ahead. The gigantic Crosley national advertising campaign is breaking with terrific power. In every principal city of the country, newspaper advertising is featuring Crosley. Today the public is in a more receptive mood for Crosley products than at any time in past history. Every radio fan has Crosley on his lips and every prospective buyer is determined to try Crosley in his home before buying.

The Crosley slogan today has a greater significance than ever before. To the buyer it echoes with resounding volume, "You're There With a Crosley." To the Crosley dealer it sounds with a rippling tinkle of dollar profits, "You're THERE With Crosley."

Radio Is Necessity To Modern Farm

No longer is the American farmer isolated from the rest of the world. Modern transportation facilities, including the automobile, the truck and the tractor, have brought him within easy touch of the large commercial centers. The telephone has connected him to that great network of wires which brings him within speaking range of almost any place in the country.

More important than these factors, however, in the development of the modern American farm is radio. Radio has brought the outside world right to the farm. The joys of entertainment over the air are giving the farmer new appreciation of music, art, literature, etc. The radio has passed merely the entertainment stage to the farmer. Stock reports, weather forecasts, educational talks on farming, and numerous like services have made the radio indispensable to the farmer.

Radio is an absolute necessity to the up-to-date farmer. He depends upon radio for his official forecast of weather conditions. This aids him in planting his crops, aids him in the cultivating of his crops and finally in the proper harvesting of them. He depends upon the radio for the correct prices of crops, stocks, etc., in the centers in which his produce must be sold. This service has been a boon to the farmer for it enables him to intelligently merchandise his produce. No longer does he have to sell to the outside world at give-away prices because of lack of information. No longer

can the farmer be taken advantage of, for he is in touch with the outside world. He knows the prices in the distribution centers just as well as any one else does.

An article in the October issue of Farm Life, written by J. C. Gilbert of the U. S. Department of Agriculture, gives an interesting side-light on the value of radio to the farmer. The article is entitled, "Radio Is The 'Stock Ticker' of The Farm." This article goes on to show that over 107 Broadcasting stations, covering practically every section of the United States, many sections being covered by two or three stations, are sending out on regular daily and weekly schedules thousands of words of market reports. The following from this article, may be of interest:

"As the service of broadcasting market reports has developed, the radio stations in the cities where the market news offices are located broadcast the quotation and the flash reports that must be handled quickly, and the summaries and reviews and comment reports are sent by mail to the more distant stations. In spite of the expense, a few stations have paid the telegraph charges on some of the reports because the owners felt that the value of the service to the farmers justified the expense.

Speed is one of the requirements of an efficient market news service. To provide this the Federal bureau maintains about eight thousand miles of leased telegraph wires connecting all of the market news branch offices.

In the market centers where the branch offices are located, there are government market reporters who gather market information on every business day.

From the Exchange, the auction rooms, the stock yards, and the "Street", the reporters prepare their local reports which are flashed over leased wires to all the other offices and to Washington.

Each reporter has his own report and those from the other offices for distribution, and a wide distribution it is.

California grape growers are advised what New York and Boston paid for their Malagas and Tokays. Texas cattle shippers learn what their steers sold for in Chicago and Kansas City, and so on, all over the country the leased wire telegraph and the radio are speeding the news.

One hundred and seven broadcasting stations sending out, on regular daily and weekly schedule, thousands of words of market reports! Veritably the radio set has become the stock ticker "down on the farm."

What does all this mean? It means that the farmer is one of your liveliest prospects for radio. More and more the farmer is realizing that radio is an absolute necessity to him, and more and more he is buying. This season thousands and

thousands of radio sets will be sold on the farm. The wide-awake dealer is going after this business.

Handling the Crosley line the Crosley dealer is in an enviable position to go after the farm trade. In those farm sections where A. C. electric current is available, he has the Crosley Gembox and the Crosley Showbox to offer. In other sections where electric current is not available he has the Crosley Bandbox and the Crosley Bandbox, Jr.

Thousands of Crosley Bandboxes are already owned by the farmers. This receiver is probably the most widely owned in the farm districts than any other receiver made by any company. That it will continue to sell big during this season is a certainty for the thousands of Bandbox owners will be sure to tell their friends, and word of mouth alone will develop valuable prospects for you.

The Bandbox, Jr., the five tube Crosley set which operates by dry-cell batteries has its own market. There are still those localities remote from convenient centers where storage batteries may be charged, which must depend entirely upon dry-cell battery operated radio. The Bandbox, Jr., selling at only \$35.00 is the finest dry-cell battery radio on the market today. It is selective, powerful and will bring the ception clear and strong from great distances.

The American farmer is a real prospect for radio. He is worthy of considerable attention by Crosley dealers.

Advertise the Crosley A. C. electric Gembox at \$65.00—it brings the public to your store.

"I think the new line is bound to go over and I am very much pleased with it."

R. S. Wood,
Santa Rosa, Calif.

CROSLY CALLED ONE OF INDUSTRY'S TOILERS

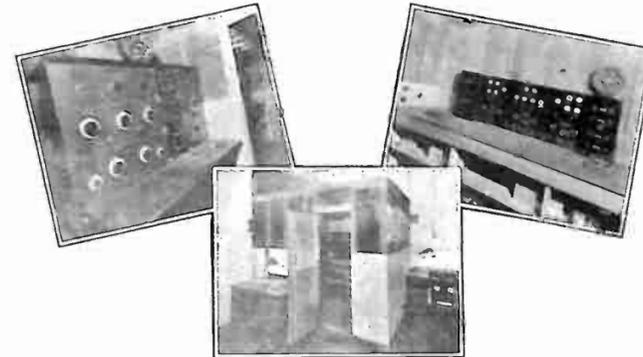
(From The Los Angeles Examiner)

One of the hardest working men in the radio industry is Powel Crosley, Jr., president and founder of the Crosley Radio Corporation.

Mr. Crosley has worked exceptionally hard this spring and early summer, developing and starting into production the new Crosley line for 1928 and working out advertising and sales policies. Thus the trip abroad, from which he and his wife have just returned, was needed and well earned. The vacation which he will derive from visits to France, England, Scotland, Belgium and other countries is much needed to recuperate him for the strenuous fall season.

Ingenious Test Equipment Makes Better Radio Possible

Crosley Engineers Take Guesswork Out of Radio Design by Elaborate Tests



The above pictures show views of the special Crosley test booths used by Crosley engineers in designing sets.

Have you ever carefully planned and built a radio set only to have it turn out to be a "dud"? If you have ever tinkered with radio as an amateur experimenter, you must have gone through this experience. You know that radio is "tricky", and that even when an experienced radio engineer uses his best ability to design a superior set, it frequently turns out to be just average or little better.

The "proof of the pudding is in the eating" in radio even more than in other fields. To design a really superior set it is necessary not only to sit down and draw it on paper but to build model after model, carefully testing each one, and making changes here and there until the final product has had all of the troublesome details eliminated from it.

Difficult To Judge Sets

You know, too, what a difficult problem it is to judge the quality of a set by an ordinary reception test. You take the set, connect it to your aerial and ground, and stations come in, one after the other. Volume is good, quality excellent, and selectivity all that could be asked for. The next night you try another set and get just average performance. Which set is the better one?

You will say that the first set is better, of course. But actually the second one may be far superior. Poor reception conditions, a slip up somewhere in the accessories or connections, too much static, or any one of a number of constantly changing factors may have marred its performance. The test is not a fair one.

Engineers Are Practical Men.

So it is in a radio engineering laboratory. Engineers who design sets on paper and expect them to be perfect, with no further changes, are simply building castles in the air. Yet many sets on the market

are designed in that way, by men who cannot work with their hands. A radio engineer may have many brilliant ideas, but the real practical test of these ideas is whether or not they work when actually tried—not how well they look on paper.

The engineer who listens to a set, and says "that's a good one" or "that's a bad one," judging from how it sounds and handles in rough reception tests is simply guessing at things. Real sets are not built by guesswork but by thorough, certain tests, incapable of mistakes.

No Guesswork In Crosley Lab.

These facts explain why every man in the Crosley Engineering Laboratory is required to be not only an engineer, but a practically minded man, capable of visualizing how things will work in practice and capable of trying out these things himself. They explain why thousands of dollars and countless time have been spent in designing and building for the Crosley Laboratories a unique testing room which takes the guesswork out of radio.

This testing room is the result of months of persevering effort in an attempt to put radio design on an exact basis. By means of this equipment it is possible actually to measure the sensitivity, selectivity, tone quality, and amplification of any radio set in a few minutes time.

There is no guesswork. The tests are always made under the same conditions and may be repeated time after time with exactly the same results. The signal is made especially for the test, and its frequency may be adjusted to any value within the broadcasting range. The strength of the signal can be controlled within wide limits. Outside conditions, the weather, static,

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POWEL CROSLY JR.

TALKS TO the TRADE

You Crosley dealers who attended the New York Radio Show returned to your places of business with renewed enthusiasm and greater confidence in this radio business than you have ever before experienced.

Each year has seen some new development clouding the sales possibilities of the lines you had to sell but this season there was nothing to indicate that Crosley Gembox and Showbox receivers would not be just as up-to-date in 1929 or 1930 as they are today. The public is thoroughly sold on the AC receiver. They accept the tone quality of the combined AC receiver and Dynacone speaker as the standard and immediately realize that sets of last year and former years will no longer give them music comparable to the original program.

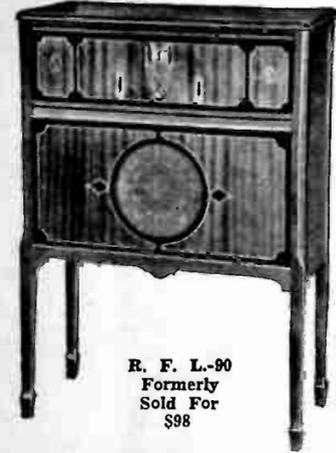
Millions of radio sets are being replaced and it will take over a million more to supply the new market. The public has full confidence in the present day radio set. Our national advertising has just been released in distributing centers throughout the entire United States. This campaign is designed to reach millions of readers and ties up with the national advertising which is already running. A much greater increase in the sale of Crosley products is bound to result.

We feel sure you are doing your part by running local advertising, demonstrating Crosley products and using the display material which we offer. Pushing the sale of the Gembox receiver through our advertising has resulted in tremendous increase in the Showbox business. Right now we are bending every effort to make our production meet the demand for these two popular sets. The quantity of Dynacone speakers we have produced would amaze you. Our sales have been phenomenal. Undoubtedly yours must have been in proportion. If your sales do not reach three or four times any former year, you are not up to the average of the other Crosley dealers and should join in with us in getting your share of the business.

I must urge you to get your orders in early for October, November and December delivery since there most certainly will be a shortage and only progressive Crosley dealers who place their orders early will be able to get enough sets to meet their requirements.

Powel Crosley Jr.

Order Crosley R.F.L. 90



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

Complete In Beautiful
Console With Crosley
Musicone Built In

\$25.

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

Every Set In Original Carton

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

Cash Must Accompany Order

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

Order Today From

The Crosley Radio Corp., Cincinnati, Ohio

Ingenious Test Equipment Makes Better Radio Possible

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etc., have no influence on the tests whatsoever.

Practical Tests Accompany Design

The overall performance of the receiver may be checked, or, if desired, only part of it, (as the radio frequency, or audio-frequency) may be tested. In this way it is possible to study the set throughout the course of development. If the radio frequency amplification is to be improved, for instances, a change is worked out and made and the resulting model is tested. If the amplification of the model proves satisfactory, the job is finished. If it is not satisfactory, however, other changes are made and other models built and tested, until the desired result is finally attained.

Thus, actual practice goes hand in hand with theoretical design. Not that the theoretical side is neglected—every possible chance of improvement suggested by theoretical work is traced down. But this method of design enables theory and practice to get together and turn out a product that can be equalled in no other way.

Measurement Shows Crosley Sets To Be Better

This equipment has been one means which has enabled Crosley engineers to develop in the new Crosley line, a group of sets unquestionably superior to others on the market, offered in competition.

Not only have Crosley sets been checked and their performance measured, but competing sets of prominent makes have been checked and measured in the same way. With this data it has been possible continually to improve Crosley sets until actual measurement showed them better in all respects than their competitors.

With the aid of this equipment, Crosley engineers have put Crosley sets in the highest price class, as far as quality is concerned, while still maintaining moderate price.

Improved methods of design, as well as improved production methods, are enabling Crosley dealers and distributors to offer unquestionably better values to their customers than they can obtain anywhere else.

Dealer Comments

"The pre-showing of the new line of Crosley merchandise, especially the new Dynacone speaker, justifies the writer's belief that this is going to be an outstanding Crosley year.

Cooke's Studio,
Hollister, Calif.

"It is a Jewel Crosley—it is a Gem, and can't be beat. Surely is the pacesetter. Money can not get a better set."

G. W. Guiley,
Oakland, Calif.

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

Prices slightly higher west of the Rockies.

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

AMRAD
The Amrad Corporation
Medford Hillside, Mass.
J. E. Hahn, President
Powel Crosley, Jr., Chr. of the Board

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

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

\$185 Electric Sign—5 ft. by 3 ft.—Your Name At Bottom



The above is not a photograph, but the design of the Electric Sign. Crosley Radio and your name will stand out in brilliant electric display.

Reads From Both Sides ---

A Powerful Business Attractor

A beautiful attention compelling outdoor electric hanging sign reading from both sides. The last word in electric sign advertising. Size 5 feet long by 3 feet wide. Designed most attractively in 4 colors, blue background, orange border around the sign, silver border outlining the dealer's name panel, white glass letters, with a red electric flash through the word "Crosley." The Crosley signature appears exactly as used in our national advertising.

Your own name, illuminated on a removable panel built into the sign. This removable panel enables you to use a new dealer's name panel should you change your firm name.

Made of the famous 24 gauge Armco corrugated rust resisting sheet steel richly finished in Genuine DuPont Duco. Economical illumination is effected by efficient interior lighting.

By Crosley's Tremendous Buying Power You Obtain This \$185.00 Electric Sign For Only **\$50** Including all hanging equipment ready for installation. Order from your Distributor. F. O. B., LIMA, OHIO.

This handsome electric sign attached to your building is the most effective way to tie-in with Crosley National Adv.

Cream Of Radio Market

(Continued from Page 3)
the dealer sends out a set, has it hooked up, and then walks away and leaves it for a few days or a week is NOT A HOME DEMONSTRATION. It is a FREE TRIAL—with the prospect doing the trying, and your business is to see that what might be Free Trials are in reality Home Demonstrations.

A Real Home Demonstration.
A real home demonstration means just what it says—a demonstration by a trained salesman or service man—not by the prospect. If the interest shown by the prospect at the time of this demonstration warrants it, you can sign the order right there and then—not five days later. If interest is not aroused, it is safe to say the prospect will not work himself up to a fever heat after the salesman goes—so the set should leave with the salesman.

Home demonstrations sell radio. Too many sets are being sold that way for anyone to dispute that statement. When they are properly conducted, they sell radio ON THE SPOT. But, when they are not properly conducted, they are likely to lose the sale. You can't permit the prospect to handle his own demonstration. It is too dangerous. Remember the set won't sell itself. That's why we have dealers.

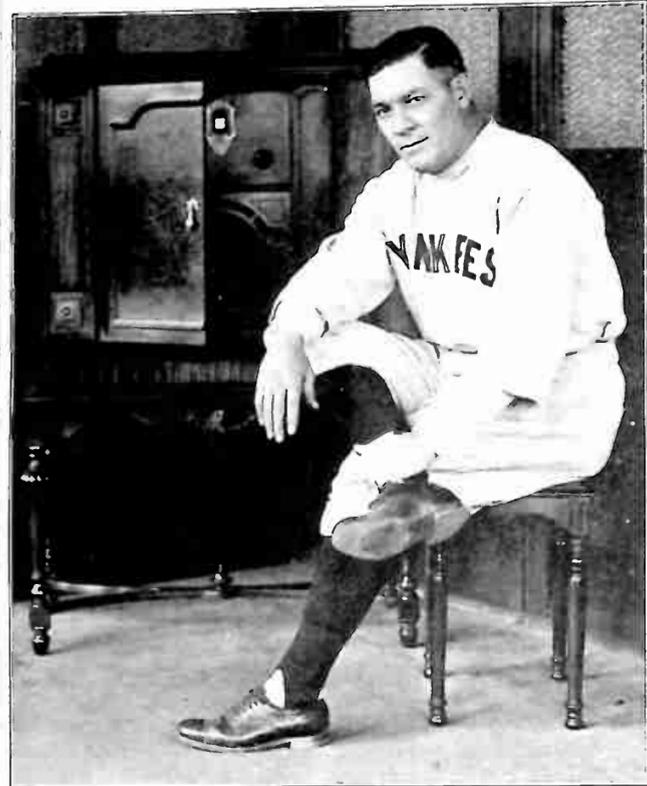
Follow Up Your Demonstrations.
In many instances, a home demonstration can be made to cover a number of prospects at one time. Suggest to your prospects that they invite their friends to enjoy the music. Get as big a crowd together as you can. Demonstrate what you know the Crosley can do. Then—cash in on that interest on the spot—not a week later when it has grown cold.

Remember this—national advertising, newspaper advertising, direct mail advertising, window displays, etc., will not sell radio. Personal sales effort, properly controlled and directed DOES sell radio. We have provided everything to help make it easier for you to sell Crosley. After all, results will prove whether you have followed through with the right brand of personal salesmanship.

"I believe the new Crosley lineup for 1928-29 is the most complete and popular priced line in the market. It will go over big. A complete line in its self."

J. C. Burke,
Broadway Radio Shop,
Oakland, Calif.

The Crosley Merola for A. C. receivers fills a tremendous market—order a number from your distributor.



The above picture shows Pat Collins of the New York Yankees listening in on his new Amrad Sonata Receiver

Listener Gets Florida Storm Report Direct

Not realizing that she was the only radio owner in St. Louis hearing direct reports of the Florida storm on September 17, Mrs. A. J. Schaeffer, 5206 Kansas street, kept the news of the disaster to herself until the next morning.

"Monday at 11:00 P. M., I got Clearwater, Florida, station WFLA," Mrs. Schaeffer wrote to the Crosley Radio corporation because she has a Crosley set.

"He said he was trying to get in touch with Nashville. He called at least ten minutes and asked anyone listening to forward word. He wanted Washington and New York to know and said the radio was the only way of communication. He said the storm had surpassed the one in Miami in 1926 and damage in Palm Beach and West Palm Beach was very bad. Nearly every place was damaged to some extent and they needed doctors, nurses and rescue workers. The citrus crop was not hurt much, wind dying down to 30 miles an hour, expecting rain.

"I could hear the wind but also got him very clear."

Mrs. Schaeffer says that she "did not bother calling up until morning" because she "thought others had got the same news."

Presidential Campaign Stimulates Demand For Radio

(Continued from Page 1)
most an entire nation. And each time a campaign speech is broadcast a larger part of the populace of the United States are tuned in.

Boon To Radio Sales.

The Presidential campaign of 1928 is surely proving a tremendous boon to the radio industry. The interest in radio in every section is stupendous. Never has there been such a rush to the radio stores. Those who have owned radios in the past are bringing their equipment up-to-date with the latest in radio. Thousands are waking up to the importance of radio and are purchasing their first equipment.

October is the big wind-up month of the Presidential campaign and every radio dealer in the United States can expect business. The Crosley dealer, because of the popular priced line he handles and its wonderful quality, is in a position to get the lion's share of this business.

It is up to every Dealer of the great Crosley organization to be on his toes in the coming weeks. The opportunity of a life time is yours, for you, just as much as any person who owns a Crosley receiver are "There" with Crosley.

Ardent Crosley Booster Writes Poem Mrs. Ida B. Lehman, Is Enthusiastic Over Both Crosley Radio And The Crosley Icyball Refrigerator

Located on the Dixie Highway, two miles north of Beaver Dam, noted for its chicken dinners is the Evergreen Inn. Mrs. Ida B. Lehman, who with her husband operates this Inn, has created a home-like atmosphere which appeals tremendously to the tourist trade, to which they cater.

Mrs. Lehman is an exceedingly ardent Crosley booster and owns a Crosley set, as well as a Crosley Icyball Refrigerator. Not long ago they had a sleet storm which put the telephone and electric lines out of commission for almost a week. Hundreds of poles were broken off, lying on the ground in the locality, as well as seventy-five miles semi-circular of Toledo southeast and southwest. This storm gave Mrs. Lehman the inspiration to write the poem on the Crosley Icyball which follows:

WHEN ICE WAS IN ABUNDANCE

Just as the month of March went out,
In nineteen twenty-eight,
All things out doors were packed in ice,
It made all nature look so nice.
Each house and barn, each twig and tree
Most gorgeous for the eye to see,
The grass and shrubs both high and low,
Were all adorned and glistened so,
But some things we will admit,
Did not appeal to human wit.
Great poles had dropped, and wires popped,
Electric frigidation stopped.
But strange how things do come about,
To help the anxious people out,
The Icyball that Crosley made
Was not affected by ill fate.
It needed neither pole nor line,
No 'lectric plant to bills define.
Quite undisturbed the Icyball
Kept on the job, through storm and all.

You Need These Sales Helps Now

Souvenirs With Your Imprint Which Help You Build Good-will



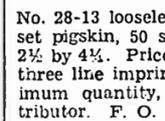
Letter Holder No. 28-12

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



Book Matches No. 28-16

Crosley Book Matches, No. 28-15, your ad on front, Crosley on back. \$3.75 for one thousand books; two thousand books or more \$3.50. Order from your distributor. F. O. B. Barberton, Ohio, or Springfield, Mass.



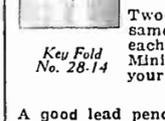
Memo-Book No. 28-13

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



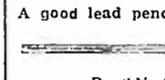
Key Fold No. 28-14

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



Auto Key Fold No. 28-15

Two-hook auto key case, No. 28-15, same material as above. 69 cents each, plus \$1.50 for three line imprint. Minimum quantity 25. Order from your distributor. F. O. B. Cincinnati.



Pencil No. 28-26

A good lead pencil—round, yellow, nickel tip, white eraser. Each, 3 cents, plus \$1.50 for 3-line imprint, minimum quantity 500. Order from your distributor. F. O. B. Cincinnati.



Kitchen Pad No. 28-17

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



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

Hang This Non-Electric Sign Outside Your Window



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.

Price \$2.50 Each F. O. B. Cincinnati

An Attractive Flasher Display That Doesn't Disturb Demonstrations



Flasher Display No. 28-23

A three-cornered flasher display, executed in enamel and lacquer, with large transparent advertisements on two sides makes use of a new device which causes the concealed light to flash on and off without the annoying clicking noise in the A-C sets being demonstrated. A most compelling and eye-stopping display at a very low price. It costs \$3.00 and your distributor can supply you.

Price \$3.00 Each



Illuminated Tire Cover No. 28-2

Crosley Illuminated Tire Cover

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

\$9.00 F. O. B. Cincinnati

Give This Fibre Tire Cover to Customers



Fibre Tire Cover No. 28-1

Crosley is taking advantage of the new idea of utilizing an automobile spare tire for advertising. A cheap, durable and effective tire cover, constructed of entirely water-proof fibre and fitting any size tire is offered here. It carries your imprint at the bottom. This tire cover is specially designed so that you can give them to those of your friends and customers who will use them on their automobiles. Fibre tire covers, for fifteen, \$9.25, including imprint; for twenty-five, \$13.75, including imprint; over twenty-five, 55 cents each, including imprint. Sample tire cover, not imprinted, 45 cents each. Order from your distributor, enclosing cash with order. F. O. B. Cincinnati.

Post These Crosley Road Signs



Fibre Road Sign No. 28-3

The big Crosley national advertising campaign is in full swing so you cannot afford to let a chance slip by to tie in with it. The Crosley Fibre Road Sign offers you just this opportunity, enabling you to tie 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.

Now Is The Time!

Crosley Is Ready---The Market Is Ready

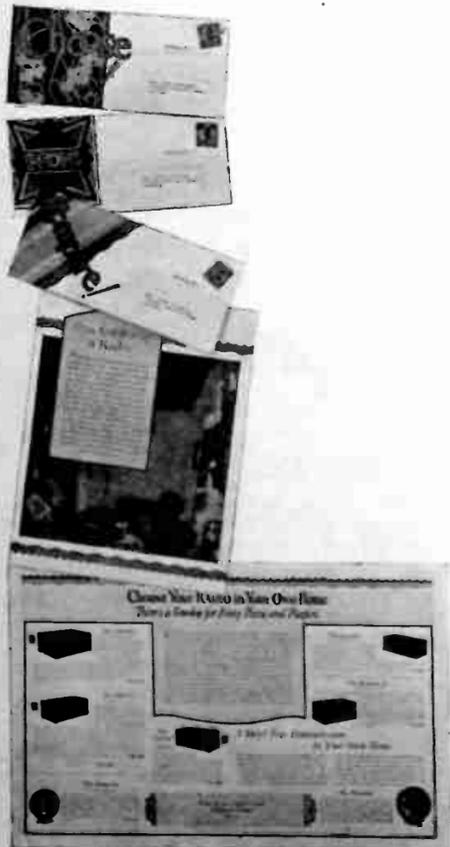
ARE YOU READY?

Competition is altogether too keen to permit lax sales methods this year. Radio dealers who make money this season will be those who go out after business aggressively—not those who sit in the store and wait for business to come in.

We know this. You know it. That's why we developed the splendid Crosley Retail Sales Plan—the only radio selling program which gives you the kind of help you need and can use—at a price that assures you sales at a profit.

It is a fact that the Crosley Retail Sales Plan will create more sales for you at a lower cost per sale than any other form of publicity or sales promotion that you can possibly use—bar none. It is the most effective selling tool we have ever been able to place in your hands.

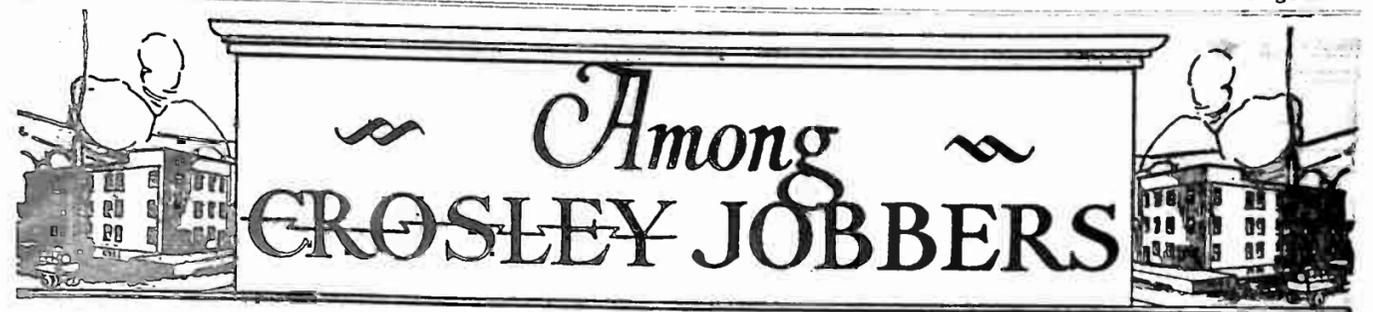
But—the Crosley Retail Sales Plan will work for you only if you use it. Nothing else will take its place. You are losing sales and profits you might have unless you put it to work now.



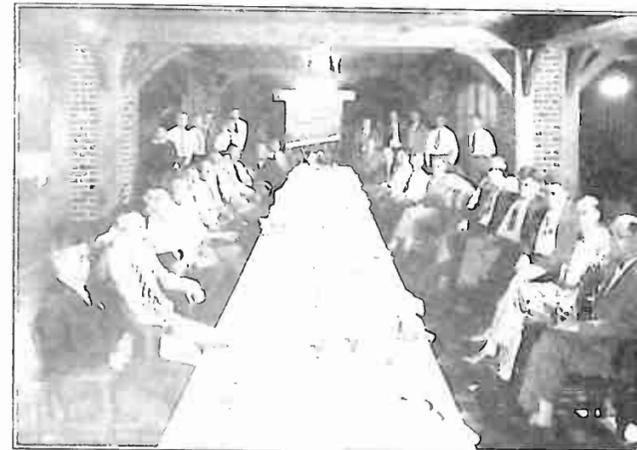
Get Your Orders In Now

Orders for thousands of sets of the beautiful Crosley Prospect Mailing Pieces—Prove, Choose, Compare—have already been ordered by progressive Crosley Dealers. We want your orders for these pieces and we want you to start the Crosley Sales Plan NOW. The Crosley Sales Plan will put you ahead of competition and **KEEP YOU THERE.**

Ask Your Distributor For Full Details---Or Write To Us



Michigan Dealers Assemble For Meeting



Successful Gathering of Dealers Sponsored by Sherwood-Hall Co., Ltd., of Grand Rapids, Michigan

The above picture shows a view of the Dealers of the Sherwood-Hall Company, Ltd., Crosley Distributors at Grand Rapids, Michigan. They have had a dandy get-together banquet and have been explained the whole Crosley set-up for the 1928-29 season. From the enthusiasm manifested at the meeting there is going to be tremendous Crosley sales up in Michigan in the next month.

Chicago Show Is Next

(Continued from Page 1)

furniture displays. The Crosley Gembox at \$65.00 and the Crosley Dynacone at \$25.00 proved the center of attraction. Everyone seemed to be astounded that merchandise of such high quality could be priced so low. Of course the merits of Crosley mass production methods had to be explained.

Never have such tremendous crowds attended a Radio Show as came to view the latest in radio at the New York Show. Although the admission price was \$1.00 per ticket they came by the thousands. One day alone, 59,000 persons went

through that great hall and visited booth after booth.

Probably the most pronounced reaction of the Show was the general confidence expressed by the public at large in A. C. receivers and dynamic speakers. Truly Mr. Crosley's viewpoint that the A. C. receiver and the dynamic speaker has come into its own was more than verified. Because of this it was only natural that the Gembox priced at only \$65.00, the lowest priced A. C. set on the market, came in for the fullest share of attention.

Now for Chicago. Already the Chicago territory is overwhelmingly Crosley, and it is expected therefore that the Chicago Show will emphasize more strongly than ever the commanding position which Crosley radio and Crosley dealers all over the country hold in the industry.

ley Broadcaster immediately. The Crosley Gembox is proving a big sensation in every part of the country. Though it is the lowest priced A. C. electric receiver on the market, it is stacking right up with the best and is making hundreds of enthusiastic friends.

The Crosley Gembox—a genuine neodyne power speaker receiver at \$65.00 is sweeping the country.

Gilham Electric Company Booth At Atlanta Radio Show



Considerable Attention Attracted To The Crosley-Amrad Display Shown Above

The recent Atlanta Radio Show was a real success. The above picture showing the Crosley booth of the Gilham Electric Company, Crosley Distributors at Atlanta, Georgia, made a great hit at the Show. Thousands of prospective buyers visited the Show, and a good part of them went home determined to own a Crosley 1929 radio.

Serious Accusations Filed Against Crosley Gembox

"Can't Go To Bed" And "Dinner Burns To Ashes" Are Counts Against Nation's Most Popular Radio

Speaking of life's darkest moments, a Crosley dealer at Birmingham, Michigan. Mr. Leon B. Miller of the Miller Tire & Battery Shop, had an experience the other day, which for a minute seemed to fit under that heading.

The Miller Tire & Battery Service Company had sold a Crosley Gembox to a retired gentleman. About three weeks afterwards, he and his wife walked into this store. After greeting Mr. Miller, the wife said: "You'll have to come and get that Crosley just as fast as you can."

"Er-r why?" Mr. Miller stammered. "Well," she finished, "I don't go to bed until twelve o'clock, and besides, I forgot my dinner the other day and it burned—I was so interested in the program."

"Yes, you'll have to take out the Crosley—or else furnish us a house-

keeper to get our meals," the husband laughingly said.

After that little joke they both began enthusiastically telling of the stations they had dialed and how pleased they were with the Crosley Gembox.

In speaking of the incident, Mr. Miller said: "This was the first Gembox we sold, so we were glad to receive such praise of the radio. We are passing it on to you as we enjoy the comments of others in the Broadcaster."

Have any of you had like experiences? If so tell your experience in a letter to the editor of the Cros-

CROSLY DEALER'S PAGE

Crosley Gembox Makes Hit

M. F. DeMyer of Fulton, Kentucky, Says: "Most Wonderful Set"

That the Crosley Gembox, which is the lowest priced A. C. receiver on the market today, has more than a price appeal, is shown by the letters which are being received from Crosley dealers everywhere. We are publishing below a letter received from our Crosley dealer at Fulton, Kentucky, Mr. M. F. DeMyer:

"I have sold some of your sets that have used your power converter separate, and some of your battery sets, and I have lately purchased one of the Gemboxes.

You have certainly made a hit in getting this set out, for it is the most wonderful little set I have ever seen.

I have made some house to house demonstrations, and every one that has seen it likes it very much. I would have made more, but the static is so bad here at present.

I have a good many prospects, and the future looks brighter than it ever has before.

I do some repair on all makes of radios, and get to see all makes, but the Crosley is the best."

M. F. DeMyer,
Fulton, Kentucky.

Proud To Be A Crosley Dealer

Palmer Bros. Implement Company Has Made Record

Here is a letter that shows the enthusiastic zeal with which the Palmer Bros. Implement Company, Crosley Dealers at Morrystown, S. Dak., are going after the radio business this season.

Proprietor Spoils Picture By Nodding



Above Is The Attractive Window Display Of Rudolph's, Inc., Crosley Dealers At Endicott, New York

You're doing a pretty good business when it's impossible to stand in front of your store for five minutes to have your picture taken without spoiling it because you must nod to a dozen or so satisfied customers.

That is what happened in the picture above. A time exposure was taken of the Crosley Dancing Doll Display in the window of Rudolph's, Inc., Crosley Dealers at Endicott, New York. The proprietor of the store stands in the doorway. The picture would have been all right had it not been that a number of people who had already bought 1929 Crosley radio receivers passed, and of course, the proprietor had to nod to them, blurring the picture.

"Beg to advise that we have the name of selling more Crosley products than any house in the West River country, and although the radio business has just opened up here, we have placed one Showbox and two battery sets. We are exclusive Crosley dealers and will re-

Although we would like to see a little more plainly what the countenance of this enterprising man looked like, still we must admire the fact that even though he was having his picture taken, he could not resist nodding to his customers.

Keeping on friendly terms with your customers is an exceedingly good thing in selling radio. Satisfied Crosley owners are your biggest source of new prospects. Crosley owners can make sales for you every day if you but keep in touch with them. This is one of the reasons for the success of Rudolph's, Inc. Every time a Crosley set is sold, a firm friendship is established, and he is always anxious to provide Rudolph the names of those who would be interested in Crosley.

main so as long as Crosley keeps up his wonderful line.

We are glad to give you this information and will say we are proud to be a Crosley dealer.

Yours respectfully,
Palmer Bros.,
Morrystown, S. Dak.

Crosley Dealer Enthuses

Powers Radio Shop, Leominster, Massachusetts, Going Strong

There is nothing that can keep Crosley dealers this year from making a big sales killing. The letter below, written to us by H. E. Powers of the Powers' Radio Shop, Crosley dealers at Leominster, Mass., shows the early start this dealer has made with Crosley:

Sept. 4, 1928.

"I have sold single handed ten Showboxes with Type F Dynacones since August 8th. All of my customers are very enthusiastic about the outfit and must say that I know it is the best value on the market today; it is a wonderful set. In a number of instances I have Showboxes working perfectly with terrific volume with no antenna at all, using a water pipe or a steam pipe in place of antenna. Inasmuch as August is usually a static infested month, with many off on vacations, I feel fairly well satisfied with the August sales.

Yours truly,
H. E. Powers,
Powers' Radio Shop,
Leominster, Mass.

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

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

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

Attractive Dealer Window Displays Speak For Themselves



Above are shown pictures of the windows of Crosley dealers which are outstanding because of their attractiveness. Each dealer whose window is shown here has displayed considerable originality. The pictures shown above are as follows: 1st—Window of the Rockford Radio Show, Rockford, Illinois. 2nd—Window of the Georgia Power Company at Atlanta, Ga. 3rd—Window of the Home Furnishing Company, Wichita, Kansas. 4th—Window of the Haverty Furniture Company, Little Rock, Arkansas. 5th—Window of the Laube Electric Company, Rochester, New York. 6th—Window of Bernhart & Landwener Company, Jeffersonville, Indiana. 7th—Window of Wolf, Karby & Hersey Company, Madison, Wisconsin.

Display this combination—the unmatched VALUE—C-3 console, with Dynacone power speaker built in and A C Electric power speaker GEMBOX installed. Tie up with Showers four color October national advertising by Featuring this Radio Ensemble.



The NEW Radio and the COMPLETELY APPOINTED Radio

NOW YOU CAN HAVE A RADIO CORNER IN YOUR HOME... IN THE NEW DECORATIVE GROUP MANNER... ENJOY THE BEST OF RADIO RECEPTION... THRILL WITH ITS RARE BEAUTY... AND BUY IT AT UNMATCHABLY LOW PRICES AND ON VERY EASY TERMS.

Showers'-Crosley Radio Ensemble

EASY TERMS **\$143.75** FREE TRIAL

Includes a Genuine Crosley AC Electric Gembox, the new Crosley Dynacone, which brings true realism to radio reception in a dainty proportioned, dainty, hand-carved, decorative walnut console of consummate beauty. Definite a dainty and best receiving circuit with as beautiful a furniture ensemble as you ever laid eyes on. The

decorated walnut... \$50.00
AC Electric Gembox installed... 65.00
covered tuning... 16.75
... 12.00 (separately)

FIVE DAYS FREE TRIAL

Take advantage of our five days' free trial offer. See how well the furniture looks, how well the radio performs in your own home.

If you cannot come to our store send us this coupon:

I am interested in seeing and testing the radio ensemble you advertise as five days' trial in my home.

Name _____
Address _____
City _____ State _____

I am also interested in seeing literature featuring artistic and substantial furniture values at \$200 and less.

DEALER'S NAME HERE

COUPON: I am interested in seeing and testing the radio ensemble you advertise as five days' trial in my home. Name _____ Address _____ City _____ State _____

That the Showers'-Crosley Radio Ensemble brings you these advantages: better materials, better workmanship, better artistic effects, better reception, better values—all at a better price.

No. SB-2—3 Cols. x 8½ inches

SHOWERS BROTHERS COMPANY
Bloomington, Ind.

The Newest Idea in Interior Decoration ~ the Radio Ensemble! ~ combined with the latest development in Radio

Modern home owners are no longer satisfied with a little "radio set." They demand a clean, airy, and cozy reception and the most pleasant surroundings. The Showers' Crosley Radio Ensemble meets this demand in interior decoration. It combines the latest and best receiving circuit with as beautiful a furniture ensemble as you ever laid eyes on. The

SHOWERS CROSLY RADIO ENSEMBLE

43.75

includes a Genuine Crosley AC Electric Gembox, the new Crosley Dynacone, which brings true realism to radio reception in a dainty proportioned, dainty, hand-carved, decorative walnut console of consummate beauty. Definite a dainty and best receiving circuit with as beautiful a furniture ensemble as you ever laid eyes on. The

decorated walnut... \$50.00
AC Electric Gembox installed... 65.00
covered tuning... 16.75
... 12.00 (separately)

FIVE DAYS FREE TRIAL

Take advantage of our five days' free trial offer. See how well the furniture looks, how well the radio performs in your own home.

If you cannot come to our store send us this coupon:

I am interested in seeing and testing the radio ensemble you advertise as five days' trial in my home.

Name _____
Address _____
City _____ State _____

I am also interested in seeing literature featuring artistic and substantial furniture values at \$200 and less.

No. SB-3—3 Cols. x 9¼ inches

FREE

Dress up your window showing the new decorative Radio Corner for the Home, and use these Ads in your advertising. Mats for these advertisements furnished FREE. Write Dept 81.

ORDER BY NUMBER

ATTENTION!

Crosley Dealer Service Men

The Following CASH PRIZES are offered for the best methods of connecting the Crosley DYNACONE on the greatest number of nationally advertised 1928-29 models of broadcast Receivers (Crosley Sets Not Included)

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

For every answer of sufficient value to be published **\$5**

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.
- 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.
 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.

INFORMATION YOU HAVE TO WORK WITH

Diagram Of The Type E Dynacone

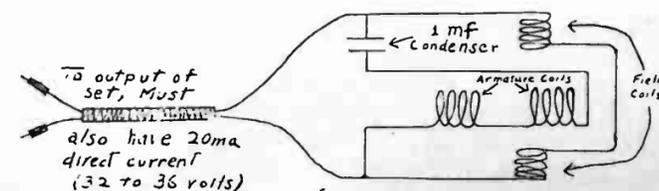
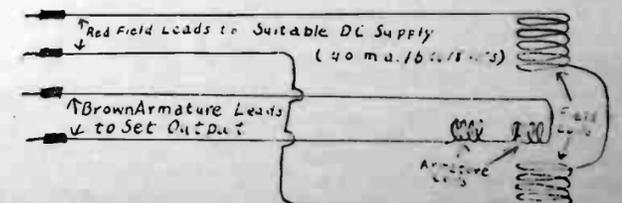


Diagram Of The Type F Dynacone



Contest Closes December 1—Mail Your Answers Before That Date

Almost Unlimited Market For New AC Set Crosley Merola

Tremendous Sales Possibilities Seen Because AC Receiver Develops Fullest Benefit Of Crosley Merola--Push This Item

In the last issue of the Crosley Broadcaster we announced the new Crosley Merola for A. C. receivers. Already this new Merola has stirred up a lot of interest, as dealers everywhere recognize it as the most unique and saleable phonograph pick-up attachment on the market. With its outstanding features and wonderful volume qualities, this model of the Crosley Merola is sure to be a fast seller from the start.

Possibly the sales feature which appeals most strongly to the average dealer is the new hook-up which has been incorporated in this model of the Merola. By means of a new type throw-over switch and a new socket attachment for the detector which enables the detector tube to remain in place, the Merola can be made a permanent installation with any A. C. receiver hook-up.

Switch Control Unique.

The throw-over switch control determines whether the record is to be played through the audio stage of the receiver or whether the radio receiver is to perform in the usual manner. If the switch is thrown in one direction the in-pick stage of the radio receiver is cut off and the Merola connection is complete so that a record can be turned on the phonograph turn-table and played through the set and the speaker. When the switch is turned the other way the Merola is thrown out and the circuit of the radio is connected normally so that it may perform in the usual manner.

This feature will appeal to the buying public everywhere. Knowing little about the circuit of a radio they will appreciate the Crosley Merola phonograph pick-up which may be permanently left in the radio hook-up and controlled so easily and conveniently by a throw-over switch. There is nothing in the market just like this Crosley Merola phonograph pick-up.

Now Bigger Market.

The development of the A. C. electric receiver has really brought the phonograph pick-up into its own. The A. C. current with its unlimited source of power has made possible push-pull amplification—has made possible the dynamic type speaker, making possible a volume and quality of full undistorted tone from the electric receiver and speaker hereto unattained.

As the Merola is merely an attachment to pick up the sound waves from the record and divert them through the audio stage of the receiving set into the speaker, it is readily seen that the quality of output possible is only limited by the



The Cheapest Portable may be Converted into a Wonderfully Toned Electric Phonograph.

refinement of the circuit of the receiving set and the speaker.

Just a Turntable Needed.

The old phonograph itself has nothing to do with the type of quality. Just so it has a turntable mechanically right; any type of phonograph can be used. Even the most inexpensive portables are just as adaptable as the most expensive old type phonograph.

Though the Crosley A. C. Merola pick-up will operate with any type of A. C. radio receiver, it has been designed and developed to give most perfect operation with Crosley A. C. receivers. The results, therefore, with the Crosley Gembox or Crosley Showbox, in connection with the Crosley Dynacone, can be expected to meet the most critical taste.

Crosley Set Ideal.

When the sound waves of the phonograph record are transmitted by means of the Crosley Merola through the audio and output stages of the Crosley Showbox and Dynacone, a result can be expected which will equal, if not surpass, electric phonographs costing many hundreds of dollars.

This may be explained by the fact that the change that has taken place in the phonograph has been the addition of a stage or more of radio amplification. When this is supplied from a radio receiver, equal results can be expected. As Crosley radio receiver incorporates push-pull, in addition to the famous neodyne, completely balanced circuit, and with the wonderful development of the dynamic speaker in the form of the Crosley Dynacone, it can be readily understood how even a superior quality of reception can be expected.

A Profitable Seller.

It is certain that you will find the new Crosley Merola for A. C. sets a

rapid seller right from the start. Samples are now in the hands of Crosley distributors. Get your distributor to demonstrate this new Crosley Merola for you. Place your order for a number of these units so that you can demonstrate them in your store to your prospective customers.

Every present owner of a radio

receiving set is a prospect, and every person who buys a Crosley A. C. receiver from you should certainly also invest \$15.00 additional to convert their old phonograph by means of the new set into a modern electrical phonograph. Thus they have not only the radio programs to choose from but the selection of records which they may already own.

Why Advertise Gembox?

By Powel Crosley, Jr.

(Continued from Page 1)

priced A. C. set on the market selling for \$65.00, that announcement in the newspapers has real news value.

It has price appeal and it will bring ten people into the dealer's store where only one person will be brought in on the advertisement of an \$80.00 set. This very carefully remember, that when you get these ten people in your store, it is easy for you to give them a choice between the Gembox and the Showbox but the main thing I think that advertising should do is to bring the people into the store and Gembox advertising will do that thing.

Put your best foot forward now and prosper with Crosley.

Salt Lake City Department Store Features Crosley In Window



The Above Shows The Simple Yet Attractive Window Of The Auerbach Company Store

We are showing here the exceedingly attractive window display of the Auerbach Company, one of the largest department stores at Salt Lake City, Utah. The large card in the center made in brilliant colors, with the lettering "The Crosley Electric Radios," catches the eye for some distance. This window proves how attractive and forceful a display can be made when simplicity is carefully considered.

Incidentally the Auerbach Company is doing an exceedingly fine job with Crosley this season.