

The CROSLEY

# Broadcaster...

WLW



WSAI

VOL. VIII.

FEBRUARY 15, 1929

NO. 4.

## The Crosley **ICYBALL** Refrigerator *for Health and Economy*



# 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 CROSEY, Jr. Chairman of the Board.

## Crosley Displays In Attractive Settings

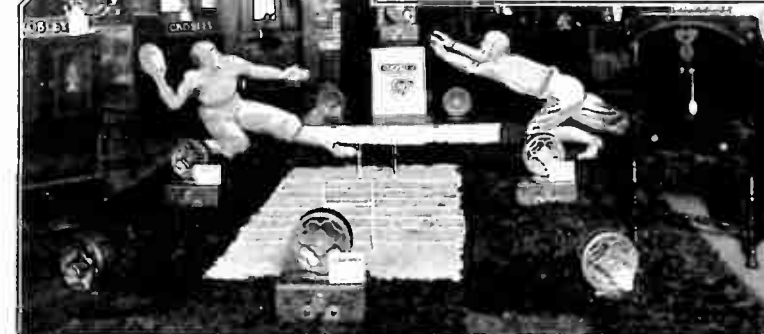
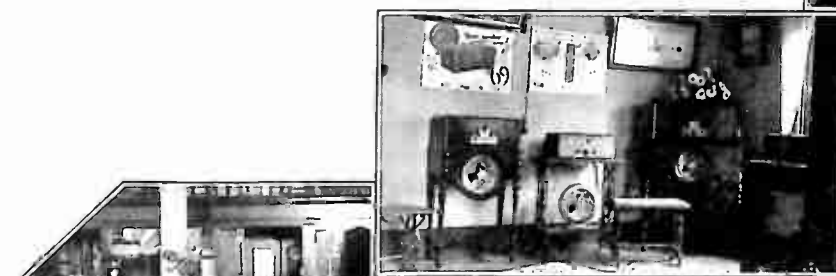
Originality and Selling Appeal Characterize Crosley Dealer Stores



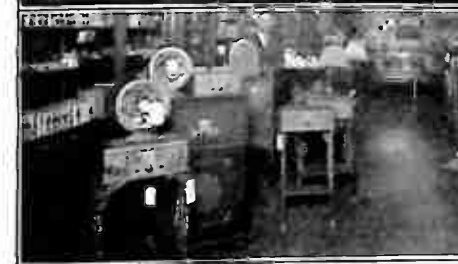
The Mill Zillgitt Store in Inglewood, California, is an enterprising grocery and delicatessen. Amid these unusual surroundings the Crosley radio department is maintained as a successful section of this high-class store. At left is the handsome interior of the Belmont Radio Service, Wenatchee, Washington.



Above is a booth installed by the Glasgow-Stewart Company at a radio show held in Charlotte, North Carolina. At left, center, is small interior view of Kendall Tune's Crosley shop at Glendale, California. Also at left is shown a striking football display used in the radio department of the Haverty Furniture Co., in their Atlanta, Georgia, store.



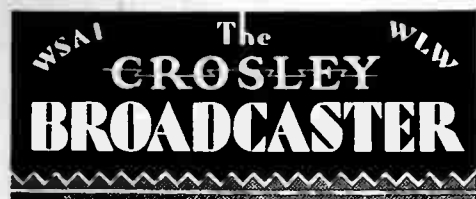
This shows the delivery of Crosley sets to the Shiner Furniture Company of Butte, Montana, located prominently on one of the main streets of Butte.



Above is the radio section of the electrical lighting and equipment store of the Baugh Electric Co., at Hopkinsville, Kentucky. This shows only a partial view of this large and well outfitted establishment.



Above is a Crosley shipment from Harper-Meggee at Seattle, to the Silvers Piano Company, Tacoma, Washington.



Published by the  
**CROSLY RADIO CORPORATION**  
 Manufacturers of Radio Apparatus  
 Colerain & Sassafras Streets  
 CINCINNATI  
 Telephone : Kirby 3200  
 Editor : Eugene 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.



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. What do you say? Let's all pull together.

A recent feature on WLW which is drawing a lot of favorable comment is the "Top O' the Morning" program.

This program starts at 6:30 A. M., Eastern Standard Time. It is a bright, cheerful and attractive hour of music and entertainment. It is at this time that the Crosley Icyball Refrigerator is brought to the attention of WLW's many thousands of fans.

The letters in response to this Icyball program have been many. Thousands have given evidence of their enthusiasm for this cheerful start-off to the morning. It gives a fillip to the whole day!

This is wonderful advertising for the Icyball. The solution of the refrigerating problem is so simple with the Icyball that this Crosley number is meeting with enthusiastic response from all parts of the country. One user, writing from a small Indiana village, in stating "there can not be too much said about their true value; I would not know how to do without it now," is simply voicing the sentiments of many Icyball owners.

Urge your Crosley customers to tune in on the "Top O' the Morning" hour on WLW and learn the possibilities of the Crosley Icyball.

An attractive new Icyball folder is now ready! It shows the complete Crosley Icyball line. Very suitable for mailing or counter distribution. Your Distributor can supply you. Ask for Folder No. 920.

## Appreciative Icyball Testimonial

*Sayler Park*

*The Crosley Radio Corporation  
Cincinnati, Ohio.*

*Gentlemen:* *Having used a Crosley Icyball since last November, and since it is such a very new thing in the way of refrigeration, I feel that I want to tell you how satisfactory it really has proven to be. It gives me perfect refrigeration and plenty of ice cubes, heating once in twenty-four hours in extremely hot weather and only once in thirty-six to forty-eight hours in moderate or cooler weather.*

*Your estimate of two cents a day operating expense I feel to be high, but on that basis would save at least \$40.00 a year using the box all the year around.*

*Outside of the question of expense I find it worth while as a convenience, doing away with the necessity of waiting for the ice man and cleaning drains.*

*I can truly say that I find it satisfactory and think both the original price and the cost of operating very reasonable.*

*Yours very truly,  
Elizabeth F. Burger  
(Mrs. Joseph Burger)  
6752 Jersey Ave., Sayler Park,  
Ohio.*

## Thomas Chippendale's Chinese Furniture Design

Master Designer of 18th Century Borrows from Art of China

Thomas Chippendale was the foremost furniture craftsman of his time. He dominated the English furniture designers of his own day and for the period which followed him. His influence declined during what has been called the Victorian Era but as that hideous age came to a close, Chippendale furniture again came into vogue.

There were really three Chippendales, all in the furniture business in England. Of these, Thomas Chippendale II is the most celebrated. He lived in the middle of the 18th century, from 1717 to 1779.

Chippendale II executed many types of furniture design and at one time of his life was strongly affected by the art of China. Before this, Chippendale in common with other English

designers, was guided by French styles. There was, however, bad political feeling between England and France most of this time and about 1850 this became so pronounced that anything French was extremely unpopular in England. It was then that Chippendale began making extensive use of Chinese motifs and Chinese colors and patterns in his work.

Thomas Chippendale was a marvelous craftsman. He was a member of the Society of Arts in London and associated with the leading artists of the day. It was, therefore, a simple matter for him to adapt Chinese decoration to English furniture, especially in the chairs, cabinets and tables for which he is especially famous.

## World Girdled by Broadcasting Stations

Foreign Countries Rapidly Establishing Transmitting Plants

A 1929 report from the Bureau of Foreign and Domestic Commerce at Washington, gives some condensed information about broadcasting stations in foreign countries, and in North and South America.

Canada, of course, is well supplied with stations. Cuba has a surprising number of stations, most of them, however, quite small. Mexico boasts a number of broadcasting stations, the most powerful of which is located in Mexico City. There are stations all through the West Indies.

Of the South American countries, the Argentine has the largest number of broadcasting stations and the most powerful transmitters. There is a strong station in Rio, the Brazilian capital.

Broadcasting plants are scattered throughout Europe. Few of these are of any great power. It seems that the most powerful transmitter outside the United States is in Moscow where they have a 40,000-watt broadcasting station. There are a number of stations in other cities in Russia and Siberia.

Paris has a 20,000-watt transmitter. Presumably this is the broadcasting plant on the Eiffel Tower. Lyons has a strong station and there is an excellent outfit at Toulouse. The strongest stations in Germany seem to be the 3,000-watt station in Berlin and another 8,000-watt station at Langenberg. But there are

good stations in Leipzig, Munich, Breslau, Frankfurt-on-Main, and Stuttgart.

Prague, the capital of Czechoslovakia, has a 5,000-watt broadcasting plant, and there are several other stations in that enterprising nation. There is a strong station in Holland and another powerful plant in Sweden, the latter equipped with a 30,000-watt transmitter.

You'll find stations in the Irish Free State at Cork and Dublin. There are, naturally, a number in the United Kingdom, which includes Scotland, England and Wales.

Going East, we learn that there is a 6,000-watt broadcasting plant in picturesque Constantinople, which, while in Europe, extends its influence well into Asia Minor.

Asia, the greatest of continents, has not developed radio to any great extent. Conditions are not as favorable. But we find stations in Mukden, China, Hong Kong, Seoul, Madras and Calcutta. Also, in Colombo, Dairen, and several in Japan. The Tokyo stations are frequently heard on the Pacific Coast.

Australian stations are sometimes picked up on the Pacific Coast and occasionally one of the small New Zealand stations is heard. In Africa, the best of the broadcasting stations seem to be in the Union of South Africa, that other fast-developing U. S. A., which has plants at Cape Town, Durban and Johannesburg.

## Seattle Sales Keep Climbing, by "Bill"



P. W. BIALKOWSKY

Bill came to the Crosley organization from his home in Seattle to look after business in the Middle West territory. It was not long before a Crosley representative with the character, loyalty and enthusiasm which P. W. Bialkowsky possesses was needed in the Northwest territory and it became possible for him to return to his old stamping ground around Seattle.

Incidentally, the editor picked up a story about Bill which bears repeating. He recently made a trip from Spokane to Butte, Montana. Leaving the salubrious climate of Puget Sound he changed trains at Billings, Montana, where the temperature hovered around 32 degrees below! Butte train two hours late leaving Bill-

ings on account of cold and Bill shivering.

By morning the train was completely stalled in the snowdrifts. No water for shaving, but a rumor goes forth that breakfast is as usual in the dining car. So chapter three of our story finds Herr Bialkowsky inhaling the morning java and gazing sadly over the mountains piled high with snow.

An ominous roar is heard. It is an avalanche of snow hurtling down the mountain side. Bill sees the oncoming slide just in time. His first thought, brave man, is to save the women and children, but there aren't any. So he grabs his breakfast instead.

At that moment the snowslide struck the train, Bill bolted for the door, the diner did a neat Brody, and Bill took an airplane ride, landing in a pile of snow, soft and cold. Clutched in one hand was the cup which once had held coffee. In the other he fondly clasped a piece of soggy toast.



BILL, EN ROUTE!



I have been wondering if all of you realize what a strong talking point our operating of Station WLW gives you when selling Crosley radio receivers.

A number of aggressive Crosley dealers have adopted this slogan in their advertising: "Tune in WLW with a Crosley set!"

Reports coming in to us from all over the country, in fact from a goodly portion of the North American continent, indicate that WLW is the most consistently reliable station on the dial.

With the great sensitivity of the Crosley Showbox and Showchest, no trouble will be experienced in any part of the country in tuning in on the world's finest broadcasting station. WLW is acknowledged to hold that place. The quality of this station's production is considered the highest. The thousands of listeners who write in to us state that our programs are exceeded by no other single station in the country for interest and entertainment.

We have recently adopted a policy of making announcements during the programs of the Dynacone Diners and the Gembox and Showbox hours, which stress the merit of Crosley products. This is a common practice of radio manufacturers using the chain programs. We feel that this innovation on WLW will greatly assist our dealers by building good will for the Crosley line and increasing dealer sales.

It is my belief that all of your advertising and display work should feature the tie-up between Crosley station WLW and the Crosley products!

Powell Crosley Jr.

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



### CROSLY 6 tube AC Electric GEMBOX

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

### CROSLY dynamic DYNACONE built in SPEAKER

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

### SHOWERS WALNUT VENEER CONSOLE

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

# \$115

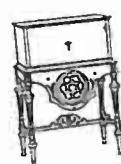
WITHOUT TUBES  
Ready to attach to your antenna

### 5 DAY FREE TRIAL

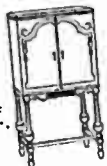
Prove by yourself our claim that this is radio's greatest value. If you can't come in tomorrow, send us this coupon.

### COUPON

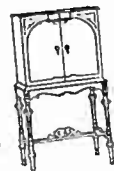
DEALER'S NAME \_\_\_\_\_  
Address \_\_\_\_\_  
I am interested in the \$115 Showers' Crosley radio console you offer. Please send me literature.  
Name \_\_\_\_\_  
Address \_\_\_\_\_



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



Cabinet C-4 (left) with Dynacone built in, full swing ins doors. Crosley 8 tube AC electric SHOWBOX installed \$150.  
In model C-1 (right) \$164.



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

# FREE

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

## SHOWERS BROTHERS CO.

Dept. 81

Bloomington, Ind.

### Sioux Falls Dealer Proves Out Systematic Selling Plans

The Markell Radio Shop is an authorized Crosley dealer in Sioux Falls, South Dakota. The proprietor, G. H. Markell, has made it a paying proposition not alone for himself but also for the 7 employees in the shop. Of these, two are service men on full-time salary. The others are salesmen on a commission basis. All, however, take a hand at selling radio sets, and a monthly quota of sales is established for each member of the shops' personnel.

A large blackboard is installed in the shop giving the following information: Canvass calls; telephone calls; calls on set owners; prospects gained; calls on prospects; demonstrations; sales. Also the monthly quota is posted and actual sales volume in dollars, to date, for each.



G. H. MARKELL

A cash prize is given each month to the man showing the largest volume in dollars in proportion to his quota. One-half of the commission is paid at time of sale; the balance in thirty days. Mr. Markell states that very few sets are ever returned, so the salesmen draw their full commission.

Quoting Mr. Markell further, he says: "We believe in getting plenty of prospects; then putting the sets out on demonstration, with the understanding that we are to have a definite answer inside of 2 or 3 days. We have an average of 15 to 20 Crosleys out all of the time on demonstration."

"We have been very successful in selling Gemboxes over the counter at \$5.00 down, and \$5.00 a week for 4 weeks, and the balance in 10 months. In such a case, the purchaser has the privilege of returning the set in 8 days, and getting his \$5.00 back."

In one season the Markell Radio Shop has sold 90 Showboxes and 60 Gemboxes. An attractive display room is maintained in the shop.

Each salesman is supplied with a set of photographs of postcard size, showing the Crosley line, including the Showers cabinets and Findlay tables. They also carry a number of testimonial letters reproduced by photography on glossy postcards; these are effective help in closing the sale of a Crosley set.

### Sound Films with a Crosley Fortunate Dialing Provides Perfect Picture Accompaniment

Through the skilful manipulation of a Crosley Showbox, a perfect sound accompaniment was provided for an exciting movie, exhibited in a Seattle moving-picture house. George M. Parker of the Woodland Electric Co., Seattle, wrote the BROADCASTER about it, so we'll let him tell it in his own words:

"Here we are sitting in the Woodland Theatre. The picture is unfolding its dramatic sequence, the organ following the cues. Then a shadowy figure comes up the aisle; it is the organist taking his usual fifteen minutes rest. But instead of the silence that accompanies the organist's absence, the sweet strains of an orchestra fill the theatre!

"We watch an on-coming train. A lively trot—from the Crosley—sets it off. Then the scene shifts to the train leaving the depot. The heroine and hero are safely on board after an exciting series of incidents. "Choo-choo-choo" comes from the Crosley. And, as the train gathers momentum, the strains of "California, Here I Come" break out in full volume!

"Impossible, you say? Seemingly so, but it really happened just as I have written it. Merely a fortunate series of accidents worked out in a manner puzzling alike to the film operator and the audience. No Vitaphone or Movietone could have done better.

"Did the audience know it was a Crosley? I'll say they did. Huge banners told the world that Crosley would be there, inside the theatre and out. And in our windows, as well. West Woodland district knows Crosley. Six hundred people in the Woodland Theatre saw and heard what I have written above!"

### Houston Full Page Ad.

The Houston Chronicle, a leading newspaper of Houston, Texas, has forwarded to us a full-page advertisement which appeared in that sheet.

It was a joint advertisement inserted in a Sunday edition, sponsored by a group of radio dealers in Houston. Among them were several Crosley dealers.

The advertisement was an educational message, entirely. It put before the Houston public the great educational work being done through the radio. No make of receiver was recommended. The public was simply advised of the interest and pleasure to be derived through owning a radio set.

There are interesting possibilities to this joint advertising method.

### Crosley Set Basis for School Instruction

We are informed by the Hardware & Supply Company, of Akron, Ohio, that Leo Price, one of their employees, has been teaching radio two nights of each week, in the public schools of Akron.

Mr. Price is using as the basis for his instruction the Crosley receiver and service data. He has his class meet—by permission of the Hardware & Supply Company—one night of each week, in the radio sales and repair shop of that organization. Through this, the class is becoming thoroughly acquainted with Crosley.

### Illinois Dealer Sells 50% of Population

Paul Young, Crosley Dealer, Makes Selling Record



PAUL YOUNG  
Nelson, Lee County, Illinois

Paul Young, authorized Crosley dealer in the village of Nelson, in Lee County, Illinois, has supplied something like fifty percent of the local population with Crosleys! Tie that, somebody.

Nelson is a metropolitan center with a population of 56. Paul has sold, in one season, 25 Crosley sets, together with 26 speakers, also a number of Findlay metal tables and Showers cabinets.

Mr. Young is an aggressive dealer. He maintains a well-equipped service truck which carries a Crosley daylight sign, and he makes use of any other merchandising helps which will aid him in selling Crosley outfits.

### Radio Controls Street Lamps

Switches Worked Automatically by Waves From Central Station

Electric street lamps are ordinarily turned on and off in groups by switches in control stations scattered throughout the community. To replace these expensive stations Westinghouse developed a radio device which the Boston Edison Company is now using.

In the base of each lamp post is a small radio receiving set. When a special generation at the central station sends waves of 720 cycles a second along the light wires, the receiver moves a switch which connects the individual lamp with the lighting circuit; when the frequency is 480 cycles, the receiver pulls a switch which disconnects the lamp. All lamps in a particular circuit go on and off at the same instant, just as if a man operated one switch in a control station.

The great advantage is that a few men in a central station can handle all of a city's lighting.

—"The Lamp Merchant."

**Bigger Profits Selling this Findlay-Crosley Combination!**

## Complete A. C. Electric Radio Set

**\$122.50**

Without Tubes.

The  
**Crosley**  
**SHOWBOX**  
and  
**Dynacone**  
**Power Speaker**



Complete, with Metal Table by Findlay

**YOU** purchase 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)

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.**

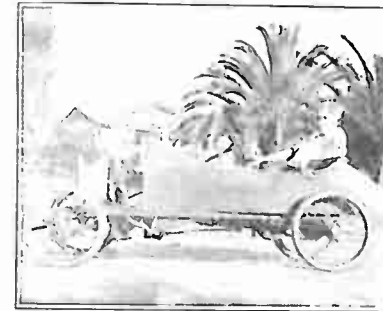
Incorporated  
Brooklyn, New York

## Motorized Crosley Dealer!

*Kendall Tune, of Glendale, Turns Physical Handicap Into Striking Success*

An interesting, perhaps one should say a thrilling story of the success of a Crosley authorized dealer in California has come to us through the courtesy of Waverley Miller, who is a salesman with our Los Angeles Distributor, Kierulff and Ravenscroft.

It is a story of heavy odds, a sustained struggle, and triumph! It is the tale of how Kendall Tune, completely crippled in childhood by infantile paralysis, made himself an outstanding success as a Crosley dealer.



When Kendall Tune was less than seven years old a frightful malady left him with a physical handicap under which he still labors. He has little or no use of his legs. Since childhood he has propelled himself around in a small, light car.

Early in life young Tune began peddling papers. Then he sold the sides of his car for advertising purposes and earned a small revenue that way. His car, covered with advertising, grew to be a familiar sight on the streets of Glendale, California, where he lived.

Four or five years ago Kendall Tune became interested in radio. He was presented with a Crosley set by a Glendale business man, and from that time on he made radio his chief interest. In May 1926 he secured a Crosley fran-

chise from Kierulff and Ravenscroft. He has been an exclusive Crosley dealer ever since.

Kendall's initial capital was \$100.00. On January 1st of this year his Crosley business had grown to such proportions that it was necessary



Interior of Kendall Tune's New Display Rooms.

for him to purchase a two-story building. He selected a shop on the main road between Glendale and Los Angeles and remodeled it in a modern Spanish style. The building is valued at \$21,000.00.

Mr. Kendall states that his 1928 business as an exclusive Crosley dealer amounted to \$25,000. He anticipates doing between forty and fifty thousand dollars worth of business in 1929.

Kendall Tune attributes his early success—he is now 22 years old—to prompt and efficient service, courtesy, and Crosley merchandise. He says also that he is fortunate in his friends. Here is his slogan: "Just telephone; I'll be there with a Crosley!"

### Invalid Delights in Gembox

*Crosley Dealer in Chandlerville Initiates Community Gift*

The town of Chandlerville in Illinois exhibited true Christmas spirit in the community gift made to one of their citizens, Charles E. Snell, who has been bedridden for nearly two years.

Due to the efforts of Mr. Emery Carter, Crosley authorized dealer at Chandlerville, interest was stimulated in the case of Mr. Snell, a total invalid, to provide him with a Gembox.

The outfit was subscribed by popular subscription as a genuine expression of sympathy for the sufferer. Mr. Snell's pleasure in his Crosley set is the talk of Chandlerville and has been responsible for a great deal of favorable advertising for Crosley merchandise.

Mr. Snell expressed his gratitude in the letter we quote herewith: "I wish to express my appreciation to the citizens and to the Crosley dealer, Mr. Emery Carter, of this city, for the Crosley Gembox that was given me for a Christmas gift on December 25th, last.

"As I have been bedfast for the past eighteen months, I can truthfully say there was nothing that could have been given me, that could give more enjoyment to help pass the lonely hours, than this Crosley Gembox. I get stations from all over the country with plenty of volume and good tone quality. I think there is no better radio than Crosley. Mr. Crosley should be commended on his achievements."

Sincerely yours,

(Signed) CHARLES E. SNELL.



### Servicing Instruction!

*Crosley's Service and Repair Department Open to Service Men and Salesmen*

Our Service Department is open at all times to distributors' salesmen or to authorized Crosley dealers and their salesmen, and service men!

Service men and salesmen who want to get better informed on Crosley sets can arrange to work under the direction of experts in service and radio repair work, at any time they wish. The Crosley Radio Corporation does not maintain a school for this purpose but instead offers the opportunity for practical work under working conditions. There is no charge made for instruction given in the Crosley Service Department. It's a good thing to arrange with our Sales Department a day or two ahead of time, whenever one of our dealers or distributors wishes a service man to come into this organization for a short period of service and repair instruction.

Lamkin, Texas,  
Comanche County,  
Jan. 17, 1929.

Crosley Radio Corporation,  
Cincinnati,  
Gentlemen:

We are daily listeners on your early morning period. As you requested users of "Crosley Icyball" to write you if they liked the Icyball: We have been users of Crosley Icyball the past year. It surely is something grand. Can have plenty of ice cream or other nice cold things to drink or eat for a big family, away down here in Texas where we surely do have HOT weather. But the Icyball never fails to freeze, if you will just put the stuff in it.

We think we can hardly keep house without the Crosley Icyball and Crosley radio.

Yours truly,

(Signed) G. L. WOOLEY,  
Lamkin, Texas,  
Comanche County.

### London Broadcast from WSAI

Friday afternoon, February 1, 1929, a half-hour program was broadcast from Crosley station WSAI on the network, from London.

No advance notices could be given of this feat, as the hook-up was accomplished in the face of bad static conditions so that it was doubtful up to the last minute whether or not it could be put through.

The hook-up was completed about 4:30 Friday afternoon, programs were hurriedly switched, and the public had the rare opportunity to listen to a concert of the London Symphony Orchestra originating in the London studios of the British Broadcasting Corporation.

The London program was sent by telephone wire to Station 5SW at Chelmsford, England, a distance of 30 miles, and broadcast with a power of 10,000 watts across the Atlantic.

The signals were picked up on Long Island and carried by telephone wire to New York City and thence to transmitters all over the country, including WSAI. The program was heard with fair volume despite a tendency to fading, for approximately half an hour.

It is stated that this is the forerunner of future attempts to broadcast British programs, depending upon air conditions.



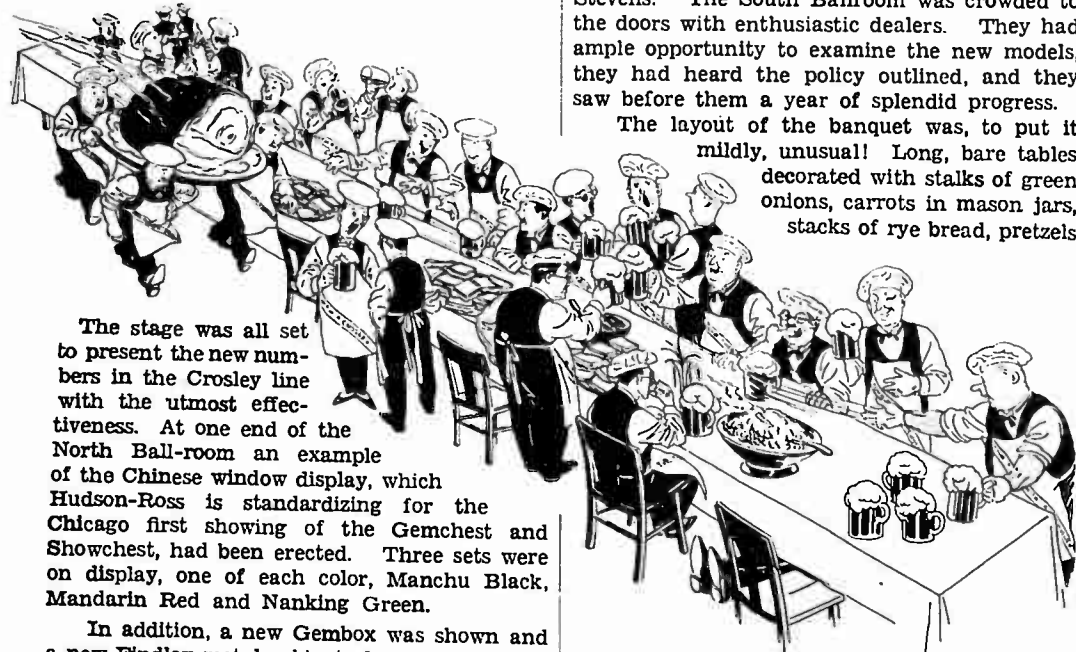
# CROSLY DISTRIBUTORS



## Hudson-Ross Meeting for Chicago Dealers a Whirlwind Success

"Bob" Himmel Presented with Packard Automobile by His Loyal 1928-29 Dealers

MONDAY afternoon, January 28, 1929, a large number of Crosley dealers in and around Chicago answered the summons of Hudson-Ross, Inc., Crosley distributor in Chicago, to a meeting in the Hotel Stevens.



The stage was all set to present the new numbers in the Crosley line with the utmost effectiveness. At one end of the North Ball-room an example of the Chinese window display, which Hudson-Ross is standardizing for the Chicago first showing of the Gemchest and Showchest, had been erected. Three sets were on display, one of each color, Manchu Black, Mandarin Red and Nanking Green.

In addition, a new Gembox was shown and a new Findlay metal cabinet also was exhibited. Around the hall and at the entrance large cloth banners carrying the words, "We are here with the new Crosley models" were plentifully in evidence.

The program of the afternoon meeting was right to the point. Charlie Himmel was chairman. The meeting was opened by his brother, Mr. Robert Himmel. Short speeches followed by Frank Bremer, by the editor of the BROADCASTER, by Jack Dalton, Sales Promotion Manager for the Crosley Radio Corporation, and Mr. W. H. Lyons, Sales Manager for the Amrad Corporation. The meeting was then turned over to H. Curtis Abbott, Sales Manager of the Crosley Radio Corporation.

Mr. Abbott gave the dealers a thorough ex-



HUDSON-ROSS CHIPPENDALE DISPLAY

position of the Crosley line, the additions to the line and the various points of Crosley policy. His advice for the season was sound, constructive, straight from the shoulder.

A unique dinner was staged at the Hotel Stevens. The South Ballroom was crowded to the doors with enthusiastic dealers. They had ample opportunity to examine the new models, they had heard the policy outlined, and they saw before them a year of splendid progress.

The layout of the banquet was, to put it mildly, unusual! Long, bare tables decorated with stalks of green onions, carrots in mason jars, stacks of rye bread, pretzels

and rolls, plates of yellow cheese and candles stuck into the tops of beer bottles confronted them. Souvenir balloons, clay pipes and trick lighters broke any "ice" there might have been—the editor of this sheet didn't observe any of that chilly article at any time during the proceedings.

Each man, upon entering the ballroom was required to take off his coat and join the party in shirtsleeves and vest. Then he was outfitted with a cook's cap and a white cooking apron with a streamer across the front: "You're 'there' with a Crosley."

At each table huge roasts were carved, and stacks of baked potatoes were handed out. Steins stood at each place and on the platform, two large hogsheads were kept in constant action, pumping the foaming, dark-brown liquid which gave those steins a reason for being there.

The Himmel brothers had provided an elaborate entertainment. Sherman and Pratt, the well-known comedians from WMAQ acted as masters of ceremony and carried through the program without a hitch. There were expert dancing and contortion numbers, songs and chatter.

The highlight of the proceedings came when the program was interrupted by one of the dealers, Mr. York, who induced Bob Himmel to get up on the stage and face the spotlight. Then he — acting as spokesman for the hun-

dreds of dealers present — put into Mr. Himmel's hands a beautifully bound album containing a certificate of presentation of a Packard automobile!

The magnificent gift took Bob Himmel completely by surprise. It is all to his credit that he had established such cordial relations between his firm and his dealers and, by great energy, originality and enterprise, carried them into outstanding dealer success, so that they seized this opportunity to express their gratitude and their high personal regard.

### Many Meetings

Successful dealer meetings to exhibit the full line of Crosley radio sets and the Icyball numbers, have been held in various key cities. The first of these was held by Wetmore-Savage in Boston and was largely attended. Shortly after, a similar meeting of Crosley authorized dealers was held in Springfield, Massachusetts, by B. H. Spinney.

Later meetings followed in close succession in Detroit, Toledo and Philadelphia. As full accounts of these sessions have not been forwarded to the BROADCASTER, only sparse details are available.

At all meetings so far held, the Chinese Chippendale sets have met with a great reception. Wilkening of Philadelphia got out a very attractive window display featuring the new console models and have successfully placed a number of these around Philadelphia.

These meetings provided their full share of entertainment as well as much interest, education and enthusiasm.



CHARLEY HIMMEL



MASTER OF CEREMONIES

### What's Going on in Omaha!

Approximately 750 Crosley dealers from all parts of the state of Nebraska, journeyed to Omaha, February 1, to be guests of the Nebraska Buick company at a Crosley dealers' convention in the Fontenelle Hotel and to hear H. Curtiss Abbott, general sales manager of the Crosley Radio corporation explain in detail the policies of his organization and the fine points of its new models.

The convention was divided into two parts, the day session running from 11 a. m. to 4:45 p. m., with time out for luncheon, featured an interesting, constructive sales program, and the evening session, which started at 6:30 p. m. was given over to play.

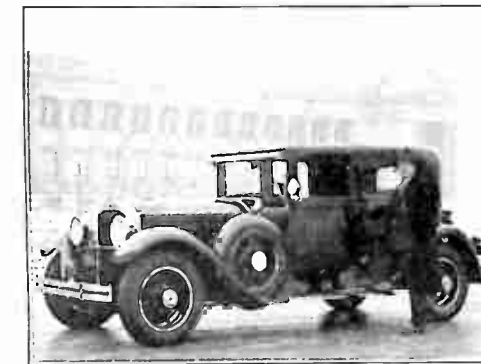
C. L. Carper, vice-president of the Nebraska Buick Auto Company, made the address of welcome and after congratulating the Nebraska dealers on the wonderful Crosley year they had made possible in the Hawkeye state, introduced Mr. Abbott. The latter gave a very interesting talk on radio merchandising as it will be in 1929, at the end of which he presented the new Crosley Jewelbox, Showchest and Gemchest. The assembled dealers were enthusiastic in their reception of the new models.

L. R. Kellogg, assistant sales manager in charge of the refrigeration division of The

Crosley Radio Corporation followed Mr. Abbott, introducing the new line of Crosley Icyball refrigerators. These items proved of special interest to the Nebraskans as the state offers an extensive market for this summer auxiliary line. The Evening banquet was in charge of Ray Ramsey, new KFAB announcer, who proved to be an excellent master of ceremonies. "The Crosley-Nebraska Buick Follies" proved the feature of the evening and all present pronounced the convention the best in radio history west of the Mississippi.

### St. Louis At It, Too!

January 30th saw the dealers' meeting of the Geller, Ward, Hasner Hardware Company of St. Louis. There were about 350 Crosley dealers present. The new numbers in the line were exhibited and accepted with enthusiasm. Reports on the St. Louis meeting have been meagre. We've learned, however, that the men were given practical instruction in window trimming by courtesy of the St. Louis representatives of the Dennison Mfg. Co. In the evening, after the business sessions were out of the way, there was a lot of high-class whoopee.



BOB HIMMEL AND HIS NEW CAR

### Rochester Meeting

A highly successful meeting for Crosley dealers was held in Rochester, New York State. The publicity given to this meeting was particularly fine. Two of the Rochester newspapers gave the sessions of the Rochester Electric Supply



CHICAGO THIRST!

Company a tremendous amount of space, featuring pictures of Powel Crosley, Jr., the new numbers in the Crosley line and other items interesting to the great radio public.

## Philadelphia Gembox Owner Gets Los Angeles

Philadelphia, Pa.

Dear Sir:

It may be of interest to you to know that this morning I heard Station KFI Los Angeles, on my 6-tube electric Crosley model 608.

I am told this is quite a remarkable achievement, especially for an electric set; but the signals died down only occasionally.

Besides this, I received twenty other stations ranging in distance from 254 miles to 1575 miles, which was Denver, Colorado. There were many other stations, including New York, Newark, etc., within a two-hundred mile radius.

I am very highly pleased with my set as I did not think such a thing was possible on a 6-tube electric set.

Hoping for your continued success, I am—  
Charles Floor,  
Philadelphia.



STEVENS HOTEL, CHICAGO, BRIGHTENED BY CHICAGO DEALERS!



# CROSLY DEALERS



## STOP Those Passing Sales With Better Window Display

### New Arrangement with the Dennison Mfg. Co. Makes It Easy For You To Get and Install This Colorful Window Trim

It is conceded by everyone who has made any study of the subject at all that the show window is the most valuable space in the store. It is your best advertising medium. Displaying the actual merchandise right at the point where the goods and cash change hands, it will sell as no other form of publicity can.

"Without a doubt, the 1929 battle for the consumer's dollar will be won by effective window selling" is the way the president of a fast-growing drug store chain puts it.

Every successful Crosley dealer recognizes the supreme importance of appealing in a forceful, original way to the steady stream of people who daily pass his store. Hence he is constantly alert to new ideas for attracting the attention of buyers to his merchandise, and crystallizing this attention into sales.

By special arrangement with the Dennison Manufacturing Company, originators of the striking Crosley window displays shown in the January 1st issue of the "Broadcaster", we are able to offer our dealers an easy and convenient way of getting all of the colorful crepe paper needed to install the attractive window trim illustrated on this page, at a price that is considerably lower than this material could be purchased locally.

### Mail This Coupon To Your Distributor NOW!

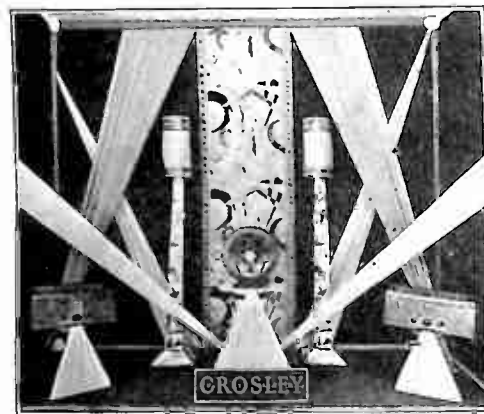
To the Crosley Distributor:  
I enclose One Dollar.  
Send me the new Dennison Complete Window Trim Set described in the February 15th issue of the "Broadcaster".

Dealer's Name .....

Address .....

City .....

State .....



By simply pinning your check for only One Dollar (or a Dollar Bill) to the coupon below, and sending it to your Distributor, you will receive the special Crosley Window Trim Set, consisting of the following:

- 1 Fold Decorated Crepe No. 435
  - 2 Folds No. 44 Grass Green
  - 2 Folds No. 42 Nile Green
  - 1 Fold No. 84 Flame
  - 1 Fold No. 62 Yellow
- Detailed, illustrated, step-by-step instructions for installation that any one can follow.

The most gratifying feature of the Dennison method of window trimming is the ease with which an attractive display may be installed, even by a person who has had no window trimming experience. Dennison Crepe is very easy to handle, and wonderful windows can be achieved by its use. It is perhaps the best material on the market for getting good window trims at small expense.

The window shown here was prepared in the studios of the Dennison Manufacturing Co. especially for the Crosley Radio Corporation. Actual Crosley windows were set up and photographed. The display strikes the modernistic note; it is extremely colorful; and the arrangement of the background leads the eye naturally to the GEMBOX sets and the Type E DYNACONE displayed.

The only other display material needed to complete this effect is a pair of Crosley modern-

istic floor lamps. You'll find these listed in your copy of Bulletin No. 1, "Crosley Merchandising Helps" as No. 28-24 on Page 7. These floor lamps are \$3.50 each, f. o. b. Cincinnati, through your distributor.

Every Crosley dealer should take advantage of this unusual opportunity to capitalize on his priceless window display space by using this trim designed by Dennison experts. Particularly should he do this because the investment—only One Dollar—is so small, and because he can obtain this trim so easily by simply mailing the coupon below.

### A Good Window Sells!

It talks right through the plate glass. It attracts the attention of people, interests them, and makes them want to own the articles displayed.

To do this a window must be attractive, brilliant, colorful.

If you would make your window sell—

#### REMEMBER THESE 5 RULES:

1. Window glass, woodwork and fixtures should have a clean and polished appearance. A display that is allowed to become dusty and faded is worse than none at all.
2. A display should be made with two or three related objects, rather than a miscellaneous assortment. Do not crowd merchandise into the window.
3. Windows should be well lighted at night, as many people who would not see them during the day have time in the evening to view the display.
4. It is advisable to have at least one descriptive card or poster to convey the message to the less discerning.
5. Next to life, color is the best medium for attracting attention. Dashes of color will arrest the attention, focus it on what you have to sell, and bring buyers into your store.

## Merchandising Helps Constant Reminders to the Public of Your Crosley Franchise

### Using Illuminated Tire Covers? Put Your Ad on the Street!

### Home Demonstrations Simplified with Carrying Cases



Illuminated Tire Cover No. 28-2

Imprinted With Your Name

The Crosley illuminated tire cover with your imprint makes a brilliant advertisement for you and your salesman. The cover is heavy oilcloth with a metal reflector connecting three bulbs to tail-light circuit. Lights up wonderfully. Brackets required on Jewett, Essex, Ford, Buick, Chevrolet, Oldsmobile, Hudson, Reo and Peerless. Specify when wire wheel job. Order from your Distributor, giving size of tire. Price, f. o. b., Chicago, \$9.00.

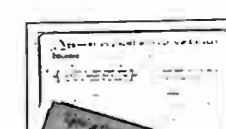
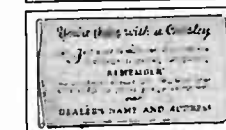
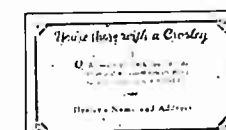


Carrying Cases No. 28-21

The set of Carrying Cases listed above give your salesman an easy means of transporting a Crosley receiver and speaker to prospects' homes for demonstration purposes!

The Carrying Cases are handsome, strong and durable, and make a favorable impression on the customer.

The large case will carry the new Jewelbox as well as the Showbox and Gembox models with room enough for antenna wire, pliers and screw-driver. Place an order today with your Distributor. Set of two cases, \$6.50, f. o. b., Cincinnati.



Post Cards No. 28-11

### Postcard Series Will Get You New Prospects

If you haven't yet used this "Owner Follow-up Plan" you'll be surprised to discover how effective it is for putting you in touch with new prospects.

Your salesman addresses all 3 cards as soon as sale is made. First two cards show friendly interest in customer. Card No. 3 is a return card, on which your customer marks down names of friends who are prospects for Crosley sets. Complete set of government cards with your imprint, 10c per set; 250 sets, minimum order—from your Distributor.



Hanging Sign No. 28-6

### Metal Sign

This non-electric bracket sign is an attractive store-front feature. Size 18 x 27 inches, stenciled in weatherproof colors on both sides. Economical and satisfactory. \$2.50 each, f. o. b., Cincinnati. Order now from your Distributor.

### Crosley Flasher Displays Attract Interest and Attention

This striking counter or window display flashes on and off without disturbing the demonstration of A. C. sets. A new device is employed to get flashing effect.

The Crosley Flasher Display is 3-cornered, in attractive color, with transparent sides. Invariably wins favorable notice of prospects.

Flasher Display is \$3.00 each. Order from your Distributor.



Flasher Display No. 28-23

### Modernistic Lamps

Conform to the modernistic trend in your Crosley displays. Our modernistic Table Lamps and Floor Lamps bring the ultra-modern note into your store. Flashing color which revolves slowly by means of heat from bulb inside the shade, gives it eye-stopping value which you can turn into sales. Price includes all fittings except bulb. Floor model, \$3.50 each; table model, \$2.50 each. From your Distributor.



Table Lamp No. 28-25

# CROSLY DEALER'S RADIO COURSE

10 Simplified Lessons Especially Prepared for Crosley Dealers

LESSON VII

Resonant Circuits.

Suppose a condenser and inductance are connected in a circuit as shown in Fig. 1, and that the condenser is charged and then discharged through the spark gap and inductance. The discharge current, instead of being a single surge in one direction, tends to oscillate back and forth, just as a pendulum set in motion tends to swing back and forth.

To understand this more clearly, consider the following analogy. Two gas tanks (Fig. 1) represent the plates of the condenser. The pump corresponds to the battery for charging the condenser. A heavy fan represents the inductance, and a shut-off valve corresponds to the spark gap.

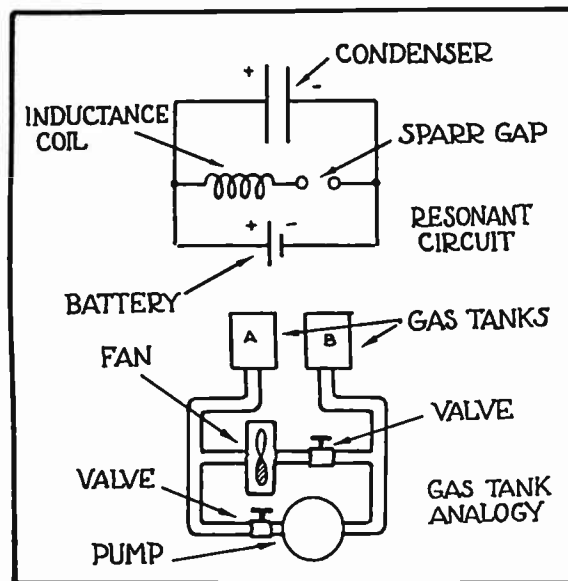


Figure 1

1. The by-pass valve is shut off, the pump valve opened, and the pump started. Gas is then pumped out of tank A into tank B. This corresponds to charging the condenser, the battery acting more or less as an electron pump, pumping electrons from the positive to the negative plate of the condenser.

2. The pump is stopped, the by-pass valve opened, and the gas allowed to flow out from tank B. This corresponds to the discharge of the condenser, through the spark gap.

The flow of gas starts the fan in motion at an appreciable speed. After the gas has become equally distributed between the two tanks, the momentum of the fan keeps it running, and the fan forces considerably more gas into B, so that the pressure in B is much greater than that in A when the fan finally stops. As soon as the fan stops, the pressure in B forces gas back through the pipe into A, starting the fan in the opposite direction. There is a rush of gas back into A, which continues (because of the momentum of the fan) until the pressure in A is considerably greater than that in B.

The gas will rush back and forth in this way until its energy has been used up by friction, etc., each oscillation being less vigorous than the preceding one. The inertia or momentum effect of the fan corresponds to the inductive effect of the coil in the condenser circuit, when the condenser is discharged through it (you will remember that the inductive effect is to oppose decrease or increase in the current—see Lesson III.)

What Resonance Depends Upon.

We have just said that when a condenser is discharged through an inductive circuit, the current tends to oscillate back and forth. Now these oscillations tend to have a certain definite frequency (see Lesson IV), known as the "natural period" of the circuit. The natural period or resonant frequency depends only on the inductance and capacity of the circuit. Thus, by changing the inductance, or capacity, or both, of a circuit it may be made to respond best to any desired frequency.

Tuning.

Resonance is the principle upon which the tuning of radio circuits is based. Each tuned radio circuit consists of inductances and capacities. By changing the inductances or capacities the circuits may be tuned to different natural periods; that is, they may be adjusted so as to be resonant to different desired frequencies. Modern radio receiving sets are tuned by means of variable tuning condensers (see Lesson VI).

Selectivity.

Suppose that part of a radio circuit—consisting of an inductance coil, a variable condenser, and the grid-plate portion of a radio tube—is tuned to respond to 700 kilocycles. The response will be greatest at that frequency, because that is the natural frequency of the circuit, but the circuit will also respond, in a lesser degree, to other frequencies on either side of 700 kilocycles. A curve of response plotted against frequency might look like curve A, Fig. 2.

The Selectivity of a circuit is a measure of how rapidly the response falls off in departing from the resonant frequency. In other words, selectivity represents the ability of a circuit to respond to certain broadcasting frequencies and eliminate others.

One of the important factors involved in selectivity is the resistance of the circuits. Resistance greatly decreases selectivity. In Fig. 2, curve B illustrates the effect of increased resistance.

High Frequency A. C.

Alternating currents used in lighting circuits are generally of 60 or 25 cycles frequency. Alternating currents in the audio circuits of radio sets have frequencies varying roughly between the limits of 100 and 5000 cycles. Currents in the radio-frequency circuits of the radio sets have frequencies of half a million to a million and a half cycles (see Lesson IV, Radio and Audio Frequencies).

At such high frequencies as these last, certain effects become very pronounced. The resistance of conductors increase enormously, because radio-frequency currents travel mostly at the surfaces of the conductors instead of through the interior. This is known as the "skin effect." The opposition of inductances to the alternations of current becomes very pronounced, so that a large choke coil will practically block radio-frequency currents. Condensers offer little opposition to the flow of current at such frequencies, with the result that a condenser may be inserted in the circuit in such a way that it will pass radio-frequency

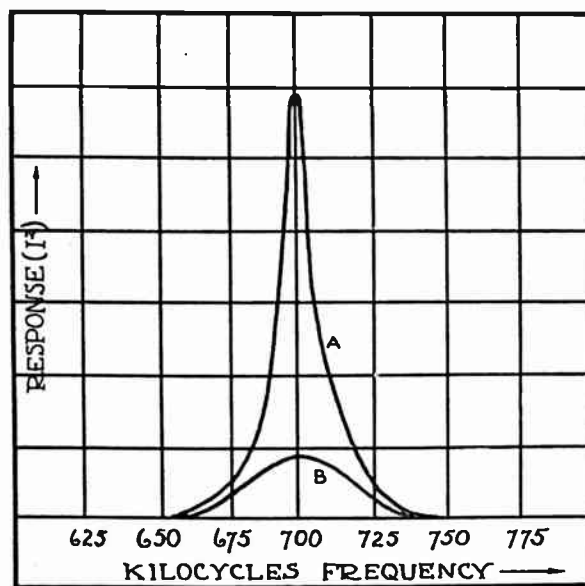


Figure 2

currents with ease, but will completely block all direct current and almost completely block alternating current of the low-frequencies.

Radio Waves.

Another effect which becomes pronounced at high frequencies is the radiation of radio waves. A resonant circuit in which high frequency alternations are flowing sends out invisible electro-magnetic waves. If a

similar circuit, adjusted to the same frequency, is put in the vicinity, the electro-magnetic waves will strike it and set up high-frequency alternating currents in it.

It is these electro-magnetic waves, sent out by radio-frequency currents, that are the carriers of radio signals. They are analogous in many respects to water waves, but they are invisible, and pass through walls of buildings and through many other obstacles with apparently little difficulty. In this sense they are more like X-rays, to which they are closely related. In fact it has been demonstrated to the satisfaction of most scientists that gamma rays of radium, X-rays, ultra-violet light, visible light, heat radiations (such as those coming from the sun) and radio waves are all electro-magnetic waves, differing from each other only in frequency.

Velocity of Electric Waves.

The velocity of electro-magnetic waves, including radio waves, light, X-rays, etc., is approximately 186,000 miles per second. This enormous velocity explains why the transmission of radio signals is practically instantaneous. It would take but slightly more than a second to send a radio signal to the moon. A signal sent here from the sun would arrive in less than 9 minutes (this is the time required for light to travel from the sun to the earth).

Waves Length and Frequency.

Fig. 3 is a schematic diagram of a train of radio waves traveling out from a broadcasting station. The distance from a point on one wave to a corresponding point on the next wave (as from peak to peak or trough to trough) is known as the "wave length". The number of waves starting out per second corresponds to the number of cycles per second of the alternating current in the broadcast transmitter, and is known as the "frequency".

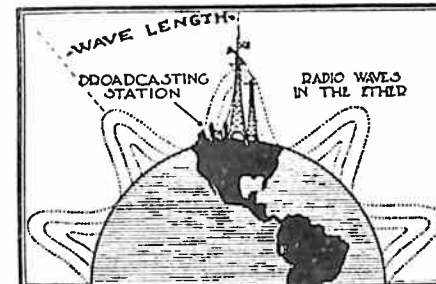


Figure 3

Suppose a train of waves starts out from the broadcasting station. At the end of one second n waves will have been sent out, where n represents the frequency. The length of each wave is l where l stands for the wave length. The length of the train of waves will be n times l, (since there are n waves each of length l), but this is equal to the distance that the first wave travelled in one second—that is, to the velocity. Thus, frequency times wave length equals velocity or in symbols

$$nl = v$$

If frequency is given in cycles per second, velocity should be in meters per second (300,000,000 meters per second), and the wave length will then be in meters (1 meter = 39 inches, approximately). If the frequency is given in kilocycles (1 kilocycle = 1,000 cycles) it should first be changed to cycles before solving the wave-length. This simple formula will enable you to calculate wave length from frequency, and vice-versa.

Production of Radio Frequency Currents.

In order to broadcast radio waves it is necessary to have a generator of radio-frequency currents at the transmitter. For this purpose it is possible to use a spark coil (similar in many respects to the ignition coils used in automobiles) and a condenser, a special alternating current generator, a transformer and condenser, or a radio tube or tubes incorporated in a suitable circuit. For broadcasting purposes, radio tubes are the generators of high-frequency alternating current universally used. Thus the radio tube is the heart of the broadcasting station as of the receiving set. The action of radio tubes will be explained in the following lesson.

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. Is it possible for a circuit consisting of a condenser and a capacity to be resonant at audio frequencies?
2. Are the audio circuits of radio sets tuned?
3. Can a choke coil be used to eliminate radio-frequency currents in an audio circuit of a radio set? Explain.
4. Why do steel buildings "absorb" radio waves?
5. What is the wave length of a broadcasting station operating at 750 kilocycles frequency?

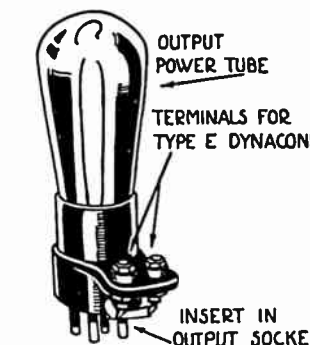
Give Radio Sets a Real Power Speaker

## Dynacone ADAPTER



Simple device by which the Type E Dynacone Power Speaker may be adapted to any modern A. C. Receiver.

\$1.00 List



Virtually any A-C radio receiving set utilizing 171-A output tube, can be adapted for use with the Crosley DYNAKONE, with our Dynacone Adapter.

The Dynacone Socket Adapter is used with radio sets having output transformers or output choke systems. Type E. DYNAKONE 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 plate current of 20ma.

Order from Your Distributor

### TUNE IN!

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

THE FIFTH THIRD UNION COMPANY

14 West Fourth Street Cincinnati, Ohio

### TAYLOR ELECTRIC CO. MADISON, WIS.

Exclusively Radio Wholesale Only CROSLY DISTRIBUTOR

### SCHUSTER ELECTRIC COMPANY WHOLESALE

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

### SOUVENIRS

Two-hook Auto key Case, No. 28-15, in genuine russet leather. The keys stay in this case! 59c each, plus \$1.50 charge for 3-line imprint of your name. Minimum quantity 25.

Looseleaf Memorandum Book, No. 28-13, of genuine russet pig-skin with 50-sheet, check-ruled filler. Size 2 1/2 x 4 1/2. 75c each, with \$1.50 charge for 3-line imprint in gold-leaf. Minimum quantity 25.

Memo-Book No. 28-13

Gummed Labels with the slogan "You're there with a Crosley" can be used in lots of ways and in many places. Keep a supply of these handy little advertisers always ready for use!

Pencil No. 28-26 A regular Lead Pencil with white eraser, good quality lead, always acceptable! Each 3c, plus \$1.50 charge for your imprint. Minimum quantity, 500.

Order the Above from Your DISTRIBUTOR

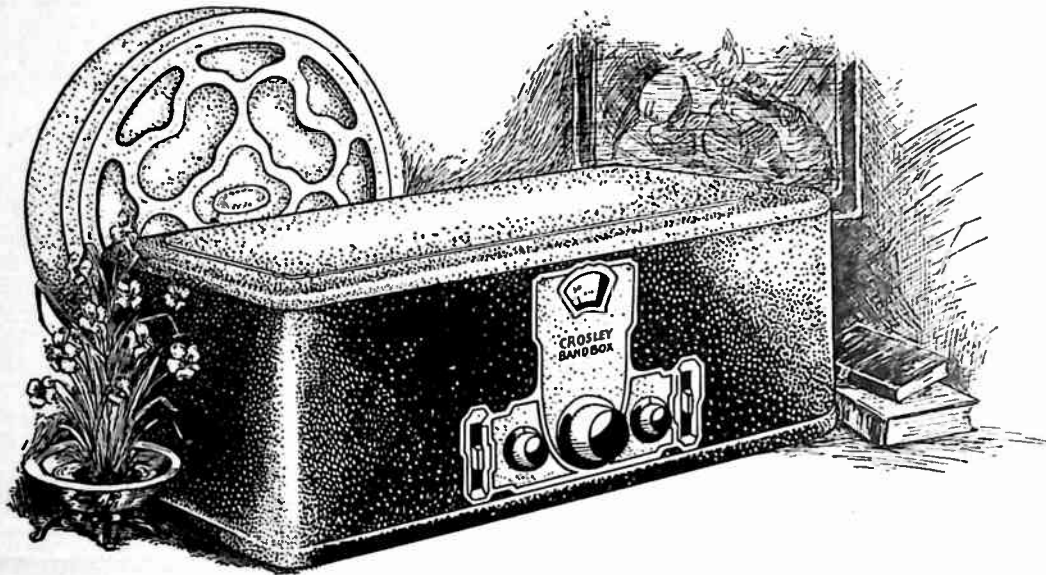


# Getting Radio Results in the Country!

Beautiful Reception Possible

with

## *the* Crosley BANDBOX



6-Tube ~~~~~ Genuine Neutrodyne ~~~~~ Storage Battery Set

**V**IRTUALLY without competition in the field of battery-type radio receivers stands the Crosley BANDBOX! For the country or for homes without light-socket wiring, it is the most satisfactory, result-giving set.

A Crosley dealer in Enders, Nebraska, a farming country, has had striking results placing BANDBOX sets in farm homes: "Mr. J. M. Quinn of Enders, Nebraska, is getting some very fine results with Crosley sets and speakers this season. He says that he has BANDBOXES installed in the country that bring in daily, **very plainly and with plenty of volume**, KFI, Los Angeles, at 12 o'clock noon. Other stations with other-than-usual reception are WDAF, Kansas City; WGN, Chicago; WLW, Cincinnati; KSYL, Salt Lake City; WNAX, Yankton, South, Dakota.

"His aerials are all high. One that is 46 feet high brings in KFI at any time of day or night with plenty of plain reception. He says that Crosley will out-perform all competition on the BANDBOX sets."

The BANDBOX is listed in your Crosley catalog as No. 601 G. We advise the use of Type D Musicone magnetic speaker to get best results.

\$**55.**

without tubes

~~~~~  
**The Undisputed  
 Leader Among  
 Battery Receivers**

~~~~~  
 Demonstrate the  
 Bandbox on WLW  
 and Clinch Sale!