

The GROSLEY BROADCASTER

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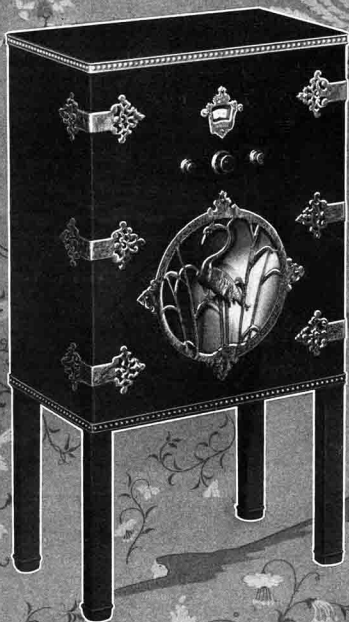
WJW

VOL. VIII

FEBRUARY 1, 1929

NO. 3.

Crosley Introduces "the SHOWCHEST"



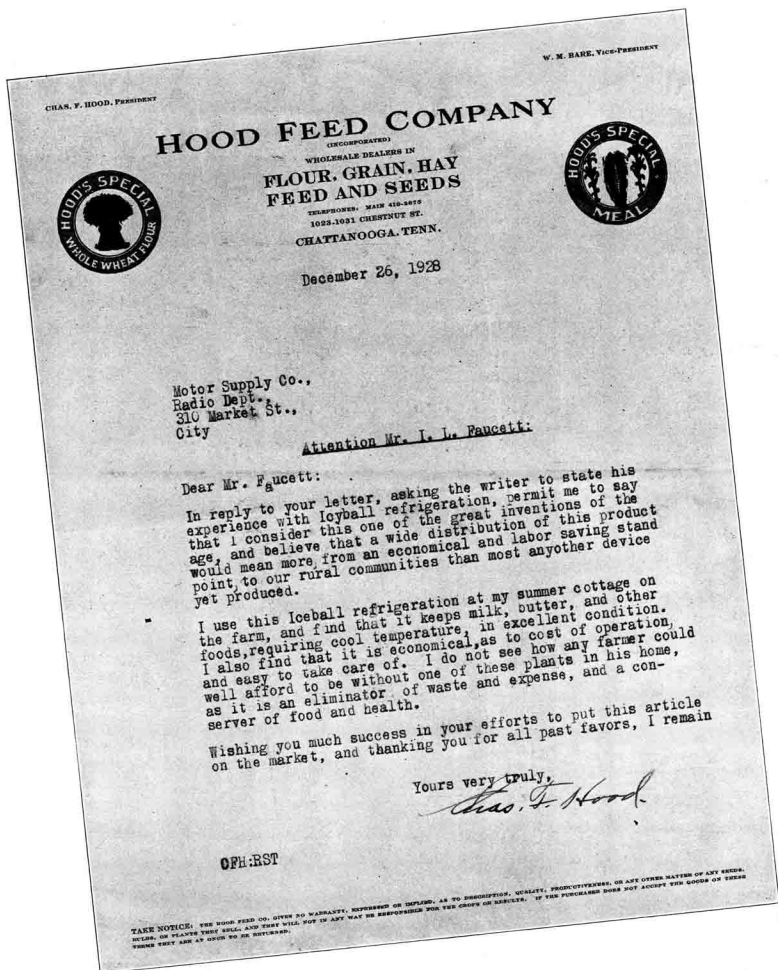
Chinese
Chippendale
Console
with
Metal
Cabinet
*Lacquered in
rich color*

Complete
with 8-Tube
SHOWBOX
Receiver
and
DYNACONE
Power
Speaker

An Innovation in Radio
The Crosley "SHOWCHEST." All Electric

User Considers Icyball a Great Invention !

Ease and Economy of Operation Striking Features of Crosley Product



This Icyball letter talks for itself. Mr. Charles Hood, president of the Hood Feed Company of Chattanooga, Tennessee, bases his opinion of the Crosley Icyball upon actual experience with it. He has found it economical to operate, and thoroughly satisfactory for rural use—eliminating waste and keeping food in excellent condition.

The New Crosley Jewelbox :: 804 Is a Triumph of A-C Radio Building

It is an 8-Tube, Light Socket Set



**The New Jewelbox
CROSLY MODEL 804**

HERE you have the new Crosley JEWELBOX, the "finest radio receiver money can buy." Our new model 804 enters the 1929 arena as the embodiment of the latest refinements in radio set construction, with a competitive price advantage which gives you a cleared field for this year's business!

The new Jewelbox—representing Crosley's greatest achievement and summing up the best in engineering design—is an 8-tube, A-C receiver, operating direct from the light socket. Volume without distortion is secured by push-pull, power tube output. The tuned antenna circuit assures rare selectivity and sensitivity greatly increased. For fine adjustment, the antenna tuner may be controlled separately!

An adjustment is provided with the set to adapt it to various styles of antenna. The newly designed volume control affords smooth variation—from maximum to zero. The life of the

tube is lengthened by reducing the load when volume is decreased. The use of the Mershon Condenser assures clear, natural tone, unaffected by power fluctuations.

Genuine Neutrodyne balancing of the radio-frequency stages provides quiet, efficient set operation.

The metal case carries a brushed white-gold finish, very unusual and smart. Dynacone finished to match. Set chassis is adaptable to any console.

The Jewelbox operates with utmost fidelity with the Type-F DYNACONE!

EASTERN PRICE

\$105
without tubes

Western Prices Slightly Higher

Tune in on WLW when demonstrating the Jewelbox!



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

Telephone Kirby 3200

Editor: A. E. Deaderick



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.

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.

We have recently added a Chicago publication, "Retail Furniture Selling," to our trade paper list. A series of Crosley advertisements will appear in that magazine. These will be the only radio advertisements to appear in the paper.

"Retail Furniture Selling" is distributed to some 18,000 furniture stores, in all parts of the country. It is attractively published in a popular pocket size.

Each month they will run a story about a furniture dealer who has made a success with the Crosley line. Among our dealers are many furniture stores. Some of these have had outstanding success in handling Crosley radio sets. Some have put into use very unusual or novel merchandising plans.

If you who sell Crosley sets in connection with a furniture business, have some novel slant on merchandising radio, will jot down the essential points and send it in to the editor of the BROADCASTER, it will be handed along to "Retail Furniture Selling" to be woven into a story for that magazine.

New folders are now ready, showing the complete Crosley line. You can get a supply through your distributor. Ask for Folder No. 919. The new folder is exceptionally attractive. It is printed in two colors and shows the Gemchest, the Showchest, and the New Jewelbox, the Showbox, and other Crosley models.

Crosley Distributors Meet in Cincinnati

Keen interest, live enthusiasm and a prevailing feeling of cordiality marked the mid-winter meeting of Crosley distributors from all over the country, held in the Cincinnati Club, Cincinnati.

Considerable pains had been taken to make the best possible arrangements for the meeting and all sessions went off without a hitch. Mr. Powell Crosley, Jr., called the meeting to order at 10 o'clock in the morning. In addition to our distributors, a large number of Crosley salesmen were present.

After preliminaries were out of the way, Mr. Crosley pulled aside the velvet hangings of a large gold picture frame and revealed the new Chinese Chippendale console models. The distinction of the set, standing out from an appropriate background, registered instantly and favorably upon the meeting.

Showchest and Gemchest Baptized.

The question was put before the meeting as to appropriate names for the Chinese Chippendale models. A number of suggestions were made and of these, the two names were selected—the Showchest for the model housing a Showbox chassis, and the Gemchest for that with the Gembox chassis.

The two numbers are furnished in identical cabinets, and in the range of three colors. The design of the metal work is the same on all models, but the color of the metal work varies slightly. On the Mandarin Red chest, the metal grille, escutcheon and clasps are dull gold; on the Nanking Green they are rose gold; and on the Manchu Black number the metal parts are silver.

Both the Showchest and Gemchest include the Crosley Dynacone. Both are A. C. electric sets, operating from the light socket. The Showchest has an 8-tube receiver. The Gemchest holds a 6-tube receiver.

Chinese Chippendale Influence.

The design of the new chests was suggested by Chinese Chippendale furniture. Thomas Chippendale was one of the great English furniture designers during the Georgian period. At one time in his career he was strongly influenced by Chinese art. The work he turned out which showed this influence, is known to furniture designers and collectors as Chinese Chippendale.

The Crosley Showchest and Gemchest models were suggested by this exceedingly graceful period. Chippendale's work was always distinguished by its fine taste. It was beautiful, restrained, of lasting quality.

The New Jewelbox.

The new Crosley Jewelbox was presented to our Distributors' meeting. Appreciation of this wonderful receiver was instantaneous.

The Jewelbox is an 8-tube A. C. electric table set, embodying the latest in radio engineering. It is a remarkable machine and gives exceptional results.

The finish used on the Jewelbox met with great favor. The metal cases are lacquered in black and then brushed over with white gold. This gives a wholly new and striking effect. The Dynacone is supplied in the same finish.

New England Dealers' Meetings Huge Success

Crosley dealers in the New England territory have been introduced to the changes and additions to the Crosley line at meetings held in Boston on January 14th and at Springfield, Mass., on January 16th. The Boston meeting was held by the Wetmore-Savage Electric Supply Co. The Springfield meeting was staged by B. H. Spinney Co., Crosley distributor of that city.

At these meetings the new Chinese Chippendale models, the Gemchest and Showchest, were received with great enthusiasm. The colors, Mandarin Red, Nanking Green and Manchu Black, rich and satisfying to the eye, all were the subject of enthusiastic dealer comment.

A new Flundy metal cabinet was also exhibited and came in for a great deal of favorable comment upon its excellent taste, golden bronze finish and substantial quality.

The new Jewelbox was shown to our dealers. Its brushed white gold finish was instantly liked. It will undoubtedly prove a popular feature, and the Dynacone is finished to match, although the gold high-lighted finish is still obtainable both in receivers and speakers. The engineering features of the Jewelbox were explained in detail. The Jewelbox is a wonderful receiver and we are confident will be a tremendous success.

New England is all set to go on the new line. Dealer meetings follow in short order, at Toledo and Detroit.

Dealers

Are the programs of the Crosley super-station WLW listed in your local newspapers?

With its 50 kilowatt power WLW is pounding into many sections of the country and each broadcast carries a message about Crosley that would help you sell Crosley products.

If your local newspapers are not carrying WLW day-by-day programs ask the radio editors if they would care to have them sent. If so, a post card to Natalie Giddings, Director of Publicity for WLW and WSAI, will cause them to be put on the mailing list.

Oscar N. Taylor,
Director of Publicity.

182 Winners of Hudson-Ross Contest

During the month of December 1928, our good friends, Hudson-Ross, Inc., Chicago, ran a prize contest for all authorized Crosley dealers in their bailiwicks.

The terms of the contest were: Every enfranchised dealer buying and delivering 12 Showboxes in combination with Showers cabinet C-8—at \$137 list price, during the given period—was accounted a winner.

There were 182 authorized Crosley dealers who fulfilled the terms of this contest. Each winner was presented with a beautiful combination lighter and watch.

The Crosley Broadcaster takes this occasion to offer its congratulations to the enterprising dealers in the Chicago territory who "took up the gage of battle" with such brilliant results.

Home Demonstration Best Plan!

Build a Firm Foundation for 1929 Record with This Successful Method

Before the Christmas holidays the demand for Crosley sets was so pressing that methods of selling took on the complexion of order-filling, rather than real salesmanship. This condition is, of course, not normal; it is true only at one season of the year. During the bulk of the year, radio sales are built by consistent and constructive effort, as in any line.

During 1928, the sale of Crosley sets was built up to record-breaking proportions by means of home demonstration. The firm foundation upon which last season's business was founded, was the home demonstration plan!

Continue Home Demonstrations.

During the pre-holiday rush, the home demonstration plan—being scarcely needed—fell by the wayside. It is a sound method of merchandising. Now is the time to resume that method with interest and vigor.

Use carrying cases to display the sets attractively. You will find listed in your Merchandising Helps Bulletin No. 1, a set of splendid carrying cases, No. 28-21, at \$6.50, for a set of two cases. These may be ordered through your distributor.

These carrying cases make a favorable impression at once. They give your salesmen the advantage of easy handling, coupled with first class display value. With them, sets are easily taken into the home for demonstration.

In order to get prospects for a demonstration of Crosley sets, make use of the postcard plan. Our postcard plan is designed—by means of a series of very attractive cards—to help you get names of new prospects at a minimum cost.

Watch the Housestops!

Are you watching the roofs? Every antenna indicates a possible prospect for a Crosley all-electric set. Thousands and thousands of homes, now using battery sets, are seriously considering switching over to A. C. sets. All are good, live Crosley prospects.

The use of a bright young high-school lad to secure lists of addresses and names in your neighborhood, from homes showing antennas, brings you excellent results. With a list of names, your salesmen can start making calls at once.

Direct Mail Selling Plan.

On the back page of this issue of the BROADCASTER you will see an advertisement of the Crosley Direct Mail Selling Plan. With this simple, practical use of direct mail, you can become the leading radio dealer in your neighborhood.

The mailing pieces in the Direct Mail Selling Plan are unusually effective. They are splendidly printed; they attract favorable notice on the spot. For a very small investment, you secure for your own use a mailing campaign such as only a very large firm could afford to get out on its own hook.

If you are not already familiar with the Crosley Retail Sales Plan—see pages 4 and 5 of your Merchandising Helps Bulletin No. 1, or the last page of this magazine—send to your distributor for samples.

Once the direct mail campaign is set into motion, you begin to get a line on prospects, and can make a house call with the assurance that the sale of a Crosley set is already half made.

No one can expect the public to go into stores and demand sets which have only to be delivered to complete the sale, indefinitely. The pressure must come from the dealer for the greater part of the year.

Your 1929 record will be the record of Crosleys sold. Starting in now, the time for re-suming the methods which proved so outstandingly successful last year has arrived! Home demonstration of Crosley sets is the simplest, certainly the most direct method of building up sales.

TALKS TO THE TRADE

Our national advertising on the new Gemchest and Showchest console models is now making its appearance, and very shortly you will feel the demand. These announcements will bring the people right into your store.

The note of Chinese Chippendale introduced into the design of the Showchest and Gemchest sets gives them novel and effective appeal. They are far and away the most attractive development in radio!

Samples of the Showchest and Gemchest were recently displayed in one of Chicago's popular radio stores. Public interest in them was astounding. It was necessary for the distributor to place an order immediately for three hundred of the Chinese Chippendale sets.

A manufacturer strives for public acceptance. These Crosley chests, with their beautiful design and rich, distinctive colors, seem to fill a long-felt demand in the radio field. They are compact, highly efficient, moderate in price, and exceptionally ornamental. Their success is assured!

The Showchest embodies the many great features both of the Crosley Showbox 8-tube set plus the Type F Dynacon Power Speaker. Think of it: Selectivity, push-pull amplification, single tuning control, illuminated dial, complete shielding and the wonderful speaker, the Dynacon, all in one compact cabinet, combining unusual beauty and low cost!

Sales of this new Crosley model will greatly exceed your expectations. The advertising pressure behind the Showchest and Gemchest will be felt for many months to come. The numbers are ideal for window display. We urge you to keep a reasonable stock ahead of your sales!

Paul Crosley Jr.

Ohio "School of the Air" Significant Innovation

WLW Taking Pioneer Step in Radio Educational Work in Schools

With mothers in Ohio and states as far away as Michigan, Nebraska, and Texas insisting that their children's classrooms be equipped with radio receivers, Ohio educators report themselves confident of the educational effectiveness of the "School of the Air," broadcast four days a week by station WLW and prepared by the Ohio State Department of Education.

"Radio will be as much the standard equipment of the school of the near future as are the blackboards and desks," B. F. Darrow, Director of the "School of the Air," said when letters began to pour in from enthusiastic mothers and from Parents-Teachers Associations.

"With the women backing the idea of supplementary education by radio, we are certain not only of cooperation in making it possible for children to listen in the school rooms but after-school discussions in the homes. We believe that this is the first time that parents have been privileged to know day by day what their children are learning."

The editor of the BROADCASTER recently talked with a small lad of eleven about this subject. The youngster, a very bright one, by the way, had already formed the habit of stay-

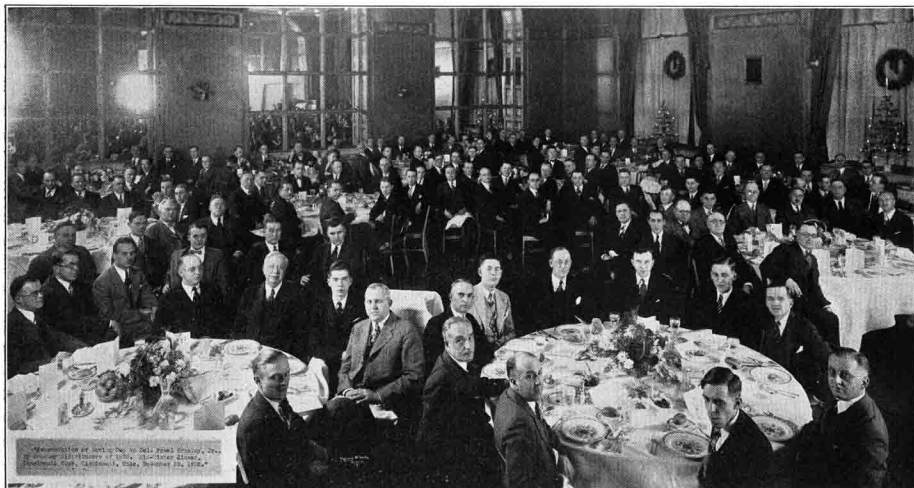
ing at home on the evenings when the "Historical Highlights" were being broadcast from WLW. As this particular boy was particularly addicted to the movies, this was the more remarkable. He, like many another school boy, is keen on the possibilities of the "School of the Air." In a very short time, children have presented to them, vividly and in an easily remembered way, essential points about history, literature, music, and even highly technical subjects.

The work of the Ohio "School of the Air" is graded. It covers a wide range of subjects and each subject is handled by the most competent teachers. The broadcasting periods are comparatively short. The work starts at 1:30 P. M., Eastern Standard Time, and lasts from a half-hour to an hour, on Mondays, Tuesdays, Wednesdays and Thursdays' of each week.

The effect of this work is beyond present calculation. That it will have a powerful effect goes without saying. The influence upon radio sales will be immediate. As the educational programs are broadcast from WLW, all Crosley dealers can expect an immediate reaction in the form of sales.

Crosley Distributors and Salesmen Compete for Second Helpings

Pronounced Enthusiasm for New Numbers in Evidence



When Crosley Distributors find themselves all in one place at the same time, there's sure to be jollification. At this Cincinnati Club dinner, the evening of December 28, 1928, there was more than usual enthusiasm. The new models had been seen and discussed and the prospects for a splendid new season unfolded!

Foster Attracts Prospects and Makes Sales with Outside Speaker

Iowa Dealer Uses Crosley Radio as Leading Advertising Method

Arch Foster, Crosley dealer at Webster City, Iowa, writes us that he has attracted more people to his store, and concluded sales of Crosley sets, by placing a loud speaker on the outside, than any other form of advertising.

"We feel," he writes, "that the best advertising we have had with the Crosley radio is by placing the loud speaker in the vestibule of our store and entertaining the public on part of Main Street. It probably has attracted more people to the Crosley radio than any other advertising we could have done."

The method of operating a loud speaker outside the store must be used with care. In an

effort to get the music above the volume of street noises, many dealers turn so much current into the loud speaker that the tone is distorted. In such cases, one often hears some passer-by remark, "if that is radio, I don't want any of it in my home."

With modern loud speakers which can carry an amplifier outfit without distortion, there is not much danger of this.

If the music is agreeable to the ear and kept within reasonable volume and also within reasonable hours, there is not much chance of this advertising device being classed as a nuisance and prohibited.

with great pleasure that I recommend the Crosley to anyone who is in the market for a good radio.

With kindest regards, I am,
Yours very truly,
(Signed) CLAY W. DANIEL,
Danville, Va.

"The first night I had it (a Showbox) in my home, I received stations from New York to California, and the reception on long distant stations was as clear as local stations."

(Mrs.) Raymond Seaman, Lakeview, L. I.

Haviland, Kansas, in the Morning.

"I am listening to WLW at 10:30 A. M. We are located in the south central part of Kansas. We are Crosley dealers. We hear WLW every day with good volume on Showbox."

T. R. BRYANT,
Haviland, Kans.

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

Mr. E. W. Bugg,
Dabney & Bugg, Inc.,
Richmond, Va.

Dear Mr. Bugg:

This letter is to advise you that I am very much pleased with the Crosley Showbox radio I purchased from you on my last trip to Richmond. We had tried several radios before buying this Crosley, but we find the Showbox has proved far superior to anything we have tried.

I would not take three times the price of this radio if I could not replace it, and it is

Buffalo Convention Set for February 18-19

Radio Dealers and Distributors to Discuss Joint Problems

The third Annual Convention of the Federated Radio Trade Association will be held in Buffalo, New York on February 18 and 19, 1929. We extend a cordial and hearty invitation to all members of the radio industry to be present. We urge each and every jobber and retailer to come to our Convention and be prepared to help us solve the common problems of the radio trade.

The Federated Radio Trade Association is a national group of all those engaged in the resale and distribution of radio apparatus. It is composed of four sections. First, local associations. This group has a membership of twenty-three prominent local radio trade associations scattered from coast to coast. Second, manufacturers' agents and representatives' section composed of many of the leading manufacturers' representatives and salesmen. Third, radio retailers' association; a national organization of radio retailers having individual memberships within their own group. Fourth, radio wholesalers' association; the national distributors' association.

The morning of February 18 will be devoted to the problems of the entire Federated Radio Trade Association. Prominent speakers, including Harold J. Wrape, President of the Federated Radio Trade Association; Major Herbert Frost, President Radio Manufacturers' Association; Mr. William S. Hedges, National Association of Broadcasters, Chicago; Honorable Frank Scott, General Counsel of National Association of Broadcasters, Washington; Elmer C. Metzger, President Local Association in Buffalo; Martin Flanagan, Secretary Radio Manufacturers' Association; L. S. Baker, Managing Director National Association of Broadcasters; Judge J. W. Van Allen, Legal Counsel R. M. A. and Bond P. Gettys, Executive Vice President Radio Manufacturers' Association. These men will present timely issues upon problems pertaining to their own particular phase and position in the radio industry.

Following this morning meeting, the Monday afternoon session will be devoted to individual sectional meetings; the retailers' meeting separately and the radio wholesalers' similarly. A basis for a national organization of radio retailers will be laid at these meetings. Prominent retail stores will have men qualified to address the assembly on various phases of retail sales. Discussions will be brought about and action taken to better the interest of the retailer group.

The manufacturers' agents section will similarly conduct their own meeting and will for-

mulate plans for the future activity of their group.

The radio wholesalers will present several committee speakers, and prominent members within the organization will address the gathering on the activities we are now engaged in.

Traffic will maintain a very important place within our organization. The results of the Traffic Committee will be explained to the members and other wholesalers in attendance. Mr. W. E. Robertson will address the group on "Cooperation".

The committees, such as the dealer deferred payment committee, headed by Mr. James E. Aitken of The Aitken Radio Corporation of Toledo, Ohio; the Credit and Collection Committee, headed by Mr. Levy of the Sampson Electric Company of Chicago, and the Insurance Committee, headed by Mr. Lee Litt, will present reports ready for adoption, which will mean much to every radio wholesaler. It is hoped that through the constructive work of this Association freight rates can be reduced and insurance rates made more equitable.

On Tuesday morning the individual meetings will continue with further reports and discussions, and future plans will be laid for the activity of the organization.

Tuesday afternoon all groups will join together and discuss the future problems and activity, which the various groups will engage in.

Following are the officers of the Federated Radio Trade Association: Harold J. Wrape, President; Michael Ert, President Association Section, Milwaukee; Julian Sampson, President Radio Retailers Association, St. Louis, Mo; Geo. H. Riebeth, President Manufacturers Representative Section, Minneapolis, and Peter Sampson, President Radio Wholesalers' Association, Chicago. Many prominent Crosley distributors, who are on the Board of Directors of the Radio Wholesalers' Association, such as Mr. James E. Aitken of The Aitken Radio Corporation in Toledo; Mr. J. F. Connell of Kruse-Connell Company, Indianapolis; Mr. R. C. Colman of the Geo. C. Beckwith Company in Minneapolis, and many other Crosley members will be in attendance to welcome all of those in the Crosley organization.

We again wish to extend a hearty and cordial invitation for all of you to attend, knowing that you will enjoy a very pleasant convention and will make strides in the radio industry, which will be for the mutual benefit of all concerned.

Distributors Present Cup

Magnificent Loving Cup Surprises
Powel Crosley, Jr.

At a banquet in the Cincinnati Club, the evening of December 28, 1928, the Crosley distributors made a joint presentation to Powel Crosley, Jr., of a superb silver loving cup.



The cup—standing some three feet high—came from Tiffany's. It is of sterling silver, very simple in design. The sole decoration on it is the inscription on one side:

To
Powel Crosley, Jr.
from
The Crosley
Distributors
of
1928

The actual presentation of the loving cup was made by H. Curtis Abbott, sales manager of the Crosley Radio Corporation. This was followed by a number of short speeches by the distributors present, expressing their personal regard for Mr. Crosley, and the keen interest and pleasure each felt in having shared in this rapidly growing business.

Photographs of Your Window Display
with the New Models will be welcomed!

Atlanta Places Order for 507 Musicones

The Henry Grady Hotel of Atlanta, Georgia, recently made a purchase of 507 Type-D Musicones.

The hotel company bought them from the Georgia Power Company who—in turn—bought them from our Atlanta distributors, Gilham Electric Company.

New Sales Manager for 20th Century Corp.

The 20th Century Radio Corporation wishes to announce to the trade the appointment of Mr. J. F. McGrath as Sales Manager. Mr. McGrath who has been with us for the past five years has had a very thorough training in the radio industry.

Mr. McGrath's appointment is in line with the expansion of the 20th Century Radio Corporation who has already increased their sales force since the first of the year by adding five additional men and contemplate doubling it within the near future.

Tune in on WLW when you are demonstrating Crosley sets!

The Crosley Gemchest in a Fitting Window Display

A Chippendale Background Which Sells the Set!



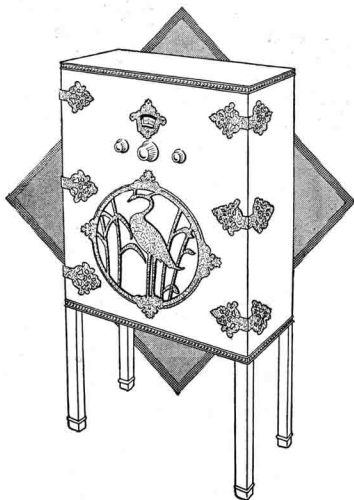
THE note of Chinese Chippendale sings a rich chord of harmony in this picture of the new Crosley Gemchest suitably framed in appropriate surroundings. The Chippendale of the secretary accentuates the refinements of this famed English period. The rich Mandarin Red on the cabinet is thrown into relief by the sage green brocade of the upholstered chair and darker green of the hangings. The lamp introduces a modernistic touch and at the same time sheds a warm amber glow over the whole setting.

Either the Gemchest or the Showchest, displayed in such a setting as this in your window, will register a telling effect upon your sales. The set is its own salesman. Striking, unusual, rich and appealing in color and design, present it in an appropriate background and let people see for themselves what a desirable model it is!

The Charm of Chinese Chippendale in Crosley

The SHOWCHEST

A-C ELECTRIC



The Showchest :: with Dynacone :: Genuine Neutrodyne

ONCE more Crosley strikes athwart the radio world with this 8-tube, all-electric console model, an absolute sensation, The SHOWCHEST. It introduces the Chinese Chippendale note into radio receiver design, with its unique Chinese influence and rich color!

Complete, an 8-tube A-C electric receiver and Crosley Dynacone power speaker, housed in a small, compact metal chest, ornamental, ready for instant operation.

Only Crosley resources and skill in manufacturing enable The SHOWCHEST to make its bow to the radio field at the phenomenal price, \$109.00, without tubes. This price is for any of the three unusual color finishes used on the metal chest.

The Crosley GEMCHEST, a 6-tube, A-C electric model, with magnetic speaker, is furnished in similar Chinese Chippendale chests, at \$95.00, without tubes.

\$109.00

without tubes



Mandarin Red



Nanking Green



Manchu Black



The SHOWCHEST demonstrates very convincingly on WLW

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 DYNAONE 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 DYNAONE—\$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 unmatchable 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 Shower's Crosley radio console you offer. Please send me literature.

Name.....

Address.....



Cabinet C-3 with DYNAONE built in drop door. Crosley 6 tube AC electric SHOWBOX installed \$115.



Cabinet C-4 (6ft) built in full swing drop door. Crosley 6 tube AC electric SHOWBOX installed \$130.



In cabinet C-1 (6ft) \$124.

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

FREE

Feature this combination—the smart, unmatchable Showers C-3 Console with Dynaone 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.

The MERSHON CONDENSER

in the Radio Lines
You Handle is Your
GUARANTEE of

NO CONDENSER TROUBLE !



*Self-heating in
case of puncture*

Economical

*Extremely effi-
cient for high
voltages
Unaffected by
weather*

Many a wise radio manufacturer incorporates the Mershon Condenser in his line because it guarantees No Condenser Trouble for himself, the distributor, dealer or consumer. Why not ask Now, Mr. Dealer, if your radio lines will include the Mershon Condenser?

*Made exclusively by the
AMRAD CORPORATION
MEDFORD HILLSIDE, MASS.*

J. E. HAHN,
President.

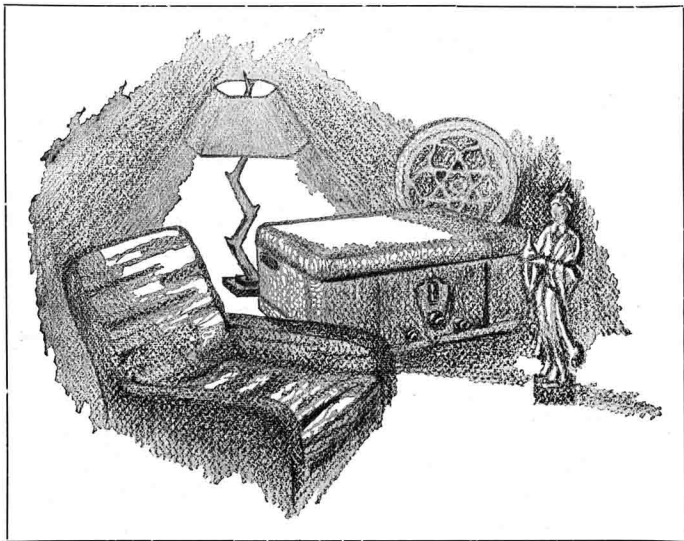
*For information concerning the Mershon
Condenser and its use by manufacturers* POWEL CROSLLEY, Jr.
Please Address Dept. E. 2. Chairman of the Board.

There's Radio Pleasure for Homes Without Current

with the

Crosley Battery Set

The **BANDBOX**



6-Tube -:- Storage Battery Type

\$55.00

without tubes

The Crosley battery-type radio receiver, the BANDBOX, remains the sensation of battery sets. It is strictly a modern receiver with the utmost refinements in battery-type sets! There's a wide demand for the BANDBOX from the thousands of radio fans who haven't access to power lines. Every home without wiring is a logical prospect for the Crosley BANDBOX.

This Crosley set is completely shielded, genuine Neutrodyne, with accumulators for sharp tuning, illuminating dial, and other up-to-date features. Also, it is wired for use with output tube and may be converted—by means of a suitable power supply unit—for use with electric current. The BANDBOX is supplied in a metal case with the handsome gold highlighted ripple finish made famous by Crosley.

Crosley's Type-D Musicone is recommended for use with the BANDBOX to get the best results.

Demonstrate the BANDBOX on W L W

A Bigger Sale! A Bigger Profit, with this Findlay-Crosley Outfit!

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)

Unequaled 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. Write for Newspaper mats.

ROBERT FINDLAY MANUFACTURING CO.

Incorporated

Brooklyn, New York

CROSLY DEALER'S RADIO COURSE

10 Simplified Lessons Especially Prepared for Crosley Dealers

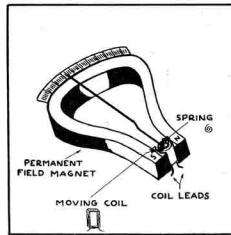
LESSON VI.

Measuring Current and Voltage.

In order to measure current and voltage, instruments known as "ammeters" and "voltmeters" are used. These ordinarily make use of the magnetic effect of the currents flowing through them to deflect pointers over scales calibrated in the proper units. The meters described below are typical of those used in radio measurements, but they by no means represent the only types of construction employed in such instruments.

Ammeters.

Fig. 1 illustrates the most common type of direct-current ammeter. It consists of a strong permanent magnet in the field of which a low-resistance wire coil, rigidly attached to a pointer, is hung. When in use, the ammeter is connected in the line in such a manner that the current which it is desired to measure flows through the pivoted coil. The coil then becomes a magnet, with a north and south pole, and tends to swing around so that its poles are as close as possible to the opposing poles of the permanent field magnet.



that of a standard ammeter under be calibrated in amperes of current

An ammeter of the above type cannot be used for measuring alternating currents, because every alternation or reversal of the current would cause the magnetism of the coil to change and the result would be simply a continual vibration of the pointer near zero, with no continuous deflection. Some alternating current meters are made with electromagnet fields, so that the field magnetism reverses when that of the moving coil does, resulting in a constant torque in one direction and a steady deflection. Other alternating current meters make use of various methods for obtaining similar results.

Ammeters Connected in Series with the Line.

In order to measure current with an ammeter, the current which it is desired to measure must flow through the meter. Consequently the meter must be connected in series with the line. Never connect an ammeter across the line (i. e., in shunt or parallel); always put it in the line so that the entire current to be measured flows through it.

Voltmeters.

The usual type of voltmeter is constructed similarly to an ammeter in every respect except that the coil or coils are wound of many turns of fine wire, so as to have a high resistance. Consequently these instruments draw but minute currents. Now by Ohm's law, we know that current equals voltage divided by resistance. Consequently the current flowing through a high-resistance ammeter is proportional to the voltage applied to the terminals of the meter. Such an instrument may be calibrated to indicate the voltage applied to its terminals, in which case it is known as a "voltmeter". The same instrument could be calibrated in terms of the feeble current flowing through it, in which case it would be a milliammeter (one milliampere equals one-thousandth ampere).

Voltmeters Connected Across Line.

Remember that the voltage represents the fall in pressure between two points in the line. Thus, to measure voltage the meter must be connected to the two points in the line between which the voltage is to be determined. For example, if it is desired to measure the voltage drop in a resistance, the meter should be shunted across the two ends of the resistance and the voltage read while the usual current is flowing

through the line and resistance. If it is desired to read the operating voltage of a battery, the battery should be connected to the radio set or other device which it operates, the current turned on and the voltmeter shunted across the battery terminals. Never connect a voltmeter in series with the line. Always connect it in parallel with that part of the circuit which the voltage drop is to be measured.

How To Make An Ammeter Read High Currents.

If you have, for example, an ammeter reading to 10 amperes and wish to increase its scale range so that it will read 20 amperes, it is simply necessary to shunt a resistance of the proper value across the terminals of the instrument, so as to carry part of the current around the meter.

The procedure is as follows: Connect the meter in a line in which a current of less than 10 amperes is flowing. Suppose, for example, that the meter indicates an 8 ampere current. Now connect a variable resistance unit (rheostat) in parallel with the meter and adjust it so that with the same current flowing the meter reads 4 amperes. If the resistance is left connected to the meter, and its adjustment is not changed, the instrument may then be used to read to 20 amperes, for each ampere of current indicated on the scale will correspond to 2 amperes actually flowing through the meter and shunt. In a similar manner, a meter of given range may be made to read any number of times its full scale reading.

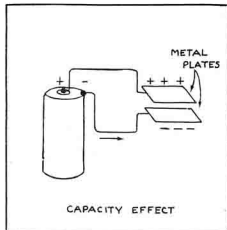
Increasing the Range Of A Voltmeter.

The range of a voltmeter may be increased any desired number of times by connecting a resistance unit in series with it and adjusting the resistance in a manner similar to that outlined for ammeters above.

Condensers And Capacity.

Radio circuits can all be "boiled down" essentially to three types of electrical units: resistances, inductances and capacities. We have already considered resistances and inductances, now what is meant by "capacity"?

Suppose we connect a battery to two metal plates separated by a thin layer of air. The plate connected to the positive pole of the battery will have on it a positive charge and that connected to the negative pole will have on it a negative charge. Now positive charges attract negative charges so that there will be a tendency for the positive plate to become more positive and the negative plate to have more and more negative charges piling upon it until the back pressure, or back voltage, due to the piling together of charges on the plates is equal to the pressure, or voltage, of the battery (the negative charges packed together on the negative plate will repel each other, etc.)



Thus two plates placed close together and connected to a battery act like an electric tank for storing up electricity. This characteristic of conductors is known as "capacity" and a device for introducing capacity in a circuit is known as a "condenser".

Measurement of Capacity.

We have seen that the fundamental reason for the capacity effect is the attraction of positive charges for negative charges. The example that we used to illustrate the capacity effect consisted of a condenser of two metal plates, oppositely charged, and placed together. In such a condenser the capacity is defined as the ability to store up a charge under a given impressed voltage, that is: Capacity Equals Charge Stored Per Unit Voltage Applied To Condenser Terminals. In symbols: $C = Q/V$. If the quantity of charge Q is in coulombs (the amount of charge carried by one ampere flowing for one second) and the potential in volts, the unit of capacity is called the farad. Thus: Farads capacity = coulombs charge / volts applied to condenser.

In radio practice the farad is too large a unit for convenient use, so that the micro farad (equal to one-millionth of a farad) is the unit used in rating radio condensers.

What Capacity Depends Upon.

The attraction of positive for negative charges increases as they are brought closer together. Thus we should expect the capacity of a condenser to increase as the plates are brought closer together. The larger the plates, the more positive charges may be brought opposite negative charges, and consequently the greater will be the capacity effect. Further, the material between the plates is found to influence the attraction of the charges for each other and the consequent capacity of the condenser. Lastly, the shape of the plates governs to some extent the distribution of the charge on them and the resulting capacity.

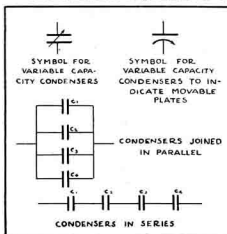


FIG. 3

- (1) Increases as condenser plates are brought closer together.
- (2) Increases with increased area of plates.
- (3) Depends upon the material between the plates, being directly proportional to a factor for the material known as the "dielectric constant."
- (4) Depends upon the shape of the plates (whether they are flat, tubular, etc.)

For a flat plate condenser, the capacity may be calculated approximately as follows: Capacity in microfarads = 2,248 times dielectric constant times area of plates in square inches divided by distance between plates in inches times 10,000,000,000. This holds only if the plates are in contact with the insulating material between them.

Radio Condensers.

Condensers are used in many parts of the radio circuit. They are of two main types — fixed and variable. Fixed condensers have a constant capacity. The variable condensers used for tuning, balancing, controlling, regeneration, etc., are arranged so that their capacity may be adjusted.

Variable condensers used in tuning usually consist of two sets of plates, one stationary and the other rotating so as to interleave between the fixed plates. The capacity is varied by rotating the movable plates so as to change the effective distance between the two sets of plates.

QUESTIONS

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

1. When a voltmeter is used to measure the voltage drop in a resistance, does the current drawn by the meter change this voltage drop?
2. A voltmeter with 50 volt scale is to be used on a 110 volt line. Its resistance is 1000 ohms. How can it be made to have a full scale reading of 120 volts?
3. An ammeter giving full scale reading for 3 amperes is to be changed to have a full scale reading of 6 amperes. How can this be done if the resistance of the instrument is 1 ohm?
4. The output of a radio transmitter is connected to an aerial and to the ground. Is there any capacity effect between the aerial and the ground? Explain.
5. If two condensers are connected in series, will the total capacity be greater or less than that of one? What will be the effect if they are connected in parallel? (see diagram).

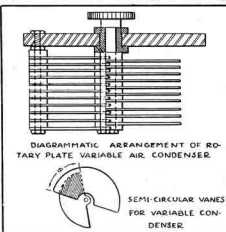
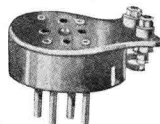


FIG. 4

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

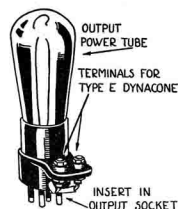
SCHUSTER ELECTRIC COMPANY
WHOLESALE
CROSLY DISTRIBUTOR
2169 Spring Grove Avenue
412 Elm Street, Cincinnati, Ohio
West 144—PHONES—Main 829

Dynacone
ADAPTER

Simple 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



With this new Dynacone Adapter, virtually any A-C radio receiving set utilizing 171-A output tube, may be adapted for use with the Crosley DYNAACONE. The Dynacone Socket Adapter is used with radio sets having output transformers or output choke systems. Type E DYNAACONE 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.

the marvelous new **MEROLA**

PICK-UP UNIT PLACED IN TOP OF OLD TALKING MACHINE

SWITCH FROM RADIO TO TALKING MACHINE AS YOU WISH

DETECTOR SOCKET ADAPTER IS ONLY CONNECTION IN YOUR RADIO

Diagram showing a pick-up unit being placed on top of a talking machine. A switch is shown connecting the unit to a radio. A detector socket adapter is shown connected to the radio.

The Crosley MEROLA is the newest development in radio-phonograph pick-ups. Instant change over from A-C receiver to electrically operated phonograph is possible, using the MEROLA electric tone-arm. Old-style phonographs and even small portables can be transformed into modern electric reproducers, with tremendous improvement in tone, volume and quality. Crosley A-C sets are equipped with MEROLA posts and the permanent installation on a Crosley set is the work of a few minutes. The MEROLA is neat, compact and handsomely finished.

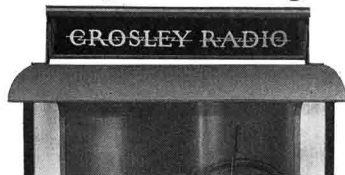
\$15.00

Order from your
Distributor

Demonstrating Crosley Sets on WLW is the most
convincing sales argument!

These Sales Helps Pep Up Your Season !

A Bright Truck Sign!



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

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

Order from your Distributor.

CROSLEY BOOK MATCHES



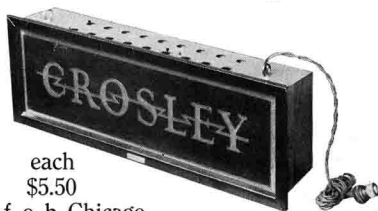
\$3.75
for One
Thousand

=
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.

Add Sales Momentum with Crosley's Selling Plan!

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!

