

The CROSLEY

Broadcaster

WLW



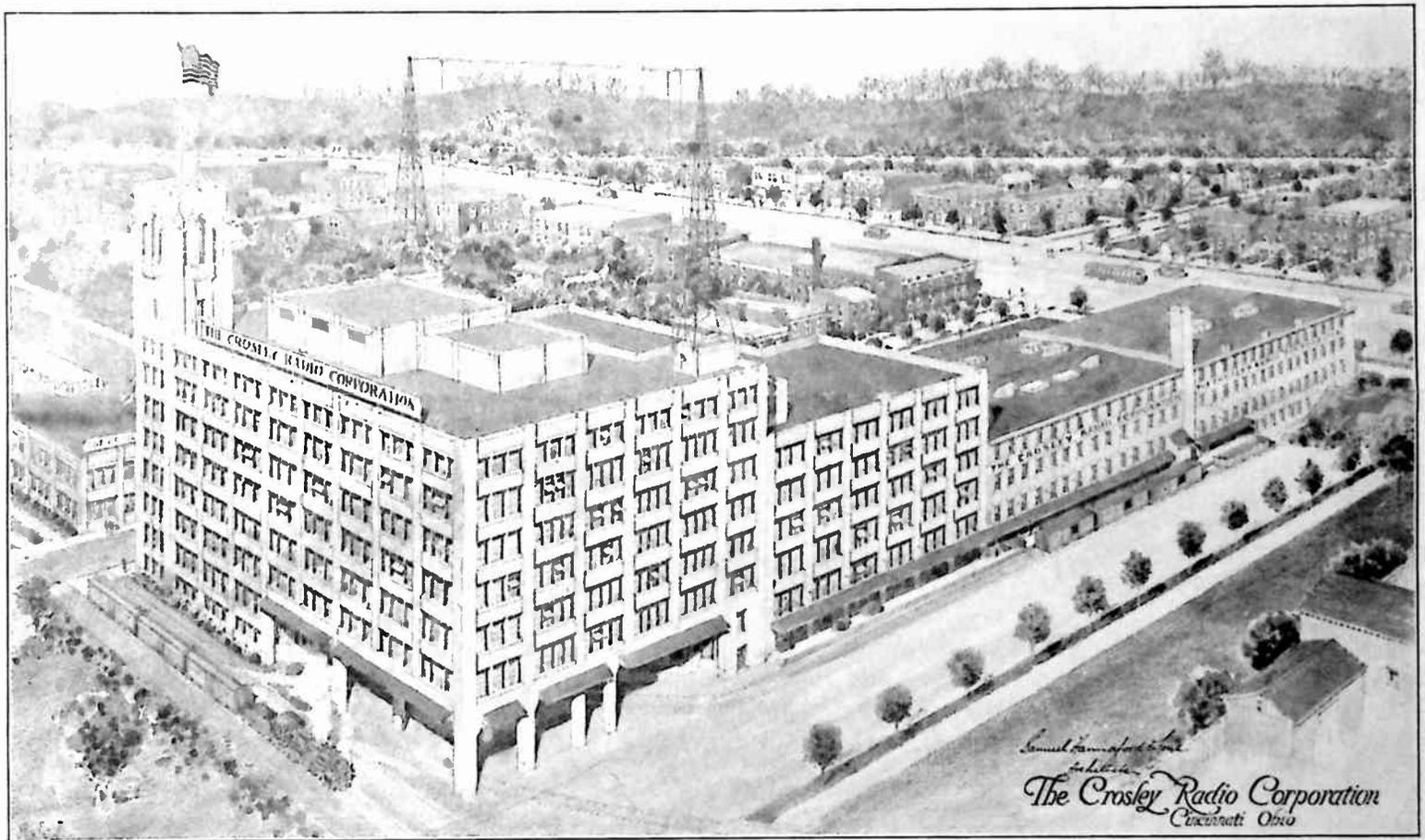
WSAI

VOL. VIII.

APRIL 15, 1929

NO. 8.

CROSLEY EXPANSION CONTINUES !



The Crosley Radio Corporation Plant as it will appear upon the completion of the new 8 story factory and office building. The building now under construction is the largest unit pictured in the foreground. The other two units, now designated as Plant No. 1, house the machinery and equipment for the manufacture of Crosley radio receivers. The new building, designed by Samuel Hannaford & Sons, Architects of Cincinnati, Ohio, will be constructed of reinforced concrete. When completed it will be an outstanding landmark in this section of Cincinnati.

After nine years characterized by tremendous expansion, The Crosley Radio Corporation has so far outgrown its swaddling clothes of three large manufacturing plants that construction of a new plant with sufficient output facilities to supply the increasing demand for Crosley Radios became absolutely essential. The new skyscraper home of The Crosley Radio Corporation will become a reality in five short months. Ground has already been broken for and construction begun upon an 8 story building which in the future will house the Crosley organization.

This living, practical monument to the genius of Powel Crosley, Jr., and the Crosley organization, will be, on its completion, a further confirmation of Powel Crosley's faith in the future

of radio. Leaving behind him, less than nine years ago, an unusually successful business and venturing into a business described by financiers and the press as "hazardous and highly speculative", Powel Crosley, Jr., has met with such tremendous and breath-taking success that the prognostication of his doubters has been changed to "substantial and highly profitable."

In less than nine years, The Crosley Radio Corporation under the leadership of its far-sighted and energetic president has mounted to a high peak in the radio industry and every step upward has been measured in terms of expansion. With the happy combination of Crosley radios and Crosley stations (WLW and WSAI) it is readily comprehensible that the

radio audience hears the name of Crosley on the air nightly more than they do that of any other make of radio receiver. In consequence the selling power of radio advertising has been notably verified by the increased demands for Crosley products. During the nine years that the Crosley organization has been manufacturing complete receivers and loud speakers, millions of units have been turned out. It is a practical testimonial to the excellence of Crosley products that not only is there a remarkable number of these millions of units still in their original homes throughout the world, but thousands of orders, pouring in daily, have made it necessary to construct more adequate facilities for manufacturing Crosley products.

THE MERSHON CONDENSER

has been adopted by many of the
leading radio manufacturers of
the United States and Canada
because it means a positive end
of condenser trouble!

Made exclusively by the

AMRAD CORPORATION

Medford Hillside, Mass.

J. E. HAHN
President

POWEL CROSLY, JR.
Chr. of the Board

DYNAHONE PRODUCTION DRAMATIZED



ARMATURE ASSEMBLY. The young women in the picture are assembling the most important part of the Dynacone, the armature. The armature oscillates between the poles of two powerful electro-magnets and the length of the oscillation determines the depth of tone.

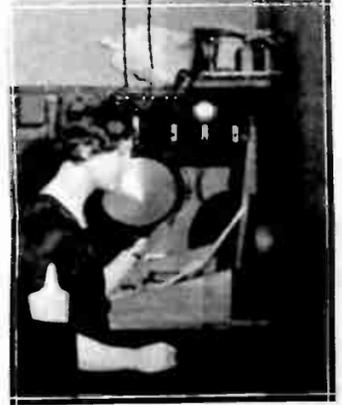


BOBBIN WINDING OPERATION. On each arm of the armature is a small bobbin. Just as the armature is the most important part of the Dynacone, the bobbin is the most important unit of the armature. The bobbins carry the wiggles of signal current which are converted into sound.



CONE ASSEMBLY. The cone is stamped out of special paper impregnated with waterproofing material. It is shaped and sewed in one operation. This moisture proof feature combined with the fact that all metal parts of the Dynacone are cadmium plated insures ample protection against the moisture found in damp climates. These features make the Dynacone the ideal power speaker for use in damp or humid climates—in the tropics, near ocean, lake, or stream, and on the ocean itself.

TESTING OPERATION. The young lady with the keen ear has connected the assembled Dynacone to the A-C supply. If she gets the proper hum out of the cone, all is well. If not, something is rotten somewhere.



DO YOU REMEMBER BACK IN THE OLD days when by scratching a bit of crystal with a slender coil of copper wire the splattered notes of Oswald were made audible through a set of hampering earphones? Recall the ancient thrill that attended picking up any old noise out of the clouds so long as it was relayed by a human hand? A far cry, indeed, from the radio of today!

But, as in anything else worth while, radio improvement and refinement set in. With the coming of selected programs, the first loud speaker, a milestone in radio progress, bleated, wheezed, and roared its message to the delighted family in the front room. Then came improvement in the field of magnetic speakers, in which the Crosley Musicone is leader. But, like a magician pulling rabbits from a hat, Powel Crosley, Jr., produced, to the amazement of the trade, the Dynacone Power Speaker—a speaker of the moving armature type, and not moving coil, as are many of the so-called dynamic speakers of the present time. It is the only one of its kind which does not require an auxiliary power plant to run it.

There has been considerable featuring of

the Crosley Dynacone, as a finished product, in word and picture. The world has been told how good it is; and many proud owners of this remarkable power speaker have deluged the office with an avalanche of letters chiding us for not telling half enough. Those of you who have never had the privilege of watching the efficient production of the Crosley Dynacone receive a high-light picture story of Dynacone production, above.

It is not a complicated story. Simplicity of construction is a notable characteristic of the Dynacone. After watching it made, one wonders how so simple a speaker can reproduce with such brilliance and clear separation the various musical instruments in an orchestra; with such fidelity, the human voice.

The Dynacone price is a tribute to manufacturing genius. Crosley mass production methods have made it possible to own this electro-magnetic loud speaker at incredibly low prices. The Dynacone Power Speaker is its best salesman, giving a wide range of tone values without loss of either register, high or low, and at whatever volume desired.

The Crosley Dynacone, by all odds, has been

the outstanding success as a speaker for A-C sets. Its sales have been tremendous. It may safely be said that the Dynacone Power Speaker is the most widely used speaker of the present time!

It is inevitable for you to think of Crosley Dynacone and Crosley Radio as having the same relation as bread and butter, coffee and cream, salt and soup—inseparable for the most desirable results!

It is exceedingly convenient to own a Crosley Dynacone in conjunction with a Crosley Radio. A radio receiver in every room is the slogan of a group of enterprising distributors, but with the Dynacone and an extension cord that isn't necessary for complete radio enjoyment. The Dynacone thus equipped may be placed on top of a chair, on a table; it may be carried into the kitchen; into the library; or into the dining room conveniently. Try this on the cabinet radio! It can be done if you've had practice as a piano mover and have wall sockets in every room—but for pure, unadulterated ease of transportation take the Dynacone every time. If you have a cabinet set, buy an extra Dynacone with the extension cord. You'll find better radio enjoyment!



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CROSLY RADIO CORPORATION
 Manufacturers of Radio Apparatus
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 CINCINNATI
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Editor : Edward F. Mottern
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Crosley manufactures radio sets for radio amateur, experimental, and broadcast reception use, under patents of the Radio Corporation of America and Associated Companies, The Hazeltine Corporation, and the Latour Corporation.

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



This is your paper. Help make it interesting by sending in contributions. Material sent in is most welcome. Comments of every description will be appreciated. Let's all pull together.



AT LUNCH THE OTHER DAY A MIS-
 informed gentleman made the astounding as-
 sertion that the airplane would supplant the
 automobile in a few years. Absurd isn't it?
 But it is just as absurd to contend that the
 battery operated set will be replaced by the
 set operating from A-C electric current.
 12,000,000 homes in the United States alone
 without electric current are without the ben-
 efits of radio according to statistics compiled
 by the Federal Radio Commission. This means
 that there is still a tremendous market for the
 battery operated receiving set in general and
 the Crosley Bantbox in particular.

The Crosley Bantbox, a genuine Neutrodyne, 6 tube, battery operated set, is by all odds the best battery set in its price range. Small, compact, and portable, it may be used anywhere. It has all the advantages of receiving sets twice its price. It is unquestionably the receiving set for the great field mentioned above.

It must not be thought that we encourage the sale of battery operated sets over electric current sets. Each has its field, and neither interferes with the other. This is intended merely to point out that, in the scramble to sell electric current sets, the field for battery operated sets, still practically untapped, should not be overlooked, and that the Crosley Radio Corporation is equipped to supply this field.

Selling Crosley with the Ohio School of the Air



THE GROWING IMPORTANCE OF RADIO as a factor in education has opened up a big market for sets in public schools, association and club rooms, and private schools. The mechanics of selling this field are comparatively simple, there being several angles of approach.

In several states large orders for sets are being taken through the school organization, and paid for with school funds. In many instances where school funds are not available for the purchase of radios they have been bought with money raised by student organizations or by Parent-Teachers' Associations.

In almost every high school and junior college in the country, it is a tradition for the graduating class to purchase some gift of value to the school. Money is raised through class dues, theatricals, debates, or general school contribution drives.

Secure an interview with the school principal pointing out the many advantages of radio sets in the schools and the success attending the Ohio School of the Air. (Information supplied in April 1 BROADCASTER). Considering the signal assistance of WLW and The Crosley Radio Corporation in making this School of the Air possible, it should not be difficult to interest him in the merits of radio education in general and Crosley radio in particular. Demonstrations in the school auditorium are not difficult to secure. Tune in on the Ohio School of the Air over WLW and sell a Crosley set for every class room!

THE NEW CROSLY HOME AT A GLANCE.

LOCATION—Arlington & Sassafras Sts., Cincinnati, Ohio.

SIZE—200 feet x 127 feet.

HEIGHT—8 stories and basement.

FLOOR AREA—222,000 sq. ft.

TYPE OF CONSTRUCTION—Fireproof-Reinforced Concrete.

USE OF FLOORS—Basement: For storage only.

First Floor: Receiving and shipping space.
 Second, Third, Fourth, Fifth and Sixth Floors: Entirely for the manufacture of radio sets and loud speakers.

Seventh and Eighth Floors: Will house the executive offices, engineering department and studios; five studios, Lounge room, Smoking Rooms, Check Rooms, various control rooms, audition rooms, etc.

EIGHT YEARS AGO A BIG MAN AND A little boy bent puzzled heads over an elementary treatise on wireless telegraphy. The boy wanted a "wireless set" to pick up the few musical programs that were then on the air. In three years, with a faith in the future of radio unshaken by the dour doubts of his associates, this man had become the most important individual in the infant field of radio. With a clarity of vision and compelling will he built up a tremendous organization which then and today is unrivalled in its field.

There has been no such thing as luck in the welding together of the Crosley machine. Vision, ability and hard work have made The Crosley Radio Corporation what it is today. As a living monument to that vision, to that ability, to that hard work, the new skyscraper home of The Crosley Radio Corporation will soon stand.



JUDGING FROM THE NUMBER OF RADIOS owned and operated in this country, we would estimate that radio programs are of considerable more interest, comparatively, than theatrical writeups. Papers in the city of Cincinnati have realized the value of radio publicity and have special departments with capable editors to handle radio news. Yet it has been brought to our attention that in other communities much more space is given, in the local papers, to theatrical items and personalities than is provided for radio news.

It is possible that theatrical advertisers, paying more for space, in consequence, receive better publicity; but it would seem that the greater volume of business in radio advertising would amply balance the accounts.

Extensive publicity in the newspapers means increased interest in radio receiving equipment; and increased interest in radio means increased sales. Hence, it is affecting your pocketbook when your local newspaper slights radio publicity. This situation will only be relieved when radio dealers insist that local newspapers give radio broadcasting and programs their due; and, in addition, co-operate with their local editors by supplying their newspapers from time to time with news items of notable radio personalities, human interest stories affecting radio, and similar features. The advertising and publicity departments of the Crosley Radio Corporation are constantly helping in this direction.

The Ohio School of the Air has achieved so much favorable and widespread publicity and engendered such enthusiasm that the Indianapolis (Indiana) Times is co-operating with the Indianapolis radio dealers in placing radio sets in the high schools. A new market has been created by the success of this revolutionary educational method in which The Crosley Radio Corporation has played a major role.

Convicts at the Missouri state penitentiary at Jefferson City, Mo., can write but one letter each week. One prisoner wrote his week's allowance to Virginia Lee, "blues" singer; broadcasting from WLW. He requested her picture which she sends to all listeners on request.

Thar's Gold in Them Thar Hills



Spring is here. 'Tis no secret to be sure. But the lusty carryings-on of the mudloving infant pictured above cannot help but remind us that there is something else beside Spring going on in the Crosley back yard. We have taken a good deal of space on the front page to announce the new 8 story building that will house The Crosley Radio Corporation. We will admit that at present according to the picture it looks a great deal less like a building than a well-meaning building should. The fact remains however that little Benny has been digging so hard and so thoroughly that we finally have a place to put the new skyscraper.

Crosley 1929 Output to Be Greatly Increased

New Factory and Office Building to Facilitate Production

One problem which even the enthusiasm, farsightedness, and dynamic energy of Powel Crosley, Jr., has been unable to solve during the rapid growth of the radio industry, has been that of supplying enough radio receivers to satisfy the demands of the listeners who want them. The demand for Crosley products has caused the corporation to add plant after plant and building after building. Today there are three large assembly and manufacturing plants and a completely equipped printing plant in the Crosley holdings; but the combined facilities of these were unable to provide enough radio receivers and loud speakers in 1928 to take care of the orders which poured into the plant daily.

With the addition of 222,000 square feet of floor space which the new building will give the Crosley corporation, Powel Crosley, Jr., hopes to get a bit closer toward the solution of the supply problem. In this new plant, eight floors will go into use within the next five months—in time, it is hoped, to meet with the Fall demand for Crosley products. The new building has been designed to interlock with the straight system of production now in use in the Colerain Avenue plant. The basement of the new building will be utilized for storage purposes only. The first floor will house the receiving and shipping departments. Loading tracks will run into the building from the Crosley spur of the Baltimore and Ohio Railroad.

The second, third, fourth, fifth and sixth floors will comprise the actual space for the machinery and equipment used in the manufacture of Crosley radio receiving sets and Crosley power speakers.

The seventh and eighth floors will house the executive officers, engineering department

and the studios for WLW and WSAI. There will be five studios on the eighth floor. One large studio, 63 by 40 feet, will be of sufficient size to accommodate an entire symphony orchestra or a festival chorus. Two other studios will measure 25½ feet by 40 feet and two smaller ones will be 14 by 25 feet each. The studios will occupy a total floor space alone of almost 5000 square feet. In connection with the studios there will be a large, magnificently appointed Green Room for the convenience of artists and entertainers; smoking rooms; check rooms; various control rooms, and a large audition room.

In moving the executive offices and the broadcasting department from the Colerain avenue building, several thousand feet of floor space there will be released for more compact co-ordination of the Colerain avenue plant's manufacturing facilities.

Three years ago, when the Arlington street addition to the Colerain avenue plant was erected care was taken to construct and layout the building in such a manner that there would be no wasted space. A system for straight line production such as is used in the more efficient motor car plants in Detroit was installed and this has been material in increasing Crosley production. Through this system it has been possible for the Crosley organization to market successfully the lowest priced, most efficient A-C electric radio receiving set in the radio field today. In the new plant the straight line system will be continued and amplified.

It is indeed a tribute to the genius of Powel Crosley, Jr., and the able efficient organization he has built up that this great development in the manufacture of radio receivers and equipment will be built.



HIGH-POWER BROADCASTING as exemplified by Station WLW has taken the summer slump out of radio. Satisfactory radio reception can now be had in every part of the United States every night of the year. The development of broadcasting has resulted during the past two years in a complete change in the complexion of the sales curve on radio dealers', distributors' and manufacturers' charts.

A radio set can be installed any day in the year, any place in the United States with the knowledge that it will give a satisfactory account of itself, and the set will be sold and stay sold. It is true that summer sports and outdoor life are to some extent competitive to the radio business in the summer time, but if one-tenth of the intensive effort is put into the sale of radio sets in the summer that is put into the sale of vacuum cleaners, washing machines, and other things of that sort the year round, the returns will be highly gratifying.

Radio dealers become spoiled in December. People come in and take radio sets away from them. In the spring and summer the over-the-counter demand is probably not so great, but demonstrations and sales effort are repaid with profits if a reasonable amount of sales effort is expended. Any month, any week, any day in the year, any dealer who hires a number of salesmen to ring door bells or make telephone calls will find prospects. Such salesmen need not draw a salary; they can be paid on a commission basis. The dealer thus stands no chance of losing; and by merely spending a little time in supervising such a force, the sales results, with such a line as the Crosley line, will be startling.

Powel Crosley Jr.



6,000,000 FARMERS

Have a Crying Need For The Bandbox!

ACCORDING to the report of the Federal Radio Commission 10,000,000 of the 19,000,000 homes in the United States without benefit of radio are not electrically wired. A safe estimate would suggest that 6,000,000 rural homes without electricity and with a crying need for radio are waiting for the BANDBOX. A genuine Neutrodyne, 6 tube, battery set, the Crosley BANDBOX sells for the amazingly low price of \$55.00*, giving the tone, quality, and performance characteristic of all Crosley Radio receiving sets.

You Can Get WLW on the Bandbox!

* Without Tubes.



CROSLY DEALERS



Get in on Icyball Sales!

Are You Figuring Crosley Icyball Refrigerator Profits This Year?

Refrigerating season is here. Warm afternoons, humid nights, long, hot noons, all cry for refrigeration. The Crosley Icyball Refrigerator provides universal, inexpensive refrigeration and the sales of this number can materially add to your 1929 profits!

Just for fun we looked up that five-syllabled word, "refrigeration," in the dictionary. That reliable work tells us it means "the act of cooling to a low point." If you can think of anything people want more during summer, write us about it. How to get it? Logically, at a small first cost and at phenomenally small upkeep cost, people can get refrigeration with the Crosley Icyball Refrigeration.

You'll soon be getting questionnaires from our distributors asking you if you want to handle the Crosley Icyball Refrigerator. The answer to this question will, in most cases, be an emphatic "yes". At least, we judge by replies already coming in that the large majority of Crosley authorized dealers handling the Crosley radio line want to be counted in on the Crosley Icyball Refrigeration program.

The Nebraska-Buick Questionnaire.

Our good friends in Nebraska, the Nebraska-Buick Auto Co., Crosley distributor in Nebraska territory, have sent out a well-devised questionnaire which is reproduced on this page.

Briefly they want to know if you are prepared to seize this opportunity of adding to your market these many thousands of people who long for something which will perform efficiently that act of "cooling to a low point" the foods which otherwise soon spoil on long, hot days; which will preserve the milk which otherwise would sour when the sun is riding high in the heavens; which saves on wastage.

If your particular situation makes it impossible to handle the Crosley Icyball Refrigerator line profitably, Nebraska-Buick want to know at once so they can place a franchise with a dealer who is in a position to take on this exceptionally fine line.

Send in your answers promptly so that your distributor will not be slowed up or hampered in getting his Icyball program under way!

Health And Economy.

The slogan adopted for the Crosley Icyball Refrigerator is "For Health and Economy."

First, health is of prime importance to all people. The use of a Crosley Icyball Refrigerator keeps foods fresh and sweet. No danger from bacteria becoming active when foods are kept at a low temperature in this efficient refrigerator cabinet. The housewife must be sure and with a Crosley Icyball Refrigerator she can be sure of giving healthful foods to her family.

Date _____

To The Crosley Radio Corporation,
Cincinnati, Ohio.

Gentlemen:

I understand your policy of permitting authorization of another dealer to handle the Crosley Refrigerator--when authorized dealers indicate they are not interested.

In my case, I AM INTERESTED IN THE CROSLY REFRIGERATOR in _____ the same as I do Crosley Radio and as evidence of good faith, you may ship me Icyballs complete with cabinets as follows:

_____ on (Date) _____

_____ on (Date) _____

_____ on (Date) _____

It is understood as a result of placing this order and sending you this letter, I will be absolutely protected on selling privileges for the Crosley Icyball Refrigerator the same as on Crosley Radio.

Yours very truly,

DEALER'S NAME _____

CITY _____

STATE _____

You know how it is in hot weather: appetites fall off, children go under-nourished at the very season when they want to be most active. Now comes the time to add cold salads, pleasantly cool desserts to a menu. These delightful additions to the family meals round out the diet, keep palates tempted, keep the youngsters fit.

You know and it remains only for the public to learn of the economy of a Crosley Icyball Refrigerator. The initial cost is low, way below that of any refrigerating device of equal quality and reliability.

The upkeep is almost too little to mention. You know that--on the Crosley Icyball Refrigerator--there is nothing to wear out or go wrong. The cost of operation is the trifling amount of kerosene used each day in heating the unit.

It is estimated that a Crosley Icyball Refrigerator of the single-unit type furnishes refrigeration equivalent to that supplied by 35 pounds of ice. And the cost is averaged at 2 cents per day!

When The Public Reads The Ads.

Pretty soon now the general public are going to get curious about the Crosley Icyball Refrigerator, for they are going to see the advertisements scheduled to come out in a number of nationally known magazines.

As soon as the consumer finds out that this type of refrigeration is available at the low first

cost of the Crosley Icyball Refrigerator, usable anywhere without gas, electricity or running water, capable of furnishing real refrigeration at 2 cents a day, Crosley Icyball Refrigerator sales are going to mount up.

Take these facts into consideration when you receive your questionnaire and see if you can fit the Crosley Icyball Refrigerator into your 1929 plans.

Kansas Dealer Prepares to Go Over-the-Top



The Radio Corporation of Kansas, Wichita, has evidently had its ear to the ground waiting for the first coming of the summertime. Apparently realizing the merchandising possibilities of the Crosley Icyball Refrigerator they are fully prepared to do a rushing business through the summer months.

It is obvious that the Radio Corporation of Kansas will not be forced to pay a great deal of attention to the agreement-questionnaire appearing in this issue.

The possibility for big Crosley Icyball Refrigerator Sales is tremendous. The spring is here and summer is just around the corner. Cash in on the Crosley Icyball Refrigerator line!

Crosley Icyball Refrigerators have been successfully used in over twenty-two thousand homes in this country and abroad!

Home demonstration, properly done, is less expensive than store demonstration because it results in more sales per prospect contracted and less calls per person.

The MEROLA

Phonograph Pick-up with
Volume Control
\$15.00



IT IS now possible to utilize the tone qualities of the radio power speaker in reproducing phonograph records. An out-moded phonograph is given a new lease on life with the MEROLA attachment which takes the place of the old tone-arm on the phonograph and transmits the sound waves electrically to the amplifying tubes of an A. C. radio set and out through the power speaker. A switch makes it possible to change from radio to phonograph and back again at pleasure.

Crosley A. C. electric receivers are equipped with MEROLA posts, thus making a MEROLA installation the work of a few minutes.

Order from your Distributor

Book Matches



EVER welcome souvenirs are the new Crosley Book Matches printed in five attractive colors, featuring one side the Showchest and permitting ample space for your advertisement on the front cover. The book match is priced to sell, imprinted with your advertisement, at \$3.75 for one thousand, or \$3.50 per thousand for orders of 2000 or more.

Order from your Distributor

Wives Spur Spouses on in Chicago Dealer's Crosley Sales Contest



By selling 620 Crosley-Showers radio combinations in one year, Beno Burns, salesman for the Hudson-Ross Company, Inc., of Chicago, won first prize of a handsome living room suite in a sales contest held by the Hudson-Ross organization. Mr. Burns is pictured above enjoying the luxury of the over-stuffed cushions in his newly-acquired living room suite. Robert Himmel, President of the Hudson-Ross Company, who made the presentation is seated on the arm of the chair.

Mr. Himmel is to be complimented on the canny method he employed in increasing sales and stimulating the competition between his salesmen. Working on the theory that salesmen would struggle more aggressively if their wives hounded them a little, he sent a photograph of the living room suite to each salesman's wife stating that this prize was to be offered to the salesman selling the most Crosley-Showers combinations in a given time. Judging by the results, Mr. Himmel's reasoning proved to be sound.

Lit Brothers of Philadelphia Display Showchest Distinctively



A distinctly interesting window display featured by Lit Brothers, Crosley dealer in Philadelphia. This display ran for several weeks and aroused a great deal of sidewalk interest. Showchests were featured attractively in a setting representing the radio corner of a handsome living room. Hand lettered signs were used and Crosley stock signs were employed in the foreground as attention getters. It is an excellent commendation for the style and taste of the window to remark that the window continued to receive considerable attention during its two weeks' run.

W. L. Sayre



W. L. SAYRE, Ambassador to the Empire State. Bill, as his confreres are wont to style him, is well known to the trade in the wilds of New York. It is against our policy to pass compliments but in this instance we un-bend and admit that Bill has been looking after Crosley interests most capably.

Indiana this year used WLW as the medium for transmitting its annual music memory contest to its schools on Wednesday, April 3. The Indiana Federation of Music Clubs sponsored this contest and expressed their sincere appreciation to The Crosley Radio Corporation for making their program possible. Rural grade and high schools taking the music course were eligible to enter the contest.

T. A. Jenkins



T. A. JENKINS sallies forth from the Duke-dom of Henry Ford to carry the Crosley message to the fastnesses of Michigan, Northern Indiana, and Toledo, Ohio. Tommy works out of Detroit to the immense satisfaction of everyone involved.

Tune in on the Ohio School of the Air broadcast from Station WLW, The Crosley Radio Corporation, the first four days of each week at 1:30 p. m. (E. S. T.)

WLW TO BROADCAST NATIONAL LEAGUES GAMES FROM REDLAND FIELD

Wide national interest among baseball fans has been aroused by the announcement that the Crosley radio station, WLW, will broadcast at least 40 home games of the Cincinnati Reds season beginning with the opening game on Tuesday, April 16.

Due to the extensive daylight coverage of WLW's 50,000 watt transmitter, fans in National League cities will be able to follow their local clubs to Cincinnati via radio. The Reds' home game schedules includes games with St. Louis, Chicago, Brooklyn, New York, Philadelphia, and Boston.

WLW's broadcasts will begin at 2:45 p. m., eastern standard time, in order to give 15 minute introductory descriptions before the 3:00 o'clock game time.

Following the opening struggle with the St. Louis Cardinals on April 16, WLW will broadcast the remainder of the St. Louis series on April 17, 18, and 19. The four-game series with the Cubs at Redland Field will be broadcast over WLW on April 28, 29, 30, and May 1. The remainder of the schedule will be announced later.

Interesting, striking, or unusual photographs pertinent to you and The Crosley Radio Corporation are most acceptable contributions to The Crosley Broadcaster.

Pontiac Music Shop Advocates Direct Mail and Newspaper Advertising

F. Craig Parrish of the Pontiac Music Shop of Pontiac, Illinois, has found after a careful survey that direct mail and newspaper advertising have been the most advantageous to him in placing Crosley Radios in Pontiac homes.

"We advertise extensively and stick to two forms that are most commonly used; direct mail and newspaper advertising," writes Mr. Parrish. "In this particular locality we find that newspaper ads bring the largest return. The Classified section of the paper is an excellent place to advertise used radios.

"Home demonstration is very good, but it must not be abused. The largest thing in favor of home demonstrations is that the prospects home is the easiest place to close the sale.

"We have one plan that is very productive of bona-fide prospects. That is a telephone canvass of the entire city. (City in this case being seventy-five hundred inhabitants). The customer is asked what kind of a radio he owns, how old it is, if it is working to his entire satisfaction, if he would like to have a service man call, and whether or not he had thought of trading it on a new radio this year. This is much easier and cheaper than a house to house canvass and the results are almost as good.

"Our radio service has been a large factor in our sales ever since we have been in the business."

The next issue of The Crosley Broadcaster will feature a new group of attractive Gembox mats that can be used to considerable advantage in the coming summer newspaper campaigns.

What is doing the most to increase sales in your territory. Tell The Crosley Broadcaster how you do it. Your suggestions may aid a brother dealer.

Movie Slides



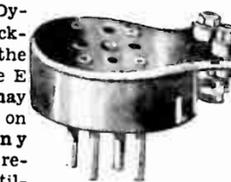
REACH the Moving Picture Public with the New Crosley Movie Slides featuring the Bandbox, Gembox, Jewelbox, Showbox and Showchest. Five beautiful handcolored slides with three line imprint carrying your name and business address, \$1.50.

Order from your Distributor.

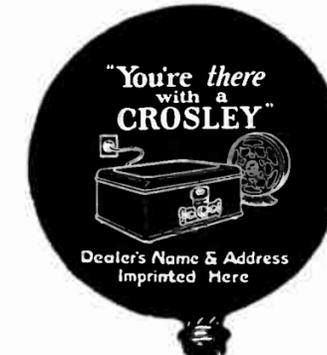
Crosley Dynacone Adapter

WITH the Dynacone Socket Adapter, the Crosley Type E Dynacone may now be used on virtually any A-C electric receiving set utilizing a 171-A output tube having 135 volts or more on the plate; or radio sets having an output tube with a plate current of 20 ma. This enables the owner of a receiving set other than Crosley to secure the exceptional results to be had only with the Crosley Dynacone Power Speaker.

List Price \$1.00 f. o. b. Cincinnati.



Crosley Balloons



IF THERE is anything in this world that a child likes, it's a balloon. And you please the parent when you please the child. Crosley Balloons are great goodwill getters and come in assorted colors and several styles. (Some with squawkers). 250 for \$5.00; 500 for \$9.50; 1000 for \$18.00; 2500 for \$16.50 per thousand.

Send cash with order direct to

PERFECTION RUBBER CO.,
Mansfield, Ohio.

Wisconsin Dealer Uses Eco- Jewelbox Wins Over Competi- tion in New York



The Brundage Cycle and Radio Store of Oshkosh, Wisconsin, has installed a motorcycle and side car as a swift and economical means for delivering Crosley radios. This motorcycle has delivered Crosley radios a total distance of 8000 miles since it was purchased in 1928.

Crosley Radios Win First Three Places in Long Distance Contest



The C. A. Sharp Co., successors to the Northwest Auto Equipment Co., of Portland, Oregon, recently closed a contest for long distance reception, offering \$300 in merchandise certificates for the first four winners. The conditions were as follows: Anyone not connected in any way with an authorized Crosley or Amrad dealer, and who received ten stations whose airline distance from Portland, Oregon, added together made the greatest total, received first prize. The other three prizes were distributed according to the three next greatest distances. Enrollment was not confined to Crosley or Amrad receiving sets.

It is exceedingly significant to note that of hundreds of contestants using all makes of radio receiving sets, the first three prizes were won by Crosley owners. Ivan F. Waterman, of Corvallis, Oregon, received first prize, having tuned in on the following stations: JOAK and JOGK, Japan; WFLA, Florida; WSB, Atlanta, Georgia; WBAP, Fort Worth, Texas; KDKA, Pittsburgh, Pa.; WSM, Nashville, Tenn.; WHAS, Louisville, Ky.; KTHS, Hot Springs, Ark.; and WEA, New York City. The fourth prize winner used a home-made receiver.

An exceedingly interesting endorsement of the Crosley Jewelbox and its performance has come to us from Cortland, New York. We are reprinting below a copy of the letter as written by our Cortland dealer and signed by the President of the Cortland Conservatory of Music, Inc., of that city.

The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen: We have in our city the largest and best State Normal School in the State of New York. On various occasions different makes of radio have been set up in the building for demonstration in receiving, noted events of interest to the school. Invariably, they have all failed and none have brought in the broadcasting so that students and faculty could get anything whatever.

Last week the principal of the school called on the writer and asked if we cared to attempt to try where others had failed, and we consented with alacrity. We were warned there was no aerial at the building and it was desired that none should be erected.

We accepted the invitation. We tucked the Jewelbox under our arm and went to the school. We placed the set on one corner of the podium in the great auditorium; ran a short wire from aerial terminal to a radiator, hooked the end of the wire carelessly on the radiator and tuned in.

Results? Well, the whole school was excused from further sessions, and upwards of a thousand students and faculty packed into the auditorium and they sat there for hours and simply drank it in. The little Dynacone filled the big hall with all the volume necessary so that those back in the farthest corners heard most plainly. They were all delighted. The Principal said, "GREAT,"—"the first time we ever heard anything in the school."

We had taken along a Showchest to help fill the hall, but it was not necessary to use it. The superintendent of building and grounds, requested that he might be permitted to purchase the Showchest and we reluctantly (?) consented.

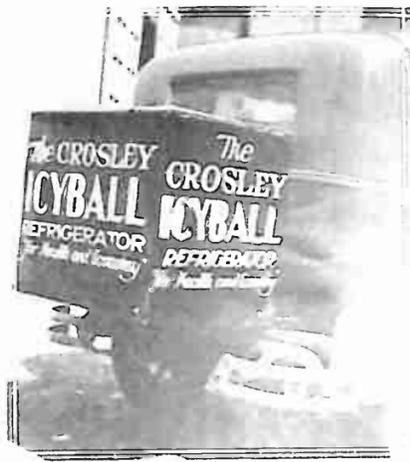
Yours truly, Cortland Conservatory of Music, (Signed) Burt L. Bentley, President Cortland, N. Y.

Clarksburg Dealer's Display Dominates Radio Show



At a recent radio show held by the radio dealers of Clarksburg, West Virginia, attended by 10,000 people, the display of the Palace Furniture Company received more than favorable attention. Five Crosley receiving sets were in operation and so connected up that either one or all five could be operated at the same time. In addition the characteristic sensitivity of the Crosley receiver enabled the Palace Furniture Company to keep on the air constantly, a feat which few of their competitors could duplicate.

Crosley Icyball Refrigerator Home Demonstration Made Easy



The Shuler Supply Company of New Orleans La., use a large chest on an over-size trunk rack to transport the Crosley Icyball Refrigerator to any part of the city for demonstration. The large sides of the chest are used as advertising space to bring the Crosley Icyball Refrigerator to the public eye when Shuler salesmen speed from one demonstration to another.

Ohio Representatives Follow Senatorial Lead



The House of Representatives of the State of Ohio not to be outdone by the Senate, permitted their proceedings to be broadcast through WLW. Eight condenser microphones, more than the entire equipment of most radio stations were taken to Columbus, Ohio, by J. A. Chambers, Technical Supervisor of the Crosley stations, who was in charge of the broadcast. This unusual number of microphones were necessary to catch the sound of 132 voices in a very large room. An amplifier operated by Dave Conlon of the WLW operating staff was set up at the press table. Senatorial dignity had been so far set aside for the broadcast on March 12 last that the amplifying equipment was set up at the foot of the dais on which the Speaker sits.

There have been many calls for back issues of the BROADCASTER. The demand has far exceeded the supply and we are unable to furnish back issues, much as we'd like to do so.

Wherever you are, you can get WLW on your Crosley set!

Notes from Station DX

The national publication of an advertisement by a rival manufacturer of receiver sets concerning the D-Xing feat of one of its receiver set owners in logging 109 stations has resulted in a deluge of epistles from a legion of ardent Crosley supporters. Several of the stauncher champions waxed caustic over what, to them, was no particular achievement at all; as many of them laying claim to the reception of as many as one hundred and seventy-three stations!

Letters have poured in from every state in the Union—a splendid testimonial at least, of the excellence of Crosley sets as long distance receivers in any part of the country.

A fan in Rome, New York, writes that he has picked up 173 stations including practically every station in this country, Canada, Mexico and Central America. He achieved this record on a Showbox, Model 706. A DX chaser from Fort Monroe, Virginia, writes that he has received 171 stations on his Showbox since the reallocation. Another Showbox champion from Petersburg, W. Va., claims 154; another from Dravasburg, Pennsylvania, that he has logged 170. South Bend, Washington, tells us that he has listened in on 111 in two months including several Japanese stations, JOAK and JOBK. Birmingham, Alabama, writes that he has picked up 137 with a Gembox. One eminent member of the bar of Sidney, Ohio, claims a log book showing 150 stations received. Elkhart, Indiana, reports 167.

Ancient Station DX, our own WLW has received high encomium from the Pacific Coast. Waverly N. Miller, our Los Angeles representative writes: "Nearly every dealer that I have called on within the past three weeks reports that WLW is the best DX station on the air, and many report sales of sets because of the fine reception of the Crosley station."

Crosley Owner Lauds Gembox Performance

We are reprinting below the copy of a letter received from Enoch Jones of Utica, N. Y., who is from all appearances an ardent Crosley fan: Utica, N. Y.

The Crosley Radio Corp., Cincinnati, Ohio. Dear Sirs: I purchased through Sonne Bros., Utica, N. Y., the latter part of last November, a Crosley Gembox and Dynacone, and am more than pleased with them. Your engineers are to be congratulated, as it seems that such beautiful tone, volume, distance and selectivity, in such a compact little set as the Gembox is nothing short of miraculous. I have had Crosley radios since the Model XJ and I thought then as I do now, that Crosley gives you more "Radio-Dollar" value than any other set on the market, and I am in a position to know, as I am employed in the Masonic Home where there are about a dozen radios of different makes. My neighbor, who lives upstairs, when he heard my radio was not contented until he became the proud owner of a Crosley. I often tune in WLW which is received with good volume in central New York. I have also received stations in California, Canada, and Florida. "Crosleys are not costly!" Yours truly, (Signed) ENOCH JONES, 1154 Conkling Avenue.

Since Mr. Jones has been inspired by his satisfaction with Crosley radio to write a clever slogan, we feel the call to come forward, after reading his letter and suggest that "once a Crosley owner, always a Crosley owner."

Bandbox Gives Excellent Performance on One-Hundred Hour Non-Stop Drive



Gerson, the non-stop endurance driver, just before the start of his drive. Left to right: J. M. Milligan, Radio Electric Company; Gerson; A. I. Keen, International News; J. M. Vaughn, sponsor of the drive; and E. Newhart, Associated Press. The Aerial can be seen on top of the car. Right: Chief of Police of Orlando handcuffing Gerson two minutes before his 100 hour drive.

Recently in Orlando, Florida, the Radio Electric Company, Crosley representative in Orlando, conducted an interesting experiment with the Crosley Bandbox. Gerson, a well-known non-stop driver, commissioned by Orlando business men for a 100-hour non-stop drive through Orlando streets, installed a Bandbox in his automobile to help while away the weary hours. Apparently the versatile Mr. Gerson has other proclivities besides his ability to grind out hundreds of miles without stopping. On his long jaunt, Mr. Gerson logged fifteen distant stations including WLW, Crosley studio in Cincinnati; KDKA, Pittsburgh; WSB, Atlanta; WEA, New York City; KRLD, Dallas; WAPI, Birmingham; WSM, Nashville; WHAS, Louisville; WBT, Charlotte, N. C.; WIOD, Miami Beach, Fla.; WGN, Chicago; WRUF, Gainesville, Fla.; WBAP, Fort Worth, Texas; WLAC, Nashville; and WJZ, New York City. Considering the amount of aerial used, as can be seen in the picture above, the Bandbox gave excellent volume.

It might be noted that the Bandbox, in addition to its many other desirable features, is an excellent receiving set to be taken along on a summer automobile tour—and summer will soon be with us.

Radio Operator Endorses Bandbox

SS SHABONEE, c-o General Petroleum Corporation, Terminal Island, Cal. U. S. A.

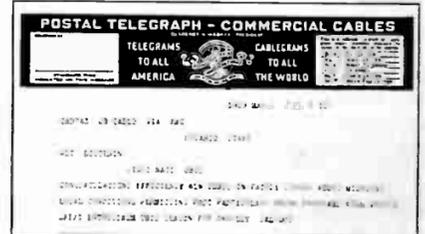
The Crosley Radio Corporation, Cincinnati. Dear Sir:

I have had a Bandbox for a few months now and have had some splendid results, on the voyage from San Pedro to Japan I received 2 YA at Wellington, N. Z., at over 5000 miles and had him each night for a week. I also received 1 YA Auckland, N. Z., 4 QG at Brisbane and 3 LO at Melbourne all at about 5000 miles and on the loud speaker, music can be received every night across the Pacific, but owing to the broadcasting from Japanese stations it is difficult to get Pacific coast when around Japan.

Needless to say I am delighted with this receiver and shall surely tell my "Pals" about it. Yours truly, (Signed) A. E. LAWRENCE, Radio Operator.

Mr. Beasley and Mr. Skinner, partners in The Beasley Radio Company of Selma, Alabama, authorized Crosley dealers and highly successful, visited the Crosley Radio Corporation on March 21st to see radios and Icyballs in process of making.

Argentine Endorses WLW



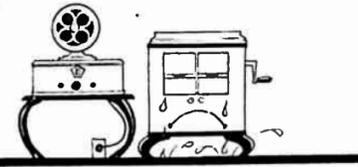
The most powerful station on the air, WLW, of the Crosley Radio Corporation has received still another endorsement in this cable from the stamping ground of "the Wild Bull of the Fampas." The Argentine is 7000 miles from WLW which when placed end to end is a considerable distance.

How many people will refuse to hear music in their own home without obligation? When you lend a receiver for a twenty-four hours enjoyment you place no obligation on the prospective customer—but the radio does. He'll feel in many instances obliged to buy the radio. It is not so difficult to get a set in the home, but it's often hard to get it out;—which probably infuriates the dealer.

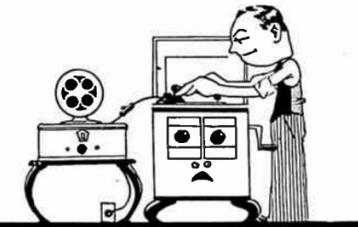
Wade Lee Williamson of Pellston, Michigan, writes to the WLW to say, "I have often wondered if you named your station after me."

A Merola Moral

LESSON I.



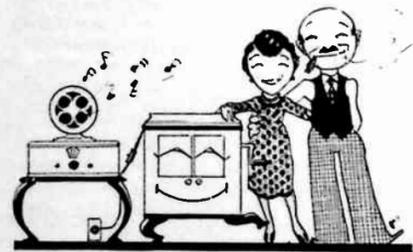
Here is a Little Story with a Moral. Over in the Corner of the Living Room stood the Old Phonograph. Its polished mahogany Surfaces were slightly Greyed with Dust for it was never Opened. Once the Pride of the Living Room, the Old Phonograph had long since learned that Family Allegiance had been shifted to the New Electric Radio Set. It sighed Quietly to itself and took Consolation from the Fact that it was still a Very Handsome Article of Furniture.



And then one Day a Stranger came and lifted the Lid of that Old Phonograph and she Awoke with a Sudden Start. He took off the Old Tone Arm and put on an Electric Tone Arm. He attached a Little Switch and made a Connection with that Glittering Gold Power Speaker standing on the Table Near-by. The Phonograph shivered as these Operations were Performed but it was really quite Painless and took but a Few Minutes.

The Stranger had an Audience. The Whole Family stood Watching. Why, that Phonograph hadn't received so much Attention since the Spring of the Big Thaw when all the Children had to stay Indoors!

The Strange Man fitted a Needle into the New Electric Tone Arm. The Phonograph felt her Disc going Round and Round. "Im going to Play," She Thought. But even She did not Recognize the Glorious Tone which Came Forth as the Record Played. "I sound just like a Four Hundred and Fifty Dollar Model," she thought with Ill-concealed Vanity.



"It's marvelous," cried the Family in High Delight.

That's the Story. The Moral—that they simply fitted a Crosley Merola Attachment to the Old Phonograph and gave it a New Electrical Life.

Radio Star Becomes Airminded Louisiana Dealer Secures Excellent Reception with Unusual Hookup



Don Becker, popular WLW staff artist, recently achieved a long cherished ambition, namely to be a passenger in one of the fast mail planes operating between Cincinnati and Chicago.

Becker with an appearance at WLW scheduled for 3:30 P. M. and a booking at Chicago for 8:00 P. M., at WGES (Chicago Evening Post Station) was forced to turn to the speediest mode of travel. Arrangements were quickly made at Lunken Airport and the star ukelele player was enabled to hop off at 5:00 P. M., Eastern Standard Time, and arrive in Chicago at 7:15, Central Standard Time, with ample margin for his engagements.

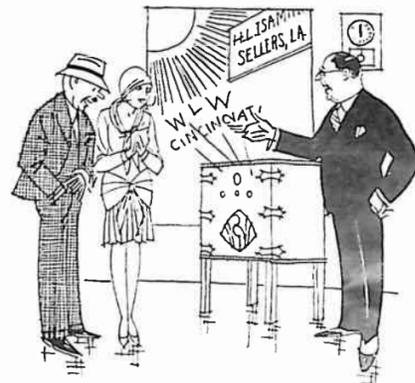
Being due to return to WLW for his usual Sunday night satirical rendition, Becker utilized the same plane to return: leaving Chicago at 10:30 A. M., arriving in Cincinnati at 2:30 P. M. While in the Windy City, Becker played a one-night stand at the Paradise Ballroom, where his accomplishments, in person, were more than enthusiastically received.

Don Becker, who made a timely dash for Chicago via the air route, recently, was highly commended for his facility of expression on the ukelele by Paul Whiteman, in his last appearance in Cincinnati. He was retained as soloist and entertainer extraordinary with the Jazz Prince during the run of his engagement.

A Doctor's Radio Corner



Dr. A. W. Paffenberger of McArthur, Ohio, is so ardent a radio fan that the study in his home is rigged up as a "radio corner." It might also be called a "Crosley corner," for in it he has an old-style set, a new Showbox and Dynacone, and an Icyball in one corner!



H. L. Isaminger, Crosley Radio Dealer in Sellers, Louisiana, has perfected a very interesting method of securing better daytime reception. We are passing this on as a suggestion to other dealers who may have difficulty in receiving programs for purposes of demonstration.

"Our radio reception in southern Louisiana is none too good at any time of the year," writes Mr. Isaminger, "and distant daylight reception isn't much on the best made sets. On the Showbox I am able to get WLW loud and clear at 12:00 noon by using an ordinary radio frequency coil hooked in series with my antenna. I use the secondary winding tapped at ten equal spaces. This is necessary in changing from high to low wave lengths as too many turns of wire in the lower wave lengths will choke the volume. This coil will come in handy on the weak stations at night.

"On every Showbox I have tried it on it will increase the volume fifty per cent and it also pleases my customers very much when I show them how to use it after they have used their set for a few days without it."



The Crosley Broadcaster is pleased to make note that the Crosley family has been increased by one with the birth of a daughter to Mr. and Mrs. L. H. Mingins of Brooklyn, New York. Mr. Mingins is a hardworking Crosley salesman in the roaring canyons of the effete East. We of the hinterland congratulate him on his good fortune. Future benedicts take notice, Miss Mingins will be greeted as Susan Ellis by her closer friends.

Station WLW of the Crosley radio corporation here has a radio hound which supplies great diversion to the radio audience by barking at the appropriate time to the music of Henry Fillmore's band every Wednesday at 10:30 p. m. (E. S. T.)



CROSLY DISTRIBUTORS



Service School for Dealers Successful

George C. Beckwith Company Utilizes Crosley Dealers' Radio Course to Advantage



The George C. Beckwith Company of Minneapolis, Minnesota, have organized a service school for dealers' service men, working on the theory that if the dealers' service men are taught to cope with all angles of servicing, they would make their respective retail radio department much more valuable to their firms, and their firms more valuable to the distributor.

It was discovered, however, when plans for the school finally were drawn up that some of the large accounts with the Beckwith organization were comparatively young in the radio game, and that some of them had been selling radio ever since the first crystal sets pulled code signals from the ether. To meet both situations the embryo Service School was organized in two classes with a primary class and an advanced class. The advanced class entered directly upon everyday problems which confront the service man.

The primary class has proved the more successful and interesting venture. Its curriculum includes instructions in the fundamentals of electricity purposing to lay a firm foundation for future advanced instruction. Class meetings are held one night each week, and the theories embodied in the assigned lessons are thoroughly discussed. After four meetings devoted to theoretical training, experiments are conducted based on past lessons, giving the student service men practical knowledge of the facts they have learned. It is reported that a very enthusiastic class has been developed, and that already the men have been able to use their knowledge profitably in the practical

paths of everyday radio set servicing. Apparently the only thing lacking is a college yell.

The Crosley Broadcaster feels pardonable pride in announcing that much of the material used in class work in Beckwith's School is gleaned from the series of ten simplified lessons under the title of Crosley Dealers Radio Course, which appeared in past issues.

It is hoped that this excellent system developed by the Beckwith Company will prove of great value to other distributors' service departments. The George C. Beckwith Company has announced their desire to co-operate with other distributors who have valuable ideas on the subject of service. A great deal of credit for the success of the school is due to Jay Hughes, instructor in the Beckwith Service School.

The name of Crosley has become a household word in Kansas and Oklahoma, due to the Crosley radio station, WLW, according to W. E. Titus, President of The Radio Corporation of Kansas.

Mr. Titus reported, following a recent trip to western Kansas, that he was greatly surprised to find WLW being received during the day time with much better volume than much closer stations.

"Since WLW has increased its power to 50,000 watts practically all radio dealers and radio set owners in this part of the country proclaim WLW to be their favorite station. Their programs are of the highest class possible to obtain, having only the best features," Mr. Titus concluded.

Cuba is There with Crosley



Mr. Robert E. Ramirez, General Manager of The Ramirez Electric & Radio Mfy., Crosley Distributors for Cuba, Mr. Octavio Bermudez, Assistant Manager of the Foreign Department of Crosley Radio Corporation, and Mr. Alberto Jiro, Radio Editor of the "Diario de la Marina" of Havana.

Wilkenning Features Attractive Display

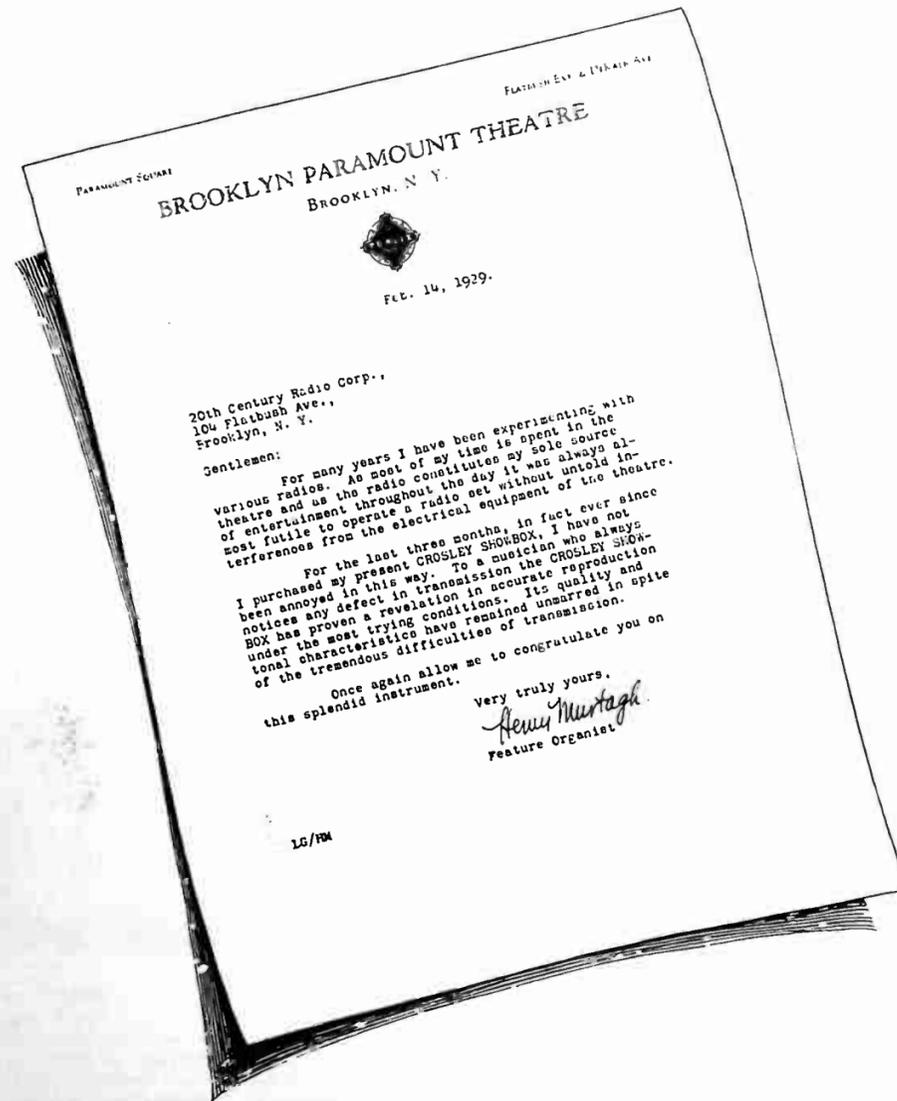


A very pleasing display provided by Wilkenning, Inc., of Philadelphia. In the above photograph a Showchest dominates the window and is brought out strikingly by trimming the window in modernistic fashion with crepe paper in attractive neutral tones.

Marsha Wheeler, woman's hour director of WLW, has invited her listeners to submit recipes for frozen desserts and salads to be incorporated in a booklet to be issued in connection with the Crosley Icyball Refrigerator. The invitation is directed especially to farm women who prior to the invention of this economical, practical method of refrigeration have been unable to make these iceless refrigeration desserts.

MUSICIAN LAUDS SHOWBOX

Reception Perfect Despite Powerful Local Interference



THE perfect performance of Crosley Radios in general and the Showbox in particular is strikingly endorsed by Henry Murtagh, Feature Organist of Brooklyn Paramount Theatre in the above letter. This is only one of many letters on file in the Crosley Offices praising the remarkable reception of Crosley Radios. Squalls in mid-ocean; electrical storms; local static producers, all seem unable to interfere with the radio entertainment of enthusiastic Crosley owners.

Crosley Service Manual

GEMBOX AND GEMCHEST, MODELS 610 AND 609, A. C. SETS

I. Installation And Operation.

A. Mounting in Furniture Cabinets.

1. In mounting Model 610 in console cabinets do not remove metal case. Special consoles are supplied for this purpose.

2. Model 609, Gemchest, is built into a metal console.

B. Removing Bottom Plate.

1. Follow instructions for removing bottom plate of Gembox, Model 608.

C. Tubes used in Models 609, 610.

1. UX 226 (CX 326) tubes in the three radio-frequency and the 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) in the rectifier socket.

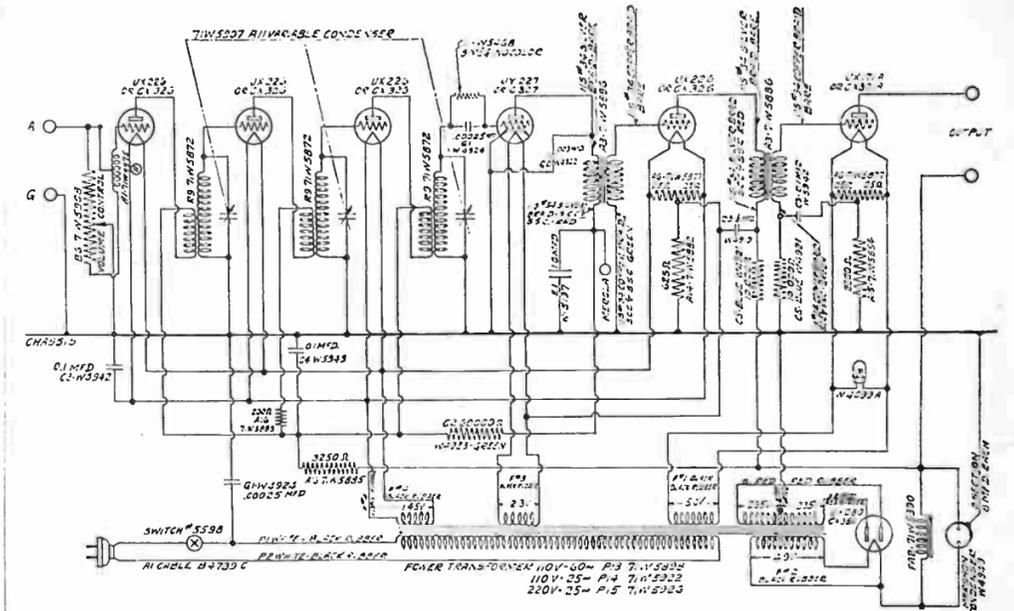
D. Grid Leak.

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

E. Antenna and Ground.

1. An outside aerial 50 to 100 feet long, including lead-in, is recommended.

2. A good ground connection is essential.

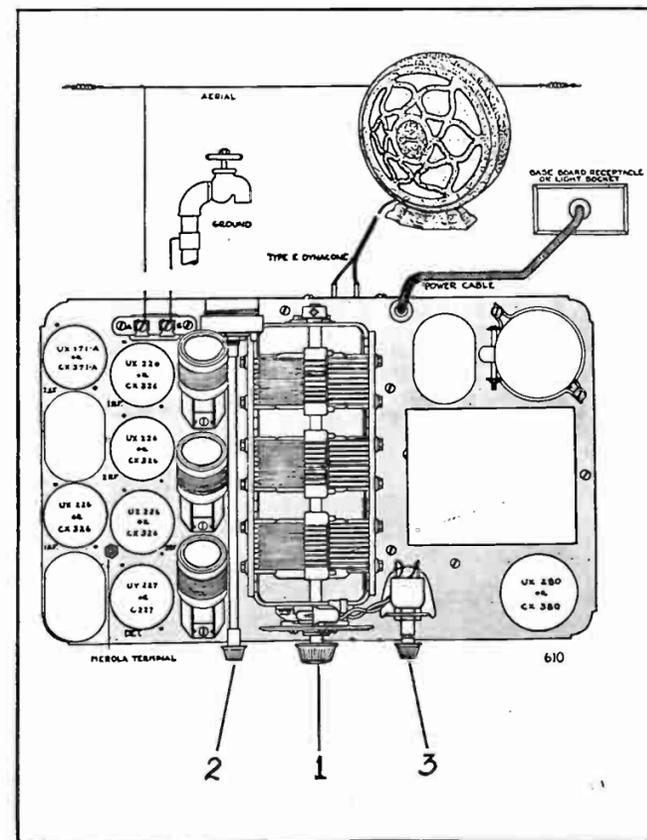


Indoor aerial may be used if desired.

A good ground connection is essential.

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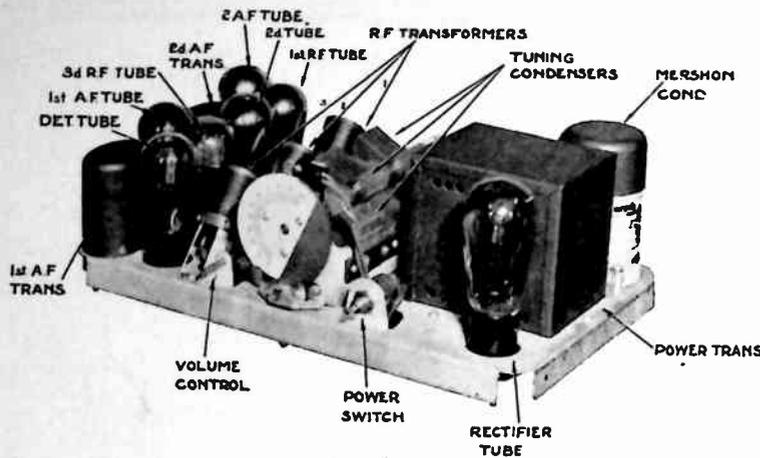
Indoor aerial may be used if desired.

A good ground connection is essential.

ance. The plate current flowing through these resistances produces the "C" voltage for this tube.

4. The plate circuits of the radio-frequency stages are connected

625 ohm resistance. The plate current flowing through these resistances produce the "C" voltage for the tubes.



through a 3250 ohm resistance to the positive side of the filter output (there is an additional 200 ohm stabilizing resistance in the plate circuit of the second tube). This 3250 ohm resistance serves to reduce the "B" voltage to the proper value for operating the tubes. A resistance of 60,000 ohms connected from this 3250 ohm resistance to the detector plate circuit further reduces the "B" voltage for the detector. A separate 10,000 ohm resistance between the positive side of the filter output and the plate of the first audio tube reduces the "B" voltage for that tube. A 50 ohm potentiometer is connected across the filament leads of the UX 226 tubes. The center of this potentiometer is connected to the chassis through a

III. Repairing And Replacing Parts.

A. Replacing Parts.

In replacing parts bottom must be removed but the case may be left in place.

B. Tuning Condensers.

1. The complete condenser gang should be removed and replaced as a unit.
2. Take off station selector knob and remove pilot-light socket from clip. Then unsolder condenser leads and remove assembly. Replace in reverse order.

D. Audio-Frequency Transformers.

1. Unsolder leads. Remove transformer. Replace in reverse order.

2. Mark all leads and terminals when removing old transformer to serve as a guide in connecting new one.

D. Audio-Frequency Transformer.

1. Unsolder leads. Remove nuts holding assembly in position and take off transformer. Replace in reverse order.

2. Mark all leads and terminals when removing old transformer to serve as a guide in connecting new one.

E. Other Parts.

1. See service sheet for Model 608. In removing Mershon condenser, take off metal case of set first.

F. Balancing.

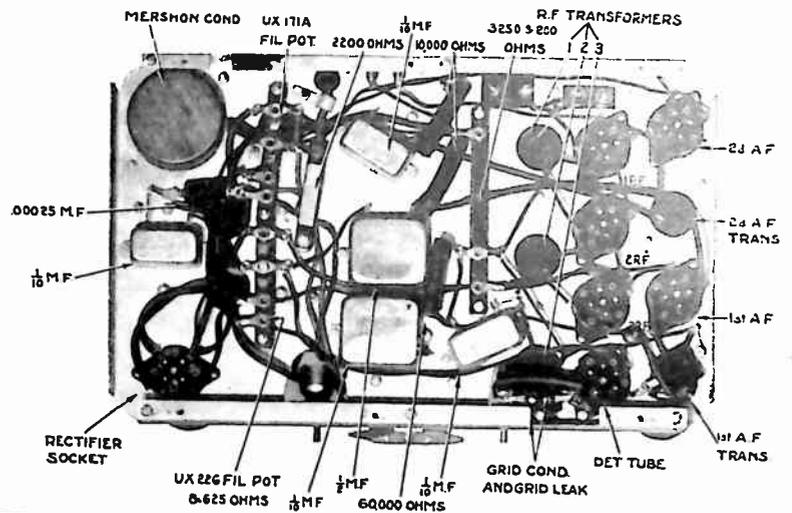
1. This set is not equipped with balancing or neutralizing, condensers. The procedure is, therefore,

different from that for other Crosley sets.

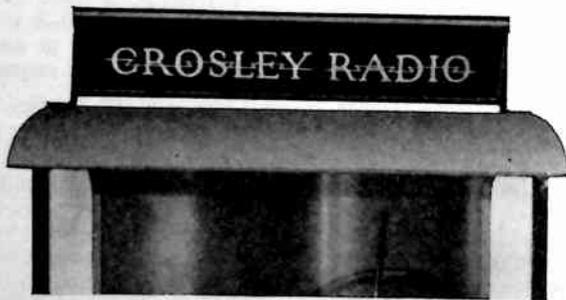
2. If the set oscillates at any point throughout the entire wave length range, or if it is noticeably lacking in sensitivity, try shifting the tubes in the set, or try different tubes in the set. If this remedy fails, use the procedure outlined below.

3. With the set in operation, slightly adjust the angles of the radio-frequency coils until the set does not oscillate at any point in its wave length range or until the sensitivity is improved. The first coil toward the front of the set is the most critical to this adjusting operation, the second coil next, while the third coil seldom needs to be touched.

In making these adjustments, always replace the lid before checking the operation.



The Crosley Daylight Sign



A STRIKING and eye arresting sign for your Delivery truck. Utilize the top of your truck to carry the Crosley message all over your town. It pays for itself by giving you permanent, attractive publicity.

\$9.50

f. o. b. Cincinnati.

Order From Your Distributor.

Illuminated Shadow Box

A Real Sign. Eye Compelling!



Each

\$5.50

f. o. b. Chicago

OUR ventilated Shadow Box throwing the name "Crosley" out in a deep glowing red, against a black background, is an indispensable asset to your Crosley sales.

Order From Your Distributor.