

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

DECEMBER 1, 1928.

NO. 23.

1-1000 % Playmate of Cloud and Wind Cincinnati Dealers Keep Their Crosley Profits Intact Because of High Percentage of Perfect Sets Delivered

Three Hundred Feet Into the Ether Has Gone Rise WLW's Towers

Out of a shipment of 50,000 Showboxes made earlier in the season, only 28 were returned as defective. Of shipments totaling 100,000, something like 100 have been returned for servicing.

That is one-one-thousandth percent of Showbox output, found their way back to the factory to be repaired. To put it another way, 99-999-1000 per cent of the Showbox output is perfect.

A trip through the Crosley plants would give the reason for this high record of perfect production. The sets are subjected to inspection after inspection, running into the hundreds.

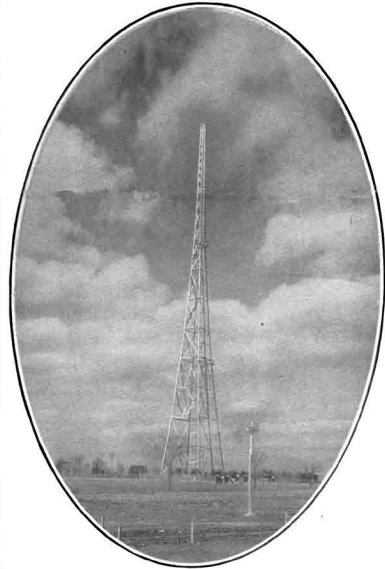
When you take into consideration the fact that all the materials which enter the Crosley plants are carefully inspected, then the preliminary operations, joining of metal parts, soldering operations, all are inspected long before the set, as such, begins to emerge, you begin to understand how thoroughly the work is gone over before the final assembling and testing of finished sets. It is difficult to say actually how many inspections and tests there are; roughly speaking, about four hundred.

Keep Your Profits Intact

These careful inspections reduce servicing on Crosley sets to the vanishing point. When you sell a Crosley set, the service required on it will be as nearly nil, as can humanly be expected of a machine.

Thus, the profits on your Crosley sales are yours. You do not have an appearance of profit, only to find that the bank account will be exhausted in later service work on sets sold. **You keep your Crosley profits intact!**

We have always maintained that the best salesman for a Crosley receiver is the set itself. On comparative tests, Crosley makes good every time. Our confidence in this truth lies in our knowledge of how Crosleys sets are made.



This cloud study of one of the three-hundred foot towers used by the Crosley station, WLW, at Mason, Ohio, gives you an idea at a glance of the great height of these giant twins.

Silvery and shining, they withstand the buffeting of powerful storms and the sweep of great winds. Between the two towers stretches the aerial. Tremendous currents flow through, despite all insulation, for they are the agents by which WLW carries its message of song and story to a great nation.

The twin towers rise from level ground, stripped of trees and shrubbery, that nothing may impede the perfect transmission required for their work. They stand close to an arterial highway, but the message from WLW travels many times faster than the swiftest car that goes speeding past.

One Prophet Who Finds Honor in His Own Country

Whole City Buying Crosleys

In spite of the Biblical saying, "A prophet is not without honor, save in his own country," the city of Cincinnati, home of the Crosley Radio Corporation, has set the seal of its approval upon Crosley radio sets.

The proof of this lies in the fact that the people are buying Crosley sets. The demand is greater than the supply.

It often happens that a local success will stir up a certain amount of antagonism to the one who is enjoying the success. Not so with Cincinnati. The entire city seems to be back of this great manufacturing institution in its midst, which has made such tremendous strides in a few years.

The growth of the Crosley Radio Corporation is an outstanding factor in Cincinnati's industrial history. On the north side of the city a great plant has arisen, turning out many thousands of radio sets a day. Of this output, a large part is absorbed right in the city and its suburbs. The local dealers are clamoring for more sets to supply the demand from citizens of Cincinnati.

Cincinnati Boosters for Crosley.

You will find among individuals living in Cincinnati, considerable pride in the achievements of this firm, its advance in the radio field and the increased prestige of Cincinnati due to the presence of Crosley here.

Local sales have exceeded all expectations. The Crosley selling organization is, of course, of national scope. In Cincinnati the selling problem has resolved itself into a matter of keeping the dealers placated with enough sets, so they can take care of the local demand.

The **BANDBOX**

A CROSLY Set for the Unwired Home!

The Undisputed Leader Among Battery Receivers

Genuine Neutrodyne



6-Tube --- Storage Battery Type --- Model 601

\$55.

Without Tubes

CHRISTMAS and the Holidays find the unwired homes throughout the country just as active in preparation for the great festival as any which enjoy all the modern wiring devices. And Christmas without a Crosley is a stale feast. The BANDBOX is the storage battery type receiver which will carry holiday cheer into those millions of unwired homes throughout the land!

The Crosley BANDBOX was the sensation of last year and has held the field ever since among storage battery type receivers.

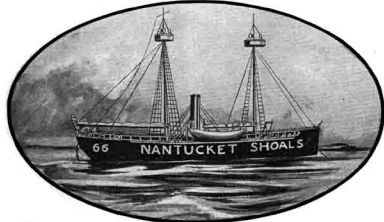
The BANDBOX has the same attractive gold highlighted ripple finish used on all Crosley sets this season. It is completely shielded, it has acuminators for sharp tuning, modern illuminated dial and other up-to-date features. The BANDBOX consists of 3 stages of genuine neutrodyne (patented) radio frequency, detector, and 2 stages of audio frequency. Wired for use with power output tube and may be converted for use from power lines with a suitable power supply unit. Push the BANDBOX!

We recommend the use of Type D Musicone with the Bandbox.

The First Lives Saved by Radio

Radio was hailed as a lifesaver many years ago. For the first fifteen years of its development, the chief value of radio was believed to be its usefulness in saving lives at sea.

The first record of life saving through this medium is in 1898, when radio had been thought of by but a few persons as a commercially practical scheme of communication.



The Nantucket lightship, equipped with Marconi apparatus by means of which passing White Star, Cunard and other Atlantic steamers, were signaled to the Nantucket Island Station, in 1900.

Equipment had been installed on the East Goodwin lightship in the British Channel. Experiments conducted by Marconi in communication between this ship and the South Foreland lighthouse, on the mainland, are described in an early book on wireless telegraphy. Distances as great as 14 miles (which was a notable record for those days) were obtained between the lightship and the vessel "This".

"On five occasions," says Signor Marconi, relating the story himself, "assistance has been called for by the men on board the [light] ship, and help obtained in time to avoid loss of life and property. Of these five calls for assistance, three were for vessels run ashore on the sands near the light-ship, one because the light-ship herself had been run into by a steamer, and one to call a boat to take off a member of the crew who was seriously ill.

"In the case of a French steamer which went ashore off the Goodwins," continues Marconi, "we have evidence that by means of one short wireless message property to the amount of £52,588 (approximately \$250,000) was saved; and of this amount, I am glad to say, the owners and crews of the life-boats and tugs received £3,000. This one saving alone is probably sufficient in amount to equip all the light-ships round England with wireless telegraph apparatus more than ten times over."

Several of the first radio installations were on lightships. The American lightship "Nantucket Shoals", shown in the illustration above, was equipped with radio shortly after 1900. It reported the passage of ships to a station on the mainland. Thus the arrival of vessels could be heralded some time before they entered port, and assistance could be summoned for ships in distress.

About this time, the British Navy made extensive tests of the adaptability of radio to use on vessels at sea in connection with its annual naval regatta. During a sham battle conducted as a part of the regatta program, one of the two opposing fleets included several vessels equipped with radio. This fleet won the battle. Its success was attributed to the facility with which communication was carried on among the vessels by aid of the radio equipment.

The results of the Naval tests had much to do with interesting private ship operating companies in the installation of wireless equipment on their vessels for the protection of life and property.

"To obtain the greatest degree of usefulness from wireless telegraphy," says William Maver, Jr., an early operator and author, writing in Cassier's Magazine, January, 1902, "when it is employed to prevent collisions at sea and to send information from vessels in distress or when approaching or departing from their respective harbors, it would appear to be essential that every vessel sailing the main should be equipped with the apparatus. The writer can say from experience that it requires a considerable degree of expertness to maintain the apparatus in proper working order, and even when code signals only are employed a fair amount of intelligence is required. It is therefore a question whether the requisite skill and intelligence would be available at all times on all kinds of craft."

Little did Maver realize that before many years had passed there would be an abundance of highly trained operators available, all fulfilling the rigorous requirements of carefully devised government examinations.

Sell This Family Christmas Present!

the MEROLA

Change from Radio to Phonograph at Will



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

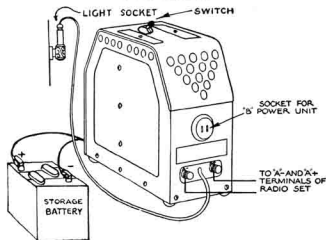
\$15

Your Distributor Can Supply You

Crosley A-Battery Eliminator for Storage Battery Receivers

\$12.50 Each

f. o. b. Cincinnati



OUTSTANDING VALUE IN "A" POWER UNITS

THIS Crosley A-Battery Eliminator, when attached to a 6-volt storage battery supplies power to a storage-battery type radio set, direct from the light socket. The light socket current is consumed only when the radio set is in operation, and there is no drain upon the storage battery. Here is a true "A" Power Unit at a phenomenally low price. Easy to connect, quiet in operation, no intricate parts to get out of order. You'll find a ready market for this item among owners of battery type receivers.

Order NOW from Your Distributor



Published by the
CROSLY RADIO CORPORATION
 Manufacturers of Radio Apparatus
 Colerain and Sassafras Streets,
 Cincinnati, Ohio
 Telephone Kirby 3200

Editor: A. E. Deaderick



Crosley manufactures radio sets for radio amateur, experimental, and broadcast reception use, under patents of the Radio Corporation of America and Associated Companies, The Hazeltine Corporation, and the Latur Corporation.

All prices quoted in the Broadcaster are Eastern prices. Western prices are slightly higher.

Editorials

This is your paper. Help make it interesting by sending in contributions. All material sent in will be most welcome. Comments of every description will be appreciated. What do you say? Let's all pull together.

A very attractive 4-page folder showing the Crosley line is now ready for mailing and counter use. Folded, it goes into the usual office size envelope. Printed in two colors on buff paper. In ordering, designate No. 894, which succeeds No. 822. Supplied in reasonable quantities by your Distributor. Ask for No. 894.

In a number of public schools, Crosley radio receivers are being installed. The various Parent-Teachers associations see to this and the Crosley is their choice. Many educational features of fine quality are being broadcast at the present time. Schools wish to take advantage of these. Furthermore, this is almost the most wonderful advertising there can be for Crosley sets, because the name Crosley is being forcefully impressed upon the minds of Cincinnati youngsters.

Dealers will find that the associations which take an active interest in the welfare of children, not only in public schools but in all institutions for children, are open to the suggestion of installing a Crosley radio. They are proving this true in Cincinnati and elsewhere.

This indicates that Crosley success will go right along as these children grow up. They are hearing Crosley spoken of in their homes; they see Crosley sets at home, and they hear them in their school life.

One father has just written us that a dealer installed a Crosley on trial, in his home, and the whole family united to refuse to let it go out of the house. So he had to buy it!

Crosley Sets Everywhere Receive Crosley Programs

National Reception over WLW Discloses National Use of Crosley Receivers

It is a notable fact about the reception of the great program broadcast from WLW the night of its formal dedication as a national station, October 29, 1928, that many who tuned in on the Crosley station that evening, were using Crosley sets.

A number of letters make definite mention of this fact. Writing from Birmingham, Alabama, Mrs. Helen Stallenwerck said, "Monday night's broadcasting from your WLW was the best we have heard since the installation of our Crosley Showbox in our little apartment on the south side of Birmingham, Alabama. Our reception of your carefully arranged program was as clear as if it had been sent from the next room. It was a joy to listen in, and not miss a single part of your program because of that terrible old demon 'Static.'" We are very proud of our Showbox and we wish Mr. Crosley himself could hear our praise for it."

An enthusiast writes us from Richmond, Virginia: "I am still thinking of the gala program that dedicated the marvelous 50,000 watt transmitter of WLW, for it indeed marked a new era in broadcasting. I suppose it is needless to say that we were 'there with a Crosley.'" When the 50,000 watt transmitter set its program upon the air, it was almost unbelievable the resonance and beauty of the tones. Every inflection of the voice and vibration of the musical instruments came in with distinctness and fullness of tone."

After commenting upon the success with which he is getting WLW programs, J. E. Griffin of Monroe, Louisiana, has to say: "I have just discarded an old set and after trying out a number of makes, have decided in favor of the Crosley Showbox, as I am convinced it is the most for the money, and is much more selective in tuning,

than some sets costing two or three times the money."

Hattiesburg, Mississippi, is represented by Thomas J. Barber, Jr., who comments in his letter upon the dedicatory program of WLW, with the words: "The initial program of your new WLW was invigorating and very impressive. My set is a Crosley A. C. Bandbox and the reception is indeed wonderful."

A non-commissioned officer in the 10th Field Artillery, located at Fort Lewis in the far-away state of Washington, tells us he has recently purchased a Showbox. With it he has been able to pick up the test programs which WLW sent out in advance of its formal opening, using the call letters, W8XAL. Sergeant Sweeney is 16 miles south of Olympia, Washington, and has been getting midnight programs at 10.20 in the evening. There are three time changes between Cincinnati and the Pacific Coast. Cincinnati is on Eastern Time. All of the Pacific Coast is on Pacific Time.

Mrs. M. G. Wheeler, in her letter praising the programs coming from the new WLW, remarks, "The name 'Crosley' is a household word here, as I have enjoyed one of your radios for years."

Charles A. Chace, living in Bartow, Florida, says in part: "My first set was a Four Tube Crosley, with speaker built-in clamping headphones on neck to make it 'talk up.' This was about six years ago and from then until now I have been an ardent admirer of Mr. Crosley and look forward each year to learn what new invention he has made for the benefit of the listening public."

Quite a number of letters came in from the West Indies, but as most of them are in Spanish, we have to refrain from quoting from them. Here's one however, from Cristo, Province de Oriente, Cuba: "Away down here in Cuba, where the balmy breezes blow, I live alone

with just my dog, and a Crosley radio." After that burst of poetry, the writer, Miss Duncan, proceeds to tell us that she gets WLW wonderfully, and she sends us her best wishes.

Any number of comments from the Canadian provinces were received. Mrs. Greene, residing at London, Ontario, has a son who is a "shut-in." She writes most gratefully. "We have been the proud possessors of a DeForest Crosley C-5 for the past two years and have never regretted our choice. Congratulations to you and to all of WLW for your wonderful achievement in the radio world.

Walter Wiseman, living at Nalrn Center, Ontario, Canada, praises the programs from WLW, and adds: "The machine I am using is built by the DeForest Crosley Radio Corporation of Canada and the loud speaker is a Crosley super Musicone."

A native of Nova Scotia tells us: "Congratulations on the way your new station is coming in tonight on my DeForest Crosley 5-tube set. Trust that we may have the pleasure of hearing you regularly in the future."

Back to the U. S. and to Maine. Leon Wilbur of Showegan, Maine, writes, "Enjoyed your dedicatory program very much last night. We bought our Showbox that day and it works fine." A wit from Tampa, Florida, wrote on November 5th: "WLW and a Crosley Showbox; the only combination I know that can equal it is Smith and Robinson." Whatever he may have felt on November 7th about the political lights he mentioned, we trust he still felt optimistic about his Showbox.

A cordial letter from Mr. and Mrs. Yarrow of Highland Park, Michigan, comments with enthusiasm on WLW's program: "You see, we own a Crosley Gembox, and it is coming in wonderfully."

Evansville Newspaper's Pay Check Carry Crosley Advertising

You're There
With a

**CROSLY
RADIO**

AS ADVERTISED IN
THE MORNING COURIER
AND JOURNAL

Morning Courier - Evening Journal

Pay Check

K No. 218

EVANSVILLE, INDIANA, NOVEMBER 8, 1928

PAID TO THE

TO THE National City Bank,
EVANSVILLE, IND.

DOLLARS

THE EVANSVILLE COURIER & JOURNAL - PAY ROLL

EVANSVILLE, INDIANA, NOVEMBER 8, 1928

This is a new and effective service which one newspaper rendered on behalf of local Crosley dealers. The morning Courier-Evening Journal of Evansville, Indiana, recently paid its employees, several hundreds of them, with checks carrying a Crosley stub as shown in the picture. Each Courier-Journal employe thus had Crosley forcibly brought to his or her attention. Newspapers in other cities might be induced to give a similar service to Crosley dealers.

Portrait of an Icyball in the Belgian Congo

*They Call Them "Monkeys"
in Africa and They
Have Both Kinds*



In the Belgian Congo, a water jar which cools the water by evaporation is called a "monkey." So the Icyball has inherited this name and is spoken of as the "monkey." Note, in the picture, that the native carrying the Icyball unit on his shoulder, has a live monkey on his other shoulder.

This Icyball is the property of Dr. Thomas Stixrud, a medical missionary at Luebo Congo Belge, two hundred and fifty miles in the interior of Africa. The ice made by this Icyball was the first ice the natives of that region had ever seen and they called it "rocks of rain." The Stixrud family like chilly things; Dr. Stixrud adds, "We are now getting ice or ice cream from three to four times daily, in addition to keeping foods in good condition during the twenty-four hours."

The Campbell Auto Supply Co., authorized Crosley dealer at San Benito, Texas, sent us the proof of a full-page newspaper advertisement which they ran in the San Benito papers. The entire page was devoted to the Crosley line, illustrated with newspaper cuts such as we furnish free to authorized dealers. If it were not for the fact that the sheet is so large that it can not be successfully reproduced on a small scale, we would gladly show a cut of the ad in the Broadcaster. If brought out a number of good selling points, the copy was very well handled, indeed, and, the entire page indicated a thorough grasp of the Crosley proposition. The Campbell Auto Supply Co., is to be congratulated on advertising so effectively!

Chanute, Kansas, Dealer Opens "Radio House"

The Sunflower Electric and Supply Company, exclusive Crosley dealer in Chanute, Kansas, has recently taken over a cottage in the residential district of that town and is operating it as a "Radio House." All their radio business is transacted in this house.

In one room, the full Crosley line is on display. An adjoining room is used for demonstration purposes. The dealer, who is E. W. Edwards, has found this house of great help in building up sales. Under these conditions, he feels, it is easier to get a customer to decide on one model. "After explaining and showing the quality of the materials," Mr. Edwards writes, "and the workmanship built into the Crosley, we explain that Crosley is licensed on every patent known to the art; and that it is one of the oldest and most reliable manufacturers in the industry. We believe that the prospects we get from Crosley users are the best."

This idea of having a "Radio House" right in the residential area of a town or city, equipping it attractively and giving it a welcoming atmosphere, is a fairly new angle on selling radios. There may be some of the smaller towns where this method would be particularly effective. The rent of a cottage in many cases would be less than the rental of a store. The dealer would have to make a survey of his territory to determine whether or not the field was adapted to this selling plan.

On Tuesday, October 9th, the Baird Hardware Company, Crosley distributors at Gainesville, Florida, held a very successful Crosley and Amrad Dealer Meeting.

There was a registered attendance of forty-two and after an informal program, and an exhibition of Crosley and Amrad models, the dealers and other guests were invited to inspect the State-owned broadcasting station located at the University of Florida, which is in Gainesville. In the evening, an elaborate dinner was served. Altogether it was a most successful meeting.

"I beg leave to advise that some few days ago your agent invaded our city and he actually had the nerve to place in our home a Crosley electric radio. And, after 6 days trial, I am in all kinds of trouble. The family would not permit the agent to remove this most wonderful machine and the result, a new Crosley radio in the Everhart home." Ira C. Everhart, Danville, Pa.



TALKS TO the TRADE

We had felt that when the national election was over, there would be a breathing spell long enough for us to analyze market possibilities for the next few months. But we find, on the contrary, an ever increasing demand for Crosley products!

The Gembox continues to be extremely popular, because of its price appeal. Without question the most popular radio set on the American market is the Showbox; this fact is due to its remarkable performance. It is unnecessary for me to say anything about the Crosley Dynacone; the tremendous volume of sales it has rolled up, speaks for itself.

As nearly as we have analyzed sales possibilities, the demand will continue to increase up to shortly before Christmas. And there will be a big demand right through the coming year because of the many millions of battery operated sets to be replaced, and because many new radio prospects are ready to buy a. c. receivers. They welcome the simplicity of operation and freedom from trouble, to be enjoyed with the a. c. type radio sets.

The Showbox will undoubtedly continue to be the most popular item in our line throughout next year. 1929 will also show increased production in Crosley Icyball Refrigerators; this will enable all our dealers to handle this remarkable number. We are now planning a merchandising campaign to create consumer interest as well as to educate consumers on the subject of the Icyball. You will soon want to start ground work for next season's business on this item.

The most important thing for you to do right now is to anticipate your requirements! Notify your Distributor as to what you are going to need between now and Christmas, not only on the Showbox, but also on the Gembox and Crosley Dynacone.

Powell Crosley Jr.

AMRAD

has the

Finest Tone in Radio

20th CENTURY RADIO CORPORATION
 ONE HUNDRED FOUR PLAZA 50th AVENUE
 BROOKLYN - NEW YORK

September 22, 1928

RECEIVED
 SEP 23 1928

Mr. S. H. Lyon
 General Corporation
 Bedford Hills, N. Y.

Dear Mr. Lyon:

We have just completed arrangements for the Dargatz diner to be given to their store managers and salesmen on Monday night, September 23, when we will present to them the new line. The initial order for all of their stores has been filled and although the new line consists only two sets per manager have come in free practically every store in the chain.

We want to tell you at this time how gratifying it has been to us to see the outstanding success of the AMRAD line in the metropolitan market. The interest in the AMRAD outfit at the Radio Show has clearly indicated the position you are now occupying in the industry.

We have turned over to our dealers an average of sixty-five orders per day since the Radio Show. Our dealer record prevents obtaining all the Radio Show. Our dealer activity is increasing daily and at the present time we are anxiously awaiting the two additional car loads which we ordered last week.

Will you kindly compliment your production department on the excellent quality of the sets we have been so near perfect as it is hardly possible to make any radio receiver.

With best wishes for your continued success, we are

Sincerely,

Charles Crosbley
 President

CL:CS

The
SONATA



Louis XVI console of walnut with decorative panels of satinwood and zebra wood. The most modern, purely electrical radio. Double shielded. Single dial control, extremely selective with a full rich tone. Specially built-in Dynamic Power Speaker

\$475
 (without tubes)

The
NOCTURNE



Console model of walnut veneer, with built-in Dynamic Power Speaker. Purely electrical. Illuminated single dial control. Double shielded. Eight tubes.

Price \$295
 (without tubes)

and

New York knows it!

Powel Crosley, Jr., Restates WSAI Situation

Fight to Protect Popular Crosley Station Continued by Corporation's President

Powel Crosley, Jr., on November 16, issued the following statement: "We filed our formal protest with the Commission on October 26. We received an acknowledgment from Carl H. Butman, secretary of the Commission, dated October 31, saying the matter would be presented to the Commission and that they would notify us when the Commission had set a date for a formal hearing. They have not to our knowledge set a date."

Used Much Persuasion.

Mr. Crosley further said that he had "begged and pled with the Commission, called on them at Washington, 'phoned them," and had done everything in his power "aside from being nasty about it," in an effort to induce the commissioners to give WSAI a fair assignment. Besides the Crosley corporation's efforts, a united campaign in behalf of the station has been carried on by newspapers, friends of the stations, politicians, and business and fraternal organizations.

Crosley Explains Situation.

After being besieged for four days with telephone calls and letters from listeners inquiring as to the status of WSAI, Powel Crosley, Jr., president of the Crosley Radio corporation, took the microphone of station WLW on November 15 at 10:00 P. M. in an endeavor to explain the situation.

"We do feel that WSAI should have been better taken care of by the Radio Commission; that it should have been permitted to operate at any time as a regional station with WLW operating as it is as a national station," Mr. Cros-

ley continued, after explaining again that WSAI was "compelled to shut down when the sun set at Fort Worth, Texas."

"I wish to repeat emphatically that it is our desire to continue to operate WSAI if the Radio Commission can be prevailed upon to permit us to do so."

Answering the question as to why the features of the NBC system which formerly came from New York through WSAI could not be put on WLW, Mr. Crosley pointed out that the so-called "red" network and the "blue" network are entirely separate so far as the service of the programs broadcast goes.

Chain Not Interchangeable.

"WLW is the 'blue' network station and WSAI is the 'red' network station," he said. "Governor Smith's speech the other evening following the election was scheduled for the red network stations. As WSAI was not permitted to operate after dark, we could not furnish the speech although it was on the telephone wires in our studio available for broadcasting if we had permission to operate the station. Such features as the Eveready Hour, Cliquot Club Eskimos, A. & P. Gypsies, Ipana Troubadours, are all red network features that have been eliminated by the Commission's drastic order."

After explaining that the Crosley Radio corporation is doing everything in its power with the Commission to have them assign a channel so that WSAI can operate at night, Mr. Crosley again explained to the listeners that they should address their protests to the Commission or to their senators and congressmen.

"Africa too," W. A. Teasley lives in Bowman, Georgia. As the 'Solid South' proved to be about as solid as a dish of Jello, we don't know whether the foregoing is a funeral march or a chant of victory, do you?

"I recently purchased one of your Crosley Showbox radios, and I think it is a wonderful set. In one night's tuning, I picked up Honolulu, and the Santa Ana, California, with a few other distant stations. I am more than pleased with the set." Martin Hailand, Buffalo, N. Y.

"After a demonstration of your Crosley Showbox, we have reached the conclusion that there are no others that we have heard, which excel it in reception as well as appearance." Howard S. Davis, Ocala, Fla.

Holiday Helps

Souvenirs with Your Imprint Will Stimulate Christmas Trade



LEATHER MEMO BOOKS

No. 28-13 Looseleaf Memo Book bound in genuine pigskin. 50-sheet, check-ruled filler, size 2½ x 4¼.

73c each

f. o. b. Cincinnati

Minimum order, 25 books. Genuine gold leaf imprint on any quantity, at additional flat charge of \$1.50.



Memo-Book No. 28-13

No. 28-12 Pocket Letter Holder, of genuine russet pigskin. The word "Crosley" appears in gold leaf over your own imprint.

\$1.19 each

f. o. b. Cincinnati

There is a flat charge of \$1.50 for a 3-line imprint, in any quantity, in genuine gold leaf. Minimum order, 1 dozen. Order from your Distributor, enclosing cash with order.



Letter Holder No. 28-12

Six-hook key case, No. 28-14, genuine russet leather, new Anchor Swivel. Impossible to lose keys from these hooks. Each, 69 cents, plus \$1.50 for three line imprint, minimum quantity 25. Order from your distributor, F. O. B. Cincinnati.

Two-hook auto key case, No. 28-15, same material as above. 59 cents each, plus \$1.50 for three line imprint. Minimum quantity 25. Order from your distributor. F. O. B. Cincinnati.



Key Fold No. 28-14

Pencil No. 28-26

A good lead pencil—round, yellow, nickle tip, white eraser. Each, 3 cents, plus \$1.50 for 3-line imprint, minimum quantity 500. Order from your distributor, F. O. B. Cincinnati.

Handy Kitchen Pad in red, blue, yellow or orange oilcloth, sewed tape edge. Complete with pad and pencil. Priced at 10 cents each, plus \$2.50 for imprint, minimum quantity 100. Order from your distributor, F. O. B. Cincinnati.



No. 28-17

Auto Key Fold No. 28-15



Book Matches No. 28-16

Your ad on front, Crosley on back, \$3.75 for one thousand books; two thousand books or more, \$3.50. Order from your distributor, F. O. B., Eberston, Ohio, or Springfield, Mass.

The PROVING GROUND for

The Vital Importance of Proving Prospects

If you can get answers to three questions concerning your prospects, you save hours of effort every week and make your selling time more productive. The three questions are: "Is he a prospect?" "Will he buy a Crosley?" "Will he buy now?"

We are showing on this page some graphic examples of how to get answers to the three questions. The idea is for your sales work to make it difficult for the prospect to say "No", and easy for him to say "Yes".



Proving the Prospect Gets You Started Right

If you do not prove your prospect right at the outset, you may give a long selling talk, only to find that your customer is not a prospect at all. Or, you may give your best talk and find that you have been on the wrong tack altogether; you have failed to bring to your prospect's attention the points which most interest him. By proving your prospect, you are off to a good start and save yourself valuable time!



Is Your Demonstration Convincing?

A sound salesman has a number of simple questions which he uses, after he has made a good selling point in his demonstration. The way his prospect answers these questions, tells the Crosley salesman if he has convinced the prospect. If he is convinced, he can start immediately to close the order. If his prospect is not convinced, another selling point can be brought up, and further demonstration made.



When the Prospect is Ready to Sign

It is better to say: "Please sign here," than to be afraid to ask for the order. There are a number of ways of asking for the order, however. Make it easy for your prospect to give you a "Yes," and avoid giving him a chance to refuse flatly. When you have proved your prospect by asking him the lead questions shown on this page, you make it easy for the prospect to say "Yes."



Is He a Prospect?

One of the most important qualifications for a successful dealer, is his ability to recognize a prospect on sight.

A successful salesman makes use of "lead questions." The answers he gets, indicate whether or not he has a prospect. Here are a few of the questions which illustrate the idea:

"WHAT Radio Are You Using? How Long Have You Had It?"

The first qualification of a customer is his ability to make the down-payment. Before you spend a lot of time with the prospect, find out if he is able to make a payment in cash. One way to find out is to ask a direct question like this:

"MR. Jones, How Much Do You Intend To Pay Down?"

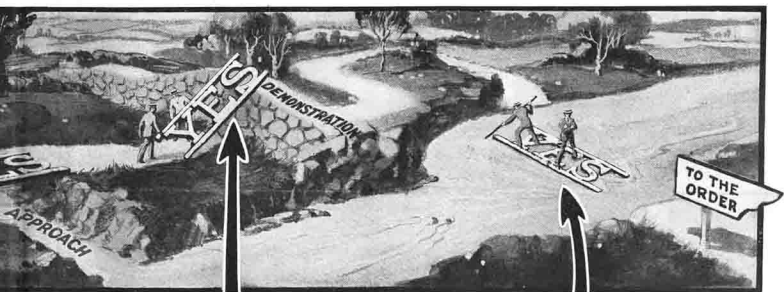
Your prospect will usually reply, "How much do I have to pay down?" Your answer is, "The more you pay down, the less interest you will have to pay, and the smaller your monthly payments have to be."

If the difference in cash required is an amount like \$35 then you might ask him, "Is it convenient for you, Mr. Jones, to pay \$50 in cash?" If you make the amount larger, you can come down if necessary. If the prospect says he is not prepared to pay that amount in cash, ask him how much he can pay. 25% of total, is the customary down payment.

"It Would Be Convenient For You To Pay \$15 A Month Wouldn't It, Mr. Jones?"

If the prospect answers "yes", then go ahead with the sale or you can make whatever adjustments in size of payment that you think wise.

for CROSLY PROSPECTS



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Will he buy a Crosley?

Will He Buy Now?

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If you find you are making rapid progress, you can often save a lot of time by asking for the order there and then! Develop several questions of your own, to use after you have made a few good selling points in your demonstration.

"NOW, Mr. Jones, Isn't This Crosley Showbox Just What You Want In A Radio?"

Have
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question

The purpose of this question is to make it easy for the prospect to say "yes." It clinches your selling points. The answer you get will indicate to you whether to close the sale on the spot, or proceed with additional selling points.

"YOU, Of Course, Want These Points In The Radio You Buy?"

To Pay

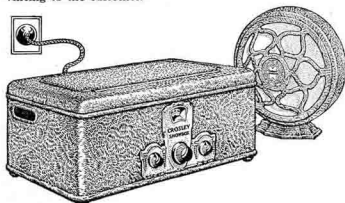
With this question you clear the way for additional demonstration, going over the points which will be most convincing to the customer.

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Crosley Showbox and Dynacone

The greatest obstacle in closing sales is the postponement excuse. There are a great many kinds of postponement excuses. If you anticipate these excuses, you can often eliminate them from the argument by getting your prospect to say yes when you are ready to put a lead question to him.

"IF I Can Arrange Satisfactory Terms For You, Are You Ready To Take Delivery Now?"

Every day you are asked "How much do I have to pay down and how much by the month?" It is an excellent opportunity for you to prove your prospect. The most important question in your mind is, "Is this prospect ready to buy?" If you can get a "Yes" answer from the prospect by the easy method indicated on this page, you are ready for your closing work.

By proving your prospects in this way you save unnecessary repeat calls on your part, and you go quickly, and at the same time, tactfully, to the point.

When you are making a house call, or when someone drops into your store, the first thing you want to know is whether or not the man or woman is a prospect. Second, you want to find out if they are already interested in the Crosley line. They may have seen our national advertising in Liberty or other magazines; they may have seen your newspaper ad. If they are already posted on Crosley radio, a large part of the selling work is already done.

Third, you need to know if the prospect,—once you've proved that he is a prospect,—is ready to make an immediate purchase. You want to find out if it is a cash sale or deferred-payment sale. If the prospect is ready to buy a Crosley now, then is the time to put in your soundest selling effort.

By proving your prospects, you save preliminary time, and get right down to the business of making a sale.

MEET COMPETITION

with this New

MODEL C-8 CONSOLE

\$57



Height, 47 in.
Depth, 15 in.

Width, 38 in.
Shipping wt., 75 lbs.

Feature it with the new

CROSLY 8-TUBE AC
ELECTRIC SHOWBOX **\$137**

SHOWERS CROSLY
RADIO FURNITURE

Attractive! Exquisite beauty! Beautiful walnut veneer embellishes the handsome design of this charming model. The decorative inlay effect gives a restrained but animated touch of the modernistic. Vivid color contrasts, provided by double stained routed line designs, heighten the rare beauty of the grain.

The panel is cut out to allow the controls of the receiver to protrude. Installation can be made without removing the outside metal case.

The DYNACONE — the wonderful Crosley achievement in a dynamic type speaker — is built in and renders an amazing tone with clear reproduction which is enriched through construction features of the console cabinet.

SHOWERS BROS. CO.

Bloomington, Indiana

Burlington, Iowa - Bloomfield, Indiana

"The world's largest furniture maker."

USE THIS CONVENIENT ORDER BLANK

SHOWERS BROTHERS CO.

Dept. 81, Bloomington, Ind.

Dealer's Discount 40%

Radio Division
Gentlemen:

Enter our order for.....of the new CONSOLE MODEL C-8 SHOWERS-CROSLY Cabinets:

Our Jobber is Signed
 Firm
 City
 Street Address

Northwest Auto Prize Contest

Crosley Distributor at Portland, Oregon,
Offers 5 Prizes

The Northwest Auto Equipment Company, Crosley Distributor located at 45 North 9th Street, Portland, Oregon, is running a prize contest to put the dealers in their territory in personal touch with set owners and prospects.

Details of this contest are broadcast over Station KFJR every Wednesday night between 11 P. M. and Midnight. Five merchandise prizes are offered in the form of certificates redeemable at face value, for any merchandise carried by the Northwest Auto Equipment Company, if presented at their place of business.

Any certificate so presented, and used in applying on the purchase price of an AMRAD receiving set,

will be honored at 50 per cent over face value!

The first prize is a hundred dollar merchandise certificate; they grade from seventy-five, fifty, forty, to thirty-five dollars, which is the fifth prize.

Complete details on prize contest may be obtained by writing the Northwest Auto Equipment Company. This is the point on which the contest revolves:

"Any one (subject to conditions as stated) who receives on any make of set, TEN (10) stations whose air line distance from station KFJR, Portland, Oregon, added together, make the greatest total of miles, will be declared the winner."

A Counter Card with the Selling Punch

Focus That Yearning Look on the Gembox!

Power Speaker Set

Crosley
Gembox

\$25
The
Crosley
Dynacone
Dynamic Power Speaker

\$65
without
tubes

Electric

Midseason finds this new Gembox and Dynacone counter card ready to brighten up your Crosley display.

Crosley dealers can secure one of these new cards through their Distributors, simply by asking for one. The counter signs may also be used in Crosley window displays.

This card is in bright colors, processed to withstand weather and hard treatment and furnished with an easel.

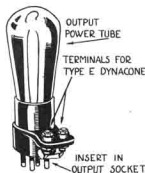
When you are crowding on extra sales effort previous to the Holiday demand, freshen your "eye appeal" with this brand new selling help.

We try to keep your advertising material constantly renewed, and if you have taken note of this, you'll have noted that something new comes to you or is ready for you, at least once a month, and oftener than that. They are all to help you sell Crosleys!

Announcing

The DYNAZONE Adapter

Other Than Crosley Receivers May be Adapted for Use
With the Crosley DYNAZONE



THIS announcement will interest all A-C set owners. With the Dynacone Socket Adapter, A-C radio receivers other than Crosley, may secure the exceptional results to be had only with Crosley DYNAZONE Power Speakers.

List Price

\$1.00

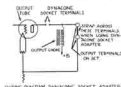
f. o. b. Cincinnati

The Dynacone Socket Adapter is intended for use with radio sets having output transformers or output choke systems.

The Type E DYNAZONE 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.

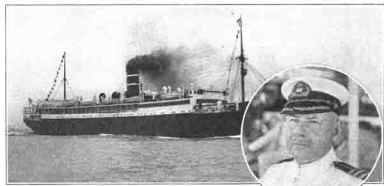
Instructions for installation accompany the Dynacone Socket Adapter.

Order through Your Distributor



The Master of S. S. "Havana" Votes Bandbox!

R. R. Wilmott Gets Wonderful Range from His Battery Type Set



R. R. Wilmott is Master of the New York and Cuba Mail S. S. "Havana," and also the enthusiastic owner of a Crosley Bandbox. The conditions under which the set operates are usually unfavorable to good reception as the "Havana" is largely used in Southern waters. In Mr. Wilmott's letter, written from Vera Cruz, Mexico, he says: "Atmospheric conditions are very bad in these latitudes, at this season. I have managed to get fragments of news, but no reception is very favorable with so many thunder showers around. I have had very little success with the short waves, either, as we have such a host of electric auxiliaries here, one gets little else but interference. The short-wave receiver is only a simple-home-made affair, but it demonstrates what one can expect without shielding here. This again proves what a good job of shielding you have in the Bandbox. It has a wonderful range when the odds are favorable."

YOU'RE *There* WITH CROSLLEY SELLING HELPS

Let 'er flicker!
The Crosley Line on the Screen



Movie Slides in colors which come alive on the screen of your local theater and compel the attention of the audience! The Crosley line is realistically shown, with your name and address imprinted on slide. Set of 5 slides, with imprint **\$1.50**

*The Warm Glow of Neon Red
Calls "Crosley"
to the Christmas Throngs*



For \$5.50 f. o. b. Chicago, you can get an Illuminated-Shadow Box



Face of sign: 25" x 9"

This Illuminated Shadow Box has all the kick of a Neon sign. The name "Crosley" stands out from the black background with a rich, irresistible glowing red. You need this in your store.

It is \$5.50, from your Distributor.

Large Electric Sidewalk Sign

Make Your Name an "Attention Trap" for Shoppers



5 ft. x 3 ft.

\$50.00

f. o. b. Lima, Ohio

At an investment of fifty dollars, you get a \$185.00 value!

Put your name on the face of this large 5 x 3-foot sign and command the attention of your street.

Place an order with your Distributor at once.



CROSELEY DEALERS



Iowa Dealer Builds "Flighty" Road Signs

Arthur Hammond of Clear Lake, Iowa, Makes Striking Airplane Signs



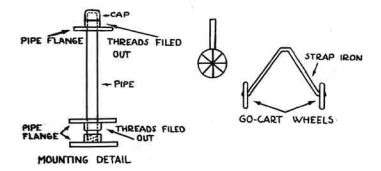
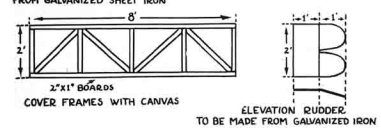
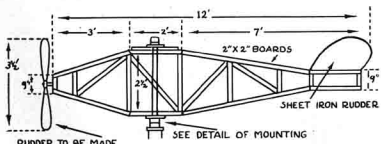
Crosley dealer in Clear Lake, Iowa, Arthur Hammond, has designed and built some very attrac-

tive highway signs which he has placed on main travelled roads leading into Clear Lake. The propeller of the airplane is movable and revolves rapidly in a brisk wind.

The side is painted in bold letters, "Crosley Radio," and the whole effect is very arresting even to a speeding motorist (No pun intended! Ed).

As other dealers may like to try this stunt, we have had a diagram made of an airplane road sign similar to the one Arthur Hammond has made for himself.

The airplane signs are easy to make. The plane always faces the wind, so that the propeller hums merrily.



Radio Under An Umbrella

Battle Creek Dealer Exceeds His Summer Quota

A unique plan of merchandising Crosley sets has been evolved by Guy E. Crane, Battle Creek, Mich. Mr. Crane has a beautiful home in the residential district, with a large sun parlor which he uses as his studio. There is also a green lawn, and here he has installed a big, bright-hued beach umbrella, under which are shown several types of Crosley radios, one of which is continually broadcasting.

"This umbrella radio booth has been in operation about four months" said Mr. Crane, "and has been my very best salesman. It has been largely through this that I have been enabled to exceed my quarterly quota of sales during the summer season, which is usually the poorest from a radio sales standpoint. I do not sell radio parts, and in fact do not stress the mechanical side at all; what I sell is the pleasure of radio, and the widely varying programs that may be obtained." Mr. Crane has his umbrella radio booth in operation every pleasant day from morning until midnight, and the brilliantly lighted stand, with fluttering pennants and instrument discoursing sweet music, attracts the attention of hundreds of late home goers, both



pedestrians and autoists, and creates an interest in his radios which frequently results at a later date.

The accompanying photo was taken during a series of Radio Nights, a campaign put on by the local radio dealers association for four days in the early part of September. It took the place of a Radio Show, and all concerned voted it a big success. The cost of newspaper advertising and the gay pennants which fluttered all over the city, was borne by the association. The local broadcasting station put on a special program of imported artists, and all radio dealers tuned in on this station at certain hours of the evening, thus giving the wandering radio fans, who moved from place to place, a chance to compare the receptivity of the different sets.

Return Coupons Sold 7 (Crosleys

Seven Newspaper Coupons Bring Seven Sales

The I. C. Pharmacy, Crosley dealer in Kankakee, Illinois, inserted a newspaper ad in his local evening, with a cut-off coupon at the bottom of the ad. He ran this coupon advertisement for a single insertion only. Seven coupons were received from this single appearance, and seven Crosley sets were sold. In short, each individual willing to fill out and send in a coupon, was a ripe prospect for a Crosley.

There's a potent suggestion here for all dealers. If you have not been in the habit of running a coupon with your newspaper advertising, try it out and see what response you get. The success of a coupon ad is not gauged by the number of coupons which are returned, but by the sales which result from those coupons that do come in. In the case of the I. C. Pharmacy, 100%

sales resulted from returned coupons. Doubtless this Crosley dealer let no grass grow under his feet in following up the senders of these coupons. Active follow-up work is required to bring a sale to a successful finish, no matter what means you may use to get the inquiry.

We are always prepared to supply you with newspaper mats. With the addition of a coupon at the bottom, and your own name and address, you are ready to insert your ad and get some good prospects.

100% Crosley Distributors
 "THIS IS A CROSELEY YEAR"
 "THERE'S A REASON"
 Distributors in Chicago Territory
 - TRY OUR SERVICE -
HUDSON-ROSS, Inc.
 116 S. WELLS CHICAGO

Lost! One Radio Set! Reward!

**Gembox and Dynacone
Stolen from Portland,
Oregon, Customer**

We have a letter from Mr. Joe Weiser of Portland, Oregon, asking us to post all dealers to the effect that his Gembox and Dynacone have been stolen. He has just purchased his set and was well pleased with it.

The serial number of Mr. Weiser's set is: F. J. H. 17550. This is a Gembox. Mr. Weiser offers a ten dollar reward for the return of receiver and speaker.

Any Crosley dealer or service man coming across the stolen outfit, will please communicate with Mr. Joe Weiser, Weiser Super Service Station, Vancouver Ave., and Russell Street, Portland, Oregon.

The Whole Family Goes Bandbox

**Father and Three Daughters
Have Individual Band-
box Sets**

Mr. Donie Lintner of Atwood, Kansas, should apply for an authorized Crosley Dealer's license if he intends to purchase Bandboxes in the future in the same quantities he did during October. According to the Citizen-Patriot newspaper of Atwood, Mr. Lintner walked into the O'Leary Hardware of that city one day and had the clerk wrap up four of this popular six-tube battery operated set. One Bandbox goes into the Lintner home and one each to the homes of his three married daughters. He said that he could enjoy his own radio much better if he knew that his sons-in-law and daughters were enjoying the same high grade of entertainment.

A Crosley Star

Hubert F. Jaax



Known throughout the entire Northwest as Hub, he has worked untiringly during the past three years directly for this corporation.

Previous to that time Hub was connected with one of the largest Crosley distributors in that section which means that he thoroughly understands the conditions and it is said that he knows everyone of the larger radio dealers in that section sufficiently to call them by their first names.

What Hub doesn't know about Crosley radio sets and Crosley policies isn't worth knowing.

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

CROSLLEY DISTRIBUTOR

**SCHUSTER ELECTRIC
COMPANY**

WHOLESALE

CROSLLEY DISTRIBUTOR

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

The New Folder, No. 894, Is
All Ready For Your Use.

Liberty Ad--A Special, Rolled Copy for Your Window

The Liberty spread features the Gembox. It catches the eye right away. People going by on the street are certain to get its holiday message. All you have to do is to take the copy as it comes to you and place it against the glass with stickers. The full, rich color tells the Crosley story and makes a perfect tie-up with your window and counter display.

Coming to you by mail, rolled in a tube, is a reproduction in full colors, of the two-page Crosley advertisement which is to appear in the Liberty Magazine of December 8th, 1928. This issue will be on the newsstands about December third. Your copy of this spread will come to you a day or two before the magazine comes out, so that you can have it in your window by then.

Effective Crosley Displays in Booths and Windows



No. 1 shows a photograph of the Harbison Mfg. Co. booth at the Kansas City Radio Show, held in Kansas City, Mo., the first week in November. No. 2 gives you a good idea of the Harper-Meggée booth at the Spokane Radio Show, held in Spokane, Washington. No. 3 shows the big Crosley window installed by Oswald's Music House, Lawrenceville, Illinois. In No. 4 you see the extensive Crosley display used by G. A. Horton, Crosley dealer at Peoria, Illinois. Incidentally, Mr. Horton has built three sound-proof demonstration booths in his shop in which he gives his Crosley demonstrations.

CROSLY DEALER'S RADIO COURSE

10 Simplified Lessons Especially Prepared for Crosley Dealers

THIS is the Second Lesson of our Dealers' Radio Course. If questions come up in connection with this course, mail your question to the Editor so that it can be answered in a subsequent issue of the Broadcaster.

Correction

In Lesson 1, the line immediately below "Figure 7" should read "from negative to positive", instead of "from positive to negative". Further down in the same column, opposite the illustration of a storage battery, the line "A storage battery is a feverish electro-chemical device" should read "A storage battery is a reversible electro-chemical device."

LESSON II

Resistance

Connect a battery to a lamp bulb by means of short pieces of iron wire. Then replace these wires with two iron wires of the same cross-section but ten or more feet long. When the longer wires are put in place, the lamp will burn more dimly. Thus the wires tend to oppose the flow of electric current to some extent. This opposition to the flow of an electric current is called "resistance."

In order to measure resistance, it is necessary to have a unit in terms of which it may be measured. The standard unit of resistance is the "ohm".

What Resistance Depends Upon

Notice in the above experiment that the resistance depends directly upon the length of the wire, other things being equal. That is, the longer the wire (of a given kind) the greater its resistance will be.

Now replace the iron wires with two of equal length but of greater size (cross-section). The lamp will burn brighter. Thus the greater the cross-section the less resistance of the wire. This is analogous to the fact that a large pipe allows water to flow through it more easily than a small one.

Finally, replace the iron wires with two similar ones of copper. The lamp will burn much brighter, indicating that the resistance of copper is less than that of iron. We see, therefore, that the resistance of a wire depends upon the kind of material of which it is made.

Summarizing the above facts, the resistance of a wire is:

- (1) Greater, the greater the length of the wire.
- (2) Less, the greater the cross-section of the wire.
- (3) Different, for different materials.

Resistance of a wire equals Resistance per unit length per unit cross-section times Length (Cross-section).

or:

$$\text{In symbols, } R \text{ equals } K \frac{L}{A}$$

Electromotive Force

What pushes the current around through the circuit?

In the case of a battery or a generator we concluded that the flow of current is due to an excess of electrons at one end of the wire and a deficiency of them at the other end. This is analogous, in a sense, to the pressure of water in a pipe.

The force which causes water to flow in a pipe is called "pressure." The force which causes electricity to flow in a circuit is called "electromotive force." It is measured by a unit called the "volt", just as the pressure of water is measured by a unit, the "pound".

When you say that your lighting circuit is a 110 volt circuit, you mean simply that your lighting lines have 110 units of electrical pressure, or electro-motive-force (abbreviated e. m. f.) tending to send a current through the circuit.

The e. m. f., expressed in voltage, does not tell how much electricity there is, or how fast it is flowing. It simply designates the pressure, or driving force, tending to make a current flow.

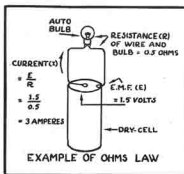
In opposition to the e. m. f., or voltage, is the resistance, which tends to hold the current back.

Measure of current.

To express how fast the current is flowing—that is, how much electricity is going through a wire during each second of time, a unit called the "ampere" is used.

Ampereage, then, applies to the rate of flow of current. It tells how

much electricity is actually going past any point during each second of time.



- (1) Increases as the voltage, or e. m. f., pushing it increases;
- (2) Decreases as the resistance, holding it back, increases;

or:

Current (Amperes) equals E. M. F. (volts) Resistance (Ohms),

$$\text{In symbols: } I \text{ equals } \frac{E}{R}$$

This is known as Ohm's law, and is one of the most important laws in electricity. If you understand this simple, common-sense law, and how to apply it, three-fourths of electrical engineering will be an open book to you. Study it over carefully. Do not memorize it, but try to get the ideas involved firmly fixed in your mind.

Magnets

Every one has seen a compass and every one knows that it points itself approximately north and south. The north pointing end is called the "north seeking pole" or simply "north pole" and the south pointing end is called the "south seeking pole" or "south pole".

Now suppose we have two compasses. Take one of the compass needles off its supports, and remove it from the compass mounting. Then hold this needle so that its south pole is near the south pole of the mounted compass needle. The compass needle will swing away; that is, it will be repelled. Thus south pole repels south pole.

Next bring the two north poles together. The compass needle will again be repelled, demonstrating that north pole repels north pole.

Finally bring either south pole toward either north pole. The mounted needle will swing toward the unmounted one, and if you bring them close enough together you can probably lift the mounted needle off its supports. This demonstrates that south poles attract north poles and vice versa.

These forces of repulsion and attraction are known as magnetic forces, and any device, such as the compass needles, which exhibits these forces is a magnet. The reason that a compass needle lines itself

up north and south is that the earth itself is a giant magnet, with a pole up north of us, just within the arctic circle (exactly the same as the "south" pole of a compass needle), and a pole somewhere in the south, or antarctic region (the same as the "north" pole of a compass needle).

The magnetism of the earth is interesting because it seems to be

Ohm's Law

The greater the pressure in a water pipe, the faster the water will flow. In an analogous manner, the greater the voltage applied to the ends of a wire, the more amperes of current will flow through it.

On the other hand, the smaller a water pipe, pressure remaining constant, the less will be the flow of water in it. The greater the resistance of a wire, voltage or electrical pressure remaining constant, the less will be the flow of current.

Summarizing the flow of current:

- (1) Increases as the voltage, or e. m. f., pushing it increases;
- (2) Decreases as the resistance, holding it back, increases;



TWO NORTH POLES REPELL



TWO SOUTH POLES REPELL



NORTH AND SOUTH POLES ATTRACT EACH OTHER

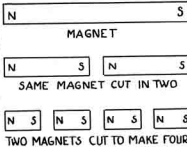
related in some way to the northern lights (Aurora Borealis), and also to spots that appear at periodic intervals on the sun. As these strange things influence radio, we shall have more to say about them later.

Cutting a Magnet in Two

If we cut one of the compass needles in two, we will have two magnets, each with its north pole and south pole. Each of these parts may be cut in two, to make four magnets; each of these parts may be cut to make eight; and so on, indefinitely. Thus, every magnet, no matter how small, has two poles, a north pole and a south pole, one at or near one end, and the other at or near the other end.

Following Lesson

Lesson III will discuss such subjects as electromagnets, d. c. gener-



ators, directs and alternating currents, etc.

Carefully answer the questions below. If you have any questions to ask about them or about portions of the Lesson text, write to the Editor, Crosley Radio Broadcaster.

Questions

1. Is it possible to apply 20,000 volts to your body without injury if the device which generates that voltage is capable of supplying but a very feeble current of electricity?
2. A three volt battery is connected to a radio tube having a resistance of 50 ohms. Neglecting resistance of the leads, how much current flows through the tube?
3. Size and shape being equal, phosphor bronze has greater resistance than copper. Considering this fact, why is phosphor bronze sometimes used for radio aeriads?
4. Tubes of the 201-A type are designed to draw 0.25 amperes current with 5 volts applied to their terminals. What is their resistance?
5. Does a compass needle always point exactly north and south, in every locality?

First Recorded Crosley Sale to a Cemetery

Brighten Up the Old Family Lot with a Showbox! Now Being Done!

We know that Crosley dealers are almost the most alert bunch in the world and they have a trained eye out for every possible market for Crosley sets. But have you given proper consideration to the old village graveyard!

If you haven't, here's one Crosley dealer who has: Frank Haas, Crosley dealer of Price Hill, Cincinnati, the first to ferret out this field and make it a source of profit.

He approached the superintendent of the oldest and largest cemetery in Cincinnati and demon-

strated the merits of the Showbox. Now, it's obvious that a superintendent of a cemetery not only has his dull moments but that he stands very much in need of cheering up. How better than with a Crosley radio!

No matter how gloomy his outlook may be, the gentleman in question can hereafter (we hate to use that word in this connection), he can hereafter find distraction by a simple turn of the dial.

This unusual sale started Frank Haas on a new train of thought. We vote for anything which stimulates thought and leads it into new

channels. He asked the editor to call upon other Crosley dealers to put their unusual or eccentric sales on record through this paper. It seems a good idea; may be fun for everyone and might provide good ideas.

If you have some odd selling stories to relate, telling how you found and opened up new fields for Crosley sales, write them out, roughly or in your most polished style, and mail them in to the Broadcaster. With the least encouragement, we shall be glad to print them.

Intensive Course In Child Training Begins at WLW

Dr. Ada Hart Arlitt, U. of C. Child Specialist, will Direct Series of 18 Discussions During Woman's Hour

Cincinnati, O.—If today's kindergarten develops into tomorrow's race of intellectual giants, station WLW is sure to claim the credit because of the thorough course in Child Care and Training to be given during the Crosley Woman's Hour beginning on Friday, November 23, at 10:30 A. M. and continuing at the same time on 18 successive Thursdays.

Dr. Ada Hart Arlitt, eminent child psychologist and head of the Department of Child Care and Training at the University of Cincinnati, will direct the course. It will be known as the Mother's Discussion Group and will be conducted by the University's Child Care and Training department and by the Mothers' Training Center Association. Dr. Arlitt last year gave a short series of the same type.

2,000 Women Included.

Probably the WLW child care course represents the most extensive radio program of the sort yet undertaken. With the Mother's Training Center Association are connected 55 Cincinnati Mothers' groups including 2000 members.

The University of Cincinnati Extension course will be followed in part in the WLW Child program which will include an intensive study of child psychology.

Following the first 20 minutes of discussion by Dr. Arlitt or her associates, ten minutes will be given to the answering of questions from the mothers in the radio audience. Written, telephoned, or telegraphed questions will be accepted thus permitting of immediate answers to problems raised by the talk.



Large window display installed by the Haverty Furniture Company of Little Rock, Arkansas, the week of the World Series. The figures used in this window were life-size cardboard cutouts. The complete Crosley line was shown. The window was exceptionally effective in attracting attention and stimulating sales.

Among the constructive Selling Helps which you will find very effective at the Holiday season, are Balloons carrying your own imprint; Memo Books; Book Matches; Folder No. 894; and the Rainbow Triangle Lamp,—to mention only a few!