

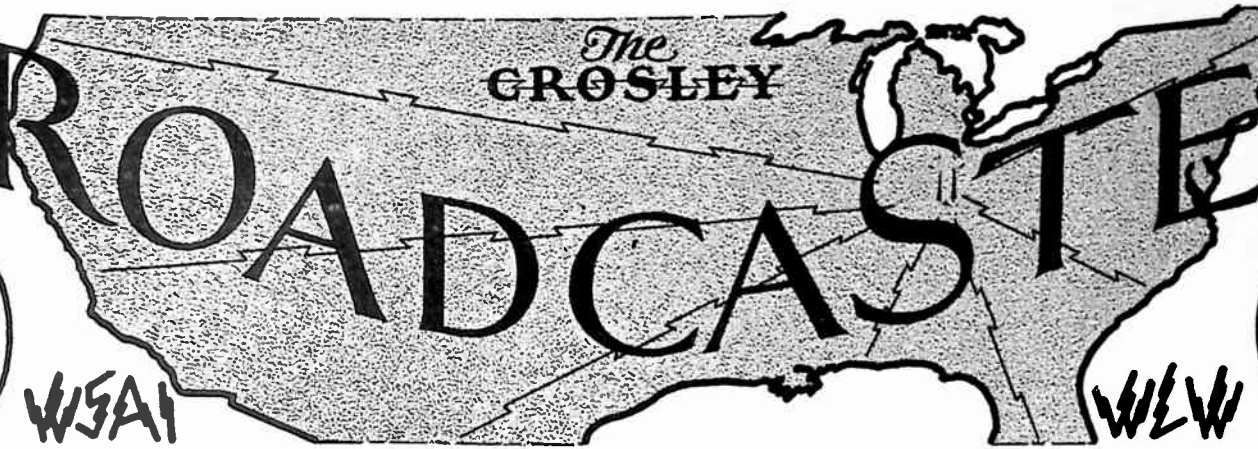


BROADCASTER

The GROSLEY



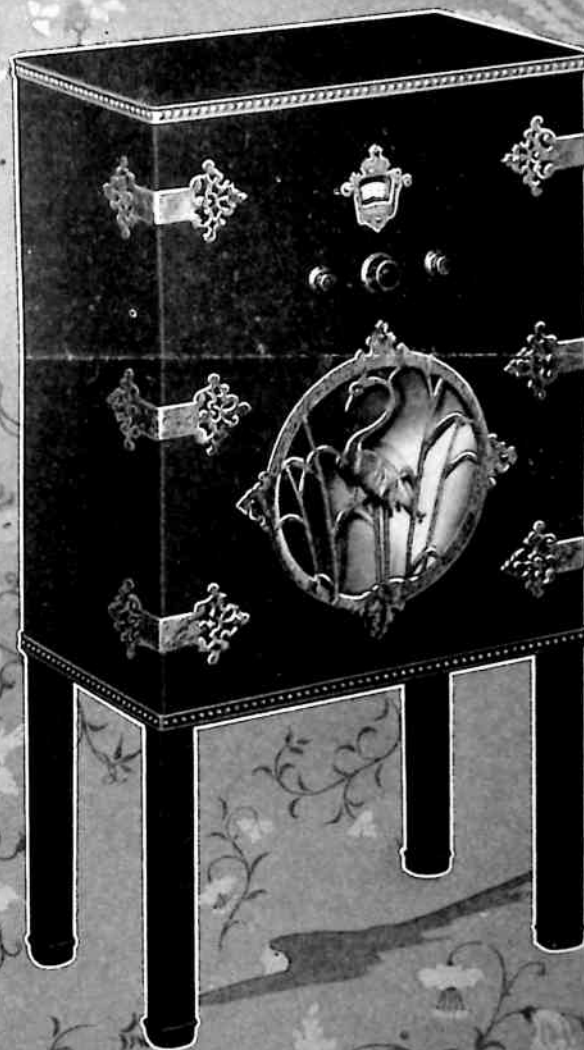
WJAI WJW

VOL. VIII.

FEBRUARY 1, 1929

NO. 3.

Crosley Introduces "the SHOWCHEST"



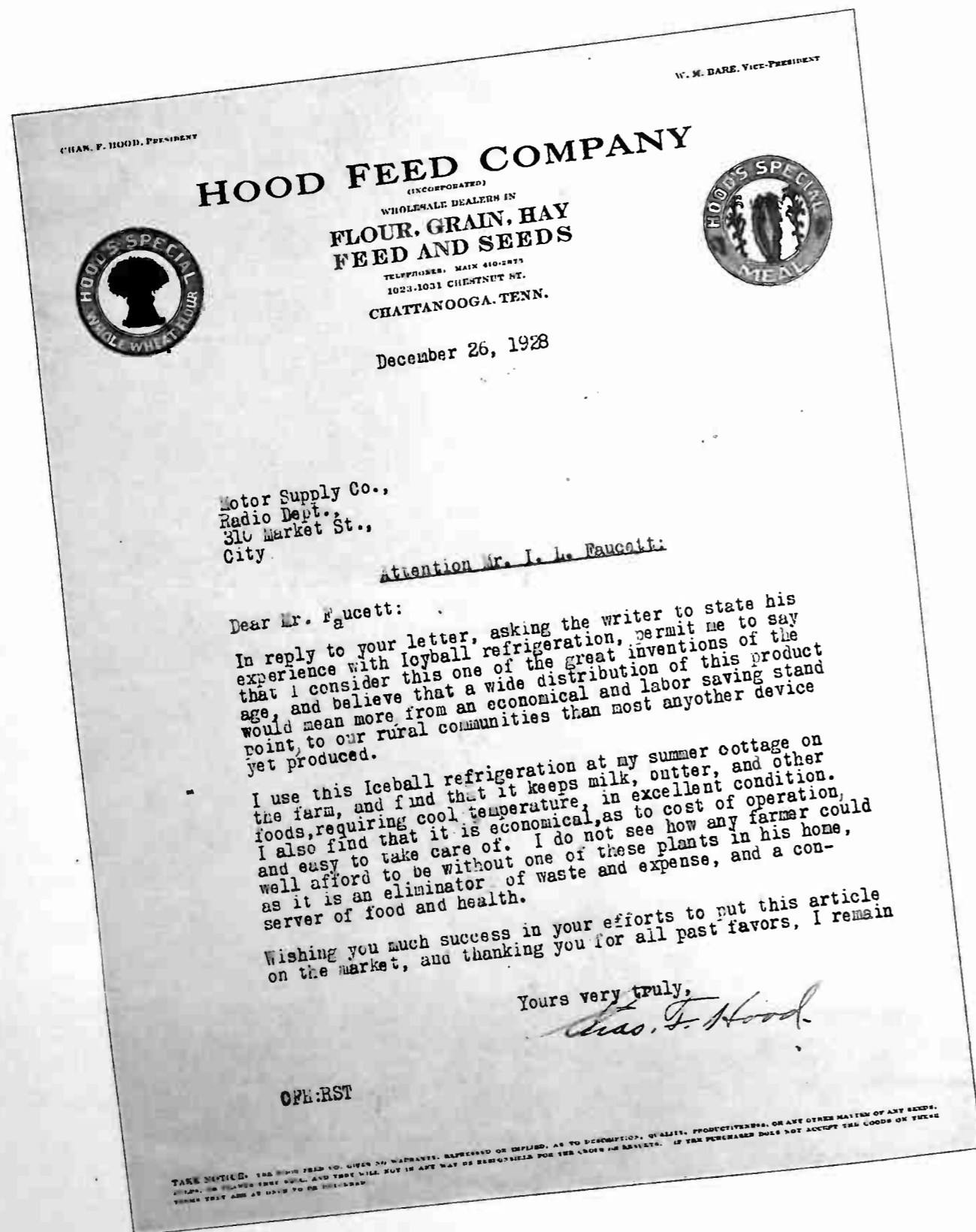
Chinese
Chippendale
Console
with
Metal
Cabinet
Lacquered in
rich color

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 !

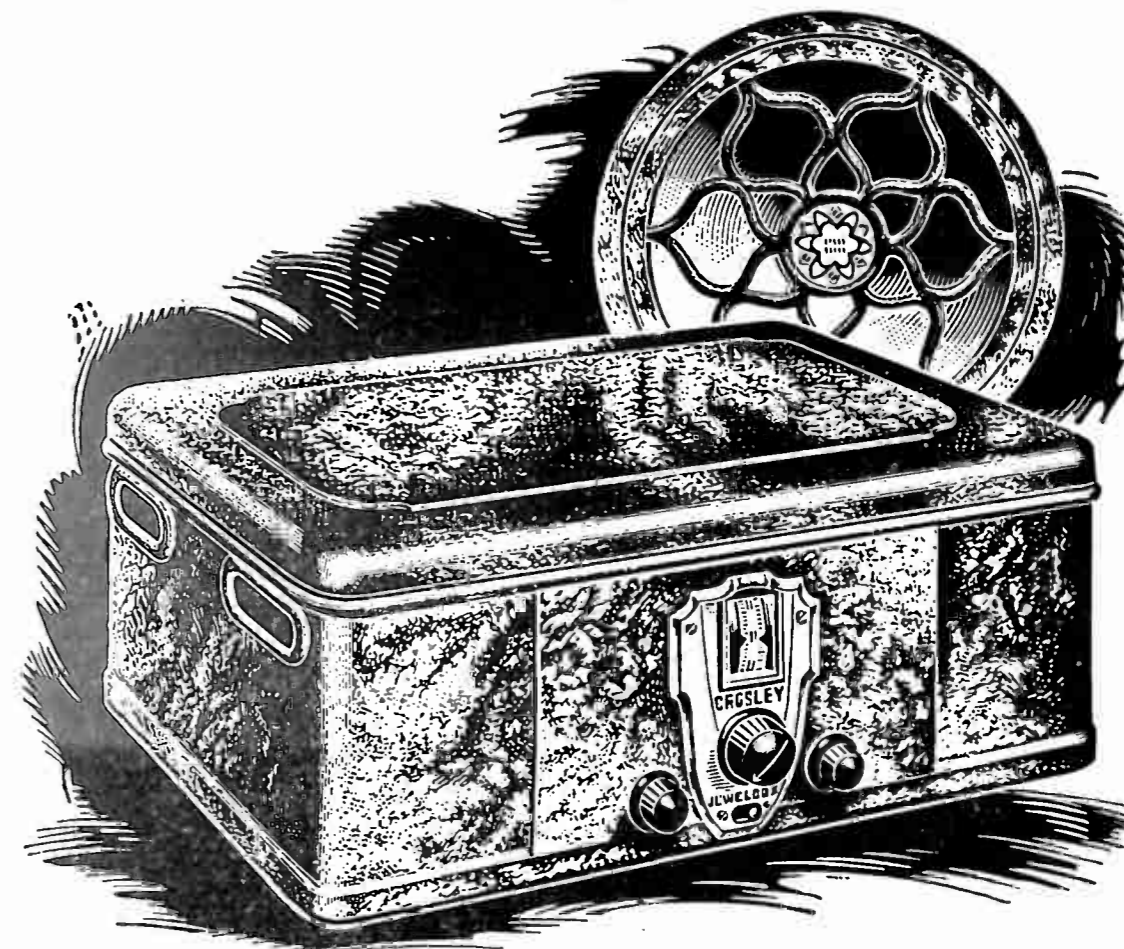
Ease and Economy of Operation Striking Features of Crosley Product



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, 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 Merphon 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!

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.

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

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

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 theses 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 formulate 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.

Atlanta Places Order for 507 New Sales Manager for 20th Century Corp.

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.

Tune in on WLW when you are demonstrating Crosley sets!

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 Tiffanys. It is of sterling silver, very simple in design. The sole decoration on it is the inscription on one side:

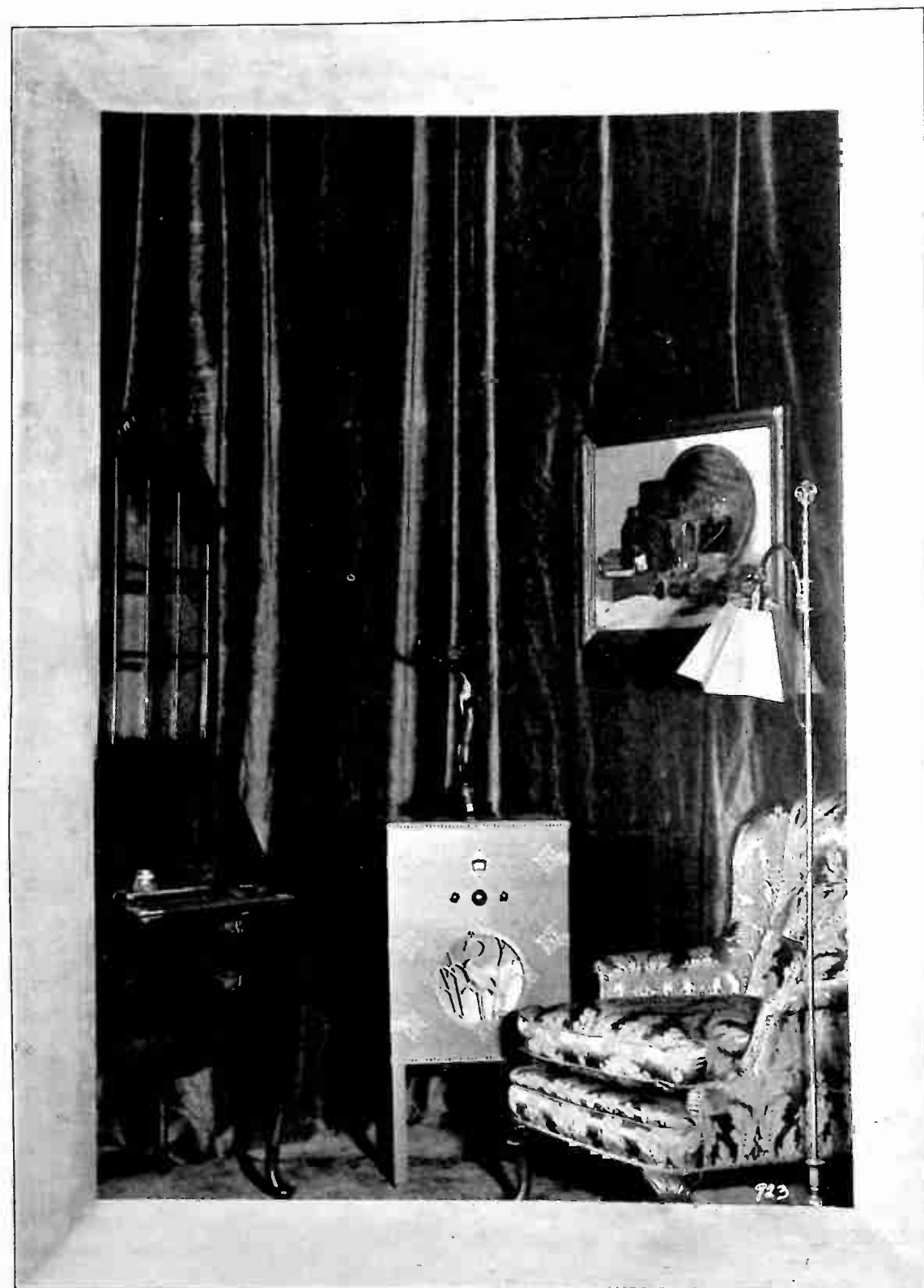
To
Powel Crosley, Jr.
from
The Crosley
Distributors
of
1928

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!

The Crosley Gemchest in a Fitting Window Display

A Chippendale Background Which Sells the Set!



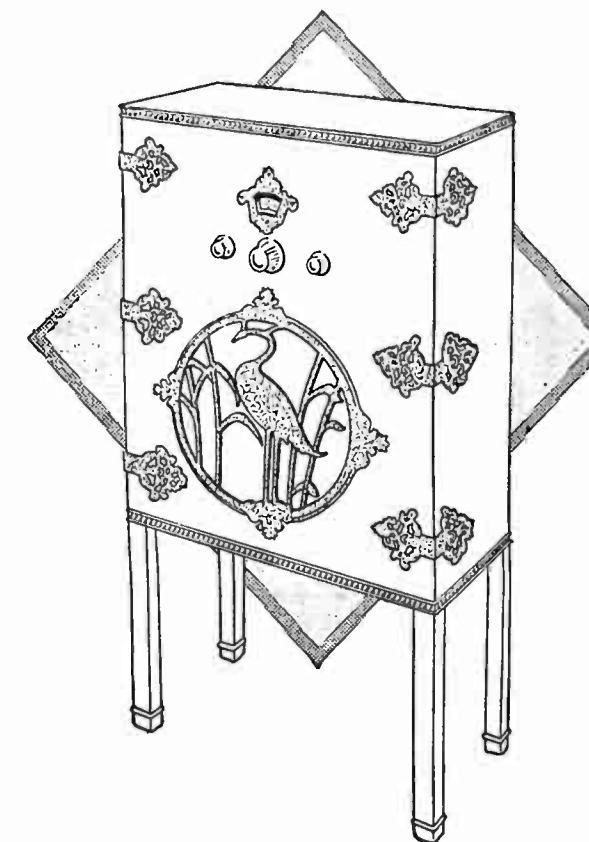
THE note of Chinese Chippendale sings a rich chord of harmony in this picture of the new Crosley Gemchest suitably framed in appropriate surroundings. The Chippendale of the secretary accentuates the refinements of this famed English period. The rich Mandarin Red on the cabinet is thrown into relief 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

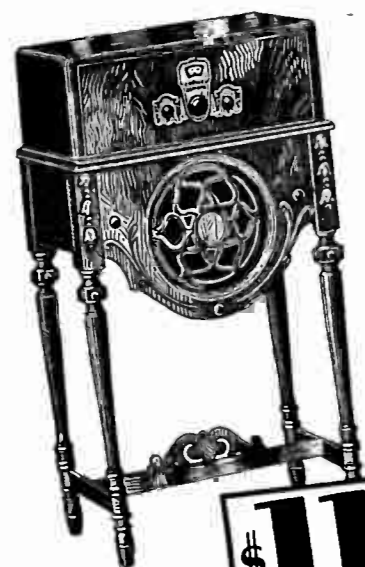
Mandarin Red

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 Crosby resources—ingenuity and economical methods.

CROSLY dynamic DYNAHONE 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 DYNAHONE—\$25.

SHOWERS WALNUT VENEER CONSOLE

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

\$115 WITHOUT TUBES Ready to attach to your antenna

5 DAY FREE TRIAL

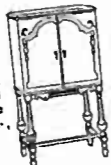
Prove by yourself our claim that this is radio's greatest value. If you can't come in tomorrow, send us this coupon.

COUPON

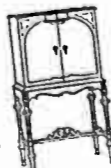
DEALER'S NAME _____ Address _____ I am interested in the \$115 Showers' Crosley radio console you offer. Please send me literature. Name _____ Address _____



Cabinet C-3 with DYNAHONE built in, drop desk door. Crosley 8 tube AC electric SHOWBOX installed \$150.



Cabinet C-4 (left) with Dynahone built in, full swing door. Crosley 8 tube AC electric SHOWBOX installed \$150.



In model C-1 (right) \$104.

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

FREE

Feature this combination—the smart, unmatched Showers C-3 Console with Dynahone 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-healing in case of puncture

Economical

Extremely efficient 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.

For information concerning the Mershon Condenser and its use by manufacturers Please Address Dept. E. 2.

J. E. HAHN, President.

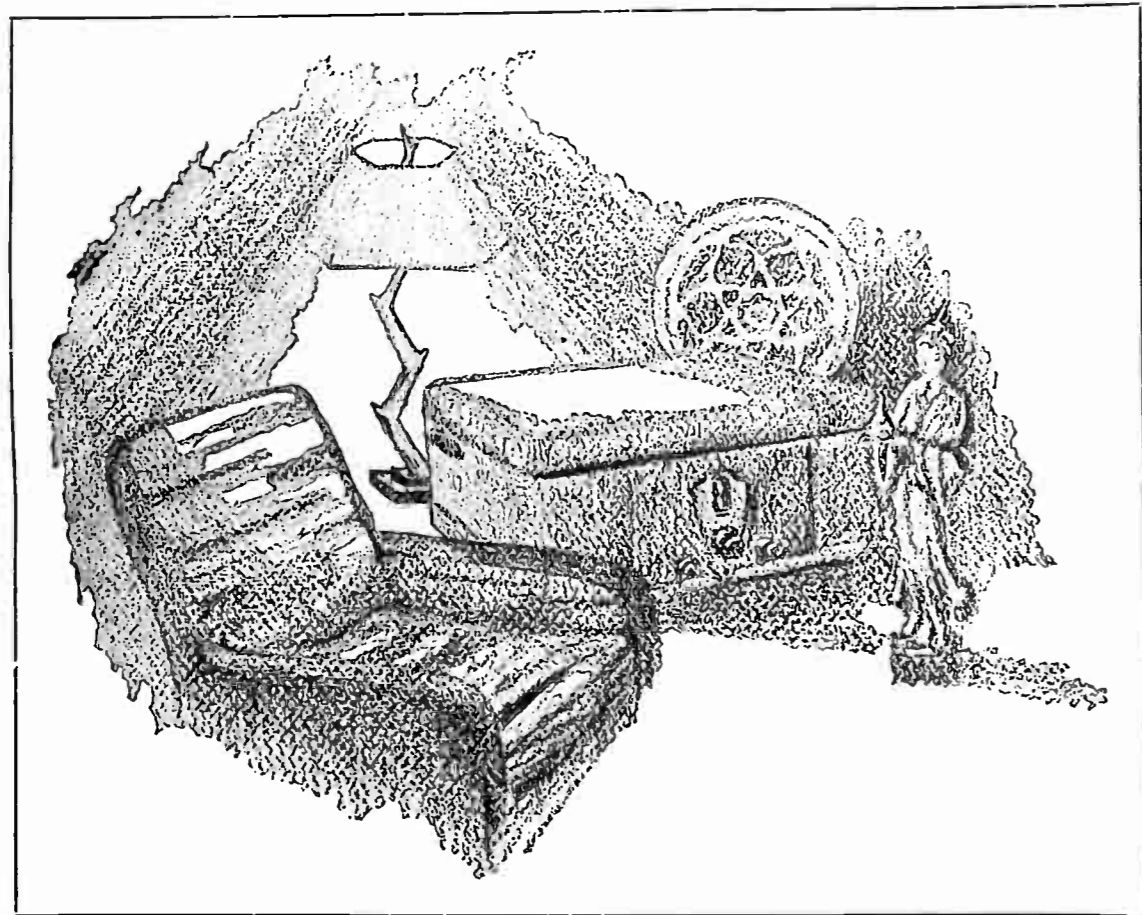
POWEL CROSLY, Jr. Chairman of the Board.

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 acuminators 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.

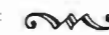
Demonstrate the BANDBOX on W L W

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)

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

The ad shown above is 7 inches on 3 columns. 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. Its turning is opposed, however, by the spring attached to the pointer, and this limits the angle through which it turns. The greater the current flowing through the coil, the stronger will be its magnetic effect and the greater will be its turning torque, acting against the spring. Thus the twist of the coil and deflection of the pointer will be proportional to the current flowing through the instrument. By comparing the pointer deflection with the same conditions, the scale may 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.

Ammeters Connected in Series with the Line.

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 milliamperer equals one-thousandth ampere).

Voltmeters.

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.

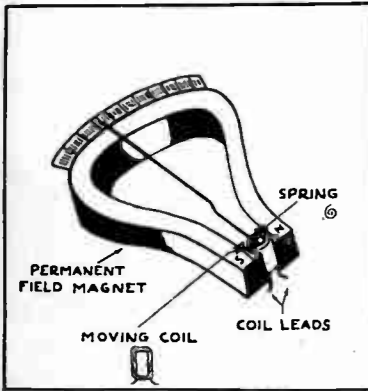


FIG. 1

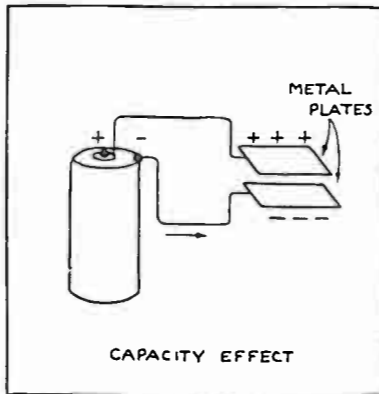


FIG. 2

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.

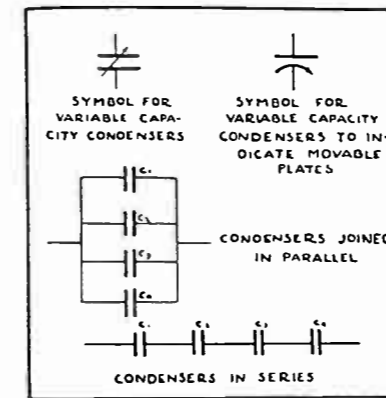


FIG. 3

- Summing up, capacity:
- (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.

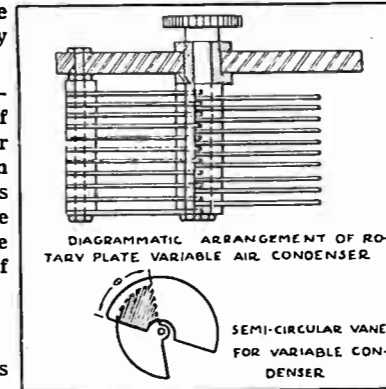


FIG. 4

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".

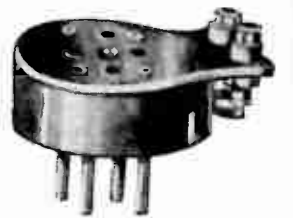
1. When a voltmeter is used to measure the voltage drop in a resistance, does the current drawn by the meter change this voltage drop?
2. A voltmeter with 50 volt scale is to be used on a 110 volt line. Its resistance is 1000 ohms. How can it be made to have a full scale reading of 120 volts?
3. An ammeter 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).

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

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

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

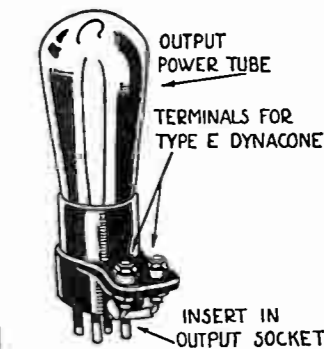
Dynacone ADAPTER



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 DYNA-CONE. The Dynacone Socket Adapter is used with radio sets having output transformers or output choke systems. Type E. DYNA-CONE 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

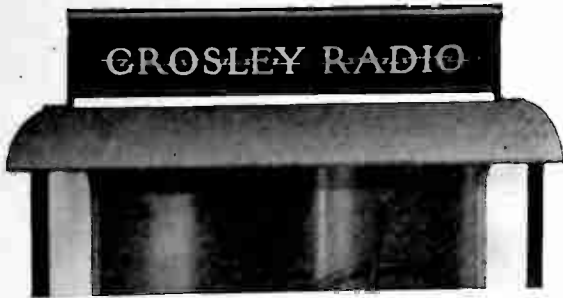
\$15.00

Order from your Distributor

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.

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.

CROSLY BOOK MATCHES

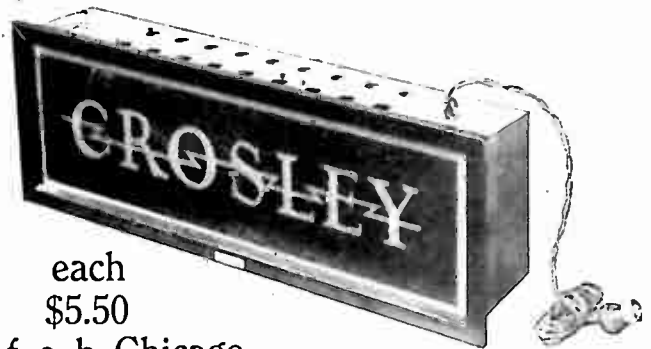


\$3.75
for One
Thousand
=
No. 28-16

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!

