

DID YOU KNOW.....

A look back at early area history as found in the archives of the Enderlin Historical Society and Museum by Susan Schlecht

*I found the following article in the July 11, 1929 issue of **The Enderlin Independent**.*

REX LINDEMANN TO RECEIVE RADIOS BY PLANE

An airplane delivery of the sensational new Crosley radios will be made within a few days to Rex Lindemann, local Crosley dealer, from Fargo Motor Supply, Inc., Crosley distributors in this territory. Just as soon as an adequate supply of the new Crosleys is received from the factory in Cincinnati, O., which will probably be about July 20, Mr. Burnevik will take off from Fargo with his first load. Mr. Lindemann is not sure just when the plane will arrive in Enderlin but The Independent will endeavor to keep the readers posted so that Pilot Burnevik and his interesting cargo may be given a fitting reception by the radio fans of the Enderlin vicinity.

Sue's Comments: *Radio was still in its infancy in 1929, especially away from the population centers in the east. The National Broadcasting Company (NBC) had just been formed in 1926. Crosley Radio Corporation become the largest radio manufacturer in the world by making radios affordable for the average household. In 1930 Crosley also created the first car radio called the "Roamio". It is interesting to see the free advertising and the promotion of these radios in this news article. Finding it necessary to fly the radios into Enderlin adds to the hype since airplanes were still a new attraction, too. Note that the distributor was Fargo Motor Supply, not an electronics supplier. (Information about the Crosley Radio Corporation taken from their website www.crosleyradio.com)*