

# ◆◆◆◆◆ THE CROSLEY ◆◆◆◆◆ BROADCASTER

VOL. II

APRIL 15, 1932

No. 3

## THE MOST ASTONISHING TABLE MODEL RADIO EVER BUILT



### FEATURES:

12 Tubes . . Superheterodyne . . .  
Combination Short-Wave and Standard Broadcast Receiver . . .  
Meter Tuning . . .  
Automatic Volume Control . . .



### \$89.50

Complete With  
12 Tubes

Western Prices  
Slightly Higher

Dynamic Speaker  
Mounted to Cabinet  
Top.

## The Crosley Tenstrike SW

■ Cash in to the fullest extent on the growing popularity of short wave and standard broadcast radios. Put this amazing receiver in a prospect's home one evening. Let him enjoy its astonishing performance just a few hours and you'll never get it away from him. That radio will be sold. This new combination short wave and standard broadcast superheterodyne has value and performance that positively cannot be appreciated until it is seen and heard. We could attempt to describe its remarkable performance but you would find it hard to believe. Just try to imagine the kind of reception would be obtainable with the regular Crosley Tenstrike, 10-tube superheterodyne chassis, with Meter Tuning and Automatic Volume Control, and all the other Tenstrike features, plus a built-in 2-tube short wave converter and then you'll have some idea of the thrill your customer will have when he listens to this receiver. Also notice the compactness of this table model with the speaker mounted to the cabinet top.  
Dimensions: 18½-in. high, 16½-in. wide, 12-in. deep.

### No Dealer Can Afford *Not* To Handle CROSLEY

# Talks To The Trade

## POWEL CROSLEY, JR. SAYS

**B**EFORE SELLING any merchandise it is wise to place yourself on the other side of the counter in the customer's place and ask yourself whether you would buy it—whether the quality and price would meet your requirements—whether you would be satisfied after you had purchased it.

Here at Crosley we have always literally stood in front of your counter in designing Crosley radios. We have stood in the shoes of the man of limited means and produced the Tynamite at \$29.75, the five-tube Litlfella at \$36.36, the 7-tube Fortyfive at \$45.00 and the 8-tube Playboy at \$49.75, all Superheterodynes with Pentode and Variable Mu tubes and dynamic speakers. Every one of these receivers are logical purchases for those who have heretofore not been able to afford a radio.

We have also put ourselves in the place of the man who wishes to replace his obsolete receiver—the man who has been able to afford a receiver in the past. We have seen how the low-priced radios attracted our attention and then allowed ourselves to be traded up to the 8-tube Caroler at \$59.75, the 8-tube Merry Maker at \$75.00, the 8-tube Announcer at \$85.00, the 8-tube Playtime at \$95.00 or the 10-tube Tenstrike at \$69.50, the 10-tube Happy Hour at \$99.50 and the combination short-wave and standard broadcast receivers.

These are exactly the kind of radios you would want to buy if you were a prospective buyer of a radio and went to a dealer's store. As a buyer you would want the greatest dollar for dollar value you could obtain for your money—you would want as much exquisite beauty in cabinet design as your money could buy anywhere.

In other words you would want as much for your money as you could possibly get. If you went into a Crosley dealer's store, such as you have, and bought a modern Crosley receiver, you would not only be getting as much for your money as possible—but you would be getting more for your money than you could obtain elsewhere. A simple com-



parison of Crosley features with those in other receivers in the same price range will prove this to you.

No matter whether you had only \$29.75 or whether you wished to spend more than a hundred dollars, you could exactly fill your requirements with a receiver from the Crosley line. Never has as much dollar for dollar value ever been offered in radios—never has a line of radios so completely read the buyer's mind. All these facts are not only true of Crosley radios, but of the new Crosley refrigerator as well.

Every need—every requirement of the buying public has been anticipated. That's why our sales have increased, our hopes have been fulfilled and we are pushing ahead to even greater heights of outstanding success. We ask you to share our enthusiasm, to continue to put your whole-hearted effort behind the sale of Crosley merchandise—because we know Crosley will bring you more sales, greater profits and more satisfied customers than any other line now on the market.

**No Dealer Can Afford *Not* To Handle CROSLEY**

# THE CROSLEY BROADCASTER

## New . . .

■ IN RESPONSE to the number of requests for a combination of the 10-tube Crosley Tenstrike with a short-wave converter incorporated, we are presenting the new Crosley Tenstrike S. W., priced at \$89.50, complete with tubes.

This new receiver is one of the most astonishing table model radios ever built. It has everything. A 10-tube Superheterodyne chassis, two-tube short-wave converter, Meter Tuning, Automatic Volume Control, Push-Pull Pentode Output and all other features you'd expect to find in the finest of radios.

It meets the growing demand for combined short-wave and standard Broadcast receivers and offers an excellent profit opportunity. Dealers in the South and those with territories rather remote from good broadcasting will also find that the short-wave feature offers the solution to summer static, and they will profit from this added feature and selling point.

In Florida close to the Caribbean where we are told static is manufactured in vast quantities during the Summer, most of the long wave northern stations are cut off in warm weather. Not so, however, on short waves. The many northern short-wave stations operating simultaneously with long wave broadcasting stations, W8XAL, the short-wave station of The Crosley Radio Corporation for example, will override the static and give an excellent account of themselves under most conditions. Wise radio men appreciate the use of short waves for distant reception when conditions are adverse.

## Bright Spot . . .

■ MANY BUSINESS economists claim electric refrigeration represents one of the bright spots in merchandising this year. But we claim that the new Crosley refrigerator, selling at its phenomenally low price represents the brightest spot in the entire field of merchandising.

Published by *Copyright, 1932*

The  
**Crosley Radio Corporation**

Cincinnati, Ohio

ALVIN SCHMITHORST . . . . . Editor

All prices quoted herein are  
Eastern prices.

Prices subject to change. Any federal or  
state taxes which may be levied must be  
added to these prices.

It is the greatest opportunity for quick turnover and fast profits ever offered you. Its low price and amazing value literally blow the lid off the refrigerator market—a market that has hardly been dented—one that is eager and has been waiting for a refrigerator within its means—a market from which a staggering volume of business will be realized.

A very interesting survey completed by Dr. Daniel Starch, economist and research specialist of Harvard University, for the Bigelow-Sanford Carpet Company, disclosed some very interesting information regarding the responsive market for electric refrigerators. According to "Good Hardware", heads of families in 21 different towns and cities were asked to name the items for which they are expecting to make an early expenditure.

Electric refrigerators headed the list. More than 20% of the families questioned said their next expenditure for a major item in the home would be an electric refrigerator. Just think, 20% of the available prospects are to the point where they expect to buy. They don't wish to buy; they say they are going to.

The new Crosley refrigerator is made for these people. It meets their demand perfectly. It does everything an electric refrigerator should do—has outstanding features and quality far above any others offered at anywhere near the same low price—is so utterly simple; so entirely free from trouble; so efficient in its use of current—that no family can afford NOT to have the advantages it offers. Neither can any dealer afford to overlook

the profit opportunity this refrigerator offers.

## Night Club . . .

■ ALL CROSLEY dealers are cordially invited to tune in on the "Crosley Dealers' Night Club", which is now being heard over WLW, the "Nation's Station", every Tuesday evening at 10:00 o'clock, Eastern Standard Time. This program is dedicated to the more than 18,000 Crosley dealers—and their friends — scattered throughout the nation.

A unique feature of this new WLW period is a twenty-minute floor show, which carries with it all of the color and atmosphere of America's smartest supper clubs. Pat Harrington, internationally known for his brilliant efforts as master of ceremonies of the S. S. Leviathan supper club during twenty crossings, is on hand as master of ceremonies.

Dance music is provided by Phil Davis and his crack orchestra, which recently closed an engagement at the Paramount Theatre in New York City. Many other radio stars also participate in this spectacular new program. By all means tune in on it. This period was planned to entertain you and to help build good-will among your customers.

## News Items . . .

■ REMEMBER, The Crosley Broadcaster is written for you. It's your paper. It brings you new selling ideas; tells you what other successful dealers are doing and keeps you posted on the latest developments in the Crosley organization.

The editor would like to see your name in this publication—your photograph—an article on some successful sales plan you have tried—a photo of one of your windows—or a note regarding some happening in your organization. He can only give you space in this paper if you will furnish him with this material. Let him hear from YOU.

## New Distributor

■ WHILE THE Barnum Sales Company, Crosley Distributors, Bridgeport, Conn., are one of the newest members of the Crosley family, they are very well qualified to keep Crosley on top of the heap, where it rightfully belongs.

George T. Wurm, chief executive of the concern, is a veteran in the radio field, having started in the radio business in 1923. He has covered practically all of Connecticut, Western Massachusetts, and part of the Hudson Valley. His many friends in this territory will be glad to know he has taken over the distribution of the Crosley line.

The illustration at the top of the page shows a corner of their display room, and furnishes ample evidence that Barnum Sales are very much "there" with Crosley. They look forward confidently to a prosperous season on Crosley radios and refrigerators, and Crosley dealers will find them exceptionally well qualified to help them get their share of business in their localities.



Corner of the display room of The Barnum Sales Company, new Crosley distributors, Bridgeport, Conn. Observe the attractive arrangement of radios and the new Crosley electric refrigerator.

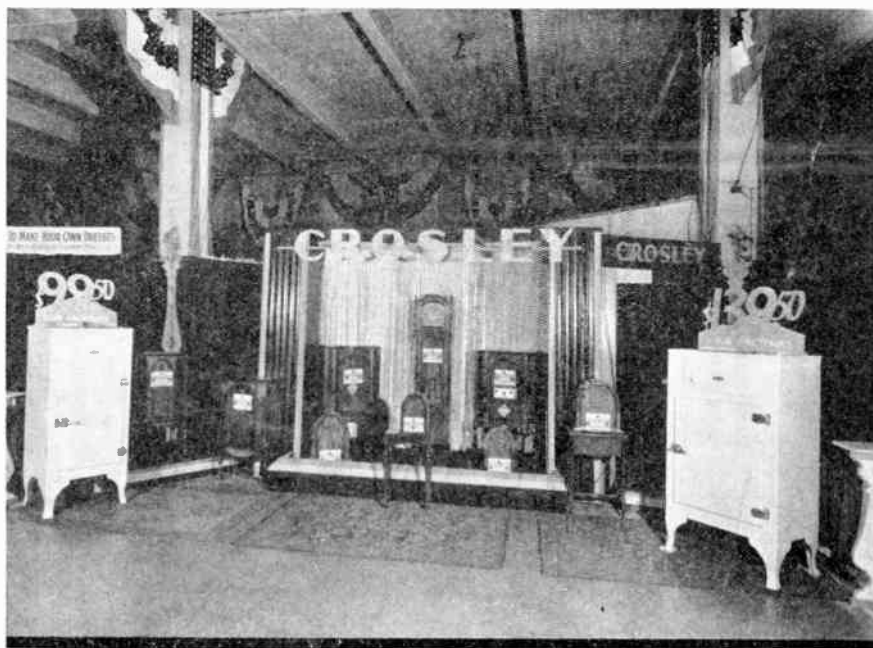
## Lewis Radio Showing

■ Dealers in the Philadelphia territory were guests of the Lewis Radio Co., Inc., this city, exclusive distributor of Crosley radio and refrigeration, at the first showing recently of the new Crosley electric refrigerator. Some 800 retailers attended the three-day exhibit at the company's show rooms.

M. J. Lewis, president of the Lewis Radio Co., Inc., made the following statement: "We were more than gratified by the splendid display of confidence shown by the dealers, not only in their comments on the Crosley electric refrigerators but also in the number of orders received. We booked 10 carloads of Crosley refrigerators as well as a substantial amount of Crosley radios. It was interesting to note that the new "Caroler," the 8-tube Crosley set at \$59.75, complete with tubes, received unanimous praise from the dealers and was acclaimed a leader. The two ten-tube models, "Happy Hour" and the "Tenstrike," came in for a large share of business.

"Practically every large account in the territory served by the Lewis Radio Co., Inc., which takes in eastern Pennsylvania including Lehigh and Northampton counties,

(Continued on Page 5)



Crosley electric refrigerators make their initial appearance before Cincinnatians at the eighth annual Home Beautiful Exposition.

## Home Beautiful Exposition . . . .

■ THOUSANDS of people were attracted to this Crosley display of radios and household refrigerators at the eighth annual Home Beautiful Exposition in Cincinnati. Local dealers, with Les Applegate and R. W. Conway of the Crosley Distributing Corporation, acted as hosts. Many prospects' names were collected and an exceptional amount of interest was shown.

This booth marked the initial showing of the Crosley Refrigerator in Cincinnati. Out of the sixteen makes of refrigerators shown at this exposition, the Crosley was by far the most talked of value. "Have you seen the new Crosley Refrigerator?" was the question on everyone's lips. Attendants at the booth were busy constantly explaining the features of this refrigerator to the crowds attracted to the display.

## Lewis Radio Showing

(Continued from Page 4)

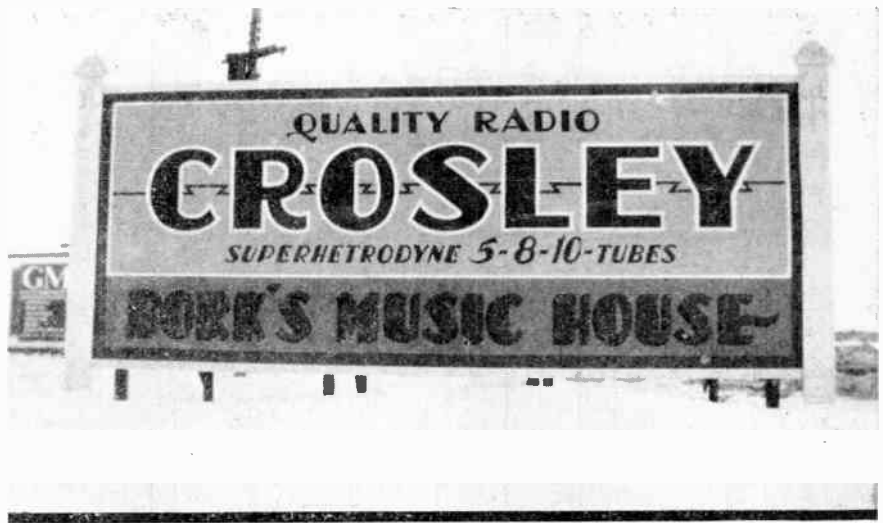
southern New Jersey and New Castle county in Delaware, has placed orders for both Crosley refrigerators and Crosley radio sets. Dealers agree that Powel Crosley, Jr., actually met the exact demands of the trade and that Crosley would undoubtedly occupy first place in sales in the territory. Dealers backed up this by substantial orders for Crosley products."

The following members of the Lewis Radio Co. were present: Herman Lewis, E. J. Cohen, L. Leitman, H. Molans, L. Gold, M. F. Joslow, H. J. Lewis, representing the sales department; J. Phillips, L. Halpern and S. Landy, representing the service department. Frank J. Hogan, Jr., Crosley Radio Corp. district manager, also attended.

Mr. Lewis announced that in the near future a school would be started by his company for dealers, their salesmen and service men at which time instruction will be given on sales and service of Crosley refrigerators and radio receivers. Prominent executives and engineers have been secured to address these meetings.



■ ACCORDING to Harry W. Gregory, Crosley dealer in Factoryville, Pa., more Crosley radios have been sold in this town than all other makes combined.



One of the billboards used by Bork Music House, Crosley dealers, Hibbing, Minn., featuring Crosley radios.

## Telling The World . . . .

■ BORK MUSIC HOUSE, Crosley dealers, Hibbing, Minnesota, have two of the above painted billboards in Hibbing; one is located on a road leading into the city and the other is in the center of town. It will be seen from these billboards that it is through no accident that Bork has enjoyed a successful season with the Crosley. Ask anyone in Hibbing for the name of a good radio dealer. Chances are he'll list Bork among the first.

Bork have always believed in keeping their name in front of the public in every way possible. Not

only do they use bill-boards, for advertising medium, but they also publish the Bork Music News, which is distributed free. This paper consists of two pages, newspaper size, and contains ads on various products handled by Bork. It is attractively printed and distributed from door to door without charge.

So far Bork has sold about 70 radios this season. He is crammed full of selling ideas and we'll probably hear more about him in future issues of this publication.



## Shield Display . . .

■ MOST CERTAINLY this display proved effective and attention compelling. A very pleasing arrangement of Crosley receivers catches your eye as soon as you glance at it. Notice the new Crosley refrigerator in this grouping of radios. Doesn't it look attractive?

This booth is typical of those used by The Shield Company, Crosley distributors, Fort Worth, and Dallas, Texas, to feature Crosley products. It is only logical that displays of this sort result in stimulating business and increasing sales. Radio dealers are particularly fortunate in that the natural attractiveness of Crosley radios and refrigerators makes it easy to display them to the best advantage. With prices of Crosley products as they are, sales are bound to follow when good displays are made.



This booth shows a very attractive display arranged by The Shield Company, Crosley distributors, Fort Worth and Dallas, Texas. Observe the new Crosley refrigerator in this display

# WHEN PRESIDENTS ARE MADE



The Crosley  
**TYNAMITE**

**\$29.75** Complete With Tubes

Western Prices Slightly Higher

■ The low price and amazing performance of this model make it one of the greatest radio values in existence. This Superheterodyne receiver employs one type -24 tube, one type -35 or -51 Variable Mu tube, one type -47 or PZ Pentode tube, one type -80 Rectifier tube. Incorporates image suppression pre-selector, combined volume control and on-off switch, illuminated station selector and a full floating moving coil dynamic speaker. Sell this receiver to families in the low wage class and those wanting a second radio in the home. Dimensions: 13½-in. high, 9¼-in. wide, 7½-in. deep.

## YOU'RE THERE

WITH A

# CROSLEY



The Crosley  
**BONNIBOY**

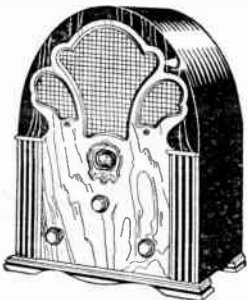
**\$39.75** Complete With Tubes

Western Prices Slightly Higher



■ Many families unable to afford more than \$40.00 for a radio prefer a console model radio to the table type. To meet this demand, offer the Crosley BonniBoy at \$39.75. The BonniBoy

is a beautiful lowboy console incorporating the same chassis and features as the Crosley Tynamite described at left. The cabinet is finished in Adam brown. The front panel is of American black walnut, finished in two-tone effect and arched with fancy imported wood. A beautiful radio at a remarkably low price. Dimensions: 35-in. high, 20½-in. wide, 12¼-in. deep.



The Crosley  
**LITLFELLA**

**\$36.36**

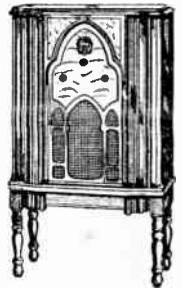
Complete With 5 Tubes  
Western Prices Slightly Higher

■ Here is one of the most sensational profitmakers ever offered. No wonder its success has been so outstanding. Just think of the features offered at the low price of \$36.36. A 5-tube Superheterodyne circuit, Pentode and Variable Mu tubes, illuminated hairline shadow dial with vernier drive, continuous (stepless) static and tone control, combined volume control and on-off switch, a full size Crosley full floating moving coil dynamic speaker, and a remarkably beautiful wood cabinet. Dimensions: 17-in. high, 13-in. wide, 8½-in. deep.

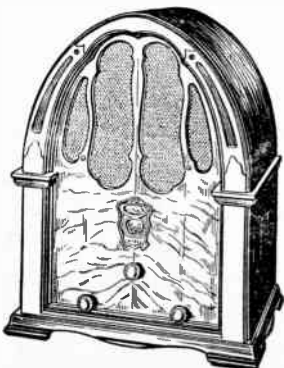
The Crosley  
**BIGFELLA**

**\$48.48**

Complete With 5 Tubes  
Western Prices Slightly Higher



■ New standards of value are reached in this 40-in. console model receiver. A beautifully designed cabinet and a 5-tube Superheterodyne chassis—the same as incorporated in the Littlefella—give this receiver eye-appeal and performance that make it one of the greatest buys in radio. No matter where your customer looks, he will never find greater value for the money than you can offer him in the Crosley Bigfella. Looks and performs like twice the price. Dimensions: 40-in. high, 22¼-in. wide, 12¼-in. deep.



The Crosley  
**TENSTRIKE**

**\$69.50**

Complete With 10 Tubes  
Western Prices Slightly Higher

■ Have your customer compare the number of tubes and features in this receiver with those offered in other radios in the same price range. Let a personal test convince him what a fine degree of sensitivity, selectivity and performance a 10-tube push-pull pentode output, Superheterodyne chassis with meter-tuning and automatic volume control offers. He will recognize the superiority of this chassis as soon as the current is switched on. And he will like the attractive, compact cabinet. Its graceful lines, beautiful stump walnut veneer panel with burl maple overlay are sure to please. Dimensions: 20½-in. high, 16-in. wide, 10-in. deep.

The Crosley  
**HAPPY HOUR**

**\$99.50**

Complete With 10 Tubes  
Western Prices Slightly Higher



■ Here is a splendid six-legged console radio incorporating the Crosley 10-tube push-pull pentode output, Superheterodyne chassis, with meter tuning and automatic volume control and Crosley Auditorium size full floating moving coil dynamic speaker. Offer this receiver where only the best will do. Put it up against any competition. The result will convince your customer that the Crosley Happy Hour is the finest standard broadcast receiver he can buy. Dimensions: 44-in. high, 26½-in. wide, 14-in. deep. The Happy Hour is also available with the new and sensational Crosley full floating moving coil Dual Dynamic Speakers at \$109.50, complete with tubes.

# CAPTURE THOSE "ALMOST SOLD" PROSPECTS

## No. J1 Time Switch



Here is a remarkable value. The famous "Mark-Time" time switch provides automatic timing for the radio, toaster, percolator, sun lamp, washing machine, grill, flat iron, or fan. Has 15 hour time limit. Excellent for turning on and off programs on a new Crosley radio. Makes an excellent alarm in the morning by turning on the radio at any hour selected. Regular retail price \$6.00.

### Special price to you \$1.50 Net

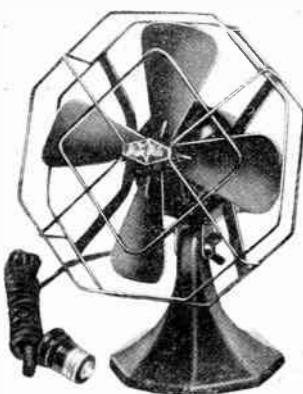
(This item ties up so closely we went the limit to help you sell radios. You will never be able to buy it anywhere at this price again.)

## No. J2 Utility Iron



This travel iron works wonders with handkerchiefs, lingerie, collars and cuffs, or light blouses. Weighs only 2 lbs.; fits into a handbag. As necessary as a tooth brush when traveling. Tested for 2000 hours of use. Heats to 500°. Vitreous green enamel hood. Regular retail price \$1.95.

### Special price to you 90c Net



## No. J3 Electric Fan

An excellent article for the summer season. Has 7 inch blades, is a capable breeze producer and will not interfere with radio reception. Practically noiseless in operation and with proper care will last a lifetime. Finished in black, and modernistic in design. Regular retail price \$4.25.

### Special price to you \$2.50 Net

## WITH THESE PROFIT BUILDERS

"I want to look around further". "I am undecided". "I want to talk it over at home". "I'll be back tomorrow". How many times have you been up against a stonewall when a prospect has made these excuses? How many times have people offered these answers to your selling arguments and walked out of your store without buying? How much greater would your profits be if you sold just half of the people who walk out of your store without buying anything? Often prospects of this sort need some final urge to close the sale. They want to buy, but need a shove - some final inducement that will help them make up their minds. When you get a prospect up to this point and need some final clinch - - then offer him a premium with a radio, and in almost every case you will ring up a sale on the cash register. An offer of a premium with a purchase is one of the best sales makers known. It appeals to the "something for nothing instinct" - - "the bargain instinct" in every person. It strikes the same appeal that makes people attend auction sales - - go bargain hunting - - and even buy things they don't need just because the articles are bargains. A premium is a real inducement at any time. But when you get a combination of a product of the outstanding value of a Crosley receiver and the added inducement of a fine premium, you've got a selling combination that can't be beat. To enable you to obtain premiums to close sales in this manner, the tremendous resources and purchasing power of The Crosley Radio Corporation have been put into action. Crosley buyers have scoured the country searching for suitable articles at the right prices. Electric accessories were finally selected as the most appropriate articles which could be used. Prices and quotations were then obtained and the result is the articles at the rock-bottom prices shown on this page. These are values that are unusual - - - values that are offered to you at less than wholesale prices - - values that your customer could not duplicate at more than twice their actual cost to you. These electrical accessories are made by the outstanding manufacturers in the country. They are the kind your customer would buy if he went into any high grade electric shop. The maker's names on them are familiar to you. Try flashing one of these valuable premiums on your customer when the sale seems lost. Watch his eyes open up as he examines the article you have offered. Listen to the merry tinkle of the cash register as you ring up another sale and see another satisfied customer walk out of your store. Order samples of these premiums now. When you get them, you'll be so pleased you'll want to put them in your own home and use them yourself. You'll probably do so when you consider how little they actually cost. You will also want to order a stock for your store and take full advantage of the profit opportunity they offer.

### NO EXTRA EXPENSE

The purchase of these premiums cannot be considered an expense. You are actually increasing your profits by using them. When a customer is ready to walk out of your store, isn't it better to save the sale by offering a premium? If the customer walks out you make no profit, if he buys when you offer him a premium, you have just that much more profit than you would have had otherwise. Of course, this premium offer will not cut in on the profits you make from your regular sales. You only use a premium on sales that would ordinarily be lost. By doing this you are actually giving your profits a real boost and making a very satisfied customer.

**( TERMS: Owing to the extremely low prices quoted, we cannot open up credit accounts. Therefore all orders must be accompanied by postal money order. Checks not accepted. )**

Cut Here and Mail NOW!

The Crosley Radio Corporation,  
Cincinnati, Ohio.

Enclosed is a postal money order for the premiums listed below. Please ship at once by parcel post or express, charges collect.

Quantity	Price Each	Total	Quantity	Price Each	Total
— J1 Time Switch	\$.150	—	— J4 Waffle Iron	\$.325	—
— J2 Utility Iron	\$.90	—	— J5 Percolator	\$.560	—
— J3 Electric Fan	\$.250	—	— J6 Electric Clock	\$.825	—

Name.....

Street Address.....

City..... State.....

TOTAL AMOUNT OF ORDER .....

## ORDER NOW

## No. J4 Waffle Iron

Here is a very efficient as well as decorative electric table appliance. Indicator tells when it's time to pour the batter. Patented spider unit assures thoroughness of baking without scorching. Waffles lift out easily because of die cast grids. Book of waffle recipes with each iron. Regular retail price \$6.95.

### Special price \$3.25 Net

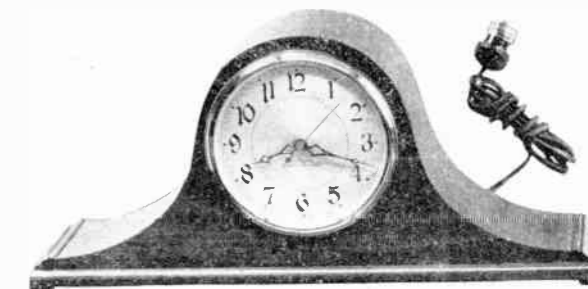
## No. J5 Percolator



This new china percolator is a happy combination of smartness and utility. China is tough in texture to withstand high heat without cracking or breaking. Makes coffee without the bitter metallic taste of a metal coffee pot. 7-cup capacity. "Peres" from 1 to 1½ minutes after current is turned on. Regular retail price \$12.50.

### Special price to you \$5.60 Net

## No. J6 Electric Clock



This unusual value will have an unlimited appeal. Has a very beautiful imported mahogany case, in light antique finish. 17¾-in. in length, 8-in. in height. Silver metal dial, with Arabic numerals and artistic hands. Has hour and half hour strike. Regular retail price \$16.50.

### Special price to you \$8.25 Net



# A Spectacular



MODEL C-45  
4½ CUBIC FEET  
NET CAPACITY

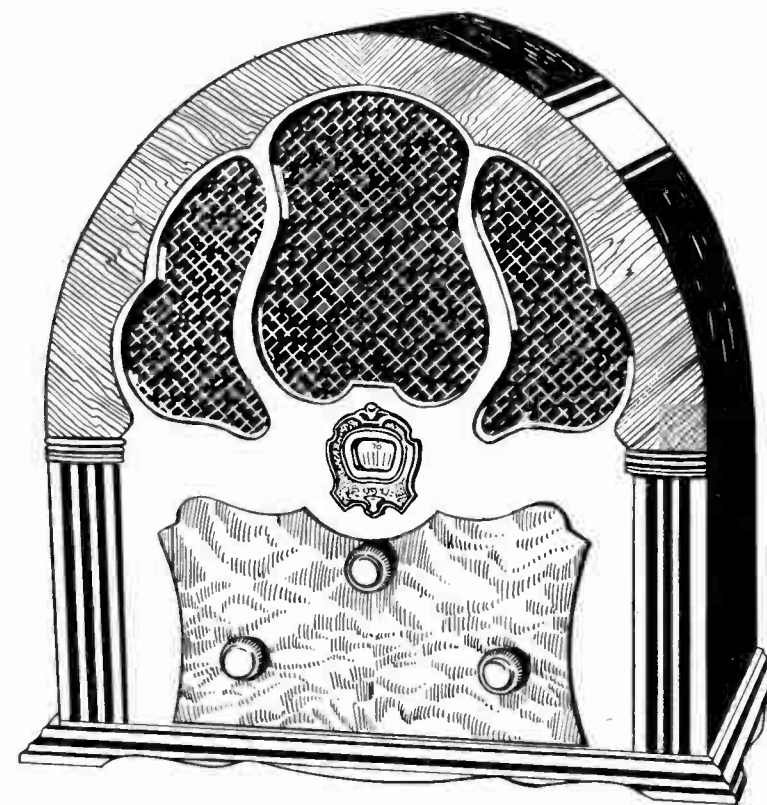
While the Crosley Refrigerator, Model C-45, illustrated here, will supply the needs of nine out of ten average American families, there are those who want and need a larger capacity refrigerator. To accommodate such families, Crosley manufactures a refrigerator of 5½ cubic feet embodying all of the features of the Model C-45, but known as the Model C-55 and selling for the phenomenally low price of—

**\$139.50**

F. O. B. Factories

## No Dealer Can Afford

The Crosley Broadcaster



The Crosley  
**FORTYFIVE**

**\$45.00**

Complete With 7 Tubes  
Western Prices Slightly Higher

This new Superheterodyne table model radio will appeal instantly to hundreds of prospects right in your own vicinity. This receiver incorporates 7 tubes including pentode and variable mu, continuous (stepless) static and tone control and on-off switch, illuminated hairline shadow dial with vernier drive, volume control and a Crosley full floating moving coil dynamic speaker. Outvalues and outperforms any other receiver in the same price class. More proof that in beauty of cabinet design, up-to-date performance and sensationally low prices, Crosley cannot be beaten. Dimensions: 16½" high, 16½" wide, 9½" deep.



The Crosley  
**PLAYBOY**  
**\$49.75**

Complete With 8 Tubes  
Western Prices Slightly Higher

Here is one of the most beautiful table models ever built, regardless of price. Its performance matches its striking design in every way. This superlative performance is made possible by an 8-tube Superheterodyne chassis with push-pull pentode and variable mu, continuous (stepless) static and tone control, illuminated hairline shadow dial with vernier drive, combined volume control and on-off switch and a Crosley full floating moving coil dynamic speaker. One of the most indisputable values ever offered. Dimensions: 17½" high, 16" wide, 10" deep.

**CROSLLEY DUAL SPEAKERS IN**

The Crosley  
**Merry Maker**  
**\$75.00**

Complete With 8 Tubes  
Western Prices Slightly Higher



The Crosley  
**PLAYTIME**  
**\$95.00**

Complete With 8 Tubes  
Western Prices Slightly Higher

Unquestionably the finest console model radio ever offered at this price. Incorporates Crosley Dual Dynamic Speakers and an 8-tube push-pull pentode output, variable mu, Superheterodyne chassis. Never before has there been a console model radio incorporating so many outstanding features at so low a price. Dimensions: 40" high, 23¼" wide, 11½" deep.

The Crosley Playtime offers all the thrill of modern radio entertainment at its best. PLUS a beautiful grandfather model electric clock. Incorporates an 8-tube push-pull pentode output, variable mu Superheterodyne chassis with Crosley Dual Dynamic Speakers, making possible exceptional sensitivity and selectivity, and an unusual fine tone. Dimensions: 66¼" high, 16" wide, 10¾" deep.

The Crosley  
**CAROLER**  
**\$59.75**

Complete With 8 Tubes  
Western Prices Slightly Higher

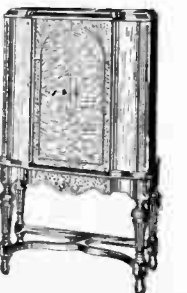


Try to match this for value. An 8-tube, push-pull pentode output Superheterodyne chassis in a beautiful 40" console model cabinet for only \$59.75. Only Crosley can offer such tremendous value. When the prospect sees this beautiful radio and listens to it bring in station after station with startling clearness and breath-taking realism he won't be satisfied until he owns it. Dimensions: 40" high, 22¾" wide, 12¾" deep.

**THESE MODELS**

The Crosley  
**Announcer**  
**\$85.00**

Complete With 8 Tubes  
Western Prices Slightly Higher



Your customers will like this beautiful 42" 4-door model highboy cabinet the moment they see it. Incorporates Crosley Dual Dynamic Speakers and an 8-tube push-pull pentode output, variable mu, Superheterodyne chassis. Trade up to this model from the Crosley Merry Maker and boost your profits. Dimensions: 42" high, 24¾" wide, 13¼" deep.

## YOU'RE THERE WITH A CROSLLEY

April 15, 1932



# Profit Gusher

## The New Crosley Electric Refrigerator

■ Electric refrigeration is on the threshold of the greatest sales era in history. It has passed the pioneering stage. The task of educating the public to the advantages of electrical refrigeration has been accomplished. The market is ready—eager to buy. This industry is now on the eve of a great expansion period similar to the one which the radio industry entered a few years ago—a period in which the greatest growth and profits will be made.

Sales of electrical refrigerators have risen steadily during the last few years. Last year sales were almost a million units. This represents more than twice the amount of sales in 1927 when 400,000 units were sold. Today refrigerator sales are smashing all previous records—sales now are actually greater than they were during the wildest and most extravagant period of prosperity this country has ever witnessed. In spite of this, less than one out of five families with wired homes own an electric refrigerator.

When an industry can show such amazing sales gains during adverse economic conditions, sound business judgment tells you that even with an ordinary refrigerator to sell, 1932 should prove a profitable season for you. But when you have a product as extraordinary in performance, as amazingly low in price—as great in value as the Crosley Electric Refrigerator—then you know you are going to ride the crest of the prosperity wave in the refrigerator field this year. The new Crosley Electric Refrigerator has price appeal that places it within reach of the biggest group of buyers in the country—the average American families—the wage earners—those who have looked longingly toward the convenience and economy of electrical refrigeration but have been unable to afford the high prices asked, yet could least afford to be without the economy and food saving a modern electric refrigerator offers.

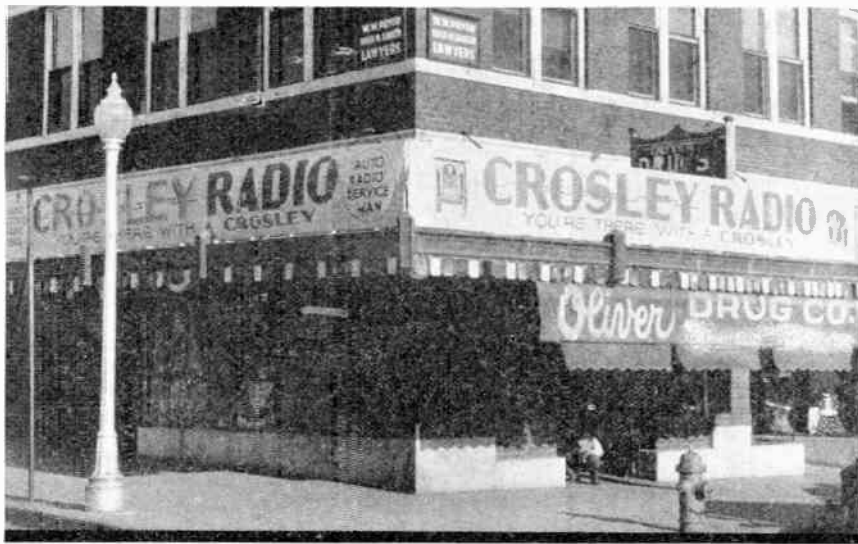
This market is ripe—the product is right—the price is so low that it gives you a big edge on all competition. You have a clear field and right now you have a fine list of prospects to start working on. Every person to whom you have sold a Crosley radio is an excellent prospective purchaser of a Crosley refrigerator. Very little effort will persuade these prospects to purchase. They are familiar with Crosley quality and the low price has an appeal that is hard to resist. You can get off to a flying start with your old radio customers—then start to work on the other prospects in your locality.

Take full advantage of this profit opportunity. Don't let it pass you up. Don't look back in 1935 and say, "I had the opportunity to get in on the ground floor in the refrigerator field, but I let it slip by." Make up your mind right now that you are going to grasp this opportunity. Never again will you have such a chance to share in the tremendous growth and profit of this new industry.

## Features

- 1 By far the greatest values ever announced by any electrical refrigeration manufacturer.
- 2 Beautifully finished cabinets—exterior of white lacquer on steel and white porcelain interior. Hardware is brass, chromium plated. Flat top convenience. Broom-high legs.
- 3 The refrigerating unit is completely self-contained and is in the top of the refrigerator—no parts projecting. Should occasion arise for minor servicing, unit may be serviced without removal. If necessary, unit may be changed in 10 minutes or less.
- 4 Motor, compressor and condenser mounted on metal base, suspended on four springs to eliminate vibration. Motor is rubber mounted for quietness. Designed so as not to cause interference with radio in the home. Entire unit is exceedingly sturdy.
- 5 Generous size for average family—4½ cubic feet net capacity with 9 square feet of shelf area; 5½ cubic feet net capacity with 10¼ square feet of shelf area. All shelves are of flat wire to prevent tipping of containers and to facilitate storing of containers. The 4½ cubic foot refrigerator has three ice trays, making 63 cubes of ice at one time, about 4 lbs. The 5½ cubic foot refrigerator has five trays making 150 cubes of ice at one time.
- 6 Temperature control adjustable for quick or slow freezing. This unit also includes defrosting switch and thermal cut-out to protect motor. The 5½ cubic foot refrigerator is illuminated inside by electric light which is automatically operated by opening and closing the door.
- 7 Extra heavy cabinet insulation—three and three and one-half inch thicknesses of Dry Zero, the most effective insulator available.
- 8 Exceptionally trouble free in operation.
- 9 Refrigerant used is SO<sub>2</sub> (sulphur dioxide) the same refrigerant used by practically all leading manufacturers.
- 10 Built by Crosley, your assurance of highest quality throughout. Materials and workmanship guaranteed.

# Not To Handle Crosley

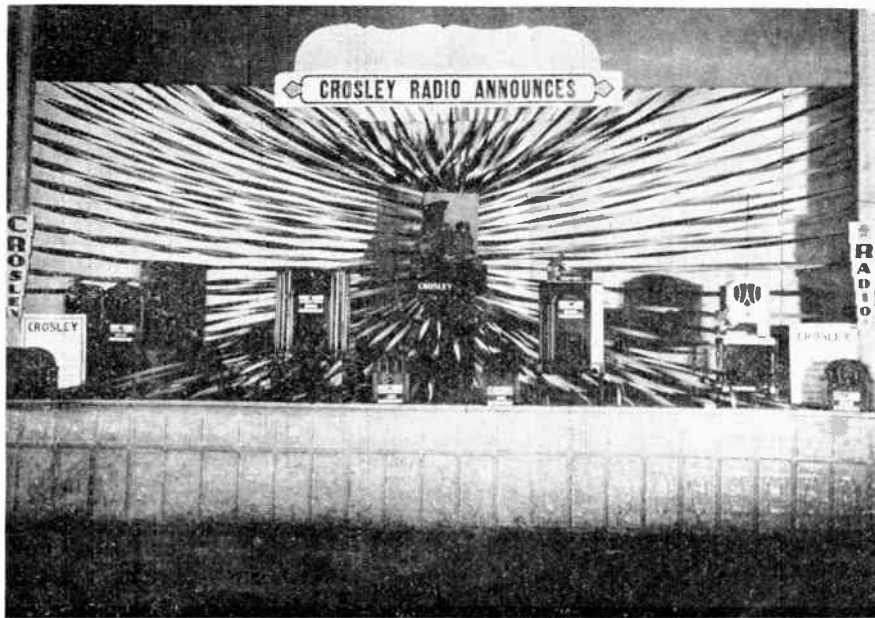


*Bold signs on the store front have been used very successfully by Oliver Drug Company in advertising Crosley radios in Holdenville, Okla.*

## Signs Sell Crosley Radios . . . .

■ OLIVER DRUG COMPANY, Crosley dealers, Holdenville, Oklahoma, have enjoyed a very profitable season on Crosley radios. A record of 65 Crosley radios sold in Holdenville, a town with a population of 6,270, speaks very well for the sales efforts of this firm.

This success is attributed to large signs on the front of the store as seen in the photograph. These signs are changed every three or four weeks, but the name CROSLY is predominant in all of them. This is also followed up with consistent newspaper advertising.



*Crosley display at the Crosley dance given recently by C. V. Anderson & Son, Barron, Wisc.*

## Crosley Dance At Barron . . . .

■ C. V. ANDERSON & SON, Crosley dealers, Barron, Wisconsin, decided to give a free Crosley dance to advertise Crosley radios. A hall was rented, the dance advertised, and 500 people attended. Photograph above shows the display of Crosley receivers at one end of the dance hall.

Records provided the music and two Crosley Tenstrikes acted as amplifiers. This dance proved to be splendid advertising for Andersons. E. Garnich & Son Hardware Company, Crosley Distributors, Ashland, Wisconsin, inform us that several Crosley radios were sold while the dance was in progress.

## Forbes Appointed Crosley Distributor

■ E. E. Forbes & Sons Piano Company, with headquarters in Birmingham, Alabama, and branches in Anniston, Decatur and Montgomery, have just been appointed distributors for Crosley radios and refrigerators. E. E. Forbes, Sr., president, started in business in Birmingham more than 42 years ago. He has handled phonographs, pianos and radios. In one year this concern sold more than 9500 radios. The volume of business last year ran up to the million dollar mark.



*Left to right: E. E. Forbes, Sr., and E. E. Forbes, Jr., of the E. E. Forbes Co.*

Also associated with the concern are W. K. Forbes, H. F. Forbes and E. E. Forbes, Jr., J. M. Forbes, and Jimmy Clarey, who are contacting dealers. E. E. Forbes, Sr., feels very optimistic over the sales possibilities of Crosley radios and refrigerators in this section.

He is also a firm believer in direct mail advertising. Recently he sent out a letter to Crosley dealers on the air cell "A" battery receiver, in which he offered to mail out a sales letter to the farmers in their localities, explaining the features of the Crosley battery receivers. He agreed to stand the entire expense of the mailings and merely asked the dealers to send him their prospect lists. It is just such assistance as this that is going to help put Alabama radio dealers on the top with Crosley.



■ HERE IS A LITTLE travesty on the Crosley line, composed by Max Ungerleider, salesman for the Apollo Radio Company, 15-17 Shipman St., Crosley distributors, Newark, N. J.

"The Littlefella said to the Littleboy, 'Cheerio, I hear you are a Merry Maker. You had better cut it out or I'll Announc'yer. If you have a lot of Playtime on your hands you'll become a Reveler, and will have too many Happy Hours.

## Hitting The Ball

■ GOVERNMENT statistics reveal that Pace's, Crosley dealers, Mammoth Springs, Arkansas, have sold so many Crosley receivers in their county that more than 60% of the radios bought have been Crosleys.



On the left of the running board is E. E. Sterling, star salesman at Pace's, with the Pace radio service man and refrigerator service man.

"To demonstrations." was the answer given by E. E. Sterling, star salesman at Pace's, when asked to what he attributed this record. "We do not try to sell a radio to the prospect on the first call, instead we use all our efforts to get the prospect to allow us to place a Crosley receiver in his home overnight. We are careful to explain there is no obligation. We merely tell him we'd like for him to enjoy the radio for one night at our expense.

"The next day we call and explain our terms, stressing the fact that for a small down payment and easy monthly payments the radio can be his. Then we mention our service feature on the radio. We do not sell it and then forget about it. After the set is sold we stop at the home several weeks later and ask how the radio is performing. Often there is some little thing we can do that will make it perform better. The customer appreciates this and tells the neighbors about it.

"When we began to sell Crosley radios two years ago, we placed two Crosley receivers on display in our store, expecting the customers to come into the store, but we soon found that you must go to the customer and make him want to buy—you must make him so dissatisfied with his old receiver that he will want a new one. Since the table models have been developed we've found it easy to carry a radio right along with us for demonstrations. What success we have had is due to the fact that we have gone out after business instead of expecting it to come to us, and we have found that when you go after business you get it."

## Switches To Crosley Only 87?

■ MASON'S FURNITURE Store, Claremont, N. H., had made all arrangements to handle a competing line of radios. Then a salesman from George Collins Company, Crosley distributors, Boston, Mass., called and induced them to try out one of the new Crosley models in their store.

This receiver performed so well that Mason's took on the Crosley line and now enthusiastically endorse Crosley as the finest line of radios they have ever handled. This year they are not only going to handle the Crosley line in their locality including Newport, but also wish to take on additional territory.

This is just another indication of Crosley supremacy and the manner in which Crosley is forging ahead. Further evidence that in beauty of cabinet design, up-to-date performance and low prices Crosley cannot be beaten—also proof that the best way to convince anyone of the outstanding performance of Crosley receivers is through demonstrations.

■ RALPH YOUNG of Young's Radio Shop, Leesburg, Ohio, takes exception to a WLW announcement that 87 stations were heard in one night by a prospect who had purchased a Crosley Playboy. Edgar Copas, New Vienna, Ohio, recently purchased a Crosley Playboy from Young's and received 127 stations over it—forty more than the previous record. It just seems that there is no end to the amazing accomplishments of this marvelous receiver.

Young also reports that he is enjoying an exceptionally fine business on Crosley receivers. He unqualifiedly recommends Crosley as the best radio on the market. Although located in a bankrupt town he sells Crosley radios every day and as he puts it in his own words, "I am kept busy both day and night". More proof that Crosley radio receivers are conceded to be the greatest radio values in existence and that the Crosley franchise is the most valuable of its kind in the world.



Crosley display featured by the Crosley Distributing Corporation at the American Farm Bureau Convention held in Chicago recently.

## Crosley Exhibit In Chicago . . . .

■ CROSLEY air cell "A" battery receivers were featured prominently by The Crosley Distributing Company at the annual convention of the American Farm Bureau held at the Hotel Sherman in Chicago recently. Unusual interest was shown in this display by the delegates at the convention.

This display was an effective one, as the grouping of radios was very tastefully arranged and all the Crosley models were shown. Delegates from the convention went home more firmly impressed than ever with the outstanding value of Crosley receivers. This will be reflected in increased sales for Crosley dealers.

# 2 COMBINATION SHORT WAVE AND STANDARD BROADCAST RECEIVERS



*The Crosley*

## DISCOVERER

■ THE CROSLY DISCOVERER makes it possible for you to offer those who are interested in short-wave reception the opportunity to enjoy it at a moderate cost. The 7-tube Discoverer brings to the listener the unusual things with which the air is filled: broadcasts from foreign countries, ships at sea, local police and transport planes, as well as standard broadcasts. Offers an exceptional opportunity to profit from the interest now being shown in combination short-wave and standard broadcast receivers. Dimensions: 40" high, 23 $\frac{3}{4}$ " wide, 11 $\frac{7}{8}$ " deep.

COMPLETE WITH TUBES  
WESTERN PRICES SLIGHTLY HIGHER

**\$77.50**



*The Crosley*

## ADVENTURER

■ SELL THE ADVENTURER where only the best will do. It is the very ultimate in radio. An imposing six-legged console cabinet, a 12-tube Superheterodyne Short-Wave and Standard Broadcast Receiver with Meter Tuning, Automatic Volume Control and many other features, make it the most complete radio ever offered for home use. Since its introduction in January it has amazed everyone by the remarkable sale it has enjoyed. Any real radio fan isn't satisfied until he can call this model his own. Dimensions: 44" high, 26 $\frac{1}{2}$ " wide, 14" deep.

COMPLETE WITH TUBES  
WESTERN PRICES SLIGHTLY HIGHER

**\$119.50**

**YOU'RE THERE WITH A CROSLY**

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## ANOTHER DOLLAR LOWER



### The Crosley 26-H

■ Screen Grid tubes, Neutrodyne circuit, plus many other refinements in radio. Three Screen Grid tubes, type -22 in the radio frequency stages, two type -12-A or -01-A tubes in the detector and first audio stages, and two type -12-A power tubes in the push-pull audio output stage.

■ Former list price, \$59.00, without tubes. First price reduction, \$25.00, with tubes less batteries; price last month, \$22.00. New price this month, \$21.00, with tubes and speaker.

**From \$22.00**

**To \$21.00 Net**

With tubes and speaker, less batteries

### Another Price Reduction

■ Instead of liquidating the comparatively small number of these very excellent battery sets which are well and favorably known for their excellent performance qualities in the field, we offer these sets direct to our dealers at prices that will move them from our warehouse. Under this plan we give Crosley dealers catering to trade in rural districts, the opportunity to buy from us sets that will have a pocketbook appeal to those who can not afford to purchase the current battery models in the Crosley line described elsewhere in this issue of *The Broadcaster*. These sets are going out every day to dealers who appreciate the opportunity to buy these sets and sell them at a low price and make a satisfactory margin of profit for themselves and who appreciate this opportunity made possible for them to move these non-current models through legitimate channels. In line with our statement in the last issue of *The Broadcaster*, the net price to our dealers will be reduced \$1.00 with each issue of *The Broadcaster* until the last of the few remaining sets are gone.

### THE BATTERY PARTNER

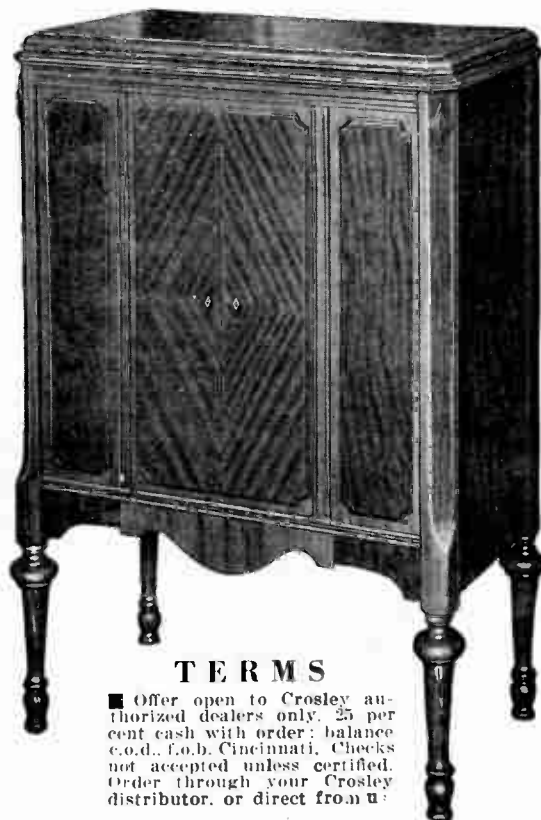
■ The Crosley Partner incorporates the same Screen Grid Neutrodyne battery chassis as used in the Crosley 26-H shown above. A Crosley power speaker is built into the console. Ample space in the cabinet is provided for all batteries. No "C" battery required. Only four connections to make to the batteries.

■ Former list price, \$88.50, without tubes. First price reduction, \$36.00, with tubes less batteries; price last month, \$33.00. New price this month, \$32.00, with tubes, less batteries.

**From \$33.00**

**To \$32.00 Net**

With tubes, less batteries



#### TERMS

■ Offer open to Crosley authorized dealers only. 25 per cent cash with order; balance c.o.d. f.o.b. Cincinnati. Checks not accepted unless certified. Order through your Crosley distributor, or direct from us.

# BACK TO THE FARM



*The Crosley*

## Battery Playboy

**Features:** 8-tube Superheterodyne . . . Push-Pull Output . . . Hairline Shadow Dial with Neon Dial Lamp . . . Vernier Drive . . . Continuous (Stepless) Static and Tone Control . . . Moving Coil Permanent Magnet Dynamic Speaker.

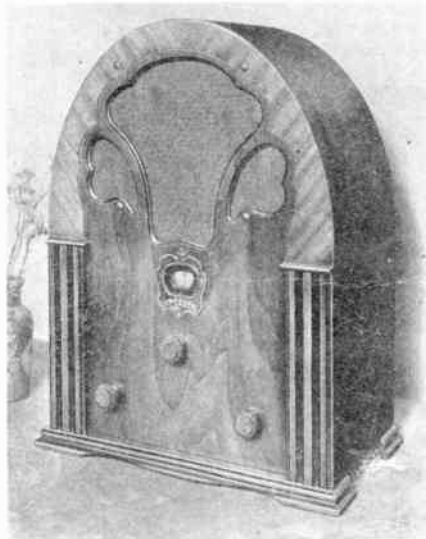
■ In both appearance and performance the new Crosley Battery Playboy approximates the Crosley 8-tube 124 Series all-electric Playboy. In addition to its ability to bring in distant stations, it is wonderfully selective. Stations close together on the dial can be separated with ease because it incorporates a real superheterodyne chassis as described above. The Neon dial light makes figures stand out distinctly on the dial. The only difference between the dynamic speaker in this radio and the one in an all-electric is that this has a permanent magnet; the tone is equally as good. Employs the new air cell "A" battery having a life of approximately 1000 hours.

**\$59.50**

Complete With Tubes Less Batteries. Western Prices Slightly Higher.



■ Unwired homes, principally on farms, constitute a market of almost 9,000,000 prospects for the new Crosley Air Cell "A" Battery Radios. Since the introduction of the new Air Cell "A" Battery the market has been greatly stimulated. The manufacturers of the Air Cell Battery have done much through national advertising to sell, first, the joys of having a radio, and, second, the convenience and efficiency of the Air Cell "A" Battery. Sales on these Crosley Battery Receivers have taken a decided jump upward since this activity began. If you have been neglecting this sales opportunity, take full advantage of it now. People who have been unwilling to bother with a radio employing batteries that require frequent recharging are eager to purchase when the new Crosley receivers, employing the Air Cell "A" Battery have been demonstrated to them.



*The Crosley*

## Battery Showboy

**Features:** Air Cell "A" Battery . . . Six Tubes (3 Screen Grid) . . . Push-Pull Output . . . Power Speaker.

■ Here is an unusually low-priced radio receiver housed in a beautiful table model cabinet. The chassis uses six tubes as follows: two type -32 Screen Grid in radio frequency stages; one type -32 Screen Grid as detector; one type -31 in the first audio frequency stage and two type -31 connected in push-pull in the output stage. The new -32 tube requires less than 1-10 of the power consumed by the older type tubes. The speaker is a Crosley power speaker. Employs the new air cell "A" Battery, having a life of approximately 1000 hours.

**\$47.50**

Complete With Tubes Less Batteries. Western Prices Slightly Higher.



*The Crosley*

## Battery Playboy Console

**Features:** 8-tube Superheterodyne . . . Push-Pull Output . . . Hairline Shadow Dial with Neon Dial Lamp . . . Vernier Drive . . . Continuous (Stepless) Static and Tone Control . . . Moving Coil Permanent Magnet Dynamic Speaker.

■ The Crosley Battery Console incorporates an eight-tube Superheterodyne chassis with the above features. It is beautifully finished and solidly constructed of genuine veneer woods in contrasting shades. It also provides space for all batteries no matter whether the new air cell "A" battery or a storage battery is used for its operation. In sensitivity, tone, selectivity and all-around performance it compares favorably with the Crosley 8-tube 124 Series all-electric models. An ultra-fine console model battery radio which will enjoy an excellent sale in the battery radio districts

**\$79.50**

Complete With Tubes Less Batteries. Western Prices Slightly Higher.

**No Dealer Can Afford Not To Handle CROSLEY**