

*The* CROSLLEY

# Broadcaster...

WLW



WSAI

VOL. VIII.

MAY 15, CONVENTION ISSUE, 1929

NO. 10.

Watch  
**CROSLLEY**



Big News  
in Radio!





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

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

**NEUTRODYNE** 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.



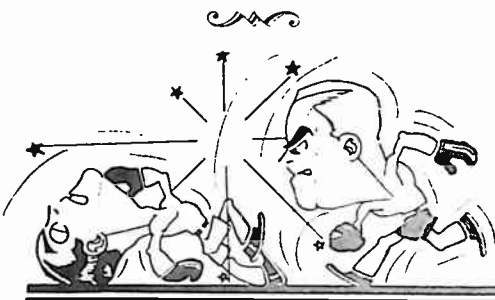
This is your paper. Help make it interesting by sending in contributions. Material sent in is most welcome. Comments of every description will be appreciated. Let's all pull together.

**BIG NEWS! EXTRA! SPECIAL EXTRA!** Three Star Special! The new Crosley models are the big news in radio! It's exciting! It's waking up the radio buying public to a new appreciation of radio models—to new standards of radio performance. And how are you going to cash in on this big news? Radio is a newsy field. The consumers' interest in radio is still alive—not as fresh, not as circus-like as it was in the early days of the field—but still alive. Radio is a newsy product—it's still amazing to the public how these contraptions can pull out of the air the glorious programs which people are now expecting and receiving. New radios are intensely interesting to old radio owners. Every battery set owner is thinking of getting an electric set if he has the power supply. What's the newest? Crosley! Keep that news idea alive in your business—Crosley is keeping it alive for the industry. Cash in!

With the idea in mind that your store is newsy to your public—treat your window like the front page of a newspaper. Make your windows newsy—and the big news should be on the front page—in your windows. You are the editor—you arrange the news items in your window in the order of their importance—the big headlines are the front of your window. The newspaper depends on the headlines to pull circulation—to get the people to buy—to build circulation. Your headlines, too, must have pulling power—they must produce immediate business. June 18th the biggest possible drawing force for your store is a window display of the new Crosley radios—the big news in radio—neatly, effectively ar-

where you have sets with unusual selling features, with unusual performance possibilities and all at the lowest range of prices—you have a window display that simply MUST produce business. And when you add to all that a news interest—you must take advantage of the opportunity.

For Crosley advertising of the new sets will have the consumer ready for you to pluck the sales. The consumer will be punch drunk from the barrage of posters and double spreads in magazines and newspaper copy and your own dealer advertising—your window display will deliver the kayo punch. In all your days in the radio business you haven't had a business getting campaign comparable to the presentation of the Crosley 1930 models—you owe it to yourself to cash in on it 100 per cent.



**IT'S A KNOCKOUT! THAT LATEST addition to the Crosley Line. Gentlemen—the Crosley Autogym!**

This latest addition to the Crosley products gives you a whip-hand over competition. It gives you a four angle approach to the market and it certainly rounds out the Crosley line with a bang. Such a machine was designed to cater to that ever growing demand for exercise, plenty of exercise, exercise in the least possible space of time.

Crosley had the good points and the bad features of all the other machines on the market to guide him in designing the Autogym vibrator. It is only natural that he should build the best and the best at the most reasonable price existant.

Through exhaustive tests by medical experts it has been found that fifteen minutes a day with the Autogym will not only keep the body in perfect shape but will aid in correcting various conditions and bodily ills. In other words the Autogym has been designed to keep a nation fit to sit.

We have not the time nor the space here to go into all the myriad uses and the benefits to be derived from using the Autogym so we will confine ourselves to sketchily picturing what possibilities such an instrument holds for you. An instrument catering to the general health condition of the public; it has a year round market and a universal appeal. As a unit it possesses potential attraction and drawing power rivaled by no other piece in the line. Its advertising possibilities are enormous. It is the best and cheapest machine on the market. It is beautiful. Interest which it naturally excites is shared by the rest of the line. It is a unit which needs no attention or service to maintain it. Easy to sell; the Crosley Autogym Vibrator sells itself on sight. We predict great things for the Autogym.

The season for big sales of the Crosley Icyball Refrigerator is just opening up. Sign your questionnaire NOW and secure exclusive rights in your locality for the sale of this absolutely new method of Refrigeration!

## Crosley 7th Annual Convention Smashing Success!

Behind closed doors, closely guarded by specially deputed watchmen, Powel Crosley, Jr., president of the Crosley Radio Corporation, on May 7, revealed before a 100 percent group of distributors, the big news in radio for the coming season. The occasion was the opening session of the Seventh Annual Crosley Distributor's Convention, May 7 to 10 in Cincinnati.

Three business meetings were held in the "star chamber" better known as the Grand ballroom of the Hotel Gibson and although rumors of all sorts were heard in the lobbies adjoining the room, actual confirmation was lacking.

"You may say I am with-holding the announcement of our line until June 18," explained Crosley when pressed for information. "On that date it will be revealed to the entire trade as well as to the public and I can assure you that it will be the biggest news ever made public in the radio industry."

Some rumors heard around the hotel have it that Crosley will abandon the metal box containers so familiar to the trade through the Gembox and Showbox series and put all of his models out in wood cabinets complete with speakers. Other rumors are contradictory and have it that the Cincinnati firm will stick to metal and furnish chassis for dealer installation in cabinets as in the past. A third story is that Crosley will extend his line and include both wood console jobs and metal table models.

When members of the local press quizzed jobbers for details of the new products they pointed to the huge sign in the ballroom lobby reading: "BIG NEWS IN RADIO! GREATEST RADIO LINE EVER."

The presence of C. W. Peterson, inventor of the Crosley Musicone and Dynacone speakers at convention meetings indicates, according to those close to the organization, that Crosley intends to further strengthen his position as leading speaker manufacturer by introducing a new model. Crosley has always been to the fore in the reproducer line and it can be expected that he will keep abreast of the times when the new line is introduced. It is known, however, that in spite of a new speaker being announced, that many distributors have asked that the Dynacone be retained.

Distributors from districts having large rural populations seemed especially happy after the first meeting and while much of this glee might be traced to the new Icyball refrigerator line which was displayed openly, it is thought that developments in the battery receiver field might also have contributed.

Only one new item was displayed openly and information released on it. This article, however, is a specialty and not radio in character. It is a new low priced vibrator known as the "Autogym". From the applause of the distributors at the unveiling of this weight reducer, it may be concluded that they were well pleased to have this device added to the Crosley line.

During the course of the meeting, Mr. Crosley introduced Neal E. Newman, new

general sales manager; Edgar V. M. Gilbert, sales promotion manager; F. Clifford Estey, head of the newly created sales research department and chairman of convention activities; A. E. Deaderick, advertising manager; I. E. Heckel, display advertising manager; and Walter E. Evans secretary of the Corporation.

Announcement was made by Mr. Crosley of the appointment of J. Walter Thompson to handle the Crosley Radio corporation account and H. T. Stanton, vice president of the agency was introduced. Mr. Stanton outlined the extensive Crosley campaign which is scheduled to start on June 4 on a nationwide basis. Howard Henderson, manager of the Cincinnati office of J. Walter Thompson, also addressed the distributors.

James Austin of the Commercial Credit company, following his introduction by Mr. Crosley, explained the financing of dealers plan to be put into effect immediately by his organization. The plan met with instant approval and the distributors expressed the belief that the orderly handling of dealers' paper would make for greater business.

Crosley business meetings were held Tuesday morning and afternoon and Wednesday morning. Thursday was given over to Amrad activities under the direction of Major James E. Hahn, president.

The Seventh Annual banquet was held in the ballroom, Tuesday evening and entertainment was furnished by H. Ford Billings, director of broadcasting for the Crosley corporation. Between 9:30 and 10:30 p. m., the banquet features, including an address by Mr. Crosley, a welcome to Cincinnati by W. C. Culkins, executive vice president of the Chamber of Commerce, and talks by distributors, were broadcast over WLW, the Nation's station.

Wednesday afternoon was spent in inspecting the Crosley farms and Mr. Crosley's new Tudor home and estate. A barbecue lunch was served in the apple orchard and many visitors made their first acquaintance with "burgoo," a dish as famous in Kentucky as its Colonels are in all parts of the world. The barbecue was followed by a dinner served aboard the "Island Queen", famous Ohio river pleasure boat. The steamer cruised along the Kentucky shore during the meal, returning to the Cincinnati wharf in time to take aboard some three thousand Crosley employees for a moonlight ride and dancing party.

Golf at Cloverhook Country Club, a visit to the WLW transmitter at Mason, Ohio, and an inspection of the factory occupied Friday, the final day of the convention. A trip to Lunken Airport to witness a flight of the Crosley "Moonbeam", the first ship to be turned out by Powel Crosley's new airplane firm, was cancelled as the distributors had seen the ship on Wednesday. During the barbecue party Crosley's pilot flew over the farm and after putting the "Moonbeam" through its aerial paces, landed on one of the polo fields. Airplane enthusiasts among the visitors remarked on the remarkably low landing speed of the ship as well as its ability to take off in a limited space.

## TALKS TO THE TRADE

WE HAD A GREAT AND enthusiastic meeting of our distributors in Cincinnati on May 7, 8, 9, and 10. I wish everyone of the Crosley family of dealers could have been with us. I know that they too would have been enthusiastic.

This issue of the Crosley Broadcaster will carry a further story of the convention. You have already been told much of the story of the new things in the Crosley line, although we ask you to observe the fact that our announcement of the Crosley line is not to be made public to other than Crosley dealers and distributors until June 18. We are relying upon every Crosley dealer to make no public announcement and insert no advertisement until June 18. At that time the whole story can be told and it will be told through a stupendous national campaign of billboards and newspaper advertising that will blanket the country. Every person in the United States who can read will have the opportunity of knowing this story at that time.

In the meantime, the Crosley 32 and 42 are available for your stocks. Be sure that you have samples and are ready to take advantage of the big push which starts June 18. The other models will come along so that we expect that you can have a complete stock of samples on that date. Some will be rushed at the last moment by airplane to all parts of the country. We shall leave no stone unturned to have Crosley the greatest line in radio this year.

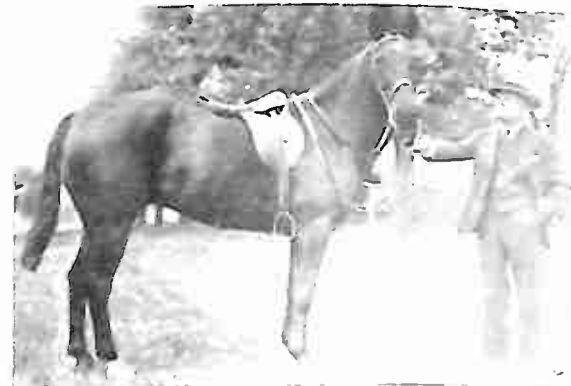
Powel Crosley Jr.





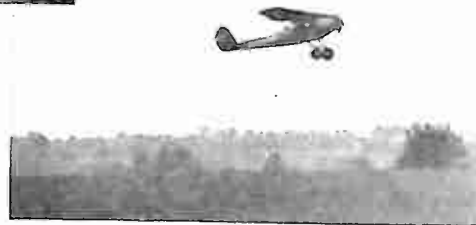
LEFT: The Hotel Gibson one of the finest hotels in Cincinnati was the scene of the business meetings and banquet of the 7th Annual Crosley Convention.

RIGHT: Neal E. Newman, General Sales Manager, and King Cole, one of Powel Crosley, Jr.'s polo ponies. Mr. Newman is himself an enthusiastic horseman.



ABOVE: The Ballroom of the Gibson Hotel where the shot was fired that will be heard around the radio world. Deserted now, it quivered for a day to the shouting of a 100% group of enthusiastic Crosley distributors when the new Crosley line was displayed and discussed by Powel Crosley, Jr.

RIGHT: The Crosley Moonbeam, a flash of silver, makes a perfect landing on the Polo Field—part of the estate of Powel Crosley, Jr.



D. W. May of D. W. May, Inc., Newark, N. J., and Walter Ferry, general sales manager, are not so interested in the cooling shade of this noble apple tree as they are in securing material with which to conduct experimental work in the sanctity of their cellars back home.



The Crosley motor fleet that conveyed the delegation to the farm and the Crosley factories.



RIGHT: The Island Queen, largest river excursion boat in the world. This was the scene Wednesday night, May 8, of the Crosley Moonlight Boat ride at which the Distributors were guests of honor.

LEFT: The new conqueror of the air, Powel Crosley, Jr.'s "Moonbeam". The Moonbeam is described further in the next issue.



# Hi-Lights of Crosley

# the 7th Annual Convention



ABOVE: The Skipper and the First Mate contemplate a tub of steaming burgoo, the piece de resistance of the refreshment at the Crosley farm. Mark the southern view of Claude the Chef.



LEFT: "The Straw Hat Brigade". The first hay hauler of the season in Ohio was exposed by Messrs. Cummings, Simpson, Watson, Roper, Terrill and Rankin. All save Mr. Roper agreed that the weather was ideally like that of their beloved Dixie.



ABOVE: Clovernook Country Club where delegates belonging to the golfing gentry struggled with Mr. Bogle and the 19th hole.

BELOW: That lucky devil, Claude Urban of U. S. Radio of Pittsburgh surrounded by a few members of the feminine delegation who accompanied their husbands to the 7th Annual Convention. The scene is the Clovernook Country Club.



Enthusiastic distributors surround the Crosley Moonbeam for closer inspection.





# National Campaign Opens

## Crosley's Big News in Radio To Reach Half the People In The Nation



BELOW: Twenty-four sheet poster in the Crosley colors of Red, Black and Yellow which will be issued on May 20 and receive attention on billboards throughout the country. This will be the first poster of the series.



RIGHT: the third poster, which like the others will be featured nationally, will present the information that the new line is ready for the public. It will appear June 15-20.



LEFT: The Crosley teaser ad which will appear in 132 papers and have nation wide circulation. The position of the ad will attract attention not only by its size but principally by its unusual position on the page. Watch for it on June 4.

ABOVE: The second poster to be released May 29 will announce the date on which the sensational new Crosley line will be presented to the public.

The Crosley Radio Corporation is marshalling its forces to put on the biggest campaign that it has ever put on in its life to pave the way for the announcement of the new Crosley line. This sensational line will be ready for the public by June 18. In the meantime the country is going to be thoroughly prepared for the Crosley announcement of The Big News in Radio. A carefully thought out teaser campaign has been designed to make the public await with anticipation the new Crosley merchandise.

The first gun fired in the campaign is the distribution of a twenty-four sheet poster for billboard publication throughout the country. Printed in flashing colors it promises news and divulges nothing. This poster has been designed to arouse interest. The second poster announces the date when the new models will be shown. It will increase interest. The third poster announces that the models are ready. While the posters are being published newspapers in 132 large cities will run an ad (see picture above) placed in a striking and interesting manner in such a way that it attracts attention to the fact that Crosley is doing

something big without telling the public just what is being done.

The J. Walter Thompson Company of Chicago has been appointed to take care of the national dissemination of the sensational Crosley message. They will prepare the market for the big news about the Crosley line, and will follow up with intensive national advertising in the leading magazines in the country. Double page spreads in the Saturday Evening Post, Liberty, and Colliers will be the feature of this advertising.

It is estimated that 49,000,000 persons will be apprised of the Crosley message.

# The Big News In Radio At RMA Convention

## Crosley Executives Will Direct Showing Of New Sensational Line At Chicago



TOP ROW LEFT TO RIGHT: W. L. EVANS, Secretary; N. E. Newman, General Sales Manager; Clifford Estey, Manager Sales Research. Bottom: E. V. M. Gilbert, Manager Sales Promotion; L. A. Kellogg, Sales Manager, Refrigeration Division.

There will be much hurry-scurry, much looking-up-sleeves, much vain regret in the Blackstone Hotel in Chicago and that in the near future. The Convention of the Radio Manufacturers Association is scheduled to take place at the above named hostelry about the third day of June and it is to continue through the seventh.

The Crosley delegation is going and going with that "cat that ate the canary" smile. They have worked and worked hard to make the Big news in Radio which you are hearing about and which you will continue to hear about for some time. We have a hunch that it will be the sweetest music that your ears have ever heard. Anyway they are going not with apprehension of the competition but serene and satisfied with their achievement and safe in the knowledge that the new Crosley line is miles in front. They do not look forward to enjoying the weeping, wailing and gnashing of teeth, in which the competition will indulge when they see the new line, but they know that it is inevitable and are prepared for it.

The display will be in the southwest corner of the ballroom of the hotel and the new line display will be in operation in room four. The booth in the ballroom will be No. 8.

The Crosley Icyball Refrigerator line will be chaperoned by L. A. Kellogg, Icyball Division Sales Manager, and C. H. Carey, Crosley Icyball National Representative. The dealer displays will be on the Art Floor and they

will be tended by F. A. Bremer, Jr., and O. T. Thorsen, Crosley Mid-West Representatives. N. E. Newman, General Sales Manager of The Crosley Radio Corporation will have his headquarters in the conference room. E. V. M. Gilbert, Sales Promotion Manager, will discuss key accounts and merchandising. The J. Walter Thompson representative will be in attendance. Clifford Estey, Manager of the Sales Research Department, will act in the capacity of general chairman in charge of Crosley affairs at the convention.

Mr. Kellogg and Mr. Estey, pictured above, are both veterans of the Crosley organization. Mr. Estey who formerly served as Assistant to the President is now acting in the capacity of Manager of the Sales Research Department.

### WALTER L. EVANS

Walter L. Evans, for 11 years secretary and merchandise manager of McAlpin Company, of Cincinnati, and prior to that for 7 years with a Toledo firm, has been appointed Secretary of The Crosley Radio Corporation. He will take over some of the duties of Lewis Crosley, Vice President, who had been acting as secretary.

### NEAL E. NEWMAN

Neal E. Newman is the new General Sales Manager for The Crosley Radio Corporation. Mr. Newman comes to us with a wealth of sales and executive experience developed during seventeen years' experience in the special-

# Our President

## As the Artist Sees Him



Our popular president as seen by one of the leading artists in the country. Powell Crosley, Jr.'s lucid and intelligent presentation of the new line which promises to upset the radio industry was a matter of considerable comment among the distributors gathered at the 7th Annual Convention. Every conceivable point for discussion was brought up and satisfactorily answered by Mr. Crosley with regard to the new sets, the Icyball Refrigerator and the new Autogym Electric Vibrator. It is a pity that all of the members of the Crosley family have not had an opportunity to meet Mr. Crosley and study his dynamic personality.

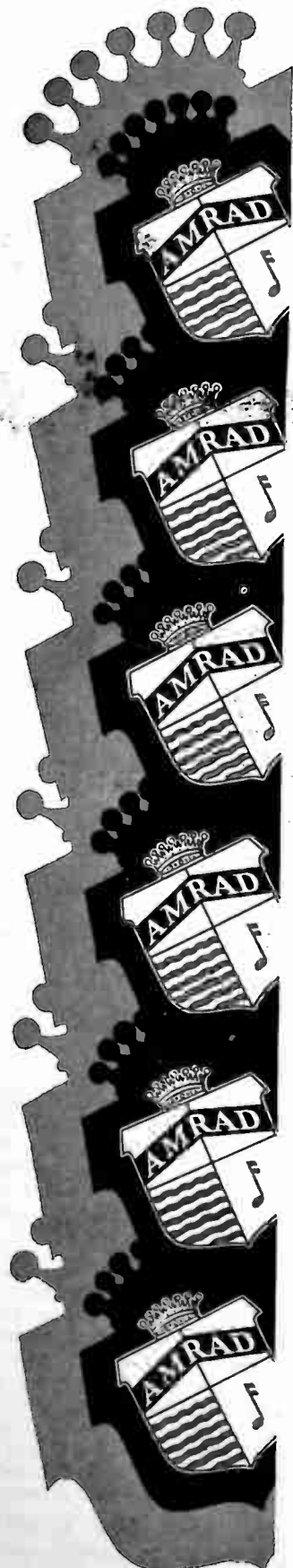
The reproduction of the drawing above is the work of William Oberhard, widely known for his portraits of national and international figures in business and politics. This picture will be featured in the national campaign now being formulated under the direction of the J. Walter Thompson Company of Chicago.

ty sales field. In his capacity as salesman, distributor, district manager and finally as Assistant General Sales Manager of the Felt & Tarrant company, comptometer manufacturers, he hired and trained a national sales force and directed their efforts for five years. He was also associated with Northwestern University for three and one half years, during which time he organized the school of commerce sales training course.

### EDGAR V. M. GILBERT

Edgar V. M. Gilbert, for the past three years general sales manager of Landay Brother, Inc., New York and eastern states chain radio, phonograph and piano stores operators, has been appointed Manager of the newly created Sales Promotion Department. Mr. Gilbert has a long and enviable record in the field of merchandising.





# AMRAD DEALERS

Rarely in any business is an opportunity offered such as that which Amrad presents to its dealers in a new and brilliant line of radio receivers and radio-phonograph combinations. In appearance, in workmanship, in performance, no finer radio line has ever been built. Plus an amazing value to the consumer.

Write if you want complete details.

**THE AMRAD CORPORATION**  
Medford Hillside, Mass.

**J. E. HAHN**  
President

**POWEL CROSLLEY, Jr.**  
Chr. of the Board



## CROSLLEY DISTRIBUTORS



It is with the deepest sadness that we announce the death of one of the oldest Crosley Distributors, John G. Schuster, President of the Schuster Electric Company of Cincinnati, and Chairman of the Cincinnati Radio Distributors' Organization, who died at his home late Wednesday, May 15. Services were held from his residence on Saturday, May 18. Mr. Schuster is well known to the radio trade in this locality, and had been one of the most enthusiastic Crosley distributors in the organization. His absence from the rolls will be deeply felt.

### Kierulff Takes the Count!



A new method of outwitting boot throwers and rice heavers—those gay jesters of wedding parties, has been devised by that sly rogue, Charles L. Kierulff, party of the first part in the firm of Kierulff & Ravenscroft Crosley Distributor in San Francisco and Los Angeles.

Two days before the K & R delegation left for Cincinnati to attend the 7th Annual Convention of the Crosley Radio Corporation, Charlie took unto himself a wife. His partners in the confraternity were in abysmal ignorance of this canny move. They remained so. A. E. Ravenscroft had purchased the tickets and made the reservations for a party of what he thought was going to be six men. He gave Mr. Kierulff his tickets and thought no more about it. Mr. Kierulff, laughing qui-

etly to himself, exchanged his reservations for a compartment in the observation car, and on the day of the migration to the former beer metropolis, hid himself early to the train with his young and charming wife and retired to the privacy of his compartment.

The other five of the delegation put in their appearance. But no Kierulff. They waited. They marked time. They gnawed at their fingernails in an agony of suspense. But still M'sieu Kierulff was conspicuous by his absence. A gentleman in the party wanted to keep the train from leaving—but trains like tides you know. The train puffed out indignantly and the delegation, worried and broken by the thought that Kierulff had been taken for a ride, or had fallen into an elevator shaft, or had eaten too much tripe rent their clothes, beat their breasts and sought consolation in the club car.

As the train pulled out, Mr. Kierulff handed the porter a fake telegram to his party advising that he had missed the train but that he would join them at Alhambra. At Alhambra the party plied out to find Charlie. There was no Charlie. There was more agony.

A second fake telegram was handed them advising that Kierulff would join them at Colton making the trip from Los Angeles by airplane. The party became odor-conscious. They agreed it was a species of rodent and decided that something was decaying in Sweden. Halfway to Colton they received a message to go to the observation car. When they hid themselves back they were met by Mr. and Mrs. Kierulff. A noble assortment of comestibles was arrayed there for their consumption. A member of the party got a message through to Yuma, Arizona, and when they got there a magnificent, ten pound wedding cake was ready. And as the mighty mogul boomed onward into the enveloping mantle of night, the dining car echoed with the congratulations and toasts—TO THE BRIDE!



FOR YOU HARDY MARINERS WHO weathered the Crosley boat ride, which was part of the late Distributor convention, we have a little news. That stout bark, the Island Queen, luxurious passenger steamer and ace of the Coney Island river boats, will proudly sail the old Ohio, but not for many a day. Several days after the Crosley Distributors seventh annual convention boat ride the Queen set sail from the municipal wharves with a gay crowd of festive Knights Templar. They and their families were bound for the Island for a gettogether and they were happy and their hearts were full of hope. Came a blast of the whistle—a toot of the horn—a blare of the calliope and the Queen, with a proud shudder and a final belch of smoke steamed majestically up the river. All went well. Up between the commanding hills, past the historic points of interest, the great boat plied her way. Smoothly and silently the miles slipped away until the merry Templars were astounded to see Coney Island looming directly ahead. But alas and alack the gods became suddenly angry. It began to blow as never before and if that were not enough the river suddenly dropped. No, gentle reader, not out of sight but down far enough to land the ship and its precious cargo high and dry on what was all too recently a productive and luxuriant corn field. Needless to say the multitude of abled bodied tars who guide the destinies of the Queen are at it tooth and nail to float the lady from her embarrassing lodging. Well full many a Queen has fallen for less but the idea of this thing is to remind you that when you start with Crosley—Crosley gets you there. What ho!

### WLW Audition Room Discarded to Make Room for Increased Personnel

In order to realize on all of the possible floor space in the present Plant No. 1, of The Crosley Radio Corporation the audition room of the Crosley station WLW now located in Plant No. 1, has become a thing of the past. New offices to take care of the increased personnel of the office force are being erected in the space formerly occupied by the audition room. It is regretted that many persons who have heard broadcasting programs in the past will not any longer find room to enjoy their evening's entertainment. Increased production and the need of every available square inch of room has forced the Crosley Radio Corporation to take this drastic step.

However, the arrangements are only temporary. The new home of WLW on the eighth floor of the Crosley skyscraper will provide ample space for audition rooms.

### Crosley Voted First Choice

In a voting contest to determine the type of radio receiver to be installed in the recreation rooms of the Vincennes, Ind., Y. M. C. A., Crosley Showbox came out first and the Hoosier lads are now "There With A Crosley" whenever a big sporting event comes over the ether from WLW. The receiver was purchased from a fund raised by popular subscription and each contributor was given the privilege of voting for the type receiver desired. Crosley won hands down and in addition two loudspeakers of the Dynacone type were installed so that the broadcasts could be heard in the boys' room and in the reading room.

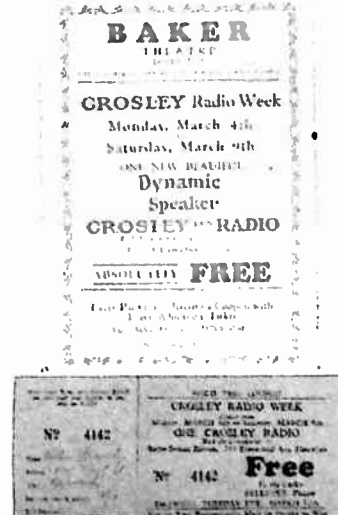


# Theatre Promotion Plan for Augmenting Crosley Sales Reaches 150,000 Motion Picture Fans Weekly

BELOW: Front of one of the motion picture houses in New Jersey co-operating with D. W. May. Theater program containing information about the campaign, and coupon presented at door of theater to all patrons.



ABOVE: Displays of Crosley receiver sets. The Motion picture houses in New Jersey co-operated considerably with D. W. May in putting his plan over. May considers this kind of advertising of incalculable value.



ABOVE: Displays of Crosley receivers in the lobbies of leading theaters throughout New Jersey. It is to be noted that thousands of patrons observed these displays with interest.

D. W. MAY, INC., Crosley Distributor in New Jersey, has received considerable wide-spread publicity for Crosley radio receivers through the adoption several months ago of an interesting motion picture theater sales promotion plan. May announced that approximately 150,000 motion picture patrons were reached by his campaign per week.

Co-operating with the dealers in his territory to the extent of 50 per cent of the costs of presenting the plan, D. W. May inaugurated the contest in 65 motion picture houses throughout his New Jersey territory.

The campaign runs for one week in each theater. Displayed prominently in the lobbies are three Crosley receiving sets with appropriate posters announcing the contest in which a Crosley receiver is given to the movie fan holding the lucky number. The tie-up is made in the local newspapers in which announcement of the plan is run with the theater advertising. Large posters are displayed all over town telling about the prize. A dealer circular containing the theater program and

advertising the contest is distributed by the motion picture house. During the week picture slides are shown in the theater during the showing of the motion pictures.

As the patrons buy their tickets they are presented with a coupon which they fill out with their name and address. They state whether or not they own a radio receiver, and give other pertinent information. These tickets are distributed by attractive girls dressed in special Crosley costumes. In addition to the coupon, Crosley matches, balloons, and similar advertising novelties are given. After filling out the coupon, the stub is detached and placed in a sealed box, the coupon being retained by the patron. At the end of the week the lucky number is drawn and the Crosley receiver is presented to the winner from the stage of the theater. During the week local newspapers publish advertising announcing the contest in the local theater and additional publicity featuring the contest.

More than 50,000 stubs, it was stated, were signed by theater goers in one theater in a week. These stubs are turned over to D. W.

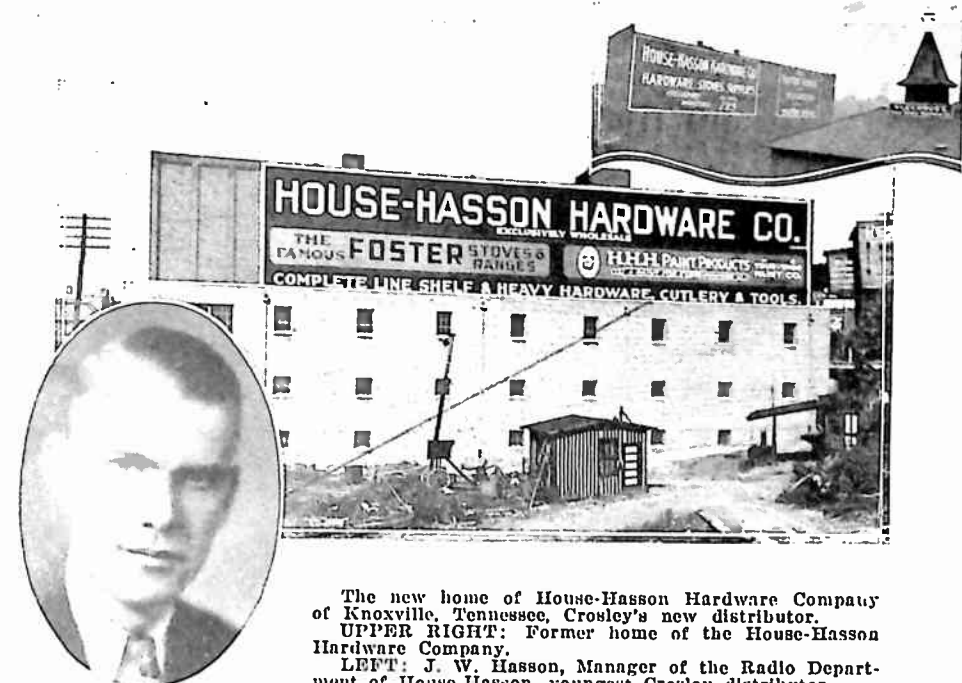
May who distributes them to the Crosley dealers nearest to the addresses. D. W. May states that the publicity given by the campaign is of incalculable value. One dealer stated that he sold 16 Crosley sets as a direct result of this plan.

A feature of the campaign of the utmost importance is the prospect list obtained by the use of the plan. It is a list that would be impossible to secure in any other manner. D. W. May finds that his list is much more complete than that worked out through direct mail or house to house canvassing methods.

A further feature ending the campaign is the mailing of special advertising pieces to the signees of the coupons.

At the present writing it is impossible to give an accurate estimate of what has been achieved through the use of the plan. Approximately 150,000 people per week are reached, the advertising and publicity is thorough and the plan seems to have enough novelty to add a great deal of freshness to D. W. May's advertising campaign.

# House-Hasson Signs With Crosley



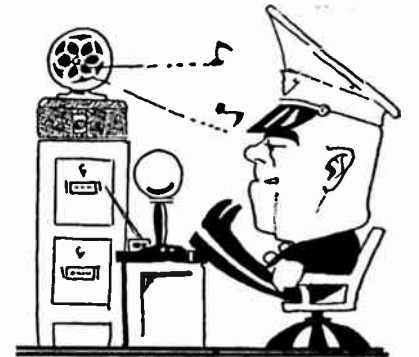
The new home of House-Hasson Hardware Company of Knoxville, Tennessee, Crosley's new distributor. UPPER RIGHT: Former home of the House-Hasson Hardware Company. LEFT: J. W. Hasson, Manager of the Radio Department of House-Hasson, youngest Crosley distributor.

The newest member on the Crosley distributor rolls is the House-Hasson Hardware Company of Knoxville, Tennessee. House-Hasson is known for its aggressive merchandising methods and will push Crosley products in a portion of Northeastern Tennessee. House-Hasson have just moved into their new five

storied, fireproof brick building.

J. W. Hasson, one of the youngest Crosley distributors from a point of age, is the manager of the radio department for House-Hasson. Excellent results from this established and aggressive house are anticipated by the Crosley organization.

# Melrose Police Become Radio Minded via Bandbox



They are also minded to stay awake o' nights when that new police radio system goes to work. The Melrose (Mass.) police department is one of the first police units in the state to install the new police radio which is to be put to use in every police station in the commonwealth if the bill pending in the legislature goes through. The Melrose gendarmerie have had their Bandbox for a number of weeks and have it all ready to tune in on the state broadcast as soon as the pending legislation goes on the statute books. In the meantime the Bandbox which they installed is bringing them choice entertainment.

# Kansas Distributor Conducts Icyball School For Dealers



A few of the members of the Icyball School conducted by The Radio Corporation of Kansas at Chanute, Kansas, April 12, 1929. Attending to the interest manifested in the course is the enrollment of 44 dealers to undergo training in the fundamentals of Crosley Icyball Refrigerator manufacture and servicing.

A thorough knowledge of the Crosley Icyball Refrigerator was considered essential in the merchandising of this product.

Those conducting the school from The Radio Corporation of Kansas were C. B. Titus, Sales Manager; R. R. Shumate, Salesman in the Central Territory, and L. C. Foltz, Special Icyball Demonstrator.

The Crosley Publicity Department is always prepared to assist you in furnishing news features for the radio sections of your local paper. If your newspaper doesn't play up radio, it's about time you delegate yourself the local Moses to lead them out of the bullrushes.

"Hillside" Bill, a gentleman for whom Nirvana is the time spent in listening to anything not less than 2000 miles away, has recently given WLW a new name. This ardent DX fan from Newark, N. J., has rechristened the Nation's Station, "the old Crosley Bandbox."

## TUNE IN!

- We broadcast daily at 11:00 a. m. and 1:30 p. m.
- Financial News
- Market Reports
- Government Bond Quotations
- Call Money Rates
- Foreign Exchange
- Grain and Live Stock Quotations

**THE FIFTH THIRD UNION COMPANY**  
14 West Fourth Street  
Cincinnati, Ohio

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

**SCHUSTER ELECTRIC COMPANY**  
WHOLESALE CROSLY DISTRIBUTOR  
2189 Spring Grove Avenue  
412 Elm Street, Cincinnati, Ohio  
West 144—PHONES—Main 820





THE BEL CANTO SERIES

# AMRAD

P R E S E N T S

## 4 Distinguished MODELS

AMRAD has very keenly felt its responsibility in producing a fine radio line, not only in mechanical and electrical performance, but also in the beauty of its consoles and the maintenance of its reputation for "the finest tone in radio."

It is all the more gratifying, therefore, that we are able to offer to authorized AMRAD dealers what we believe to be the finest line of radio receivers in the market and at moderate prices but out of the extremely competitive field.

The AMRAD distributor in your community now has a line which you can be proud to sell and which will be backed by a powerful national advertising campaign. Each AMRAD model represents a fine, exquisitely beautiful piece of furniture. Each AMRAD model is designed to give the listener gloriously beautiful tone.

Write today for full information as to sales opportunities and complete detail of the 1929 line.

THE AMRAD CORPORATION  
MEDFORD HILLSIDE, MASS.

JAMES E. HAHN President      POWEL CROSLEY, Jr. Chairman of the Board

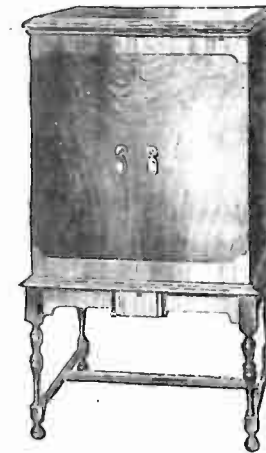
The new extra-heavy Amrad chassis, built for ultra sensitivity and selectivity, is especially designed for the new screen grid tube used in three stages. Tubes used are:  
3 UX-224 or C-324  
2 UY-227  
2 UX-245  
1 UX-280

Enormous power is provided by use of two 245 tubes in push-pull.



THE BEL CANTO SERIES

Prices slightly higher West of the Rockies.



The ARIA

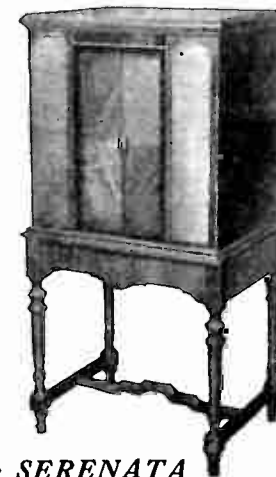
Doors of selected Butt Walnut Veneer, with African Walnut overlay top and bottom. The inside of this modified Art Moderne cabinet has a fine figured walnut face in an attractive Gothic design. New ultra-sensitive Amrad chassis using shielded grid tubes; equipped with Dynamic Speaker.

List.....\$198



The SYMPHONY

Beautiful cabinet of Art Moderne design. Front and sides veneered in highly figured East Indian Laurel Wood, with base rail of Macassa Ebony, decorated with inlays of ebony and holly. Rounded and recessed top of Oriental Walnut. Inside panel of matched Oriental Walnut Veneer. The Amrad screen grid chassis is especially designed for utmost selectivity and sensitivity. The special audio system, in combination with the built-in R. C. A. 106 Dynamic Speaker, gives an unequalled rich tone production. The chassis uses 8 tubes. List.....\$295



The SERENATA

The simplicity of this modern sliding door cabinet sets off the rich beauty of diamond matched Oriental Walnut, and other fine woods. Uses standard Amrad shielded grid chassis with R. C. A. 106 Dynamic Speaker. Escutcheon plate and door pulls of old bronze finish, in harmony with console. List.....\$245

The DUET

A combination electrical radio and phonograph, inspired by the finest Art Moderne furniture. The beautiful veneers in this cabinet are of Oriental Laurel, appropriately decorated by inlays of ebony and maple with Macassa Ebony base rail.

The inside front panel is of finely matched Oriental Walnut with inlaid border. The grille is extremely beautiful and the escutcheon plate is of silver with a shield enamelled in scarlet and blue. The door pulls are of antique silver.

Shielded grid tubes are used in the chassis, which is extremely powerful and unusually sensitive and includes the R. C. A. 106 Dynamic Speaker built in cabinet. List.....\$495





# Now is the Time to Sell Icyball Refrigeration

## CROSLBY ICYBALL REFRIGERATION SALES PLAN

A HOME DEMONSTRATION SELLS EASIER THAN A SHOWING ON THE FLOOR OF YOUR STORE!

Here -- in a few words -- is a plan for merchandising the Crosley Icyball Refrigerator!

Pick out a good prospect and take a Crosley Icyball Refrigerator out to his house. Show him how to heat it -- and then go away! See him the next day and find out how the set is working. If the prospect does it himself twice, and it works, he will most likely sell himself!

If you get 5 or 4 Crosley Icyball Refrigerators placed in the homes of well known farmers in your territory, your hard work is done. These owners will start selling for you even better than you can.

To get these first 3 or 4 sold is your real work. If you are not willing to do this work you cannot expect to succeed. It is the foundation and the framework of the house. It takes hard digging for the foundation -- it takes work to put up the framework. The finishing is good, clean interesting work and the house -- finished -- is an accomplishment!

Don't expect buyers to come in and buy at first until you have 3 or 4 satisfied owners in your territory selling for you, anyone than you would expect a basement and foundation to build itself.

Have a Plan -- do the work of the foundation -- and the completion of the "merchandising house" will progress rapidly!

NOW IS THE TIME TO DO YOUR FOUNDATION WORK ON THE ICYBALL!

(This letter is reprinted here through the courtesy of the Taylor Electric Company, Crosley Distributor in Madison, Wis.)

### QUESTIONNAIRE FOR THE REFRIGERATION DIVISION

OF

The Crosley Radio Corporation Cincinnati, O.

Dealer's Name.....

Address.....

Town or City.....

State.....

County.....

Distributor.....

Distributor or Crosley Salesman.....

This is to certify that I, the above dealer, do desire to handle the sale of the Crosley Icyball Refrigerator products.

REMARKS.....

Crosley icyball Refrigeration will increase your summer sales volume. Each sale represents a splendid profit. Here you have no competition, the field is wide open and the only factor governing your success will be the number of homes among your customers who are permitted to learn of the many advantages and economies of Crosley Icyball Refrigeration.

# Take Advantage of the Cut and Mat Service

## The New Icyball Refrigerator Ads will Aid You

### Ice 2¢ A DAY CROSLBY ICYBALL REFRIGERATOR

PROTECT YOUR HEALTH - SAVE FOOD

**\$85.**

COMPLETE FOR FACTORY

### NON-ELECTRIC...ICELESS...NEW

CHEAPER THAN ICE...OPERATES ANYWHERE

**\$85.**

COMPLETE FOR FACTORY

### ICE 3¢ A DAY

**CROSLBY ICYBALL REFRIGERATOR**

### ICE 2¢ A DAY

**CROSLBY ICYBALL REFRIGERATOR**

### NON-ELECTRIC...ICELESS...NEW

CHEAPER THAN ICE...OPERATES ANYWHERE

**\$85.**

COMPLETE FOR FACTORY

**CROSLBY ICYBALL REFRIGERATOR**

Pictured above are a few samples of Crosley icyball ads which have been incorporated into mats. There are two mats containing a series of Newspaper ads. They are available in one, two and three column sizes. These mats are a part of the Cut and mat service which is maintained as part of the Dealer service which the Factory undertakes to supply. Great care and much detail have been gone into to prepare these ads. All this is aside from the expense. These ads have one purpose and that is to boost Crosley icyball sales. They have been compiled from statistical data available and are designed to appeal directly to the market of your locality. Use of this service will assist you in increasing your sales and of course your profits. Besides these ads there is a mat of cuts of the icyball models and logotypes. If you are preparing a catalog there are a number of halftones available. Take advantage of this service and step up your sales volume. In ordering these ads kindly request Icyball Ad B. and icyball Ad C. If it is cuts alone which you desire, order -- icyball A.



# Announcing New Advertising Department



CENTER:—A. E. DEADERICK, Advertising Manager.  
LEFT TO RIGHT:—F. G. WILSON; I. E. HECKEL; E. F. MOTTERN.

The Crosley Radio Corporation is growing in every direction. An added instance of the preparation being made to present Crosley merchandise to the public effectively and efficiently is evidenced in the augmentation of the Advertising Department, with the appointment of a new advertising manager and the addition of other experienced advertising men of the staff. A. E. Deaderick who came to the Crosley organization as Assistant Advertising manager, who is known to the organization for his work while Editor of the Broadcaster and who is responsible for bringing this publication up to its present high standard, has been appointed advertising manager of the department. Francis G. Wilson, for several years factory representative and salesman for a large house manufacturing a nationally known product has been appointed assistant editor of the Crosley Broadcaster.

Mr. Wilson is responsible for the dealer cooperative advertising and is in charge of the mat service to dealers.

I. E. Heckel, for 8 years Vice President of the Art Paint Poster Company of Chicago has been appointed to take charge of window display, display signs, and dealer helps. He brings to his important position a vast experience of what is absolutely right in window decoration. Suggestions on window display, new signs, etc., will appear from time to time in this publication.

E. F. Mottern has been appointed Editor of the Crosley Broadcaster succeeding Mr. Deaderick. He has had five years experience in publicity writing and editorial work.

The J. Walter Thompson Company will cooperate with the Corporation and the Advertising Department.

## Crosley Radio Boon To Outcasts

L. B. Scott, Ltd., Crosley Distributor in Christchurch, New Zealand, has sent us this clipping from the "Radio Record", leading Radio Journal in New Zealand. It is only further proof of the great work that WLW is doing in the world:

"Receiving sets, one of which was supplied through the generosity of several Aucklanders, are a great boon to the leper colony which inhabit that little Fijian island Mokogai. There the patients have been hearing with splendid clarity the big 50 kilowatt station WLW, operated from Cincinnati."

Stop Your Buying Public with this New Electric Sign



After an intensive research of several months for the best possible electric sign this new imitation Neon sign was selected for display in your windows. The Crosley color scheme—black background, vivid red letters and yellow border—is enclosed in a handsome imitation hammered silver frame. A distinctive and attractive sign that will pay for itself with the increased business that it attracts.

\$8.50

f. o. b. Chicago

Order from your Distributor

It Ain't The Heat  
It's The Humidity!



When the dog days of summer set in, a topic of conversation is invariably the heat. Sturdily constructed, attractively decorated in black and red, the Crosley thermometer not only gives the passerby the actual temperature conditions in which everyone is interested but absolutely stops him with its eye-arresting message. With this beautiful Crosley thermometer you have an absolutely accurate check on the climate regardless of how hot or cold it is. There are only a few of these thermometers now available. Get your order in before our stock is depleted.

\$12.00

f. o. b. Chicago

Order from your Distributor