

THE CROSLEY BROADCASTER

PUBLISHED BY THE CROSLEY RADIO CORPORATION

VOL. VII

AUGUST 1, 1928

NO. 15

Record Sales Result of Intensive Crosley Icyball Drive Most Profitable Season Is Now Here

The greatest and most profitable season for selling the Crosley Icyball Refrigerator has arrived. August and early September, the hottest time of the year, is ideal for making record sales of the Crosley Icyball.

During the past months sales of the Crosley Icyball Refrigerator have been phenomenal. At no time has production been able to come any way near keeping up with the demand. Only recently was it possible to let dealers go the limit in their sales efforts. Since then sales have doubled and tripled.

Weather Stimulates Sales.

Now with all sales restraint laid aside Crosley Dealers can launch an aggressive drive for Icyball sales. The warmer the weather, the more people think of refrigeration and the more amazing is the operation of the Crosley Icyball Refrigerator. Now is truly an ideal time to make

Who is Crosley?

Crosley Radio has behind it an organization of many years of successful endeavor and high ideals.

Crosley Radio receivers and speakers are operating in millions of satisfied homes.

Crosley stands and has ever stood for quality material, fine workmanship and satisfactory service. Financial resources permit every facility for precision manufacture, and with a personnel trained by long experience.

Crosley brings to the radio those things essential to the making of an instrument which any lover of music and other forms of radio entertainment may well be proud to possess.

In 1928, as in the past, "You're There With A Crosley."

Reprinted from Crosley Radio Facts Vol I No 1.

Crosley Spread Appears In Liberty Magazine For Aug. 25th

"Replace Your Old Radio Set" Is Theme

A powerful Crosley two-page advertisement in two colors, will appear in the August 25th issue of the Liberty Magazine.

A reproduction of this Crosley advertisement appears on pages 8 and 9 of this issue of the Broadcaster. Study this ad carefully. You will immediately see that it fits right in with your campaign directed upon the owners of radio sets. The main caption, "Replace Your Old Radio Set" is a forceful suggestion to millions of radio owners that the radio they now own probably needs replacing. This followed up with the sub-head, "Seven and One-Half Million Receivers Now Obsolete" is certain to pave the way for exceedingly profitable sales to radio owners.

Features Entire Line.

This ad, featuring as it does, the
(Continued on Page 16)

demonstrations and show those in your territory just what the Crosley Icyball will do.

Organize a great drive for sales in the homes in your community. Push for sales in the summer camps

and summer cottages which may be located near. Those distant from an ice supply are logical prospects and a campaign directed on them should prove very profitable. Small

(Continued on Page 16)

Three CROSLEY RADIO Leaders

The SHOWBOX



Operates Direct From The Light Socket

8 tubes

Genuine Neutrodyne

\$80

without tubes

An eight tube, genuine neutrodyne, A C Electric receiver, with "Push-pull" and 180 volts on the plates of the output tubes—there you have the Showbox, a radio whose fame is sweeping the country. The D C Electric Showbox, equally popular in those sections where only direct current is available, sells for only \$5 more than its A C twin.



The DYNACONE

The sensation of the 1928-1929 radio season—the only self-contained power speaker deriving its power from the radio—is acclaimed the leader in speak-

Dynamic Speaker

\$25.

er sales. This new Dynamic speaker sets a new standard for speaker performance with its complete range of undistorted excellence of reproduction.

The GEMBOX



Operates Direct From The Light Socket

6 tubes

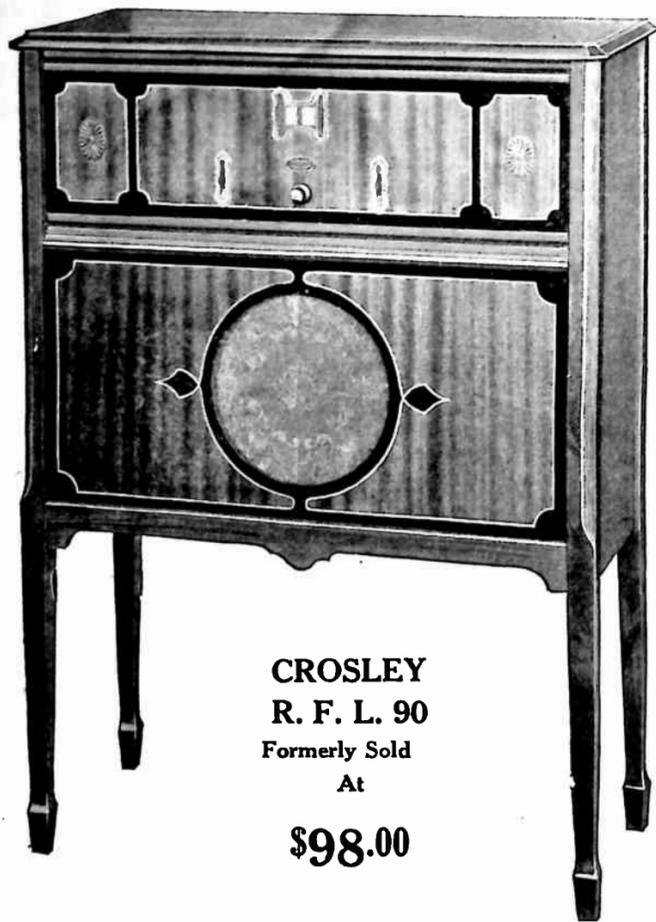
Genuine Neutrodyne

\$65.

without tubes

The greatest value in 1928-29 radio—the Gembox is destined to be the outstanding leader in radio sales. This 6 tube, genuine neutrodyne, A C Electric receiver selling at the unheard of price of \$65 is amazing every one with its performance.

Offer This Bargain To Your Trade



**CROSLY
R. F. L. 90**
Formerly Sold
At
\$98.00

This Famous Receiver Now Offered To Crosley Dealers Only

Packed
In Original
Cartons—
Brand New At **\$25**

Complete in Beautiful Console with
Crosley Musicone Built-In

The RFL-90 is a six tube radio receiver installed in a beautiful console cabinet, with built-in Musicone. It consists of three bridge balanced stages of radio frequency detector and two stages of audio frequency amplification. In it the famous RFL circuit has been developed to the very highest degree of efficiency. The two-toned mahogany cabinet with built-in Musicone fits in beautifully with every surrounding.

Offer Made In Accordance With Usual Crosley Policy
On Discontinued Models

Checks Not Accepted
Cash Must Accompany Order

Following the usual Crosley policy to give Authorized Crosley Dealers an opportunity to sell in their stores discontinued models, we offer the Crosley Model RFL-90 while they last at this special price of only \$25.00.

No Checks Accepted

Because of the very low price at which these sets are offered, they cannot be sold on open account, and order must be accompanied with cash, money order or express order. Should you desire C. O. D. shipments, accompany your order

with 25% of the total amount, and shipment will be made, charging you with the remainder C. O. D. At least 25% must accompany each order.

In Original Shipping Carton

All of these sets which are offered are brand new—they have never been taken from their original shipping carton. They are all accompanied with the usual Crosley guarantee.

Now act quick—the supply is going fast.

MAIL THIS COUPON TODAY

The Crosley Radio Corporation,
Cincinnati, Ohio,

Gentlemen:

In accordance with your special offer to Authorized Crosley Dealers please ship me

R. F. L. 90's at \$25 each.. I am enclosing Money Order for \$..... Please Rush.

Company Name

Street Address

Aug. 1st

Town and State

Date.....1928

**Act Now
While Supply Lasts**

THE CROSLY RADIO CORPORATION

CINCINNATI, OHIO

The Farm Is A Tremendously Profitable Radio Market

Radio A Necessity As Well As Pleasure To Farmer---Crosley Dealers Should Make Drive On Farms Prospect

Every one of you who lives in an agricultural community must realize that the farm market around you constitutes a real opportunity for making money.

Radio means more to the farmer today than it ever did before. More and more broadcasting stations are realizing the importance of their farmer listeners. More and more they are devoting large portions of their programs to these listeners.

Marketing Information By Radio

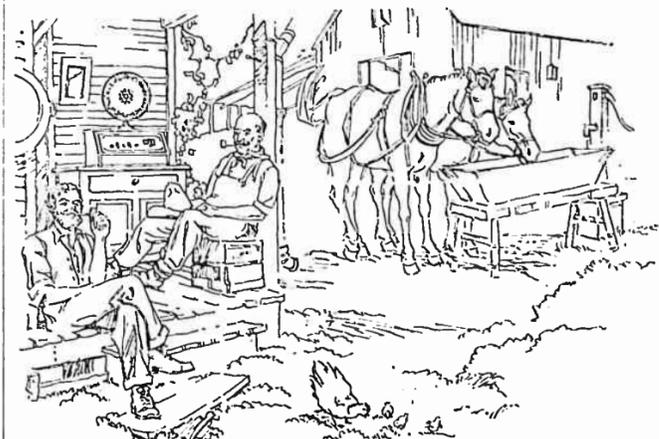
The broadcasting of marketing information as a part of the regular daily service has become an established custom at practically every radio station in the country. To judge how much farmers value this service it is only necessary to look over some of the mail that these stations receive. Thousands of letters come to them every day telling how money has been made in marketing live stock or other produce by knowing up-to-the-minute market quotations.

There are hundreds of farmers in every community who regard radio as an investment paying big dividends, because of the money they save through these market quotations. These farmer radio enthusiasts are not slow about spreading the good news to their neighbors and convincing them of the actual necessity of radio.

More Practical Information

The U. S. Department of Agriculture, through its Radio Division, is working constantly to provide more, and better, practical information for the farmer through the medium of radio. The material which it sponsors is not only of general interest but of actual help in connection with local farm problems.

Then there is the other element of radio, which, while it does not



Thousands of Old Radio Sets on the Farm Need Replacing---Thousands of Farm Homes Now in the Market

women is certainly worth while, and radio is an ideal way to do it.

In her work about the house during the day, radio brings to the farmer's wife a constant means of diversion and entertainment. A year or two ago the daytime broadcast programs were few and scattered, and such as were given were not of the highest class. The past year has seen a decided change however. Many stations are now broadcasting continuously in the daytime, and are disseminating entertainment and educational features of the highest quality.

Farm Life Easier

If the farmer's wife wants music, she may have it. If she wants to listen to some pointers on cooking or housework, she has but to turn the dials. Any type of program that she wishes is here for the asking.

But the entertainment feature of radio means just as much to the farmer as it does to his wife. When he comes in after a long, hard day of work in the sweating sun he is happy at the chance to relax and listen to soothing music, or get the inside dope on the latest in politics.

Sold On Radio

The farm market is thoroughly sold on radio, and there is more reason for it to be sold today than ever before. It would be hard to find a farmer who does not want a radio set, and yet there are hundreds of thousands who do not have them. These live prospects are waiting to be turned into actual buyers.

Many farmers who want radios badly have not bought them because of two reasons—the expense, and the difficulty of keeping a storage battery in condition. The average radio dealer cannot offer them a radio outfit for less than \$100.00 complete; and since but few farms are equipped with electricity, he is

compelled to sell them storage battery equipment.

Push Bandbox Jr.

Crosley dealers are fortunate in having a radio set that eliminates completely both of these difficulties. The new Bandbox Jr., can be sold complete for a price in the neighborhood of \$65.00 or \$70.00. It requires no storage battery—using dry-cells for the "A" supply—yet it is a set of remarkable pep and sensitivity.

Here is a set that is moderate enough in cost for any farmer to afford, and that is, at the same time, extremely simple and easy to operate and care for. It is a set that will help Crosley dealers to make many sales to farmers that their competitors cannot hope to touch.

Bandbox Popular

Of course there are many farmers who do not object to taking a storage battery to town once in a



The Bandbox
A Big Seller to the Farmer

while to have it charged, or who have electrical power for charging right on their farms. To these, the regular Bandbox will appeal. They will find it impossible to buy equivalent radio performance elsewhere for anywhere near the cost—and cost talks with the farmer in these days.

With the Bandbox and Bandbox, Jr., every Crosley dealer has a combination that is unbeatable for the farm trade. Make these sets tell their own story in your community.

Get every one of them to work that you can, selling itself in some farmer's home. Now is a good time to get in some real sales work, and where you cannot place a set at the present time, get an order for delivery when the crop money begins to come in.

Quote The Down Payment First

The Right Way To Answer The Question, "What Is The Price Of This Set?"

A chain is no stronger than its weakest link. The procedure of making a sale is no stronger than the weakest step.

In all the steps of making and completing a sale, probably the most neglected, with many salesmen, is the closing of the sale. Quoting the price is an exceedingly important part of closing the sale.

The Critical Moment

When you have brought your radio prospect to the point of asking the question, "What is the price of this set," the sale is very near completed if you will proceed right. There are three possible replies to this question and it is exceedingly important which one is used. Many a sale is closed or lost right at this point. Every move the dealer has made up to this time, his investment in store location, furnishings and merchandise, his time and money, all this has been done for one purpose only—to get the prospect to ask "what will it cost?"

The crucial moment has arrived. How will you answer the question, "What is the price of this set?" Will you say, "Complete with tubes and Musicone, this set costs you \$135.50, cash price?" Such an answer will embarrass over sixty percent of your prospects who really would like to buy on time, but whose vanity somehow makes it difficult for them to make this admission.

A Right And Wrong Way

Or will you say, \$150. on our partial payment plan," and thereby unconsciously offend, perhaps, your cash prospects and discourage your credit prospects?

There is a right and wrong way of answering this question. "What is the price of this set?" The experience of hundreds of dealers has shown that the right way is to quote to your prospects the down payment required. "Only \$37.50 down, Mr. Brown, and I will install this set in your home ready to operate." By this answer you play

(Continued on Page 16)



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Manufacturers of Radio Apparatus
Colerain and Sassafras Streets,
Cincinnati, Ohio
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.



Is This Your Market?

We have just read an analysis of radios owned in one of our large cities in the Middle West. The study was prepared by the leading newspaper of that city and is included in a booklet giving the result of study of all of the manufactured products consumed in that city—from automobiles to permanent waves.

About half of the 170,000 families in that city own a radio. Some of them own two radios—some three. Of the 81,000 families who now own a radio set, 6,000 told the investigators they expected to buy a new one this year. About 20,000 who never owned a radio say they expect to buy one. About one-third of the families who bought a radio last year owned one before. About one-quarter of the radio sets in this city are consoles—three-quarters are table models. And for every home made set, there are five factory made sets in operation. Two years ago it was about fifty-fifty.

We notice, too, that of these 80,000 sets, 16,000 were bought in 1925. In 1926, a total of 27,000 sets were bought and the sets bought in 1927 numbered 30,000. So far this year only 1,300 sets have been bought.

There are many other interesting figures in this study. Take trade-ins, for example. Only 20 per cent of old sets were traded in. Twenty-four per cent were thrown away. Twenty-six per cent still have their old set and 28 per cent were lucky and sold it to some one else.

The number of tubes, too, is interesting. Half of the sets have five tubes. A quarter of them have six. Only about 7 per cent of the sets have more than six tubes.

And here is the information which

really prompted this little article. Let us print it just as it was originally written:

"Of the total number of radio set owners at the present time, 5.9 per cent own sets which use A. C. tubes requiring no batteries or battery eliminators of any kind, a total of 4,794 sets operated on A. C. tubes."

Now let's make a "trial balance." Here's how it shapes up:
Total number of families.....170,000
Number who own a set now.... 81,000

The difference in your market.. 89,000

Total number of set owners.... 81,000
Number of A. C. sets..... 4,794

The difference is your market 76,206

Owners who expect to buy..... 6,000
New owners who expect to buy 20,000

The sum is your market..... 26,000
—C. F. P.

Line Voltage Surges Mostly Bumkum

Are line-voltage surges a problem? Advertising matter appearing in certain publications may have given the impression that they are.

Actually a line-voltage surge of sufficient magnitude to do damage to any good light-socket radio set seldom occurs anywhere. The line-voltage fluctuations that do occur are usually but two or three volts—not large enough to be noticed. Even when larger variations take place, the change is usually gradual, so that no damage can be done.

It is possible that in rare instances a voltage surge might occur on an electric supply line which would puncture the paper filter condensers of some power supply units. In Crosley sets, however, even these rare instances are adequately taken care of.

The Mershon condensers used in the power supply systems of Crosley radio sets are self-healing. This means that if a surge occurs sufficiently strong to puncture the condenser, it immediately heals itself. A Mershon condenser could be punctured a thousand times, and a few seconds after the thousandth time it would be just as good as when first put into service.

No other type of filter condenser possesses this remarkable property. It is a feature fully covered by the Mershon patent, and controlled by the Amrad Radio Corporation and the Crosley Radio Corporation.

Another important feature of the Mershon condenser is that it automatically builds up to the proper capacity value for the line voltage on which it is being used. This results in better filtering action—better smoothing out of the A. C. supply current into quiet D. C. This,

too, is an exclusive feature found only in Crosley and Amrad sets.

The talk about line surges is largely bunkum. Line surges are seldom a problem with any good A. C. radio set. But with Crosley sets the radio fan has an absolute guarantee of protection, so that the chance of harm coming to the radio set through line surges is reduced practically to zero.

So Called Or The Real Thing

Crosley AC Receivers Are True Lightsocket Sets

There are many so-called light socket sets on the market. But a sharp line of distinction should be drawn between true light-socket sets and those simply incorporating eliminator units.

Crosley A. C. sets make use of the new A. C. tubes. They obtain their power supply through built-in power converters which take the power from the lighting mains and change it into the proper voltages of A. C. for the filaments of the tubes and into D. C. of the proper voltages for the "B" supply. These power converters draw current only when the set is in operation. They are highly efficient and draw a minimum amount of electricity from the lighting circuit.

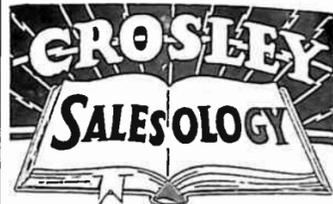
Other Varieties.

Pseudo light-socket sets, on the other hand, obtain their power supply through built-in "A" and "B" eliminators. As a rule, the "B" eliminators used in these sets are efficient and satisfactory in their operation. The "A" eliminators, however, are often simply storage batteries equipped with trickle chargers.

When such "A" supply is used, constant attention is required to keep the battery properly filled with water and there is always danger of some of the electrolyte being spilled with consequent damage to rugs and furniture. In addition, the trickle-charger type of "A" eliminator draws current from the light socket practically all of the time, whether the set is in operation or not.

A Big Difference.

Many "A" and "B" eliminators give perfectly satisfactory service. This article is not meant to criticize them, but to point out that a set fitted out with them does not constitute a true light-socket set. Modern A. C. sets are not simply battery sets fitted out with additional equipment to adapt them to A. C. operation—they are especially designed sets, incorporating usually the new A. C. tubes, in which every detail has been considered from the standpoint of making them operate most efficiently and satisfactorily from the lighting current. Naturally, sets designed with this end in view give superior A. C. performance.



The byword in radio selling for the past few years has been "sell on the basis of performance, not on technicalities."

This is undoubtedly true, and of course every Crosley dealer knows that he should avoid becoming ensnared in complicated technicalities. But don't let this policy cause you to lose sight of the fact that there are some high-powered technical features in the new sets that are worth playing up.

Push-pull output for instance—you will not, of course, launch into a lengthy explanation of what it is, but you can lose nothing by opening up the set, showing your prospect the output stages, and explaining to him that they mean added volume and better tone quality.

Then there are the compact power units in the new light-socket sets. Show how little space these occupy and contrast them with the old style light-socket sets using separate power units, or if they were built into one case, occupying many times the space.

Again, many prospects, especially men, will be impressed simply by seeing how well constructed the new sets are. A look under the cover will surprise many of them. They will immediately respond to the neat, rugged construction, and the ingenious arrangement of parts to occupy a minimum of space.

It is certainly true that it is best to beware of technical features. But on the other hand there are many semi-technical points that will help to push a sale along.

The hot summer sun is beating down on all of us in almost every section of the country these days. What we are thinking about most is how to keep cool.

In these sweltering days is an ideal time to feature Icyball in your window displays.

The sight of this neat little unit in the window, with a pan of ice cubes in the foreground is a powerful incentive to perspiring passersby. If they lack adequate refrigeration at home they will think twice before they walk on.

As an added teaser you can display a small sign inviting window lookers in to have an ice cold drink of water. Iced water is cheap, especially as made with Icyball, and a parched throat on a hot day will have a hard time turning it down.

Why can Crosley make better sets for less money than competing manufacturers? Because of two things: more efficient and larger scale production methods, and better engineering design.

Crosley Dominates Speaker Field

Dynacone Considered Greatest Advance In Speaker Design

Every old timer among Crosley dealers remembers what a sensation the Crosley Musicone made when it was announced to the public back in 1925.

The Crosley Dynacone is making just such a sensation today.

A Hit Everywhere

With the new Dynacone, and Type D Musicone, Crosley dealers now have both the best dynamic speaker on the market and the best speaker of the regular type. Furthermore, these two types of speakers are selling at prices considerably lower than those of competitive makes.

Think of a dynamic speaker selling for only \$25. Listen to the Dynacone and you will be more astonished than ever. The question everywhere is how can Crosley do it? Then where can you find a speaker with the qualities of the Type D Musicone selling for only \$15. Gentlemen, it is unbelievable and the more you know about it the more you wonder.

Is it strange that Crosley dominates the loudspeaker field? Comparing speakers which are actually better than any others made, at prices lower than most competitors ask, how can this line fail to dominate the radio market? Is it any wonder that Crosley is the world's largest speaker manufacturer?

Speaks For Itself

All that one has to do to convince oneself of the superior tone quality and fidelity of reproduction of the Dynacone is to listen to one in comparison with other speakers. A single trial is sufficient to convince.

The dynamic feature as incorporated

ated in the patented Dynacone is quite simple. It does not add anything which can get out of order. Yet it enormously increases the volume of output that can be handled with ease—the volume that can be reproduced clearly and faithfully as a true tonal image of the original.

Wide Range Of Reproduction
Further more the Dynacone has a range of reproduction which astounds the experts. It reproduces the fundamental tones down to 30 cycles, with a superior performance curve over the entire range up to 7000 cycles and with a brilliance



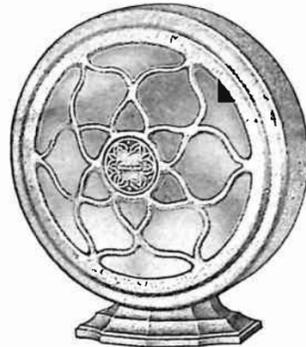
The Musicone

and clear separation of the various musical instruments never before heard in a moderate priced speaker.

Those who want the best in radio speakers this year will buy the Dynacone. Those who want a better speaker than they can purchase elsewhere, but who wish to make only a moderate investment, will purchase a Musicone. Whatever their loudspeaker wants, the public cannot find better value nor better quality outside the Crosley line.

This is a message to every Crosley dealer everywhere. Your nomination as the dominating influence in loudspeaker sales in your community has been a landslide. Your election is assured by the enthusiasm of the public.

The only thing that remains to be done is for you to make the most of your office. Do not be satisfied unless every radio speaker sold in your community is a Crosley. Ride the wave of popularity, but get in some good hard licks meanwhile and make the most of the possibilities before you.



The Dynacone

Dealer Thanks Powel Crosley Personally For New 1928-29 Lines

"I wish to express my thanks and appreciation for what the Crosley Radios have done for me. I have had a most successful radio business since I have had the Crosley franchise. I wish to thank Mr. Crosley personally for the 1928 and 1929 models that he has given us to work with. I am very enthusiastic about them and know this is going to be the biggest Crosley year we have ever had."

"Yours for another successful year."
Mosteller Bros., Garage, Mt. Dora, Fla.



POWEL CROSLY JR.

TALKS TO the TRADE

Realizing that our production facilities this year would not enable us to supply enough Crosley Icyball refrigerators to meet the demand, I have been very reluctant to permit our Sales Department to talk about the Icyball or let either the Advertising or Publicity Departments mention it in their copy.

We have done everything possible to increase production and present indications are that we will be able to better serve you with deliveries in the future than we have been in the past. Thousands of these are now in use and our sales in dollars run into the hundreds of thousands. Now that the weather is hot and the real selling season is here, we have released copy for quite a few magazines that reach rural communities. This will immediately reduce selling resistance and increase your sales.

The Crosley Icyball refrigerator is a tried and proven practical article giving better refrigeration at less cost than is obtainable with ice. Our idea in introducing this item was to help you meet your summer overhead and to flatten out your selling curve throughout the entire year. Just stop and think how many of your radio customers are prospects for the Crosley Icyball refrigerator. Every dairy farm, country store, in fact every crossroads service station selling soft drinks is a prospect, not to speak of the millions of rural homes.

On a hot day like today, think how wonderful it would be to open up the cover of your Icyball refrigerator and take out a few ice cubes to make that nice cold drink you desire.

I suggest you get busy right now as it is your opportunity to make some real summer profit.

Powel Crosley Jr.

Huge Plant Devoted To Crosley Icyball

Production Facilities Increased 12,000 Per Cent During Past Year To Meet Amazing Demand For This New Product

ONE year ago, the production of Icyball units was but a few a day. By last Christmas the output had increased to around one hundred a day, but this increase was insufficient to meet the great demand for the new refrigerating unit. Therefore it was necessary to expand the factory, which was then occupying about one thousand square feet, to nearly twenty-

The welding is all done on gravity conveyors. Here the generator ball passes down one line and the evaporator ball down on a second line, each operator welding a different seam or attaching an additional part. The two conveyor lines meet at the assembly line where experienced men and women weld the balls to the connecting tube and

and material having been thus ascertained, the units are next tested with two hundred pounds of air so as to locate any slight pin hole leaks. The generator fins are next spaced around the ball and clamped securely by means of four special jiggs so that the binding wires may be attached.

A conveyor then carries the unit to the galvanizing department where it is pickled and washed in large nine-hundred gallon vats. After this cleaning the Icyballs are dipped into the galvanizing kettle which is filled with molten zinc held at a temperature of eight hundred and fifty degrees by means of automatic control valves.

From the galvanizing department the conveyor carries the units to drill presses where the safety devices are laced. Experienced men then solder on the caps and test the saletres with three hundred pounds air pressure. This is supplied by high pressure compressors. The units are next passed to the soldering tables and the steam dome, whistle and other parts attached.

The charge is the heart of the Icyball. This important operation is done in a separate room to which the balls are delivered by conveyors.

The piping and equipment are all special and quite complicated. Each operator charges two Icyballs at a time and must handle six control valves, in addition to watching his individual weighing scales and vacuum pump.

The charge itself is mixed in four large high pressure tanks located on the second floor. Two of these tanks supply the operators while the

other two are being refilled.

The water used in the mix is distilled in a still located on top of the building. From this still twenty-five gallons of pure water flows every hour to special vats through copper pipes where it is then measured into the large mixing tanks.

After charging, the units are sealed and carried by a conveyor to the second floor where each one is put through a complete cycle of refrigeration, i. e., heated under severe conditions and placed in test boxes in a hot room where a constant temperature of ninety degrees is maintained for 24 hours.

After passing this final operating test the units are sprayed with aluminum paint and packed in cartons. A gravity chute carries the packed Icyball to the shipping department below where they are shipped out.

Thus Plant Three, which a few months ago was largely a woodwork-



Assembly line where all soldering is done.



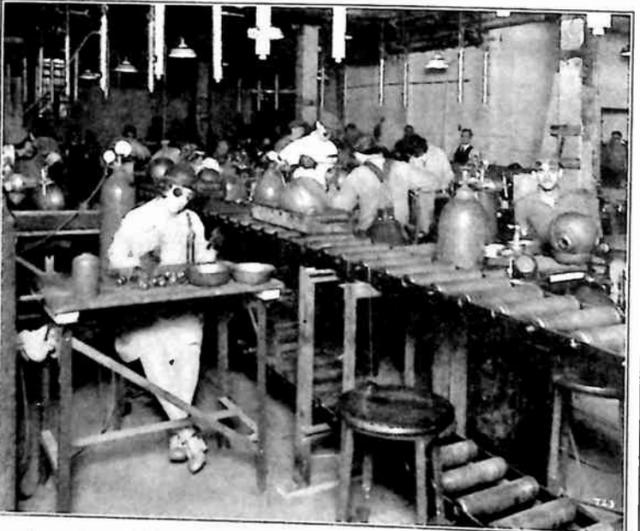
H. Gest, superintendent of Plant 3 where Icyballs are made.

ing plant, is now a modern Icyball factory with hospital and locker rooms for men and women.

Strenuous Tests Assure Perfection of Icyball Units

"Icyball" is a familiar word around Plant No. 1, and Plant No. 2 but that is about all as it seems that not many know any more about the Crosley refrigerator than just the name itself. But ask anyone at Plant No. 3. There is just about as much connection between the way Icyballs and radios are built and tested as there is between the names. It takes just twenty-four hours to test one Icyball unit while it does not take near that many minutes to test a radio set.

There are two balls on the unit. One is smooth and round on the outside and is called the cold ball, while the other one has fins on the



Scene in welding department where balls are welded and prepared for welding assembly.

one thousand square feet, and to install a large amount of new equipment and machinery. With these improvements complete, the plant is now capable of working with the most modern methods of handling and production, an output way up in the hundreds.

Old departments have been reorganized and new ones instituted so that now from the time the parts are received until the finished units are shipped all the work is done under one roof, by Crosley men and under Crosley supervision.

The stock is received in a modern stockroom where it is placed in boxes as it is counted and inspected. These boxes of parts are delivered as needed, direct to the automatic washing machine where each piece is placed on the conveyor that carries them through the washer and dryer, bringing to the welding department perfectly cleaned parts.

The welding department is the largest in the city. A gas generator has been installed in a fireproof room, from which the acetylene gas is piped to each welder. This generator is capable of producing five hundred cubic feet of gas an hour and eliminates the individual tanks and an uncertain supply.

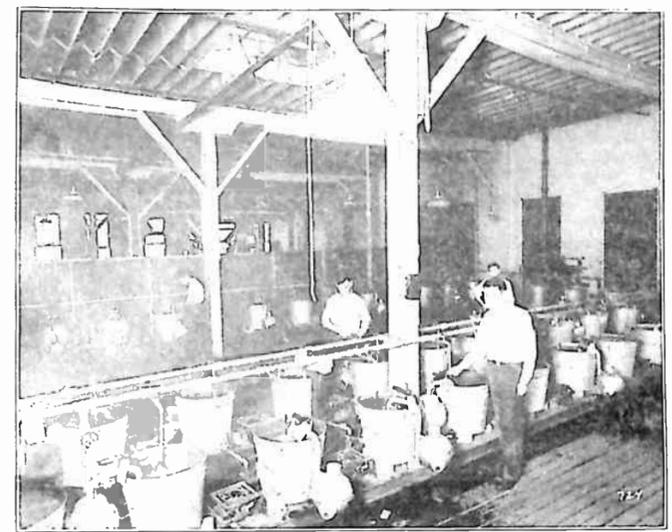
pass the unit on to the hydraulic test.

This test is so arranged that five units are connected at one time and all subjected to six hundred pounds pressure. The strength of the welds

outside and is called the hot ball. On top of the hot ball there is a steam dome which is filled with water and has a whistle on top which will blow off when enough of the freezing liquid has been driven over into the cold ball. The entire unit is galvanized.

When the Icyball comes into the testing room it is titled up on one end so that all of the ammonia will run into the hot ball. After all of the ammonia has drained over into the hot ball the cold ball is placed in a tub of water which is just barely warm to the hand and the hot ball is heated over a gas flame. The

liquid will be driven over into the cold ball, but water a good deal warmer than that which can generally be obtained is used in the test. The celotex lined box in which the ball is tested is not near as good an insulation against heat as the ice box which will be used and therefore the ball will keep the icebox colder than it will the celotex lined box. Then the room in which the boxes are kept is also warmer than most of the places in which the icebox will be kept in general use. In this way the number of units

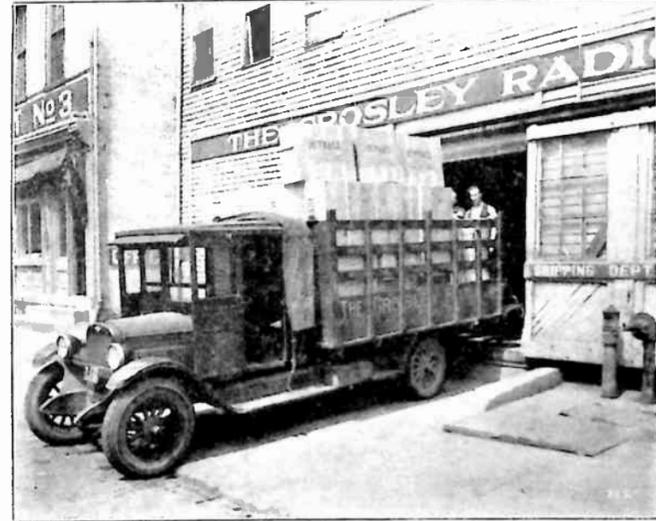


Final test where units are run through the heating cycle. This is done to determine whether the units frost properly, whether the signal whistle blows at the proper time, etc.

ball is heated until the whistle on the steam dome blows which generally takes about an hour and a half. The Icyball is then taken out of the water and off of the fire and turned around and the hot ball is put in the water and the cold ball allowed to hang out in the open. After standing for about fifteen minutes a frost appears on the bottom of the cold ball. It is then taken into a room which is kept at about eighty-five degrees, and placed in a small celotex lined box. It must keep the box cold for twenty-four hours. The Icyball must also be able to freeze cubes of ice in a tray which is placed in a hole through the cold ball. An oil stove can be used instead of the gas stove and the hot ball can be heated in about the same length of time. If the Icyball comes up to all of the conditions mentioned above it is passed to the Spray Department where it is sprayed with aluminum paint and packed ready to ship.

It can be seen that almost all of the conditions under which the ball is tested are worse than those under which it will be used in every day life. The colder the water is in the tub when the ball is being heated the more of the freezing

which go bad after being shipped is kept very small and the Crosley Icyball is making a name for itself as a refrigerator that can be used on farms without electricity, and the lowest priced one also, with a lower operating cost than any other make.



Truck load of ICYBALL units ready for shipment.



Crosley Radio-Trained Experts



WILLIAM C. STOEES AND GRACE RAINE

Musical destinies of the Crosley Radio stations WLW and WSAI are under the direction of William C. Stoess and Grace Raine.

Stoess, formerly musical director of station WLW, now is Director of Music for the Crosley Radio stations. To him falls the responsibility for the 12 orchestras which weekly present programs for the Crosley stations in addition to the orchestral units brought in under their own directors. Stoess plans the musical layout of the Crosley

orchestra programs and either directs them or hires other conductors. He also has a wide following of radio listeners who enjoy his violin solos and who tune in to WLW every day at 4:00 P. M. for his musical history talk entitled Miniatures of the Masters.

Mrs. Raine joined the Crosley staff in May when the corporation took over the control of WSAI where she had been musical director for the past five years. Just as Stoess knows the qualifications and musical ability of every professional musician in Cincinnati from Smpphony members to ukulele players, so Mrs. Raine is acquainted with every Cincinnati vocalist. WSAI vocal quartets and other ensembles have become famous with radio listeners largely because of the unusual arrangements Mrs. Raine has written for them and in which she has trained them.

Auditions for the stations are also a part of the work of the two musical heads. Instrumentalists all have their tryouts before the radio-trained ear of Stoess. Vocalists sing for Mrs. Raine before being booked on either station. Their comments on the audition cards spell success or failure for potential radio entertainers.

Keep your community up-to-date. Replace those old-time sets with new ones. There are many of your old customers just aching to buy new sets.

Replace your Seven and one half million

1928-29 Features
Few radios AT ANY PRICE combine ALL of these features which are essential to today's new radio reception.



Crosley Radios tune efficiently
Crosley Neutrodyne circuit is sharp, sensitive and selective. Distant stations are easily found. Local stations tune without squealing.



Crosley Radios are shielded
Each element shielded from each other provides maximum selectivity and is featured in the most expensively made sets.



Crosley Radios are selective
In crowded districts where many local stations fill the air you find in Crosley radio a means of listening to ONE at a time.



Crosley Radios have volume
Volume may be increased to tremendous proportions without distortion. This provides plenty of volume for power speakers.



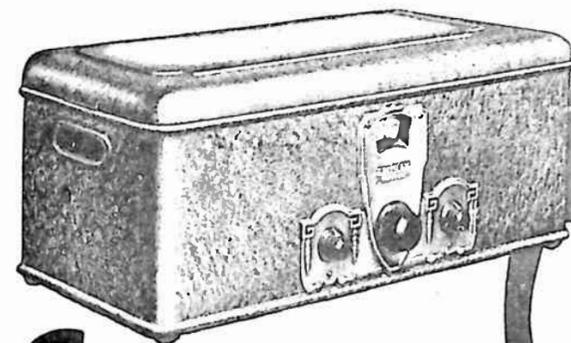
Crosley Radios fit any kind of furniture
Outside cases are easily removable and cabinets are quickly fitted into any type of shape console cabinet.



Crosley Radios can be softened to a whisper
A positive volume control enables operator to cut any program down to faint and scarcely audible reception.

Crosley Radios have illuminated dials
The modern way enables you to see clearly in the dusk or in shadowy corners.

Your set has served well but you will not be satisfied with its strained, stringy tones when you hear a new full toned power speaker Crosley set.

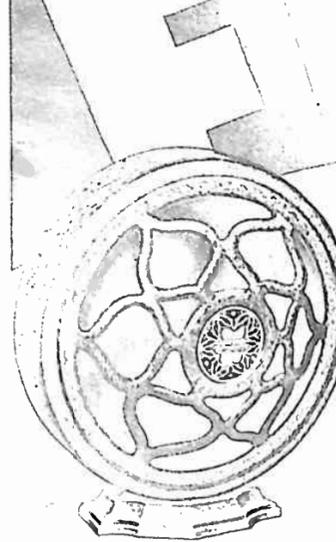


6 TUBE AC Electric GEMBOX \$65. GENUINE NEUTRODYNE WITH POWER OUTPUT

This is the first completely self-contained AC set; in fact the first AC set of any type to be offered at such an astonishing price. It utilizes three 226 tubes, two stages of radio and the first stage of audio with the non-radiating, regenerative 227 detector. The output tube is the famous 171 power tube with approximately 135 volts on the plate. A 280 rectifier tube makes a total of six vacuum tubes housed in a beautiful, gold high-lighted case. This set is completely shielded, has an illuminated dial, Genuine Neutrodyne circuit, is sensitive, selective and has tremendous volume. It operates from 100 to 125 volts AC line current and is made in two types for either 60 cycles or 25 and 40 cycles. The Type E Dynacone or the Type D Musicone can be used with this set giving very satisfactory results. Outside dimensions are: Length, 17 1/2 inches; Depth, 8 1/2 inches; Height, 7 1/4 inches.

Whatever happens in 1928 **CROSLY** YOU'RE There

old radio set receivers now obsolete!



AMAZING NEW DYNAMIC SPEAKER The DYNAZONE POWERFUL ARTISTIC \$25. REALISM

Crosley has again stepped forward with the production of the Dynacone, a dynamic speaker, having field coil magnets. These fields energize by direct current, giving the improved performance that can be expected from the dynamic type speaker. It is made in two types, the Type E which can be utilized in the output circuit of a 171 tube, two leads plug the speaker into the set. It cannot be used where an output transformer is supplied in the set without a change being made in the receiver. It is highly recommended for use with the Gembox, the Jewelbox as it has been sold heretofore, with one output tube, the Crosley 602 AC Bandbox, etc. The Type F Dynacone is supplied with four leads and is particularly recommended for the Jewelbox and Showbox described on this sheet. Two of the leads from the speaker go inside the set to pinjacks and the other two plug in in the regular manner. The price of the two models is identical.

If you have electric current in your home, your set should have a modern, AC electric receiver. A converted battery set is out of date. If you pay more than \$65.00 for a radio set, it should have two 171 output tubes, push pull instead of one, eight tubes instead of seven. To be up-to-date, your new radio set should be designed to take and supply the current for a power or dynamic type of speaker. Crosley sets are so designed. Other sets designed for power speaker use are much more costly. You should demand the tone quality and the performance resulting from high power output coupled with dynamic speaker. Your set should be completely shielded and incorporate the highly sensitive, genuine neutrodyne circuit. It should have a modern illuminated dial. An examination of Crosley Radio sets will show you many other modern exclusive features.

The 8 Tube SHOWBOX \$40 AC Electric
Genuine neutrodyne, three stage radio amplification, detector, three stages audio (last two being 171 push pull power tubes, and 280 rectifier tube. Newly perfected audio frequency system creates marvelous tone quality. The Type F Dynacone is recommended for use with this set. Selective, powerful, illuminated dial.

The 8 Tube JEWELBOX \$95 AC Electric
Genuine neutrodyne, three stage radio amplification, 227 detector tube, three stages audio frequency and 280 rectifier. Shielded coils, modern illuminated dial, highly selective and powerful. This set is used in combination with the Type F Dynacone to produce a quality of tone unexcelled even by receivers of the highest price.

The 9 Tube BANDBOX \$35 Battery Type Receiver
An improved model of the 1927 receiver that led the world to better radio. Genuine neutrodyne, every modern fitting and refinement including illuminated dial. The set you can safely buy where AC current is not available. Selective, sensitive, powerful. The Type D Musicone should be used with this set.

The 5 Tube BANDBOX, Jr. \$35 Dry Cell Receiver
Operates entirely from dry cells and is especially designed where no electric current is available either for AC radio or recharging storage batteries. Modern radio with all the features of good reception. Crosley engineers have developed

Improved MUSICONE \$15 Type D Magnetic Speaker
The most outstanding Magnetic type speaker available, still maintaining its leadership today, as from its inception in 1925. Improved, it is without question the greatest speaker value on the market today.

The Crosley Radio Corporation
Powel Crosley, Jr., Pres., Cincinnati, Ohio.

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.

Prices on Crosley Radio Sets do not include tubes.

CROSLY

WITH A CROSLY

5 days free trial coupon

THE CROSLY RADIO CORPORATION, Cincinnati, Ohio, Dept. 76.

I want to know more about Crosley Radio. I want to take advantage of your offer to allow me a 5 day FREE trial in my own home. I cannot locate the nearest Crosley dealer so please arrange the home demonstration for me.

Send Set Write Name of Set in which Interested Send Literature

Check here Check here

Name _____

Address _____

INSTANT ACCEPTANCE!

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

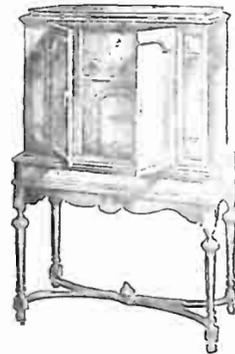
Symphonic Series

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)



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)

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.

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 in a mated 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

Owners Are Gold Mines To Crosley Dealers

By This Plan Every Customer Helps You Make Sales

Automobile salesmen have always considered their satisfied customers the best possible source of new prospects.

Some automobile manufacturers spend thousands of dollars on elaborate magazines for the sole purpose of getting names. Every automobile dealer that is onto his job requires a report from his salesmen on all old owners at frequent intervals.

Getting Live Prospects.

An oil burner company publishes a little magazine just for owners. Every other issue or so they insert a government return card so that the owner can send in the names of people of her acquaintance who do not now have oil heat. These names—are of people of the same social standing and financial standing as the owner who sent them in.

Hundreds of names are received every time the card is enclosed and dealers who follow up these names report closing sales with over 40 per cent of them. An almost unheard of percentage. The quality of the names speak for themselves.

Crosley Dealers Fortunate.

Crosley Radio dealers have an even better chance to work owners for immediate sales to their friends. Crosley distributors' salesmen are now presenting to our dealers a set of three "Owner Follow-Up Cards"



that do this job and do it well.

The first card is mailed by the dealer a week after the new set has been delivered. It's a good will

builder and an unusually thoughtful courtesy. It is appreciated. The copy on the card simply says: "We want to thank you for your order and we know you are going to like your new Crosley." Then the dealer's name and address.

The second week after the new owner has had his Crosley, card number two goes to him saying: "Just want to make sure that your new Crosley is giving satisfaction. Remember we are always at your call. We want your Crosley to please you in every way."

Names of Friends.

Now, and notice the timing—the third week—right at the time when the radio fan's enthusiasm is at its height—when he is having his friends in on every possible occasion to hear the new Crosley—when he is boasting about what the new Crosley can do—right at that time along comes card number three and it says: "We are wondering what you and your friends think of your new Crosley. Are there some of them who might be interested in a home demonstration? We will appreciate having their names on the attached stamped return card—also we would like your own comment on your Crosley."

For the owner's convenience the card is a double one with a stamped return card and it says: "Yes, we are pleased with our new Crosley because" and then a good sized

space for the owner's remarks. Below there is space for the names of several friends of the owner.

Doing two good jobs at once: getting the hottest kind of prospects for your mail sales plan or to get on the telephone the very minute they are received by the dealer—and getting testimonials from the owners at the same time.

Use This Plan.

How much easier it is when you have the names of prominent people or other neighbors to use when talking your set to the prospect. What is more forceful than a file of these cards to show when calling on new people. What can make any greater impression than this very direct recommendation from people you know?

The follow-up cards are available now. Your distributor will take your order for them—through cooperative buying the cost to you is only ten cents a set. You'll want as many sets of cards as you will sell sets this coming season. No trick to sending them out. They will be all imprinted with your name, address and phone number. They are stamped government cards—no detail for you to do except address them after each sale is made—an easy job for your bookkeeper. Our caution is this—you should get your reservation in at once so that you can put this plan in operation as soon as you are delivering the new Crosley's.

Direct Mail Paves the Path to Sales

RADIO sales don't just "happen" nowadays. The alert dealer and the hustling salesman take the cream of the business while competition sleeps.

USE THIS tried and proven plan to prepare the way for your salesmen. It has been successful in many lines of business.

Four Simple Steps To Profitable Business

1. Subscribe to the Crosley Direct Mail Plan which your distributor's salesman can show you. Get your order in now, so that when the last minute rush comes you can be taken care of.
2. Send your mailing list with your order. The three mailing pieces will be imprinted, addressed and stamped when they are delivered to you.
3. Send mailing No. 1 the first Monday, mailing No. 2 the second Monday, mailing No. 3 the third Monday. THEN SEND YOUR SALESMAN.
4. Start mailing No. 1 to a second group on the second Monday and to a third group on the third Monday. Follow through until your mailing list is completed. Mail each week only what your salesmen can take care of, and INSIST that all calls are completed during the week.



The Crosley Direct Mail plan is embodied in three handsomely printed broadsides, complete in four colors, with your name, address and telephone number printed on the INSIDE of the broadside where it belongs. Each broadside carries the message "Home is Really the Place to Buy a Radio," mentions the home demonstration plan and illustrates and describes all the Crosley sets and speakers. To operate the plan is simple and requires no clerical time. Make up a list of your best prospects, taking enough names to keep you busy demonstrating and closing sales for the next 4 to 6 months.

Send this list to your distributor with your check to cover the number of names you send. The mailing pieces will be returned to you ready to drop in the mail. All you have to do is to drop the pieces in the mail at intervals of one week apart, mailing as many pieces each week as you or your salesmen can call on within one week after you have mailed the third piece. Then simply repeat the process with another batch of names and pieces. This plan will cost you \$15 per hundred names to operate—no more as the pieces come to you addressed and stamped.

ORDER FROM YOUR DISTRIBUTOR



Letter Lands Icyball Prospects

Prest Electric Company Works With Select Mailing List

The Crosley Icyball Refrigerator, because of its many paradoxes, offers wonderful opportunity to the advertiser with original ideas. Recently the Prest Electric Company, Crosley dealers at San Bernardino, California, mailed out a letter to a select list of customers. This letter was mimeographed and at the top of the letter was shown a picture of some one making ice in a frying pan over a fire. To the left of this was the statement, "Make your ice on the fire." To the right, the slogan, "A match a day keeps the iceman away." The letter appeared below this. This is an idea which may be of value to other dealers so we are passing it along,

Record Sales of The Crosley Icyball Reported by Alabama Dealer

Morgan County Radio Company Sold Over 50 Crosley Icyball Refrigerators---Still Going Strong With Unique Sales Method

Probably our most enthusiastic Icyball dealer in the state of Alabama is the Morgan County Radio Company, Crosley Dealer at Decatur, Ala., who is making a real record selling this wonderful Refrigerator.

Already this company has sold over 50 Crosley Icyball Refrigerators and expects before the summer is over to double or even triple this number. Much of the success which

reproducing below the letter as it was used by the Prest Electric Company:

"The mechanical iceman, known as the Crosley Refrigerator, will preserve your food with absolutely dry cold. It will freeze ice cubes for cold drinks and will freeze ice cream and desserts at a cost of only two cents a day.

"The Icyball is not an expensive mechanical device requiring expensive servicing. The first cost is not more than an ordinary ice box. It has no moving parts. The refrigerating fluid is hermetically sealed in, it can never leak out through defective valves. Therefore, the Icyball will be in just the same condition at the end of one year or two or three years as it was when new and the only expense will be the gas or oil required to heat the ball once a day.

"The Icyball is superior to ice at one-tenth the cost. Keeps colder as well as more constant temperature.

"We invite you to see the Icyball in operation in our store. You will be interested to know how ice is made by heat, even though you do not wish to buy a new refrigerator at this time."

Yours very truly,
Prest Electric Co.

this company is having can be traced to the aggressive sales methods which Mr. Burk, owner and proprietor, employs. Every morning he heats a unit and placing this in a Crosley cabinet loads the refrigerator.



tor in the back of the truck and starts making calls. In this manner he is able to demonstrate in every home.

Mr. Burk says that there is seldom a day in which he does not sell the one he takes out. He usually stays out until it is sold. If unsuccessful one day he sells two the next day.

The picture above shows the car which the Morgan County Radio Company entered in a great parade held at the time of opening a bridge across the Decatur River. Icyball signs were all over the car. Many thousand people were in Decatur that day and Mr. Burk reports that about two thousand visited his store and asking to see the Crosley Icyball Refrigerator demonstrated. Mrs. Burk is shown at the wheel of the above car.

Much interest is being displayed by amateur radio operators in the television pictures being broadcast by eastern broadcasting stations. Hundreds of amateurs have built or are building equipment to receive these novel broadcasts.

Crosley Icyball Keeps Pop Cold

Offer Cold Pop To Your Customers --- Effective Way To Demonstrate

We must hand it to Joseph Jenny our authorized distributor at Malmo, Nebraska, for using an exceedingly clever idea in demonstrating the Crosley Icyball and interesting his patrons in this wonderful new refrigerator.

Mr. Jenny always has a Crosley Icyball Refrigerator operating in his store, and furthermore, always has a goodly supply of pop cooling in this refrigerator. Whenever a person enters the store who is a logical prospect for the Crosley Icyball, Mr. Jenny invites him over to this cabinet, lifts the lid and offers him a drink of his favorite flavor of pop. Immediately the interest is aroused and questions are fired at him. Those who have not heard of the Crosley Icyball Refrigerator want to know full details at once. That it is an efficient refrigerator is dramatically demonstrated by the cool, refreshing drink which is offered.

Warm Weather Plan

The effectiveness of this plan is easily seen, especially in the warm summer weather. The cost of keeping a goodly supply of pop in the refrigerator is very small when the results are to be considered.

This is an idea which every Crosley dealer wishing to intensively push the Crosley Icyball can well use.

Right in with the pop it is well to have on the various shelves butter, meat and other perishables showing the use to which the Crosley Icyball Refrigerator can be put in the home. While you, of course, do not offer other refreshments, the various items which you have in the refrigerator give powerful suggestions to the prospect.

Crosley merchandise is not only better made and better priced but better known.

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

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

SHOWERS

Give the world **VALUE!**

Showers produce VALUES in radio cabinets such as the world has never seen. Showers cabinets with Crosley receivers installed, gives customers quality radio at almost unbelievable prices.

This is possible only because Showers' methods of production are similar to that of Crosley's—mass production, producing each individual unit on the most economical basis, thus resulting in prices far below those attainable by a smaller manufacturer.

92½ acres of factory floor space—one of four huge plants, is entirely devoted to producing Showers-Crosley radio cabinets.

These great values are possible through—
1. Construction engineering that gives strength and durability without sacrificing grace and beauty, 2. The very best and authentic designing talent, 3. Use of rare and costly woods in decorative treatment, and 4. Gigantic production methods.

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. Behind it hangs a matching console mirror, hand etched, which Dealers show at \$12.00 and in front of the console is a specially designed tuning bench which adds much to any room and is priced at \$16.75. Height of console is 38 inches.

This beautiful "Radio Corner"---
Walnut veneer console with the
CROSLY DYNACONE built-in,
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

SHOWERS BROTHERS CO.
Bloomington, Ind.



Model C-1

Walnut veneers are cut to show the full beauty of the grain in this model. 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 dynamic speaker—the Dynacone, with which the cabinet is equipped.



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 Dynamic speaker built-in.



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 is mounted gracefully underneath. Height of this console is 42 inches.

Place Your Order With Your Distributor



CATALOG NO. 28-2

Place This Ad on Your Service or Private Car.

Crosley Illuminated Tire Cover Convert Your Spare Tire Into A Moving Lighted Billboard

Many dealers are using the elaborate illuminated tire cover which is shown on this page. This tire cover comes in three sizes, and in ordering it is necessary to give the size of tire. It is made of heavy, durable oilcloth in the center of which is a metal frame supporting a glass transparency behind which are two twenty-one candle power automobile bulbs lighted from the tail light circuit on the car. This illuminated tire cover is one of the most wonderful advertisements you can imagine for your own car, and perhaps for those of your salesmen, will be more than worth the investment. Each is imprinted with your name and address and can be shipped promptly. Order from your distributor or direct from the Crosley Radio Corporation. In either case cash or money order must accompany your order.

Price \$9.00 Each f. o. b. Chicago

18 x 30 Inch Crosley Fiber Road Sign Can Be Purchased In Quantities Imprinted With Your Name And Address

A brilliantly striking fibre road sign 18 by 30 inches in size, reproduced in black, red and straw has been prepared for your use. This sign is to be tacked up on barns, fences, trees and other places which will present themselves in the vicinity of your trading area. They are sturdy, water-proof and long lived, besides being very low in cost. As these items will carry the individual dealer's imprint, there will be a delay of some twenty days in filling orders. Order through your distributor. Cash or money order must accompany your order.

CATALOG NO. 28-3

Price 6½c Each. Imprinting Charge, 75c extra for first 50; 1c extra for each over 50.

Orders for Road Signs Placed Once a Month—Rush Your Order for August Delivery



CUT NO. 28-3

Crosley Metal Hanging Sign Stamps You A Crosley Dealer

A new Crosley hanging sign, 27 inches long by 18 inches high. Is made of heavy 18-gauge metal, painted on both sides in three colors, this sign is just the thing you have wanted to stamp your store the official place to buy Crosley Radio. This is a wonderful bargain for only \$2.50. Each sign is provided with a durable strong bracket by which it can be suspended in front of your establishment, especially constructed and painted so that it is weather-proof and rust-proof, this sign will last you for years and act as a constant invitation to those who are interested in buying a Crosley. Order through your distributor. Cash or money order must accompany your letter.

Price \$2.50 Each f. o. b. Cincinnati



Crosley Service Manual

No. 122.

Model 608, Part II---Circuit.

7-15-28

A. Type of Circuit.

1. Model 608 is a six tube set (including power rectifier tube), incorporating two stages of radio-frequency amplification, a regenerative detector, and two stages of transformer-coupled audio amplification. The set is designed to operate from 110 volt, alternating-current light circuits, a complete power-supply system being built into the cabinet.

A radio-frequency choke coil is incorporated in the plate circuit. A built-in grid leak is shunted across the grid condenser.

D. Audio-Frequency Stages.

1. The two audio-frequency stages are coupled to each other and to the detector stage by means of audio-frequency transformers, designed to give high amplification

two plates of the rectifier tube. Thus half-wave rectification is obtained.

2. The high-potential lead for the rectified "B" current is connected to the mid tap of the secondary which supplies filament current to the UX 280 tube. From there it leads to a filter circuit, consisting of a choke coil and a Mershon condenser. Two terminals of the condenser are connected to the ends

the previously mentioned 3250 ohm unit to the high line. The grid and emitter are both connected to ground (low line). They are consequently at the same potential (that is, there is no "C" bias on the detector grid). The drop in the plate resistance is such that the plate is kept at about 30 volts plus with respect to the emitter.

G. Pilot Lamp and Switch.

1. A pilot lamp is shunted across the filament leads of the output tube (5 volts). This serves to indicate whether or not the power is turned on, and to illuminate the station selector dial.

2. The power switch is located directly in the primary circuit of the power supply transformer, where it cuts off all power when the set is not in use.

3. No provision is made for adjustment to different line voltages because it has been found that the set is not sufficiently critical to line variations to make this worth while.

H. Volume Control.

1. The resistance winding of the volume control rheostat is connected from the (antenna) tap of the antenna choke coil to the free end of the coil. The rheostat slider serves as a common ground return for the antenna circuit and the grid circuit of the first radio stage. Thus the rheostat may be adjusted so as to put a large amount of resistance in the radio-frequency grid circuit and to offer a low-resistance path for the current in the antenna direct to ground, resulting in low volume; or it may be adjusted so as to put little or no resistance in the grid circuit, with high resistance shunting the antenna circuit choke coil turns, so that most of the antenna current flows through the choke coil, resulting in loud volume.

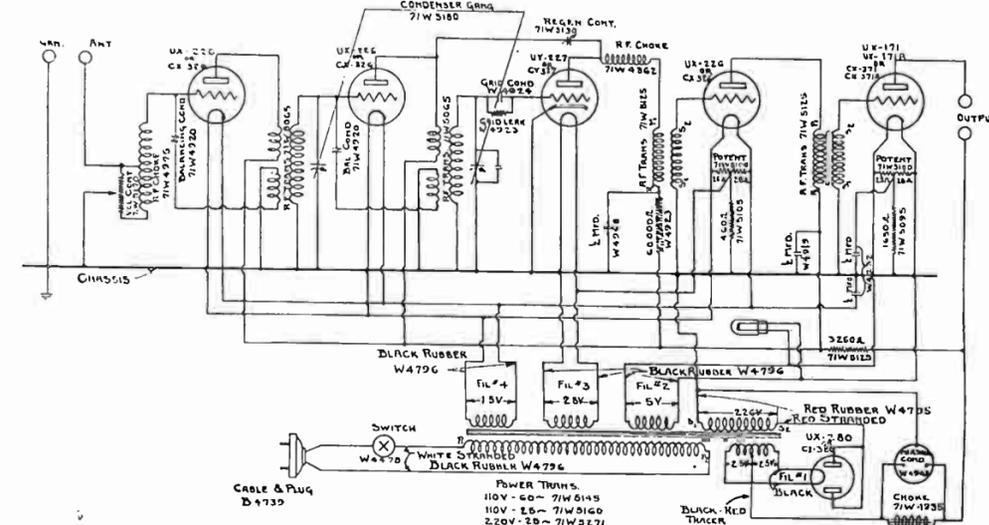
The most complete radio line ever presented to the buying public. A sales policy that leaves nothing to be desired.

The Crosley dealer will be the outstanding dealer in every community. Crosley and Amrad leadership assured.

Dakota Radio Apparatus Co.,
Yankton, S. D.
E. C. Madson.

For the past few years the dealers in the Madison territory who have specialized on Crosley, have been outstanding successful in radio. With the new Crosley line of sets, the advertising program, and the new simple and direct to buyer selling plan, the Crosley contract can be made as successful as "Lindy's" fight to Paris. Let's hop off now for the biggest radio season of all times.

Taylor Electric Co.,
Madison, Wis.
J. A. Taylor.



B. Radio-Frequency Stages.

1. The first radio-frequency stage is untuned. It is coupled to the antenna circuit by means of a radio-frequency choke coil. To the center tap of this coil the antenna is connected. The volume control, to be described later, operates by varying the effective coupling of the antenna choke coil.

2. The first radio stage is connected to the second, and the second radio stage to the detector, by means of radio-frequency transformers. The transformers are individually shielded and both of the radio-frequency stages are neutro-dyned, so that quiet operation, free from self-oscillation, is assured.

C. Detector Stage.

1. The second radio-frequency stage and the detector stage are tuned by means of rotary variable condensers mounted together on the shaft of the station selector. A small aligning condenser is shunted across the detector tuning condenser. By adjusting this, the rotary condensers may be made to tune together.

2. Regeneration is secured through a small variable condenser connecting the plate of the detector to the plate circuit of the second radio-frequency tube.

3. The grid, electron emitter, and plate circuits of the detector tube are returned to ground, the first two directly and the plate circuit through a ¼ m. f. fixed condenser.

and, at the same time, faithful quality. The output terminals are connected directly in the plate circuit of the last stage (power-output tube), no output transformer or choke coil being used.

The direct-current component in the plate circuit of this tube is sufficient to energize the field coils of the Dynacone. Type E Dynacone should be used.

E. Filament Supply.

1. Model 608 uses a UY 227 type detector, UX 171-A type output tube, and UX 226 type tubes in all other stages. All of these tubes use A. C. for their filament supply.

2. The necessary filament current is obtained from three separate secondary windings on the power-supply transformer. One of these delivers 1½ volts A. C. to the UX 226 type tubes, another furnishes 2½ volts A. C. for the heater coil of the UY 227 detector tube, and the third supplies 5 volts A. C. to the filament of the UX 171-A output tube.

3. The filament current for the UX 280 rectifier tube is obtained through a fourth secondary, with a middle tap, supplying 5 volts A. C. "B" and "C" Supply.

1. A fifth secondary on the power transformer furnishes 220 volts A. C. for the "B" and "C" supply. The current from this secondary is rectified by the UX 280 tube. One side of the secondary is connected to ground and the other side to the

of the choke coil, and the third (case) is connected to the low-line lead (ground).

3. The plate circuit of the last tube (output stage) is connected directly to the high line. The grid circuit is connected to ground. A potentiometer, consisting of two 25 ohm resistance units in series, is connected across the filament supply. The mid tap of this potentiometer is grounded through a 1650 ohm resistance. The drop through this resistance furnishes the grid bias voltage of about 25 to 40 volts negative. The plate voltage is from 135 to 150 volts positive.

4. The plate circuits of the radio-frequency and first audio-frequency stages are connected through a 3250 ohm resistance to the high line. This resistance serves to reduce the "B" voltage to the proper value for operating these tubes. The grid circuits of these tubes are connected to ground, and the ground (low line) is connected to the filaments through a 460 ohm resistance unit, one end of which is grounded and the other end joined to the mid tap of a 50 ohm potentiometer shunted across the filament leads. The voltage drop in this resistance is such as to put about 8 volts negative on the grids and 115 volts positive with regard to their filaments.

5. In order further to reduce the "B" voltage for the detector tube, its plate circuit leads through both a 60,000 ohm resistance unit and

Crosley Icyball Cabinets Are Superior

Design As Well As Construction Are Contributing Factors---Made To Retain Cold Air

We would like to call special attention to the design of the Crosley Icyball Cabinet. Its departure from the conventional cabinet design has created some surprise and may arouse some criticism on the part of those whose minds, trained by old customs, do not readily welcome new departures from accustomed design.

The Crosley Icyball Cabinet was designed by refrigeration engineers and in departing from traditional design they have accomplished several important economies in the conservation of cold.

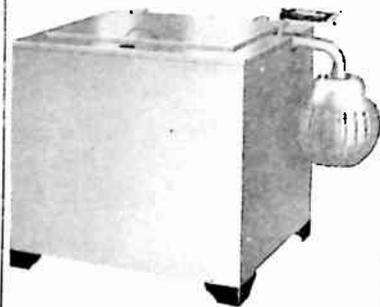
In the first place, as every one learned in school, cold air is heavier than warm air and behaves much the same as water in seeking lowest levels, etc.

Retains Cold Air.

The Crosley Icyball Cabinet opens from the top and this means that the chilled air, which fills the Icyball Unit, does not spill out on the floor every time the door is opened. Since it is not necessary to eliminate water from melting ice from the cabinet, there is no vent hole at the bottom, which leaks a great deal of air in old fashioned refrigerators.

The Icyball Cabinet has only one opening. As you will see by a moment's thought, the lid, or door of a refrigerator is probably the weakest point in the insulation system, as there must be more or less leakage there due to the fact that the door or lid, does not make a tight seal when it is closed, and that it is hard to insulate because of its all wood construction. It is an accepted axiom among refrigeration engineers that the more doors there are on a refrigerator, the less efficient is the refrigerator. The lid of the Crosley Icyball Cabinet is insulated

as efficiently as are the sides and bottom. When closed the lid forms



a perfect seal, through which cold air can not pass.

Of Superior Construction

In construction, the Icyball Cabinet employs the highest grade of refrigeration workmanship. Since wood is an efficient conductor of heat, it has been eliminated as far as possible in the Icyball cabinet. Only the framework is of wood, both outer and inner walls being of heavy gauge metal. If you will place your hand on an Icyball Cabinet in operation, you will find that some spots are noticeably colder than others. This is where the wood framework touches both inner and outer walls, and represents a "leak" of cold, which we would eliminate were it not for the fact that some bracing is absolutely necessary. The metal walls have an inside separation of three inches, which is completely filled with an insulating material which breaks the space into millions of tiny air pockets through which the heat can not pass. Since the cold air is at the bottom of the cabinet, this part requires considerably more insulation, and here there is a separation of five inches between inside and outside walls.

It will thus be seen that while the Crosley Icyball Unit itself is a

simple and efficient cooling device, the cabinet which is made for it does a great deal in keeping the food cold and pure indefinitely.

Crosley Spread

(Continued from Page 1)

entire Crosley 1928-29 line and stressing the free five-day trial offer, will do some fine work for you if you will give it half a chance. Just as soon as the August 25 Liberty Magazine appears on the newsstand, make up attractive window displays, using a number of Liberty Magazines to call to the attention of those who pass your establishment that you are a local authorized Crosley dealer.

At the lower right hand corner of this ad there appears the five-day free trial coupon. When these coupons are mailed in to us they will be referred to you through your distributor. Follow up immediately any prospect referred to you in this manner. For every prospect, however, that sends in a coupon there are thousands who can be sold if you make an aggressive move to sell them.

Demonstrate New Sets.

The secret in going after the radio owner is not to wait for him to come into your store, but to go out after him. He may not realize that the radio which he now owns needs replacing until he hears the new Crosley set alongside his own.

Make arrangements to get out immediately into your territory and demonstrate the new Crosley sets in the homes which now own radio receivers. Of course, do not limit your demonstrations to these homes as there are hundreds who have not owned radios before who are planning to buy a radio within the next few months. Now is the time to go after them. Demonstrate one of the new Crosley models in their homes with a Crosley speaker and a sale is almost certain.

Watch for the Crosley ad appearing in the August 25 issue of Liberty. Be sure to tie in with this ad, just as soon as the Liberty Magazine appears on the newsstands.

for tone, appearance and completeness, regardless of make. We, as distributors, are behind the Crosley-Amrad line one hundred percent.

Central Auto Equipment Co.,
Springfield, Ill.

W. B. Turner.

"Crosley line sure looks to be a winner."

Warner Bros. Radio,
Oakland, Calif.

Record Sales

(Continued from Page 1)

business establishments, such as pop stands, road-side lunch stands, barbecue stands, etc., will be interested in the economy of the Icyball.

Demonstrate In Home.

Don't just tell these prospects what the Icyball will do. Demonstrate to them. Some dealers bring the prospect into their store where an Icyball Refrigerator is always kept in operation. Others, and possibly this is the most satisfactory, put the Icyball Refrigerator with the unit already heated on their truck and take it for a complete demonstration in the prospect's home or establishment. In case a short demonstration is not sufficient the refrigerator is left over night and the prospect is allowed to keep provisions and perishables in the cabinet.

The dealers who are taking this aggressive attitude towards the Crosley Icyball are being richly rewarded in sales. Some find that a sale results in every three demonstrations. Others report results just as favorable.

Go After Business.

One important fact is apparent from all dealer reports—the Crosley Icyball must be exposed to the prospect before there is a chance of a sale. The dealer sitting back in his establishment expecting prospects to come to him and demand the privilege of taking home this latest type of refrigeration is certain to be disappointed. You just don't make sales this way.

You must either develop some means of bringing the prospects into your store and there making demonstrations to them or you must go out to your logical prospects and show them through demonstration how ideally the Crosley Icyball is suited to their needs.

Everything In Your Favor.

Everything is in your favor during these next weeks to make record breaking Icyball sales. Every one is looking for means of comfort during the hot weather. The type of refrigeration which the Crosley Icyball makes possible is just what they need to relieve them. With the Crosley Icyball, not only is their food, milk, beverages, etc., kept fresh and healthful, but ice cubes are produced which makes ice water available.

Now get in that class of Crosley dealers who are making a real success with the Crosley Icyball—go after the business—make demonstrations to the logical prospects in your territory. The business is there. The Icyball is the leader in refrigeration sales wherever it is being strongly pushed. The results are entirely up to you. August and early September will reward those handsomely who make an extensive drive on the Crosley Icyball Refrigerator.

Quote The Down Payment First

(Continued from Page 3)

safe. The forty percent who want to pay cash will immediately express their wish to pay cash and you can then quote them the cash price. The other sixty percent who desire to use the time payment plan will immediately be interested and arrange the other details of the transaction.

Now try this plan the next time you are asked the price of a set. In the very first place do not give the price until you are ready to close the sale. Then when you do give the price, instead of quoting the total cash cost, or the total down payment cost, quote the first down payment and this will lead to the discussion which will close the sale.

More Enthusiasm

I take this opportunity of expressing my enthusiasm of the new 1928 Crosley and Amrad radio sets. We have been selling Crosley for the past six years, and never before have been able to foresee such a promising future season of their products, from the cheapest price range to those sets of the highest distinction and quality. We expect the season to start with a bang and finish to the utmost peak of profits and satisfaction.

Power City Radio Co.,
Sioux Falls, S. D.
W. B. McKenzie.

The 1928 lineup looks like the best radio line to obtain, and all dealers and distributors should and will do a whale of a job, as they have a line that is beyond compare