

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL VII

OCTOBER 15, 1928

NO. 20

Crosley Will Open New 50,000 Watt Station

Crosley Shatters Early Season Sales Records

Dealer and Distributor Stocks of Crosley Merchandise Completely Absorbed

We are in the midst of the biggest and most stupendous radio season that the radio industry has ever faced. Crosley Radio, off to a whirlwind start in the early season, has shattered radio sales records on all sides.

So outstanding has been the value of the Crosley 1929 line of receivers and speakers, so dominating has been Crosley merchandising and advertising policies, that Crosley dealers have literally swept all opposition before them, obtaining a surprisingly large share of the radio business in their various localities.

Dealers Smashing Records.

Although it is early in the season Crosley dealer sales surpass any previous season. Up to October 1st of this year, Crosley sales equal our total sales for the entire 1927-28 season.

This is the more significant since the season is barely under way and since the shipments are being absorbed as fast as they are made.

Stocks Absorbed Everywhere.

No surplus stock of Crosley merchandise is on hand anywhere. During the early summer months production was rushed to build up a surplus stock. This however, has long since been consumed and dealer orders and actual dealer sales are absorbing Crosley shipments as fast as they can be made. Crosley production is being taxed to the utmost to meet the demand for Crosley 1929 models.

The secret of this overwhelming conquest by Crosley forces can be found in Crosley 1929 merchandise. When the Crosley line was first announced early in June it was predicted that 1928-29 would be a Crosley year. The truth of this prediction, the marvelous manner in which Crosley merchandise has fulfilled the utmost expectations of the radio buyer for this season, has been conclusively demonstrated by Crosley sales in the past weeks.

Worth Twice the Price.

In Crosley merchandise for this season the dealer has not only the lowest prices to offer to his customer, he has a quality and performance that stacks right along

Football Broadcasts Boost Radio Sales



When the ball goes round the end for 40 yds....

...You're there with a Crosley"

Outstanding Gridiron Games To Go Out Over Huge Radio Chain--Sectional Games To Be Broadcast Locally

The football season is here—baseball is forgotten—the sporting blood of the nation has gone football mad. Interest in football is more intense this season than ever before, due to the fact that hundreds of stations are planning to broadcast games of both sectional and national interest.

The big football stadiums of the country have a limited capacity, but radio knows no limit. Through the

side the best and most expensive in radio. Competitive demonstrations of this year's models have shown that Crosley would be cheap at twice the price. The 8 tube Showbox in combination with the Dynacone has easily outdemonstrated anything in its price range and has in most cases been the choice when compared with receivers costing \$50.00 and \$100.00 more than it does.

vivid, picture-like description of the famous radio announcers, millions this year will see the football games formerly limited to but the thousands. Football has come into its own. It literally takes the place of baseball as the national pastime in the Fall season. Radio is responsible.

This year when the big football
(Continued on Page 5)

Crosley dealers everywhere have recognized the dominating position which the Crosley Gembox has enabled them to take in radio. This receiver, the lowest priced A. C. radio on the market today, more than holds its own in its price field. It is powerful, it is selective—it is a dynamic power speaker set. When advertised in the local papers it has a news value and a powerful
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Super Dedication Program On Oct. 29

Of New Powerful Transmitter

Reception Of Test Programs From Every State And Many Foreign Countries

Monday, October 29, will be a red letter day in Crosley broadcast history as well as being of tremendous significance to the Crosley Dealer family and the radio public at large. Powel Crosley, Jr., has announced that on that day the new 50,000 watt transmitter at Mason, Ohio, will go into operation as WLW, with formal ceremonies at 9:00 P. M. The dedicatory program will continue until 3:00 the next morning.

Celebrities Scheduled.

The most spectacular entertainment ever broadcast by an independent radio station is promised for the opening of the 50,000 watt station although the features are yet to be announced. A large orchestra of Cincinnati's most favored musicians, the most popular radio soloists, and several acts from WLW's regular programs will appear with national celebrities some of whom will make their radio debut with the new station.

Leaders in the radio manufacturing industry and in the broadcasting field, newspaper men, and the governors of every state will be invited as Crosley guests for the gala event. Included in the opening day's program will be a trip through the 50,000 watt transmitter building and a buffet luncheon there at noon, a visit to the WLW and WSAI studios and the Crosley Radio factories in the afternoon, and a public broadcast of the opening program
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Icyball Contest Prizes Awarded

First Prize To Iowa Dealer!

C. H. Hanold, Crosley Dealer in Wyoming, Iowa, wins the Single Unit Icyball Refrigerator offered as First Prize in Icyball Sales Plan Contest!

Mr. Hanold's Own Story!

THE Icyball Refrigerator Contest comes to a close with the first prize of a single unit Icyball Refrigerator, an eighty dollar value, going to our dealer in Wyoming, Iowa, — Mr. C. H. Hanold.

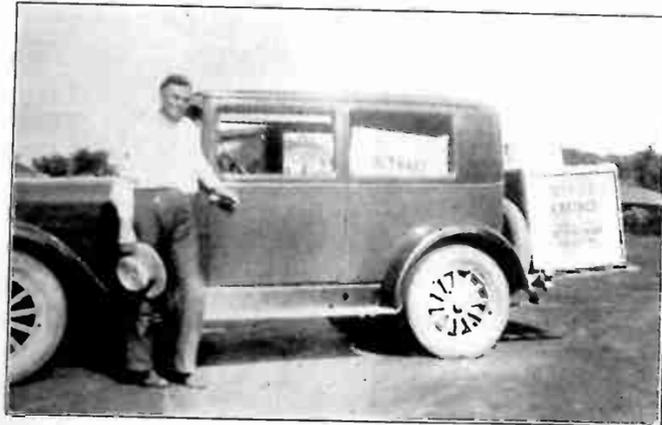
The contest was put on to give Crosley dealers an opportunity to present the selling plans they are using to push the sales of the Icyball. Merchandising the Icyball Refrigerator involves interesting conditions in different parts of the country and naturally the more points that are brought out, the easier it is for dealers to grapple with their sales problems.

In response to the contest announcement, a number of interesting letters were sent in. Most of them revealed the fact that the sale of Icyball Refrigerators is most successful with the use of home demonstrations. A number of dealers have been trying demonstrations in the store or at fairs and exhibitions, but these are not really as convincing as a demonstration right in the home. For one thing, a good demonstration lasts twenty-four hours, during which the prospect can see for herself how little effort is needed to get refrigeration and how perfectly the Icyball does its work keeping foodstuffs sweet, fresh and cold.

In the case of the First Prize winner, the dealer not only took the Icyball in his car to the prospect's home, but he also carried a small stove on which to heat water for the demonstration. After a sale is made, Mr. Hanold makes it a practice to keep in touch with the purchaser for a week to make sure that she is operating the Icyball correctly and is getting satisfactory results. This service is naturally appreciated by the customers. If a purchaser is thoroughly satisfied, she is going to boost the Icyball sales for the Dealer who sold it to her, by telling as many of her friends as she can.

In this issue of the Crosley Broadcaster we are letting Mr. Hanold tell his own story. In our next issue, the other prize winners will talk to you. Mr. Hanold sent us some samples of the newspaper advertising he used. Sometimes he advertised the Icyball exclusively; other days he advertised it in the same ad with various special numbers; sometimes he merely mentioned the Icyball in an ad devoted mainly to another purpose. But he didn't keep silent about the Icyball. Mention of it, at least, got tucked into his newspaper advertising. On two occasions he listed the purchasers of Icyball Refrigerators. This struck us as a good point. You can see it would be a mark of distinction to own an Icyball and purchasers would be glad to have it mentioned.

There's a world of difference between making ingenious sales plans and actually making sales. This contest was for the purpose of drawing out the sales plans in use. Most of the prize winners have been successful in selling the Icyball. In one or two instances, where they are just getting started and sales have not yet developed to any extent, nevertheless prizes have gone to dealers who have formulated a good sales plan. In Mr. Hanold's case, he has demonstrated the workability of the method he is using, by actual sales.



Method used by C. H. Hanold in getting the Icyball into the prospect's home for a 24-hour demonstration.

WYOMING, IOWA — POPULATION 690
C. H. HANOLD
Authorized Crosley Dealer
September, 1928

"Our Method For Selling The Crosley Icyball Refrigerator"

We received the first Crosley Icyball last September and put it to work in our store, where it has been working ever since.

We distributed the circulars furnished by the Crosley Radio Corporation and used printer's ink freely in our local paper. We demonstrated the Icyball Refrigerator to all our patrons, and kept a record of all prospective customers. By April 1st we had sold ten. One man came over twenty miles to see our Icyball and left enthused. The next day he brought his wife to see it and gave the order for one.

In early summer I canvassed the territory with results, and have worked prospects ever since. We put the Icyball in on a week's free trial if requested, knowing that they would do all the Crosley Radio Corporation claim for them, and more, which results in sales we could not have made otherwise.

I have sold 26 in this community, and have a lot of customers that have promised to buy an Icyball next season. We sold seven in one neighborhood. We get full list price for the Icyball.

Customers that have had ice refrigeration were easier to sell an Icyball. We find very few ladies object to an Icyball Refrigerator, but some do object to taking care of the unit, so I do my best to get the men folks to take care of it, as they would the ice from the ice house. We have them make a regular chore of it; usually morning is most convenient; by the time the chores are done, the unit is ready to go back into the box, so it takes very little of their time.

I deliver them with my car, taking a stove and stand with me. I put the stove and tub in an out of the way place for boiling, the refrigerator in the most convenient for the house wife. We show them how to operate the Icyball and ask them to follow instructions carefully to get the best results. We keep in close touch with the customer for at least a week, to be sure they understand the instructions, and that it is doing the work expected of it.

We advise our users to keep the box filled up to capacity, as a full box holds the refrigeration much better than an empty one.

We do not misrepresent the Icyball to our customers, they do all we claim for them, and more, which pleases the customer. We published a list of our Icyball users at different times which has helped us make sales.

I was completely sold on Icyball from the start, and will add that I have not lost any of my enthusiasm. I think it is one of the best inventions ever made for folks that are not favored with a high line. Thanks to Mr. Crosley for making this modern convenience possible.

C. H. HANOLD

Stories of other Icyball Contest Winners will follow in next issues

How Crosley Helps You Reach Every New Broadcast Feature For Farm Prospect In Your Locality Boys and Girls

Make Money With Crosley---Harness These Six Forces To Your Business

Thirty-Eight Stations Give 4-H Club Program To 620,000 Farm Boys and Girls

The complete Crosley Plan makes it easier than ever for you to dominate your local radio market. In national magazines, newspapers and periodicals, the Crosley message is going to millions of prospects throughout the country.

In your own locality, the newspapers are carrying convincing sales messages on Crosley. You are offered, through your distributor, a cooperative advertising plan that will place you in the lead as a recognized Crosley dealer. For your definite prospects, you have the new Crosley Retail Sales Plan, the most effective, easiest, and least expensive selling plan ever developed in any industry.

1. National Advertising — The greatest national publications are carrying a full schedule of Crosley advertising—strong, complete, detailed sales messages that are arousing the interest of the millions of radio prospects to Crosley Value and Performance Quality.

2. Local Advertising—Newspapers this year are carrying a strong Crosley message and in addition should carry your own Crosley advertising messages. Crosley advertising dollars are being spent in national magazines and newspapers to prepare the way for your sales. We tell the public how good Crosley sets are this year, but its up to you to tell them where Crosley sets may be bought.

3. Your windows—Special window displays and display materials have been designed to make Crosley dealers' windows the talk of the town. Again, through cooperation, these striking display effects are made possible at nominal cost. Many of them come to you absolutely free.

4. Your Store Display—For the interior of your showroom, Crosley provides display material which is in a class by itself. No expense has been spared in creating the finest, most attractive posters, cards and signs that the leading artists and designers in this country can produce.

5. Reach Good Prospects Direct by Mail—Use the Crosley Retail Sales Plan, to reach your selected prospects and blaze a sure trail to the sale. The plan is so simple, so inexpensive, that one sale to 300 prospects more than pays for the entire solicitation of the 300 prospects.

6. Follow Them Up By Telephone or Personal Call—You can't expect radio to sell itself. Your success depends upon the amount of sales effort you put behind your business. Crosley makes it easy for you to develop prospects—easy for you to follow them up. From national advertising to your store, every step had been planned carefully to make it easier for you to sell Crosley.

This is Radio Sales harvest time —Keep Going—hit the ball.

A new broadcast feature, "The 4-H Club Crier," for farm boys and girls in the United States, was inaugurated October 1, by the radio and extension services of the Department of Agriculture. Sixty-one stations in 38 states have requested the service.

"The radio stations cooperating

with the department are going to give the rank and file of 4-H Club boys and girls a national outlook on the activities of their organization by means of a weekly broadcast," said Morse Sallsbury, chief of the radio service. "The Crier will be prepared by the radio service in conjunction with the extension service.

"The 4-H clubs, with a membership of more than 620,000 farm boys and girls, are agencies for the development of skill and character and enthusiasm for farm life among farm youngsters. The new radio program for club members is the first effort to give each individual in the organization a weekly glimpse into the whole realm of club work."

The national program will supplement state 4-H Club radio programs carried on by a number of land grant colleges. It will introduce a new radio personality, who will tell farm boys and girls each week of the best achievements by club members, local clubs or groups of local clubs, announce important regional or national club events and explain how to conduct club projects.

Separate "4-H Club Crier" programs are being developed for the Eastern, Western, Central and Southern groups of states. It is planned to announce a schedule of cooperating stations soon.

This program is certain to appeal strongly to the farm kiddies, and will make radio on the farm more popular than ever.

New Yorker Gets Germany On A Jewelbox

Dale, New York, September 22nd, 1928.

The Crosley Radio Corporation: Just a few lines to let you know I had another great treat from the A C Crosley I bought. I got Bremen, Germany, direct, and the program came in fine. You can feel mighty proud of this Jewelbox 1928. for getting stations. I probably won't try for any stations over across for a while. I am well pleased with it.

Sincerely,
Edwin Pfiamm,
Dale, New York.

Win Good-Will—Give Away Crosley Book Matches. See Page 6.



The above picture shows a corner of the living-room in the home of A. V. Hall of Sherwood-Hall Company, Ltd., Crosley distributors at Grand Rapids, Michigan. The Crosley Showbox and Dynacone have been installed here in the book-case in a very unique and interesting manner, blending into the artistic appointments of the room. Mrs. Hall is rather particular of her furniture and the interior appearance of her living room. She is delighted with the manner in which the Showbox fits the scheme. This photograph is a constructive idea of the many types of installation possible. A more delightful corner to read in would be hard to imagine.

"Crosley Talk of the Town"

Crosley Radio Corporation. I have purchased an eight-tube Crosley Showbox radio last week from the Guderman Radio Service here and I think it is a wonderful radio—can get anything on the air. It sure is a wizard of the air; and

the boys are very good. More power to the boys and the stations and keep up the good work to keep Crosley at the top. Crosley is the talk of the town at Ft. Wayne so do your stuff and we will boost for Crosley.

(Signed) C. F. Hostman,
Ft. Wayne, Indiana.



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

Fits Crosley Exactly

Though there have been no revolutionary developments in Radio science this season, still at no time since Radio was introduced has so much real value been offered so reasonably. Radio design has improved each year and each season prices have been lower and the public have received more for their money.

The Crosley Radio Corporation has from the very first days led in giving the Radio buyer the most outstanding Radio value. Working for quality first and then selling this at the very lowest price possible, has ever been the Crosley principle.

This is true this season, more profoundly than ever before. The Crosley A. C. Gembox at \$65.00, though the very lowest priced A. C. receiver on the market, is more than holding its own in the lower priced field. Its true qualities of reproduction, its full, undistorted volume, its ability to reach out to surprising distances, have made it one of the marvels of the industry.

There is no restraint in the enthusiasm with which the Crosley Showbox, priced at only \$80.00 has been received. This receiver, while at the low rungs of the price ladder, stands out as one of the engineering achievements of the industry this season. Crosley dealers from every section of the country are reporting that they are successfully demonstrating the Crosley Showbox against all A. C. receivers in the lower priced range, and in many cases winning out over receivers two and three times the price. Just how Crosley is able to do this is a question which has puzzled many persons. An editorial ap-

pearing in the September issue of the Radio Manufacturers' Monthly, written by Austin C. Lescarbours, throws considerable light on the subject and fits exactly the Crosley situation. We quote this editorial below:

"If we interpret the signs correctly, the present season will be one of the popular-priced A-C set. We who have followed the developments of this industry from the days of the \$150.00 five-tube set to the present six-tube A-C set with big power tube, selling for less than \$100.00, marvel at the values being offered.

"Our curiosity has led to a critical inspection of the offerings and of their manufacturers. We have suspected some deep-rooted reason for these apparent bargains. And we have found it.

"Engineering—that's the story back of the marvelous values of this season. We have found engineers at work on the smallest as well as the largest producers. We have noted the tendency to spend more and more money on engineering, with enormous savings in materials and workmanship as the result. Components, through ingenious engineering, are being simplified to an unbelievable extent. Enormous efficiency is being obtained from the least number of tubes. Assemblies are reduced to metal chassis or bed plate, components that fit in place and can be eyeleted in most instances, and wiring in the form of a harness. There are inspections from start to finish.

"It would almost seem that Henry Ford has cast his magical influence over our radio industry, judging from the way components are made and assembled, and radio sets are being offered at a price well within reach.

"Are you investing in good engineering? The best is none too good. Give some thought to this feature, for the struggle for the markets is being primarily fought out by engineers."

The Theft Discovered

The practice of clipping articles from one publication by another is more or less common. Incidentally it is practiced very seldom by the Editorial Staff of the Crosley Broadcaster, inasmuch as there is so much to say in the columns of the Broadcaster of vital interest to Crosley dealers, that it is seldom, if ever, necessary to clip articles from other publications in order to fill up space.

There is a form of article clipping however which the Editorial Staff of this publication does not object to, is in fact very glad when it is done. It is this type of theft which we hope to encourage for it helps to make Crosley more of a universal by-word and to spread the fame of Crosley 1929 Radio models.

The thing we are referring to and

which pleases us very much is when on numerous occasions newspapers in many sections of the country have clipped articles from the columns of the Crosley Broadcaster, and reprinted them. Crosley has arrangements with a clipping bureau which furnishes clippings of all articles appearing in newspapers all over the land pertaining to Crosley. That is how this welcome type of theft on the part of newspapers has been discovered.

Now possibly Crosley dealers and distributors have had a hand in this, sending to the newspaper articles cut from the Broadcaster. As the name of a number of newspaper men are on the list to receive the Crosley Broadcaster, it is possible that this was accomplished without the contrivance of either the dealer or distributor. However it has been accomplished we desire to encourage it.

We know that any article appearing in the Crosley Broadcaster will enthusiastically boost Crosley merchandise. There is plenty concerning the Crosley company and Crosley merchandise to enthuse over and the Broadcaster Staff has very little trouble enthusing.

Of course there are numerous articles interesting the dealer organization only and frequently articles confidential to Crosley dealers which should not be published in the newspapers. There are however, in each issue of the Crosley Broadcaster numerous articles which make good publicity which newspapers will be glad to print.

Crosley dealers should see that these articles are clipped and sent to their local newspapers. Whenever a Crosley dealer places advertising in his local newspaper, he should supply this newspaper with a number of publicity articles pertaining to Crosley or Crosley merchandise to run in the same edition or in other editions of the paper.

Taylor Treats 'Em Rough!

Salesman Dalton Finds Himself All Wet

I would like to suggest to you that you warn any of our representatives calling on Taylor Electric Co., to carry a life-preserver, rubber-boots, slicker, and a So'wester hat when they visit Madison. I accepted the invitation of Mr. Taylor to take a ride in his Crys-Craft and paid the penalty of experiencing half of Lake Menonah down my neck as a result. Mr. Taylor's idea of fun is to jam the rudder over hard while going at full speed. He locates you in the stern seat in order to better appreciate the thrill of speedboating. And then you sit patiently while half the lake recedes down your back into your shoes. Hospitality plus, I call it, but mostly for the host.

Meet The New Editor Of The Broadcaster



A. E. Deaderick Appointed Assistant Advertising Manager and Broadcaster Editor

It gives us great pleasure to introduce to the readers of the Crosley Broadcaster and to the entire Crosley organization A. E. Deaderick, who from this issue forward assumes the pleasant duty of editing the Crosley Broadcaster.

Mr. Deaderick comes to the Crosley organization with a wide scope of advertising and editorial experience behind him, taking over the position of Assistant Advertising Manager and editor of the Broadcaster, formerly held by Charles E. Fay, who is leaving the Crosley Radio Corporation to become associated with the Kemper-Thomas Company of Norwood, Ohio.

The positions which Mr. Deaderick has held before coming with the Crosley organization admirably fit him for the work which he now faces. Mr. Deaderick was formerly copy manager with the Bunting Publications of Chicago and Waukegan, Illinois. Previously he was in charge of advertising with the Cuneo Press, Chicago, and for many years was with the Lakeside Press, also of Chicago, where he edited numerous publications printed by that organization.

On joining the Crosley organization Mr. Deaderick said: "I hope the Crosley Broadcaster will be a means for me to get acquainted with Crosley dealers and distributors—to become friends with them all."

Will your neighborhood be THERE with a Crosley when the votes are counted?

Admiral Peary Speaking!!

North Pole Heard On Crosley Bandbox in South Carolina!

"This is Rear-Admiral Peary speaking. Yes, it's certainly cold up here; 31 degrees below zero, in fact. But fine weather all around this North Pole country."

The above, or words to that effect, were picked up by G. W. Moody on his Crosley Bandbox, in Dunbarton, South Carolina. You don't believe it? Some of Mr. Moody's friends didn't believe it either, so he wrote to station WLW to find out. He was sure he had heard the voice of Admiral Peary over the Crosley Chain.

Too bad to shake a man's faith, but we suspect Mr. Moody was a bit late tuning in on one of the "historical re-creations" sent out by WLW every Tuesday evening. By missing the introduction, Mr. Moody was thoroughly convinced that he was being let in on a great historical event. The editor of the Broadcaster "swiped" the letter in question to show Crosley dealers what a Bandbox can do when it tries. Here it is:

"Dunbarton, S. C. Sept. 29th, 1928.

Radio Station WLW, Cincinnati, Ohio. Gentlemen:

Some few days ago I had the pleasure of listening to a program broadcast from the Crosley chain which the announcer said was being rebroadcast from the North Pole by Commander Peary himself; some of my friends heard this broadcast and some did not; those that did not hear it are very doubtful of this taking place. Please acknowledge reception.

I understood Commander Peary to say it was 31 degrees below zero, and that this was the most healthful expedition he has ever been on. Also heard the negro that has been with him in his expeditions speak a few words of praise for Commander Peary. And all this came in over a Crosley Bandbox with enough volume to be heard in four of my neighbor's homes.

Very truly yours, G. W. Moody."

P. S. We are reliably informed that Robert Peary discovered the North Pole in 1909. He was created a Rear-Admiral in 1910. He died in February, 1920.

Crosley Shatters Sales Records

(Continued from Page 1) appeal which draws the public to the dealer's store.

Leader In Sales

The Crosley dealer has a jump on sales that makes him the outstanding sales leader in his territory and gives him the most enviable position in radio today.

The biggest and most profitable days of this radio season are right at hand. The opportunity which stretches out before Crosley Dealers is absolutely without limit. The public is buying radio—it is buying Crosley radio in preference to all other makes. The public is buying thoughtfully, selecting after careful demonstration of all best known makes. That Crosley is the choice in the majority of cases, is a pointed indication to you, as a Crosley dealer, just how profitable these days, stretching directly ahead of you, are to be.

Everything Your Way.

All forces are in your favor. The gigantic Crosley national advertising campaign is in full swing. Wide awake dealers using the Crosley retail sales plan are directing this powerful force to increase sales. The powerful Crosley message is appearing in the leading newspapers of the country.

Everything is set. Now is the time to cash in to the full limit on your Crosley franchise, the most valuable franchise in radio today. There is no time to lose. These next days determine the profit you are to make.

Football Broadcast Boost Radio Sales

(Continued from Page 1)

games go out over the air, will those in your territory be "There With A Crosley"? There is no doubt but that the football season will boost radio sales.

As the football season progresses, thousands who have never owned a radio before will buy. Thousands who own obsolete sets will replace them with new. You be "There With A Crosley" and these football fans will become prospects. Feature football in your window. Feature the games which are to be broadcast in your locality. Football on the air stimulates radio sales. You can get the lion's share of this business with Crosley.



POWELL CROSLY JR.

TALKS TO the TRADE

The World's most powerful Broadcast Transmitter will soon be formally dedicated to the interest of Radio Broadcasting.

A number of months ago we received permission from the Federal Radio Commission to build a new 50,000 Watt Broadcast Station. Work was started immediately and went ahead with tremendous speed, so that in fourteen weeks the plant was completed.

The new equipment installed is the very last word in Broadcast Transmitters. It was developed by the Bell Telephone Laboratories at their special experimental station at Whippany, New Jersey, and is a duplicate with many refinements of the transmitter installed there known as 3 XN, which has been heard practically all over the world.

This super-power transmitter now completely installed at Mason, was built at Philadelphia by the Western Electric Company, and was shipped in three huge freight cars, one of which was so high that it had to be rerouted to avoid low bridges.

The transmitter itself is complicated beyond description, and is installed, together with the necessary cooling and power supply apparatus, in an entirely new type of building designed by our own engineers working in conjunction with the engineers of the Bell Laboratories. This Station, especially built to house WLW, is the most modern Broadcasting Plant yet conceived. Without question the entire Station with its ground lay-out and new 300 ft. towers will serve as a model for other stations to build to in the future.

During the last weeks test programs have been sent out over the air from this new transmitter under the call letters W 8 X A L. The results of these tests have been both pleasing and surprising. Every State in the Union has reported wonderful reception. Canada, Cuba, Mexico and many other countries of South America have heard the test programs with surprising volume.

Never has such wonderful coverage been thought possible. The fact that this new transmitter uses 100% modulation makes it more powerful than any of the so-called high-power stations.

Just the other day permission was received from the Federal Radio Commission to operate this new powerful transmitter which stands complete at Mason, Ohio, as Station WLW. Monday, October 29th, has been selected as the formal dedication day. Arrangements are being made which will make this dedication one of the great events in radio.

It is hard for me at this time to fully express my feelings. It has long been my desire to serve the entire country with WLW programs. Increasing our power to 5000 watts a number of years ago was a step in the right direction. Now another tremendous stride is being made. Each time that our power has been increased we have installed an entirely new Broadcast Transmitter with new buildings, new towers and increased acreage. It may interest you to know that our new equipment may be quickly adjusted to operate considerably over 50,000 watts.

The test programs which have been made with the new equipment proved to us that WLW will now more nearly than ever before fulfill the realization of my ideal to serve the entire nation with its programs. This means a lot to radio fans everywhere, for the Crosley WLW Station programs have always been popular wherever heard. I know that it will be of vital significance also to those dealers and distributors who are handling the Crosley line.

Those nationally known companies now engaging the services of mammoth chains of radio stations prove the importance of broadcasting as a means of advertising. With the increased power the programs of our WLW station will now be continually before all the people of this country.

We are ideally located to serve the entire country. East, West, North and South are all within radius of the new 50,000 watt transmitter.

The value of our Stations as an aid in selling Crosley merchandise has long been recognized by those dealers located in the area which these stations serve. Now this benefited area will be increased to take in practically the entire Crosley distribution coverage.

I am happy to be able so soon to dedicate the new Crosley station. Happy because of our increased opportunity to give pleasure to radio fans of this and other countries. Happy because it will aid our distributors and dealers everywhere in deriving more substantial returns from the Crosley line.

I feel highly gratified at the thought that this new station with its nation wide coverage completes the structure of our service, not only to our jobbers and dealers but to the American people.

Powell Crosley Jr.

Advertise the Crosley Gembox in your local paper—there's no surer way to bring the public to your store.

The Dynacone Wins Against Competition

W. D. Guard, Crosley Dealer in Lewistown, N. Y., Works Out His Own Dynacone Test

By the simple but effective test of giving his customers an actual demonstration of the Dynacone in competition with another speaker in the same class, W. D. Guard has stimulated his sales noticeably. Reception over the Dynacone tells its own story. The Dynacone is its best salesman; it is a great advance in speakers, giving the widest range of tone values, without loss at either register, high or low, and at whatever volume desired. Compared to the Dynacone, another speaker in the same price class cannot get anything like the same results. Mr. Guard, Crosley dealer in Lewistown, New York, uses the comparison test as a regular means of convincing his customers. He has found such demonstrations a big help in closing his sales. As his letter provides

valuable ideas, we give it in full: "I wish to say a few words about the Crosley Showbox. Anyone that hesitates selling this set is a piker. I live in a town of 650 population which has three radio dealers here who were established quite some time before I was; and after figuring up tonight I have sold since August 5th, 1928, to October 1, 1928 fourteen Showboxes and one Jewelbox, all excepting two with Findlay stands. That's not so bad, do you think so?"

Now here is a little test that I try many times and it might come in handy for some of our other Crosley dealers. In my mind, there is no question but what our type F Dynacone speaker is a wonder. But so many people being used to the old type cannot at first appreciate the quality of tone because there are no lost notes, as you know. Many people cannot grasp the idea that they are receiving the complete scale of music, and cannot see the Dynacone. So what I do is have them go in another room, turn the volume just loud enough to be audible to them, let them hear a few selections, then raise the volume about three-fourths of the way, then let them listen again. After this test I put on a magnetic type of speaker of a first class make

that cost me \$28.00 wholesale, 1 1-2 months ago, repeat the same operation as I do with the Dynacone. If they don't fall for the Dynacone, I am wrong. Have any dealer do this and do it with a Crosley Merola. I will guarantee that anyone will be pleased, as I have had some hard eggs to crack but I succeeded because I know the Dynacone is best. I admit I am no super-salesman or do not pretend to be, as I only sell radios in the evenings and my spare time, but in my estimation a Showbox will sell itself, no matter what the competition is. Model 706 Showbox is not a Showbox, it is a

treasure chest. If I were not such a poor writer. I would write many more ideas as I study my Crosleys from the bottom up and continue to study, as questions are asked every day that make the features of the Showbox more prominent. One of my ambitions is to meet Powel Crosley and tell him that we have the greatest little set in existence. Cooperation that distributors such as H. D. Taylor Company, Buffalo, New York give us is one of the greatest helps to any dealer. Yours very truly, W. D. Guard.

Tennessee and California On Easy Speaking Terms

Gentlemen: I am enclosing record of two sets which are surely doing their best. One of the parties reports hearing a California Station September 22nd with the Gembox, and the other is able to tune in seven stations at noon day, three of which he couldn't get before with a much higher priced set. It is the Jewelbox. I tell them they can't beat the Crosley and will prove it. You're there with the Crosley is right, and I am here with the Crosley, because it can't be beat. Yours truly, W. H. SLAWSON, Dayton, Tennessee.

P. S.—The Showbox is a Wonder.

Order Crosley R.F.L. 90

Complete In Beautiful Console With Crosley Musicone Built In

\$25.



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

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

Every Set In Original Carton

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

Cash Must Accompany Order

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

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

Order Today While They Last From The Crosley Radio Corp., Cincinnati, Ohio

Crosley Book Matches With Your Imprint



Book Matches

Number 28-16

Here is a most effective way of creating good-will in your territory and at the same time linking your name with Crosley Radio—giving Crosley Book Matches to your customers. These Book Matches are of the very highest grade. Your customers will be delighted to receive them from you.

They can be beautifully printed with your ad on the front and the Crosley ad on the back. They are so reasonably priced that you can afford to order them in large quantities and give them away freely.

Put Crosley Book Matches to work for you. A thousand Book Matches costs you only \$3.75. In lots of two thousand or more they cost you only \$3.50 per thousand. Order those you need today from your distributor. Prices are f. o. b. Ohio or Springfield, Massachusetts.

Price One Thousand - - - - - \$3.75
Two Thousand or More - \$3.50 per M
Order From Your Distributor

Mat or electro of this ad FREE!

Full Page Size No. 5.
1-4 Page Size No. 6.

Unmatchable radio value for your home!

A Complete "Radio Corner"

SHOWERS WALNUT VENEER CONSOLE CROSELY power speaker GEMBOX

See this great radio value! Beautifully designed console cabinet of walnut veneer, exquisitely matched in pattern that enhances my service decorative motifs in the modernist's fine furniture. Come in and see this charming model.

Here is the much wanted power speaker radio! The world's lowest priced AC electric receiver, operating a power speaker \$85. A NEW radio with all the power, dynamic tone and richness latest radio developments have made possible—compact, neat, simple, amazing. See this set before you buy! Hear it! Listen to the wonderful tone and performance.

TUNING BENCH

Enjoy radio reception! Tune the radio in a comfortable position. This popular Jenny Lind design harmonizes with the console cabinet. It is finished in soft brown, beautiful tapestry coverings.

Genuine plate glass MIRROR

Complete that "Radio Corner" with the hand etched radio mirror, available in matching designs for Showers-Crosley radio cabinets.

"Radio Corner" for your HOME

Picture this charming and cozy little "Radio Corner" in your home. The Showers-Crosley Radio Ensemble meets the new trend in interior decoration.

MODEL C-3 CONSOLE \$115 WITHOUT TUBES

5 DAY FREE TRIAL

Try this console with a Crosley Gembox 3 DAYS FREE IN YOUR OWN HOME. Compare conditions and see what a great value it is.

Tuning Bench '16" Mirror---\$12.00

Dealer's Name Here

Model C-4
"The open for access to all controls and features full ranging 1928 model, most sensitive, most beautiful in and a tube AC model. SHOWBOX: \$150 without tubes.

Model C-6
"Entirely walnut veneer, perfect in design and construction, full range and full tone. Crosley Dynamic built in and a tube AC electric. SHOWBOX: \$159.50 without tubes.

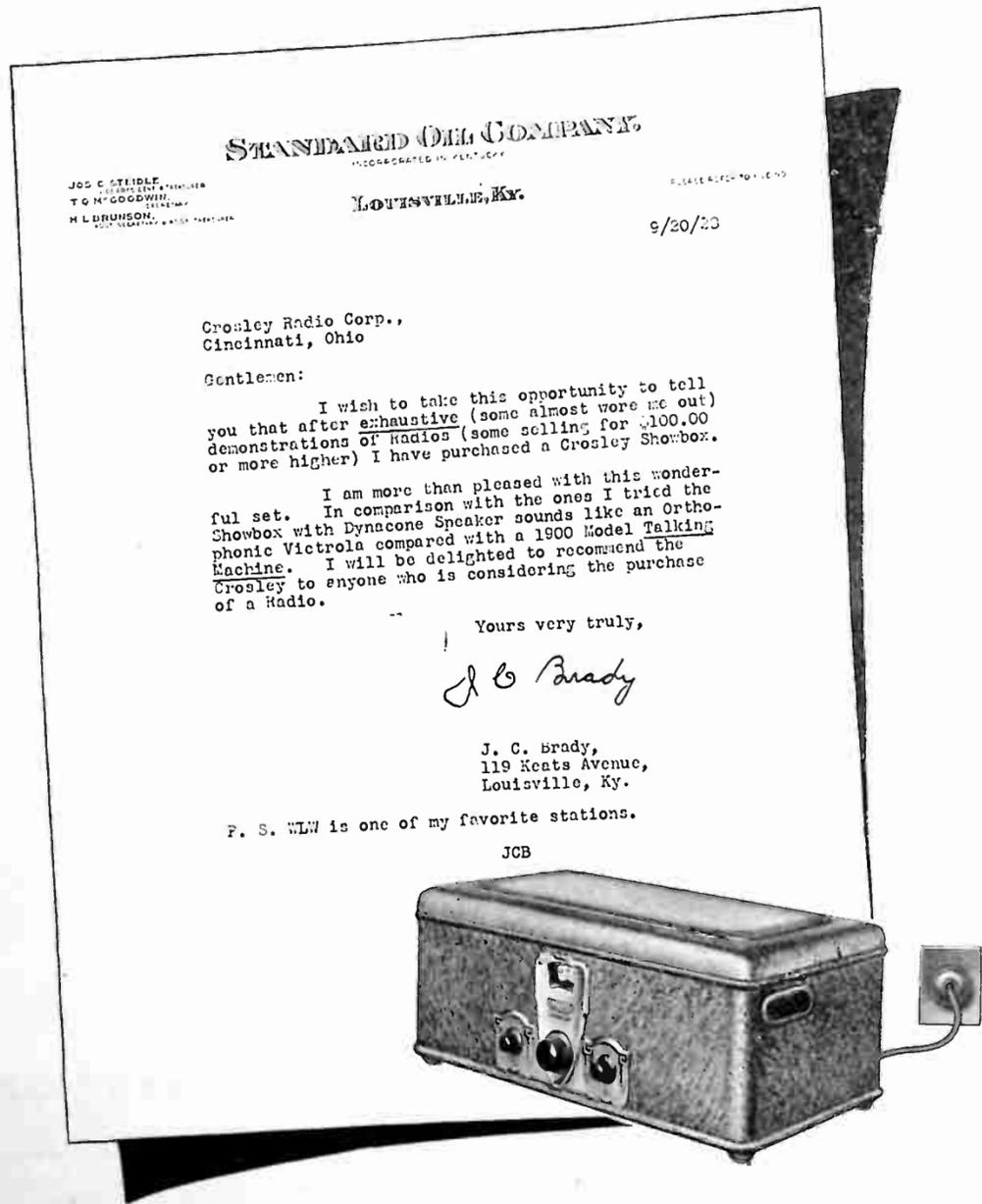
DEALER'S NAME
Address
Name
Address

I cannot see to see the values in Showers-Crosley consoles and receivers. Please send literature.

SHOWERS BROTHERS CO., Bloomington, Ind.

A Discriminating Purchaser Chooses The Showbox

A Sale That Is The Outcome of Real Investigation



Before making his final selection, Mr. J. C. Brady of the Standard Oil Company at Louisville, Kentucky, made a real effort to find the finest radio value. His testimony of the pleasure he is getting from his new Showbox will be as gratifying to Crosley dealers as it is to the Crosley organization; this letter is just one more indication that good taste, buying judgment and music appreciation all dictate the Crosley Showbox.

New 50,000 Watt History Repeated Over WLW Station

(Continued from Page 1)
 from the ballroom of the Hotel Gibson.
Historical Recreations On Air Every Tuesday at 7:30

Attracting National Interest.
 National interest is centering in the opening of the new high power station because of its complete coverage of North America as indicated by the after-midnight tests that have been conducted during the past week.

Every state in the United States has reported reception of the test programs. Complete entrance into Canada also is indicated and there were letters from ships on the Atlantic and Pacific oceans, from Cuba and from Mexico.

In California Like Local.
 "Your new station came in like a local," was the refrain of every letter. Thirty letters came from Los Angeles, Cal., in one mail. Scores of other California towns sent in five or six letters from different listeners every night.

L. O. Moore, of Belmae Park, California, eight miles from San Francisco, using only 100 feet of aerial, heard the new station as the first eastern station he has ever picked up.

More than a thousand letters were received the second day after the test. The post office at Mason, Ohio, was so swamped with the letters that came there addressed to W8XAL, the call letters being used for the test, that the Crosley Radio corporation was requested not to announce the Mason address again but to have the mail sent to the Cincinnati post office.

Distance Hunters Delighted.
 Distance hunters who have logged every station and have run out of thrills, report that life has taken on new interest for them. They stay up now to hear the W8XAL tests.

New York City listeners report that the new station cut through all locals with so much volume that their radio sets had to be turned down in volume. A crystal set unused for two years, woke its owner up at 2:30 A. M. when a test program came through the ear phones with loud speaker volume. A Chicago listener whose batteries were too weak to pick up stations there, heard one of the tests with more than enjoyable volume.

The new Cincinnati transmitter undoubtedly is the first to be appropriately denominated as a "national" station. Located in the center of population it is so situated that all of its most effective coverage distance is thickly populated.

100 Per Cent Modulation.
 Added to that is the assurance that the construction of the new 50,000 watter insures 100 per cent modulation which means that 50,000

WLW has recently come forth with an air feature not only exciting and interesting but highly educational. This is the weekly hour devoted to what are called "historical re-creations."

Every Tuesday evening at 7:30 some episode in America's history is re-created and sent out on the air. For example, the Marquis de Lafayette was heard in his address to the Continental Congress, and the replies of the Speaker and the Colonial officials took part in that function. The speeches were authentic addresses made on that historic occasion. At the same time, there was given a vivid description of the event itself, exactly as you hear a modern football game described, or a great prize fight.

Needless to say, these "historical re-creations" have excited a vast amount of interest. Schools are recommending them to their pupils. A scene brought before people in this way, with the very words used by those who took part in them, related in a breathless, lively fashion just as if it were happening at the moment, fixes an historical episode in the mind, in a way nothing else can do.

This method of re-creating history will be used more and more in education. It extends the sphere of usefulness of the radio. The director of WLW is doing pioneer work in this direction. Wherever there are children in a family, that family ought to be equipped with a Crosley Radio. It is only fair to the younger generation to give them the benefit of the wonderful educational features now on the air.

watts of power will be the strength of the signal the antenna delivers to the air.

"Our most sanguine hopes in regard to the possibilities of the new station have been far exceeded in the enthusiastic reception that has been given to our first test programs," Mr. Crosley said. "Never would we have believed that in its first nights on the air could any station have attained such coverage or elicited such response. It seems as if every one who owns a radio set or anticipates owning one is listening in. To say that we are gratified is to underrate our sentiments.

"I am certain that we can safely consider that the entire continent will be our audience at the opening program on October 29. With that in mind, we are planning the evening as a fitting entertainment for the whole United States."

New Merola For A-C Receivers Hitting Big Sales Strides

The new Crosley Merola especially designed for A-C electric receivers is making a big hit. Although just recently announced, sales are already going big and each day increasing.

Because there are millions of homes owning the old type phonograph, where the new type expensive phonograph is out of the question because of expense, this new A-C type Crosley Merola has a tremendous market. It is a quick seller for any one willing to spend \$15.00, utilizing their radio receiver to bring the old type phonograph up to date.

In case you have not already tried out the new Merola, order a number immediately from your distributor.



A Marked Achievement In Phonograph Pick-up Design

The new Merola for A-C receivers illustrated here is the very latest idea in Phonograph pick-ups on the market. The hook-up is entirely new and unique in arrangement which makes it possible for the Merola to become a permanent installation with a set. This feature has its instant appeal for it eliminates the inconvenience of disconnecting the phonograph attachment each time you wish to convert your set back to normal, or of connecting it again when the Phonograph pick-up feature is desired. With this new Merola you can instantly change over from Radio to Phonograph pick-up by using the handy throw-over switch in the Merola circuit.

Special Switch

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

Highest Type Phonograph Reproduction For Only \$15.00

It has taken the new A-C receivers to bring out the best quality of the Phonograph pick-up. This new Merola will operate efficiently with any A-C receiver. It is designed however, to give the most perfect performance with Crosley A-C receivers.

New Type Socket

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

Crosley Merola \$15
 MODEL NO. 72
 For A-C Receivers. Complete with 10 ft. cord, switch and U. Y. plug.
 Retails at

U. S. Marines vs. St. X. Will Bring Imposing Array of Navy Officers To Mikes of Crosley Stations

Gene Tunney Promises To Be Present

When the United States Marines from Quantico, Va., march onto Corcoran Field here on Saturday, October 27, for their football game with St. Xavier's Musketeers, besides the array of Marine and Navy officers and the rest of the crowd in the stadium, the WLW audience will be listening in on the radio sidelines.

Gene Tunney has promised to be present for the game and the banquet WSAI will broadcast that night.

Admiral Le Jeune, commander of the American Battle Fleet Division attached to the British Grand Fleet during the World War, and Commander Rodman, who commanded the second division of Marines at Chateau Thierry and Belleau Woods, will both speak at the banquet. One of them will address the stadium crowd and the radio audience between halves.

Four bands will play from Corcoran Field. Station WLW will go on the air at 1:30 P. M. to broadcast their concert and the review of the Marines although the kickoff will not be until 2:30.

Robert Burdette and Ralph Haburton, Crosley announcers will be at the microphones. Burdette, a graduate of Wittenberg College, and the holder of a Master's degree from Illinois, was a successful football coach before an intimate friend at WSAI convinced him that his voice and training would take him far in broadcasting. His intimate knowledge of football is expected to make him unrivalled as a football announcer.

Haburton has presided at the WLW microphone for many of the station's most impressive outside events. He has a "radio eye" for a crowd and a facility at description that enables him to give a detailed and entertaining story of his environment.

The banquet at the Hotel Gibson roof after the game will be broadcast by the other Crosley station, WSAI, from 8:15 to 9:30 P. M.

Music will be furnished by the Ft. Thomas band and the Dayton Barracks glee club, especially rehearsed by Commander Fairland, former head of the Annapolis glee club. The speakers will be Admiral Le Jeune and Commander Rodman.

Football Broadcasts Over WLW and WSAI

Gives Idea of Fine Programs In Store For Radio Fans In Every Section

Hundreds of radio stations are broadcasting football games this year. Huge chains of stations are featuring the intersectional games of national prominence with such well known announcers as Phillips Carlin and Graham McNamee.

Some idea of the extent and number of these broadcasts can be had from the following schedule of the football games to be sent out over the air this Fall from the Crosley stations WLW and WSAI.

It will be noted that all these games are scheduled for Saturdays, with the exception of the Thanksgiving struggles. Say to those fans in your territory, "When the big football games are broadcast, you're there with a Crosley."

Following is the schedule:

October 20.

WLW—Notre Dame vs. Georgia Tech. Atlanta, Ga.

WSAI—Harvard vs. Army. Cambridge, Mass.

October 27.

WLW—U. S. Marines of Quantico, Va., vs. St. Xavier College. Corcoran Field, Cincinnati.

WSAI—Wittenberg vs. U. of Cincinnati, Cincinnati.

November 3.

WLW—Ohio State vs. Princeton. Columbus, Ohio.

WSAI—Dartmouth vs. Yale. New Haven, Conn.

November 10.

WLW—Navy vs. University of Michigan. Baltimore, Md.

WSAI—Army vs. Notre Dame, Yankee Stadium, New York.

November 17.

WLW—Chicago vs. Illinois. Chicago, Ill.

WSAI—Denison vs. U. of Cincinnati, Cincinnati.

November 24.

WLW—Princeton vs. Navy. Philadelphia, Pa.

WSAI—Yale vs. Harvard. New Haven, Conn.

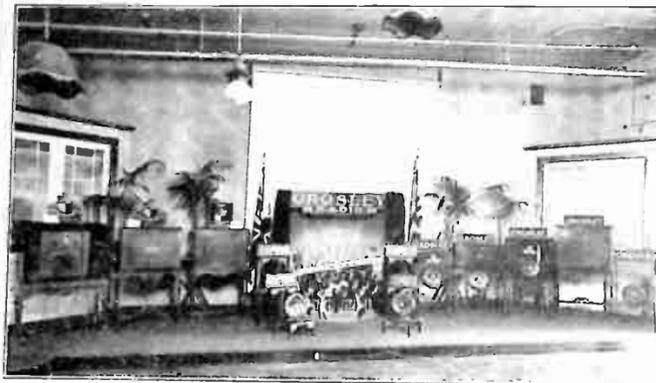
November 29.

WLW—Penn State vs. University of Pittsburgh, Pittsburgh, Pa.

WSAI—Miami vs. U. of Cincinnati, Cincinnati.

Brilliant Crosley-Amrad Display At Dealer Meeting

Reading, Pa., Dealers Enthuse Over Crosley Outlook



Through the courtesy of Mr. George D. Barbey, our Distributor at Reading, Pa., we are able to show all Crosley dealers a picture of the impressive display of Crosley and Amrad sets used at a dealer meeting in Reading, in August. This exhibit was staged on the roof of the Whitner Store of that city.

Teaching How To Get Sales

"Selling is very much like fishing," says H. Curtis Abbott, Crosley General Sales Manager. "You've got to expose your bait to the fish before you can expect them to bite and in selling you must expose yourself to prospects before sales can be made."

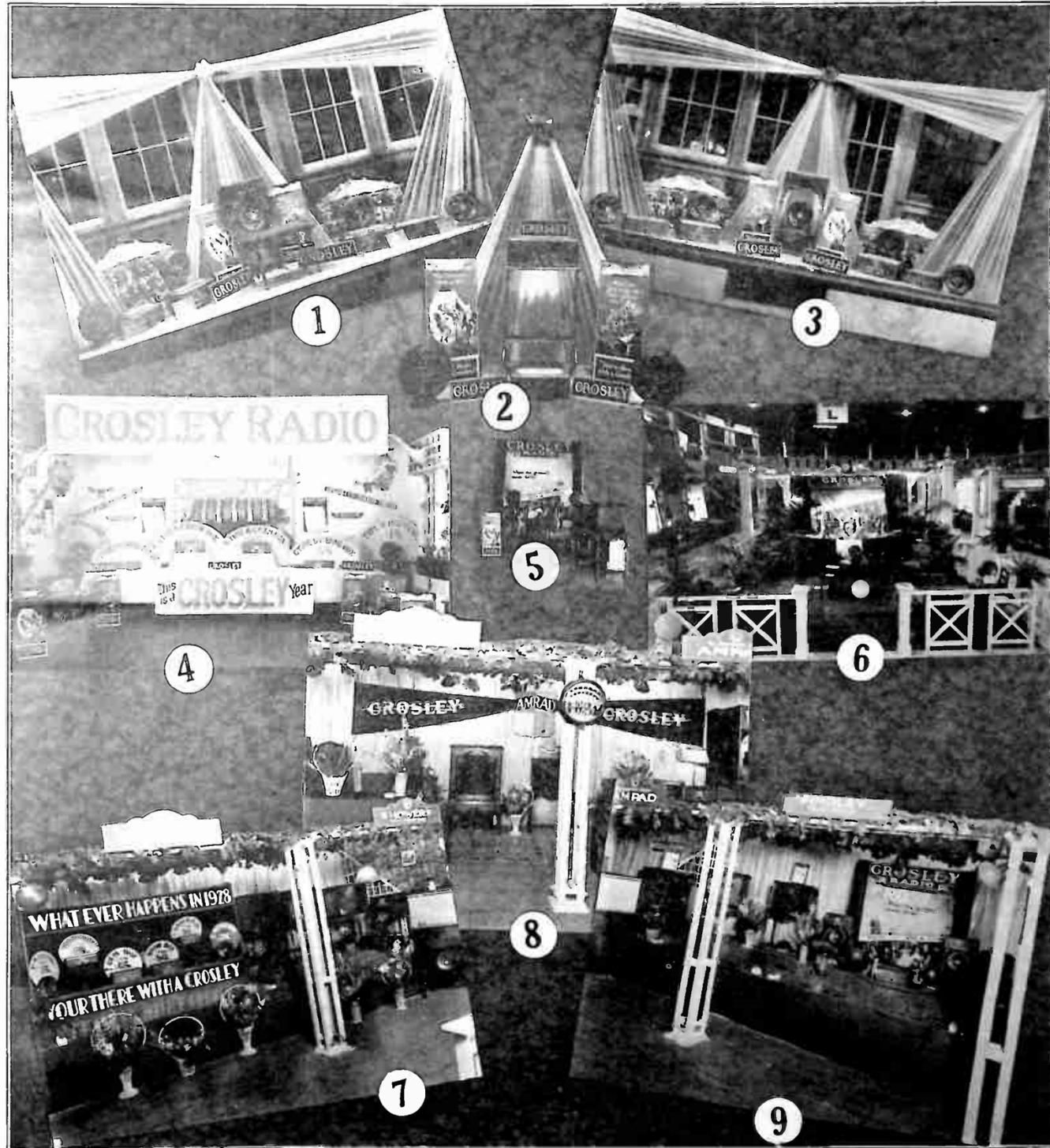
The above picture of Mr. Abbott and Frank Lockwood, Crosley eastern representative, was taken on an August fishing trip at Barnegat, New Jersey. The two Crosley men were guests of the Wilkening Co., Crosley Distributors at Philadelphia, Pennsylvania.

That Mr. Abbott demonstrated his lesson in salesmanship is shown by the beautiful flounder which he is holding.



H. CURTIS ABBOTT and FRANK LOCKWOOD

Crosley Displays At Radio Shows and Dealer Meetings



Above is shown pictures of a number of Crosley displays which have proved unusually attractive. They are as follows: Nos. 1, 2, and 3. Displays of Crosley merchandise in the windows of The Ahrens Supply Company, Oklahoma City, during their recent dealer meeting. No. 4. Attractive display during Ahrens Supply Company dealer meeting at Hotel Huckins. No. 5. Another attractive corner of Ahrens Supply Company display at Hotel Huckins, Oklahoma City. No. 6. Crosley radio booth in great exhibition Hall of New Madison Square Garden during recent New York radio show. No. 7. Display of Crosley radio and Showers' furniture at St. Louis Radio Show by Geller, Ward, Hasner Company. No. 8. Crosley-Amrad display by Geller, Ward, Hasner at St. Louis Radio Show. No. 9. Display of Crosley Radio and Findlay metal tables by Geller, Ward, Hasner at St. Louis Radio Show.

Whatever happens in 1928... ...you're there with a Crosley



Bandbox Survives Awful Nebraska Cyclone

It Works As Well As Ever, Says Chas. T. O'Connor of Dodge City

When Charles T. O'Connor poked around in the ruins of his Nebraska house and farm buildings after the September cyclone, the only thing he could salvage out of the wreckage was his Crosley Bandbox Radio. It had been blown from one room into another, but was unharmed!

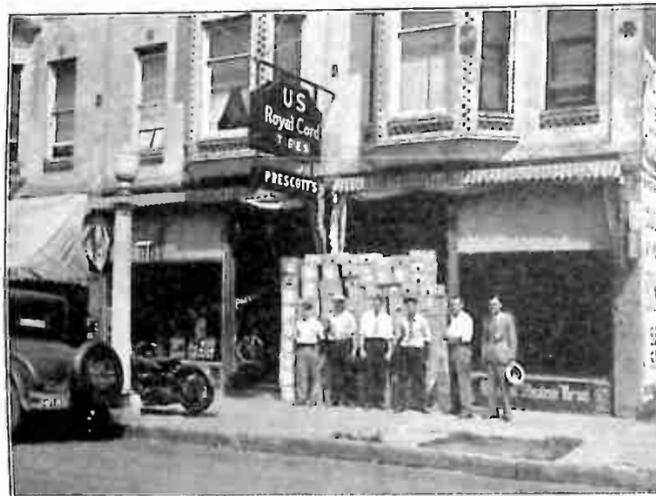
The radio had travelled thirty-six feet from its proper place. Mr. O'Connor dug it out and examined it. The set and the Musicone had had a lot of rubbish piled up on top of them and this had proved fatal to the Musicone, but the set was practically intact. The finest kind of cabinet-work enters into the making of Crosley radios. If we had deliberately picked out a test to try the strength of the case to its utmost, we could hardly have thought of anything so conclusive as a cyclone. After this particular cyclone, the insurance company allowed the owner of the farm complete reimbursement on his buildings! Some storm!

The Bandbox is again in operation. Two of the tubes had to be replaced, a new Musicone provided—and the set is as good as ever.

Mr. O'Connor's own story of the cyclone is more vivid and interesting than anything we can say in comment. He wrote all about it and we are printing his letter in full. It makes a wonderful testimonial of Crosley value. "Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

Perhaps you would like to know just how well and sturdily built your radios are. One week ago today a cyclone

Illinois Dealer Makes Big Showing



Above is shown the staff of George Prescott's store in DeKalb, a fair-sized town in northern Illinois. Mr. Prescott is a Crosley dealer there, and the picture shows him with a shipment of Crosley radios distributed through the Hardware Products Company of Sterling, Illinois. At the extreme right is the representative of the Hardware Products Company, and beside him is George Prescott, dealer. In a town of less than 8000, Mr. Prescott has sold over 75 sets in a single season!

struck our farm, the buildings being completely demolished, our house lifted off the foundations, moved about 100 feet, completely turned around. The Insurance Company has allowed us a total loss on all the buildings.

At the time of the storm the radio was hooked up and when we found it, it was across the house in another room, about 36 feet distant. It is unbelievable the debris that was piled on it. We fished it out and tested the tubes. Two of the tubes had the filaments broken. These replaced, the radio was as good as ever. The Musicone however was wrecked, but if you had seen the position of the instruments you could not understand how they both were not a total loss.

This radio is a Crosley Bandbox model 601, serial No. 88880, purchased last December from the Kautz Pharmacy, Homer, Nebraska.

Hoping you continue to make radios as well as this one, I am Sincerely yours, Chas. T. O'Connor. September 20th, 1928 Dakota City, Nebraska R. No. 2."

Anna, Texas, Sept. 24, 1928. The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

I honestly believe that the new 1929 line is the most wonderful line of receiving sets that could be produced by one single company. At the astounding price of the new models, it should certainly open a new field for the Crosley line. A new motto for all Crosley dealers should be "You're There With the price the same as you're there with a Crosley."

Showers Radio Shop, By: H. B. Howell.

Icyball Owner Enthusiastic

Temperature Lower and Ice Bills Cut 90%

Sept. 26, 1928. Crosley Radio Corporation, Cincinnati, Ohio, Dear Sirs:

After several weeks' trial of your "Icyball" during extremely hot weather, want to say it has proven most satisfactory. I heat the ball first thing in the morning, eating breakfast, reading the morning paper, etc., till the whistle blows. I find I do not use even a full pint of kerosene—less than one and a half cents worth, buying in bulk as I do. My ice bill has run about \$35.00 for the season; this will be about one tenth that, and temperature is much lower. There are several electrically operated plants here, but owing to the high rate we pay (the minimum being \$3.50 per month, and for the entire twelve months) only the well-to-do can afford them. Out in the country where ice cannot well be bought, and current is not available, your outfit would be ideal.

Truly, F. C. Dimitt, Rocheport, Boone County, Missouri.

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

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

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

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

Cash-In On Crosley With These Helps

Place Your Order Now For These Crosley

Rotating Display Lamp, With Color, Light and Motion

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

PRICE
Table Lamp - - - - \$2.50
Floor Lamp - - - - \$3.50



Crosley Road Signs Posted In Your Community Bring Business To Your Store



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 To Put Road Signs To Work

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-candle-power 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.



Electric Globe Sign

The familiar Crosley electric globe sign. Brilliantly enameled in three colors. Supplied as illustrated or with wall upright arm bracket. Either design, completely wired and ready to install, but without electric bulb, \$10.00. Order from your distributor, enclosing cash or money order. F. O. B. Cincinnati.



Price \$10.00 F. O. B. Cincinnati

Metal Hanging Sign

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. In-store 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 F. O. B. Cincinnati

Attractive Torchere For Counter Display

Glass throughout, these attractive miniature torcheres carry the Crosley message in vividly illuminated colors. They may be used in the window or on the counter. Priced at \$5.00 each without bulbs. Order from your distributor.



Handsome Hanging Electric Metal Sign

Beautiful hanging sign to identify your store as a Crosley Radio Shop in the dark as well as at noonday. Unbreakable transparent panels, sturdy metal construction throughout, completely wired for four electric lamps, overall size of sign, 23 by 34 inches. This sign is especially constructed to withstand weather and will hold its own against a whole block-full of electric signs.

Price without bracket, \$10.50; complete with bracket, \$12.00. F. O. B. Cincinnati. Electric lamps not included. Order from your distributor, enclosing cash.

Price \$12.00 F. O. B. Cincinnati



Cash Prizes To Be Awarded Radio Service Men

For best methods of connecting the
Crosley DYNACONE speaker on the
greatest number of nationally advertised
1928-29 models of broadcast receivers

(Crosley Sets Not Included)

Prizes are as follows:



First Prize - - - - - \$100.00

Second Prize - - - - - \$50.00

Third Prize - - - - - \$25.00

For Every Answer of Sufficient Value To Be Published - \$5.00

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 same 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

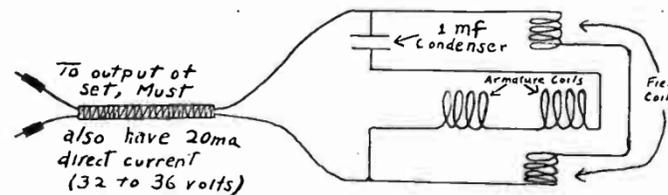
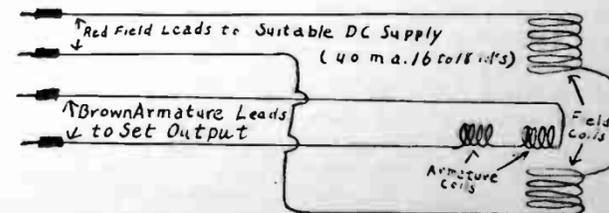


Diagram Of
The Type F Dynacone



Contest Closes December 1—Mail Your Answers Before That Date



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).

Avalanche Of Protests Over Time Division Order

*"Listeners Will Protest," Said Crosley When Reallocation Was Announced
---Press Organizes Disapproval*

Like an avalanche gathering momentum and increasing in size as it rolls along have become the mass of protests from the radio audience at the idea of losing any part of the program of stations WLW and WSAI as the result of the recent reallocation of radio stations.

No formal protest has been lodged by the Crosley Radio corporation against the Commissions order for WLW and WSAI to divide time on WLW's 700 kilocycle band when WSAI's wavelength was given to station KOA, Denver.

"The listeners will do the protesting," Mr. Crosley said when the new radio station arrangement was made known.

Subsequent developments have proved the wisdom of his statement. It is his belief that the Radio Commission will be influenced only by an appeal from the listeners strong enough to convince them of the necessity of retaining both stations on a full time basis. Only a regional channel is being asked for WSAI and the commission has been so notified.

Thousands Protest

Thousands of names have been signed to petitions and sent directly to the Radio Commission or the Crosley Radio Corporation for forwarding.

Letters of protest have poured onto the desk of Powel Crosley, Jr., by the hundreds. Still other hundreds contain copies of letters sent to the Commission.

Public Opinion Unified

According to Mr. Crosley, listeners never before have been so unified in their demand for radio legislation.

"People do not write to their favorite broadcasters as much as they used to, but this thing has crystalized public feeling to an extent we could never have believed possible," he said.

"I firmly believe that no one thing has struck so closely to the hearts of the people as this thought of the elimination of the two stations."

Newspaper Organize Fans

Newspapers in Cincinnati, Indianapolis and other cities are run-

ning coupons to be filled out by listeners as a way of voicing their disapproval of any attempt to change the status of either station. A Hamilton, O., paper has been instrumental in circulating petitions. Others papers in Ohio, Indiana and Kentucky are raising an editorial voice. One newspaper in Richmond, Ind., sent to Mr. Crosley 300 coupons, the result of a poll conducted some months ago to determine the six most popular radio stations with Richmond listeners. Since in every case WLW and WSAI were the favorites, the Indiana paper asked that the vote be sent to the Commission.

1006 Sign One Petition

One thousand six employees of the National Cash Register Co., in Dayton, O., sent a petition to Mr.

Crosley to be sent on to Washington. One Cincinnati man wrote: "I am circulating a petition every night after work because I can only get stations WLW and WSAI and I want to hear their programs as they are coming to me now."

Commission Is Quoted

On Sunday, September 23, a Cincinnati newspaper quoted a member of the Federal Radio Commission as follows:

"The Commission is receiving many protests but discounts them because it has been informed that WLW's audience has been asked to write to Washington."

Mr. Crosley made the following reply:

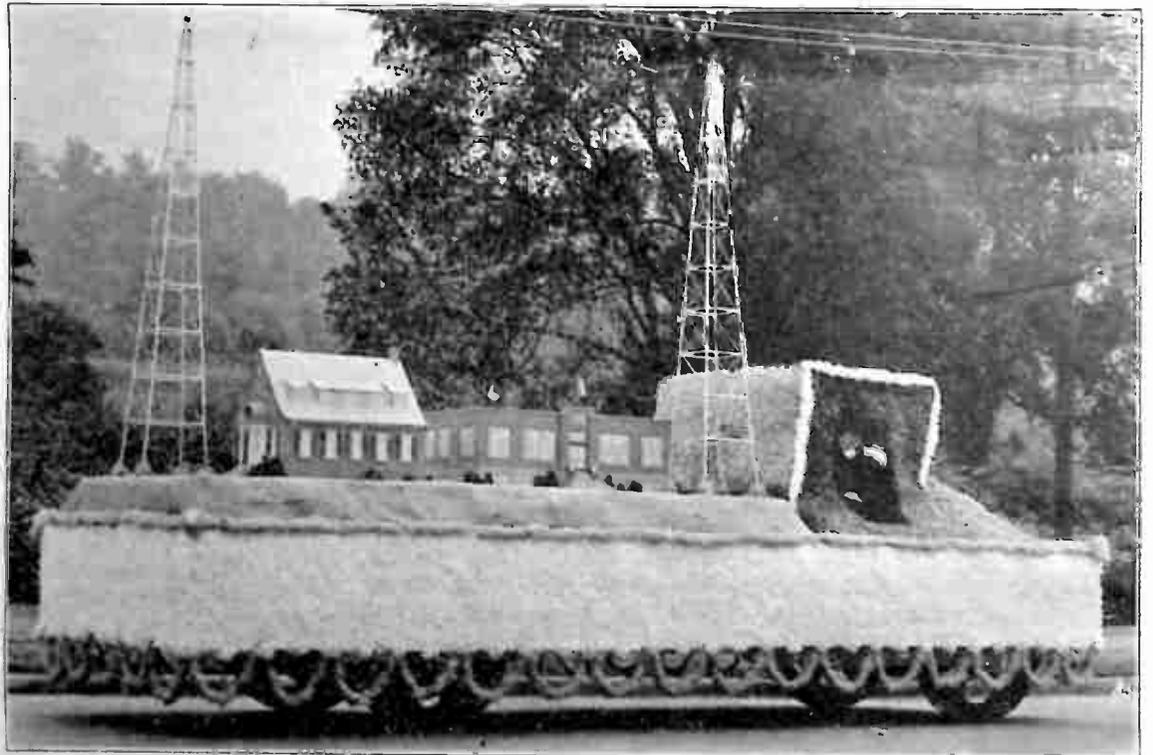
"We have every desire to cooperate with the Commission, but WSAI means so much to the people in

this section of the country that we cannot honestly desert them by giving up WSAI's channel.

"The people in this section of the country are thoroughly aroused, not by any act on our part excepting a very calm statement several times over the air to the effect that we felt that the Commission did not understand the value of our stations and that we believed the people should tell the Commission if they really liked them. It was necessary that we present a true picture of the real feelings of the people toward the stations.

"Probably a large percentage of the protests coming to the Commission have been the result of the activity of the newspapers rather than our own activity and the few announcements that were made from this station."

Crosley Float In Big Boulevard Dedication



Float Featuring The Two Crosley Stations WLW and WSAI Is Beauty Point In Cincinnati's Great Parade

One of the old landmarks of Cincinnati was the canal. It separated the downtown district from the "Over the Rhine" region. The old canal-bed has been converted into a subway. The space directly above the subway has been converted into a beautiful lawn with shrubbery, etc. On either side of this a great boulevard has been built.

The subway as yet is not ready for operation. The boulevard however, forming an arterial highway along Eleventh, or Canal street, turning north at Plum street and extending for miles out through Cumminsville and into Northside is complete.

Just the other day this beautiful new boulevard was dedicated. As a part of the dedication there was

a great parade with floats depicting the historical progress of Cincinnati. The above picture is that of the Crosley float which shows in miniature form the new broadcasting plant which is to house WLW and WSAI at Mason, Ohio. This float was one of the beauty points in the parade and attracted a great deal of favorable attention.