

The GROSLEY BROADCASTER



WSAI



WLW

VOL VIII.

JANUARY 15, 1929

NO. 2.

Crosley South American Business Expanding

Central and South American Countries Demand Crosley A-C Sets

Brilliant Gains Shown in Argentina, Brazil, Uruguay and Chile

The year 1928 closes with a decided gain in Crosley business on the South American continent. Especially in Argentine, Brazil, Uruguay and Chile, there have been great advances made.

In January 1927 the assistant manager of our Foreign Department, Octavio Bermudez, made an extensive visit to South America and the gains noted are a reflection of his work of last year.

Big advances have been shown in the West Indies, particularly in San Domingo. There is also substantial Crosley business in Cuba and Mexico.

The development of broadcasting stations has a direct bearing upon the sale of Crosley sets. In this respect, Argentina is better equipped than any of the South American nations. There are, in that country, eight first-class stations. A number of smaller stations are in operation in the Argentine, but it is usually considered that there are eight reliable stations.

Brazil has several good stations, in Rio de Janeiro, Pernambuco, Sao Paulo, and other towns of less size. Chile possesses several stations. In Peru and Venezuela, broadcasting is a national monopoly.

There are one or two excellent broadcasting stations in Uruguay. There are no stations of importance in Bolivia. In this respect the city of Buenos Aires is fortunate. Evidently, radio is decidedly popular in Buenos Aires and the Argentine.



Young Italy Discovers Crosley

SINCE the war, there have been tremendous developments in Italy and Spain. Each of these two countries has taken steps to bring itself into line with the march of modern civilization in which power plays a large part.

With this development of public utilities has gone, hand in hand, an increased radio interest. Recently Mr. C. J. Hopkins, Manager of the Foreign Department of the Crosley Radio Corporation, made a trip to Spain and Italy. That was in August and September, 1928. He awarded exclusive Crosley distribution for Italy to the firm of Menotti, with offices in Laveno and branches in Milan and Turin. (The picture above is the young son of Signor Minotti, with a Crosley Showbox and Dynacone).

For the balance of 1928, Italy's Crosley purchases amounted to more than for the two years previous!

In Spain, the Crosley distributor is Lores Codina y Roig, at Barcelona. Their December 1928 purchases equalled the whole of 1927.

Both in Italy and Spain, the demand is for Crosley A-C receivers and power speakers.

WLW Serves As Local Station in West Indies

Crosley Representative To Visit Central America

1929 finds a growing demand for Crosley radio sets in the Central American countries. The name Crosley is a household word in many Central American homes, due to Crosley station WLW. It is the most reliable station for the Caribbean countries.

The call in Central America and Mexico, as in the West Indies and South America, is for all-electric sets.

On January 9th the assistant manager of our Foreign Department, Mr. Octavio Bermudez, left for a trip in the interests of the Crosley Radio Corporation, to Cuba, Mexico, and Central America.

The Crosley distributor for Cuba is the Ramirez Electric and Radio Mfy. at Habana. This was Mr. Bermudez' first port of call. He also visited the Crosley dealers on the island of Cuba.

From Cuba, our Crosley representative goes to Merida, Yucatan, stopping at Progreso to call on the Crosley distributor for the provinces of Yucatan, Campeche and Quintana Roo, La Compania Importadora S. A. Panama, Nicaragua and Gautamala will also be visited.

F. Armida and Cia., are the Crosley distributors for Mexico. They are located in Mexico City. Mr. Bermudez' visit will include not only the distributor at the capital city but also brief visits to the larger Crosley dealers throughout the Mexican republic.

Under this impetus, Crosley business in the Spanish countries will undoubtedly grow at an even more rapid rate than it has been doing in recent years.

A Findlay-Crosley Combination Sells Itself!

Complete All-Electric Radio Set

\$122.50

Without Tubes.

The
Crosley
SHOWBOX
and
Dynacone
Power Speaker



Complete, with Metal Table by Findlay

YOU get maximum radio value in this Crosley-Findlay combination of an 8-tube, all-electric SHOWBOX complete with a FINDLAY gold-finished metal table in Renaissance design, and Dynacone Power Speaker. Suitable for any home. 5-day free trial in your own home. With this set you get the stations you want to hear, with perfect volume control and rich tonal beauty.

(DEALER'S NAME HERE)

Unequalled radio value offered in this combination: A Crosley SHOWBOX with a FINDLAY METAL TABLE complete with Dynacone. 4 styles. Advertise this combination in your local papers and outstrip all competition: \$122.50, without tubes.

The ad shown above is 7 inches on 3 columns. Mats furnished on application.

ROBERT FINDLAY MANUFACTURING CO.

Incorporated
Brooklyn, New York

Gembox Winners on WLW Letter Contest Announced

Best Letter Contributed from Each State Draws Crosley Set

Out of the thousands of letters sent in to Crosley station WLW, at the occasion of the formal dedication of the 50 Kilo-watt transmitter, one from each state in the Union has been selected by a jury to receive the state prize of a Crosley Gembox.

It was a big job to make the selections. Some of the letters were very fine and a choice hard to arrive at. All the letters were read and passed upon. To each winner, a Crosley 6-tube all-electric set has been shipped. A list of these state winners follows:

Mr. Walter B. Mills, Jr., State of Alabama, Montgomery, Ala.

Mr. Galen H. Drury, P. O. Box 274, U Station, Tucson, Ariz.

Mr. Hamp Williams, Hamp Williams Auto Company, Hot Springs, Ark.

Wilbur J. Hudson, 1230 W. Rose Street, Stockton, Calif.

Edith H. Goddard, 1436 Elizabeth Street, Denver, Colo.

Mr. W. R. Hopkins, 341 Clinton Avenue, Bridgeport, Conn.

John C. Saylor, Jr., 100 West 22nd Street, Wilmington, Del.

Claude C. Coleman, Canal Point, Fla.

Mrs. A. V. Copelan, Madison, Ga.

H. C. Goggins, University of Idaho, Pocatello, Ida.

Mr. C. H. Weber, 1744 North-Shore Ave., Chicago, Ill.

Mr. James L. Gailbraith, 212 Meeks Ave., Muncie, Ind.

Mr. Cecil F. Cook, 224 Union Savings Bank Bldg., Davenport, Iowa.

Mrs. W. F. Costello, 2610 E. Douglas Ave., Wichita, Kan.

Mr. R. L. Schuhmann, 4823 S. Third Street, Louisville, Ky.

Francis L. Pullen, 337 St. Hypolite Street, Baton Rouge, La.

John M. Coyne, 186 York Street, Bangor, Maine.

James E. Hiltz, 3201 Windsor Ave., Baltimore, Md.

Mr. Reginald W. Tolman, 243 Mill Street, New Bedford, Mass.

Mr. Hiram Hirleman, Box 51, Greenville, Mich.

Mrs. Frank H. Jennings, Onamia, Minn.

Mr. J. Hubert Little, Meridian, Miss.

Mr. James O'Neill Bruen, 6247 Brookside Blvd., Kansas City, Mo.

Gladys S. Deal, 415 Boulevard, Lewistown, Mont.

Free Booklet on Super-Power

The case for powerful broadcasting stations has been clearly and concisely stated in a little booklet just issued by Crosley station WLW. It is entitled: "The Country Needs Super-Power Broadcasting Stations."

In view of the onslaughts against high powered broadcasting stations which have been recently made in Washington, it is important for all radio dealers to be posted on the subject.

Therefore we are enclosing a copy of the booklet with this issue of the BROADCASTER, so that all Crosley dealers may be thoroughly informed on a matter so vital to their interests.

We urge each Crosley dealer to carry out the suggestion made in the booklet, to take up this matter promptly with his Representative and Senators.

Mr. G. E. Morrison, 640 S. 55th St., Lincoln, Nebr.

Mr. Harry Harper, 812 S. Virginia Street, Reno, Nevada.

Mr. William F. Howes, Manchester, N. H.

Mr. Albert H. Ward, 100 E. Maple Ave., Wildwood, N. J.

Alexander M Wheeler, Radio Operator, U. S. Marine Hospital No. 9, Fort Stanton, N. M.

E. W. Edwards, Jr., Box 355A, R. R. 2, White Plains, N. Y.

Dr. A. W. James, The Ellen Fitzgerald Hospital, Monroe, N. C.

Mrs. Emil Herr, Wishek, N. D.

Mr. R. C. Hall, Proctorville, Ohio

Mrs. J. T. Martin, Grandfield, Okla.

Mr. Richard Smurthwaite, Jr., P. O. Box 405, Baker, Oregon.

William C. Bostwick, Prov. Mutual Life Ins. Co., 46th and Market Sts., Philadelphia, Pa.

Clarence Goffette, 138 Cottage Street, Central Falls, R. I.

E. E. Strong, Due West, S. C.

Mr. Paul F. Burke, Vermillion, S. Dak.

A. M. Edwards, Bemis, Tenn.

Mr. H. R. Brayton, College Station, c-o Agricultural and Mechanical College of Texas.

Agnes B. Dauwalder, Myton, Utah.

Mr. J. W. Powers, 68 Green Street, Burlington, Vt.

Rev. C. L. Nisbet, Norton, Va.

C. L. Tempany, 610 E. Sumach Street, Walla Walla, Wash.

R. E. Livingston, 1224 Julian Street, Parkersburg, W. Va.

Mr. J. Nash McCrea, 254 Mason Street, Milwaukee, Wisc.

Allen A. Campbell, Box 214, Columbine, Wyoming.

Tom Clare, 10827 Jasper Ave., Edmonton, Alberta, Can.

Mr. Ralph A. Logan, 1601 Comox Street, Vancouver, B. C.

George R. Porter, 212 Lorne Avenue, Portage la Prairie, Man.

Mr. James S. Neill, Fredericton, N. B.

Mr. J. A. Macmillan, P. O. Box 476, Charlottetown, Prince Edward Island.

Mr. E. L. Reynolds, 533 Rushton Rd., Toronto, Ont.

Mr. A. J. Cook, P. O. Box 133, Temiskaming, Que.

Mr. Douglas Slocombe, 737 Fourth Ave. North, Saskatoon, Sask.

Jose F. Camunas, P. O. Box 396, Fajardo, Porto Rico, U. S. A.

Mr. and Mrs. R. W. Hoyt, H. P. Terminal, Tampico, Mexico.

Lorenzo Daniel, Paseo 9, Vedado, Havana, Cuba.

Atlantic Ocean
Home Address
Henry Drave, SS Monterey, Ward Line, Pier 12 E. R., New York, N. Y.

Pacific Ocean
E. G. Drake, Opr. MS Los Alamos, c-o General Petroleum Corp., Terminal Island, Calif.

Gulf of Mexico
Captain E. V. Farrow, Steamship Socony, 26 Broadway, New York, N. Y.

THE CROSLLEY BROADCASTER

Published by the CROSLLEY RADIO CORPORATION
Manufacturers of Radio Apparatus
Columbian and Sassafras Streets,
Cincinnati, Ohio

Telephone Kirby 3200

Editor: A. E. Deaderick



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.

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

Editorials

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.

Editorial Interest in Crosley

Magazines Showing Considerable Interest in Crosley Methods

In the December 1928 issue of "Sales Management," there appears a long article by D. G. Baird, entitled "Crosley Acts First and Explains Later." In this article the writer gives an analysis of the selling policies instituted and carried out by Powel Crosley, Jr., particularly for the period ending December 1928.

Another December magazine, "Printers' Ink Monthly," carries an interview with Mr. Crosley, which is called, "Rounding Out a Radio Distribution Plan," or "Some Illuminating Chapters from the Experience of the Crosley Radio Corporation." In this interview, Mr. Crosley throws some interesting sidelights upon the year of business recently brought to a successful close.

Readers of the BROADCASTER will be well repaid for looking up the two magazines in which the articles mentioned appear, and read them. They contain a great deal of information doubtless already in the possession of all Crosley dealers, but presented from a new angle, with a new co-ordination of ideas.

When you install an attractive Crosley window, send in a picture of it!

Powel Crosley, Jr., Made Colonel

Lonely Lives in Kentucky Hills Brightened by WLW

The Governor of Kentucky has appointed Powel Crosley, Jr., to an honorary post on his staff. This position carries with it the title of Colonel.

Henceforth the President of the Crosley Radio Corporation is entitled to be addressed as Colonel Crosley.

The post and title were conferred because of the great influence for good which the Crosley broadcasting stations, WLW and WSAI, have had among the Kentucky mountaineers. Through these two stations many lonely and isolated homes in Kentucky have been brought into touch with the world. They have heard music which otherwise never would have reached them. They have been enabled to enjoy the numerous great events broadcast from the Crosley stations.

Haas Starts Something!

Cemetery Business Swelling to Colossal Proportions

Another claim has been put in for the first Crosley sale to a cemetery. H. E. Robertson of the Virginia Paint and Radio Corporation, located at Newport News, Virginia, records the sale of a Crosley Showbox to the U. S. National Cemetery, National Soldiers Home, Virginia, on August 15, 1928.

Match This, Someone!

Mr. Robertson puts in a further claim. "On December 22, 1928," he writes, "we sold a Crosley Gembox to the State Deaf and Dumb School, RFD, Newport News, Virginia."

"Ask Mr. Haas to go that one, one, better!" Those also are Mr. Robertson's remarks.

Untouched Crosley Markets.

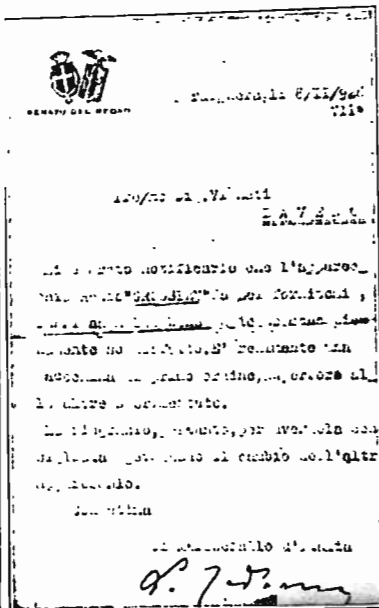
We hesitate to say that any field, however unlikely, has not felt the impact of Crosley influence. When Cincinnati and St. Louis began selling to graveyards, the editorial eyes blinked. When the deaf and dumb clamor for Crosley sets, the editorial fingers falter at the typewriter.

Where next? Are cat and dog hospitals adequately supplied? Anyone putting in heavy sales pressure on the local zoo? Who can tell, the public aquarium may need a Showbox, to help it forget it is all wet.

Late Italian Marshall Owned Showbox

Famous General Congratulated Crosley Distributor at Milan

Crosley distributor at Milan, Italy, has sent us a letter to tell us that General Cadorna, Marshall of the Italian Armies during the World War, had acquired a Crosley Showbox shortly before his death.



Count Luigi Cadorna, died in Bordighera, Italy, at the age of 78. He was supplied with a Showbox and Dynacone through our distributors, Vignati Menotti, a few months previous.

The count was commander-in-chief of the Italian armies from 1915 to 1917 and later became a member of the Interallied War Council. At the time Italy declared war on Austria, General Cadorna was head of an army of 2,000,000 men.

The illustration shows a reproduction of a letter which he wrote to Vignati Menotti, warmly commending them upon their Showbox.

Governor of New Mexico Gets Showbox

Governor R. C. Dillon of New Mexico, has just acquired a Crosley Showbox. It was ordered through Crosley dealer at Encino, New Mexico, G. W. Bond & Bro. Mercantile Co.

We understand that Governor Dillon is getting very satisfactory results from his new Crosley set, and is highly pleased with it.

Tune in on WLW when Demonstrating Crosley Sets

North Dakotan Wins \$5 Bet on Crosley

Receptivity of Showbox Wins Wager for Fargo Set Owner

This story came from Crosley distributor, Fargo Motor Supply, Inc., at Fargo, North Dakota. It is the story of a bet.

A Fargo chap was visiting in Mandan and called on some relatives. These had a Showbox and, although it was mid-afternoon, were getting distant stations.

"Get WDAY at Fargo," said the Fargo man. But a turn or two of the dial failed to bring in the Fargo station.

"They're not on the air," said the Crosley Showbox owner.

"Sure they are," ragged the visitor from Fargo. "You can't get 'em."

"I'll bet you \$5," flared up the Showbox owner, "that WDAY is not on the air, if we can't bring them in on this set."

"Called!" said the Fargo chap. A telegram sent to WDAY brought back this answer: "Will be on again at five-forty."

The Showbox owner was in five smacklers. The Fargo man was poorer but wiser. The Showbox had made good on reception.

Blanche Mehaffy, Universal motion picture star, has a great fondness for radio entertainment. She has equipped both her studio and her home with Crosley Showbox models. Even when she is working at the motion picture studio, she can do it with music.

Crosley Radio Corp.

"I am the proud owner of a Crosley Showbox radio, which I have just purchased from the Bergman Tool & Radio Co., of Cleveland, Ohio.

For your information I would like to express my appreciation of this wonderful set, and the reception I have obtained from this fine radio. I live in an apartment hotel located in the heart of down-town Cleveland, which one might say is a bad spot for a radio set, but not for the Crosley.

I have my set hooked up with an outside aerial, have the ground wire attached to my radiator. When you can turn on a radio and dial 23 different stations in one night, and bring in KFI (Los Angeles) like a local station, it must be a real set. And how! I have owned three other popular radios, but never have I obtained as much as I have with the Crosley Showbox.

Very truly yours,
(signed) R. B. GIBBS,
Cleveland, Ohio.

Demonstrate Crosley Sets on WLW

Dealers All Over Country Finding Crosley Station Best Bet for Demonstrating Crosley Receivers

In making a Showbox or Gembox demonstration, or in fact of any Crosley receiver model, dial the Crosley station WLW.

From this powerful station—heard in all parts of the country—you get fine programs and at any time of day or evening, you can depend upon good reception.

Letters from all over the United States show that a demonstration with WLW coming in clear and strong over a Crosley set, is absolutely convincing to a prospect. It settles the sale right there! Listen to a few testimonials:

From West Virginia.

"I have just installed my new Crosley radio (Showbox) and it is great. Can get programs from your station WLW in the daytime, although I am more than 300 miles from your station. It is the best I have heard. It has sold three others for my dealer, although I have had it but a few days."

M. H. Tabor, M. D.,
House of Delegates,
State of West Virginia.

Riverside, California, Heard From!

"Several times since last Friday night we have been pleased to hear WLW announce. Especially so as we are using, with a great deal of pleasure in its tone quality, Crosley Showbox. I tried out various other sets but none of them could equal in the exactness of reproduction without distortion, of this speaker and set."

Yours enthusiastically,
(Mrs.) N. O. Moore,
Riverside, Cal.

North Attleboro, Massachusetts, Speaking to WLW.

"We congratulate you on your most delightful program. We listen to, and enjoy your music and talk each evening. We have a Crosley Showbox, and to say we like it is putting it mildly. There is no other radio like it. Before buying our Showbox, we had a Bandbox battery. This should speak for itself in telling you how we like Crosley radio."

(Mrs.) H. E. Baird,
North Attleboro, Mass.,
(750 miles from Cincinnati).

Again New England Speaks. This from Connecticut.

"I am not sure this letter will interest you or not, but I am so earnestly and honestly proud of my Crosley, that I am taking your time up to tell you. Last night I received your broadcast over WLW, Cincinnati. My program all came in on a loud speaker."

Hazel Lounsbury,
Bristol, Conn.

San Francisco! To WLW.

"At 8:45 I heard "Largo" by orchestra come in as clear as a bell."

L. M. Hilbert,
San Francisco, Cal.

Seattle, Washington, Testifies.

"I purchased my Crosley from Woodlawn Electric Co., Seattle, and I think I have the best radio made. I get your station, WLW, any time after 6 P. M. Comes through with wonderful volume."

Clarence C. Culver,
Seattle, Wash.

Crosley Stands Treat in Detroit.

"I want you and others of your company to know we are very much pleased with our radio, and it makes our home very happy. My wife was lonesome until I bought this new Crosley. Our Type-E Dynacone speaker is clear. We like your station WLW. Tonight at 10 P. M., you had the Hawaiians on and we heard them. Everyone that hears my Crosley Gembox is in the market for one."

H. M. Scrivener,
Detroit, Mich.

Germantown, Pa., Speaks Up.

"I take this opportunity to tell you how delighted I am with the Showbox. Far superior to the other makes I hear around me. Your programs from Cincinnati are plainer and louder than WJZ (New York) which is hard to make others believe."

(Mrs.) Florence Ranck,
Germantown, Pa.

Kind Words from Minnesota.

"Listening to the fine programs coming from WLW! The family join me in thanking you for what you have done for Radio, and the best of luck for the future."

J. F. Jelke,
Minneapolis, Minn.

A Word from Closer Home.

"We have one of your 8-tube Showbox sets, and we surely do enjoy it very, very much. As for static, we don't have any at all over your station. We can not praise the Crosley Radio enough."

Joseph Knapp,
Springfield, Ohio.

WLW Best Station for Long Island.

"I am using one of your Gembox receivers, which I must say with sincerity, is a wonderful little machine. It seems just to fit in to your wave length from Cincinnati. On my dial it is the best station. I can tune into much more volume and clearer reception than any local station."

Geo. B. Marsh,
Smithtown Branch,
Long Island, N. Y.



POWEL CROSLLEY JR.

TALKS TO the TRADE

The thousands of letters which we have received from listeners throughout the entire country, telling us of the wonderful reception from our new station, WLW, confirm the belief which prompted us to purchase this station, and to locate it within one hundred miles of the center of population of the United States.

These letters tell us how it overrides static, and state that high-power is the only kind of static eliminator that has yet been invented. Daylight reception is now possible in many sections of the country, especially in the rural sections where heretofore radio sets were of no value during the day time.

You have undoubtedly heard of the proposal of Senator Dill to reduce the power of all broadcasting stations and establish a much larger number of small stations scattered throughout the country. If such a foolish law should go into effect, radio receiving sets would lose much of their value. High power is absolutely necessary in order to render radio listeners satisfactory service, and such stations must be in the hands of interests able to afford them and able to secure talent to put on programs of the standard demanded by the public today. Furthermore, such stations must be located near the centers wherein good talent is available.

This subject is of most vital interest to you because if any such bill should be passed, it would seriously damage your business. It is something of importance to everybody in the radio business as well as to the millions of listeners.

I can not impress upon you too strongly the importance of immediate action. Write to your senators and to your representatives in Washington. Tell them just what this means to you and to the listening public. I urge you not only to write but suggest that you interest your City Council and other public officials, the Chamber of Commerce, and every person you possibly can to write to their congressmen and to do this at once.

Powel Crosley Jr.



The retail merchants who sell a fine radio line in themselves indicate the character and standing of the product. Amrad points with pride to the hundreds of retail leaders all over the United States who feature the Symphonic Series in their stores, among them Jordan Marsh in Boston; Davega, Wanamaker and Walthal in New York; Kimball and Marshall Field in Chicago; Stieff and Wanamaker in Philadelphia; Brandeis in Omaha, and many others.

- No Other Radio Set
- At ANY Price
- Includes All of these Features:
- Four-Way Tone Control
- World's Finest Dynamic Speaker
- The Mershon Condenser
- Hand Carved Consoles
- 250 Output Tube

And Amrad has the "Finest Tone in Radio"!

THE AMRAD CORPORATION
Medford Hillside, Mass.

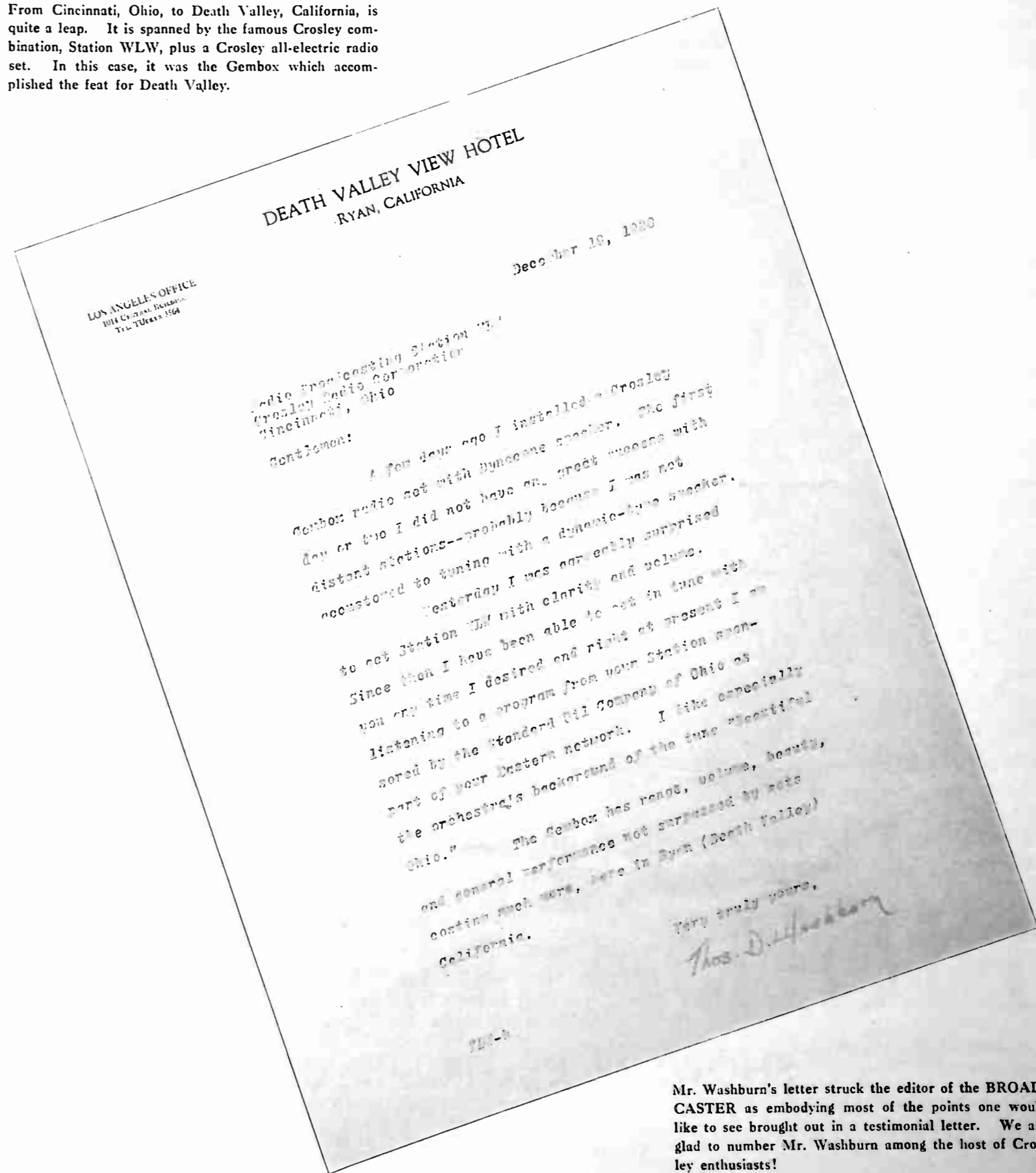
POWEL CROSLY, JR.,
Chairman of the Board

JAMES E. HAHN
President

Testimonial Letter from Pleased Crosley Fan

Death Valley, California, Hears WLW on Gembox

From Cincinnati, Ohio, to Death Valley, California, is quite a leap. It is spanned by the famous Crosley combination, Station WLW, plus a Crosley all-electric radio set. In this case, it was the Gembox which accomplished the feat for Death Valley.



Mr. Washburn's letter struck the editor of the BROADCASTER as embodying most of the points one would like to see brought out in a testimonial letter. We are glad to number Mr. Washburn among the host of Crosley enthusiasts!

You'll never find a radio value to equal this!



CROSLY 6 tube AC Electric GEMBOX

A real power speaker radio! A real engineering triumph at the incredible price of \$65. Proof of Crosley resources—ingenuity and economical methods.

CROSLY dynamic DYNACONE built in SPEAKER

The outstanding radio apparatus of 1928. Realism, power, tone, beauty! Hear it! See it! Ask yourself why ANY speaker is worth more than the price of this DYNACONE—\$25.

SHOWERS WALNUT VENEER CONSOLE

The world's greatest furniture makers produce a walnut veneer radio console right in line with the superior quality and unmatched values of Crosley radios. Exquisitely designed, beautifully finished, charmingly decorated.

\$115
WITHOUT TUBES
Ready to attach to your antenna

5 DAY FREE TRIAL

Prove by yourself our claim that this is radio's greatest value. If you can't come in tomorrow, send us this coupon.

COUPON

DEALER'S NAME _____
Address _____
I am interested in the \$115 Showers' Crosley radio console you offer. Please send me literature.
Name _____
Address _____



Cabinet C-2 with DYNACONE built in, drop desk door. Crosley 8 tube AC electric SHOWBOX in. Stated \$150.

Cabinet C-3 with DYNACONE built in, full swing door. Crosley 8 tube AC electric SHOWBOX in. Stated \$150.

Cabinet C-4 (right) with DYNACONE built in, full swing door. Crosley 8 tube AC electric SHOWBOX in. Stated \$150.

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

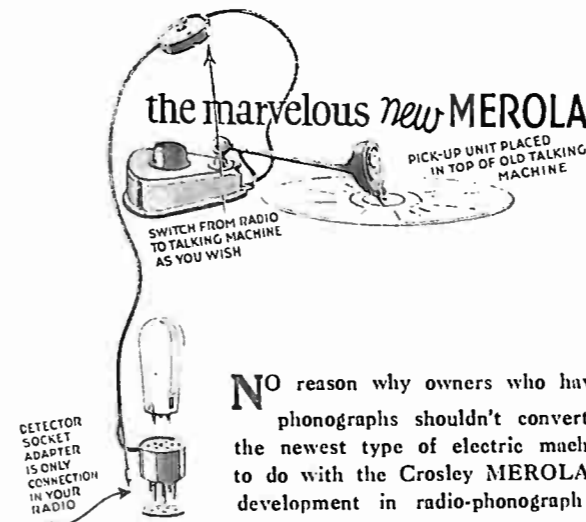
FREE

Feature this combination—the smart, unmatched Showers C-3 Console with Dynacone power speaker built in and the 6 tube AC Electric Gembox installed. This is the Value that brings them in. Write us for mats of this ad.

SHOWERS BROTHERS CO.

Dept. 81
Bloomington, Ind.

Make Phonograph Owners Happy



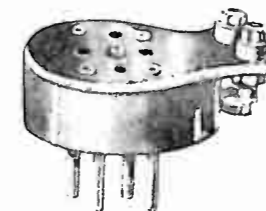
\$15

NO reason why owners who have old-style phonographs shouldn't convert them into the newest type of electric machine. Easy to do with the Crosley MEROLA, the latest development in radio-phonograph pick-ups.

The MEROLA electric tone-arm instantly changes over from A-C radio receiver to electrically operated phonograph. The full brilliance of electrical reproduction possible even with small portable phonographs. Crosley A-C radio receivers are equipped with MEROLA posts.

Order now from your Distributor.

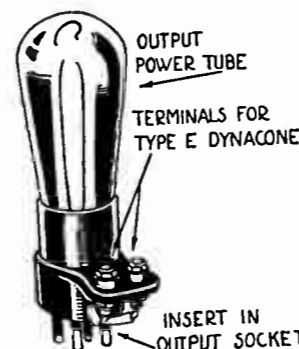
Dynacone ADAPTER



New device by which the Type E DYNACONE Power Speaker may be adapted to other-than-Crosley electric Receivers.

\$1.00 List

Order from Your Distributor



Virtually any A-C radio receiving set, utilizing a 171-A output tube, may be adapted for use with the Crosley DYNACONE, with our new Dynacone Adapter. The Dynacone Socket Adapter is used with radio sets having output transformers or output choke systems. Type E. DYNACONE should be used only with radio sets equipped with 171-A output tubes having 135 volts or more on the plate. Or, on radio sets having an output tube with a plate current of 20ma.

How About Your Truck ?

with a
CROSLY FLASHING SIGN
It Will Advertise for You!



Price, \$9.50 f. o. b. Cincinnati

Your delivery truck ought to carry the message that you are an authorized Crosley dealer, handling Crosley all-electric receivers, whenever you are making a delivery. With this Flashing Sign you get advertising on the main traffic boulevards. This sign is approximately 8 x 36 inches; it shines without the use of electricity!

Order from your Distributor.

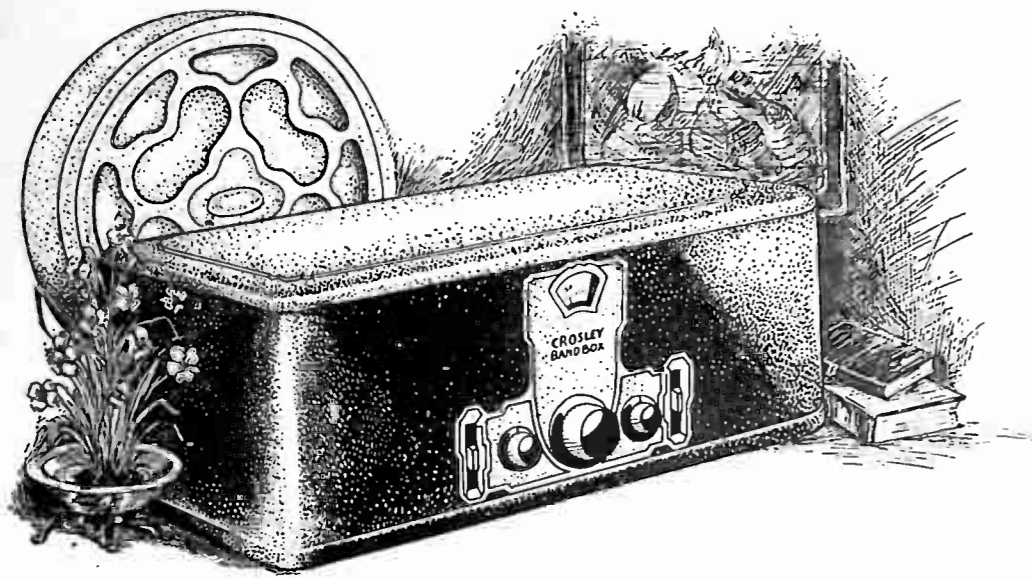
SHOWBOX DISPLAY



Fits Right Over Receiver
A Splash of Live Color!
Order from your Distributor.

A Bandbox in Every Home *without* Current

The Battery-type Set of True Crosley Quality



\$55.

Without Tubes

Operating the
Crosley Type-D
MUSICONE
magnetic speaker

6 Tubes Storage Battery Genuine Neutrodyne

WE are still manufacturing the famous storage battery type receiver, the BANDBOX. The demand for this type of radio set is still strong. Great stress has been laid upon our A-C models, but the storage-battery type set reigns in countless homes where electric current is not yet available.

The Crosley BANDBOX was the sensation of its season. It is paramount among battery sets. There is still a wide market for it. Looking over your territory, you will discover large areas without power lines. Even in districts supplied with a satisfactory power source, you find many homes without wiring.

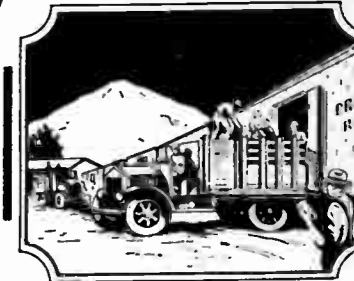
Every home without wiring is a logical prospect for the Crosley BANDBOX.

The BANDBOX is a modern radio receiver of the storage battery type; completely shielded, with acuminators, illuminated dial and other radio refinements. It is wired for use with output tube and may be converted, by means of a suitable power supply unit, for use with current. Furnished in a handsome metal case with gold highlighted ripple finish.

Use W L W to Demonstrate the Bandbox



CROSLY DISTRIBUTORS



Striking Growth of the Geo. C. Beckwith Co. in Three Cities

One of the most recent additions to the ranks of Crosley distributors, is the Geo. C. Beckwith Company. This organization, under the aggressive leadership of the president and treasurer, George C. Beckwith, is making a commanding position for itself in its territory, which includes Minnesota, South Dakota and Wisconsin. It has three plants in this region, the main one at Minneapolis, another in Milwaukee, Wisconsin, and a third at Aberdeen, South Dakota.

This territory has certain well defined characteristics. It is a great grain country and, at least in Wisconsin, is a great dairy country as well. An advanced standard of rural education is maintained, the people are alive politically, and there is a prevailing prosperity. This prosperity takes its rise from the soil and is therefore exceptionally steady.

Operating in this field, the Geo. C. Beckwith Company has enjoyed a rapid expansion. They have seven salesmen in the field. This force is of particularly fine calibre. They are not only salesmen, but capable business men.



George C. Beckwith, President

The Milwaukee branch of the Geo. C. Beckwith Company, particularly, has made a brilliant record. The concern became Crosley distributors in May 1928. The territory covered by the Milwaukee office is comparatively small. They are located right in the downtown section of Milwaukee, among their competitors in the wholesale district of the city.

Like all Crosley distributors, they confine their radio efforts to the Crosley and Amrad lines. When they became exclusive Crosley distributors, the Crosley line was almost unknown in that field.

Preceding the Geo. C. Beckwith Company in Milwaukee was a jobber who handled a variety of radio lines, including Crosley. Their Crosley business for the period from May to December, 1927, inclusive, amounted to \$73,806.73.

In the corresponding period in 1928, May to December, the George C. Beckwith Company of Milwaukee, did a Crosley business amounting to \$257,454.41.

Well over three times as much radio business is an equal length of time! This for only one of the three branches operated by the Geo. C. Beckwith Co.



Minneapolis Display Rooms

The George C. Beckwith Co. has recently issued a brochure which is a sort of tribute to the institution itself. It is a handsome product typographically. It is printed in two colors on a fine laid paper. The booklet gives evidence of careful design, and will undoubtedly serve to add to the prestige of the organization.

"The reaction of dealers to the Beckwith policy and business ethics, has made possible our development and progress equaled by few distributors in our field of operation."

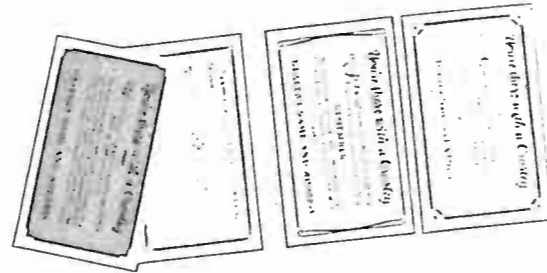


Minneapolis Building

The Crosley Direct Mail Campaign Strengthens Sales Effort

NOW is the time to put into effect the Crosley Selling Plan. The thoughtful use of this selling campaign by mail is a great asset to a Crosley radio dealer. This direct mail series has been prepared by experts in this line of selling. The three main pieces are highly attractive, printed in bright color.

All you need to do is send for sample pieces from your Distributor to judge for yourself how effective this plan is for your territory. Each piece carries your individual imprint and, so far as the customer is concerned, is your own advertising. Why not get going on this plan right away!



CROSELY SLIDES



Movie Slides Tell the Crosley Story
\$1.50 for Set of 5 Crosley Slides, Imprinted

The price of \$1.50 for each set of 5 new Crosley Moving Picture Slides includes a 3-line imprint carrying your name and address.
Order from your Distributor.

CROSELY BOOK MATCHES

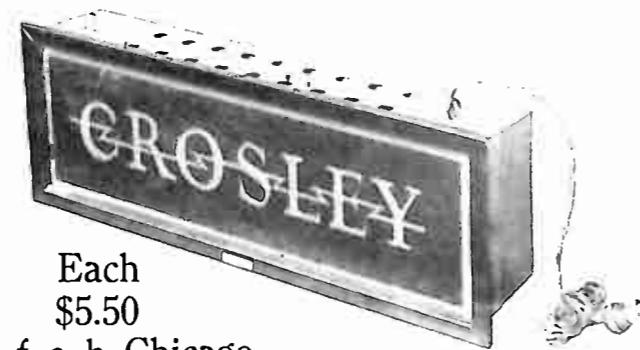


\$3.75 for One Thousand
= No. 28-16

Book Matches of the finest grade, carrying your own name and address on one side, and the Crosley slogan on the reverse, are invariably acceptable to your prospects. Priced very reasonably for wide distribution, at \$3.75 for one thousand, or at \$3.50 per thousand on order of two thousand or over, from your distributor.

MAKE YOUR DEMONSTRATIONS with W L W

ILLUMINATED SIGN



Each \$5.50
f. o. b. Chicago

Our ventilated Shadow Box throwing the name "Crosley" out in a deep glowing Neon red, against a black background, is an indispensable asset to your Crosley sales.

Order from your Distributor.

MODERNISTIC LAMPS



Table Lamp No. 28-25

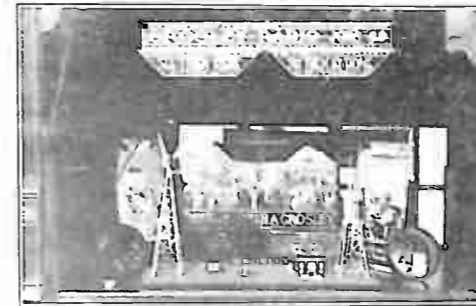
Counter Size and Floor Size
Color Light Motion

Up-to-the-minute decoration for your Crosley display. The Table Lamp is \$2.50. The Floor Lamp is \$3.50. Prices include all fixtures but the bulb. Rotating Shade with futuristic pattern of flashing color. From your distributor.



Broadcasting Station in Window!

Cynthiana Dealer Installs Miniature WLW to Display Crosley Line



S. T. Maffett, authorized Crosley dealer at Cynthiana, Kentucky, made a small broadcasting station of his own several years ago. When WLW came forth with its increased transmission power, there was, of course, an immense amount of publicity about this great station. So Mr. Maffett resurrected his little old station, furnished it up and used it as a window display, in conjunction with the Crosley circus window trim. In the words of Mr. Maffett's letter, his display was "the talk of the town."

The 20th Century Radio Corp. of Brooklyn, N. Y., announce the appointment of J. F. McGrath as Sales Manager.

A Richmond Stunt

Woman Drives Continuously for 4 Days



Lady deLores, champion among women marathon autoists. Dabney & Bugg supported this stunt put on in Richmond, Va. Above Lady deLores is shown with her Showbox and Dynacone.

Famous Explorer Takes Crosley into Headhunter Lands

Captain Edward Salisbury, who has created a sensation with his motion pictures of life among the cannibals and headhunters of the South Sea Islands, carried an old Crosley set on his famous trip.

At present, Captain Salisbury is making a lecture tour of the United States and exhibiting his moving picture, "Gow." In the most vivid and stirring scenes, this film depicts the actual life of the headhunters of the Solomon Islands.



Unfortunately, Captain Salisbury's small Crosley battery set was lost when his ship was destroyed by fire off the Italian coast, upon his return to the U. S.

On one occasion, when his ship was anchored off an island in the South Seas, Captain Salisbury was able to get the station at Fort Worth. He was usually able to hear the California stations except under bad weather conditions.

In the Spring, Captain Salisbury heads another expedition, this time into the jungles of Burma, to make a study of primitive tribes there.

20th Century Radio Corp.

Activities not Checked by Fire

A fire in the service department at 104 Flatbush Avenue, Brooklyn, failed to interrupt the activities of that busy radio wholesaler.

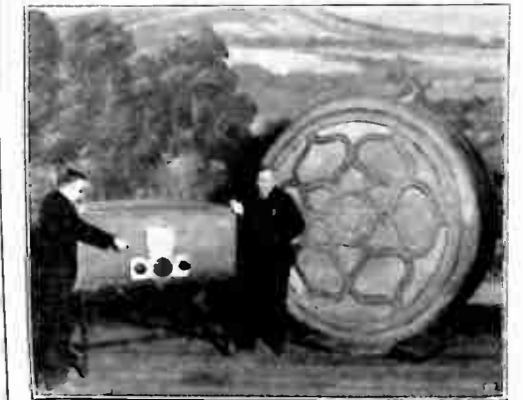
Twelve hours later, under dripping ceilings, the office force telephoned, entered orders, checked bills and carried on as usual. But the elevator refused to run, so from the storerooms below a human chain carried out undamaged cartons to dryer quarters.

20th Century trucks made their regular deliveries from the stocks at the warehouse at 333 Schermerhorn Street where the bulk of the radio sets were stored. All of which goes to prove that it takes more than a little fire to stop an active radio distributor.

Huge Crosley Children's Party

The Saturday before Christmas, December 22, 1928, to be exact, the Crosley Radio Corporation was host and Santa Claus to thousands of Cincinnati's poor children.

This mammoth affair was held in Music Hall, a large and famous structure with which the musical history of Cincinnati is closely bound up. Into its great spaces flocked thousands of children and filled it to overflowing.



On the stages was the traditional Christmas tree hung with many-colored lights. In front of it was erected a giant Dynacone, out of which later stepped the king of Christmas, Santa Claus. Beside the Dynacone was a giant Showbox.

There was music and entertainment, Santa Claus burst through the Dynacone to shrieks of delight from the children, and there was nuts, candy and fruit for all the youngsters. It was the annual Crosley party for Cincinnati kiddies.

Nicaragua Dances to WLW Programs

Sergeant Hurst of U. S. Marines Uses Old Crosley Coil in Homemade Set

In a letter from 1st Sergeant Harry E. Hurst, 5th Regiment of the U. S. Marine Corps, stationed at Managua, in Nicaragua, we learn that Crosley programs come to them via WLW loud and clear, with enough volume for dancing.

Sergeant Hurst is using a receiver of his own making. He writes: "I have a small 4-tube set I made myself, using the coil from an old Model 51 Crosley, 1 stage of audio, and a set of push-pull, one 300-A and three 112-A tubes; and it is the only set I know of in the bushes that is any good."

By this graphic expression, "in the bushes," we take it that Sergeant Hurst means the mighty state of Nicaragua, recently in the throes of a national election. And he adds, "We have to use batteries from the Field Service Sets, and the boys do anything for the use of a battery for the night!"

Sergeant Hurst has had an adventurous career in the Marines, most of the time in the tropics. In two years' time he is to return to the United States and then he can see for himself the phenomenal advances made in radio set construction and broadcasting in recent years.

Snappy Windows Which Have Sold Crosleys

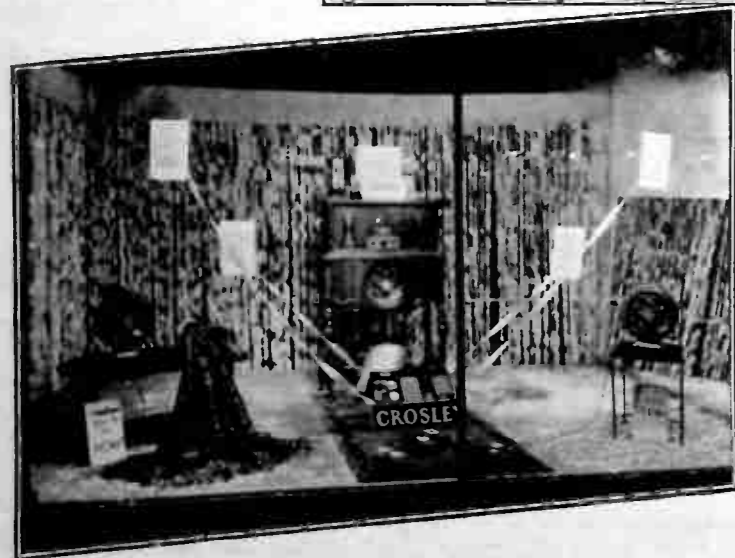
Merchandise Carefully Displayed Rewards with Sales



At right a difficult problem in window display has been solved in an ell-shaped window.



Above, is a window installed by the Arizona Republican of Phoenix, Arizona.



Upper left-hand, a window display by Tommy Griffith, Crosley dealer in Norwood, Ohio. Upper right, an advertising window used for a week by the Arizona Republican, published in Phoenix, Arizona. In the center is an excellent window which drew natives of Denver, Colorado, to the Randall Radio and Hardware Company. Lower left shows a handsome window installed by the Badger Music Co., Fond du Lac, Wisconsin, and at lower right you see another large window used by the People's Outfitting Company of Detroit.

CROSLY DEALER'S RADIO COURSE

10 Simplified Lessons Especially Prepared for Crosley Dealers

LESSON V

Choke Coils.

We have seen how the effect of inductance is to oppose changes in current flow. Suppose we put an inductance coil in a circuit in which alternating current is flowing. The effect of the inductance will be to oppose, or hold back, the alternations of the current. A coil used in this way is known as a "choke coil".

As an example of the practical application of choke coils, consider the power supply units of radio sets, in which A. C. from the lighting system is changed into D. C. for operating the tubes. The D. C. as it comes from the rectifier tube of the unit is not smooth, continuous direct current, desirable for operating the tubes of the set, but fluctuates considerably in intensity. The use of suitable choke coils and condensers (the action of condensers will be explained later) in the circuit opposes these fluctuations and effectively blots them out, so that the current delivered by the unit is actually smooth and continuous (Fig. 1).

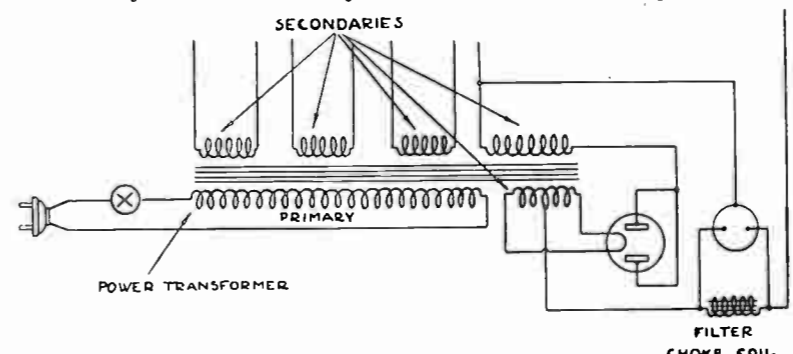


Fig. 1 Power System, Model 608, Showing Practical Use of Transformers and Choke Coils

Like transformers, choke coils for audio-frequency circuits are supplied with iron cores, while those for radio-frequency circuits are not. **Series and Parallel.**

At this point we must consider the different methods of connecting batteries, coils, and other electrical devices.

Take three dry cells and connect one line lead to the positive terminal of one cell. Then connect the negative terminal of this cell to the positive terminal of the second cell, the negative terminal of the second cell to the positive terminal of the third, and the negative terminal of the third cell to the other line lead. The three cells are then said to be connected in "series" (Fig. 2).

Each cell has a voltage of approximately 1½. When the three cells are connected in series their voltages will "add up", so that the total voltage supplied by the group will be the sum of the individual voltages of the cells (in this case, 4½). Note that if one cell is connected backwards (positive and negative leads reversed) so that its voltage opposes that of the other two, the total voltage will be 1½ plus 1½ minus 1½, which equals 1½.

Now reconnect the three cells so that all of their positive terminals have a common lead to one side of the line and all their negative terminals have a common lead to the other side of the line. The cells are then said to be connected in "Parallel".

Each cell in the parallel method of connection supplies approximately the same voltage across the line leads. The individual voltages do not add, but the line voltage is simply equal to the average voltage supplied by the different cells. Each cell is delivering current to the same line leads and the total current is the sum of the currents delivered by the individual cells. The amount of current which flows through the circuit is, of course, governed by the voltage and resistance of the circuit, but with the parallel method of connection there is more available current which can be drawn under appropriate conditions than with the series method of connection.

Resistances in Series and Parallel.

If two or more resistances are connected in series (that is, end to end) the total resistance is equal to the sum of the separate resistances, for the current must flow successively through each one. If they are connected in parallel (across the line) on the other hand, they offer a number of paths through which the current may flow, and their group resistance is consequently less than the individual resistance of any one of them.

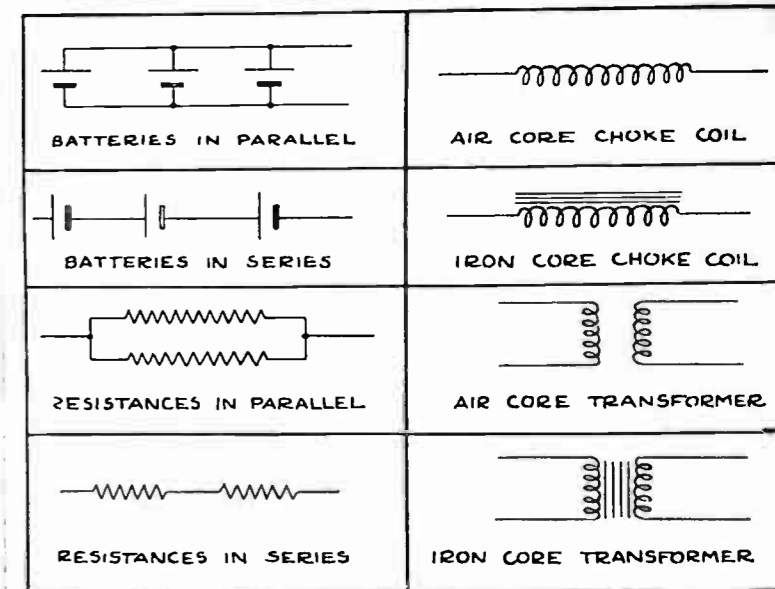


Fig. 2. Wiring Diagram Symbols

If all of the resistance units are the same, two in parallel have half the resistance of one, three in parallel one-third the resistance of one, four in parallel one-fourth the resistance of one, etc. If the units have different values of resistance, the effect of several in parallel is more complicated than this, but it is always true that the more units there are in parallel the less is the total resistance.*

Electrical Power.

It has been stated that electrical current (measured in amperes) indicates how fast electricity is flowing in a circuit, and electromotive force (measured in volts) indicates the electrical pressure or force tending to send a current around through the circuit.

When a railroad engine pulls a freight train, the power that the engine must develop depends upon the force with which the engine must pull in order to keep the train in motion (roughly on the length of the train) and upon how fast the train is moving.

In an analogous manner, electrical power is equal to electrical pulling force (electromotive force) multiplied by the speed with which the electricity is moving (current).

Electrical Power=Electromotive Force × Current. In commercial practice, electrical power is measured in watts, electromotive force in volts, and current in amperes.

Watts=Volts × Amperes; in symbols, P=E × I.

Since the watt is too small to be used conveniently for measuring the power supplied by power and lighting circuits, a unit called the "kilowatt", which is equal to 1000 watts, is used.

Electrical Work.

Power is rate of doing work. A ten horse-power engine is capable of doing work at a certain rate, or speed, indicated by the horse-power rating. The amount of work that the engine actually does depends upon how long it runs. A strong, powerful man can work faster than a weak man, but the amount of work that he does depends both upon how fast he works (that is, upon his power) and upon how long he works. Similarly, electrical work depends both upon electrical power and upon the time during which this power acts.

Electrical Work=Electrical Power × Time.

Watt Hours (Work)=Power × Time=EIT.

How Electricity is Sold.

When you buy electricity you are paying for work, not power—just as when you hire a man you pay him for the amount of work he does, not for how fast he does it. Electrical bills are rendered in terms of kilowatt hours of electrical work, the rate per kilowatt hour ranging from 3 to 15 cents in different localities and for different types of service.

*The actual relation is 1/R=1-r1+1-r2+1-r3+1-r4+etc. where: R is the total resistance, r1, r2, r3, etc. are the resistances of the individual units.

You can easily calculate how much it costs you to run a 100 watt lamp bulb in your home for an evening of 5 hours. The number of watt-hours consumed will be $5 \times 100 = 500$. This is equal to $\frac{1}{2}$ kilowatt hour. At 5 cents per kilowatt hour, the cost would be $2\frac{1}{2}$ cents.

Power Input and Output of Transformers.

It was stated in the last lesson that the energy put into a transformer primary must be at least as great as that drawn from the transformer secondary. This is equivalent to saying that the power put into the primary must be equal to or greater than that delivered by the secondary. For a 100% efficient transformer:

Primary Power = Secondary Power.

$E_p I_p = E_s I_s$.

Thus if the secondary voltage supplied by a transformer is twice the voltage applied across the primary terminals, the secondary current will be half the current in the primary. In other words, if we "step up" the voltage by means of a transformer, the current is reduced in proportion; while if we "step down" the voltage, the current is increased in proportion.

Current in Different Parts of a Circuit.

If a steady electrical current is flowing through a continuous electric circuit, without branches, the rate of flow of current through the circuit is everywhere the same (Fig. 3). This is analogous to the flow of water in a pipe. The rate of flow must be the same in all sections of the pipe—otherwise the water would pile up in some sections and leave other sections empty.

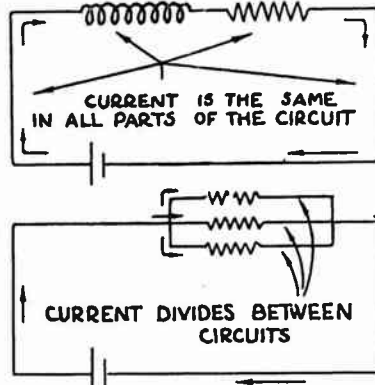


Fig. 3. Showing How Current Flows in a Circuit

If the circuit is branched, then the sum of the currents in all branches at any one point is equal to the sum of the current in all branches at any other point.

Heating Effect of a Current.

When a current flows through a conductor, some power is always lost through heating of the conductor. Now power is equal to voltage times current. A loss in power must be accompanied, then, by a fall in voltage or a fall in current. Since the current is everywhere the same in a conductor, the voltage must fall off as we go along the conductor, because of the power lost in heating.

The power lost in a resistance unit, for instance, is equal to the voltage drop in a resistance unit multiplied by the current flowing through the unit (for $P = EI$). This lost electrical power is converted into heat.

Fall of Voltage in Conductors.

The fall of voltage in a conductor due to its resistance is equal to the product of current and resistance.

Voltage Drop = Current \times Resistance.

$E = I \times R$.

This is simply Ohm's law stated in another form. Ohm's law says that current equals voltage divided by resistance. This means that a certain electrical pressure difference, or voltage difference, must be applied to the two ends of a conductor of given resistance in order to send a given current through it. The voltage difference applied to the ends of the conductor is the voltage drop in the conductor.

Example: Suppose we connect a resistance unit of 10 ohms to a battery which has an e. m. f. of 2 volts and an internal resistance of 2 ohms. The total resistance of the circuit (battery and resistance unit) is $10 + 2 = 12$ ohms. The total e. m. f. is 2 volts. The current flowing in the circuit equals e. m. f. divided by resistance = $2 \div 12 = 1 \div 6$ ampere. The voltage drop in the resistance is, therefore, current \times resistance = $1 \div 6 \times 10 = 1\frac{2}{3}$ volts. The voltage drop inside the battery is $1 \div 6 \times 2 = 1 \div 3$ volt.

The fall of potential in resistances is made use of in radio sets for obtaining negative "C" voltages for the tubes, etc. Resistance units used for obtaining "C" voltages are known as "biasing resistances."

Power Loss in Conductors.

The power used in heating conductors is lost as far as electrical energy is concerned. How can we calculate this power loss?

Suppose we have a resistance of R ohms carrying a current of I amperes. The voltage drop or voltage loss may be obtained from:

Voltage Loss = Current \times Resistance.

$E = I \times R$.

To get the power lost, we know that

Power Lost = Volts Lost \times Current.

$P = IR \times I = I^2 R$.

The lost power increases as the square of the current and directly as the resistance.

Now consider a lighting circuit carrying 10 amperes at 110 volts. The same power would be delivered by this circuit if 1-10 ampere at 1000 volts were used (for Power = Current \times Voltage; $10 \times 100 = 1 \div 10 \times 1000$). But the power lost in heating the lines equals Current² \times Resistance of Lines, so that there would be much less line loss at the higher voltage and lower amperage. Consequently the greatest efficiency is obtained by operating lighting and power circuits at high voltages and low currents.

On the other hand, high-voltage circuits around private homes would endanger lives. Consequently what the large power companies do is to distribute high-voltage A. C. to the different neighborhoods they serve, and then step down the voltage and step up the current by means of local transformers in these different neighborhoods. The voltage in the main distribution lines may be as high as 20,000, while that delivered to the house circuits by the step-down transformers is usually 110 or 220. In this way power companies maintain efficient distribution without using large, expensive wires of low resistance.

QUESTIONS

Answer the following questions carefully. If you have any questions regarding them or regarding portions of the lesson text, write to the Editor, "Crosley Radio Broadcaster."

1. Three storage batteries each delivering 6 volts are connected in series. What is the total voltage delivered by the group?
2. What is the total resistance of four 6 ohm resistances connected in series? What is their resistance when connected in parallel?
3. The filaments of certain radio tubes draw 0.25 amperes at 5 volts. What power in watts do they consume?
4. An electric heater operating at 110 volts draws 5 amperes. What is the cost per hour to run it at 10 cents per kilowatt hour?
5. A 50 ohm resistance and a 100 ohm resistance are connected in series across a 110 volt line. What is the voltage drop in each?

Gembox Owner Dials 40 Stations

First Night of Ownership Keeps Him Logging Until Dawn!

A letter just received from John W. Fisher, Gembox booster living at Hastings-on-Hudson, New York, gives an account of his experience with his new Crosley set the first night he had it.

"On Friday last I purchased one of your Gembox outfits complete with Model E Dynacone. This outfit has fulfilled more than I expected.

The first night I listened in, I succeeded in actually digging out forty or more stations throughout the country. The farthest point received was broadcast from General Electric KOA at Denver. I believe this to be a notable record. This demonstration was heard also by a number of my friends who happened in earlier in the evening. I guess the truth of their staying on till early morning was due to the exceptional performance of your product. Other stations logged were KWKH in Louisiana, WBAP at Fort Worth, Texas, and numerous other stations in all directions, including your own WLW.

I also note your set to be most selective, and even though I am but 18 miles from the high-power programs from New York City stations, I can perfectly tune in stations near or between N. Y. frequencies.

Please find my purchaser's card enclosed as per instructions, and believe me to be a Crosley booster.

(Signed) JOHN W. FISHER.

TUNE IN!
 We broadcast daily at
 11:00 a. m. and 1:30 p. m.
 Financial News
 Market Reports
 Government Bond
 Quotations
 Call Money Rates
 Foreign Exchange
 Grain and Live Stock
 Quotations
The FIFTH THIRD UNION COMPANY
 14 West Fourth Street
 Cincinnati, Ohio

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

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

Our Attractive Dealer Helps
 Make Sales Easier.