

THE CROSLLEY BROADCASTER

PUBLISHED BY THE CROSLLEY RADIO CORPORATION

VOL. VII

AUGUST 15, 1928

NO. 16.

Air Mail Speeds Dynacone Production

Brings Rivets From Boston To Cincinnati In 17 Hours

\$46.50 Postage On One Small Package

Uncle Sam stepped forth and saved the day for Crosley.

Exactly one day would have been lost, too. Due to the tremendous demand for Dynacones, the Production Department ran short of a certain type of rivet used in these speakers. Had these rivets been obtained by express or regular parcel post, production of the Dynacone would have been held up for at least a day. Thanks to the air mail, production went ahead smoothly, without a hitch.

The rivets were mailed from Boston on Tuesday, August 1, at 5 p. m., and arrived in Cincinnati, Wednesday, August 2, at 10 a. m. They were just in time, the old supply being practically exhausted when they came in. Shipped via Cleveland, they were carried from there to Cincinnati on a plane of the Continental Air Lines which was making its maiden trip, inaugurating regular air mail service between Cleveland and Cincinnati.

Although the package was less than nine inches in any dimension, it required \$46.50 worth of air mail stamps to carry it. The stamps were worth more than the rivets.

Insuring Deliveries

This is just one example of how every possible means is being taken to insure a steady, prompt supply of sets and accessories to Crosley Dealers and Distributors throughout the country.

Nothing is being spared—no stone being left unturned—in an effort to maintain production at high speed



Dynacone Rivets Delivered by Air Mail

and to control it so that everything runs smoothly.

Demand for Crosley sets and accessories this year is exceeding all expectations. The new Showbox, Gembox, and Dynacone models have been received with great enthusiasm in every quarter. Orders are pouring in fast from all over the country.

Because of this enormous demand, the problem of the Production Department is no easy one. It has been necessary to build up production quite rapidly and to reach a quantity of output never before equalled at this time of the year.

Orders Filled Promptly

Despite the magnitude of the problem, orders are being adequately taken care of. New factories, new machinery, and the most modern methods of unit assembly are making it possible to turn out Crosley quality products at a rate never before dreamed of.

The keynote of the new Crosley factories is efficiency. Every procedure is planned months ahead. In fact an entire department is devoted to such planning for the future.

Conveyor systems running throughout the entire factories, cleverly designed automatic machinery, careful engineering design and production layout all make it possible to build sets and accessories in a minimum of time and at a minimum of cost.

Better Values Result

Not only have these production improvements, resulted in greater output capacity and greater ability to handle orders promptly, but they have resulted in better Crosley values.

Every increase in production efficiency makes it possible to build better sets for the same price. Were it not for this efficiency it would be impossible to offer values such as the Gembox, Showbox, etc., far outstripping the values of any competitive sets on the market.

Two goals are continually kept in minds in laying out Crosley production—to build sets better, and to build them more efficiently. With the Crosley wagon hitched to these stars, Dealers and Distributors may be assured that the Crosley products they sell will always continue to dominate the market.

New Station

Will Be On Air In Very Near Future

Building Now Ready For Equipment

The new 50,000 watt WLW broadcasting station at Mason, Ohio, is rapidly nearing completion.

Ground breaking ceremonies for the station were held June 25. Just two weeks later the cement floor was poured. Thirty-three days after the ground breaking ceremonies the roof was put on the building. Erection of the two enormous antenna towers, each 300 feet high, was commenced August 2. The building was delivered by the contractors, ready for the installation of equipment, on August 4, and the transmitting equipment was shipped from Kearney, N. J., on August 3.

It now remains only to install the transmitting apparatus and to run through the necessary series of tests and adjustments.

Cincinnati builders say that the erection of the building has set a new local record for speed in construction. Every unit of the structure was erected in accordance with a carefully planned schedule, in order that it might be finished in a minimum of time. A similar schedule will be used in installing and testing the transmitting equipment.

Speaking of the new station, Powell Crosley, Jr., President of the Crosley Radio Corporation, recently said:

"Five years ago, when WLW got its 500 watt transmitter, people thought we were insane when we mentioned the possibility of sometime operating with 5000 watts. Now we hope to be using 50,000

(Continued on Page 16)

\$25 ACT NOW!

CLIP THE COUPON BELOW AND SEND IT IN, WHILE THEY LAST

These Sets Are Going Fast--- Only A Few Are Left---Take Advantage of This Bargain by Mailing Your Order Today.



There are a few Crosley RFL-90 Console Models still available for Crosley Authorized Dealers at the bargain price of \$25.00. These six-tube, balanced receivers are mounted in genuine mahogany, two-toned console cabinets, and are equipped with built-in Musicone speakers. Tuning is accomplished by a double, drum-type station selector, with space for recording stations. This high-class receiver formerly listed at \$98.00. It has truly remarkable selectivity and tone quality.

Every Set In Original Carton.

Every set is brand new, in its original shipping carton. None has received the slightest amount of use. Each set is accompanied by the usual Crosley guarantee.

Cash Must Accompany Order.

Because of the very low price at which these sets are offered, they cannot be sold on open account. Your order must be accompanied by cash, postal money order, or express money order. Sets will be shipped C. O. D. if desired, upon receipt of at least 25% of the amount of the order. Clip the coupon below and send it in with your remittance.

COUPON Date, 1928.

The Crosley Radio Corporation, Cincinnati, Ohio.
Gentlemen:

In accordance with your special offer to Authorized Crosley Dealers, please ship me RFL-90's at \$25 each. I am enclosing a money order for \$.....

Company Name

Address

1/4 PRICE
The regular list price of this beautiful Console Model, Crosley RFL-90, is \$98.00. A few remainders are offered to Authorized Crosley Dealers at \$25.00.

THE CROSLY RADIO CORPORATION, CINCINNATI, OHIO

Foreign Manager Sails For Europe

Will Visit Italy, Spain And Portugal

Charles J. Hopkins, Manager of the Foreign Department of the Crosley Radio Corporation, sailed July 28 for Europe to confer with Crosley representatives in various countries regarding the distribution of Crosley radio sets, speakers and Icyballs.



Charles J. Hopkins

Hopkins' first stop will be in Naples. From there he will travel to Rome, Florence, Venice, Milan, Turin, and Genoa in Italy. Leaving Genoa, he will go to Barcelona and Madrid in Spain, and thence to Lisbon, Portugal. From Lisbon he will either return via Gibraltar or travel to Paris and return via Cherbourg.

Crosley radio sets are as popular in other countries as in the United States. The cities that Hopkins will visit represent but a few important markets for Crosley merchandise abroad. Practically every country of consequence in the world now has one or more Crosley distributors, and many of these distributors sell large quantities of Crosley radio merchandise.

Since the introduction of Icyball it, too, has found great favor in the foreign field. There are many sections of the world where refrigeration with ice or electricity is beyond the question. In such countries, ice-making machinery is rare, and electrical power supply is found only in a few cities. This situation is especially true in many tropical countries, where means of refrigeration is most needed in order to keep food in fit condition for eating. These countries welcome Icyball as the ideal solution of a hitherto difficult food problem.

During the absence of Hopkins in Europe, the Foreign Department will be under the direction of his assistant, Octavio Bermudez.

Broadcasting From Crosley-Waco Plane A Decided Success

Tour of Crosley Plane Created Great Interest Throughout the Country



Powel Crosley Jr., bidding good-bye to Charles W. Meyers, pilot, and William R. Baldwin, Crosley representative.

The Crosley-Waco aeroplane, entered by the Crosley Radio Corporation and the Advance Aircraft Company of Troy, Ohio, in the National Air Tour of 1928, travelled over 6,000 miles and visited 30 cities, carrying the message of new Crosley models to Dealers, Distributors, and the public. The Crosley plane, entry No. 19, quickly swung into fourth place and maintained that position throughout the tour.

The plane was equipped with a short-wave broadcast transmitter, licensed by the Federal Radio Commission, to broadcast on 72 meters. This was the first time that broadcasting from a plane had been attempted in connection with the National Air Tours, and the experiment was observed from all quarters with great interest.

The broadcasts proved to be a decided success. They were picked up at the various points along the route and either rebroadcast through local stations or received directly by radio sets with lowwave equipment at the flying fields. In each case, powerful Crosley Showbox sets and Dynacone speakers at the flying fields made it possible for those awaiting the arrival of the planes to listen in to the broadcasts.

It was found that the range of the transmitter was approximately twenty-five miles. This was sufficient to enable those at the fields

to hear from the planes long before they came into sight, in most instances.

William B. Baldwin, Crosley representative who operated the radio transmitter, was an ace in the Canadian air forces during the World War. The plane was piloted by Charles W. Meyers, who won last year's Derby from New York to Seattle, and who was in the prize money in the 1927 National Air Tour.

At the various stops along the route, Baldwin spoke through local broadcasting stations, giving resumes of interesting events during the flight. At other points, where there were no broadcasting stations, he spoke at special luncheons and his talks were broadcast by remote control.

During the latter part of the tour a Crosley Bandbox receiver was installed in the plane and broadcast programs, weather reports, wind velocity data, and other information was picked up.

Crosley has entered these National Air Tours both last year and this, in the feeling that it is a stunt which will greatly stimulate interest along the route and boost Crosley Distributors' and Dealers' sales. That interest is aroused is evidenced by the fact that large crowds turn out at all points along the route to greet the plane, and that the local papers, organizations,

etc., show great interest in the flight.

Mayors, governors, and other prominent notables met the plane at many points along the route. The flyers were given warm receptions and entertained royally at every stop.

The unique radio broadcasting experiment conducted from the Crosley plane greatly stimulated interest in Crosley radios. Those at the flying fields had an opportunity to see for themselves the remarkable performance of the Crosley Showbox and Dynacones, and they were not backward about carrying their enthusiasm to others. Thus, the flight was undoubtedly a success in accomplishing its purpose of creating interest in Crosley radio for the benefit of Dealers and Distributors throughout the country.

If anyone doubts that radio is popular among the public he should ride the elevated lines in New York City. Radio aeriels are so thick on the roofs of the apartment houses that it appears almost as though there must be more radio sets than people in New York.

Popular Crosley Sales Representative



Leonard A. Kellogg.

Kellogg, more commonly known as "Kelly", is the senior Crosley field representative in point of service. "Kelly" joined the Crosley sales organization back in the days when Harko, Sr., was the most popular receiver on the market. Since that time he has enthusiastically carried the story of Crosley sets and Crosley merchandising methods to dealers and distributors all over the country. He has addressed hundreds of sales meetings and conventions, and is well known among distributors and dealers.

See Page Thirteen For Sure Profit Plan



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Colerain and Sassafras Streets,
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Telephone Kirby 3200
Editor: Charles E. Fay

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



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

Editorials

The Dynamic Dynacone

The Dynacone is undoubtedly a speaker in a class by itself. There is no other speaker on the market utilizing field electromagnets as the Dynacone does which can be operated direct from the radio set, without the use of accessory batteries.

Many of those who are selling competitive speakers are frank to admit its superiority when they hear the Dynacone. There are some few, however, who, realizing that they are up against a product that is unquestionably better than their own, adopt the method of knocking it in every way that they can to discourage those who are selling Dynacone. These few individuals have adopted the mistaken policy of circulating false statements, and of making criticisms that are so far fetched as to seem foolish to anyone versed in the technical side of radio speakers.

Every dealer and distributor knows that knocking a competitive product is bad business. Beware, therefore, of the salesman who adopts such tactics. Make him come out in the open and match his product with yours, point for point.

A competitive test will tell the story. Just let Dynacone be tried in comparison with the average speaker, and you will find that it will run circles all around it.

Dynacone is a remarkable radio speaker and an unusual radio value. It has already had large sales, and these sales will undoubtedly swing into huge proportions as the radio season gets well under way. It is a fine speaker for everyone, but it will appeal especially to those radio buyers who want nothing but

the best, and at the same time wish to get the greatest possible value for their money.

The Crosley Flight

The Crosley-Waco plane has finished its good will flight, carrying the message of Crosley radio throughout the United States.

This year the unique experiment of broadcasting from the plane aroused great interest all along the route. The stunt was given wide publicity at every stop.

Thus closes another chapter in the history of how Crosley is endeavoring to stimulate radio interest and radio sales for the benefit of Crosley Dealers and Distributors.

The aeroplane, at the moment, is the center of the public's attention. It is fitting that it should be used as a means of carrying the Crosley message. When other things come into the public eye, these too will be turned to the furtherance of sales of Crosley radios.

Be Prepared

When the rush season comes, be prepared.

Each year the heavy radio demand has reached its peak earlier. Reports from the field indicate that this year the fall buying season will be under way earlier than ever.

Every Crosley dealer and distributor should plan to be in position to take care of the rush by the latter part of August, or the first part of September at the very latest. It is imperative that every dealer and distributor carefully estimate the number of sets and accessories he will need and requisition them immediately. Only by planning ahead and making arrangements now for fall deliveries will the dealer or distributor be certain of a sufficient supply of sets to take care of his needs.

It is imperative also that each distributor and dealer have his sales and advertising campaign carefully mapped out. When the rush starts there will not be time to think about these things. Advertising for the fall trade should already be under way, and plans for future advertising should be completed.

Here at the factory everything possible is being done to look to the future and give Crosley dealers and distributors the best service possible. Already production for the remainder of the year has been laid out in such a way that it can go ahead as smooth as clockwork, and still permit of flexibility. Every effort will be made to supply sets promptly when they are needed, and the new modern Crosley factories are certainly equipped to do this.

But the more Crosley dealers and distributors co-operate, the easier it will be to run high-speed, production smoothly, without a hitch. Make estimates and have all your

Radio Sets For Stock Market Quotations

Business Men Buy Radio For Office

Here is a rapidly growing market for radio sets that many Crosley dealers have probably not considered—the market for sets among banks, business institutions, business men, and other investors who wish to get the daily stock and bond quotations.

Interest in stock and bonds has grown stronger than ever before during the last year. More and more persons are buying investment securities or are speculating in the market. Those who have speculative interest in the market are keenly desirous of knowing up-to-the-minute news as to the quotations of their favorite securities.

Banks Buy Radio.

During the past year, hundreds of banks in small towns have installed radio sets to receive the stock and bond quotations for the benefit of their customers. Reports from these banks are enthusiastic as to the extra trade these radio sets have brought them.

If you are a dealer in a small town and your bank has no stock ticker nor is not radio equipped, by all means get busy and sell them a set.

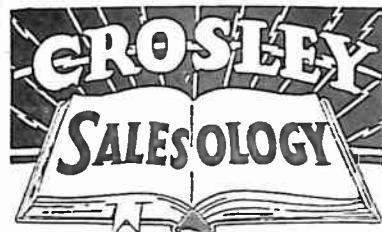
The business man or capitalist in either a small town or a large city is a good prospect for a radio set to receive the market quotations. He can have a set installed for very little money, whereas the cost of ticker service would be prohibitive.

Quick Source of Information.

Hardly any business man nowadays fails to purchase and sell in the stock market occasionally. Many sell and buy stocks every day. If these men must depend upon newspapers for their information as to price changes, or must wait until their broker calls them, they are sure to miss many opportunities by learning of them too late. With radio sets in their offices, they can, in most localities, receive prompt news one or more times a day as to the latest quotations. Such a service means actual dollars and cents to them.

In some cities this new field for radio sets is closed to other radio dealers because D. C. lighting current is supplied in the downtown districts. Crosley dealers, however, with the new D. C. Showbox, have a set ideally adopted to office use in such localities.

requisitions placed now, and you may be sure of being taken care of when the rush comes.



How many Icyballs have you sold? What methods do you use for selling Icyball?

On page 6 of this issue is described a contest whereby you may win a fine prize simply by outlining your experiences in selling Icyball. Some dealers have sold hundreds of Icyballs this season. Perhaps you are one of these. If so there is some secret to your success, and we want you to tell it. There are many methods of selling. You may have one that is quite unique and original.

Turn to page 6 and read the details of the contest.

We want to emphasize here the importance of saving and filing the service articles appearing in each issue of "The Broadcaster."

Probably many service men can take any Crosley set and go over it completely without any service information to assist them. But it undoubtedly does save time to have technical information at hand, circuit diagrams, testing diagrams, etc.

It is impractical to print separate service sheets and send them to all Crosley dealers. The quickest and most efficient way of getting this information to dealers is through the medium of "The Broadcaster." Accordingly, a page in each issue is devoted to a service article concerning a Crosley set or Crosley accessories.

These articles should be cut out and filed as they arrive. They should preferably be bound in a loose leaf binder, which will protect them from injury.

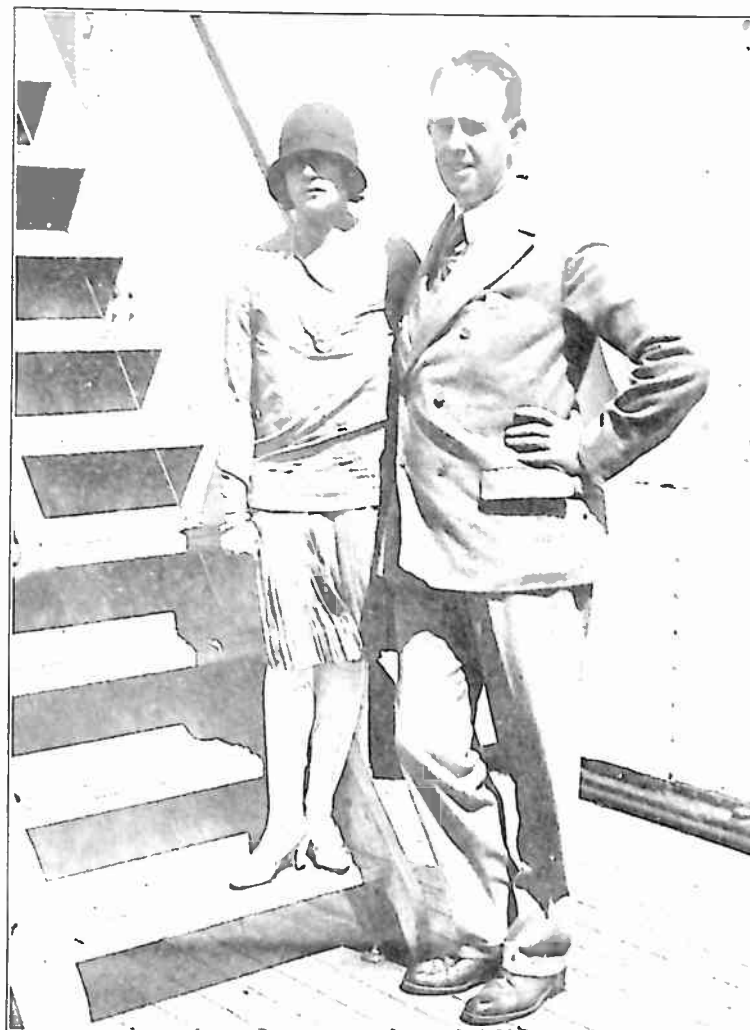
By consistently clipping the articles and filing them, the dealer will soon build up a book of information that he will find on many occasions almost invaluable.

This year Crosley is offering more dealer advertising helps than ever before in the history of the Crosley Radio Corporation. The more use each dealer makes of these helps the more he will profit in the way of sales.

The Crosley mailing campaign, for instance, is one which every dealer should adopt. The mailing pieces are imprinted with your name, addressed, and stamped, ready for you to mail. Your only work is in preparing a list of prospects. At the same time, your share of the cost is nominal.

Now is the time to plan your mailing campaign and get it under way. The rush season will soon be upon us, and you want your advertising to have gotten in some good licks by that time.

Back From Europe



Powel Crosley, Jr., and Mrs. Crosley on board the Majestic. Mr. and Mrs. Crosley have just returned from an extended tour in various European countries.

Crosley Icyball Wonderful Invention

Subscriber To Oklahoma Farmer-Stockman Makes Interesting Remarks

"This comment was written by one of our readers," says The Oklahoma Farmer-Stockman, "who returned a questionnaire to us on an investigation we were making on various farm products.

"I have an Icyball refrigerator I am trying. It is the most wonderful invention yet, especially for the farmer that can't get ice regularly. We like it fine, and I would like to hear from someone that has used them a longer time than I have, which is seven months."

Appreciates Being Advised To Purchase Crosley Jewelbox

"Dubetz & Greenberg, (Crosley Dealers) Gary, Indiana.
My dear Mr. Greenberg:

I wish to take this opportunity of thanking you for advising me to purchase a Crosley Jewelbox. I secured approximately 25 stations the very first night it was installed in my home, amongst which were the following: WCCO, WRR, WOC, WSM, KWKH, WFTW, WLW, WEBH, WLS, WBBM, WMAQ, WGN, WOK, WENR, KYW, WCFL, WMBB, and WIOB.

I certainly am satisfied and would recommend this set to any one who wishes to have enjoyment in his home.

Thanking you again, and assuring you of appreciation, I am,
Very truly yours,
(Signed) WALTER BOETTNER,
Gary, Indiana.



POWEL CROSLY JR.

TALKS TO the TRADE

Upon returning to the office from my trip abroad, I was especially pleased to find that our sales so far this year are about four times that of any preceding year and that July sales were approximately ten times the average sales of any preceding year. While pleased, I was not surprised because I knew that our offering of the Gembox and the Showbox to the public this year represented the greatest radio value any manufacturer has ever offered. The public soon recognizes a superior product.

Coupled with these sets is the Dynacone speaker, the first speaker to utilize the B battery current of a radio set to excite its field. The Dynacone uses an electro-magnet several times as powerful as the permanent magnet type of speaker, hence its volume and its marvelous tone qualities. Crosley sets and Dynacones are positively sweeping the field this year.

We realize that in spite of the tremendous growth of our business that your sales have been somewhat handicapped through shortage of Dynacone speakers. The Dynacones are rolling out in constantly increasing quantities. Dynacone production is growing by leaps and bounds.

Make the public conscious of the superiority of Crosley products through the use of our home demonstration plan. Play one in your store all the time, display them in your windows and advertise them in your local papers.*

Any ordinary radio set will perform fairly well until it is brought into direct comparison with a Crosley set and Dynacone.

Our success this year is due to the successful application of our home demonstration plan by so many dealers, combined with superior products. If you have not already put this plan into effect, we cannot urge you too strongly to do so at once.

*Try our retail selling plan which finds prospects in your community and helps to arrange home demonstrations.

Powel Crosley Jr.

Your Chance To Win A Worth-While Prize

Crosley Dealers Who Present The Best Plans For Selling Icyball Refrigerators Will Receive The Following Useful Prizes

- First Prize—Single-Unit Icyball Value \$80.
- Second Prize—Jewel Floor Lamp Value \$30.
- Third Prize—Crosley Square Electric Sign . . Value \$12.
- Fourth Prize—Crosley Globe Electric Sign . Value \$10.
- Fifth Prize—Crosley Illuminated Tire Cover, Value \$ 9.
- Sixth Prize—10 Crosley Fibre Tire Covers* . Value \$ 7.
- Seventh Prize—25 Crosley Road Signs* . . . Value \$ 3.88

*Imprinted with your name.

Rules Governing Offer

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

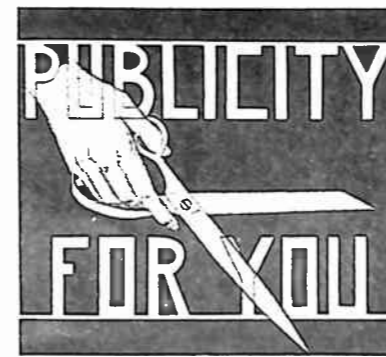
1. Carefully write your experience, not to exceed 500 words, on one side of white paper. Typewritten preferred.
2. Mail your plan to Carl F. Propson, c-o The Crosley Radio Corporation, Cincinnati, Ohio, to reach us not later than September 1, 1928.
3. Only actual experiences in selling Crosley Icyball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

4. Your own experience in selling the Icyball must be accompanied by one testimonial from some person to whom you have sold an outfit.
5. No entries will be received after September 1, 1928.
6. Announcement of prize winners will be made in the October 1 issue of The Broadcaster, together with the winning articles.
7. State the number of Crosley Icyball Refrigerators you have sold since January 1, 1928.

Official Judges

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

All Reports of Selling Plans Must Reach Us By Sept. 1st



The following news stories were prepared by the Crosley Publicity Department for your use in local newspapers in obtaining publicity for yourself and the Crosley products you sell. Clip them out, fill in your name and address in the blank space and hand them to your radio editor or to the advertising solicitor who calls on you. Please send us clippings of any of this material that is printed in newspapers in your territory.

Novel Speaker To Be Demonstrated

One of the most important developments in the radio industry this year was the adaptation of the dynamic principle to loud speaker use and a low priced reproducer of this type, the Dynacone, was the outstanding feature of the 1928 Chicago Radio Trade Show.

A duplicate of this innovation in the speaker line is on display this week at _____ where it is hooked up to a Crosley Showbox AC receiver in order that listeners might hear it at its best. The Crosley receiver was especially constructed for use with the Dynacone.

The electro-dynamic type of loud speaker is particularly suited to handle very high outputs from power amplifiers and when properly used will far surpass other types of speakers in performance. They will work satisfactorily with audio amplification employing 171 type tubes and when used with such amplifiers, the full bass notes, which are ordinarily slighted with low power amplifiers and ordinary speakers, deliver music with remarkable realism.

New Line of Radios On Display

A complete line of Crosley radio receivers and speakers is now on display at the show rooms of _____, authorized Crosley dealer in _____. This display is a duplication of the exhibition at the 1928 Chicago Radio Trade Show.

The new Crosley line is arranged to meet every demand of service,

there being three A. C. electric models, one storage battery operated set and one dry cell operated receiver, and in addition two speakers, one of the new dynamic type, the Dynacone, and the other, the Musicone, a magnetic type reproducer.

Of the A. C. sets, the Jewelbox, and the Showbox are eight tube sets using three stages of radio frequency amplification, while the other set of this group, the Gembox, is a six tube set. All the A. C. sets are self-contained, needing only to be connected to the light socket to be operated, and have single control illuminated dials.

The Bandbox is a six tube storage battery type set, featuring volume, tonal quality, selectivity, and distance. The other battery operated set is the Bandbox, Jr., which is operated with dry cells. This set, while primarily designed for use in rural districts where the use of storage batteries is impractical, is so small and compact that it can be utilized as a portable set, being small enough to fit in a suitcase.

Stability And Dependability Are Crosley Traits

Crosley Receiver Weathers St. Francis Dam Break And Operates Perfectly

It is some time since the St. Francis Dam broke loose in California, flooding the countryside with twelve billion gallons of water and with the loss of life reaching near two hundred. A story, however, has come to our attention which we know will interest every one, for it proves again the fine construction always to be found in Crosley merchandise.

It seems that just after the dam broke loose and rescue work had begun, W. I. Hodge, who is a representative of the Kierulff & Ravenscroft Company, Crosley distributors in California, was digging for bodies about a mile below the dam. While doing this he came across a Crosley RFL-75 buried deep in the mud. The cabinet in which the set was installed was completely broken and the chassis was thick with mud. After thoroughly cleaning the set and installing new tubes, but not touching in any way the wiring of the set, Mr. Hodge tuned it in and found the set worked beautifully. The first station picked up was at Denver, Colorado.

This remarkable incident created a great deal of attention in the California territory and the set was placed on demonstration in Walker's Department Store at Los Angeles. Over the set was placed the slogan, "Stability and Dependability of Crosley Radio."



Revive Pianologues Band lues



Virginia Lee



Andy Mansfield

Pianologues and "blues", long removed from local radio programs after a plethora of such entertainment, have been returned to the schedules of WLW with considerable success.

Virginia Lee, "blues" singer, with four years of stage experience as a background and Andy Mansfield, pianist of Ray Miller's orchestra, are the exponents of the revival of what was once among radio's most popular features.

Mansfield is noted for his clever orchestral arrangements and for his direction of various recording units. He was director of the orchestra in a road company of "Little Jesse James" and has at other times directed his own orchestras. He has written many of the "blues" songs sung by Miss Lee.

"Radio is a relaxation," he says, and upholds his contention by making a flying trip to the Crosley studios Saturday nights during an intermission in the Hotel Gibson's dance program where he plays with Miller's orchestra.

Miss Lee sings "blues" songs with a flavor that suggests a birth place farther south than her Covington, Ky., home. She gained a stage reputation in "China Rose" and other New York musical shows and in vaudeville. She is heard at WLW on Thursdays at 10 P. M. and with Mansfield Wednesday nights.

Packet Race Stimulates Interest

Although the Crosley radio station, WLW, at Cincinnati, has long included the broadcast of river stages on its daily schedule, interest in this feature now has reached a new peak.

After the recent race up the Ohio river from Cincinnati to New Richmond between the Chris Greene and the Betsy Ann, two rival river packets, challenges between other pilots have begun to fly back and forth along the river from Calro to Pittsburgh.

Public interest in the revival of the sport made famous by the Natchez and the Robert E. Lee is great. Since each challenge is conditioned by the height of the river, race fans are tuning WLW daily for dope.

1928 CROSLEY HEADLINERS

The DYNAcone

Type E



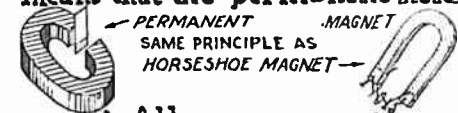
This truly remarkable speaker is without an equal. It is the only dynamic speaker, utilizing field electromagnets, which can be run direct from the radio set, without special battery. The dynamic principle enables great volume to be obtained with perfect tone quality. Type E DYNAcone is for use with sets having a single output tube.

\$25.

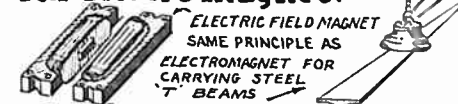
CROSLEY DYNAcone

A Simple Explanation that All can Understand

The dynamic principle of radio speakers means **POWER**-combined with the finest attainable **QUALITY**. Dynamic speakers get their **POWER** by the use of an *electromagnetic field*. Translated from Engineering into English this means that the permanent field



magnet of the average radio speaker is replaced by a powerful electromagnet.



Comparing the possible **POWER** of electromagnets and permanent magnets is like comparing a magneto to a dynamo.

The magneto uses permanent field magnets. It will serve admirably as a shocking machine but cannot light a single lamp bulb. The dynamo uses electro-magnets. Even a moderate sized dynamo will run the lights of an entire village.



Heretofore, the use of

dynamic speakers was limited to a comparative few who could afford them because they required a separate battery to supply the current for their electromagnet coils.

DYNAcone eliminates the battery and utilizes current direct from the set to operate its field coils.

A continuous direct current is always flowing in the plate circuit of the power output tube of the radio set.

Upon this direct current is superimposed the fluctuations of the signal.

It has been customary to keep the direct current out of the loudspeaker because so strong a current would tend to *paralyze* the speaker by pulling its armature over against the field magnet.

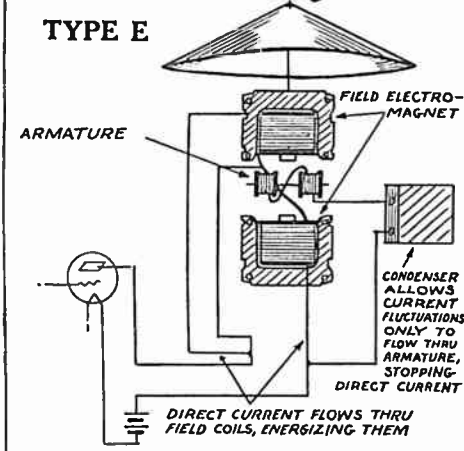


To get rid of this strong direct current, a transformer,

or a condenser is used,

which allows only the signal fluctuations to

enter the speaker armature. DYNAcone uses the latter method for keeping the direct current out of its armature but makes use of this very current, which other speakers throw away, for energizing its field electromagnets.



By thus ingeniously utilizing energy heretofore thrown away, DYNAcone achieves **POWER** and **QUALITY** only attainable with the dynamic principle, without any special batteries or other apparatus. It is simply connected directly in the output circuit of any set using a 171 type power tube operating at 180 volts on the plate.*

* If the set has an output transformer, this is disconnected by the dealer when DYNAcone is installed.

The DYNAcone

Type F

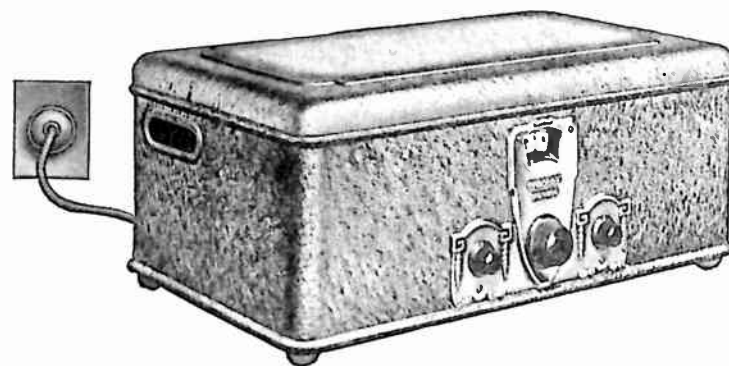


Type F DYNAcone differs from Type E only in being arranged for operation from Crosley sets having push-pull output stages. In basic principles and operation it is the same as Type E, but it has an additional pair of leads for energizing the field electromagnets. Type F DYNAcone should be used with SHOWBOX or new style JEWELBOX models.

\$25.

The SHOWBOX

8 Tube AC Electric



For those who want maximum volume and power combined with the all-electric, light-socket feature, the Crosley SHOWBOX is the ideal set. Its eight tubes, combined with a push-pull output stage, provide ample volume, even when receiving distant stations. The push-pull output, a unique Crosley feature, and especially designed audio transformers, result in extraordinarily fine tone quality. Though ruggedly constructed throughout, the SHOWBOX is built into a compact case—a feature that will appeal to many radio prospects. Simply plug it into a light socket, and it is ready to go. No trouble at all to demonstrate it in the home.

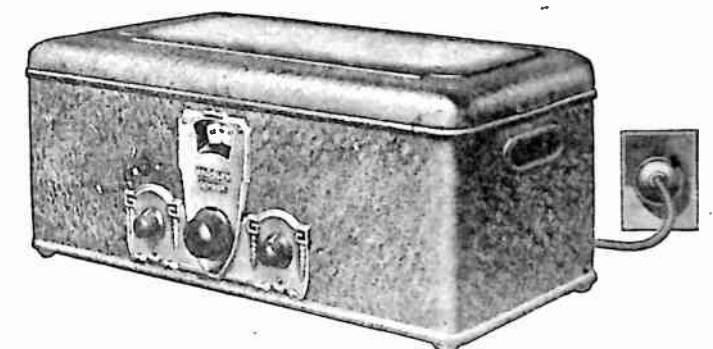
\$80 WITHOUT TUBES

Whatever happens in 1928..



The GEMBOX

6 Tube AC Electric



Here is a winner for you. There is nothing else on the market that can touch it. Think of getting a modern, light-socket radio set for \$65! Many persons who have passed up light-socket sets previously as beyond their means will be in the market for this one. The GEMBOX is a finely-constructed, small set. It utilizes six tubes, with a power output tube in the last stage. In tone quality, selectivity, volume, and ability to get stations, its performance is surprising. Yet it is so small and light that you can easily carry it under your arm, fully equipped.

\$65. WITHOUT TUBES



...you're there with a Crosley

SHOWERS

Radio Cabinets Are Profit Builders

Showers Brothers, through their long experience in furniture building, and their great resources, produce values that competition cannot meet. Mass production methods produce economies that can be passed on to the customer. Dealers and customers alike enjoy these savings! Dealers are able to sell Showers products far below competitive prices and at the same time enjoy a substantial profit.

ley, Jr., are acoustically and mechanically perfect. Beautiful walnut veneers and rare woods are matched to create handsome combinations in the mode of fine furniture so popular today.

Authentically designed, Showers cabinets are correct as to beauty as well as construction. To insure the best possible tone effect from the speaker, the DYNACONE which is built in, Showers cabinets contain a three-quarter inch baffle board. This board is mounted directly behind the front panel and improves the tone wonderfully.

Showers cabinets, endorsed by Powel Cros-

AMAZING CABINET VALUES

Model C-3 . . . \$50.00
Radio Tuning Bench . \$16.75
and Hand Etched Mirror \$12.00

Sell the 3 Pieces as a Combination

This is Showers most amazing value—Console cabinet equipped with the new CROSLY DYNACONE, the greatest loud speaker achievement of 1928. This beautiful walnut veneer console stands 38 inches high. Exquisitely matched patterns of beautiful grained veneers and genuine wood carvings are splendidly handled in a decorative note of real beauty. The Tuning Bench is of the popular Jenny Lind design and harmonizes perfectly with these cabinets. Showers radio mirrors are recognized as the finest mirror values in the country. They are genuine plate glass, hand etched and are available in matching designs for these approved console cabinets.

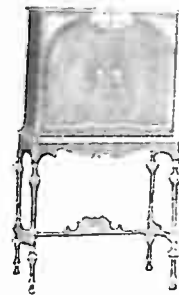
For further information write Department 81



SHOWERS BROTHERS CO.
Bloomington, Ind.

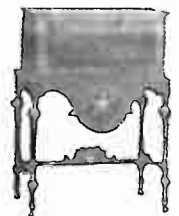
Showers Radio Cabinets Best Values for 1928-29

Nowhere is it possible in the radio world to find values better than Showers. Showers Brothers Company make it possible for you to offer complete radio settings for the "Radio Corner" at astonishing low prices!



Model C-1 \$81

Walnut veneers are cut to show the full beauty of the grain and rare zebra wood and genuine wood carvings are decorative elements of this splendid value. Fluted legs impart a delicacy to unusually sturdy construction. Hardware is solid brass and full swinging doors open upon the radio control panel and the Crosley DYNACONE.



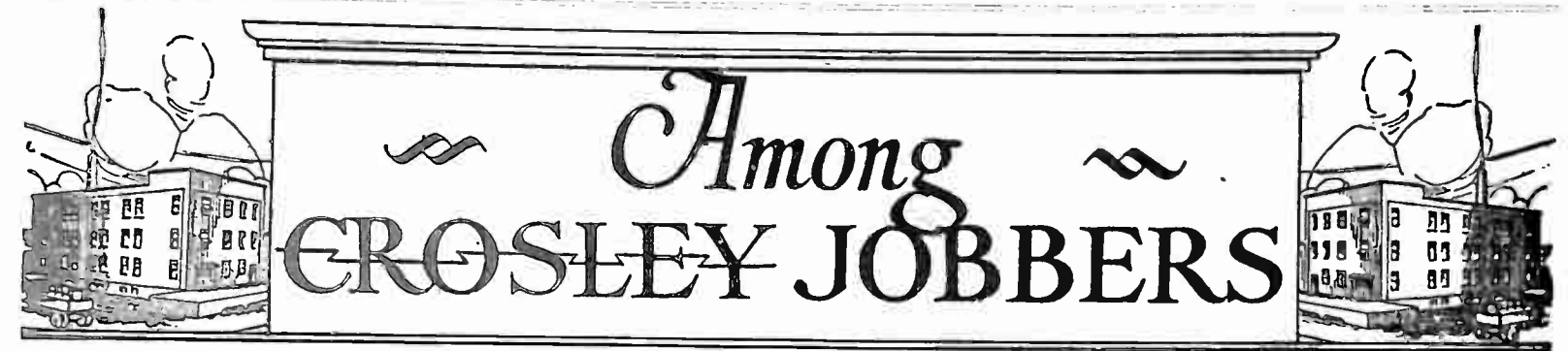
Model C-2 \$70

Fine walnut veneer and genuine wood carvings make this cabinet a true work of art. The door falls down to form an arm rest while operating the radio controls. The diamond matching of the veneers on the front panel is cabinet making at its best. The Crosley DYNACONE is mounted gracefully underneath.



Model C-4 \$70

Matched walnut veneer creates charming doors with over-laid decorations of blistered maple veneer. Genuine wood carvings are highlighted and beautifully finished. Top opens for access to the radio chassis and doors are full swinging type. New Crosley DYNACONE is built in.



Demonstration Salon

Wilkening, Inc., Builds Model Show Room For Dealers

Wilkening, Inc., Philadelphia, Pa., have built an ideal demonstration room for dealers' use. Their dealers are invited to use it in closing sales or to copy it in their own stores.

In the rear of the room there is a small table on which is mounted a remote control box and from this box any set can be operated on any speaker without the demonstrator walking from one set to the other. The alcove in which is hung a picture of Mr. Powel Crosley, Jr., is finished in a bright gold and there is a spot light shining on that alcove from the opposite side of the room.

The floor is covered with 1" felt and the bunting around the walls



is 3" to 4" from the wall. This air space gives the room the best acoustical qualities. The ceiling is finished in the same manner with a 10" air column space. On one side of the room there are two large windows facing Broad street.

The whole setting is one that is most inviting to a customer. It has been found that the dealer is able to close his sales with such a setting much easier than in his own store. Many dealers are now installing similar demonstrating salons.

The room was designed and made by the Wilkening Service Manager, D. H. Best. In the next room from this demonstrating Salon, is conducted a school for dealer's service men, which is also under Mr. Best's supervision and has enabled many Crosley dealers to give better and quicker service to their customers.

Glasgow-Stewart and Company Of Charlotte, Holds Dealer Meeting

North Carolina Dealers Express Enthusiasm For 1928-29 Crosley Line



Crosley Dealers' Banquet at Hotel Charlotte, Charlotte, N. C.

Two score dealers handling the radio products of the Crosley Radio Corporation in the Piedmont Carolinas met in convention at the Hotel Charlotte to inspect the newest departures in radio equipment. Tom M. Glasgow, of the Glasgow-Stewart Company was chairman.

Members of the convention were enthusiastic in discussing prospects for the "greatest radio year in history" and highest approval was expressed by the visitors for the display advertising and demonstration equipment set up at the hotel.

Delighted With Sixth Crosley

The Crosley Radio Corporation, Cincinnati, Ohio. Gentlemen:

I have been using a Bandbox since last September with wonderfully successful results.

Most eastern stations are entirely blanketed by those nearby, but I believe that is the only reason I can't get any one on the list. For over four months I have received KDKA nightly almost at will—only one little-used local station being assigned to that frequency—and at times the volume is fully equivalent to that of KFI.

It would appear that such performance is "some boost" for the Bandbox.

This is my sixth Crosley, starting back in '23 with the little one-lunger and trailing along with you, Model 51, Trirdyn, etc. If the ultimate consumer got value received from all producers and manufacturers as he does from you, this would be a pretty nifty world to live in!

Very truly yours,
E. S. Boalich,
Duplex Water Percolator Co.,
San Diego, California.

Takes Display To The Dealer

Century Radio Corporation Truck Travels Through New England

On June 25th one of the trucks of the 20th Century Radio Corporation Crosley-Amrad distributor in New York City left for Fairfield County, Conn., with a complete display of the new lines.

Accompanying the truck were Mr. Lamarque New York Crosley rep-



representative, Mr. Troan New York Amrad representative, Mr. Gary Assistant Sales Manager 20th Century Radio Corporation, Mr. Roberts Fairfield, county salesman and Mr. Brennan representing the service department of 20th Century Radio Corporation.

At each dealers store the two lines were set up demonstrated and displayed. One of the interesting

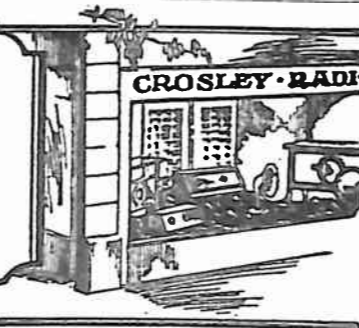


features of this trip was the amount of attention attracted by the 20th Century Radio Corporations truck with the display signs painted on each side. The entire trip proved very successful and forcefully brought home to the dealers the strong combination which the Crosley-Amrad line will make with the public in the coming season.

The British Broadcasting Company is experimenting with a new type of microphone which is supposed to be especially effective for use in broadcasting where there are large crowds, around, as at baseball games, etc.



CROSLY DEALER'S PAGE



Proving Crosley Superiority

Put Sets In The House And Let Them Sell Themselves

With the new Crosley line home demonstrations are more important than ever.

It is impossible to fully appreciate these remarkable sets without hearing them perform. Everyone who sees them is enthusiastic about their appearance. But the features in which they stand years ahead of other sets are hidden down inside the inner works and are only brought out by actual operation.

Hidden Features Brought Out

"Push-pull" may be a good, big-sounding word, but your prospect will never realize what it means in terms of actual tone quality and undistorted volume until he listens to one of the new Jewelbox or Showbox models.

"Selectivity" may be a feature that your prospect demands, but he will never know what real selectivity is until he actually tunes one of these new sets himself.

New Standard To Judge

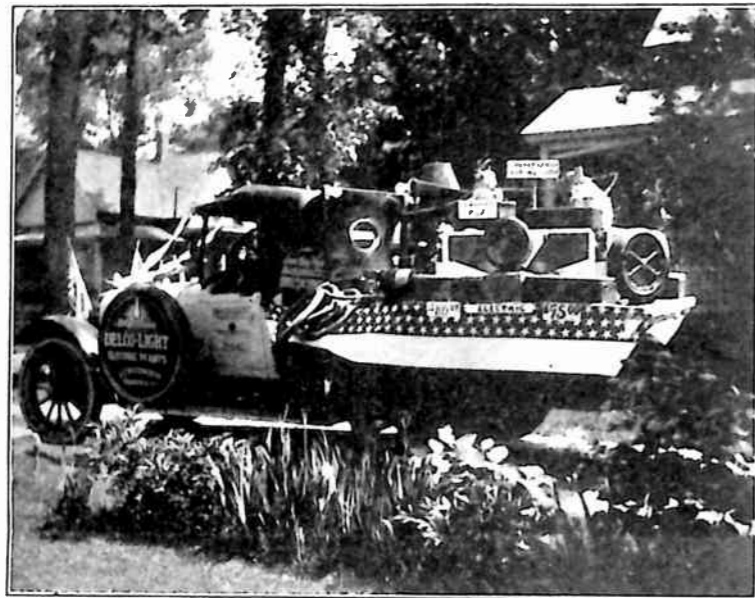
Let your prospect try one of these sets and he will judge radio performance by a new standard—a standard which other sets cannot meet.

Almost any kind of merchandise of durable character may be bought on trial. The free-trial method of selling, or the home-demonstration method, has become almost universal in the field of mechanical appliances, where performance determines the true value of the article.

Try In The Home

When a housewife buys a washing machine or a sewing machine she is almost certain to want to try it in her own home before coming to an actual decision. When she buys a vacuum cleaner, she insists that it be demonstrated.

Gouverneur, New York, Dealer Enters You're There With The Price



V. E. Woodworth, Gouverneur, New York, Authorized Crosley Dealer, creates interest with above float in the Independence Day parade.

In the automobile field there is probably only an exceptional sale without a previous demonstration. The method followed in selling automobiles is always to get the prospect into the car and have him drive it himself. The thrill of driving the new car, of taking it up hills, and of shooting past others in traffic creates such a strong desire to purchase that the sale is often made with practically no selling effort.

Performance Important

Certainly performance in radio is just as important as it is in washing machines, vacuum cleaners, or automobiles. When people buy radio sets they are primarily buying entertainment, or performance, and only secondarily buying furniture. How are they going to judge what they are getting unless they have the advantage of a demonstration?

Thus any radio set can best be sold by demonstration. But the demonstration method is especially applicable to the Crosley line because

these new models so far outstrip their competitors in performance. In other words, Crosley dealers are able to go out into prospects homes and not only show what Crosley sets will do, but show how much better they will do than any competitive sets in the field.

Advertising Paves The Way

Crosley national advertising is paving the way for home demonstrations. When prospects read that Crosley sets may be tried in the home, when they are actually invited to take advantage of a free trial, they are naturally favorably impressed. "Here is a set," they say to themselves, "whose backers are not afraid to have it compared with anything in the market. This set must be right."

Broadcasting is the backbone of the radio industry. How many radio manufacturers support broadcasting? Crosley has two high-powered stations.

Says New York Crosley Dealer Speaking Of 1928-29 Line

"I thoroughly believe that the new 1929 line is the most wonderful line of radios that could be produced by one single company, and at the astounding price of the new models it should certainly open a new field for the Crosley line.

"A new motto for your dealers should be "You're there with the price."

Mr. William D. Guard,
Lewiston, N. Y.

The new audio transformers in the Crosley Showbox and Jewelbox reproduce faithfully over a remarkably wide range of audio frequencies. The low vibrations of drums come through them clearly.

TUNE IN!

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

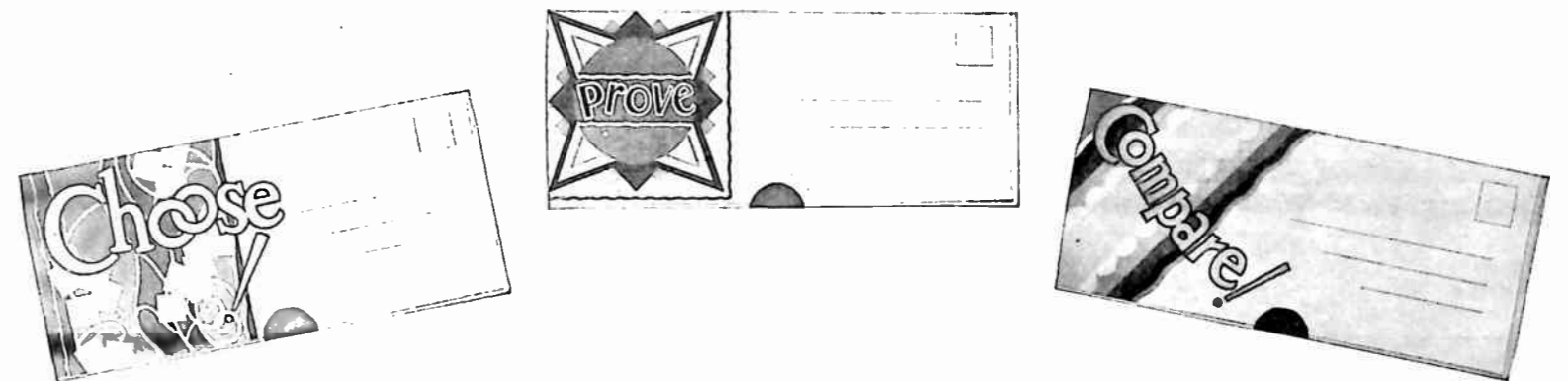
- Financial News
- Market Reports
- Government Bond
- Quotations
- Call Money Rates
- Foreign Exchange
- Grain and Live Stock
- Quotations

The FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio

Get On The Band Wagon!

The Crosley Retail Sales Plan will sell radio—Crosley Radio—for you; PROVIDED YOU USE IT. The Sale of but one Jewelbox and one Dynacone will pay the entire cost of working 300 of your best prospects. Can you sell more than 1 out of 300? Of course you can! That's proof that the Crosley Sales Plan will more than pay for itself on the first sale. Then, it will keep on selling sets for you—more sets than you could possibly sell in any other way.



The Best Sales Plan in Radio--- and the least expensive, too

Any selling or advertising plan that was ever invented is only worth what it will do for you. There is no question about what the Crosley Sales Plan is worth to you in increased sales and profits. It is the one sure retail plan that eliminates chance and gambles on cost.

Never before have you been able to buy so much in the way of selling help at such a low cost. Never have you had such attractive mailing pieces, such strong selling arguments to present to prospects. You can't match the Crosley Sales Plan for economy or effectiveness anywhere else in radio.

Ask your distributor for complete information, or write direct to us. But DO IT NOW!

You're THERE With The Crosley Sales Plan

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

SCHUSTER ELECTRIC COMPANY
WHOLESALE
CROSLY DISTRIBUTOR
2160 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, WIS.
Exclusively Radio
Wholesale Only
CROSLY DISTRIBUTOR

INSTANT ACCEPTANCE!

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

Symphonic Series

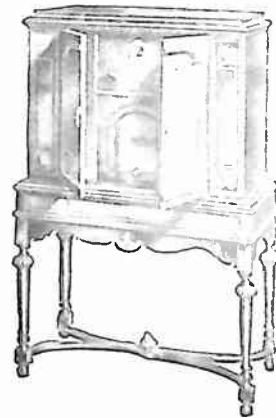
At the Chicago Trade Show hundreds of retail dealers crystalized this enthusiasm by applying for the Amrad franchise.



The Opera
Combination radio and electrical phonograph. Richly figured, hand curved walnut. Both radio and phonograph are purely electrical, with built-in Dynamic power speaker and illuminated single dial.
Price \$875
(Without tubes)



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



The Sonata
Handsome console of walnut with decorative panels of satinwood and zebra wood. The most modern purely electrical radio and finest type built-in Dynamic power speaker. Uses eight tubes.
Price \$475
(Without tubes)



The Nocturne
Console model in walnut, built-in Dynamic speaker. Purely electrical. Illuminated single dial control and bronze escutcheon plate enameled in color. Double shielded.
Price \$295
(Without tubes)

SPECIAL FEATURES
The chassis includes a tone control in the rear of the chassis, enabling the user to adjust the tone of the receiver to suit his taste, emphasizing either the high or the low notes.
It also has an electrical phonograph pick-up attachment which becomes effective by throwing a small switch, employing the audio amplifying system and electric dynamic speaker for phonographs of any type—giving the full richness and volume of tone, even in the case of small portable phonographs.
One of the outstanding features is that which permits the use of the electrical connection for the receiver, through the lamp socket) as an antenna and ground, in which case neither outdoor or indoor antenna is necessary. Best results, however, can be obtained by use of an outdoor antenna and ground wire. The principle use of the antenna plug-in is in demonstrating the receiver either in the home or in the display room.



The Concerto
Beautifully proportioned modern cabinet of American and Oriental walnut. Electric Dynamic power speaker built into cabinet. Purely electrical, single dial control.
Price \$320
(Without tubes)

THE AMRAD CORPORATION

Medford Hillside, Mass.

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

J. E. HAHN
President

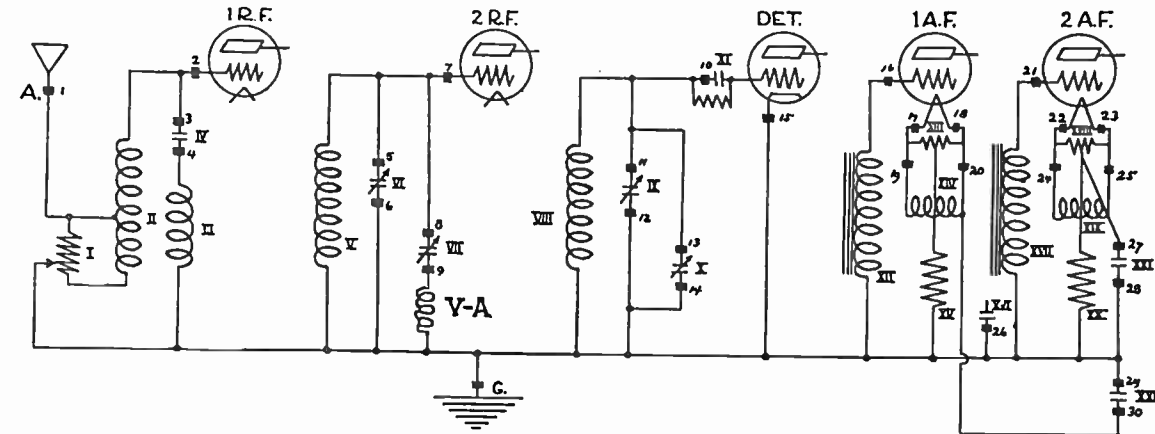
POWEL CROSLY, JR.
Chr. of the Board

Crosley Service Manual

No. 123.

Model 608, Part III---Testing.

8-15-28



A. CIRCUITS TO GROUND

General reception tests, tests of tubes, and accessories, and tests for troubles which cause special symptoms are described in service sheet No. 101. When trouble still persists after these tests have been used, the set should be put through the following routing tests. Both lamp and headphones testers, as described in service sheet No. 101, are to be used. Remove tubes before making tests.

A. Circuits To Ground

Connect one contact of lamp tester to ground terminal on set. Touch other contact of tester to terminals as follows:

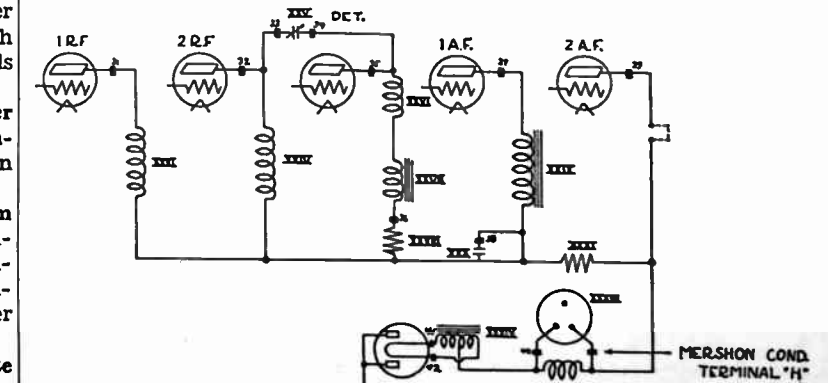
1. Antenna Terminal on Set—Failure to light indicates fault in circuit from antenna terminal through volume control I and half of antenna coil II to ground.
2. Grid Contact, First Socket—Failure to light indicates break in circuit through antenna coil II and volume control I to ground.
3. First Balance Condenser, Grid Lead (Antenna Coil) Terminal—Failure to light indicates break in balance condenser lead.
4. First Balance Condenser, Coil Terminal—Failure to light indicates break in circuit from balance condenser through balance coil III to ground.

Disconnect lamp tester and connect one contact of headphones tester to ground terminal of set. Touch other contact of tester to terminals as follows:

5. R. F. Tuning Condenser (Stator)—Rotate station selector and listen in headphones for clicks. If clicks occur, they indicate shorted condenser plates. Click on first making contact indicates that leads are O. K.

Disconnect headphones tester and connect one contact of lamp tester to ground terminal on set. Touch other contact of tester to terminals as follows:

6. 2 R. F. Tuning Condenser Rotor—Failure of lamp to light indicates poor connection between rotor plates and ground.
7. Grid Contact, Second Socket—Failure of lamp to light indicates break in circuit through r. f. transformer secondary V to ground.
8. Second Balance Condenser, Grid Lead Terminal—Failure of lamp to light indicates fault in circuit from balance condenser through coil V to ground.
9. Second Balance Condenser, Balance Coil Terminal—Failure of lamp to light indicates fault in circuit from balance condenser through balance coil VA to ground.
10. Grid Condenser Terminal—Failure of lamp to light indicates break in circuit from grid condenser through r. f. transformer secondary VIII to ground.
Disconnect lamp tester and connect one contact of headphones tester to ground terminal on set. Touch other contact of tester to terminals as follows:
11. Detector Tuning Condenser Stator—Rotate station selector and listen for clicks in headphones. If clicks occur, they indicate shorted condenser plates.
Disconnect headphones tester and connect one contact of lamp tester to ground terminal on set. Touch other contact of tester to terminals as follows:
12. Detector Tuning Condenser Rotor—Failure of lamp to light indicates faulty connection between rotor plates and ground.
13. Aligning Condenser Bottom Plate—Failure of lamp to light indicates fault in circuit from aligning condenser and tuning condenser stator through r. f. transformer secondary VIII to ground.
14. Aligning Condenser Top Plate—Failure to light indicates faulty connection to tuning condenser frame and ground.



B. CIRCUITS TO MERSHON CONDENSER TERMINAL 'H'

A. F. Socket—Clicks on making contact indicate that circuits from filament contacts through potentiometer XVIII and resistance XX to ground are complete.

24 and 25. Power Transformer Secondary—If it is desired to test the power transformer secondary supplying current to the filament of the output tube, disconnect its leads and test with headphones tester.

26. Grounded Terminals of 1-2 m. f. Condensers On Bottom of Set—Clicks in headphones when contact is made indicate that condensers are properly grounded.

27, 28, 29 and 30 Terminals of Double 1-2 m. f. Condenser On Top of Chassis—Clicks on making contact indicate that condenser leads are o. k.

B. Circuits to Mershon Condenser Terminal 'H'

This terminal is the one connected to the output. Except when testing the Mershon condenser lead, connection may be made to the lug on the terminal strip to which Mershon condenser terminal 'H' is connected.

Touch one contact of lamp tester to terminal 'H', or terminal strip lug, (as mentioned above) and touch other contact of tester to terminals as follows:

31. Plate Contact First Socket—Failure of lamp to light indicates fault in circuit through r. f. transformer primary XXIII.
32. Plate Contact Second Socket—Failure of lamp to light indicates fault in circuit through r. f. transformer primary XXIV.
33. Intensifier Terminal—Failure of lamp to light indicates fault in intensifier connection.
Disconnect lamp tester and connect one contact of headphones tester to lug or terminal 'H'. Touch other contact of tester to terminals as follows:

(Continued on Page 16)

New Station

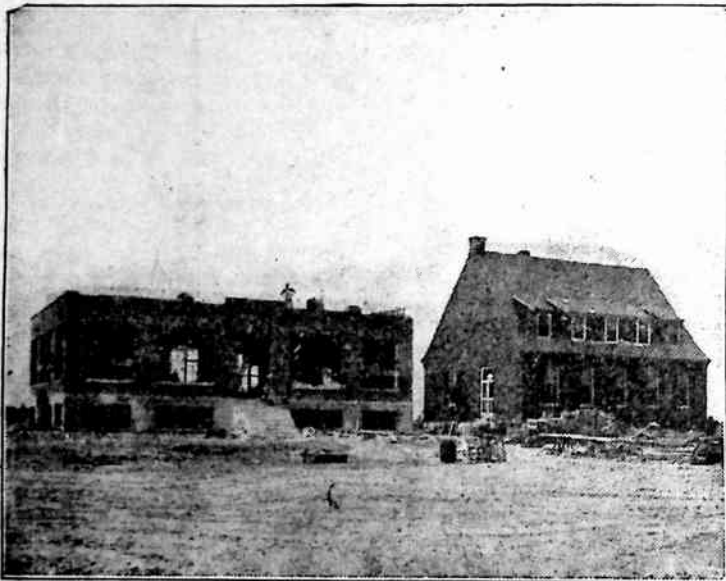
(Continued from Page 1)
watts in the very near future. Although that seems like a terrific increase, we cannot fail to see that even 50 kilowatts is not the end of the story.

"Naturally, we believe with Mr. Caldwell, of the Federal Radio Commission that the listening public can be served satisfactorily on-

of additional stages of radio amplification."

The new fifty kilowatt station will have a large transmitting radius, and will do much toward stimulating interest in Crosley radio, to the benefit of Crosley Dealers and Distributors.

WLW has a large following



The new building for the 50 kilowatt WLW transmitter at Mason, Ohio, soon to be on the air.

ly by increasing the number of powerful sending stations. We want to be ready to make the next jump as soon as it becomes necessary or advisable. The modulation method used in our new transmitter makes it an easy matter to increase the power materially by the adoption

among radio fans. It has become noted for the consistently fine quality of its programs. When the increased power is put on the air, thousands of radio fans who have never before enjoyed programs from the Crosley station will be added to the list of WLW enthusiasts.

There With A Crosley Bandbox

Pleased With WLW-WSAI Programs---Clear As A Crystal With Almost No Static

"W. L. W.
Crosley Radio Corporation,
Gentlemen:

Just a few lines to advise you that I am a constant listener in on your station. But the best part of it is the fact that I am "There With A Crosley" Bandbox.

I got it on December 1, 1927, and it is in constant daily use. I have only spent ten cents for a fuse that I burned out through my carelessness.

I enjoy the chain programs very much and am pleased to note you are operating WSAI, and hope you will retain some of the chain programs, also the Crosley Cossacks and pipe organ programs, as well as the novelties and notions.

My Crosley has given me programs clear as a crystal with almost no static at any time, via the Crosley Musicone in the fire place.

Needless to say my next radio will be a Crosley.

When I am in Cincinnati, I would like to see your station if such a thing is possible.

With a deep appreciation of the many hours of wonderful music, etc. that you have given me, I am,

Sincerely,

A. L. Herbster,
Indianapolis, Indiana.

Crosley builds high-priced radio sets at a moderate price.

Service Manual

(Continued from Page 15)

34. Intensifier Terminal—Click on making contact indicates that intensifier lead is o. k.

35 and 36. Plate Contact Detector Socket—Click on making contact indicates that circuit from plate contact through coil XXVI, a. f. transformer primary XXVII and resistance XXVIII is complete. Contact 36 tests resistance unit only.

37. Plate Contact 1 A. F. Socket—Click on making contact indicates that circuit through a. f. transformer primary XXIX is complete.

38. Terminals of 1-2 m. f. Condensers on Bottom of Chassis—Test 26 is used for grounded terminals. This test determines by the click method if the leads from the ungrounded terminals are complete.

39. Plate Contact Output Socket—Short output terminals first. Click on making contact indicates that leads are o. k.

40. Mershon Condenser Terminal—Click on making contact indicates that circuit through choke XXXII is complete.

41 and 42. Filament Terminals Rectifier Socket—Clicks on making contact indicate that circuits through power transformer secondary XXXIV are complete.

Even among those who have electricity in their homes there are some conservative people who would rather have a battery-operated set than a light-socket set—believing the tone-quality to be better or the operation to be more to their liking.

DEMONSTRATION IS EASY

With These New Carrying Cases

These two excellent, imitation leather carrying cases make home demonstration easy. They have been especially manufactured for Crosley Dealer and Distributor salesmen. One holds the receiving set, antenna, pliers, etc., and the other holds the Dynacone or Musicone. The price of both cases together is only \$6.50. Send your order for them to your Distributor.



Price for both cases \$6.50

Order Them From Your Distributor Today