

# THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

JULY 15, 1928

NO. 14

## Seven And One Half Million Sets Now Obsolete

### Profitable Market Open To Dealers

### Revolutionary Developments In 1928-29 Crosley Radio

Again science has conquered and the old has become out-of-date and obsolete, giving way to the new and improved.

The Crosley line for 1928-29, incorporating amazingly new radio developments, has made millions of radio sets, now in the homes of the country, out of date. Practically seven and one-half million radio receivers are now obsolete. What is more important, it is the easiest thing in the world to prove to the radio owner that such is the case.

### Performance Speaks for Itself.

There is no need to enter into a long scientific discussion—to talk push-pull amplification, improved audio frequency and dynamic power speaker. Just give the radio owners a chance to compare, in their own homes, the new Crosley 1928-29 radio receivers with the set which they now own and the case is won. The performance which results from the late revolutionary developments speaks for itself.

There stretches out for you, therefore, the most fertile, profitable field for radio sales that a dealer organization ever faced. Think of it, every radio owner a prospect. Walk down any street in your community. Watch the roof tops. Watch the antennae. Each antenna is connected directly to a radio receiver and that radio receiver is out of date, obsolete. You can prove this to the satisfaction of the owner by demonstrating the new Crosley set along side the old set.

### Natural Laws Aid You.

Demonstrate the Crosley receiver along side any set now in the home and the sale is just as good as completed. Natural laws immediately cause the owner of the old set to want the new Crosley set which performs so much better. This is

(Continued on Page 4)

### Crosleys Enjoying Tour Of Many European Countries

### Crosley Production Hits Fine Stride

### Heavy Shipments Cannot Keep Up With Demand



The Picture Above Shows Mr. and Mrs. Crosley With  
Mr. and Mrs. Van Arsdall Aboard The Cunard  
Liner Mauretania Before Sailing

One of the hardest working men in the radio industry is Powel Crosley, Jr., president and founder of The Crosley Radio Corporation.

Mr. Crosley has worked exceptionally hard this Spring and early Summer, developing and starting into production the new Crosley line for 1928 and working out advertising and sales policies. Thus the trip abroad which he and his wife are taking is needed and well earned. The vacation which he will derive from visits to France, England, Scotland, Belgium and other countries is much needed to recuperate him for the strenuous Fall season.

Word has been received from Mr. Crosley that he and Mrs. Crosley are having a wonderful time. The Crosleys are accompanied on the trip by Mr. and Mrs. Van Arsdall.

"When can I get 'em?" is the cry that is going up from Crosley dealers everywhere. Distributors receive it and pass it along to the Crosley Sales Department making Abbott and Bauer almost frantic at times trying to assure everyone that they are speeding production as rapidly as possible.

This condition, in the face of the fact that production this year is over three months ahead of past years, is evidence to record breaking early season sales. Already shipments to distributors are in excess of what they were during early October of last year and still they cannot be made fast enough.

### Wonderful Business Ahead.

Some realization of the optimistic outlook which stretches before Crosley dealers could be had were it possible for every Crosley dealer to come and take a look through the factory and see the tremendous rate to which production has already reached.

Every floor and every department of the huge Crosley factory is seething with activity. Daily production is well into the thousands mark and is rapidly mounting to peak production of from four to five thousand sets daily.

### See Pictures on Pages 8 and 9.

As it is impossible for you to take a trip through the plant and see the thrilling sight of this activity, we are reproducing for you in this issue of the Broadcaster, photographs taken at various points of interest in the plant. The first thing that will immediately impress you in these pictures is the modern methods used in manufacturing Crosley radio apparatus. The latest system of automatic conveyors is to be seen in every part of the plant. Overhead conveyors, belt conveyors,

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These Powerful Newspaper Advertisements Are Now Ready

Order Mat  
by  
Number  
from  
Your  
Distributor

State  
whether  
Quarter  
or  
Full Page  
Mat is  
Desired

Whatever happens in 1928

**YOU'RE THERE WITH A CROSLY**

DEALER'S NAME

Presents

An engineering triumph in Quality!  
A production miracle in Price!

**CROSLY**

RADIO RECEIVERS FOR 1928-9

**5 DAYS FREE TRIAL IN YOUR OWN HOME**

Ad No. 338



A-TUBE JEWELBOX \$80



A-TUBE GEMBOX \$65



DYNAPHONE \$25



A-TUBE JEWELBOX \$95



A-TUBE BANDBOX \$55



A-TUBE BANDBOX \$35



A-TUBE BANDBOX \$15

**5 DAYS FREE TRIAL IN YOUR OWN HOME**

Ad No. 339

WE'VE IN A FRONT SEAT WITH A CROSLY

AC Electric - Battery - Dry Cell

A-TUBE JEWELBOX \$95

A-TUBE BANDBOX \$80

A-TUBE GEMBOX \$65

DYNAPHONE \$25

A-TUBE BANDBOX \$55

A-TUBE BANDBOX \$35

MUSICONO \$15

YOU'RE THERE WITH A CROSLY

First time in Chicago!  
First time in radio history!



A genuine AC electric 6 tube radio receiver

**THE CROSLY GEMBOX**

It was only a few years ago when Crosley started the world with battery type receivers priced around \$65. Now they give the world full electric AC radio at \$65. This amazing GEMBOX is completely self-contained. It and its coils is a genuine neodyne shielded.

**65** power is a receiver. It is sensitive and signals can be into tremor distorted by power is a receiver. Its finish and pleasing to the eye is modern, full shielded.

**TAKE ADVANTAGE OF**

**FIVE DAYS**

USE THIS COUPON FOR FREE TRIAL

Name \_\_\_\_\_

Address \_\_\_\_\_

Dealer's Name and Address in This \_\_\_\_\_

**IN YOUR HOME**

Ad No. 340

Whatever happens in 1928

**CROSLY RADIO**

You're there with a Crosley

WITHOUT TUBES

**8 TUBE AC Electric JEWELBOX**

AND THE **DYNAPHONE 25**

Bright new dynamic speaker



A-TUBE JEWELBOX \$65

A-TUBE BANDBOX \$80

A-TUBE BANDBOX \$55

A-TUBE BANDBOX \$35

MUSICONO \$15

**5 DAYS FREE TRIAL IN YOUR OWN HOME**

**RADIO HAS NEVER SEEN SUCH VALUES**

**DEALER'S NAME AND ADDRESS HERE**

**USE THIS COUPON**

## Crosley-Waco Plane Spreading Good Will Along Route

Baldwin's Broadcasts From Plane Enthusiastically Received---Tremendous Ovations Given Crosley Entry



The above picture shows the presentation of a Crosley Radio to O. E. Carr, City Manager of Fort Worth, Texas.

The flight of the Crosley-Waco Plane, one of twenty-eight entries in the Ford Air Reliability Tour, can be well compared to Lindbergh's good will tour of South America. At every stop Baldwin and Meyers, who man the Crosley plane, are enthusiastically greeted by large delegations of Crosley dealers. At most points the city officials have aided in the greetings.

The Crosley good will flyers are receiving their full share of attention, for the Crosley plane is the only one equipped with a radio transmitter. By means of this Burgess laboratory transmitter, Baldwin broadcasts from the plane as he approaches each landing field. This was made possible by permission from the Federal Radio Commission, who gave the Crosley plane station call letters, 8-XAA, and the wave length of 71.7 meters. Many local stations along the flight route have rebroadcast the plane's signal and thus Baldwin's voice is carried into every home as he speeds along through the air.

### First Aeroplane Station.

This is the first attempt on record to carry a broadcast station in an aeroplane and broadcast enroute. That the experiment has met with overwhelming success is apparent by the tremendous publicity which has been given the Crosley plane in every city along the route and by the great crowds who have assembled to hear the account of the flight as broadcast by Baldwin.

Although the primary object of

the flight was to spread good will at every point the Crosley Waco Plane, under the able control of Pilot Charles W. Meyers, is making a wonderful showing in the tour. As far as San Antonio, Texas, the Crosley plane held second place. Engine trouble which necessitated the installation of an entirely new motor in the plane forced Meyers to drop to fifth place. At San Francisco the plane, however, was reported in fourth place and at the time the Broadcaster goes to press the plane is reported to be constantly gaining.

The good will being derived from this great record breaking flight of the Crosley Waco plane can hardly be estimated. Thousands along the way of hearing Baldwin's report from Station 8-XAA, located on the Crosley plane. Hundreds of articles appearing in newspapers are also telling of the Crosley plane and of the enthusiastic dealer meetings. Thus the objective of the Crosley entry is being gained and everywhere, even in cities not included in the tour, people are talking about Crosley and the new 1928-29 Crosley radio receivers and speakers.

We are exceedingly sorry that the Crosley good will flyers can not stop at every point in the country. It is to be remembered, however, that the route over which the Crosley plane travels has been selected by the committee governing the national air tour and that it is the same which the other twenty-seven planes are following.

## Crosley Dealers Cruise On James River

Meeting Of Tower Binford Elec. & Mfg. Co. Success

## California Dealers Enthused

A Large Dealer Gathering View Crosley Lineup

A great stir was caused on the Pacific Coast by the first showing of the Crosley line at the Kierulff & Ravenscroft's dealer meeting held at Los Angeles. The new line was greeted with bursted enthusiasm by the dealers assembled from every section.

A very brisk morning session was followed by a luncheon on the roof garden of the Whitcomb Hotel, after which the dealers were told about Crosley Iceball Refrigerator and the Amrad line.

When the day's sessions were over the dealers were invited to various rooms in the hotel where sets and speakers were in operation. All dealers were surprised upon hearing the Dynacone. The rooms were full of people all of the time, until late at night.

Every dealer attending the meeting returned to his store with the assurance that the Crosley-Amrad lines would be the fastest selling lines on the Coast. Before leaving many wrote out their views of the new line and these are sprinkled on various pages of the Broadcaster.

An exceedingly unique dealers' meeting was held recently by the Tower-Binford Electric & Manufacturing Company, Crosley distributors at Richmond, Virginia. Over a hundred Crosley dealers from Virginia and North Carolina were taken on a cruise down the historic James River.

Elaborate displays of the new Crosley-Amrad line were in evidence on the boat. There were also exceedingly fine displays of the Crosley Iceball and the complete Showers line.

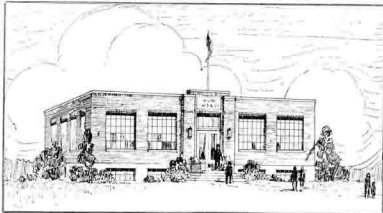
A peppy dealers' meeting was staged. The dealers were addressed by Mr. Jorgensen and Mr. Burns of The Crosley Radio Corporation and also by representatives from the Amrad Corporation, Showers Brothers Co., and the Perfection Stove Company.

Mr. Perkinson, General Sales Manager of the Tower-Binford Company, was exceedingly pleased with the turn out. The enthusiasm shown by the dealers for the new Crosley-Amrad line assures a huge increase over last year's business.

After the dealer's meeting, an orchestra furnished music for dancing on the return trip.

Television broadcasts are being conducted regularly now by station WGY for the benefit of amateur experimenters. The interest in television among amateurs is quite keen at the present time.

## New 50,000 Watt WLW Transmitter To Be Installed In This Modern Building Under Construction



WLW Station To Start Operation In New Quarters About Middle Of September

WLW's new 50,000 watt transmitter will be housed in this completely modern building now being erected by the Crosley Radio corporation at Mason, Ohio, 40 feet from station WSAI. Ground was broken on June 25 and work has progressed rapidly since that time. It is expected that the building will be finished and that the 50 kilowatt transmitter will be operating by the middle of September.

Brick and concrete construction throughout with steel window frames and doors makes the building absolutely fireproof.



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Manufacturers of Radio Apparatus,  
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Telephone Kirby 3200  
Editor: Charles E. Fay

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.



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.



### A Pledge of Confidence

Few who know of Powel Crosley, Jr.'s, trip abroad realize its full significance. To those who know him best, however, and to his associates in the Crosley organization, this trip is on one hand the fulfillment of a dream and a pledge of confidence on the other.

Like most normal persons who enjoy travel, Mr. Crosley has long desired to take a vacation trip in Europe. This has been impossible in past years because the interests of his business would not permit. Never before has Mr. Crosley been away from his business for a month or over. His vacations have always been short and have been taken to points within easy touch of Cincinnati. With Mr. Crosley the interests of his business have always come first and that is, no doubt, one of the big reasons for his tremendous success.

When one realizes that Powel Crosley, Jr., stands today as one of the foremost figures in the radio industry and that the business which he has founded is not only a leader in the radio field, but one of the big business enterprises of the country, it is hard to realize that all of this has taken place in but a little over seven years. It was back in the Spring of 1921 that Mr. Crosley founded his business. Since then he has devoted every ounce of energy and all the resources of his strong and outstanding personality to place his business in the position which it now holds.

During all these years personal pleasures and personal desires have

taken a back place. Among them was the desire to go abroad.

Thus the trip which Mr. Crosley is now taking is the fulfillment of a long cherished dream. The very reasons that make this trip possible stand for those who remain at home to carry on the business of The Crosley Radio Corporation as a pledge of confidence.

In seven years Mr. Crosley has built up around him an organization of capable, enterprising men and women. His desire to cross the ocean has been restrained until that time when this organization should reach a point of development which would enable him to spare the necessary time for such a trip. That the Crosley organization has reached this point of development is evidenced by the fact that Mr. Crosley is now enjoying a vacation in France and England.

This fact is fully realized by every member of the Crosley organization. All consider Mr. Crosley's trip a pledge of confidence in their ability and capability to carry on. Everyone in this organization has caught the Crosley spirit of doing things—has caught the Crosley desire to give to the radio buying public the very best for the money, to put the very highest type of material and workmanship into Crosley merchandise.

Although Powel Crosley, Jr., is across the seas, his personality still directs the business just as surely as if he were sitting in his office, interviewing department heads and directing the moves of various departments.

Incidentally, Mr. Crosley is taking a much needed and much earned vacation. He is resting up after the strenuous work of developing and launching the greatest Crosley line of merchandise ever developed, that which is offered to the public for the 1928-29 radio season. It is certain that Mr. Crosley will come back fresh in spirit, mind and body, ready to put all his energies in backing up the Crosley organization, which includes distributors and dealers in every section of the country. The fact that Mr. Crosley is returning to his desk about August 1, is firm indication of his confidence that the radio season this year will start earlier than any preceding year.

There is nothing that so inspires confidence among Crosley dealers and distributors all over the country as the knowledge that Mr. Crosley is in his office and out in the field, backing them up at every point and devoting all his energies and resources to enabling them to do a bigger and more profitable job in selling Crosley merchandise.

Thus we are all glad that Mr. Crosley has fulfilled his long cherished dream and has taken this trip. We hope that next year he will see his way to take even a longer vacation, for in so doing he will the more pledge his confidence in the organization which he has built up.

## 50,000 Watts of Real Entertainment

One of the fundamental secrets of selling radio is that you are selling entertainment—the wonderful programs which radio brings into the home and not the piece of apparatus itself. It is the complete appreciation of this significant fact that has led Powel Crosley, Jr., first to acquire the WSAI station in addition to the WLW station, which he founded years ago, and then to increase the power of WLW from 5,000 watts to 50,000 watts.

These two broadcasting stations, WLW and WSAI, are Crosley's contribution to a nation's entertainment. With the high class programs which are broadcast they increase the value of radio apparatus by furnishing that which makes radio worth while.

Formerly the reception radius of the two stations, WLW and WSAI, was limited to a few hundred miles. Soon, however, with the increase of WLW from 5,000 to 50,000 watts, which Crosley has applied for to the Federal Radio Commission, the programs of this station will be heard in every nook and corner of this great land and will, no doubt, penetrate to many distant lands. Careful tests have shown that WLW is ideally located to be heard in practically every part of this country.

A strategic position is held by the WLW station. Within a few miles of the center of population, WLW can throw out its wonderful programs in every direction, giving to the public that high class of broadcast entertainment which it most longs for.

The operation of a radio station is expensive everyone fully knows. The construction cost of the new WLW broadcast plant will cost over \$250,000. Its cost of operation will go way over \$75,000 every year. Of course, the station will obtain revenue from the programs which are broadcast by advertisers, but these programs can not cover the complete cost of operation.

The full significance of all this may not be realized now by the Crosley dealer and distributor organization, but when Fall comes and the new WLW station is in operation and its programs are heard everywhere, the service this station renders to the dealer and distributor organizations will be more fully appreciated.

For not only do the WLW and WSAI stations give that high class of broadcast entertainment which increases the value of any radio set, but the very fact that these two stations are owned and operated by the Crosley organization and over them constant and careful mention is made of Crosley products, is a tremendously important means of keeping the Crosley name more completely before the public.

Already the Crosley name and the reputation of Crosley quality and

performance stands in a place of leadership. With the completion of the new 50,000 watt WLW station, however, more people will hear Crosley programs and thus the Crosley name will become even more familiar, and the Crosley reputation for the greatest value in radio will go to even a higher level.

## Profitable Market Open To Dealers

(Continued From Page 1)  
caused by the fact that pride of ownership exists only when the person thinks the object owned is the best available. Hence when you prove to a person's satisfaction that what you have to offer is better than that which they now own, and when you show that the new set is within their reach, the desire to possess the new instantly kills all pride of ownership. The pride of ownership can only be re-established by purchasing what you have to offer.

Thus you see in making a drive on present radio owners, you have all the natural laws of human nature right on your side to pave the way towards an easy quick sale.

### Dealers Strong for Plan.

Since the slogan, "Replace Old Radio Sets," was announced in the last issue of the Broadcaster and in a letter by Powel Crosley, Jr., followed up by a large broadside, dealers everywhere are reporting instantaneous approval of the plan. Wide awake dealers in every section of the country wisely see in this new sales idea a basis for the greatest and most profitable drive for business ever launched.

All have realized instantly that it is up to them to make the move. The present radio owner is easily the most logical prospect for the new Crosley sets that there is. Until he hears the new sets alongside his old one, he may not know the difference and may be satisfied with the old set. Thus it is evident that a campaign for this type of business amounts to a demonstration campaign in those homes now owning radio receivers.

### Many Campaigns Launched.

Many dealers have already launched campaigns and are going after these prospects. They have hired a crew of salesmen to get out into the territory and make home demonstrations in every home where there is a radio. Their instructions are: "Watch the roof tops—watch on the antenna and follow it to the radio." Hundreds of demonstrations are being made resulting in hundreds of sales.

If you have not already started your drive on the radio owners in your territory do so at once. Don't wait for the Fall season; dealers who are out after the business now are making sales. Radio receivers are being sold on all hands and you can make sales if you go out after them.

## Crosley Jewelbox Attracts Huge Pittsburgh Audiences

# PHILIP SPITALNY

June 9, 1928

U. S. Radio Co. of Pa., Inc.,  
124 Ninth Street,  
Pittsburgh, Pa.

Gentlemen:

Having learned that you are the distributors of the Crosley line of radio receivers, it gave me much pleasure to write you about the wonderful results that I am obtaining from my Crosley electric set.

As a musician I appreciate good music and I am truly delighted with the tone quality and fidelity of reproduction that my Crosley set and speaker gives me. It is not only a radio set to me, but a real musical instrument. I am a genuine radio fan and get a great deal of pleasure tuning in distant stations to listen to orchestras playing in other cities.

Let me congratulate your firm on its choice of radio receivers. I am glad I chose the Crosley and would not part with it.

Sincerely,

V I C T O R  A R T I S T.

*Philip Spitalny*  
ARTIST.

**Phil Spitalny, Famous Musician, Featured Jewelbox Daily At Stanley Theater--Twenty Thousand A Day See And Hear Act**

Recently the Stanley Theater, one of the biggest and most outstanding amusement houses in Pittsburgh, conducted a radio week. As part of this program, Phil Spitalny, conductor of the orchestra and famous musician, put on an act daily centered around the Crosley Jewelbox and Musicoone.

In addition to this the U. S. Radio Corporation, Crosley distributors in Pittsburgh, had a Jewelbox receiver in the lobby of the theater with an attractive card announcing that it was a Crosley Jewelbox set.

Featuring the Crosley Jewelbox in this special act created a great deal of favorable interest in the Pittsburgh territory. The management of the theater reported that the set in the lobby attracted much attention. As the act was put on four times a day to a capacity house of four thousand at each showing during the week, over 140,000 Pittsburgh theater patrons viewed it.

The interesting letter above from Phil Spitalny gives an idea of what

this musician thinks of the Crosley Jewelbox. Phil is outstanding in his field and knows good radio reception when he hears it. Thus his recommendation of this Crosley electric receiver can be taken at full face value.

### Some Speed, Boy!

**2456 Miles In Five Days--  
Some Record**

If John Schuster keeps up the speed at which he is now traveling he will easily be the speediest Crosley distributor in the country this coming year.

Just the other day, John shook hands with the fellows around the office here and said: "I am out for a record trip to the Coast. Will make it in six days." The boys laughed at him. "John, you're



POWEL  
CROSELY JR.

## TALKS TO the TRADE

As an indication of our confidence in any radio receiver which we offer to you, I think you might be interested to know something of the preparation and cost before the Crosley Jobber's salesman asks you for your order.

Our Engineering staff is always busy in the development of new equipment. The total cost of our engineering and research work divided by the number of models per year makes the engineering cost of each set approximately \$20,000 to \$25,000. After the set has been properly developed and placed into the factory, the cost of tooling and equipment for the manufacture and inspection of any single set averages \$100,000.

By this time, the Purchasing Department has been busy for months placing orders for raw material and by the time the sets have gone through our distributors' hands and finally reached you, about one-half million dollars worth of raw material is either in our factory or on its way to us. The labor cost up to this time is approximately \$100,000, so that our investment in any given set reaches three-quarters of a million dollars and is but an expression of our confidence in that receiver.

No wonder our dealers so willingly invest hundreds of dollars and sometimes thousands as an indication of their confidence when our investment has been so great. You can well imagine what our investment is this year when we are offering three new models with the Dynacone speaker, a set to meet every demand, offered early enough in the season to enable you to get summer sales and round out your yearly selling curve. You should have several samples of every Crosley set in stock at all times to be prepared for the great demand created by the extensive Crosley national advertising.

*Powel Crosley Jr.*

### An Opportunity To Make Money

An opportunity to make money—that's the new Crosley setup. Think of an all electric set to sell at only \$65.00, and a Dynamic speaker for \$25.00. These are only two winners in a great line of Crosley-Amrad products. And the Icyball is a "WOW" all backed up with an intensive dealer co-operative plan of advertising, the Crosley authorized dealer is indeed fortunate again this year.

Ahrens Supply Co.,  
Oklahoma City, Okla.  
Albert Ahrens.

crazy," they said. "Don't you realize that means going over four hundred miles a day?"

At the end of five days the following telegram was received: "We had a fine trip. Just took us five days over five hundred miles each. It was very hot through New Mexico, Arizona and the desert. We are having a look at movie land. With best wishes to all the boys."

Can you beat that? The old boy made the trip in five days. Went over five hundred miles a day. Some trip, some boy, some car.

With that same speed, look for records this year from John Schuster, of the Schuster Electric Co., Crosley distributor at Cincinnati.

# Torrid Days And The Performance Of The Crosley Icyball

Important Facts To Know About The Cycle Of The Crosley Icyball--No Need To Oversell Crosley Icyball

The intense warm weather season is here. Just the season when the sale of refrigeration is at its height. Sales of the Crosley Icyball are remarkable. Everywhere dealers are finding a most favorable public reaction to this latest economical form of refrigeration.

Sales exceeding good in the spring and early summer months are now increasing daily. Reports from dealers are enthusiastic.

This is the great Icyball selling season. Everywhere the interest is high. The hot months are the ideal time to sell Crosley Icyball refrigerators.

Hot weather and its relation to the Crosley Icyball is not understood by many dealers. Some oversell it—make claims that may work out in cool weather but which are not true in abnormally hot weather.

## Abnormally Hot Weather

When the mercury in the thermometer climbs up above the 90 degree mark almost every one complains about the heat. The papers begin listing the deaths and prostrations due to the "heat wave" that is sweeping the country.

Of course, this is not an everyday occurrence, but there may be 3 or 4 such occurrences extending over a period of two to six days during the summer season. These hot spells, although expected, are always referred to as extraordinary, therefore when the manufacturer of a refrigerator says his product will do a certain amount of work under average conditions it is only natural to wonder what it will do under these exceptional conditions.

## Average Cycle 24 Hours.

The Crosley Icyball unit is expected and will give a refrigeration cycle of 24 hours under average conditions. There are times, however, when a cycle of 36 hours is obtained with one heating; other times when a cycle of 16 or 18 hours is obtained. In both cases, the unit does the same amount of work, but due to weather conditions, it has to do it faster in one case than in the other.

We have all used ice at one time or another and we know from ex-

perience that the higher the temperature of the ice box, the food or beverages to be cooled—the more ice is required to lower the temperature a specified number of degrees in a given time. If we place a 50 lb. piece of ice in an icebox, we expect it to last just so long when the temperature of the room is about 70 degree Fahr.

## Temperature Determines Cost

Should the weather get hotter we know we must melt more ice to get the same amount of refrigeration. Those experienced with automatic refrigerators are aware of the fact

that under above conditions the machinery is in operation more constantly and if it is electrically or gas operated the bills increase in proportion to the work done. In the same way it may be necessary to heat the Crosley Icyball Unit more frequently under these trying conditions.

There are only a few days every now and then when the temperature is exceptionally high. During these days the owner of a Crosley Icyball may cook it twice a day or three time in two days, depending on his requirements.

## New Kerosene Burning Heater Developed

Has Unique Feature--Made For Use With Crosley Icyball Refrigerator

To give the satisfaction of which Icyball is capable, it is absolutely necessary that the Hot Ball be correctly heated, and this has now been simplified by the production of a new type of heater made especially for the purpose.

In co-operation with the Crosley engineering department, a new type of kerosene-burning heater that is semi-automatic has been developed and is now being produced by the Perfection Stove Company, Cleveland, Ohio. The correct heating is governed by the height of the flame and by the amount of fuel and both these points are set by the manufacturers and the only attention the heater needs is to light it. When the Hot Ball is burned sufficiently heated, the flame goes out.

## Special Short Drum Type

The new heater has a Giant burner of a special short-drum type. Instead of a wick, an asbestos lighting-ring is used, which is so arranged that it will burn at just the correct height for proper heating. A special fuel bottle is provided. It should be filled to the point indicated on the label with 13½ to 14½ ounces of kerosene (a little less than a pint). This keeps the burner in operation for from an hour and twenty minutes to an hour and twenty-five minutes depending upon the grade of kerosene used.

The semi-automatic feature of this convenient new heater will prevent difficulties of the kind experienced with other heaters.

The new heater, developed and produced exclusively for use with Crosley Icyball is known as Puritan Icyball Heater No. 9217.

## Simple In Operation

As an illustration of the simplicity of its operation here are the di-



rections that come with the new heater:

**To Light:**—Fill glass bottle with kerosene, replace valve and place bottle, neck down, in the oil cup. Tilt burner drum and light the lighting ring all the way around. Replace drum making sure that it seats properly on the burner bowl. No further attention is needed—when the oil in the bottle is consumed, the burner will go out.

**Care of Burner:**—Keep all perforations in burner drum open and burner bowl and feed pipes free from dirt. The lighting ring should be brushed clear of carbon when it becomes difficult to light. The light-

## Prepare For Questions

Weather of this kind may also cause the user to ask numerous questions of his dealer as the importance of proper operation of the unit is more evident then than during moderate weather. This is particularly true as the Crosley Icyball is so entirely different from the other refrigerating devices that have been on the market. It is only natural therefore, that users will be calling on the dealers for information concerning the operation of the unit when there is any variation in its performance.

The dealer should be prepared to answer the different questions that might be asked, particularly those that would naturally be expected. We will not attempt in this article to list a number of questions that may come up but we are confident that the information contained herein, will be sufficient for the dealer to prepare his own answers to the questions most likely to be put to him.

## Measuring Refrigeration

First, let us consider the amount of refrigeration that can be obtained from the Icyball during one cycle. All units are made in one definite size and contain a definite amount of refrigerant hermetically sealed. Consequently, each and every unit can perform a definite amount of useful work that will be the same for all units under exactly the same conditions.

The design and construction of the Crosley Icyball Unit and Cabinet is such that with one correct cooking of the unit a refrigeration cycle of 24 hours can be expected under average normal conditions. Room temperature, humidity, nature and temperature of the contents placed in the cabinet, the number of times the cabinet is opened and length of time cabinet remains open are factors that influence the amount of refrigeration obtained during one cycle. By refrigeration we mean cabinet temperature that will prevent food from spoiling quickly or a temperature of 60 degrees Fahrenheit or lower. The average temperature of a refrigerator cooled with ice is 60 to 65 degrees Fahr.).

## Result Of Tests

Actual tests show that the Icyball when drained and cooked in accordance with the instruction sheet will keep the cabinet at a lower temperature than 60 degrees for twenty-four hours everyday with but a few exceptions, such as the torrid days referred to in the first part of this article.

It must be remembered that on these abnormal days, not only is the

## Always A Leader

Since the inception of radio in the home, Crosley has always maintained leadership in design and engineering. Together with Amrad this year, he has far surpassed anything that he has heretofore offered. These lines will, without doubt, sweep opposition aside on their own merits, and will take the leading position to which they are entitled. Amrad is also outstanding.

Doubladay-Hill Electric Co.,  
Washington, D. C.  
Wm. H. Anthony, Jr.

# WANTED!

## Your Method For Selling The Crosley Icyball Refrigerator

*We Want Your Experience--Hundreds of Dealers Successfully  
Merchandising The Crosley Icyball--What Is Your Plan?*

We have just received a telegram from Mr. W. H. Burk of the Morgan Radio Co., the Crosley Dealer at Decatur, Ala., a small town having a population of only 4750, stating that he has sold 52 Crosley Icyball Refrigerators, that he has orders for 11 and expects to sell 100 more before the season is over. The experience he has had is both unique and interesting. His sales show that his method of merchandising is proving exceedingly successful.

We know that we have hundreds of other dealers who are successfully selling the Crosley icyball. Maybe they are using the same plan that Mr. Burk is using and maybe they are using an entirely different plan. This telegram has

given us the desire to discover which of our Crosley dealers are using the most successful methods for selling the Crosley icyball. Therefore the offer made on this page.

How many Crosley Icyball Refrigerators have you sold? What methods are you using? What type of prospects have you found the easiest to sell?

We are planning to publish in the Broadcaster the best of these plans. Possibly your plan may be published. It may be that you will win one of the prizes listed below offered to the Crosley Dealers telling us about the most successful methods used in selling the Crosley Icyball.

### Prizes Offered For Most Constructive Plans For Selling The Crosley Icyball

We have decided to offer prizes to the Crosley dealers who report the most constructive selling plans which they are using to sell the Crosley Icyball. A list of prizes is given below. All are valuable and worth working for.

#### Here Are The Prizes We Offer You

First prize—Single Unit Icyball Refrigerator—Value \$80.00

Second prize—One Crosley Jewel Floor Lamp—Value \$30.00.

Third prize—One Crosley Square Electric Sign—Value \$12.00.

Fourth prize—One Crosley Globe Electric Sign—Value \$10.00.

Fifth prize—One Crosley Illuminated Tire Cover—Value \$9.00.

Sixth prize—Ten Fibre Tire Covers, with your imprint—Value \$7.00.

Seventh prize—Twenty Five Crosley Road Signs, imprinted with your name, —Value \$3.88.

#### Rules Governing Offer

This offer is open to all authorized Crosley dealers. To qualify, however, for the above prizes it is necessary that you comply with the following rules:

- Carefully write your experience, not to exceed 500 words, on one side of white paper. Typewritten preferred.
- Mail your plan to Carl F. Propson, c-o The Crosley Radio Corporation, Cincinnati, Ohio, to reach us not later than Sept. 1, 1928.
- Only actual experiences in selling Crosley Icyball are accepted. Theory or plans which you have not tried can not be accepted.

4. Your own experience in selling the Icyball must be accompanied by one testimonial from some person to whom you have sold an outfit.

5. No entries acceptable after Sept. 1, 1928.

6. Announcement of prize winners will be made in the Oct. 1 issue of the Broadcaster together with the winning articles.

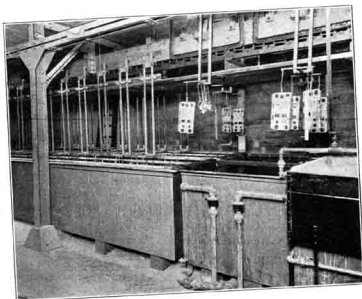
7. State the number of Crosley Icyball Refrigerators you have sold since Jan. 1, 1928.

#### Official Judges

Homer Buckley, Pres. Buckley Dement Co., Chicago, Illinois.  
Ralph Heaton, Prather-Allen-Heaton Adv. Agency, Cincinnati, O.  
Carl F. Propson, Adv. Mgr., Crosley Radio Corporation

**All Reports of Selling Plans Must Reach Us By September 1st**

# High Efficiency Production Methods Place C



Where Crosley Parts Are Cadmium Plated

A corner of the Plating Department showing how the metal parts are carried along through the plating baths on metal hangers. As the end of each vat is reached, the hangers automatically lift out, dipping into the succeeding vat and moving along continuously. Each part must travel twice the length of the room and pass through several baths before the process is complete. Cadmium plating is the most modern and efficient method known for protecting metal parts from corrosion.



Assembling Tuning Condensers

Here the die-cast condenser rotors are being mounted in their "bathtub" supports. As each man finishes assembling a condenser "gang" he puts it on the moving belt, which carries it quickly to the testers, farther down the line. The condenser assembly is then subjected to a rigid inspection and carefully adjusted before being passed on to the Set Assembly Department.

## A Peak Behind The Scenes Reveals T Systems, Finest and Most Mo Equipment and Skilled La

This issue of The Crosley Broadcaster is dedicated to those who would like to take a trip to Cincinnati and see the Crosley factory in operation, but who cannot. We are endeavoring in these pages to give you in the very best way we know how a slight conception of what is going on behind the scenes.

Let us say right in the beginning that we can only hope to do this in a very small way, because the power of painting word pictures is limited and the space to reproduce pictures of everything that is happening out in the factory is also limited.

We hope, however, that the few pictures which we are able to reproduce in this issue will give some conception of what is taking place in this huge modernly equipped and modernly operated factory to provide our dealer and distributor organization with the merchandise needed to take care of the tremendously increasing demand for Crosley merchandise.

We trust that some day each one of you can take the time to visit us and see with your own eyes what it is so impossible for us to describe



Every Minute A Finished Chassis

At the far end of this long table the individual units of the embryo set starts on their journey. Each of the forty workers along the line has a particular operation to perform. Gradually the set takes form, until, as it reaches this end of the table, it is completely assembled on the chassis, ready to be tested. The inspectors and test operators in the foreground carefully give it the "once over", sending it back up the line unless it is, without question, up to standard.

### An O. K'd Gembox Passes On

The Gembox chassis being hooked onto the conveyor has just passed through a long line of test booths where it has been given almost every conceivable kind of reception and operation test. A special department, housed in shielded metal booths and centrally located, handles the reception tests. These tests are in addition to those given to finished chassis at the end of the assembly tables.





# Crosley Merchandise First In Radio Market

## Is Tremendous Activity---Latest Conveyor Modern Machinery, Critical Test ! Labor All Play Their Part

to you. It is a thrilling sight to see an organization of twenty-five hundred persons all busily engaged in the manufacture of radio apparatus. It is a more wonderful sight when it is realized that the introduction of a most modern conveyor system and most modern machinery makes it possible for everyone of this vast army to perform the work of 4 or 5 persons under ordinary methods.

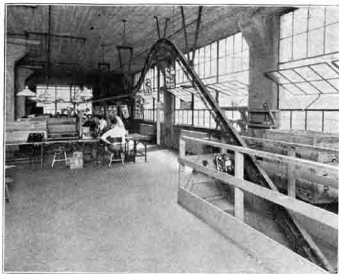
We trust that these pictures in this issue of the Broadcaster will only be a starter and that from time to time we can take you behind the scenes and show you more and more of what is taking place. We feel sure that when you more fully realize the tremendous and practically unlimited resources of the organization which is backing you up, that you will with even greater confidence go after the business which is rightfully yours in your community.

Crosley is setting the pace in the merchandise being manufactured for the 1928-29 radio season. It is only the natural thing, therefore, that every Crosley dealer and distributor should set the pace in his territory.



**Into The Cartons They Go**

At each tick of the clock another Gembox is carefully wrapped and packed into its carton, ready for shipment. The belts carry an endless line of sets on their way to the Shipping Department on the floor next below. One has but to watch for a few moments to count hundreds of them. This, of course, is but one of several such packing lines.



**A Glance At The Conveyor System**

This modern conveyor system speeds up production in the Crosley factories. This continuous conveyor runs from department to department, all over the Crosley plant. The unfinished parts start on the top floor of the plant, and are gradually assembled as they go down from floor to floor, until they finally reach the shipping department in the basement, complete, tested, and packed in their cartons, ready to send out. The chassis seen on the conveyor are Gemboxes, on the way to the Testing Department.



**An Imposing Array of Showboxes**

These Showboxes are being mounted in cases, prior to the final inspection and test. It is estimated that these sets and the parts that go into them each pass through more than a thousand inspections and tests before being finally approved. These multiple safeguards are a guarantee to every Crosley dealer and distributor that his customers will be more than satisfied.



**Two More Carloads**

Two carloads of Crosley sets ready to start on their journey. They represent happiness for hundreds of homes, and worthwhile profits for Crosley distributors and dealers. Every hour the endless chain continues, more parts starting in at the beginning and more carloads of sets leaving this plant. Efficiency and reliability are the keynotes of the process—two fundamentals which explain the quality and value represented in Crosley merchandise.

# SHOWERS

Competition cannot meet this

A beautiful furniture combination — created to make an attractive, comfortable and modern "radio corner". Rare beauty combined with the best of radio reception—the **greatest VALUE** the radio world has ever seen. Only Showers and Crosley could produce such **VALUE** — at a price that competition **CANNOT MEET!**

The Showers Bros. Co., the world's largest furniture manufacturer is endorsed by Powell Crosley, Jr., as best equipped to make cabinets comparable in value to the Crosley receivers. Showers designers have produced beautiful cabinets, using the famous Showers laminated process, which forms a solid, permanent construction. Rare zebra wood, moire walnut and genuine wood carvings are the decorative elements of these splendid cabinets.

superior Radio Value

Walnut Console with Dynamic Dynacone built in and 6-tube AC Electric Gembox installed ready to operate

Without Tubes ..... \$115.00  
 Matching Console Mirror .... 12.00  
 Beautiful Tuning Bench ..... 16.75

Complete for

**\$143.75**



Model C-3

#### Description of Model C-3

This console presents a lovely walnut surface so cut as to offer the exquisite grain of the wood to its fullest advantage. It is decorated with genuine wood carvings and contains the new Crosley Dynacone Speaker. Price, \$50. Height of the console is 38 inches.

#### Description of Model C-4



Model C-4

Matched walnut veneer creates charming doors with over-laid decorations of curly maple veneer. Genuine wood carvings are highlighted and beautifully finished. Top opens and doors are full swinging type. Finished with solid brass hardware. New Crosley Dynacone built in. Height of console is 42 in.

#### Description of Model C-2



Model C-2

Fine walnut veneer and delicate carving makes this cabinet a true work of art. The door falls down to form an arm rest, when operating the radio controls and the speaker—the new Crosley Dynacone—which is mounted gracefully underneath. Height of this console is 43 inches.

#### Description of Model C-1



Model C-1

Rare zebra wood, moire walnut and genuine wood carvings are decorative elements of this splendid value. Fluted legs impart a delicacy to unusually sturdy construction. The hardware is solid brass. Full swinging doors open upon the radio control panel and the new amazing Crosley Dynacone speaker. Height of console is 54 inches.

**Showers Brothers Company**

Bloomington, Indiana

# Among CROSELY JOBBERS

## Crosley Leads For 1928-29 Season



### Is Unanimous Verdict Of J. H. & F. A. Sells Co., Dealer Meeting

An exceedingly enthusiastic gathering of dealers gathered at Columbus at the invitation of the J. H. & F. A. Sells Company to view the new Crosley-Amrad lineup for the 1928-29 season.

Attractive exhibits were made of Crosley-Amrad sets, The Crosley Iceball Refrigerator, Showers Cabinets, and Findlay Metal Tables were also shown.

The picture shown above is that taken at the banquet at the Neil House, the evening of the first day of the meeting. Pleased expressions on the dealers' faces are testimonial to the optimistic feeling evidenced by all who attended the meeting. The dealers were unanimous in their opinion that the greatest radio season yet encountered is directly ahead.

## St. Louis Distributor Entertains



### 150 Crosley Dealers At St. Louis Dealer Meeting

The new 1928-29 Crosley-Amrad line was shown to about 150 dealers of Southern Illinois and Eastern Missouri territory last month at a dealer convention held in the American Annex Hotel, of which the Geller Ward & Hasner Hardware Company, Crosley distributors in St. Louis, was host.

A peppy dealer meeting was conducted during which the dealers

were given a vivid picture of the wonderful opportunities ahead for the coming season. Interesting talks were made by H. W. Geller, president of Geller Ward & Hasner, R. J. Lickiss, general sales manager, and by a number of Crosley organization men, including, Curtiss Abbott, L. A. Kellogg, and E. L. Sheppard.

Mayor Miller of St. Louis was the

## Six Day Crosley Show In New York



### 20th Century Radio Corporation Shows And Demonstrates 1928-29 Crosley-Amrad Line To Enthusiastic Dealers

When it comes to putting on a successful dealer meeting, due credit must be given to the 20th Century Radio Corporation, Crosley distributors in the greater New York territory. For a period of 6 days this organization had an exceedingly attractive Crosley-Amrad display in the Hotel Pennsylvania, New York.

All of the 20th Century salesmen were at the hotel during the entire week. They took fine care of the great number of dealers who came in from every section of the territory.

Grant Layng, Vice President of the 20th Century Radio Corporation, reported that there was an average of over one hundred visitors a day, and dealers came in from as far as Bridgeport from the North and Montauk point to the East.

Each day at noon, and again at

speaker at the noon-day luncheon, and the afternoon was devoted to inspection of the new Crosley-Amrad sets.

The dealer meeting was pronounced an unqualified success and all dealers attending returned to their locality enthused with prospects of a most profitable radio season yet encountered.

six in the evening buffet meals were served for all who were on hand. Additional suites of rooms were provided so that business could be dis-

(Continued on Page 16)

## 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 4th Street  
Cincinnati, Ohio

# CROSLY DEALER'S PAGE

## Believes In Home Demonstration

### Crosley Dealer At Patter- son, New York Tells How He Does It

Every one wants to hear how the other fellow is doing it. There are many dealers who are home demonstrating Crosley receivers and each one, no doubt, doing it a little bit differently. Why not write in to the Editor of The Crosley Broadcaster and tell him how you are doing it.

We are publishing below the story of how the M. W. Skidmore & Son, Crosley dealers at Patterson, New York, are home demonstrating the Jewelbox. Possibly this offers you an idea or two. Read it over and compare it with your plan.

"Dear Sirs:

As a Crosley dealer I wish to tell you how I personally demonstrated your Jewelbox. I take it in the prospect's house, ask where they prefer to have it, and on finding the nearest electric outlet I plug in the cord and then hook a piece of wire long enough to reach to the outlet and connect the box, or fixture, to the aerial post on the Jewelbox. I do not use a ground.

Last night I demonstrated a set this way and brought in Jacksonville, Florida. The Jewelbox is the very best and easiest set to demonstrate on the market as it is always ready to work.

Hoping this way I give, as a sure way to demonstrate a Jewelbox, will help others, I remain,

Very truly yours,  
M. W. Skidmore & Son,  
Per Morris E. Skidmore.

"Crosley setup looks very good to me. Variety, appearance, tone, quality, utility, are all there. Some price also. Competition that has bothered me in the past begins to look small."

H. L. Morris,  
Mountain View, Calif.

## Crowds Admire Victor Furniture Window



### Crosley Radio Receivers, "The Masterpiece Of The Air," Are "The World's Greatest Radio Values" Is Feature Of Attractive Window Display

The window illustrated above is that of the Victor Furniture Company, Crosley dealers at Dayton, Ohio. The unique manner in which it was trimmed and the display of Crosley merchandise caused quite a sensation and created some real business.

There is a real idea behind the window. The large slogan going clear across the window, "The World's Greatest Radio Value," is certain to attract attention. The slogan underneath this, "The Masterpiece of the Air," fits in very well with the slogan above. Displayed around the various Crosley models are musical instruments which are used to broadcast over the radio. At one side a prize fight feature of broadcasting is displayed. All in all the window is very attractive and forceful in its presentation.

This window makes just as suitable a window trim that you can put in.

"Looks great. Line up complete in its class. Tone ahead of its class."  
ABC Battery Company,  
San Jose, Calif.

"This year applies more to your slogan than it ever did that "You Are There With A Crosley."

N. Cochran, Cleveland Radio,  
Oakland, Calif.

"Very good thruout. My opinion is that tremendous sales will be made with each item."

F. M. O'Neill, Music Shop,  
Berkeley, Calif.

## Sells Crosley Exclusively

### John J. Walsh, Outsell Combined Competition

More and more radio dealers are seeing the advantage of concentrating all of their efforts on one line of radio receivers. A striking example of this is the case of our Crosley dealer at Lyons Falls, New York, John J. Walsh, who sells Crosley radio exclusively.

Mr. Walsh lives in a town of eight hundred population, which has keen competition as there are ten radio dealers there. Last season Mr. Walsh sold a total of 178 Crosley sets in Lyons Falls, more than the total number sold by the other nine dealers. This gives an idea of the opportunity that stretches before every Crosley dealer. It is a strong point in favor of concentrating all of your efforts on one line, rather than attempting to sell a number of lines.

In making your choice this year for the one line which you will concentrate on, you can not go wrong in choosing Crosley. You can home demonstrate Crosley against any other set and in nine cases out of ten, the choice will be a Crosley.

Just read the letter which Mr. Walsh wrote us recently:

"Gentlemen:  
"Here's hoping for as big a radio year this year as we had last. Crosley sure went big here last year. I sold more than all the rest of the competition makes that were figuring on giving me a close run put together.

"Competition is keen here. Only 800 population and 10 radio dealers, but so far I have sold in my territory 178 sets. That doesn't leave much for the other nine to fight over. (I sell Crosley only).

Very truly yours,  
John J. Walsh."

Radio Sets and Icyballs  
**CROSLY RADIO**  
Sherwood Hall, Ltd.  
Grand Rapids

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

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

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

# Ready Now For You

## The New Crosley Retail Sales Plan

Your Distributors' Salesman now has the Complete Details on the New Sales Plan ready for you. You can make your store the outstanding one in your community. Make More Sales—More Profits.

### What It Is

Here is the kind of sales plan you have always wanted.

A series of powerful sales-making mailing pieces that tell your story in every home.

They will sell these folks on your store and on Crosley. They pave the way for your personal sales effort.

You do no detail work. All is done for you. The plan works automatically.



### Saves Money

The plan does not waste. Every dollar of your advertising money is used profitably.

Every live radio dealer is co-operating. That means individual costs that are ridiculously low. Your share of the cost of three mailing pieces is but 15 cents per set. This includes everything—postage stamps, addressing from names on your list—imprinting your name, address and phone number on the pieces. Delivered to you complete—ready for you to put in your mail box.

The cost of the plan to reach over 300 good prospects is more than paid for by the sale of one radio set. Your competitors won't have a plan to compare with this.

The Beautiful Four-Color Mailing Pieces Get Favorable Attention.



They create a desire to see and hear Crosley Radio far beyond any other sales promotion you have used.



They invite the prospect to test Crosley Radio himself, in his own home. They show the complete Crosley line and prices.



It's easier to sell Crosley with their help. One sale pays for their use. Can you afford not to use the plan?

### What It Does

The Crosley Retail Sales Plan Will:

- 1—Make it easier for you to sell.
- 2—Keep your sales people busy.
- 3—Give you more time for selling.
- 4—Build good will with owners.
- 5—Get prospect names for you.
- 6—Give you a better check on results from sales efforts.
- 7—Enable you to get good salesmen.
- 8—Increase your sales and profits.



### How To Get It

Put down on paper the names and addresses of all the people in your community. You can't sell radio sets to them if you don't know who they are and where they live. Then go over the details of the Retail sales plan with your distributor's salesman. Give him your order for the number

of sets of mailing pieces you will require. Specify when you want the plan to start. On that date you will get back your mailing list with your sets of mailing pieces, imprinted with your name, stamped, addressed, ready for the mail box. Then start after your prospects with a plan that is a proven business getter.

You will want the plan in operation at least by September first. Your order for mailing pieces and your mailing list should be ready before August tenth, or you can have it in operation at once if you wish.

# INSTANT ACCEPTANCE!

At the Crosley-Amrad Convention there was a spontaneous and enthusiastic interest in the all-electric models of the

## Symphonic Series

At the Chicago Trade Show hundreds of retail dealers crystalized this enthusiasm by applying for the Amrad franchise.



The Opera

Combination radio and electrical phonograph. Richly figured, hand carved walnut. Both radio and phonograph are purely electrical, with built-in Dynamic power speaker and illuminated single dial.

Price \$875  
(Without tubes)



You owe it to yourself and to your customers to see and to hear this line. Each model is all-electric; each has a built-in Dynamic Power Speaker; each is encased in a handsome cabinet—and the prices are amazingly low for radio sets of such outstanding quality and performance.



The Sonata

Handsome console of walnut with decorative panels of satinwood and zebra wood. The most modern purely electrical radio and finest type built-in Dynamic power speaker. Uses eight tubes.

Price \$475  
(Without tubes)

### SPECIAL FEATURES

The chassis includes a tone control in the rear of the Chassis, enabling the user to adjust the tone of the receiver to suit his taste, emphasizing either the high or the low notes.

It also has an electrical phonograph pick-up attachment which becomes effective by throwing a small switch, employing the audio amplifying system and electric dynamic speaker for phonographs of any type—giving the full richness and volume of tone, even in the case of small portable phonographs.

One of the outstanding features is that which permits the use of the electrical connection for the receiver (through the lamp socket) as an antenna, and ground, in which case neither outdoor or indoor antenna is necessary. Best results, however, can be obtained by use of an outdoor antenna and ground wire. The principal use of the antenna plug-in is in demonstrating the receiver either in the home or in the display room.



The Nocturne

Console model in walnut, built-in Dynamic speaker. Purely electrical, illuminated single dial control and bronze escutcheon plate on a milled in color. Double shielded.

Price \$295  
(Without tubes)



The Concerto

Beautifully proportioned modern cabinet of American and Oriental walnut. Electric Dynamic power speaker built into cabinet. Purely electrical, single dial control.

Price \$320  
(Without tubes)

## THE AMRAD CORPORATION

Medford Hillside, Mass.

2235 S. La Salle St., Chicago, Ill.

J. E. HAHN  
President

POWEL CROSLY, JR.  
Chr. of the Board

# Crosley Service Manual

No. 121.

Model 608, Part I---Installation and Operation.

7-15-28

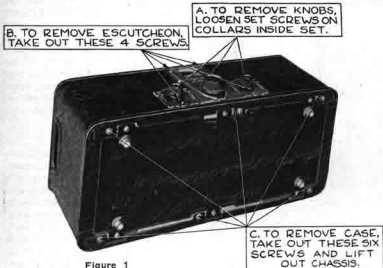


Figure 1

**A. Installing in Furniture Cabinets.**

1. Remove the three knobs by loosening the set screws inside the case. Remove the escutcheon by taking out the four screws "A" (Figure 1).

2. Turn the set on its side and take out the six screws marked "C" in the accompanying illustration (Figure 1). Do not remove the other screws from the bottom of the set.

3. Lift the chassis out of the metal case. Mount it in the console, bolting it firmly in place.

4. Mount the escutcheon on the front of the console and replace the knobs.

**B. Removing Bottom Plate.**

1. If case has not been removed, take out the six screws marked "B" in Figure 2 and lift off the bottom plate.

2. If case has been removed, first put screws in the six holes marked "A" in Figure 2. This is necessary in order to hold the tapped support strips in place. Second, take out the six screws marked "B", and lift off the bottom plate. Replace the bottom plate before removing screws "A".

**C. Tubes Used in Model 608.**

1. UX 226 (CX 326) tubes in the radio frequency and first audio-frequency stages.

2. UY 227 (C 327) in the detector stage.

3. UX 171-A (CX 371-A) in the last audio (output) stage.

4. UX 280 (CX 380) or UX 171-A (CX 371-A) in the rectifier socket.

**D. Grid Leak.**

1. A grid leak of proper resistance is built into the set. No additional grid leak is required.

A. TO REMOVE KNOBS, LOOSEN SET SCREWS ON COLLARS INSIDE SET.

B. TO REMOVE ESCUTHEON, TAKE OUT THESE 4 SCREWS

C. TO REMOVE CASE, TAKE OUT THESE SIX SCREWS AND LIFT OUT CHASSIS.

A. FIRST, PUT SCREWS IN THESE HOLES TO HOLD SUPPORT STRIPS IN PLACE

**REMOVING BOTTOM PLATE**  
TO REPLACE BOTTOM PLATE - 1st, INSERT SCREWS 'B' BOLTING BOTTOM PLATE IN PLACE, 2d, REMOVE SCREWS 'A'.

B. SECOND, REMOVE THESE AND TAKE OFF BOTTOM PLATE. DO NOT REMOVE SCREWS 'A' UNTIL BOTTOM HAS AGAIN BEEN BOLTED IN PLACE.

Figure 2

**E. Antenna and Ground.**

1. An outside aerial 65 to 100 feet long (including lead-in) or an indoor aerial consisting of a wire strung across the baseboard or picture moulding of from 25 to 50 feet is recommended.

2. In localities where interference is troublesome, use relatively shorter aeriels. In localities far from broadcasting stations, where reception is difficult, use relatively longer aeriels.

3. Ground connections by means

of a ground clamp to a cold water pipe is recommended. The pipe should be scraped and sandpapered clean and bright before making connections. As a second choice, ground to a steam

or hot water pipe, or to a well (not a cistern).

**F. Connections.**

1. Connect the antenna, ground, and Musicon or Type E Dynacon leads to the terminals marked "out-put" on the accompanying diagram.

2. Put the six tubes in their sockets in the positions marked in the accompanying diagram.

3. Insert the power-cable plug in a convenient electric socket.

4. If the current is "on" at the socket and if the toggle switch at the rear of the set is in the "on" position, the dial light and tubes should light. Snap the switch "off" until it is desired to use the set.

5. If the tubes light but the dial light does not, see that it is screwed well into its socket. Jarring in transportation sometimes causes it to work loose.

**G. Operation.**

1. Snap on the toggle switch at the rear of the set. About one minute is required for the detector heater to come to the proper temperature for operation.

2. Turn the volume control (3) all of the way on (clockwise).

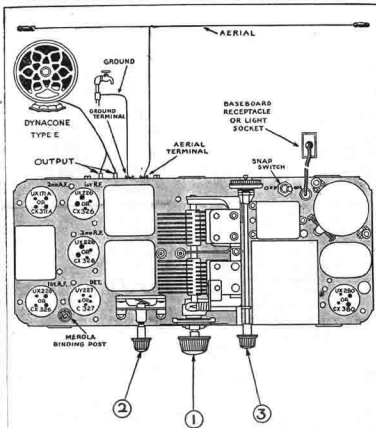
3. Set the intensifier (2) (regenerative control) just below the point of oscillation. To make this setting, turn the intensifier "on" (clockwise) until a slight click or "puck" is heard in the speaker, indicating that the circuit has started to oscillate. Then turn the control back until another click or "puck" is heard, indicating the stopping of oscillations. When the intensifier is adjusted below the oscillation point the set is in the most sensitive and selective condition.

4. Turn the station selector (1) slowly until broadcasting is heard.

5. Carefully adjust the station selector (1) and the volume control (3) until the signal is clear and of proper volume. If the set has gone into oscillation while tuning, turn back the intensifier (2) as far as necessary to stop oscillations.

6. When leaving the set, snap off the toggle switch at the rear of the set.

**NOTE:** When the set is put into operation after having stood idle for several weeks it may require fifteen minutes or more for the Merchon condenser to condition itself before maximum efficiency of operation is attained.



## Torrid Days And Crosley Icyball

(Continued from Page 6)

room temperature much higher but all articles placed in cabinet are at a higher temperature accordingly and the cabinet, as a rule, is opened oftener and not closed as promptly as usual, because unconsciously we linger a few seconds while enjoying the cool air that greets us. As a result, the unit must perform its work faster to maintain a low temperature and as a consequence, the cooling cycle is shorter and the unit should be cooked oftener.

### Ice Cube Limitations

Some users may fall to get solid ice cubes on certain hot days and conclude from this that the unit is not functioning. The Crosley Icyball can maintain a low enough temperature in the cabinet to keep foodstuffs in a well preserved state even though the ice cubes are not obtained. The unit is capable of freezing ice cubes even when the room temperature is exceptionally high provided it is correctly operated.

It is well to keep in mind the following factors in regard to freezing water. When an amount of water is to be frozen, the temperature of every drop of water must be reduced to 32 degrees Fahr, or lower before any ice forms. This means that the temperature in the ice tray opening in the "cold ball" must remain below 32 degrees for a number of hours. The higher the temperature of the water in the tray, the longer the time required to freeze it. In very hot weather the temperature of water is unusually high and the cabinet is opened more frequently than under ordinary conditions which delays the formation of ice. If the unit was not properly drained or heated, the full cooling period as well as the freezing action would be affected.

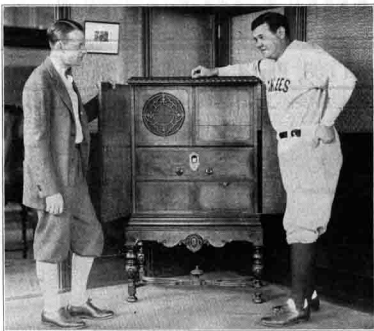
### Drain Unit Thoroughly

In operating an Icyball the first important procedure is to drain the unit thoroughly. If, while in the draining position, water trickles out of the whistle or vent in the steam dome, do not attempt to stop it as the design of this part is such that any excess water will drain out, leaving the correct amount for the proper blowing of the whistle.

Next in importance is the cooking time. As there is considerable variation in fuels, stoves and burners, it is impossible for us to state definitely how long to cook the unit, so if the results after the first or second cooking are not as expected from the remarks in the instructions, the dealer should vary the adjustment of the flame or the distance of the unit above the flame until the desired results are obtained. This should not require more than three or four heatings.

We also call your attention to the fact that cool water should be used in the tub. The colder the water

## "Babe" Ruth Enjoys His Amrad



Picture Shows A. B. Ayers, Amrad General Manager, Making Presentation To "Babe"

Judging from the expression on Babe Ruth's face, he is more than pleased with his new Opera model Amrad Combination electrical radio and phonograph.

Mr. A. B. Ayers, General Manager of the Amrad Corporation, shown with the Babe, made the presentation of the Opera model during the Yankees last visit to Boston, when Ruth whacked out his first home run of the season.

The Babe is an ardent radio fan and enjoys his new Amrad immensely.

is at the beginning of the cooking period, the better. If the water is too warm to begin with, all the refrigerant passed over into the cold ball will not condense. The amount remaining in a gaseous state will perform no useful work which means a shorter refrigeration cycle.

## New Kerosene Heater for Icyball

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ing ring should be replaced with a new one when it becomes heavily carbonized. The corrugated wire ring in the bottom of the burner bowl may be removed when cleaning the bowl but should be replaced before the burner is again operated.

### Obtain From Your Distributor

The height of the heater is 10 3/8 inches, and part of the outfit is a metal tub stand, both the heater and the stand being so constructed that the Hot Ball, when suspended from the tub, is just the right height over the flame of the heater. The height of the tub stand is 7-8 inches, and with it the Hot Ball is correctly suspended over the flame of the heater.

You can obtain, through the distributors, a small leaflet describing this heater for enclosure with your letters to customers and prospects.

The list price of the Puritan Icy-



ball Heater with the stand is \$12.75; without the stand \$11.65.

The Puritan Icyball Heaters will be marketed only through authorized Crosley distributors and dealers.

## Six Day Show

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cussed and problems worked out. A special antenna system was erected so that all sets shown were demonstrated at all times. The reception was remarkably good and all dealers were enthusiastic, not only about the appearance, but the performance of the new line.

This dealer meeting, a little radio show in itself, was unquestionably one of the most successful ever held in the New York area. Every one who attended is looking forward to the biggest Crosley year.

## Crosley Production Hits Fine Stride

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every type of conveyor that speeds up production and eliminates the handling by human means.

Some idea of mass production can be obtained from these pictures. You can see how each person along the table has his or her part to perform. In this manner work is routed throughout the floors of the plant, each department taking care of its operation and then automatic conveyors taking the set on to the next department where the next operation is made.

### Astonishing Facts

It is exceedingly interesting to take a cross section of what is necessary to make a four thousand a day production possible. In a single day four hundred and twenty thousand assorted screws are used, four hundred and forty eight thousand assorted nuts and over three hundred and thirty thousand rivets, nearly six hundred thousand lock washers. Little things like condenser plates run into a total of two hundred and sixty four thousand, while twenty-four miles of connecting wire is used in a single day. Three million and forty thousand laminations of assorted sizes are used in the audio and other type of transformers, including chokes.

Approximately sixty four million eight hundred and eighty four thousand feet of very small wire is used daily in winding the audio transformers, or enough to reach half way around the world.

This is only a small part of the raw material. As the parts are used and made into various sub-assemblies as above stated, they pass through various inspection stations on conveyor systems where the sub-assemblies are put together into main assemblies and finally the chassis and power packs are combined. Passing along the final inspection department, they are packed into corrugated cartons ready for shipment. They then go on the conveyor system to the shipping room at the rate of approximately five hundred an hour, forty two a minute. Should the entire production of one day be stacked outside of the factory, it would be equal to the size of an ordinary eight room house.

### Shipments Larger Daily

So this gives you some idea of the production problems which must be faced by the Crosley organization and of the present speed of production.

Shipments are being made larger every day. Although right now the demand which is being experienced on every hand far exceeds the ability of distributors to supply it, still it is hoped, as the days go by, that production, mounting as it is to a tremendous height, can more nearly keep up with the demand.