

THE
CROSLEY
BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII.

DECEMBER 15, 1928

NO. 24.

Christmas again, and another New Year before us. Inventory or stock taking time! While our material stock is low, I find in our inventory that Crosley good will---the most valuable thing for any business to acquire---has enhanced tremendously.

The public good will towards Crosley products has never been greater. The dealer and distributor good will are at high tide for those things that we make and sell. The gross volume of our business for the year 1928 has more than doubled. So our thanks go to you dealers and distributors who are responsible for the measure of success and good will that has come to us this year.

We like to think that you have shared in the Crosley success of this year, and assure you that we shall work untiringly to build for your greater prosperity in 1929.

Powell Crosley Jr.

AMRAD

has the

Finest Tone in Radio

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

SEPTEMBER 22, 1928

MR. S. H. LYON
 1000 100th St.
 NEW YORK 17

Mr. S. H. Lyon
 100th 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 contains only two new size receivers 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 new receiver inquiries a day which represents a phenomenal increase in the Radio Show. Our dealers are continually sending the new additional car loads, which we understand will be in the neighborhood of one hundred per cent.

We have kindly complimented your production department on the excellent quality of the sets you are receiving in and which all orders received this month have been as near perfect as it is humanly possible to make any radio receiver.

With best wishes for your continued success, we are

Sincerely,



CLC:3

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!

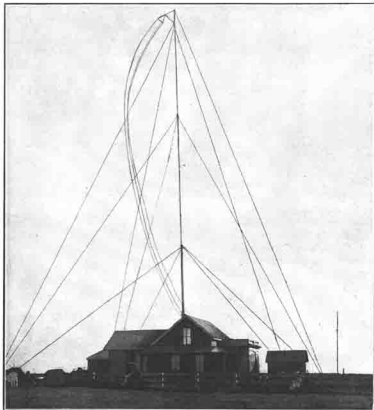
A Nineteenth Century "Scoop"

Marconi Broadcasts British Races Terrifying Distance of 14 Miles!

Bold headlines appearing in the "Dublin Daily Express" during the month of July, 1898, indicated that that paper had staged a "scoop".

The events reported were results of the British yacht races during the big annual regatta at Kingston, and the means which made the "scoop" possible was radio. It was the first time that a newspaper had ever made use of radio.

"During July (1898)," says a contemporary report, "the Wireless Company put into execution a novel kind of service directed by Marconi in person, which had found great application in the daily papers; that is to say, he was entrusted with the work of supplying the 'Dublin Daily Express' from overseas the incidents occurring during an interesting regatta at Kingston.



A Pioneer Newspaper Radio Station—1900

The Wireless Telegraph Station of the New York Herald, at Siasconset, Nantucket Island, Massachusetts: From an early work on Radio.

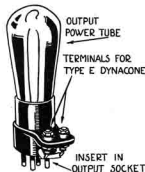
"The wireless despatches were transmitted from the tug 'Flying Huntress,' that followed in the wake of the regatta, to a land station furnished with antennae of about 100 feet in height, and thence were telephoned to Dublin to be published in the evening editions. . . . In this manner the relative positions of the various yachts were telegraphed up to a distance of twelve miles from the land station, and were published long before the yachts had returned to port. . . . During the days that this system was in use, seven thousand despatches were sent between the tug and the land station."

A year later (1899) radio was used to report the international yacht races in New York Harbor. Bulletins outlining the progress of the race were telegraphed from the steamer "Ponce." Messages were sent by the "Ponce" to the Mackey-Bennett cable ship, to be wired to Europe for the foreign papers.

While operation of radio stations by newspapers has not been extensive until recent years (since the development of broadcasting), one of the earliest wireless stations in America was owned by a newspaper. The station of the "New York Herald" at Siasconset, Nantucket Island, Massachusetts, shown in the picture above, was in operation more than twenty-five years ago.

Dynacone Adapter

With this new Crosley device the type E Dynacone may be adapted to other than Crosley A-C Receivers!



With the Dynacone Socket Adapter virtually any radio receiving set utilizing a 171 output tube, may secure the exceptional results to be had only with Crosley DYNA-CONE Power Speakers.

Priced for Quick Distribution

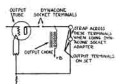
\$1.00

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

The Type E DYNA-CONE should be used only with radio sets equipped with 171-A output tubes having 135 volts or more on the plate. Or, on radio sets having an output tube with a plate current of 20ma.

Instructions for installation accompany the Dynacone Socket Adapter.

Order through Your Distributor



MEROLA

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

\$15

Your Distributor Can Supply You



Published by the
CROSLY RADIO CORPORATION

Manufacturers of Radio Apparatus
Columbus and Sassafras Streets,
Cincinnati, Ohio

Telephone Kirby 3200

Editor: A. E. Deaderick



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

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

Editorials

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

Judging from the letters which are coming in to the editor of the Broadcaster, our "Crosley Dealer's Radio Course" is meeting with warm approval by the Crosley family.

The course is very simple. It starts from scratch and works through the essentials of radio. This course was laid out by a very competent man and is well worth the serious attention of all Crosley dealers.

It is a known fact in selling merchandise, the more you know about the line you are handling, the better you can sell it. In selling Crosley radio sets, a lot of questions are asked by prospects. The less they know about radio, the wilder their questions are! You have noticed that yourself. There's nothing like a sound knowledge of the set itself to fortify you against any questions, whether they be sensible or foolish.

A learned discussion of the technical side of radio is seldom necessary to bring about a sale. But it helps a lot to know the fundamental facts involved in the composition of the set and also the main principles of radio transmission.

In ten lessons, the author of this special course for Crosley dealers, takes you through all the material actually needed. At the end of each lesson you will find a few questions. If you read each lesson carefully and then ask yourself these questions seriously, you will be enabled to give yourself an excellent test in your knowledge of radio.

The lessons are well illustrated with diagrams and pictures to make each important point as clear as possible.

The Department of Education of the State of Ohio will make a striking experiment in educational work when it starts its "School of the Air" in January, 1929.

The plan is to start with four programs weekly, broadcasting over WLW Monday, Tuesday, Wednesday and Thursday of each week. The programs will go out on the air at 1:30 P. M. and continue for an hour. It is planned for all Ohio schools to have their classes listen in at the prescribed hours.

J. L. Clifton, state director of education, in making the announcement of this radio course, declares that the general expansion of the school curriculum calls for this new development. "Enough has been determined through careful and systematic investigation during the past few years to justify the definite trial of adapting radio to the educational processes of the school-room."

Lesson leaflets containing illustra-

tions, bibliographies, and suggestions to teachers, will be supplied in advance of the broadcasts, to supplement the radio course. The suggested schedule for the Ohio School of the Air is planned to begin on January 2, 1929. It includes the following features: Current Events talks; Historic Dramatizations; Talks on Achievements of great men and women; stories and playlets for the lower grades Literary Masterpieces; Health Talks by physicians and athletes; Geography in the form of travelogs with music; Civil Government; Games and Callisthenics; lessons in Agriculture and general science for upper grades; and series of talks on Art and Science.

Much of the investigation in educational broadcasting has been carried on by the Payne Study and Experiment Fund. Mr. E. H. Darrow, chief investigator, is to make the actual experiment with Ohio Schools. Mr. Darrow is one of the

leading authorities on education by radio. From a comprehensive national survey, he knows that thousands of educators will welcome the introduction of radio into the classroom.

The Crosley Radio Corporation is donating the services of its new 50-Kilowatt station, WLW, which is known positively to be available to every radio set in Ohio, with a complete coverage of surrounding states. Because of WLW's power, it is probable that other states will co-operate with Ohio in supplying their schools with these educational programs.

State Director Clifton advises one receiving set to each school, with a loud speaker in each classroom. This would make it possible to receive in some of the rooms, leaving others undisturbed. The state department furnishes a list of available receiving apparatus but offers no recommendations as to particular makes.

Radio Code of Ethics

Radio Division of Electric Club of Cincinnati Goes on Formal Record

At a meeting held November 16, 1928, the Radio Division of the Electric Club of Cincinnati, brought up for discussion before its members the proposition of adopting a code of ethics.

Previous to this meeting a committee had been designated to formulate a statement of ethical principles. This committee was headed by Mr. John Schuster, president of the Schuster Electric Company of Cincinnati.

The entire statement as presented by the committee in question, is too long to quote in full. The Preamble will interest Crosley dealers who may be active in local organizations in which a code of ethics would be helpful. The Preamble as presented to the Radio Division of the Electric Club, follows:

"We re-affirm our faith in the pledge 'Work together and Win together.' We recognize the opportunity given us through organization to obtain and maintain those principles of conduct and action in our business life, that shall secure to us the respect and confidence of the public in our own integrity and of the public in the industry of Cincinnati. In this connection we affirm the absolute democracy of this organization, in which the action of the majority shall be the guide and practice of its membership. It shall be our endeavor at all times to strive for such unanimity of opinion as

will foster and promote friendly competition based on sound ethical, constructive business conduct and experience."

There follow nine articles, defining mutual relations, the duty of the radio industry to the public, guarantees, unethical acts, etc.

Under the section, "Unethical Acts," are given methods of formal complaint by one member of the Radio Division of the Electric Club, against another member of the organization. Also are stated allowed methods of lodging informal complaints.

The Code of Ethics calls for the formation of a permanent Fair Trade Practice Committee. This committee shall function in all cases of complaint both as arbitrator and referee.

Production Increase in Value of Radio Output

Census Shows 8.4% Gain in 1927 over 1925 Production

According to a report in a recent issue of "The United States Daily," published at Washington, D. C., there is a decided advance in the production of radio apparatus and tubes for 1927 over the 1925 record. The account follows:

The United States in 1927 produced radio apparatus and tubes aggregating \$191,848,665 in value and representing an increase over the 1925 output of 8.4 per cent, it was stated November 12 by the Department of Commerce. The aggregate

output value in 1925 was \$176,990,334, as compared with \$54,000,470 in 1923 and \$10,627,617 in 1921.

The production of socket-power devices in 1927 aggregated 1,405,191, with a value of \$23,357,814, or 13.4 per cent of the total value of radio apparatus manufactured during the year. The production of socket-power devices was very small in 1925, and the value was not reported separately but was included in the value of miscellaneous radio parts.

The establishments engaged in the manufacture of batteries in 1927 reported products valued at \$150,451,796, a decrease of 3.1 per cent, as compared with \$155,247,811 for 1925, the last preceding census year.

The production of tube-type receiving sets in 1927 was 1,938,192, valued at \$94,050,031—a decrease of 19.1 per cent in number and an increase of seven-tenths of 1 per cent in value as compared with 2,395,790 sets, valued at \$93,356,546, reported for 1925.

The total production for 1927 was distributed as follows: Storage batteries, \$80,496,735; parts and supplies for storage batteries, \$17,486,178; 6-inch dry cells, \$4,985,815, valued at \$9,287,154; cells for radio B and C batteries, \$50,512,320, valued at \$26,907,806; cells for flashlight batteries, \$133,143,601, valued at \$6,035,659; parts and supplies for dry batteries, \$6,756,927; wet primary batteries, \$2,410,287, valued at \$3,358,729; parts and supplies for wet batteries, \$123,294.

"About ten days ago I bought one of your Bandbox Jr. outfits. We either have an exceptional one of these little fellows, or they are certainly much above the average." N. G. Sherouse, Jacksonville, Fla.

Flirting With Foreign Stations

California is Getting Chummy with Japan via Showbox Route

A number of letters have been coming to us recently, from Crosley set owners on the west coast, telling us that they have picked up some of the Japanese broadcasting stations. The station which seems to come in most clearly is JOAK, at Tokyo.

There's a big thrill in getting a foreign station but you have to sit up pretty late to do it. The Japanese stations are usually picked up in the wee hours of early morning. Here's a letter from a Crosley dealer in Vallejo, California:

Vallejo, Calif.,
October 6, 1928.

Gentlemen:

On September 17th this year, I sold to Mr. E. A. Archer, of 634 Florida street, Vallejo, a Crosley Showbox. The first morning he used the set he picked up JOAK, Japan, and has heard them every morning since. Yesterday morning, October 5th, Mr. Archer heard five Japanese stations. He gets the setting up exercises from Chicago each morning besides innumerable other distant stations.

Mr. Archer works on the Vallejo Times Herald, a morning paper, and gets home around 4 a. m.

You may use this letter any way you see fit.

Thanking you for past favors, I am,

Respectfully yours,
(Signed) E. W. PRICE,
Vallejo Radio Elec. Shop.

Another letter tells of getting JOAK. It is G. B. Gross, located at Watsonville, California: "A few days past I bought a Crosley Showbox and Dynacone. Since then I have enjoyed some very fine programs from WLW. Your station comes in so loud and strong that I have to reduce the volume to half. I think that is remarkable reception. I am not a DX fan but I have JOAK, JOBK, JOGK, Japan; 4QG, Australia; and PWX at Havana, Cuba; and stations from many points in the U. S. A. and Canada. With the Crosley, of course.

England Heard in Oklahoma!

Here's a surprising thing: Mrs. Marie Prewitt, Crosley fan living at Oklahoma City, Oklahoma, wrote us on November 13, 1928: "At 1:50 P. M. today, I turned dial to No. 77 on a Crosley Showbox that is in our home on demonstration, and we heard very distinctly: 'Station 6 B. M., Bournemouth, Great Britain, calling Station 2 L. S. He repeated his message three times."

Imagine a Showbox demonstration out in Oklahoma which permitted hearers to listen while one English station signalled another station in England. It reads like something out of a Jules Verne romance but doubtless will soon be a matter of usage, to pick up foreign stations as casually as we now listen in on American stations.



TALKS TO the TRADE

This has been our most successful year. It has been successful in more than one way. First, our sales have doubled. This fact alone would be sufficient to cause satisfaction, but in addition to increasing our sales, the excellence of our product in performance, design and construction, have enabled our Distributors and Dealers to have their most successful year, also.

This year, we have a smaller number of Dealers, but of higher calibre. These are having marked success with our line.

Everyone likes to play a winner. Success is like a powerful magnet. Last Fall, when you cast in your lot with the Crosley line, you were confident it would prove to be one of the leading radio lines for the season. In this your judgment has been amply confirmed. Just as everyone wants to bet on the winning horse at a race track, just so every other dealer in the country has tried to bet on the Crosley line.

There is far more assurance of success in playing the Crosley line than there can ever be in betting on winning horses or the leaders of any contest of sheer physical strength.

In horse racing, golf, tennis, automobile racing, skiing and the like, successful leadership goes to one man alone. Everything depends upon his strength and endurance.

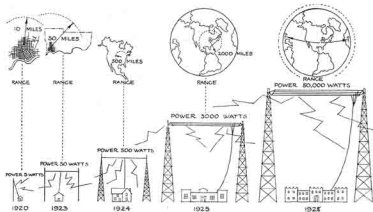
But in the Crosley success, it is the organization which has grown. Doubling the business each year involves great increases in equipment, personnel, a stronger distribution, all the factors which make for continued success.

Each year adds more experience to this tremendous organization and aids us in maintaining our lead in the radio industry. 1928 has been a very successful year both for you and for us. Succeeding years will show even greater success.

Powell Crosley Jr.

WLW's Increased Power Extends WLW's Area of Influence

From 5 Watts to 50,000 Watts in 8 Years!



Can you imagine a 10,000% increase? That is the increase in transmission power of WLW in the eight years of its existence. From a small, experimental station in 1920 it has grown into a great national station in 1928. If the diagram were accurately drawn, the present towers would have to be shown many times the size of the 1920 towers.

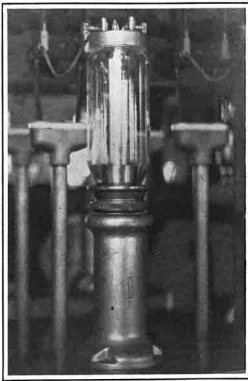
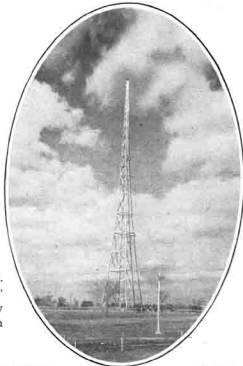
With this tremendous increase in transmission, the area of Crosley influence is increased but the percentage of population affected is greater in proportion because of the densely inhabited territory in which WLW stands.

BEHIND THE SCENES AT WLW



MASTER OF CEREMONIES—Joe Whitehouse, Operator in Charge. "He is never dressed up," they say. And he isn't. A hard-boiled, ex-Navy man, he believes in always being on the job, with no time for frills.

THE WORLD'S MOST POWERFUL BROADCASTING STATION

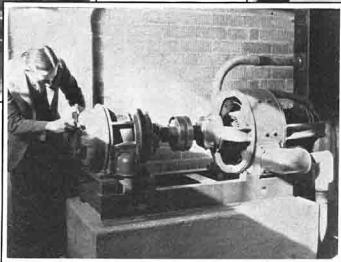


THE HEART OF WLW—Whose pulse beats in tune with symphonies and cowboy bands, artists and scientists, politicians and philanthropists, Bethovan and jazz, oldsters and youngsters. One of the giant tubes which amplify the programs before they go out "on the air."



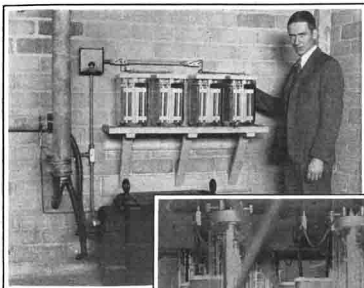
WHAT IS THIS—A POWER PLANT OR A RADIO STATION?—Just between ourselves, it is a radio station, and the most powerful broadcaster in the world at that. It is this view of the transmitting equipment that greet the visitor as he enters the front door of the main building. At the left is a long line of amplifier and oscillator panels. In the background is part of the power supply rectifier system which supplies high-voltage direct current to the plates of the tubes. Although now operating at fifty kilowatts, the equipment here pictured has sufficient reserve to enable WLW to broadcast with several times its present power.

ON TOP OF THE WORLD—WLW broadcasts its message from the highest spot near Cincinnati. As you stand in these desolate surroundings, it is difficult to picture the hundreds of thousands enjoying the programs.

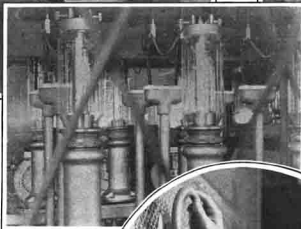


HOW WOULD YOU LIKE TO HAVE THIS "A BATTERY"?—It requires two of these motor-generator units to light the filaments of the tubes in the new transmitter.

"RED" PUSHA DA PLUG—At the lonesome end of thirty miles of telephone wire, connecting the station with WLW studios in Cincinnati. The amplifier equipment which "Red" is operating boosts the voice and music coming over the line before it is fed into the set. A similar amplifier is at the studio end of the line. Red and the operator at the other end of the line must constantly be on the job while programs are being broadcast. Thus two more persons contribute their efforts to the vast chain of co-ordinated endeavor necessary to the operation of a broadcasting station.



"WHAT NICE STORAGE BATTERIES", said the visiting college professor. But they are really electrolytic condensers for ironing out ripples in the filament current.



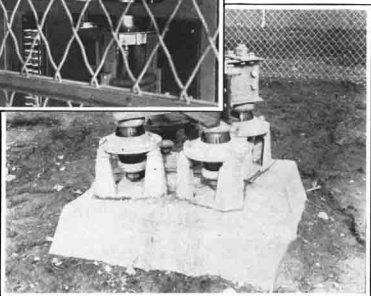
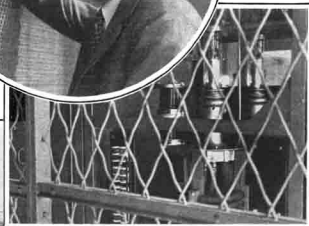
WHETHER YOU BELIEVE IN SIGNS OR NOT—You can't hurt yourself at WLW. To get inside the screen you must turn a lock which not only automatically shuts off the power but discharges the high-voltage condensers as well.

TUBES ARE SCARCE—Would you like to buy some of these? The cost of the six amplifiers shown here would be to most of us a small fortune. Yet this is but one of the several amplifier units of the complete WLW transmitter.



BEHIND THE BARS (Below)—Some coils of pipe, some wires, tubes and other simple-looking units are silently working away. They are sending the voice of a noted singer thousands of miles around the world. How do they work? The engineers claim to know, but we do not believe them.

DON'T WORRY—HE WILL NOT TURN THE HANDLE—Unlocking this door shuts off all power and short-circuits the high tension equipment—a safety measure.



FOOD FOR THOUGHT—These insulators anchor the antenna lift cable. The gentleman has just touched the wrong end of them and has been both shocked and surprised. In the background is the hoisting tackle.

STANDING ON ITS OWN COSTLY FEET—Each tower of the WLW antenna is completely insulated from the ground. The amount of money invested in these insulators would make a sensational story.

Where There Are People in the U. S. A.

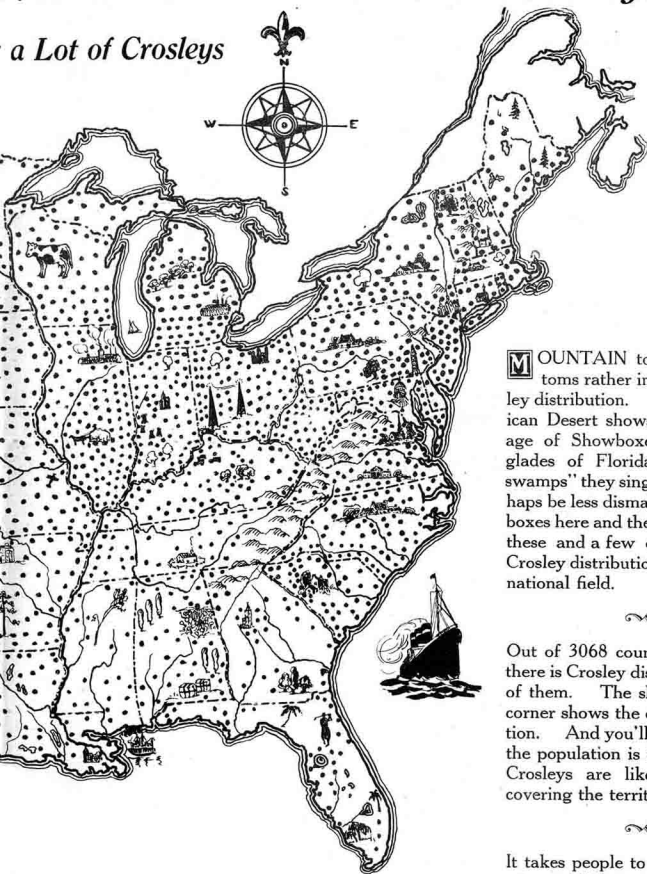
Each Black Dot on the Map Represents a County



There is
Counties

A, There You Will Find Crosley Radios

a Lot of Crosleys



Cities
of
Crosleys

Towns
Villages
Counties
in the
Crosley
Realm

MOUNTAIN tops and lake bottoms rather interfere with Crosley distribution. The Great American Desert shows a distinct shortage of Showboxes and the Everglades of Florida, those "dismal swamps" they sing about, would perhaps be less dismal with a few Gemboxes here and there, but aside from these and a few other odd places, Crosley distribution about covers the national field.

Out of 3068 counties in the U. S., there is Crosley distribution in 2,550 of them. The shaded map in the corner shows the density of population. And you'll notice that where the population is the densest, that Crosleys are likewise thoroughly covering the territory.

It takes people to use a Crosley receiver. Wherever people are, there you find the demand for Crosley is met by Crosley distribution.

is CROSLY Distribution in 2,550
es of the U. S. in the Areas of Population



CROSLY DISTRIBUTORS



Kierulff & Ravenscroft Advance on Los Angeles Crosley Distributor Attracts Wide Notice with New Quarters

The Crosley line is an added attraction in Hollywood—more so than usual—since our good friends, Al Ravenscroft and Charley Kierulff, distributors in Los Angeles and vicinity took themselves into their new quarters. Like so many in southern California, they've gone Spanish. As the pictures of their new place show, Spain is helping sell Crosleys.



Taking advantage of this move, Kierulff and Ravenscroft sent out a natty mailing card in large numbers. The inside is reproduced below. This got attention and induced the radio editors to mention the new establishment in their columns. The card was very amusing and human and contained all the essential information. It was printed in black and white.



The snappy service in Kierulff and Ravenscroft's snappy salarium is the work of the staff shown in the cartoon below. Perhaps you'd like to know who they are. Here goes for introductions all 'round: P. A. Mitchell; B. J. Anderson; C. R. Burrier; R. E. Heathman; W. R. Hocking; W. R. Smith; B. G. Blackman; J. G. Magner; W. L. Brown; W. B. Puffer; B. E. Berghoff; Betty Day, and R. R. Ross.



And here are the boys themselves: Al and Charley blowing the horn for their own establishment. We think the likenesses are excellent. Under the stimulating influence of this lively pair, Crosley and Amrad sales have been steadily mounting. With the spacious new quarters now at their disposal they ought to find it ever more true: "More room for us—Better service for you."

WE HAVE JUST MOVED TO OUR NEW HOME 135-139 W 17th ST. LOS ANGELES—and are now better able to serve you in our larger and better quarters—COME IN AND SEE US SOON.



*Sure, There's a Christmas Radio for Homes
Without Electricity!*

The **BANDBOX**

What, no Socket! No Hope? Yes, There's this Crosley Battery Set



6 Tube -- Genuine Neutrodyne -- Storage Battery Type

THE Crosley BANDBOX is the set Santa is bringing for the unwired home! It is the undisputed leader among storage battery receivers. The perfect gift for those thousands of homes without electric current is this remarkable Crosley set. The BANDBOX was last year's sensation among battery type sets and is maintaining its lead this season!

Prospects for the Crosley BANDBOX run into the millions, for there are millions of homes without electricity.

The BANDBOX consists of 3 stages of genuine Neutrodyne (patented) radio frequency, detector, and 2 stages of audio frequency. It is completely shielded, it has acumulators for sharp tuning, modern illuminated dial, and is wired for use from power lines with a suitable supply. The BANDBOX is encased in metal, finished in a handsome gold high-lighted ripple effect.

We recommend the Type D MUSICONE as the result-giving speaker with the Crosley BANDBOX.

\$55.
Without Tubes

Selected Business Helps Increase Your Holiday Sales



Give Yourself a Christmas Present
of This Large Electric Sign



5 ft. x 3 ft.

\$50.00

f. o. b. Lima, Ohio

At an investment of fifty dollars, you get a \$185.00 sign that will make your store the goal for Christmas shoppers.

With your name on the face of this large 5 x 3-foot sign, you command the business attention of your street.

Place an order with your Distributor at once.

If You're Handing Out Souvenirs, You Are Getting Good Business Response



BALLOONS

Christmas and New Year are more for children than anyone else, so a souvenir which brings that eager look into young eyes and gives that warm feeling around the young heart, is a darn good souvenir for getting attention. A souvenir balloon goes right to the spot you want to get a Crosley receiver installed — the home! On its bright-colored sides it carries a picture of the Gembox and Dynacone and your name and address.

Send your balloon orders direct to

PERFECT RUBBER CO.,
Mansfield, Ohio

The colors are red, green, yellow, blue, purple, or assorted lots. The airship balloons are fixed up with a noisy squawker stem. Write for price range direct to PERFECT RUBBER CO., Mansfield, Ohio, and get your order in.



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



Letter Holder
No. 28-12

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.



Key Field
No. 28-14

Six-hook auto 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.



Auto Key
Fold
No. 28-15

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.



CROSLEY DEALERS



Holiday Story to Use In Your Newspaper

The problem of selecting the ideal all-family, lasting Christmas gift has been solved with the perfecting of the a. c. electric radio receiver, according to Mr. _____, authorized Crosley dealer.

"While radio sets have long been popular as family Christmas presents," explained Mr. _____, "the upkeep cost and the bother of battery sets have caused the joy the sets bought in December, to fade with each subsequent failure of the A-battery, with each acid ruined rug; or with each output for new B-batteries.

"With the electric radio set, these hindings are withdrawn. The giving of an a. c. electric set this Christmas will be a lasting source of entertainment, without costly and messy upkeep."

"The ease of operation featured by Crosley sets, also amplifies their acceptance as all-family gifts," adds Mr. _____.

"Single, illuminated dial control and on-and-off switching as easily operated as a floor-lamp, make it possible for every member of the family to tune a set without having to refer to an instruction book."

For the family already supplied with a good electric radio receiver, Mr. _____ recommends a good power speaker, such as the Dynacone, as a family Christmas gift. By the use of the Dynacone Adapter, this power speaker can be used with almost any modern radio set.

Spain Heard From! Hot? What!

Dear Friends:

Just a line to let you know I have another fine report to make about my new Crosley and you can feel mighty proud of it. I got Madrid, Spain, EAJ6. I tell you I feel mighty proud of this set. I tell others about it. Maybe the agent can sell some here some time. We have a Crosley dealer here. I am going to help him sell some if I can. May God help you for building such a good radio. It is certainly wonderful.

With best wishes,
Sincerely,

(Signed) Edwin Pfbaum,
Dale, N. Y.

Graveyard Business Rapidly Expanding

Paul Hayes Anticipates Haas as Pioneer Cem- etry Dealer

Last issue of the Broadcaster we ran an account of Frank Haas' successful sale of a Showbox to one of the Cincinnati cemeteries. It was Frank's contention that he was first to open up this field to the radio business. It seems he has to let that honor go to Paul J. Hayes, St. Louis dealer. When Mr. Hayes saw that article in the Broadcaster he took his trusty Eversharp in hand and wrote us as follows:

"Note on page 16 about first sale to a cemetery. Mr. Haas is not quite so fast as the writer, for Bellefontaine Cemetery of St. Louis is soothing the brow of its dead with a Showbox, and Calvary Cemetery is just experimenting with their deep ones, with another Showbox."

Crosley dealers, front and center! A mass attack on all local graveyards is called for tomorrow morning.

Floyd L. Ray



Floyd has been looking after the interests of The Crosley Radio Corporation in the Middle West for more than two years, and although we are not in the habit of passing kind remarks, we must say, that he has done a very creditable job.

Is There a College in Your Town?

During the last week or so our attention has been directed several times to the fact that undergraduate students of Colleges and Universities present a remarkably good sales field for medium priced radio receivers such as the Crosley Gembox. We are also told that there are very few radios in the dormitories and Fraternity Houses at the present time.

If there is a College or University in your town, why not get a student-salesman and let him canvass the students for you. If the College has a publication, why not run a reasonable sized advertisement in it, on our regular cooperative advertising plan.

College business is always good business. If a "vogue" is started on a particular kind of shoes, candy or other article, it will spread through collegiate circles like wild-fire and stop only when there is no one else left to buy.

Rat Electrocuted In Showbox !!

Effective But Costly Method of Killing Rodents Dis- covered by Marshall Love

If you're bothered with rats, we can tell you one way to get rid of them. It is expensive and it involves putting a Showbox out of commission for a few days, but it certainly disposes of the rat.

We have testimony of an actual case furnished us by our Crosley dealer at Bowling Green, Kentucky, Marshall Love. In explaining why they are returning a Showbox for servicing, they tell us: "A large rat crawled into the hole in the back of the cabinet and got across the fuse holder on the low side that was not in use, and was electrocuted. It completely ruined the 280 socket and the tubes fail to burn, so I believe that the filament transformer is also short."

In addition to the 280 socket, the rat was completely ruined. It enjoyed what they refer to as Sing Sing as the "hot squat."

Properly Balanced Sets Cause No Come-backs

Quiet Radio Reception a Sound Crosley Talk- ing Point

One of the important features of Crosley radio sets, and an effective sales talking point, is the use of the Neutrodyne method of balancing, made possible by patent license agreements with the Hazeltine Corporation. The use of this method of balancing insures that purchasers of Crosley sets will have the advantage of absolutely smooth, quiet reception.

To take full advantage of this sales feature, every Crosley dealer should satisfy himself that all sets that he sells are properly balanced when installed.

As outlined in a previous article, every set is carefully balanced at the factory and is subjected to numerous rigid tests and inspections before it is shipped. Nevertheless an occasional set may become unbalanced in shipment or through rough handling.

It is quite simple—if you arrange a corner of your shop for that purpose,—to give every set that you sell, an actual reception test before you install it. In that way you may quickly tell whether or not the set is properly balanced, and at the same time you may check the condition of the accessories. Improper balancing is indicated by a whistling sound when tuning to stations, which changes in pitch as the set is tuned.

Instructions for balancing sets will be found on page 4 of the "Crosley Service Manual."

"We have used, almost hourly, this wonderful radio, and are delighted with it. We enjoy programs from Winnipeg, Manitoba, Mexico City, Pittsburgh, and San Francisco, besides exactly 75 stations scattered over the United States."

(Mrs.) W. E. Thacher,
Fort Worth, Texas.

"About two months ago I purchased one of your Gembox radios, and since have been enjoying the most natural reception that any radio that is made today could possibly have."

Junior Webb,
Eagle Rock City, Cal.

CROSLY DEALER'S RADIO COURSE

10 Simplified Lessons Especially Prepared for Crosley Dealers

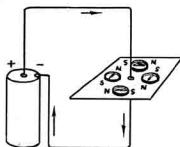
Correction

The next to the last sentence in the paragraph "What Resistance Depends Upon," Lesson II, should read: "Resistance of a wire equals Resistance per unit length per unit cross-section, times Length, divided by Cross-section." The fourth line under the cut at the head of the second column should read: "Current (Amperes) equals E. M. F. (Volts) divided by Resistance (Ohms)."

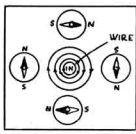
LESSON III

Magnetic Effect of a Current

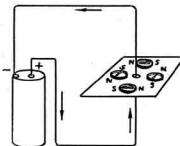
We have studied the flow of currents of electricity through wires, and the attractions and repulsions occurring between magnets. Now we shall see that currents of electricity and magnetic forces are interrelated—in fact, that every current of electricity is accompanied by magnetic forces.



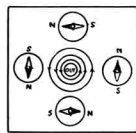
CURRENT FLOWING DOWN



TOP VIEW OF PAPER



CURRENT FLOWING UP



TOP VIEW OF PAPER

MAGNETIC EFFECT OF CURRENTS

To prove this, suppose we connect a loop of fine wire to the terminals of a dry cell, so that a current flows through the circuit. Then if we bring a compass close to the wire, the needle will swing around in different directions corresponding to the position of the compass with respect to the wire. If the wire is disconnected, stopping the current flow, the compass needle will immediately assume a north and south direction.

This experiment demonstrates that a flow of current in a wire exerts magnetic forces in its vicinity. We describe this by saying that the electric current sets up a magnetic field.

Direction of the Magnetic Field

By slowly moving a compass around the wire in the above experiment, it will be seen that the magnetic field about the wire is such as to cause a magnetic pole to tend to move in a circle about the wire (a small compass, which may be placed close to the wire, should be used, and considerable current should be flowing through the wire). In other words, the magnetic force due to the current is at right angles to the wire. (Fig. 1).

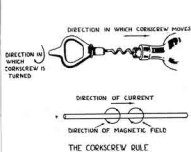
The positive direction of a magnetic field is taken as the direction in which a free, north magnetic would tend to move if placed in the field. Reversal of the current causes a reversal in the direction of the field. If we are looking at one end of the wire and the current is flowing away from us, the direction of the magnetic field is right-handed; or clockwise.

If the current is flowing toward us, the direction of the field is left-handed, or counter-clockwise.

*Remember that in this instance, as in every other case except when speaking of an actual flow of electrons, the current is considered as flowing from positive to negative.

Corkscrew Rule

An easy way to remember the relation between the current flow and the direction of the magnetic field is by means of the corkscrew rule. If a corkscrew is turned so as to advance along the wire in the direction of the current flow, the direction in which it is turned is that of the magnetic field (Fig. 2).



Current and Field Strength

If several dry cells, connected in series, are used instead of one cell in the experiments described above, the effect will be much increased. This demonstrates that the strength of the magnetic field depends directly upon the current flowing.

Electromagnets

By coiling a wire as shown in Fig. 3 it is possible to take advantage of the magnetic effect of a current of electricity in order to exert strong magnetic forces. Such a coil is called a "solenoid".

If a core of iron is put inside the solenoid, the magnetic attraction for pieces of iron held near the ends of the coil is much increased. A solenoid with an iron core is called an "electromagnet". The iron core acts as a magnet only while the current is flowing through the solenoid, losing practically all of its magnetism the moment the current is turned off.

Generating Currents with Magnets

Suppose a solenoid is connected to a sensitive galvanometer (an instrument reading very feeble electric currents). If a steel magnet is plunged into the solenoid, the galvanometer needle will momentarily "kick" over, indicating a current. If the magnet is removed, the needle will "kick" in the opposite direction. The amount of kick is proportional to the rapidity with which the magnet is moved in or out of the solenoid.

This experiment demonstrates that changing magnetic fields set up currents of electricity in conductors, and that the strength of the currents set up depends upon how rapidly the fields are changing. Actually it is the induced voltage that depends upon the rapidity of change of the field, but in this instance (resistance remaining constant) the current varies directly as the voltage induced.

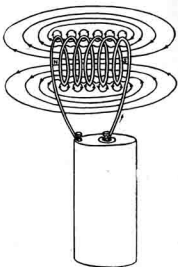
It is upon this principle, as we shall see, that radio choke coils, transformers, electric generators, and many other electrical devices depend.

Self-Inductance

Connect a solenoid to a dry cell (Fig. 3). Now suddenly disconnect it. At the moment the circuit is broken, a spark will jump across the break. What causes this spark?

To explain this, we must consider the interaction of the current in the coil and the magnetic field about the coil.

When a steady current flows through the coil, a steady magnetic field is set up in the vicinity. The moment the circuit is broken, the battery current stops flowing. Thus the magnetic field about the coil is suddenly destroyed. This rapid change in the magnetic field will, accord-



HOW A COIL OF WIRE ACTS AS A MAGNET

ing to the principles outlined above, set up a current in the solenoid. The galvanometer experiment demonstrated that the more rapidly the field changes the greater will be the current and voltage set up in the coil. In this instance, the field is changed with extreme rapidity, and a high voltage is set up, sufficient to cause a spark to jump across the break in the circuit.

It is found that the direction of the current set up in a conductor by changes in its own magnetic field is always such as to oppose the changes taking place. Thus, if the circuit is broken, the induced current set up will be in the same direction as that of the original current flowing in the coil. If, on the other hand, the circuit is suddenly made, or connected, the induced current set up will be in such a direction as to oppose the flow of battery current.

This characteristic of circuits such that their magnetic fields tend to oppose any changes in the currents flowing through them is known as "self-inductance". Every conductor has the property of self inductance, but the effect is much intensified if the conductor is wound into the shape of a solenoid, so that the fields due to different portions of the wire reinforce each other.

Applications of Self Inductance.

Self inductance has wide application in radio, in choke coils, in the tuning of radio circuits, etc. We shall have more to say about it in the lesson to follow.

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.

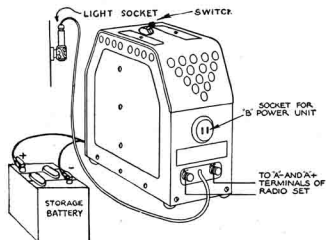
QUESTIONS

1. Suppose a rapidly changing electric current is sent through a solenoid and another solenoid, connected to a sensitive meter, is placed beside it. Would you expect current to be indicated by the meter?
2. How does the electromagnet used in your electric bell differ from the one described in this lesson?
3. Suppose that the experiment with the magnet and solenoid, as described in this lesson, were modified so that the solenoid were plunged over the magnet instead of the magnet being plunged into the solenoid. Would the results be similar?
4. Suppose an alternating current is applied to the terminals of a solenoid or choke coil. What will be the effect of the self inductance of the coil on the current flowing through it?
5. How do you explain the sparking at the switch when an electric motor is shut off?

Crosley "A" Power Unit 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.

Enclose Postal Money Order With Your Order

Order Direct From:

The Crosley Radio Corporation, Cincinnati, Ohio

Picking Up WLW Program on Fast Train

60 Miles an Hour No Handicap for Crosley Station

Proofs of the perfect transmission from Crosley station WLW multiply thick and fast. Here's a telegram sent from Minot, South Dakota, giving report of a WLW program heard en route:

POWER CROSLY, JR. NATIONAL BROADCASTING PARTY ON BOARD GREAT NORTHERN RAILWAY FAST MAIL, ARE SPEEDING ACROSS CONTINENT SIXTY MILES PER HOUR, AND HAVE JUST PICKED UP AUTOMATIC WASHER PROGRAM FROM WLW WITH PERFECT CLARITY AND GOOD VOLUME.

JOHN W. ELWOOD.

Another Telegram Registering Good Showbox Reception

CROSLY RADIO CORPORATION, CINCINNATI: USING CROSLY SHOWBOX TODAY, DECEMBER FIFTH, HEARD WGY TIME SIGNALS AT 10:59 A. M. AND KDKA MARKET QUOTATION AT 3:45 P. M. AND ANNOUNCEMENTS. ALL WITH LOUD SPEAKER VOLUME.

ROGERS SALES CO., BLOOMINGTON, ILL.

The Bandbox Gets Its Just Reward

An "airgram" from Oklahoma City brings us enthusiastic praise of the Crosley Bandbox from Frank Edwards of that thriving city.

"Right at this time I would like to say a few words about my wonderful Crosley Bandbox. Words can not express how well pleased I am. This is my third Crosley, the first being a two tube set, the second a four tube, and now a Bandbox.

"My Bandbox will outperform radios costing several times as much. For volume and distance I can not say too much. It brings in distant stations in the daytime with much volume. I have heard all makes of radios, but none equals my Bandbox.

"I also think as much of WLW as I do of my radio. Your programs are wonderful and I do not see how they could be much better. WLW is one of my favorite stations."

A well pleased Crosley Owner,
(Signed) Frank A. Edwards.

TAYLOR ELECTRIC CO.

MADISON, WIS.

Exclusively Radio

Wholesale Only

CROSLY DISTRIBUTOR

TUNE IN!

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News
Market Reports
Government Bond
Quotations
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Foreign Exchange
Grain and Live Stock
Quotations

THE FIFTH THIRD UNION COMPANY

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100% Crosley Distributors

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"THERE'S A REASON"
Distributors in Chicago Territory
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116 S. WELLS CHICAGO

SCHUSTER ELECTRIC COMPANY

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Free



\$115 WITHOUT TUBES

Judge this great Radio Value in Your Home!

Be convinced of its true value! Volume! Power speaker operation! Beauty! All at the amazingly low price of \$115 without tubes.

Hear the Crosley AC Electric power speaker operating GEMBOX—the radio success of 1928.

Celebrated Merphon condensers in the power supply section do NOT BREAK down. If they should be punctured they are self-healing. The well known genuine neodymium circuit used in this expensive radio insures the BEST possible reception of radio programs. The Crosley DYNACONE, installed in the SHOWERS CONSOLE is radio's finest value. The Crosley DYNACONE—the famous dynamic type speaker—delivers true notes over a range never before attained. Graceful—richly finished—sturdy—splendidly made—a lovely cabinet for the finest home. Walnut veneers exquisitely matched enhance the splendid design. Genuine wood carvings serve as decorative motifs in the mode of today's fine furniture. See this great value before you buy.

\$159.50



THE WOODWARD
You will be delighted with this radio. It does not only take the place of the radio cabinet and left and right. It is a complete radio set. It has been designed for the greatest beauty and grace. It is a true masterpiece. Buy the DYNACONE in the Crosley DYNACONE with the DYNACONE and you will be convinced of its true value. See this great value before you buy.

THE HOLLYWOOD
For modern taste and fine wood carvings to match with the other models. Buy the DYNACONE with the DYNACONE and you will be convinced of its true value. See this great value before you buy.



\$137

DEALER'S NAME HERE

Write for
Mats or Electros
of this Ad.

1-4 Page Size
No. N—10

1-2 Page Size
No. N—9

The real Christmas Radio Value! The power speaker operating Crosley AC Electric GEMBOX — the Crosley DYNACONE, Dynamic type speaker — and the lovely, richly finished, sturdy, walnut veneer Showers Cabinet — \$115 without tubes! No competitor can equal this value! Display it prominently in your window — advertise it in your local paper. Cash in on the Christmas buying spirit with this truly great radio value. Write Dept. 81, specify whether electro or mat is wanted.

SHOWERS BROTHERS CO.,

Bloomington,
Indiana.