

The CROSLEY

Broadcaster...



WSAI

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Big news in Radio!



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CROSLY RADIO CORPORATION
Manufacturers of Radio Apparatus
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CINCINNATI
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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 LaTour 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 1930 CROSLY LINE, THE BIG News in Radio, is now in your hands. The destiny of yourselves and this corporation are inevitably bound up in the most complete line of radio receivers that the world of radio has ever witnessed. The Crosley Radio Corporation has more than done its share. It has presented you with the most complete, and the most satisfactory line that Crosley has ever placed in your hands. The Crosley Radio Corporation has flooded the country with one of the largest and most studied advertising campaigns that has been attempted in the annals of advertising.

You dealers and the buying public have demanded certain specific improvements which they required of radio in general. Powel Crosley, Jr., has not only met with all of the demands of the public but has refined these demands giving you more than was requested. These points, we have endeavored to outline:

1. The Public demanded screen grid radio. Crosley has produced the sensation of radio—the Crosley Unitrad, Screen Grid Receiving Unit. Four models are in your hands embodying the features and improvement of screen grid. These models range from the unit enclosed in a simple case to a beautiful, custom-built console of the utmost dignity and simplicity.

2. The public demanded walnut finished metal cabinets. Crosley has produced six models in a burl walnut finish metal cabinet, decorated with white metal in exquisite design. Battery sets, A. C. sets, D. C. sets—single circuits, and push pull output circuits; 6 tubes, 7 tubes or 8 tubes (including rectifier) and one model in the popular screen grid—all in metal cabinets.

3. The public wanted the drum type dial marked in kilocycles—every one of the fifteen Crosley models is equipped with the drum type illuminated dial marked not only in kilocycles but from one to a hundred as formerly.

4. The public wanted a dynamic speaker of the moving coil type. Crosley has produced the Dynacoll, the last word in moving coil power speakers giving refinement, clarity, and richness of tone without distortion. In addition to this the Dynacone, the leading armature type power speaker, and the biggest selling speaker on the market last year has been improved and is again offered for sale. Both power speakers are enclosed in a handsome case of burl walnut finish embellished with decorations of white metal and protected by a facing of silver cloth.

5. The public demanded legs for its metal cabinets. Crosley is supplying for a price far below the cost of even an ordinary table, handsome metal legs in burl walnut finish and white metal decorations to match the cabinets. These legs can be fastened securely with a minimum effort. A simple turn of a screw joins them firmly to the metal cabinet producing a single piece of furniture, distinctive in its own right.

You have been given everything that has been demanded and more. The Crosley Radio Corporation places the Big News in Radio in your hands, confident that you have received the finest line in radio, and supremely sure that it has produced finer radio at lower prices.

Foiling the Revenoers



W. O. ROBERTS, CROSLY AUTHORIZED Dealer from down Bedrock way in Colorado writes us this succinct action story of near pioneer days out in his balliewick.

"I received the first Icyball out here in this last stronghold of the frontier," writes Mr. Roberts. "I fired it up on a little oil stove, placing the tub handy on a small platform—the cold ball in the cold water, the hot ball on the stove, the blue flame showing well up on the hot ball. A neighbor came in and saw me at work. 'You got a still?' he inquired.

"Yes, I told him. 'It is quiet, and it works. It makes ice instead of using it, and it doesn't cost much.'"

"SOLD!"

New Use of Air

Made by Crosley; Fifty-Nine Cities Receive Sets Direct From Cincinnati by Planes

FOR THE FIRST TIME IN THE HISTORY of the radio industry, airplanes were used on a large scale for delivery purposes when on June 10, 11, 12, 13 and 15, wholesale distributors in every large city sent ships to Cincinnati to obtain samples of the 41-S, newest development in the receiver line to be produced by the Crosley Radio Corporation.

Distributors in 59 cities notified Powel Crosley, Jr., that they were desirous of having their samples delivered to them at the Lunken Airport in Cincinnati, from whence they took them by plane to their own cities. Arrangements were made to have the planes in readiness to take off on the day the sample was promised and to rush the set from the assembly line at the Crosley factory to the field by fast automobile. As soon as the receiver was in the cock-pit, the ship took off and completed the delivery.

Among the cities served by the Crosley Airplane delivery were the following: Terre Haute, Ind.; Toledo, O.; Cleveland, O.; Dayton, O.; Detroit, Mich.; St. Joseph, Mo.; Reading, Pa.; Charleston, W. Va.; Springfield, Ill.; Lancaster, Pa.; Kalamazoo, Mich.; Erie, Pa.; St. Louis, Mo.; Atlanta, Ga.; Little Rock, Ark.; Kansas City, Mo.; Charlotte, N. C.; Asheville, N. C.; High Point, N. C.; Lansing, Mich.; Lexington, Ky.; Indianapolis, Ind.; South Bend, Ind.; Louisville, Ky.; Baltimore, Md.; Waco, Tex.; Newark, N. J.; Chattanooga, Tenn.; Peoria, Ill.; Lincoln, Neb.; Omaha, Neb.; Des Moines, Ia.; Wheeling, W. Va.; Memphis, Tenn.; Harrisburg, Pa.; Wichita, Kans.; Columbus, O.; Grand Rapids, Mich.; Ft. Worth, Tex.; Dallas, Tex.; San Antonio, Tex.; New Orleans, La.; Springfield, Mass.; Madison, Wis.; Buffalo, N. Y.; Quincy, Ill.; Brooklyn, N. Y.; New York City; Pittsburgh, Pa.; Boston, Mass.; Philadelphia, Pa.; Streator, Ill.; Ottawa, Ill.; Aurora, Ill.; Kankakee, Ill.; and Greenville, S. C. Spokane, Wash., and Seattle, will be served by airplane connecting with fast express at Butte, Mon.

Officials at the Embry-Riddle company, contract air mail operators, had everything in readiness at the Cincinnati airport to take care of the visiting planes. The Lunken field is one of the largest municipal fields in the United States and has a Grade A rating from the department of commerce. It is used the year round for air mail service.

In order to take part in as many of the important meetings during the R. M. A. trade show in Chicago as possible, and still have plenty of time in Cincinnati to make final arrangements for the big airplane delivery of 41-S Crosley receivers, Powel Crosley, Jr., president of the Crosley Radio corporation, last week used a specially chartered Flamingo cabin ship between the two cities. He arrived at Lunken Airport with Walter Evans, secretary of the corporation, with whom he transacted important company business while en air. Pilot Tom Hill of the Embry-Riddle air service handled the stick for Mr. Crosley.

Crosley Unitrad Screen Grid Receiving Unit Sensation of RMA Convention in Chicago

"HAVE YOU SEEN THE NEW CROSLY screen grid receiving unit?" This was the question excitedly repeated by dealer to dealer at the RMA Convention in Chicago during the week of June.

Without a doubt the most sensational revelation in radio was the new Crosley Screen Grid Receiving Unit unveiled for the first time at the Chicago Convention. A year ahead of the field, the Crosley product is felt to be the solution of the screen grid problem—a tremendous problem which had arisen in the radio world because of public demand for it. The Crosley Unitrad, the Screen Grid Receiving Unit is unquestionably the biggest news in radio today. This was the consensus of opinion as expressed at Chicago's radio exposition.

Crosley, in all, had three big exhibits at the Chicago meeting. Booth 8 in the Ballroom of the Blackstone Hotel was the scene of Crosley activity and the most frequented exhibit on the floor. The quality and beauty of Crosley products was emphasized by a rich black velvet drop and draperies of silver cloth. A battery of flood lights bathed the exhibit in a blaze of iridescent color. The entire Crosley show centered on the Unitrad centered on a table adorned with cloth of silver. Two spot lights, in addition to the battery of floods played upon the screen grid receiving unit bringing it out in royal purple light. It appeared as it actually was, the rogaety of radio receiving units.

Magnificent vases filled with flowers decorated the exhibit and the new indoor Crosley

Neon sign was used to advantage in blazing the name of Crosley into the consciousness of the enthusiastic onlookers.

The second exhibit, on the Art Floor consisted of a demonstration of the new model 82-S. This most important addition to the Crosley line is the last word in radio engineering. Housed in a handsome walnut veneer console of matched woods it proved to be a most desirable piece of furniture in any home. The Crosley Screen Grid Receiving Unit is the radio receiver enclosed in the console cabinet. Crosley 82-S, arranged in a home-like setting, received considerable attention and a great deal of praise.

On the sixth floor of the hotel in the Crosley suite, Neal E. Newman, General Sales Manager of The Crosley Radio Corporation, directed Crosley activities. This suite was the headquarters for the Crosley delegation, visitors, dealers, and distributors.

In room 609 all Crosley models were demonstrated. In Room 610, L. A. Kellogg exhibited the Icyball in an extremely attractive setting. Representatives from Hudson-Ross, Crosley Distributor in Chicago assisted materially at the various booths in taking care of dealer and visitor inquiries and in other ways assisted materially in putting over the Big News in Radio.

The Crosley booths as a whole were stunning, the displays worked out with the most infinite attention to detail. The Crosley Unitrad was the hit of the show. The organization by all odds received the greatest ovation of all the countless displays.

3-Station Hookup Announces Big News In Radio

UTILIZING THE MEDIUM RESPONSIBLE for its organization and success, the Crosley Radio corporation on Tuesday, June 18, at 8:00 P. M. hooked up its own broadcasting station, WLW, with WLS, Chicago, and WOR, Newark, N. J., to announce "the big news in radio" by means of a gala radio program.

WLW's symphony orchestra assisted by a variety orchestra, a specialty group, a vocal trio, instrumental and vocal soloists, an organ, and a mixed chorus was heard during the hour of entertainment.

Powel Crosley, Jr., president of the corporation and founder of station WLW, talked briefly concerning the year's developments in receiving sets. Earlier in the program, a description was given of the Crosley areoplane delivery from Cincinnati, the first time that wholesale merchandising use has been made of aircraft.

A comedy sketch traced the history of radio listening, beginning with the 'one-two-three-four-can-you-hear-me' stage when the first receiving sets were made of oatmeal boxes and haywire.

Ohio, Kentucky, Indiana May Join in Radio School

SCHOOL OFFICIALS IN INDIANA AND Kentucky are conferring with the Ohio department of education relative to cooperation with Ohio for another School of the Air such as the one broadcast so successfully this year for the latter state by the Crosley radio station, WLW.

R. P. Wisheart, state superintendent of public instruction in Indiana, R. E. Jaegers, supervisor of rural elementary schools in Kentucky, and B. H. Darrow, director of broadcasting for Ohio, met at WLW the first week in June for a conference concerning the educational broadcasting Ohio is planning for the fall and winter.

Indiana already has promised to join Ohio in the project and Kentucky, and West Virginia also are expected to participate.

THE CROSLY ADVERTISING CAMPAIGN has been going on for the past month placing the idea of big news in radio in the public conscience. The market has been prepared thoroughly for you. The teaser campaign, and the big news by airplane in the forms of both advertising and publicity has planted the Crosley idea to such an extent that the public on June 18 will want to see just what Crosley has done. Be prepared on June 18 to display the big news in radio.

Powel Crosley Jr.



We have told you that we would leave no stone unturned to have Crosley the greatest line in radio this year. Every effort has been made to make good that promise. Every detail in the development work has been carefully taken care of.

During the last month we have told you much of the results of our planning. Quite recently your distributor has told you something more of the "big news in radio." But in order that you may have the entire picture almost as soon as it has passed the final inspection here at the factory, your distributor has sent a plane to Cincinnati for a sample of the new screen grid set.

The railroad couldn't bring you this news fast enough, so from many of your distributors airplanes have come to Cincinnati, picked up a sample 41-S, and rushed it back to you. The distributors are to be congratulated for the foresight and pioneer enthusiasm which have lead them to take what I feel is only the first step in linking up trading centers with manufacturing centers all over the country.

We hope that you have already seen this screen grid model and if so, we believe that you will agree with us that it is the finest radio chassis you have ever seen. Your distributor has described it to you in detail—has told you of its splendid tone quality and volume, its sensitivity and selectivity. With this new screen grid chassis available in the various cabinet models and combinations, we know that your enthusiasm for the Crosley line will go beyond all bounds. Newspaper and magazine announcements will break commencing June 18. Your customers will be demanding Crosley models. Place your orders for the entire line immediately and cash in on "the big news in radio."

The BIG BY AIR



ABOVE: W. C. Culkins, Executive Vice-President of the Cincinnati Chamber of Commerce presenting letter addressed to the President of the Chamber of Commerce of San Antonio, Texas, to Capt. W. T. Ponder, pilot of the Ryan Cabin Monoplane, Sister Ship to the famous "Spirit of St. Louis" which was chartered by the Southern Equipment Company. Shipments of Crosley 41-S were made by this plane to the cities of Dallas, Ft. Worth, and San Antonio, Texas. Incidentally, this ship was the first to hop-off with the big news.



IN OVAL: W. E. Titus, (right), President of the Radio Corporation of Kansas, Crosley Distributor in Wichita, Kansas, shown with his Travelaire open cockpit, three place, Biplane, which he piloted from Wichita for his shipment of Crosley receivers. This plane was one of the few planes used by the rebel government in the recent tea-party in dear old Mexico. Mr. Titus is showing the method of communication employed between himself and the pilot-passenger who accompanied him from Wichita.

RIGHT: Loading a shipment of Crosley receivers in specially chartered planes to carry the big news by airplane nation-wide.



ABOVE: How the airplane story for newspapers throughout the country was written. O. N. Taylor, Director of Publicity, standing is dictating the big news by airplane to E. F. Mottern. The scene is Lunken Airport and the desk is six cases containing Crosley 41-S receivers. The story was issued by wire all over the country.

RIGHT: Loading a giant Flamingo all-metal cabin monoplane with a shipment of Crosley screen grid receivers destined for the far west.



BELOW: (Right) Neil Bauer, Assistant Sales Manager, presenting Robert McTaft, Special Representative of the 20th Century Radio Corporation with a letter from the President of the Cincinnati Chamber of Commerce to the President of the Brooklyn Chamber of Commerce. McTaft, in a recent sales contest held by 20th Century, won the right to act as special representative. The plane is a Travelaire open cockpit two-place biplane. The pilot is William Hughes.



NEWS PLANE!

It is to be regretted that all of the pictures of the planes could not be shown here. The next issue will carry the complete story of the airplane flight, with additional photographs.



ABOVE: The Nebraska Buick Auto Company representatives are shown with the largest shipment of Crosley receivers, sent by air. Their ship was a Stinson-Detroiter, cabin monoplane.



IN OVAL: W. C. Culkins, Executive Vice-President of the Cincinnati Chamber of Commerce presenting a letter addressed to the President of the Chamber of Commerce of Boston, Mass., to Captain L. Ponton de Arce pilot of the Travelaire biplane chartered by Wetmore-Savage A. & E. Company of Boston and Springfield, Mass. Captain de Arce was unaccompanied.



ABOVE: A truck-load of Crosley receivers being transferred to waiting airplanes for a trans-continental flight.

BELOW LEFT: Swinging the prop on an Embry-Riddle plane at Lunken Airport, one of the ships chartered by Crosley to carry the big news in radio, the fastest method of communication, by the fastest method of transportation.



ABOVE: W. B. Turner, front cock-pit, Vice-President of the Central Auto Equipment Company, Crosley Distributor in Springfield, Illinois, just after landing at Lunken Airport. Craig Isbell, the pilot, is shown in the rear of the Waco 10 open cockpit, two-place biplane. Their shipment of one Crosley 41-S receiver, one Dynacoll, and a set of tubes is shown in the foreground.

LEFT: Additional trucks and ships which transported Crosley receivers throughout the country.

Financing Your Credit Accounts

"JUST WHAT DOES THIS COMMERCIAL Credit Companies do, may I ask?" queried Mr. Blotz, Authorized Crosley Dealer in Woofus, Idahoo to us the other day as we were busily engaged assaulting the advertising manager.

"The Commercial Credit Companies?" I courteously rejoined.

"The same," replied Mr. Blotz succinctly. We ceased hostilities for a moment with the advertising manager. "Pardon us, Mr. Deaderick," we said, "whilst we commune with Mr. Blotz."

"Of course," assented Mr. Deaderick—the soul of politeness.

"Won't you sit down, Mr. Blotz?" we asked laughing. (You see there aren't any chairs in the department.) He looked perplexed but finally assumed a squatting posture on the floor.

"Mr. Blotz," we began, "It is this way. We will suppose, for the purpose of this argument, that Mr. Glunk, a customer, calls upon you in your shop."

"That sounds reasonable," interjected Mr. Blotz.



"We will then assume," we continued, "that after a long and involved conversation you have utterly assured Mr. Glunk that there is no radio in the world comparable to the Crosley—that, in fact, any other radio set is not, properly speaking, a radio set. You then proceed to pry Mr. Glunk loose from his dinero. (Mex. for money) Mr. Glunk, after a feeble struggle, breaks down and admits that he has only \$20.00 in his pockets; that he has no money available in the bank, but that he has a very good job; has lived in the town for more than a year, and expects to continue living there."

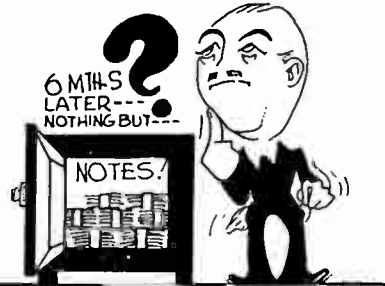
Mr. Blotz yawned and we fetched him a neat kick in the paunch. "It is then your turn, Mr. Blotz," we continued, "to consider. After a period devoted to lengthy cogitation, you say with deep feeling, 'Mr. Glunk, I think that this can be arranged to our mutual satisfaction. Suppose you give me the \$20 and sign notes for the balance—with naturally a certain percentage for carrying your account.'"



"His face lighting into a rare smile, Mr. Glunk agrees and hands you \$20 and four, five, six or more notes covering the balance

due. Mr. Glunk takes away the Crosley and you file the note in your safe.

"We now assume, in the hope of continuing the argument, that Mr. Fudd, Mr. Umph, Mr. Wilch and a number of other more or less prominent citizenry of your metropolis secure examples of the supreme achievement in radio history by buying Crosley receivers; each one giving you a small deposit and a series of notes.



"At the end of a certain time you open your safe for some money—which, I have been told, is a medium of exchange of inestimable value in this country. You discover that such is non-existent. You are perturbed, disturbed, and otherwise slightly annoyed. There are bills to be paid—new stock to be ordered—wages and salaries to be met—and your own living expenses to defray. All you have are notes. You ponder, cogitate, ruminate, wrack your brains, and cudgel your wits. You are in a quandary. Then you think—'Aha, aha, aha and again aha! What is this Commercial Credit Companies that I read about in the Broadcaster not so long ago.'"

"You communicate with the nearest branch office of the Commercial Credit Companies (more than 400 in the United States and Canada). You find that they offer a plan whereby for a small fee they assume your notes and pay you their face value in cash after deducting this financing charge.

Mr. Blotz gaped again, and even was so discourteous as to stretch volupuously. On this occasion we merely slugged him with a leg from one of the new Model 41-S' (Screen Grid, of Course.) "You're not paying attention, Mr. Blotz," We remarked severely.

"Pray f'give me," countered Mr. Blotz. "Where were we?" we resumed. "Ah—yes. You call the manager of the branch office; arrange an appointment, and set off with a small satchel containing the notes. After a certain amount of time consumed in walking, riding, running—in other words, enroute—you arrive at the office of the manager of the branch office of the Commercial Credit Companies.

"You walk in smiling confidently. You know all of the notes you hold have been signed by reputable, law abiding, and honest men.



You place them before the manager and ask firmly, but gently for sufficient kronen to cover them.

"There is very naturally, a certain delay in receiving the money. The notes must be ok'ed, and a few other details attended to.

"But at last, the manager looks up at you genially and says, 'Mr. Blotz, we are very glad to accommodate you. Naturally, although entirely altruistic, we must, in order to pay salaries, buy stationery, check books, pen, ink, and safes, make a small financial charge for carrying this account. We trust, however, Mr. Blotz that this entirely satisfactory.' (The fee is really exceedingly small—write and find out.)"



"You then walk out with a bag of gold in your hand, a song on your lips and all your troubles over. Of course you still have to see that the gentlemen from your town who signed the notes pay. Does that suffice, Mr. Blotz?" we concluded—but Mr. Blotz had gone to sleep.

Harper-Meggee Expansion

Seattle Distributor Adds Montana Territory

RAPID GROWTH OF THE WHOLESALE business of Harper-Maggee Inc., Seattle distributors of radios and electric refrigerators, has necessitated the extension of the Northwest territory of the firm into the State of Montana, and the addition of an advertising department at the home office.

A branch office of the firm was opened this month at Butte, Montana, handling the distribution of Crosley Radio. J. W. Marsh, who was formerly located at the Seattle Branch, has been made manager of the new Montana territory. Establishment of this branch extends the boundaries of Harper-Maggee throughout the States of Washington and Montana, and into Northern Idaho.

The new advertising department at the home office is in charge of C. L. McAllister, a graduate of the University of Washington, School of Journalism, and formerly advertising manager of The News, of Olympia, Washington. Activities of this department cover replacement of advertising for the wholesale firm and supervision of advertising for the dealers throughout the territory.

The Big News in Radio!

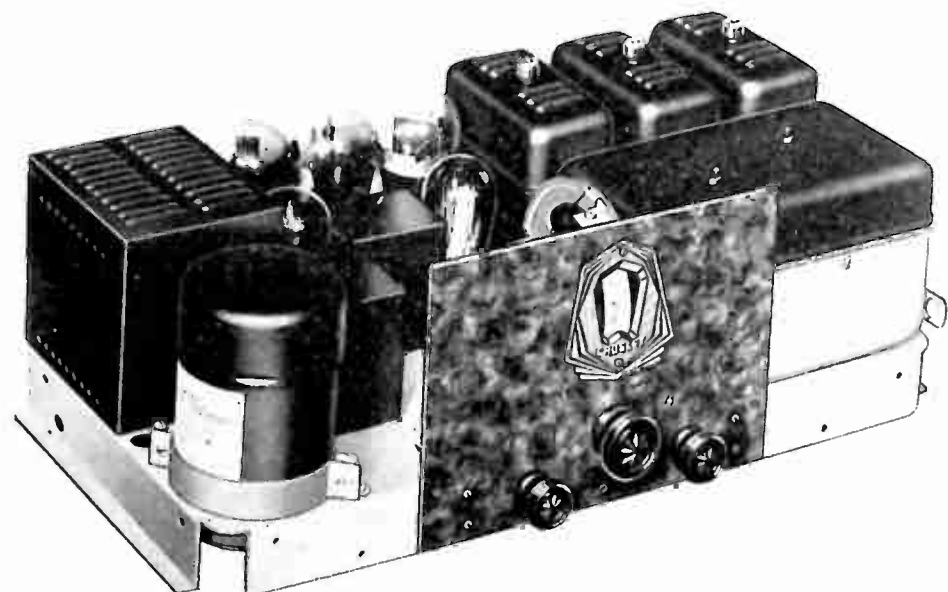


Powell Crosley Jr.

Announces

The Finest in Radio at New Low Prices

The Big News in Radio!



UNITRAD

The CROSLEY 40 S

\$80

WITHOUT TUBES

THE CROSLEY Unitrad, the Screen Grid Receiving Unit, was the sensation of the Radio Manufacturers Association Convention in Chicago the week of June 3. The Crosley Unitrad is the last word in radio chassis engineering. Screen grid amplification, push-pull output circuit, in addition to many new features, satisfy the demand of the most exacting for a radio chassis embodying all the salient

mechanical features of modern radio receivers. The Crosley Unitrad, the Screen Grid Receiving Unit designated as Crosley 40-S comes

to you equipped with dial panel of burled walnut finish to harmonize with any walnut veneer cabinet or console in which you may wish to install it—or, it may be used by itself.

The Crosley Unitrad, the Screen Grid Receiving Unit, is an 8 tube A. C. receiver. Tubes required are three 224 screen grid, two 227 heater type, two 245 new power output tubes in push pull and one 280 rectifier.



The Big News in Radio!



The CROSLEY 32

\$99⁵⁰

WITHOUT TUBES

A RICH full-toned instrument, housed in a beautiful walnut veneer console custom-built to Crosley standards of excellence, Crosley 32 meets, at every point, the demand for finer radio at lower prices.

The built-in Dynacone, the foremost armature type dynamic speaker in the country, reproduces with incredible accuracy the finest gradations of tone.

Crosley 32 is an 8 tube A. C. receiver.

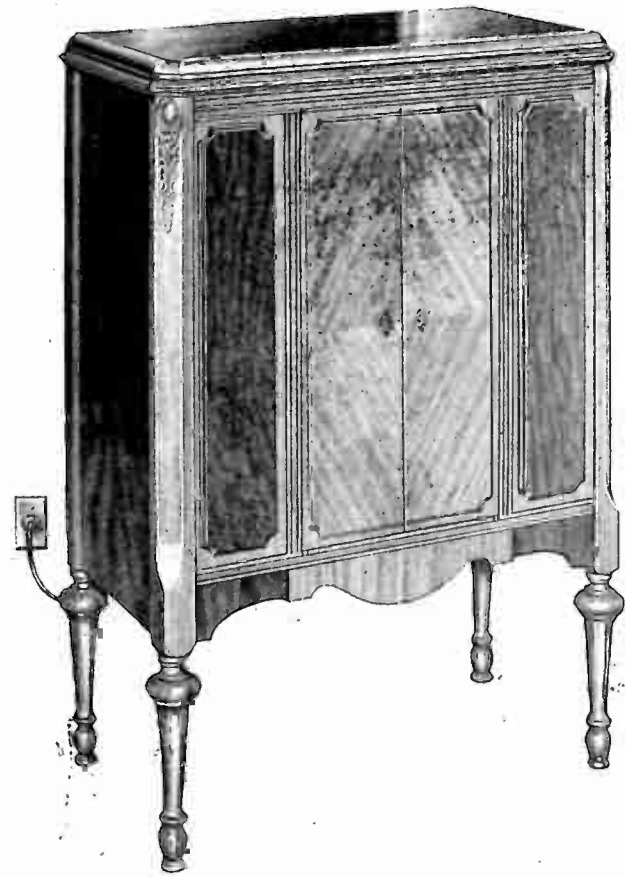
fication; has a tuned non-regenerative detector, and two stages of audio frequency amplification with output push pull.

Crosley 22, 6 tube screen grid battery receiver, is built in the same console as Crosley 32. One of the most outstanding achievements in battery receiver manufacture, Crosley 22 is unequalled in performance in rural homes, and remote places not electrically equipped. The price without tubes is \$88.50.

(Tubes required: one 280 rectifier; four 226 amplifier; one 227 detector, and two 171-A output tubes.) Crosley 32 has three stages of genuine Neutrodyne radio frequency ampli-



The Big News in Radio!



The CROSLEY 42

\$125

WITHOUT TUBES

THE finest craftsmen and the most astute engineers have brought you Crosley 42. Reproducing with utmost fidelity the tones of every instrument and the nuances of the human voice without loss of values, Crosley 42 is an achievement of engineering genius. The handsome, two-toned walnut veneer console, equally at home in any atmosphere however elegant, is a masterpiece of the cabinet makers art.

Crosley 42 is an 8 tube A. C. instrument. It requires one 280 rectifier, four 226 amplifier, one 227 detector, and two 171-A output tubes. Crosley 42 is neutralized by the Hazeltine

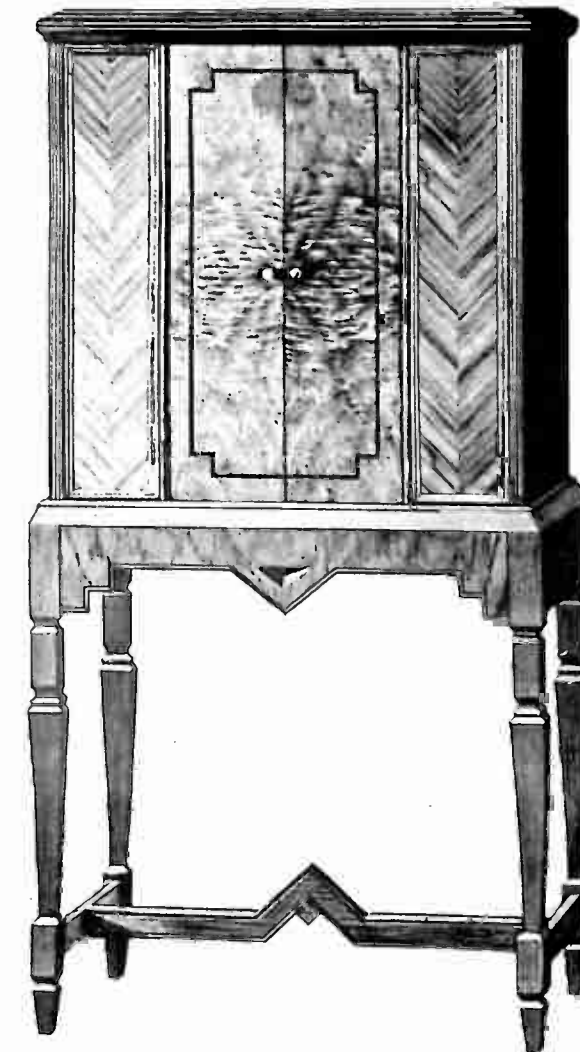
method with balancing condensers. The Crosley Dynacoll moving coil type dynamic speaker is built in. Without a doubt one of the finest instruments at the most astounding value on the market.

Crosley 42-S is an 8 tube A. C. instrument

utilizing three 224 screen grid, two 227 detector, two 245 new output and one 280 rectifier. Housed in the same console as Crosley 42, it is a remarkable receiver. Price, without tubes: \$140.00. Dynacoll moving coil power speaker built in.

Crosley 62, enclosed in same console as Crosley 42, and Crosley 42-S, is an 8 tube receiver operating from Direct Current. Tubes include three 171-A output tubes and five 201-A battery amplifier tubes. Price without tubes: \$135.00. Dynacoll moving coil power speaker built in.

The Big News in Radio!



The CROSLEY 82 S

\$160

WITHOUT TUBES

THE PUBLIC demand for the screen grid tube in modern radio presented, at first, numerous problems. These problems have been solved in Crosley 82-S.

Crosley 82-S, an 8 tube A. C. receiver including three screen grid tubes and one rectifier, has been designed with the most painstaking care to meet every demand in radio receiving instruments. The console is notable for its simplicity and quiet distinction. Its matched walnut design marks it, at once, the creation of expert cabinet makers. Illuminated, single dial control gives you immediate mastery of the air.

tionably the last work in radio!

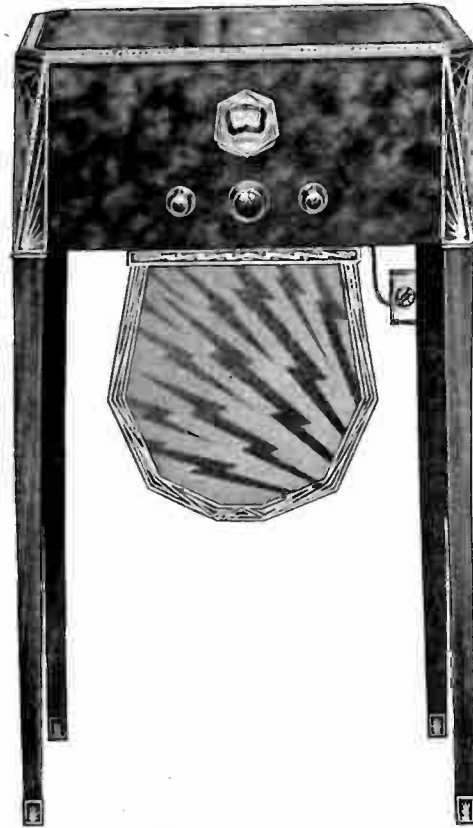
Crosley 82, enclosed in same console as Crosley 82-S is an 8 tube heater type receiver, utilizing five 227 detector, two 245 new output tubes and one 280 rectifier. Price, without tubes: \$150.00.

Crosley 83 constructed for use in homes utilizing Direct Current is an 8 tube receiver. Tubes required are: three 171-A output tubes, and five 201-A battery amplifier tubes. Price, without tubes \$155.00.

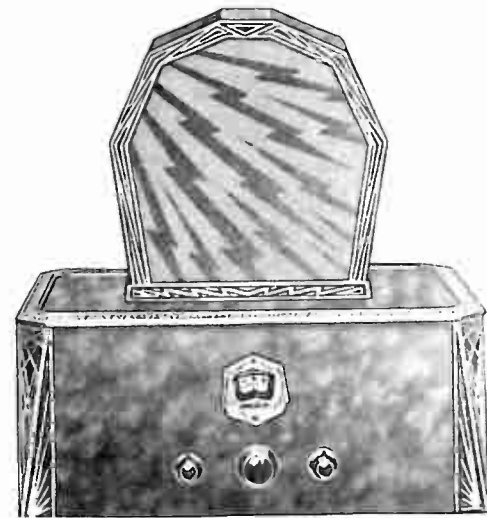
The Crosley Dynacoll is built in in the four models.

Crosley 82-S utilizes three 224 screen grid tubes for radio frequency amplification; one 227 for bias type power detector; one 227 first stage of audio; two new 245 power out put tubes connected push pull, and one 280 rectifier—8 tubes in all. Crosley 82-S is unques-

The Big News in Radio!



Crosley 31 with legs and speaker attached underneath.



Crosley 31—table model with Dynacone Speaker on top.

The CROSLEY 31

\$55

WITHOUT TUBES, SPEAKER OR LEGS

PANELLED in burlled walnut finish and strikingly decorated a la moderne in white metal, Crosley 31 is an outstanding achievement in table model receivers.

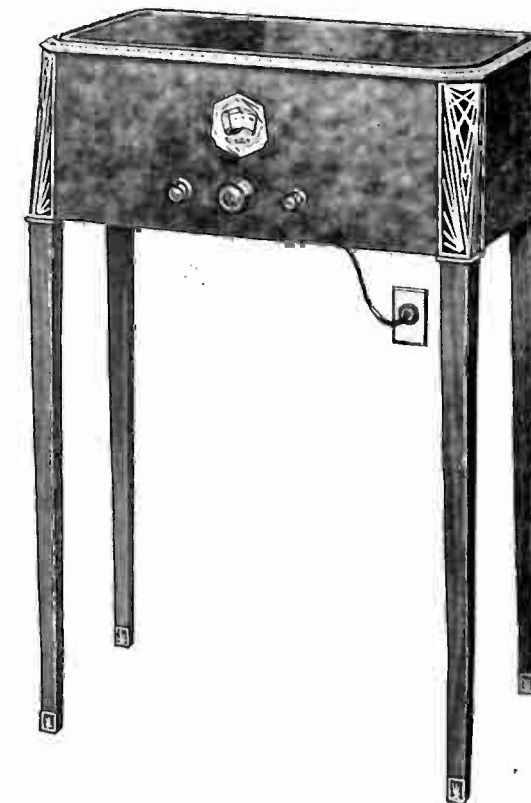
Constructed with infinite care and painstaking attention to the minutest details of radio perfection, Crosley 31 is, at the same time, the most remarkable value in radio history. Mass production methods alone permit the sale of this exceptional receiver at its price.

Crosley 31 is a seven tube A. C. receiver—four 226 amplifier, one 227 detector, one 171-A output, and one 280 rectifier. Grid-to-grid

neutralization, a Neutrodyne patented circuit developed especially for this instrument, unquestionably mark this receiver an outstanding example of engineering genius.

Crosley 21, a 6 tube screen grid battery receiver enclosed in the same metal case as Crosley 31, is available at the amazing price of \$49.00 without tubes. The legs are \$5.00 extra for the set of four. Price does not include Dynacone.

The Big News in Radio!



The CROSLEY 41

\$70

WITHOUT TUBES, SPEAKER OR LEGS

THE CROSLEY 41 is a receiver that combines the essentials of exterior beauty and unrivalled radio performance. The metal cabinet is finished in burlled walnut and is exquisitely decorated in white metal. This beautiful table model is at home in any environment. With legs attached, the table becomes a single unit of furniture handsome in its own right. Supports \$5.00 extra for set of four.

Crosley 41 is an 8 tube A. C. receiver. Tubes required are two 171-A output tubes, four 226 amplifier, one 227 detector and one 280 rectifier.

Crosley 41-S is an 8 tube A. C. receiver. Tubes required are three 224 screen grid, two 227 detectors, two 245 new output tubes and one 280 rectifier. Price, without tubes: \$85.00.

Crosley 61 is an 8 tube D. C. electric receiver. Tubes required are three 171-A output tubes and five 201-A battery amplifier tubes. Price without tubes: \$85.00.

The Big News in Radio!



The
Crosley Dynacone
\$18



The Crosley Dynacoil
\$31

CROSLEY DYNAMIC SPEAKERS

REPRODUCTION of tone with amazing clarity, reality, and richness is the outstanding characteristic of the new Crosley Dynacoil the newest development in moving coil speakers. It assures the most faithful rendition of tone gradations in musical instruments, or the delicate and exquisite vagaries of the human voice.

Enclosed in cases of burl walnut finish to match the Crosley metal cabinet, the Dynacoil is decorated in white metal and enriched

by a cloth of silver facing embellished with lightning bolts in design.

THE Crosley Dynacone is unquestionably the leader in the field of armature type power speakers. Improved and housed in a metal case of burl walnut finish, the Crosley Dynacone is decorated in white metal, and protected by a cloth of silver facing. The Dynacone is not only the leading dynamic speaker in its class, but is at the same time, the most astounding value in the field of reproducers. Priced \$18.00.

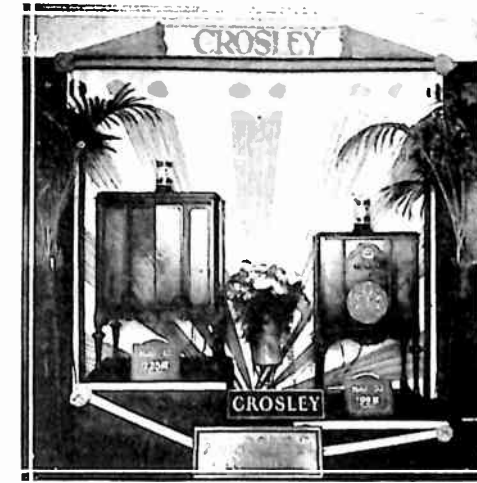


D. W. May Ties in Dealer Windows with Teaser Campaign

National Billboard Campaign Lends Impetus to Novel Window Display



How D. W. May proposed that their dealers block out their windows utilizing the idea expressed in the series of posters appearing on billboards throughout the country during the national teaser campaign.



How windows of D. W. May dealers will look on June 18 when the paper and signs are taken down from the blind window shows at the left. The colors used are Dennison National blue, Primrose, and Flame red.

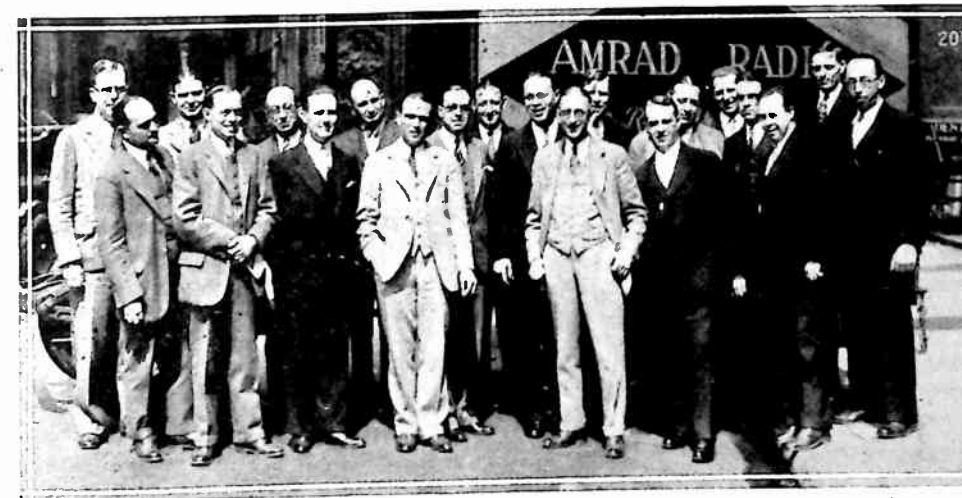
IT IS QUITE EVIDENT THAT THEY raise other things in New Jersey besides Democratic presidents and ten pound mosquitoes. At least D. W. May, Inc., Crosley Distributor in Newark, seems to produce, from an apparently inexhaustible supply, one clever and effective idea after another.

This time Walter Ferry, Sales Manager of D. W. May, Inc., is tying in with the national Crosley teaser campaign in an effective way. He developed a window campaign which utilized the idea expressed in the series of three billboard posters appearing throughout the

United States between May 20 and June 18.

Windows in the shops of between seventy-five and one hundred dealers were blocked off with plain white wrapping paper with signs duplicating the national billboard posters. The windows behind the posters were decorated in the three Crosley colors. On June 18, dealers adopting this plan will simply tear away the opaque covering on their windows and expose the well-conceived display to the trade. We are awaiting with keen interest Mr. Ferry's final analysis of the results obtained with this novel idea.

20th Century Sales Force



THE GENTLEMEN IN THE PHOTOGRAPH reading from left to right are members of that super-dynamic organization known and feared in the radio trade of N'Yawk as the 20th Century Radio Corporation, exclusive distributors for Crosley and Amrad products in the Metropolitan area. These aggressive looking gentlemen constitute the selling force for

20th Century whose big opening was described in detail in the May 15 issue of this publication. From all indications the company is misnamed—it should be the 21st Century,—they're that far ahead. It has been suggested that these exponents of the art of high-pressure taught Al Smith and Jimmy Walker all they know about "raddio."

Southern Tier Holds Enthusiastic Meeting

Big News in Radio Told to Scores of Appreciative Dealers

ON JUNE 14, THE SOUTHERN TIER Electrical Supply Co., Inc., of Binghamton, N. Y. held its 1929-1930 Crosley-Amrad Sales Meeting. The beautiful Kalurah Country Club in Binghamton was the scene of the disclosure of Crosley plans and the big Crosley and Amrad lines to a thoroughly appreciative group of interested dealers. The new line was explained in minutest detail and the subject of selling the new line in the most advantageous manner was exhausted. The meeting began at noon on Friday and lasted well into the evening. Numerous orders and signed contracts were reported.

GOOD FORTUNE, LIKE LIGHTNING, rarely strikes twice in the same place on the same day. Yet Kismet has been extraordinarily kind to William D. Guard, authorized Crosley dealer in Lewiston, N. Y., on May 31.

Bill Guard, in addition to taking the complete new Crosley line, received at 6:10 that morning a bouncing baby girl. Bill has not yet decided on a name at the present moment, as the selected name of Powel Crosley Guard will hardly serve for a young lady; but he expects to come to a decision when he calms down a bit. Bill likes to sit up nights listening to foreign stations. Mr. Guard may be reminded, when he is walking the floor this summer, that "YOU'RE THERE WITH A CROSLEY."

Cookinham Re-enters Crosley Fold

THE H. C. ROBERTS ELECTRIC SUPPLY Company, Crosley-Amrad Distributors for central New York State have been fortunate in securing the services of Mr. Erle D. Cookinham to head their radio sales force.

Mr. Cookinham has many years experience selling radio in the Utica district and is well known to all the dealers throughout this territory.

Mr. Cookinham was for some time sales manager for the M. H. Johnson Electric Company, Crosley distributor, at the time that company was in business in Utica; and more recently he has been connected with the Atwater Kent distributing organization.

No lessening of the commercial interest because of the once maligned summer season is noticed at the Crosley radio station, WLW, John Clark, Commercial Manager of the Crosley stations, reports that WLW is broadcasting programs for 38 clients whose sponsored programs are aired every week exclusively over WLW.

D. W. May Forces Celebrate Coming Victory in Advance



WHILE AIRPLANES, FAST EXPRESS trains, and motor trucks are rushing high powered ammunition to the front, General Headquarters of the D. W. May army map out the war for radio supremacy in New Jersey. Our War Correspondent has just snapped this picture of the officers in cantonment in a spirit of gay and effervescent relaxation.

To be seen in the picture from left to right are Big John (he in the apron shaking hands with the bottle of—milk); J. F. Brookman of Amrad; J. J. McEvoy of Commercial Credit Companies; and L. F. Randolph of Cunningham Corporation. (Special Note: The cranium utterly devoid of hirsute adornment in the rear is the bald and shining skull of A. J. Schroter also of Amrad). W. S. Viall, ambassador from The Crosley Radio Corporation is shown registering his approval for the number of contracts signed; and in the next cage ladies and gents, we have Jack Dalton—Jack is trying to keep away from the bar—beg pardon, counter.

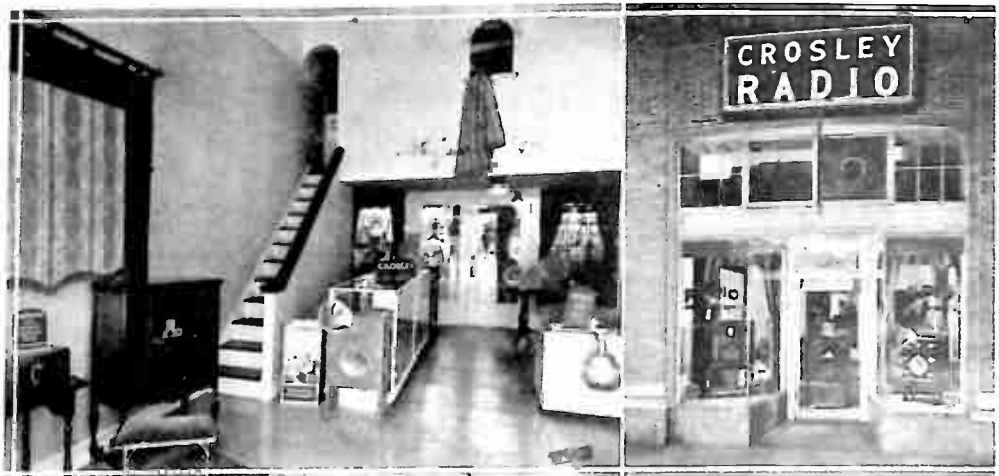
In the rear are the Cunningham twins—"Screen" Schmit, and "Grid" Haines. The two personages astride the keg are Walter Ferry, Sales Manager of D. W. May, Inc., and "Hap" Doerzbacher, the famous radio leatherneck.

C. H. Gruver's Big Display



CHARLES H. GRUVER, AUTHORIZED Crosley Dealer in Jersey Shore, Pennsylvania, has a completely equipped store room in his store where he features the Crosley line exclusively. The above photograph is a part of his big display.

Johnston-Roper Prosper with Crosley



SOME SIX YEARS AGO THE FIRM OF Johnston-Roper of Sacramento became an authorized Crosley dealer. They started with a very small store in which the salient feature was a service bench.

This business, beginning thus modestly, expanded with the sale of Crosley Radio to such an extent that the partners felt the necessity of securing an establishment large enough to

house them adequately.

The above lay-out gives some conception of the improvements made in their store. It is to be regretted that photographs of their old plant are not at hand to illustrate graphically the tremendous growth of this infant prodigy.

Johnston-Roper handle Crosley and Amrad receivers exclusively, and the success of their policy readily is perceivable.

Tower-Binford Big News Meeting



SOUTHERN HOSPITALITY IS A PHRASE to conjure with. It brings pictures of goateed so'the'n gentlemen sipping mint juleps under cool magnolias. Up-to-date southerners, while not goateed, nor, according to the 18th Amendment, sipping hard likker, still know how to be hospitable. If you don't believe it, look at the picture reproduced above. You'll note a number of very wide and very genial smiles.

On Thursday, May 30, Tower-Binford Electric Company, Crosley Distributor in Rich-

mond, Virginia, held a large meeting of the Richmond dealers at the Chesterfield Country Club. After an afternoon devoted to the noble Scottish sport and a highly esculent dinner, Southern style, the visiting dealers were treated to a view of the sensational new Crosley line. All of the sets on display were demonstrated, and the dealers, to a man, were highly enthusiastic. 100% cooperation was assured by the dealers in attendance.

The town of West Frankfort, Ill., has a model fire department which believes that if you fight fat you will feel fit to fight fires.

The firemen do this by taking the radio setting-up exercises broadcast every morning from radio station, WLW, according to a letter just received from William Thad Fife, fire chief.

Even crystal sets can pick up high powered stations hundreds of miles distant. R. L. Sandridge, 1709 West Main Street, Richmond, Va., hears the programs of the Crosley radio station, WLW, on a home made crystal receiver.

Arizona has 10,000 listeners who consistently dial to the Crosley radio station, WLW, according to a letter to the station from C. D. Stephens, Miami, Arizona.