

WLW



WSAI

The CROSLEY

Broadcaster...

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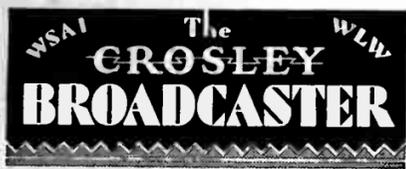
NO. 11.

Watch

CROSLEY



Big News in Radio!



Published by the CROSLLEY RADIO CORPORATION Manufacturers of Radio Apparatus Colerain & Sassafras Streets CINCINNATI Telephone: Kirby 3200

Editor: Edward F. Mottern Assistant Editor: Francis G. Wilson



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

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



This is your paper. Help make it interesting by sending in contributions. Material sent in is most welcome. Comments of every description will be appreciated. Let's all pull together.

THE BIG NEWS IN RADIO WILL BE the nation's news on June 18. Every conceivable effort has been made by The Crosley Radio Corporation to arouse the tremendous interest that a line of such brilliant promise merits. The Crosley line itself is the biggest and the most comprehensive of a long line of great, profit-building Crosley lines: The factory has done its part in telling the story of the Crosley line to the nation. Newspapers in 132 cities in the country, and every national magazine of importance will have carried the Crosley message.

Make your store the center of radio interest on June 18. Avail yourself of the merchandising helps conceived after intensive research by the display department to help you. Attention-compelling window displays, flashing banners carrying the Crosley message, Neon signs, electric signs, merchandising helps ranging from outdoor signs to advertising matches, all help to smash home the "Big News in Radio." The market is at your front door. The public is breathlessly waiting to hear and see what Crosley has done. Prepare to take advantage of this exceptional selling opportunity.

DURING THE PAST YEAR THE RADIO dealers' stores have been besieged by the public, resulting in new merchandising records, and registering sales which have been fifty per cent above the high mark of preceding years.

From 1929 on, it can be predicted safely that not only will the public come to the radio dealer for radio sets in increasing numbers but will learn to look upon the radio store as headquarters for home entertainment.

Gargantuan Labor Completes Foundations



We observed in our frequent wanderings that the foundation of the new Crosley skyscraper factory and office building have just been completed. To show a picture and state a fact is simple enough but the story is not half told. When the foundations were being dug several months ago all went well in the digging. However, a five ton pile driver (shown in the background above) started to push forty foot piling down to bed rock. One tap of the mighty hammer and the pile sank

GLANCE OVER YOUR CROSLLEY LINE. Convince yourself that you have one of the most complete lines of practical merchandise in the country. The Crosley radio line, without peer in its price range, can be made the biggest profit builder any dealer can take on.

Crosley power speakers have astonished the trade by their excellence. The Crosley Dynacone Power Speaker is reported to have been the biggest selling speaker in 1928.

Crosley Icyball Refrigerators use the newest method in refrigeration that this country has seen. They are without competition in the biggest market in the United States—the rural market. This year's line of Crosley Icyball Refrigerators is exceptionally comprehensive and attractive as well as profitable to retailers.

The Crosley Autogym Electric Vibrator promises to build up an even scale of profits. This sturdy, practical, automatic gymnasium is endorsed by surgeons and physicians as a health builder and fat remover.

There is the Crosley Merola Phonograph Pick-up that converts an out-moded phonograph into an instrument producing musical tones of the quality of an expensive phonograph. The Merola is retailing at \$15.00.

Not content with producing one of the greatest lines of merchandise in the United States, this line is so thoroughly advertised, utilizing every effective medium of approach, that inability to sell is indication of either indifference or physical inertia;—Crosley products almost sell themselves.

Crosley products have met with unprecedented acceptance. Their success is commemorated not in a bronze tablet or marble slab but in a dynamic organization and one of the largest manufacturing plants of its kind in the world. Success has made us an aggressive family looking forward confidently to the biggest year in our history.

out of sight. Another was tried and it too did a Houdini. After a week spent in experimenting the contractors learned that several strata of quicksand lay under the building site and instead of being able to sink one forty foot piling, that in some places it was necessary to sink three.

New material was ordered and an extra nightshift put on the job to make up for the time lost. Now Powel Crosley, Jr., announces that the new units will be completed and deliveries will be made on time.

THE CROSLLEY BROADCASTER ACTS, among its other functions, as a clearing house for distributor and dealer ideas. It attempts to keep you informed of what is happening within the organization and in the field of radio. When you send a story that is particularly interesting or ideational you are assisting someone else in the organization. Other information may be helping you. It is successful only insofar as it is of assistance to you in merchandising Crosley products.

Watch the pages of the Broadcaster. Notice the kind of material that is published. You will note that a considerable amount of space is devoted to consideration of what other dealers, other distributors are doing to increase sales. Attractive window displays; methods of building up sales forces; unusual direct mail methods of selling, unsolicited endorsements that are of exceptional interest; news of events that have happened to you and your business;—this is all news suitable for publication in these pages: it provides talking points for your sales talks. Photographs of people, places, events important in Crosley history, enliven the pages and bring your message home more strikingly to the readers of the publication.

The Broadcaster is published for you.

OPPORTUNITY KNOCKS BUT ONCE, IT is said. But opportunity in the form of authorization to sell the Crosley Icyball Refrigerator is literally beating down your door and dragging you out of bed.

The dealer response to the Crosley Icyball Questionnaire generally has been most enthusiastic. Yet some dealers not been alive to the opportunity. They will blame themselves when someone else in the territory is cleaning up big with the Crosley Icyball Franchise. Authorization may be secured from the Refrigeration Division of the corporation for a little while longer.

Riding High With Crosley



The Crosley "Moonbeam". This daughter of Luna is the first of Crosley's powerful monoplane to be manufactured by the new aviation company now being organized by Powel Crosley, Jr., President of The Crosley Radio Corporation. Production on a commercial basis of this ship will be effected so soon as a factory site and test field can be provided in Cincinnati.

It has been suggested by eminent writers that one never forgets one's first love. If not universally true, it is at least so in the case of Powel Crosley, Jr. It will be recalled by those who remember the earlier struggles of our president to secure a foothold on the industrial ladder that his first roseate dream of an industrial empire was securely intertwined with the gasoline motor. His first abortive efforts in manufacture were confined principally to the production of automobiles. These efforts failed for one reason or another as his biography will show.

Now with merited and hard won success in the field of radio, he has turned again to the scenes of his first endeavor. While it is true that the automobile does not any longer occupy a place in his scheme of production, the gasoline motor does; and it was no considerable surprise to his closer friends that he should essay to enter the new and fascinating field of aeronautics. The fruit of his efforts is an excellent, powerfully motored monoplane, appropriately and imaginatively named the "Moonbeam."

More technically, the Crosley "Moonbeam"

is a three-place parasol type monoplane. It is powered with a Warner-Scareb 110 h. p. seven cylinder motor. The wing spread is forty feet and the length overall is 25 ft. 9 in. It is an exceedingly quiet machine, as evidenced by the extreme difficulty in picking up the hum of its motors over WLW's supersensitive microphones. The test flight demonstrated that the new and powerful machine has a remarkably accelerated take off and an exceptionally low landing speed—both qualities of considerable merit.

Powel Crosley, Jr., has announced that a capable technical staff has been organized and production of ships on a commercial basis will be started so soon as a suitable factory site and test field can be provided. The first ship was designed by Professor Edward A. Stalker, head of the Aeronautics Department of the University of Michigan and a former department of Commerce expert on stress analysis.

The manufacture of the "Moonbeam" is a purely personal venture on the part of Mr. Crosley. The "Moonbeam" factory will not be affiliated in any way with the Crosley Radio Corporation.

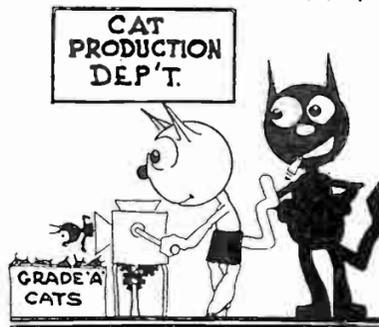
WLW Popularity In The Southwest Increases Daily

The name Crosley has become a household word in Kansas and Oklahoma, due to the Crosley radio station, WLW, according to W. E. Titus, president of the Radio Corporation of Kansas, who is quoted in the Wichita, Kans., Eagle.

Mr. Titus reported, following a recent trip to western Kansas, that he was greatly surprised to find WLW being received during the day time with much better volume than much closer stations, says the Kansas paper.

"Since WLW has increased their power to 50,000 watts practically all radio dealers and radio set owners in this part of the country proclaim WLW to be their favorite station. Their programs are of the highest class possible to obtain, having only the best features," the article continues.

California experiences perfect reception with no fading from the Crosley radio station, WLW, according to daily letters from all parts of the western state. The most recently received, from a clerk in the Pasadena, California, post office, reports that the station "comes in like a house afire, and the best of it is it stays in and does not fade out."



"INCREASED PRODUCTION" A MANDATE issue in all departments of the Crosley Radio corporation in order that everything might be ready for the big news in radio to be released on June 18 has been taken literally by every employee in the Cincinnati factories, even the factory cats who are on the payroll for three pounds of beef liver and four quarts of milk per day. Two days following the issuance of the increased production orders, three of the four cats on duty in Plant One presented the corporation with additional mousers. One added three kittens to the list and two contributed four each. The fourth cat, Thomas by name, continues as foreman of the department.

TALKS TO THE TRADE

The ball has begun to roll towards the goal of success for Crosley dealers in the season which will soon be upon us. It started to gain momentum during the May convention of distributors and it has never slowed up a bit since. In fact, it has gained speed with every tick of the clock, because we here at the factory and our distributors all over the country have been adding to it day by day. Our national advertising campaign is under way and already people everywhere are beginning to wonder just what Crosley will do on June 18. You know most of the story, and in keeping quiet are doing your part to add speed to the ball. When the final announcement is made and the entire line revealed, the interest that our mysterious actions have created will be yours to cash in on.

You will want to be ready when the big news breaks and the story is told to the whole country. If you have not yet been sampled with the Crosley models 32 and 42 call your distributor today. The other models will come along so that you may soon have a complete stock of samples.

As soon as airplanes, motors, express trains, and all other forms of modern transportation have completed rushing the last word in radio news to distributing points, the public will be anxious to help you keep the ball rolling.

We have had a long run for a take-off and now with your help we can shoot right through to the most successful year in Crosley history.

Powel Crosley Jr.

Reach The Movie Fan with the new Crosley Icyball Refrigerator Slides!



In your town the average attendance per night at your local moving picture house is approximately 2000. Over a period of a week 10,000 different persons may read the Crosley Icyball Refrigeration message if you supply your local house with the new Crosley Icyball slides.

Order from your Distributor

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

FIFTH THIRD UNION COMPANY

14 West Fourth Street Cincinnati, Ohio

TAYLOR ELECTRIC CO. MADISON, WIS.

Exclusive Radio Wholesale Only

CROSLLEY DISTRIBUTOR

SCHUSTER ELECTRIC COMPANY

WHOLESALE CROSLLEY DISTRIBUTOR

2169 Spring Grove Avenue 412 Elm Street, Cincinnati, Ohio West 141-PHONES—Main 820

MAJOR JAMES E. HAHN President of Amrad Radio Corporation



INTO the 37 years of his life, Major James E. Hahn, president of the Amrad Radio Corporation of Medford Hillside, Mass., has packed a surprisingly extensive variety of interests.

Major Hahn's business connections would offer an imposing list in themselves. In addition to his position as head of the Amrad Corporation, Major Hahn is president of DeForest Radio Corporation, Ltd., Toronto; vice-president of Keith's Ltd., director of the Independent Radio Manufacturers, New York City; and director of the Stratford Brass Co., Stratford, Ontario.

Fond of Sports

With these activities, the Major is kept very busy indeed. Most of his time he spends in Toronto and Medford Hillside, but his trips to New York and Cincinnati are frequent.

System in Business

Years as an officer in the Canadian army

implanted in Major Hahn a passion for system which he has taken with him into his business life. Every morning of his protracted visits to the Amrad factory there is placed on his desk a series of minute reports on the sales production of the company for the previous day, for the week, month and year.

Was Admitted to Bar

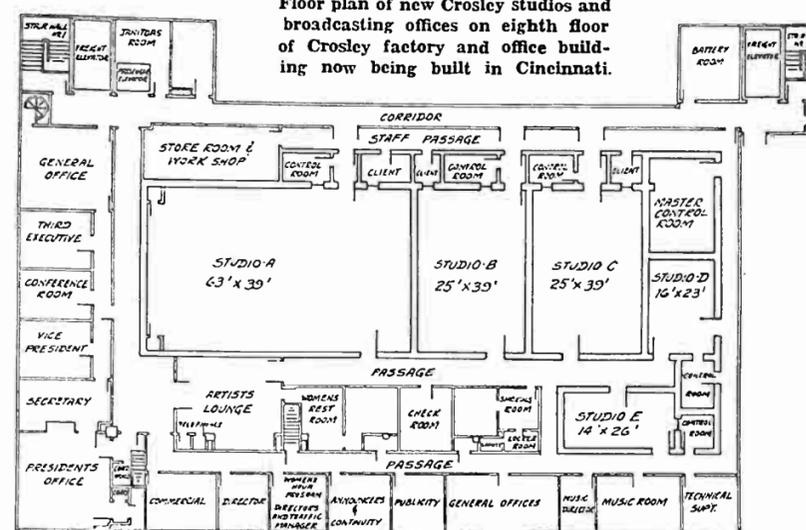
Adequately to outline the history of Major Hahn's adventure-filled life would require more space than present requirements permit. He was born in New York City, 1892, the son of Mr. and Mrs. Alfred Hahn of Stratford, Ontario.

Served Overseas

From 1914-19 Major Hahn was overseas with the Canadian Expeditionary forces as an officer of the Infantry and later attached to the General Staff.

Since 1919 Major Hahn has been active in the business world. In September, 1921, he married Dorothy McLagan of Stratford, Ontario.

Five New Studios, Six Control Rooms and Audition Rooms, To Be Located on Eighth Floor of New Crosley Building



TO MAKE ITS STUDIO and control room equipment as modern and efficient as the 50,000 watt transmitter of its station, WLW, the Crosley Radio corporation announces that it will construct five studios, six control rooms, and complete offices for its broadcasting staff in the new eight-story building now being added to its main plant.

Except for the offices of the president and vice president of the corporation, the studios, controls, and broadcasting offices will occupy the entire eighth floor of the new building. They are expected to be ready for occupancy by the first of October.

No Windows.

The program in each of the five new studios will be monitored from its own control room in which a control operator will face the studio through a small window.

These rooms will be the only ones from which the studios may be watched since all possible reflection from glass is to be eliminated.

Large Studio.

Three of the new studios will be larger than the largest of the four now used by WLW and WSAI. The largest, 63 by 39 by 21 feet, will accommodate a full symphony orchestra, or will seat 300 people comfortably.

Two smaller studios for large orchestra productions each are 25 by 39 by 16 feet. The solo studio will be 16 by 23 by 11 feet and the audition studio will be 14 by 26 by 11 feet.

Radio entertainers will await their appearances in a lounge which gives on an outside corridor, entirely separated from offices and connecting passageways.

Entirely Soundproof.

The studios will be entirely surrounded by corridors so that no outside walls may transmit vibrations or extraneous sounds to them. Double walls, floors and ceilings of heavy building construction will enclose them. For

additional protection against noise and vibration, the five studios will be floated in felt.

According to J. A. Chambers, technical supervisor of stations WLW and WSAI who is designing the studios and new equipment, the walls, floors and ceilings of the new studios will be more nearly sound proof than any others, even those built last year.

"In constructing studios we have to deal with microphones more delicate than the human ear," Chambers explained. "Architects' version of sound proof constructions have nothing to do with the type of construction we must use where microphones are concerned, for if the signal from a microphone is amplified sufficiently, a sound that the human ear could not possibly detect would make a most annoying noise.

"Only one part in 10 million parts of sound will penetrate from one studio into another or from the outside in when the studios are completed," he continued.

New Sound Treatment

New ideas have also been incorporated into the inner sound treatment of the studios. Reverberation will be cut down at all frequencies by the special sound-treated material used to line the walls. Heretofore, sound treatment has not created equal absorption at all frequencies; in some cases, absorption of sound has been eight times as great at high frequencies as at low frequencies, thus creating a monotonous effect in tonal qualities.

In the WLW and WSAI studios, the echo will be deadened without attendant lifelessness.

Programs in each studio will be monitored by a studio engineer in the adjoining monitoring control rooms. These monitoring control rooms each will have a fading panel to blend and control the output of the microphones in its studio, and the input from microphones at remote control points that are to be controlled and announced from that studio.

Master Control

The monitoring rooms also will be in communication with the master control room and with remote control points. An intricate arrangement of signal lights and switches will



Ward L. Tilden of St. Paul, Minnesota, has written a highly laudatory epistle upon the subject of Crosley Icyball Refrigeration. Mr. Tilden is a very enthusiastic Icyball owner—so enthusiastic, in fact, that he wants to be sure that his friends get the Icyball too.

If my recommendation would be of any help to your boys in selling Crosley Refrigerators, here it is.

I purchased one a year or so ago and sent it up to my camp in the northern woods. I am telling you it is one of the finest things I ever saw. It works perfectly, is easy to operate, and is the most convenient appliance in a home where artificial ice has to be made other than by electricity.

I am on the shore of a lake with an ice-house accessible, but, at that, I would rather have the Crosley than go to the trouble of putting up ice and filling the refrigerator.

I would like to have an opportunity to sell them in North Dakota through the farming districts where artificial ice by electricity is impossible, because of the want of electricity, and where ice is almost impossible because of the lack of lakes. I can't imagine a farm home today without Crosley Radio or Crosley Refrigerator.

The main thing as I see it, in promoting the sale of Crosley refrigerator, is to get the boys so enthusiastic about them, that they can easily impart their enthusiasm to the dealer, who, then will have no trouble in putting them in the hands of his trade.

I hope things have started to open up with you.

indicate to the monitoring engineers when this studio has the control and when it is on the air.

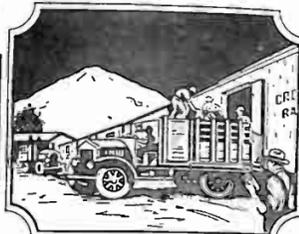
All amplifying equipment, including a microphone amplifier, monitoring amplifier, volume indicators, and plate supply for each of the studios will be located in the large master control room. In addition, there will be two complete emergency sets of spare amplifying equipment which can take the place of that in any of the studios.

Four Programs

In this master control room will be all connections with the transmitters, net work headquarters, and other remote control points. All remote control points will be given preliminary tests in the master room on one of the spare amplifiers with properly equalized lines.



CROSLEY DISTRIBUTORS



Crosley Display Attracts Thousands

The Elks Lodge of Binghamton, N. Y., held a public entertainment at Kulurah Temple, Binghamton on April 3rd to 6th inclusive. Included in the gala program were vaudeville shows, dancing, music and interesting exhibits by local manufacturers and distributors. The radio exhibit attracted much attention and was in charge of the Southern Tier Electrical Supply Company, Crosley and Amrad distributors for southern New York State. A complete display of all Crosley and Amrad models was shown and demonstrated to an interested audience. More than 35,000 people viewed the attractive display during the four days entertainment resulting in a number of prospects and sales for the Crosley and Amrad dealers in the territory of this live distributor.

Pathe Artist Prefers Showchest



Hubert Clark finds peaceful and soothing relaxation from the strenuous demands of his profession by the simple turning of a dial on his Crosley Showchest. Mr. Clark is one of the younger generation of moving picture stars who is making a solid and lasting reputation with the Pathe Studios. Mr. Clark's praise of the Showchest was unsolicited and refreshingly laudatory. In an enviable position to select any competitive make, he chose Crosley for superior quality, tone, and simple ease of operation.

Frank Bremer



Our Crosley Representative in the metropolitan area of Chicago is going to have his hands full during the week of the RMA Convention in Chicago. Frank will assist Crosley executives in putting over the "Big News in Radio" to the trade. Frank has worked hard for Crosley and like Crosley receivers "he's there!"



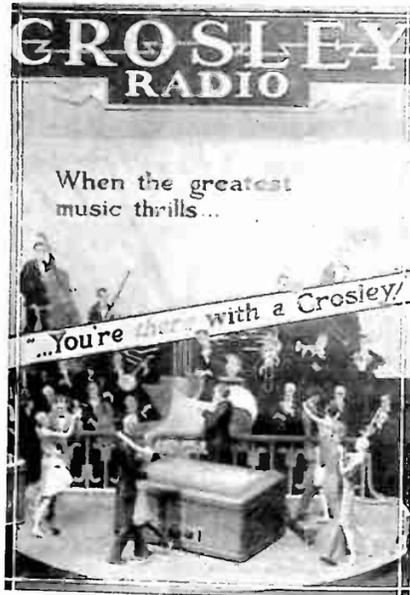
OUR STAFF PHOTOGRAPHER IN AN idle moment snapped this picture of one of our distributors immediately after he was presented with the admission tickets designed to gain him entrance into all of the business meetings and social functions of the 7th Annual Crosley Convention. There was almost the same baffled feeling as that experienced upon receiving a train ticket to a distant point.

The system however was a good one and was suggested by Powel Crosley, Jr. Absolute secrecy was maintained at all times, with special police watchmen assigned to prevent the entrance of any save authorized Crosley men. This is the first time that such a method has been used in Crosley conventions. The same system was used by Amrad on Amrad day.

A. C. Sharp Street Demonstration

The C. A. Sharp Company, Crosley Distributor in Portland, Oregon, under the direction of its Mr. Willoughby put on a very interesting street demonstration for the Moore Electric Company of Hood River, Oregon. The latest model Crosley receiver was demonstrated. With a short aerial from the demonstration truck to the office of the Moore Electric Co. a number of programs were brought in for the entertainment of a large group of interested spectators.

The Journey of The Dancing Dolls



The Journey of the Dancing Dolls seems to be as much a national institution as that popular ballad "Wedding of the Painted Dolls". Last August The Crosley Radio Corporation featured a display known as the "Dancing Dolls". Each Distributor in the country was sold a Dancing Doll Display. In addition, one was kept at the factory. From time to time, as Dealer Meetings were held by the various Distributors, this display was lent by the company to decorate sample windows at the meetings. These meetings were held from Maine to California, and from the Canadian border to Florida. This particular Dancing Doll Display, pictured above, from all available records has traveled back and forth from factory to Distributor a total of more than 50,000 miles. For those who have a yen for statistics, that would mean that the display has covered a distance twice around the world.

New Home of Kierulff & Ravenscroft



Kierulff & Ravenscroft, Crosley Distributors in San Francisco and Los Angeles, are exceedingly proud of their home which was completed several months ago. Built of reinforced concrete, and completely fireproof, the building is well lighted and completely modern. Kierulff & Ravenscroft assure all Crosley dealers a warm reception and invite them to inspect the facilities of their new distribution center, the model window displays, and Crosley merchandising helps which they feature in a handsomely fitted room equipped for this special purposes. A prompt and capable service

department is maintained at all times ready to further Crosley interests in the 'Paradise of America.'

The upper photograph shows the office of Kierulff & Ravenscroft. Note the large windows and special blinds permitting regulation of day lighting. The lower pictures shows the display room of Kierulff & Ravenscroft and a special window decoration which they are using featuring the Showchest and various merchandising helps; the inviting exterior of Kierulff & Ravenscroft's new home conveys an atmosphere of dignity and industry.

I. C. Welborn



Out in Evansville, Indiana, they know a good man when they see one. I. C. Welborn, seasoned by seventeen winters with the Swanson Electric & Manufacturing Company, has been engaged by The Orr Iron Company, Crosley Distributor among the cornhuskers. Mr. Welborn will assume the duties of assistant manager of the radio supplies department.

Frank Lockwood



Frank Lockwood, formerly Crosley Representative working out of Philadelphia, recently has been signed up by Wilkenning, Inc., Crosley Distributor in Philadelphia. Mr. Lockwood is now acting in the guise of flying squadron for Wilkenning, travelling out of Philadelphia through parts of Delaware, New Jersey and Pennsylvania. An able and aggressive salesman, Frank's success with Wilkenning seems assured.

MORE INTENSE SELLING EFFORT BY INCREASED CROSLEY STAFF—CROSLEY SALES FORCE PRACTICALLY DOUBLED!

"In line with the tremendous increase in the production of Crosley products, there is a consequent increase in Crosley personnel," is the announcement by N. E. Newman, General Sales Manager of The Crosley Radio Corporation. The corporation is enlarging its sales force for the purpose of doing more intensified work in the field.

"In consequence of this decision," stated Mr. Newman, "a real opportunity is opening up for aggressive and intelligent young men with some knowledge in radio. We give the men, whom we select for our increased force, a thorough technical and sales training in our factories. Adequate compensation will be made, naturally, to all men whom we enroll and who are selected to take the course. We contemplate limiting the group to men between the ages of 25 and 35.

"This step is absolutely necessary," continued Mr. Newman, "in view of the tremendous enlargement of the Crosley plant, and the increase in Crosley production. We are going to need aggressive, capable and intelligent men to advance Crosley interests in the field."

Ethlyn Claire With Her Showchest



THIS GRACIOUS and beautiful lady is known to the moving picture world as Ethlyn Claire, a featured Pathe player. Miss Claire, whose pulchritude is rivaled only by her good taste has selected, as shown by the photograph, a Crosley Showchest in the manner of Chinese Chippendale. Miss Claire has assured us that she could not possibly soothe her nerves jangled after her arduous work on location and on the lot with a more superior ethereal instrument.

New Crosley Neon Signs

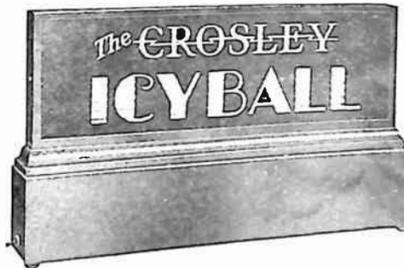
Icyball and Radio Featured



This Crosley Neon Sign may be hung from a support or placed on showcase or in window. It is equipped with either Icyball or Radio Plate, or, at a slightly higher cost, with both. Your choice of color—Mediterranean Blue, Sunset Red, or Brilliant Green.

FEATURES OF THE CROSLLEY NEON SIGN AT A GLANCE

- Economy of operation.
- Choice of Color.
- Letters readable from the side.
- Wordings easy to change.
- Improbability of tube breakage.
- No exposed wiring.



This Crosley Neon Sign may be placed on showcase, in window, on top of set, etc. It is equipped with either Icyball or Radio Plate; or, at a slightly higher cost, with both. Your choice of color—Mediterranean Blue, Sunset Red, or Brilliant Green.

Neon, the latest development in the field of electric sign display, has presented no end of possibilities as an ultra effective, and satisfactory medium for display advertising. It embodies the fundamentals and basic principles of advertising—color and light. It does not merely attract attention—it compels and holds it.

The question of obtaining a sign of this type which would not only be feasible to adopt from a technical standpoint, but would also be effective, economical and decorative has long been a problem requiring the most careful consideration.

Naturally enough in such a new development there has been an overwhelming number of signs of this type submitted which were impractical, and it has been quite a problem to select the sign which possessed the requirements and came up to the standard set by Crosley.

The sign, selected after the most exhaustive research, is now available in two models. One is designed to be hung from a support. It is provided with strong hooks and can be suspended at any desirable point. The other

is mounted on a solid base and can be used on the show case, floor, or in a window. Both are of sturdy and highly decorative metal construction.

The outstanding feature which recommends this particular type, illustrated here, is the fact that the actual lettering of the sign is not shaped of glass tubing bent to form the letters. Instead, the tubes are placed in a horizontal bank which produces an even, sheet-like illumination in front of which is fitted a vitrified plate glass with an opaque background with the wording or copy in clear, transparent letters. This permits the letters to be read easily from the side; and also permits changing the glass front to announce special sales, features in the line, etc. For example, at a slightly higher cost, the sign is equipped with two plates — one advertising radio, the other Icyball. Not only does it permit a change of wording, but the tubes are so protected that breakage is rare—not always true of the shaped, single-tube models.

The Neon tubes employed in these signs are manufactured in standard lengths of 24 inches, in three colors, Sunset red, Mediterranean blue, and Brilliant green. There are

twelve tubes to each sign, the tubes being arranged in a horizontal bank.

More efficient and economical methods of filling the tubes with Neon gas and sealing the ends have greatly reduced manufacturing costs, and it is now possible for us to offer Crosley Neon electrical advertising at prices which make it highly profitable to you.

Another outstanding feature in the development of the new sign, is a smaller and much more practical electrode which is sealed directly into the ends of the tubes, over which metal caps are placed, which form the electrical connection. This makes the sign absolutely fool-proof as there is no exposed wiring.

The current consumption of the Crosley Neon sign is practically nothing as the entire sign is operated with approximately the same amount of current as would be required for one 75 watt lamp. The small operating cost permits the burning of the sign continually.

The signs are completely assembled at the factory and all that is necessary to put the sign in operation is to attach the plug to any outlet near it.

School Organizations Buy Radio Receivers

Radio receiving sets are replacing ornamental fountains and bronze memorial tablets as farewell gifts from high school graduating classes, according to reports to the Crosley radio station, WLW, from schools that have been daily listeners to the Ohio School of the Air.

The senior high school of Anderson high school has just been presented with a complete radio system installed at a cost of nearly \$1500 by the graduating class of 1929. It includes 44 loud speakers with outlets prepared for 50.

Benefit dances, candy sales, amateur theatricals, doughnut sales, sandwich sales, and various other money raising projects have been

used by high schools to equip their buildings with radio receiving sets. Parent-Teacher associations have furnished receivers to many grade schools according to reports to WLW, and to the Ohio State department of education which has conducted the Ohio School of the Air.

WLW Programs Are Broadcast On Short Waves

Broadcasting the programs of the 50,000 watt station, WLW, the Crosley Radio corporation's short-wave transmitter, W8XAL, is on the air once more after several months of silence during which it has been completely rebuilt and moved from the old WLW site at Harrison, O., to the new Crosley transmitter building at Mason, O.

W8XAL is licensed to operate with 250 watts power on a frequency of 6060 kilocycles (49.5 meters). One hundred per cent modulation assures a signal strength of the full 250 watts. The short-wave station is capable of operation with 100 per cent modulation at 500 watts when such a license is forthcoming.

The short-wave set broadcasts WLW programs from 6:15 A. M. until 11:00 A. M.; from 1:30 P. M. until 2:30 P. M., and from 6:00 P. M. until the long-wave station signs off at night. Programs of national or international interest put on the air by the 50,000 watt transmitter at other times also will be broadcast by W8XAL as will similar programs from the other Crosley station, W5AL.

Although the high power of WLW has enabled listeners all over the world to hear the station's programs, officials of the station expect to reach an additional foreign audience made up of listeners with short-wave receivers.



CROSLLEY DEALERS



The Value of Window Displays In Your Merchandising Plan



The Crosley Dynacone window created to advance the special sale of the Crosley Dynacone. Four window signs attached by stickers advising of the sale, telling of the price saving and pointing out the merits of the Crosley Dynacone are included. The stands for the power speaker are Dynacone cartons covered with colored crepe paper. The signs are printed in vivid Crosley color combinations.

IT needs no Moses to tell the retailer that retail merchandising is extremely competitive. The list of business failures comparable only to the list of business successes can vouch for that. In order to survive, the retailer must take advantage of every possible selling force that can be utilized economically to increase his sales volume.

The display window long has been regarded as the most direct contact that the retailer has with his buying public. The whole trouble, however, is that the window display has not given its maximum value to retail merchandisers due to the fact that they do not understand thoroughly the principles and the fundamentals underlying window decoration.

There is an extremely large group of dealers who, while using considerable newspaper advertising, rely greatly upon their store windows to bring in the trade. We are fortunate in having in the advertising department a man who thoroughly understands the principles of window decoration. He is spending his entire time in constant consideration of new, attractive, distinctive and compelling window displays together with valuable merchandising helps.

We are reproducing here several windows that have been suggested for your use in merchandising the Crosley Dynacone and the Crosley Icyball Refrigerator. The cost of

many of the sample windows suggested by the display department is so reasonable that it behooves you to take advantage of our service along these lines.

An attempt to set an absolute value on display windows as a sales medium would be fruitless; but it is, nevertheless, true that millions of dollars are sold annually through their use.

Many efforts have been made to estimate the value that the average merchant places on his window display. Retailers estimated that between 20 and 30% of their sales are the results of this form of advertising. In the larger cities, window space is considered equally as valuable if not more so, many retailers attributing as high as 50% of their sales to their attraction.

A few specific instances of what certain window displays have done for merchants will illustrate the point.

A St. Louis organization, desiring to increase the sales of a certain toothpaste, featured it in window displays at different times during the months of February, March, and July. The sales of this toothpaste numbered 3,312 tubes from February to August 1.

One retailer sold ten units of merchandise in one week without a window display and one hundred and twenty units the following week with a window display.

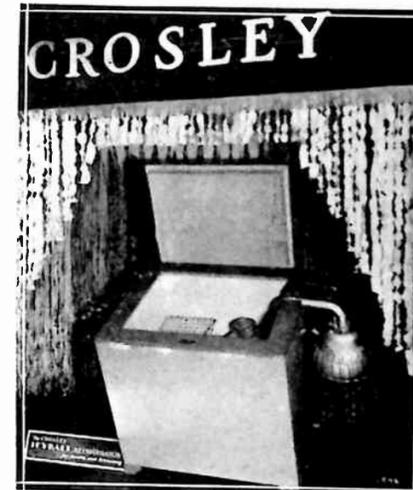
Another retailer who considered his display very carefully sold \$1400 worth of vacation goods that were featured in a window display during a period of two weeks.

A grocer who wished to move a stock of jellies and marmalades featured them in a window display, and here are his comments: "The window display created an enormous interest, and during the display our sales in these articles increased something like 300%."

Several merchants attempted to estimate the value of their windows by the number of people that stopped and looked at them. The circulation of a leading newspaper in one community of 75,000 was 10,000 per day or 60,000 weekly. The cost of six quarter pages was \$180.00.

By clocking the number of persons that stopped before his window display during one week, one merchant in this community estimated that 94,000 people "read" his windows—not only that, but his window increased sales in the article featured by 733%! And an important consideration was that his display cost him less than 1/4 the amount expended for newspaper advertising.

We have given these statistics in an attempt to bring home a little more pointedly the value of good window display. A good window sells



An attractive window featuring the Crosley Icyball Refrigerator. The crepe paper framing the cabinet is white, that forming the background is a rich, cold blue. The very simplicity of this window attracts and focuses attention on the merchandise. Economical and compelling!

goods—which is the important thing; and, in conclusion, it must be stressed that the advertising display department is producing not only beautiful and distinctive windows, but good windows with proper merchandising helps. Take advantage of this economical and helpful service they are offering.

TEN COMMANDMENTS OF SUCCESSFUL RADIO SELLING

- I—Get to Work on Time.
- II—Plan your work each night for the following day.
- III—Work eight full hours each day.
- IV—Call on ten prospects a day.
- V—Never leave an instrument on demonstration without check-up.
- VI—Keep informed of radio programs. (Tune in on WLW).
- VII—Keep informed on developments in radio.
- VIII—Improve your sales talk.
- IX—Contact customers you have sold.
- X—Keep in touch with what's going on in your business.

The CROSLEY
AUTOGYM
 [AUTOMATIC GYMNASIUM]
 ELECTRIC VIBRATOR



THE Crosley Autogym is one of the newest and most significant additions to the Crosley line. It is an efficient, compact, beautifully finished instrument especially designed to meet the growing demand for such a machine and to meet it by giving the utmost quality and finest workmanship at the lowest price. It has as many uses as a need for bodily stimulation and exercise would suggest.

\$ **55** ⁰⁰
 list

The Crosley Autogym Electric Vibrator can be used with or without the pedestal. (The pedestal is \$10.00 extra, list price). The model can be placed on the table. The strap at the rear secured and the machine ready for operation. The model with stand can be temporarily or permanently secured. Full instructions with each instrument.

Its use will preserve the beauty and symmetry of the figure—will prevent the accumulation of fat—will remove fat! In fact, regular use of the Autogym will keep the body as firm and hard as if you were engaged constantly in strenuous exercise—with this advantage, that you can control the development in any part of your body.

Product of
The CROSLEY RADIO CORPORATION
 CINCINNATI, OHIO

Crosley Fan Holds Children's
 Hour



This interesting picture and the letter which follows was received from Walter E. Miller, ardent Crosley fan, in the wilds of Peru—Indiana. The letter needs no further comment:

"For several generations past when one spoke of 'The Children's Hour' we all thought of Henry Wadsworth Longfellow's poem, with the picture of the elderly gentleman in his easy chair with the children gathered around him.

"Today, 1929 A. D., when WLW The Crosley Radio Corporation of Cincinnati puts on a 'Children's Hour' program, it is like the accompanying photo. However, it is not only the children's entertainment that they like, for you can find them at the radio at any time anyone is on the air.

"Do they like the Crosley Gembox? Well, just look at the different expressions displayed in the photograph, and does the radio show up good? Taken by flashlight a few days ago, the result being gratifying, I felt you would like to see it.

"We sure enjoy the programs put out by WLW, and in the words of Rip Van Winkle, 'May You Live Long And Prosper.'"

Yours very truly,

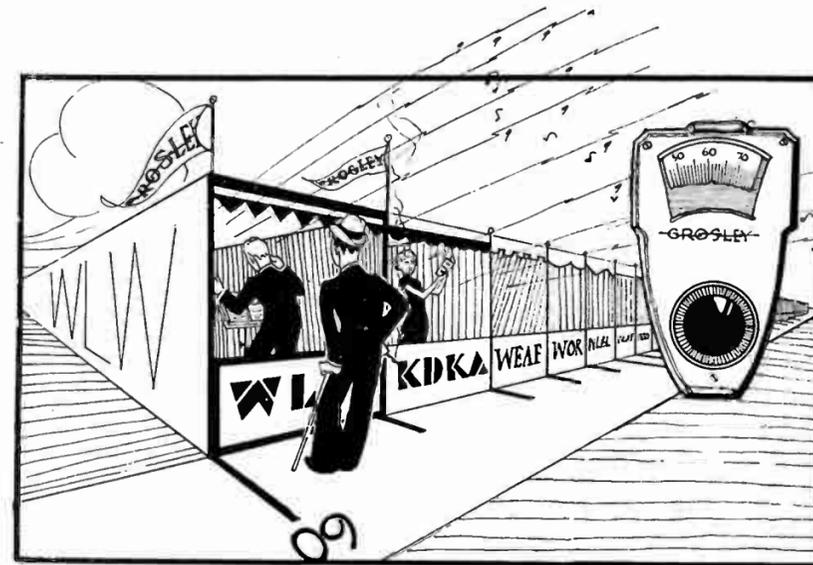
(Signed) WALTER E. MILLER,
 76 E. Warren St.

Dunfee Employs Modernistic
 Trim



Attractive window display of the Dunfee Radio Shop, Shenandoah, Iowa. The floor is covered with Armstrong inlaid black and white linoleum. The background is trimmed with Dennison modernistic, orange, canary, french blue, and reseda green crepe paper. A Nanking Green Showchest is featured and attention is attracted with an eye-compelling red Neon sign.

A Visualization of Sensitivity and Selectivity



We can visualize the performance of a broadcast receiver by imagining that all the performers are assembled on a single field. The performers are divided into 96 groups representing the 96 broadcast channels. The channels themselves will be represented by long alleys across the field separated by canvas partitions which we will assume are sound-proof.

The 96 alleys represent the 96 channels. They are all the same width. In each alley is located a group of performers. The stations that are quite nearby will be represented by placing the group of performers near the front end of the alley. For the more distant stations we will place the performers well down in the alley, the distance from the front representing the distance of the station.

Now let us walk up and down in front of this row of alleys. Naturally, if we stand in front of a certain alley we will hear that group of performers. As we walk along the 96 alleys we will hear one group after another. If we walk along quite close to the fronts of the partitions, we will only hear one group of performers at a time corresponding to an extremely selective receiver.

formers at a time corresponding to an extremely selective receiver.

If we were to walk up and down this row of alleys at a considerable distance away from the fronts of the alleys, we would be very likely to hear three or four groups of performers simultaneously. When we are near the alleys representing the nearby powerful stations with the performers in the front of the alley, it would be quite difficult, if not impossible, to hear the performers in the adjacent alleys who might be located at some distance away.

The sensitivity of the receiver would correspond to the sensitivity of our ears. Naturally, a man speaking two or three hundred feet down one of the alleys would be pretty difficult to hear whether there was anything going on in the other channels or not. Increasing the sensitivity of a receiver corresponds to bringing all the performers near the front end of the alleys. Increasing the selectivity of a receiver corresponds to walking along closer to the fronts of the alleys so that we hear only one group of performers at a time.

"The Big News In Radio" Banner

The BIG NEWS in Radio
CROSLEY
Greatest Radio Line Ever!

This muslin banner has been designed by the display division of the advertising department particularly for the inauguration of the 1929-1930 campaign for Crosley dealers. When the sensational new Crosley line is in your hands, this smashing message will bring the public into your store.

The banner is printed in black and red on white and has an eyelet in each corner to facilitate hanging and securing it. Write to your distributor for information about this banner. You'll be surprised that so fine a banner can be purchased for an extremely low price.

North Carolina Dealer Scores A Home Run



HAVERTYS of North Carolina are on their toes. In this excellent window a number of features are sure to catch the eye, to stop the sidewalk shopper, to arouse interest in Crosley Radio. We have first an interesting idea—that of making the most out of the great American national game by using it in a window display and tying-up Crosley merchandise with the opening of the season. Prominently displayed are Crosley products against an interesting background done in futuristic style. The idea of radio and the broadcasting of baseball games is subtly conveyed to the passerby.

Chain Displays Featured by Walthal Company



A special Crosley display in the window of the Childs Radio Company at 66 Cortland Street, New York City. This attractive and comprehensive display was designed and arranged by the Walthal display department. The Walthal Company owns and operates eleven exclusive radio stores in New York City and this display will be moved to each of their stores for a week's appearance in each show window.

This display was conceived and put in by Mr. F. J. Meech who has charge of the radio department. Mr. Meech spent considerable time and thought on this window and it is readily apparent that the lengthy cogitation was justified. The background is made from beaverboard painted in brilliant colors, with cutouts of the various wording, a different color for each word, and a flasher for each one as well as a flasher in Dynacone. He also used flood lights in the window. The final proof that this is a good window is given when it is remarked that the window compelled attention and RESULTED IN A NUMBER OF SALES.

GREAT NEW OPPORTUNITIES FOR THE radio public and the radio trade open up this summer with the completion of plans by the leading radio chains to carry their outstanding program features right on throughout the summer months. In past years there has been some let-down in radio programs during the heated season, but 1929 will mark the beginning of radio as an all-year-round service of first water interest. Hence, your interests dictate that you be prepared to push radio for all that it is worth. With the big new Crosley line ready for you with the very beginning of summer you are equipped to make the summer of 1929 the biggest Crosley selling period in your history.

HOME ENTERTAINMENT, SURED BY radio, is destined to work a profound effect upon the home habits and living standards of the nation. Where the movies and the automobile once threatened to break up the home circles, radio restored the habit of spending evenings at home; and upon the radio dealer by force of events, will be laid the responsibility of acting as future purveyor of general home entertainment equipment to his majesty, the prosperous American public.

Service Man for Geo. C. Beckwith Co. Establishes Enviably Record



Lee S. Jett, Serviceman and head of the Service Department of the Geo. C. Beckwith Company, Crosley Distributor in Aberdeen, S. D. Mr. Jett has been highly successful in developing a complete system of servicing. The service department maintained at Beckwith's Aberdeen branch has furnished service such as has caused many of the dealers of competitive lines to send in their work for some of the very prompt and satisfactory servicing for which the department is known.

Icyball Refrigerator Laughs at Fire



At Parkin, Arkansas we have just authorized an Icyball dealer, the Parkin Furniture Company. Mr. O'Quinn is the owner and manager of the establishment. He sold the first Icyball that he had in stock within 24 hours after he had received it. Immediately after receiving his 2nd unit and had put it in operation the town of Parkin had a big fire which burned the entire block in which Mr. O'Quinn had his business with the exception of Mr. O'Quinn's store. The heat of the fire was terrific and did considerable damage to the Parkin Furniture Co., but after the fire was subdued and little but ruins were left Mr. O'Quinn still had ice in his Icyball which he had in operation at the back of his store where the heat of the fire was the worst, which goes to prove that Icyballs will maintain their cold when it gets as hot as hell-o.

C. T. Sherer Has Artistic Display



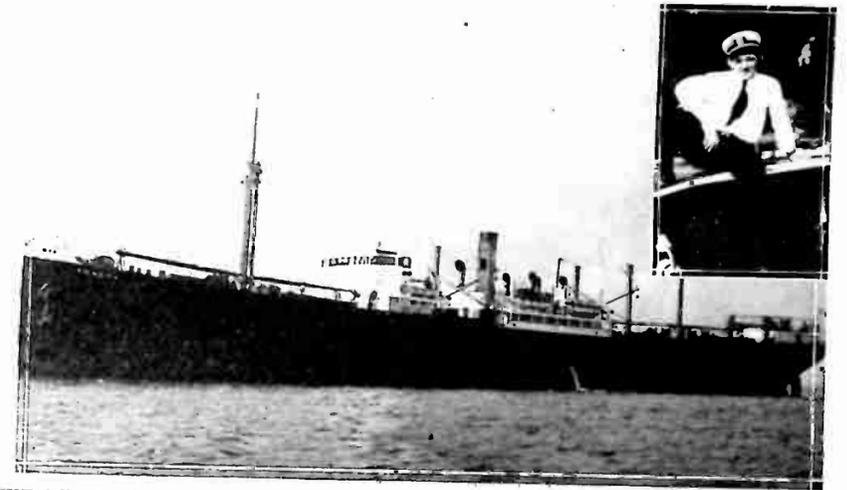
A carefully draped background, two handsome decorative lamps, and three well lettered signs are used by C. T. Sherer Co., of Worcester, Mass. to produce an attractive window decoration. A note of spring-time is added with a vase of Salix Discolor, otherwise known as pussywillow, placed on the center Showchest. The background is of a cool color and is admirably suited to the display. C. T. Sherer evidently is aware of the decorative value of simple colors.

Novel Postcard Used to Advantage by California Dealer



J. D. Richardson and J. A. Crandall of the Shuck Music Company of Glendale, Calif., used a clever card in their direct mail campaign on the Showchest. A line drawing likeness was made of each of the gentlemen. This in combination with a line drawing of the Showchest and an apparently handwritten message and signature was printed on postcard stock and mailed simultaneously with Shuck's announcement of the Crosley Gemchest and Showchest models. The results, they announce, were quite favorable.

Mariner Praises Showbox--WLW Received Clearly In Spite of Bad Weather



THE following is a letter from a gentleman who knows his oceans. It is one of the most laudatory messages that we have received. Stanley Paupper, Second Officer on the S. S. Pomona has given the Crosley Showbox its due. He writes:

"Being an owner of a Crosley D. C. Showbox and a Dynacone type F. loud speaker which has served me faithfully for the last four months under all conditions, I hereby wish to state that in my mind there cannot be found another to take its place.

"I purchased the set in Baltimore last October and had it installed in my room aboard ship by our Radio man and it has given perfect service since then.

"This ship is in the intercoastal trade from New York to Everett, Washington, and no matter what locality we are the old radio comes in fine. After leaving Everett bound east we get all the Western stations, that in-

cludes Chicago. When we arrive on the coast of Costa Rica, we pick up WLW and still get. In fact the set is right alongside of me now and coming good. Just heard your announcer tell us of the break in the line to Washington while broadcasting the Marine Band Concert.

"Now Panama is considered one of the worst localities for reception that I know of or any part of the tropics for that matter, but it cannot faze the old Crosley, and as I've said a hundred times to different friends that anyone that could sell me any other than a Crosley would surely have to do some talking or have to be the world's best salesman."

In the corner of the letter from Mr. Paupper is typewritten the following comment: "This letter typed by J. T. Kelly, Third Officer, and the Second Officer tells me I'm a liar. We receive WLW on the entire Pacific Coast and he should know, he owns the set. JTK."

Bouquets Are In Order

And now, puffed with inordinate but pardonable pride we present, instead of the usual Hibernian confetti cast our way, a rose from D. C. Davies, Sec'y. and Treas. of the Plainfield Radio Shoppe, Authorized Crosley Dealer in Plainfield, N. J.:

"I read with great interest every issue of the Broadcaster that is sent to us, partly because it is such an interesting publication and partly because anything to do with the Crosley radio set is of extreme interest to this concern.

"We are the exclusive dealers in Plainfield and North Plainfield for the Crosley Radio Corporation and as such, are naturally very much interested at all times in the results obtained by our customers in this district.

"We gave away a Showbox and Dynacone to the winner of a certain contest that we promoted in this town and the night after the set was installed in the home of the winner he came in to tell us that he had himself listened to very clear programs from four stations in California.

"I thought this might be of interest to you and possibly to some other dealers around the country."

New Hampshire Dealer Features Icyball



Geo. K. Burleigh of Penacook, N. H., is pushing the Crosley Icyball Refrigerator strongly in his community. Not only has he a large illuminated Icyball sign hanging over the front of his store, but his truck is decorated with a reproduction of a Crosley Icyball as can be seen from the photograph reproduced above.

Thomas Chippendale

There is something significant, something of the mellow dignity of bygone grandeur, of grace, of beauty, and yet for all that, something persistently alive, in the word Chippendale.

The first Thomas Chippendale was born in Worcestershire in 1690 during the reign of George I. He was a worker in wood—carver and cabinet maker. Thomas Chippendale II (1717-1779) took up his father's trade, and he too carved and designed pieces. He was the great Chippendale. This second Chippendale was most versatile. He found leisure from plying his craft to raise eleven children, be an active member of the Society of Arts, and compile and publish the "Gentlemen and Cabinet Makers' Directory," an important work of which three editions were issued.

Chippendale's Chinese period included the years 1755-1770. The Chinese influence, however, was affecting designers prior to Chippendale. Due to war between France and England, the influence of French designers gradually ceased to affect English craftsmen and was supplanted by the Chinese. Chinese furniture design, however, first made its influence felt in Europe in the France of Louis XV.

Of the Chippendale pieces, the chairs are of three types: "Splat", with upright center bar and ribbon decoration; "Ladder Back", and the "All Over" patterns with Chinese decorations. The seats were necessary to conform to the dress fashions of the day. The woods used were walnut and mahogany and much of the Chinese creation was lacquered.

Chinese Chippendale design is peculiarly acceptable on account of its ready adaptability into any room, as a piece of character and distinction.

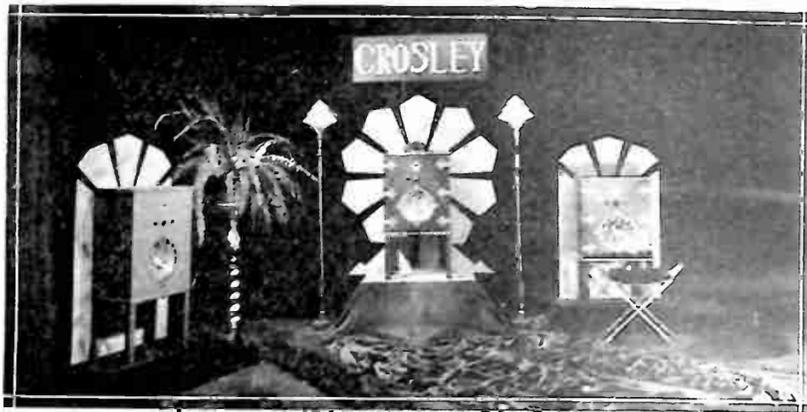
More than a gulf of years intervenes between the modes and manners of the England of George I and the pulsing high tension existence in our own times; a far cry from the guilds of artisans and craftsmen to the highly specialized creator of the twentieth century—a difference in the clay, perhaps, but not in the potter.

Little did the Chippendales know, when they were incorporating the artistry of their craft into creations in wood, that they were establishing a vogue, a distinctive personality of design, which would persist down the years setting a precedent of sound and lasting beauty. Yet the artists of our own marvelous age turn to Chippendale for inspiration in housing their creation, the radio.

Crosley Dealer Wins Mayor- alty Election

On April 2nd, an election for mayor was held at West Memphis, Ark. West Memphis is a small town across the river from Memphis, Tenn. The contest was a hot one between Mr. Z. T. Bragg our Crosley dealer at that town and another prominent citizen of West Memphis. As elections go in some towns in Arkansas both men were at the polls all day ready to challenge any vote that he thought might go to the other man. At the close of the election our dealer Mr. Bragg won the election by 8 votes. Mr. Bragg operates a saw mill a general store and hardware business.

Cleveland Dealer Features Showchest



Benesch Federman & Company of Cleveland recently featured a chaste and beautiful window display. There is elegant simplicity in the black velvet drapes, and there is an interesting note in the modernistic decorations

bringing out the Showchest in relief. This window is a beautiful example of absolute symmetry in window decoration. Its keynote is simplicity and richness.

Pennsylvania Dealer Puts Over First Crosley Display



The beautiful window decorations pictured above are on display in the show windows of the Harold Furniture Company of Reading, Pennsylvania, one of the youngest members of the Crosley family. It is to be remarked that this attractive window is the first Crosley display featured by this alert organization

Static has been blamed on almost every natural phenomenon from lightning to sun spots, but that volcanoes have no effect upon radio reception is indicated by a letter received at the Crosley radio station, WLW.

J. Newman, mess officer of the U. S. S. Medusa, attached to the base force of the United States fleet, recently wrote to WLW, to say that reception of the station was being enjoyed by the chief petty officers' mess while cruising southward off the coast of Salvador, Central America, to embark more than 700 marines at Corinto, Nicaragua.

The station was heard very distinctly while the Medusa was plowing through a smooth sea in full face of a tropical moon while an active volcano was throwing out a lurid light from the dark, rugged coastline.

in inaugurating their connection with the Crosley Radio Corporation.

When it is realized that 20% of all retail sales are attributable to window display it readily can be comprehended why the advertising department is consistently working with you in planning superior trims to stop the sidewalk shopper.

Dealer's Radio Course

SO GREAT WAS THE SUCCESS OF THE Crosley Dealers' Radio Course published in this magazine, that it has been considered practical to publish a second series of lessons to be known as The Crosley Dealers' Advanced Radio Course. The advanced course will appear in ten lessons, the first one beginning in the near future.

Scores of letters asking for the complete series, for copies of various lessons in the course, have all attested to the high merit of the lessons. In fact one large dealers' service school held by one Crosley Distributor has used the dealers' course almost exclusively as the text.

United Music Stores Create Novel Display



This attractive window display is in the window of the United Music Stores and is to be noticed because it combines pleasing appearance with absolute balance. United Music

Stores are known for their periodically beautiful window decorating and the columns of this publication have featured their work from time to time.

Stop Your Buying Public with this New Electric Sign



After an intensive research of several months for the best possible electric sign this new imitation Neon sign was selected for display in your windows. The Crosley color scheme—

black background, vivid red letters and yellow border—is enclosed in a handsome imitation hammered silver frame. A distinctive and attractive sign that will pay for itself with the increased business that it attracts.

\$8.50

f. o. b. Chicago

Order from your Distributor

The Crosley Merola Phonograph Pick-up



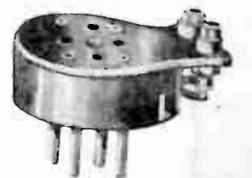
Think of placing a record on your old phonograph and hearing it reproduce music with all of the beautiful tone of the most expensive phonograph on the market today! You can do just that with the Crosley Merola. This beautifully finished tone arm utilizes the Crosley Dynacone on your radio set, picking up the music from any disc record and amplifying it beyond expectation. Your old phonograph will bring to your ears every tone ever recorded—the high lovely notes of the violin—the deepest throbbing of the kettle drums. Not an instrument is slighted by Merola reproduction. Not a voice however thrillingly high or richly bass but that rings true!

\$15.00

List

Order from Your Distributor

The Crosley Dynacone Adapter



Often a set is blamed needlessly because of a faulty power speaker. The Crosley Dynacone, undisputed master in the field of power speakers may now be used, due to the invention of the Dynacone Adapter, on any A-C receiving set other than Crosley utilizing a 171-A output tube having 135 or more volts on the plate; or radio sets having an output tube with a plate current of 20ma.

\$1.00

List

f. o. b. Cincinnati

Special Announcement

Crosley-Commercial Credit Finance Plan

IT GENERALLY is conceded by the greatest economists and students of industry in this country that the deferred payment plan is responsible in a large measure for the prosperity of the country.

The Crosley Radio Corporation, fully appreciating the value of the deferred payment plan for selling its products, has devoted considerable time and thought to the problem of securing a credit organization capable of servicing its entire dealer organization.

After a very careful survey of the various finance companies — their plans and service — The Crosley Radio Corporation has entered into an arrangement with the Commercial Credit Companies of Baltimore, Md., to put out a plan to cover the deferred payment sales of Crosley Products.

The Commercial Credit Companies is the largest finance company in the world with offices in approximately four hundred cities throughout the United States and Canada. With a Commercial Credit Companies Branch Office in your city or within a few miles of it, considerable

delay is avoided in liquidating your notes.

The Commercial Credit Companies have specialized in finance credit for 17 years and were the first finance company to enter the field of financing radio installment sales. Hence, this organization is aware of your requirements and is fully equipped to take care of them. Particular attention is directed to the liberal terms, low rates, and simplicity of their plan.

The rates offered by The Commercial Credit Companies is exceedingly low, and The Crosley Radio Corporation recommends for your serious consideration their plans, which, in its estimation, have such extraordinary merit as sales builders.

For additional information relative to the plan offered it is suggested that you get in touch with the Commercial Credit Companies. Details of the plan will be supplied you. Your sales can be increased materially by adopting this plan.

Be ready with a complete Crosley line when the Big News in Radio breaks!