

# THE CROSLEY BROADCASTER

VOL. II

MARCH 15, 1932

No. 2



Model C-45  
4½ Cubic Feet Net  
Capacity

## The New CROSLEY ELECTRIC REFRIGERATOR

◆  
IS THE GREAT-  
EST VALUE IN  
THE INDUSTRY

◆  
SWEEPS ASIDE  
ALL PRICE  
BARRIERS

◆  
OPENS UP AN  
UNLIMITED  
NEW MARKET

◆  
OFFERS YOU  
THE PROFIT  
OPPORTUNITY  
OF A LIFE-TIME

◆  
MAKES THE  
CROSLEY  
FRANCHISE  
THE MOST  
VALUABLE OF  
ITS KIND IN  
THE WORLD

◆  
SEE YOUR  
DISTRIBUTOR

Only  
**\$99<sup>50</sup>**

F. O. B.  
FACTORIES

No Dealer Can Afford Not To Handle CROSLEY

# Talks To The Trade

## POWEL CROSLEY, JR. SAYS

**T**HE Crosley organization has always been in step with the times—Crosley progress has never ceased—changed conditions in the field have always been met with instant readjustment by Crosley. This is one of the reasons why the Crosley franchise has grown to be the most valuable of its kind in the world—why the radio industry has recognized Crosley supremacy—why Crosley has forged ahead.

In keeping with this Crosley policy of progressiveness is the new Crosley Fortyfive—a seven-tube Superheterodyne table model receiver with Pentode and Variable Mu tubes and a full size full floating moving coil dynamic speaker, priced at \$45.00, complete with tubes. This newest addition to the outstanding Crosley line further increases the profit opportunities Crosley offers you.

It is just right for the present market and it dovetails perfectly with the present Crosley line, filling out a slight gap between the 5-tube Crosley Litlfella and the 8-tube Crosley Playboy. It is priced below any competition, offers better performance, more value than any other receiver in the same price range, and does not compete with any of the other Crosley models. It gives you something different to talk about—something new to show your customers—something that will further stimulate you to continue to apply the necessary punch and vigor that will make this radio season exceptionally satisfying and unusually profitable for you.

Applying the same principles of mass production and mass prices which have made the Crosley radio line so outstandingly successful, we have developed the new Crosley Electric Refrigerator at the most



amazing prices in the history of domestic refrigeration. Already it has proved to be the sensation of the refrigeration world. Advance interest displayed in this new product make it an assured success. Production is rapidly being geared up to take care of the tremendous demand it has created.

This new product, together with the outstandingly successful Crosley line, offers you tremendous sales and profit possibilities. Never before has such a big opportunity stared you in the face—never have you had a combination of products that so completely met the public demand. A big season looms ahead. You have the right merchandise, the right prices and an eager, waiting market—ready for you to step in and reap the golden harvest.

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

# THE CROSLEY BROADCASTER

## Crosley Refrigerator

◆ MORE THAN six years ago, Powel Crosley, Jr., who brought out the first low-priced radio, conceived the idea of doing the same thing in refrigeration. Crosley engineers have been studying the problem ever since. During this period, model after model was submitted to Mr. Crosley only to be rejected as not being up to the rigid standards he had set for this product. Some of the models rejected were so mechanically perfect that many manufacturers would have approved them without hesitation. Finally, however, a model was developed that Mr. Crosley enthusiastically approved. The result is a new, marvelously efficient CROSLEY ELECTRIC REFRIGERATOR at a sensationally low price.

Nothing has created a bigger sensation among dealers than the announcement of this new CROSLEY ELECTRIC REFRIGERATOR at the amazingly low price of \$99.50 F. O. B. factories. Advance interest in this product indicates that never before in the history of the Company has an announcement met with such enthusiastic and wide-spread response. Never has any dealer faced a greater sales opportunity than is offered you in the Crosley Refrigerator. Never has any product been crammed so chock-full of profit possibilities.

It opens up an entirely new field for you—a practically untouched market. This new field is the homes wired for electricity in the United States that have never had electrical refrigeration—a market that represents eighty per cent of all the wired homes in the nation. These millions of families want electric refrigeration, they appreciate its advantages and economy, but up to now they have been unable to afford it because of excessively high cost. Now Crosley, with one bold stroke, sweeps this high price obstacle aside. Suddenly electric re-

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.

frigeration is within their reach—no longer an expensive luxury but a necessity they cannot afford to be without.

Just imagine what you can do with a product that offers you the edge on competition that the CROSLEY ELECTRIC REFRIGERATOR does—in a field that has shown as steady an increase in sales as the electrical refrigeration industry. Since 1927 unit sales of electric refrigerators have risen from less than 400,000 to close to a million last year. Besides the natural increased growth in sales which may be expected this year, there is an impending famine of natural ice which opens a wider avenue for electric refrigerator sales. The Winter of 1931 has been the mildest since 1890; the ice crop has been negligible. Many important rural communities, particularly dairy states, where manufactured ice is not easily available use natural ice. These communities will have to make other arrangements this Summer. They must have ice to preserve food. They will be more readily sold than ever on the advantages of electric refrigeration. If you are located near one of these communities you have the added opportunity of profiting from this situation.

Talk over the profit possibilities of the CROSLEY ELECTRIC REFRIGERATOR with your distributor. If you have not already seen the new Crosley Refrigerator visit your distributor's show room today and inspect the sample on display. Get in on the ground floor with this sensationally low-priced and ultra-performing Household Electric Refrigerator.

## Just Right!

◆ THE NEW Crosley FORTY-FIVE is just right in design, performance and price. It fills out an opening in the Crosley line at the point between the Crosley Litfella and Crosley Playboy. It has exactly the right number of tubes so that it will not compete with the sale of any other Crosley models. It is priced so that it outvalues all competition. Its performance is such that no receiver in the same class can compare with it.

This receiver will give you something new to talk about and show your prospects. It will appeal instantly to many prospective customers in your vicinity. This seven tube Superheterodyne incorporates pentode and variable mu tubes, continuous (stepless) static and tone control, and on-off switch, volume control, illuminated hair-line shadow dial with vernier drive, and the latest type Crosley full floating moving coil dynamic speaker.

It is housed in a brand new cabinet of very pleasing design, which is enhanced in beauty by a stump walnut veneer overlay on the front panel and a genuine Rosewood overlay above the speaker grille.

A complete description of this new radio sensation is given on page 6. Read it carefully. Then prepare to sell it now. It offers more value, better performance than any other seven-tube Superheterodyne radio on the market and is priced considerably lower.

## Inexpensive Advertising

◆ Envelope enclosures offer an inexpensive form of advertising. Make sure that every package, every letter that goes out of your store has a Crosley envelope enclosure in it. These circulars are now available on the entire Crosley line through your local distributor. To make these circulars most effective, your name and address should be imprinted on them. We can do this imprinting for you at the low cost of \$1.00 per thousand.

# At Summerfield's, Providence, R. I. One Day Promotion Sells 190 Radios

Reproduced from January, 1932  
Issue of "Retail Furniture Selling"

◆SUMMERFIELD'S one-day radio promotion, leading to the sale of 190 sets, is clear proof that the radio market is still far from reaching saturation point and should encourage dealers planning to engage in radio promotions themselves. The one-day event, engineered by Mr. William S. Kaine, manager, and Howard S. MacDuff, advertising manager, opened up 90 new accounts.

Mr. Kaine also reports that the promotion stimulated the sale of occasional chairs, rugs, smoking stands, and lamps—all these items being pushed as suitable companion gifts since the promotion was staged just before Christmas.

Dealers desirous of putting on a similar event will find a helpful guide to the ideas used at Summerfield's in the following notes.

## Six Feature Full-Page Ad

Mr. MacDuff, who got up the newspaper promotion for the event analyzes it as having six outstanding features. This ad was run on

the Friday evening before the event and was the only ad used. The features of the ad are as follows:

1. Wide range of one make of set from \$36.36 to \$99.50. Each set shown in halftone illustration.
2. All sets superheterodynes and supplied complete with tubes.
3. The low down-payment that secured delivery of the chosen set was featured prominently.
4. A free radio lamp was offered to cash purchasers. (One of these is illustrated in the ad, but the lamps themselves were of various styles and colors).
5. A box featured the fact that 5 per cent of all the money received by Summerfield's that day would be paid to the Community Fund in the name of the person making the purchase. In the case of many charitably inclined persons this led to the making of a greater down-payment than \$1.
6. Purchasers of radio sets were made members of Summerfield's Club. The ten features of this club



## PLAN EVENT AHEAD

At the left you see Mr. Howard MacDuff, advertising manager, conferring with Mr. Kaine on a promotion. Mr. Kaine stresses the importance of early preparation for all events and is here seen looking over the layout of a new sale promotion.

were played up in a box in the ad and are listed below:

- (a) One year's service on the radio purchased.
- (b) In the event of death the unpaid balance cancelled.
- (c) If the radio is destroyed by fire, the unpaid balance is cancelled.
- (d) Tubes are guaranteed for six months to Club members.
- (e) Radio is installed in your home and attached to your aerial.
- (f) Your radio fully guaranteed for one year against defective parts and workmanship.
- (g) Membership in Summerfield's Honor Roll Club.
- (h) Privilege to exchange the radio within 30 days.
- (i) Instant replacement of your radio if damaged by an electrical disturbance.
- (j) Members' tubes will be tested any time.

## Dealer Helps Used In Display

While only one set was shown in a window display, this got a lot of attention as it was a window wholly devoted to gift suggestions. The floor display on the other hand was very prominent, as every model was in plain view with special tags affixed to the control knobs, these colored tags being supplied by the manufacturer. The radio lamps that went as premiums were placed on top of various console models as well as higher priced lamps that might attract the attention of visitors.

## "See How They're Made"

One of the advertised features of the event was a series of exhibits, straight from the factory, showing every step in the building of sets. This hearty co-operation from the manufacturer was re-enforced by the presence of three special factory representatives who remained through-



## SELL COMPANION PIECES BY DISPLAY AND SUGGESTION

Here is Mr. William S. Kaine, manager of Summerfield's, giving a fair prospect an earful of what the set she contemplates buying can do. A comfortable chair has been drawn up for the prospect. On the center radio and one to the left are the free gift radio lamps that went with each set. In the same display are two stand lamps and a ship model to offer to the buyer of a set as suitable companion pieces.

out the day to tell fans all about the radios.

### Hold Sales Meeting

The night before the event Mr. Kaine held a sales meeting in which he pepped up the force on the featured line and on general sales methods.

"One of the fine things about this promotion," said Mr. Kaine, "is that it opened up 90 new accounts for us. These new accounts are invariably good producers because we make it a practice when the account is half paid up, and these payments have been made at the required intervals, to send each account a letter saying that the customer is in such good standing that other merchandise may be bought. While at any other time before this merchandise may be put to the account on the request of the customer if it is in good standing, many do not avail themselves of this, so that a letter at the halfway stage is a good stunt."

### Results

A break-up of the sale disclosed that 125 Crosley radios were sold during the first day. In addition 65 more radios were sold during the following week. This was a direct result of the event which thus accounted for the sale of 190 radios, 90 being to new accounts.

### Play Ball

ON APRIL 12, less than a month from now, the familiar cry of "Play Ball" will be heard on the big league diamonds throughout the nation. Sports pages will soon be covered with baseball news. The air will be filled with broadcasts of baseball games.

This interest in the "Great National Pastime" is sure to stimulate radio sales among baseball fans everywhere. Take full advantage of the profit opportunity this offers you. Decorate your windows appropriately for the baseball season. Group a setting of baseball equipment as a background for a display of Crosley receivers. Use the fact that you can "be there with a Crosley" at all the baseball games as a selling point in all your demonstrations. Have all your salesmen stress this point in all their sales talks.

Capitalize on this opportunity to the fullest extent. Many other plans will occur to you, which you can use to tie in with opening day. Offering a free ticket to the opening game as a premium with the purchase of each Crosley radio, has been found very successful by some dealers. Right now you are prob-

ably thinking of several similar plans which will make the baseball season a big factor in increasing your sales. Put them into action, and you'll get results.

### Stolen

Sherwood Hall Co., Ltd., Crosley distributors, Grand Rapids, Mich., report two Crosley Playboys stolen from two different dealers' stores. Crosley Playboy Serial No. 20196 was stolen from The Hobson Service Station, Honor, Mich. Beavertown Garage, R. F. D. Zeeland, Ottawa County, Michigan, lists Crosley Playboy Serial No. 22646 stolen.

Enterprise Furniture Company, Crosley dealers, Leavenworth, Kansas, reports the theft of Crosley Buddy Boy No. EHB 29299 from one of their customers. This receiver belonged to a poor family. They had just finished paying for it faithfully. No sooner was it paid for than it was stolen from them.

Crosley dealers and service men are requested to watch the serial numbers of all these models brought in to them for repairs and to notify local police department and the dealer reporting the theft if a model with any of these numbers is brought in. Nothing would give us more pleasure than to be able to report the return of all three of these receivers in the next issue of this publication. Any other dealers losing Crosley receivers through theft are also invited to report their loss to the Crosley Broadcaster for a similar listing.

OKAY, ALASKA—Knik Trading Company, Wasilla, Alaska, are very enthusiastic over the new 8-tube Air Cell Battery Playboy models. They report that in a recent test against other receivers the Crosley Battery Playboy was the only radio able to bring in New York programs in the afternoon. All other sets failed.

## Setting The Pace For Xmas Value-Giving Saturday-9 A.M. to 9 P.M.

# CROSLLEY DAY!

**ONLY AT Summerfield's**

**The Great Crosley Radio Corporation Joins With Us in the Greatest Event of 1931 For Christmas Radio Buyers!**

It's an unusual sale! A mammoth one-day event staged through the active cooperation of Crosley! All Rhode Island is invited to share in this 12-hour celebration. "Come", see and hear Crosley's BEST models!

**Every Crosley Radio a True Superheterodyne**

Remember how low priced or expensive the model, every Crosley is of the costly superheterodyne design.

**5% Community Fund**

Share in the work that has brought you this sale! Use Christmas as an opportunity to contribute to the Community Fund. 5% of every purchase will be donated to the Community Fund on your behalf.

**5% Off All Money Paid To Us**

Go to the Community Fund

**Delivers \$1 CROSLLEY RADIO Tomorrow Only!**

**The 1932 Famous Superheterodyne Crosley 8-Tube "Playboy"**

With 8 Tubes Complete With Tubes

**\$19.75**

Complete With Tubes

**EXTRA... A Beautiful New Radio Lamp**

Work 7500

**Crosley Radio TOMORROW**

Delivers \$1

**Crosley Superheterodyne "Littella"**

COMPLETE WITH TUBES

**\$36.36**

**The 8-Tube Superheterodyne "Cheerio" Lowboy**

Complete With All Tubes

**\$65**

**Factory Experts**

See How They're Made!

**Crosley Grandfather Clock Superheterodyne Model Radio!**

100% Electric

**\$95**

**SUMMERFIELD'S ORIGINAL 10 EXCLUSIVE CLUB FEATURES**

- One Year's Service on the radio
- Free repair of all defects in workmanship
- Free replacement of any tube damaged by an electrical disturbance
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**Summerfield's**  
274-280 Weybosset St. Providence, R.I.

NOTABLE AD SUITABLE AS KEYNOTE UNIT IN PROMOTION  
 This full-page newspaper ad led to the sale of 190 sets. It might well serve as the model for the leading unit in a week's radio promotion for stores in many communities. The days following some of the sets could be featured in smaller ads.

# A NEW MEMBER OF THE CROSLEY LINE

## THE CROSLEY FORTYFIVE

**\$45.00**  
Complete  
With  
Tubes

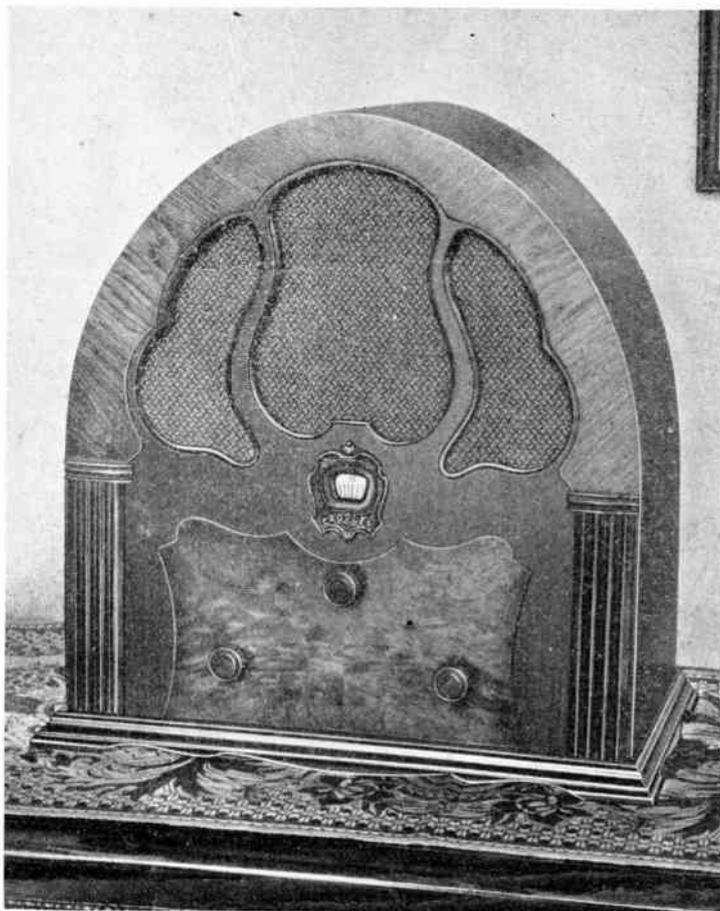
Western Prices Slightly Higher

### New Seven-Tube Superheterodyne Chassis

◆ Chassis employs two type -35 or -51 tubes, one type -24 Constant Mu tube, two type -27 tubes, one type -47 or PZ Pentode tube, one type -80 rectifier.

### Beautiful Wood Cabinet

◆ Finished in Adam brown. Two-tone effect is obtained by an overlay of stump walnut veneer which decorates the front panel. Fluted pilasters support arch of V matched rose wood.



**\$45.00**  
Complete  
With  
Tubes

Western Prices Slightly Higher

### Latest Improvements

◆ Pentode and Variable Mu tubes, Continuous (stepless) Static and Tone Control and on-off switch, Illuminated Hair-line Shadow Dial with Vernier Drive, Volume Control, Full Floating Moving Coil Dynamic Speaker.

## THE NEWEST SENSATION IN THE RADIO WORLD

◆ The Crosley Fortyfive fills a slight gap in the price range and number of tubes, between the 5-tube Litlfella at \$36.36 and the 8-tube Playboy at \$49.75. It makes certain that no hindrance should keep Crosley dealers from making every possible sale within their territory and that no confusion should exist in the minds of prospective customers as to the

true worth of Crosley values.

This amazing table model has eye-appeal and price-appeal that strikes the public fancy. Its performance is finer than that of any other table model sold at this price. It fulfills the needs of the present radio-buying market. Its introduction opens the way to greater sales and greater profits for you.

## YOU'RE THERE WITH A CROSLEY

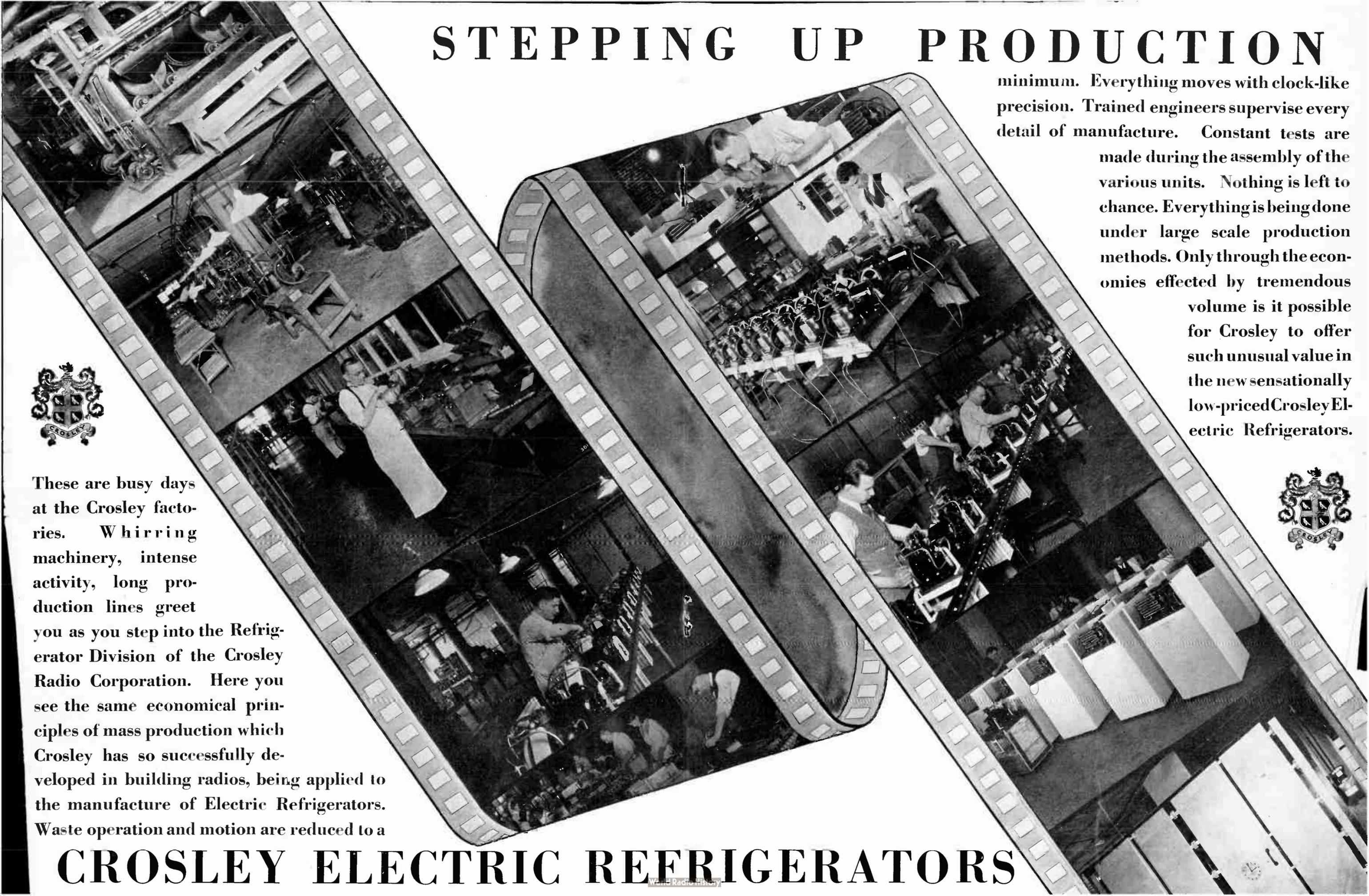
# STEPPING UP PRODUCTION

minimum. Everything moves with clock-like precision. Trained engineers supervise every detail of manufacture. Constant tests are made during the assembly of the various units. Nothing is left to chance. Everything is being done under large scale production methods. Only through the economies effected by tremendous volume is it possible for Crosley to offer such unusual value in the new sensationally low-priced Crosley Electric Refrigerators.



These are busy days at the Crosley factories. Whirring machinery, intense activity, long production lines greet you as you step into the Refrigerator Division of the Crosley Radio Corporation. Here you see the same economical principles of mass production which Crosley has so successfully developed in building radios, being applied to the manufacture of Electric Refrigerators. Waste operation and motion are reduced to a

## CROSLEY ELECTRIC REFRIGERATORS





A total of 215,491 persons attended the Chicago Radio-Electrical Show at which the new Crosley Electric Refrigerator was displayed for the first time in the booth above.

## Crosley at Chicago Radio-Electrical Show

◆MORE THAN A hundred distributors breezed into the Crosley Distributors' Meeting held in Chicago during the Radio-Electrical Show at the Coliseum a short time ago. Wild enthusiasm, shouts of approval and vociferous applause that would have done justice to a Hollywood Premiere greeted the showing of Crosley radios and the new Crosley Electric Refrigerator.

Powel Crosley, Jr., opened the meeting by going over the complete Crosley radio line, and announcing the new Crosley Electric Refrigerator, pointing out its many features and advantages. Then he broke the most dramatic news in the industry—the price—\$99.50 for the 4½ cubic foot model. The effect was electrical. A momentary gasp of astonishment swept through the meeting. Then the bedlam started. Men whistled and shouted, stamped their feet, turned over chairs in one grand uproar. If you have ever seen a batter on the home team knock the old apple over the fence in the ninth inning, with two outs, two strikes, a man on base and the score three to two favor of the opposition, you have some idea of the pandemonium which followed. Fully five minutes passed before one man's voice could be heard above the din of applause.

During the show, the eyes of the entire radio and electrical refrigeration industry were on the Crosley booths. The refinements added to the Crosley line made its value more sensational than ever before and the Crosley Electric Refrigerator "stole the show". It was conceded that, without a question of doubt, Crosley dealers are about to enjoy one of the greatest money-making opportunities of their experience.

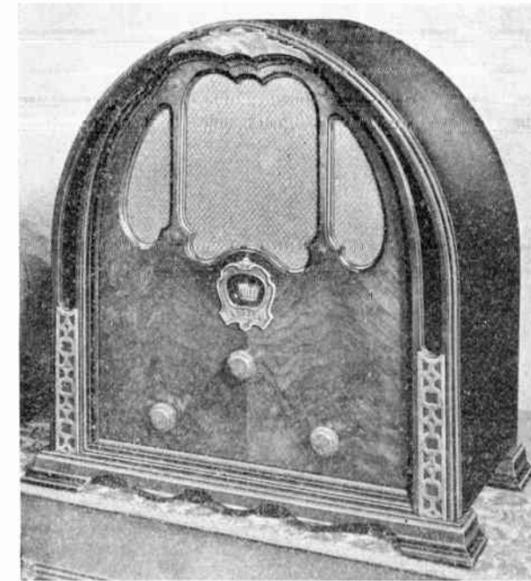
Nothing approaches the Crosley line of radios in price, appearance, performance and value. Wedded to this is the new Crosley Electric Refrigerator, opening up a new and wider market for electric refrigeration, sweeping aside price barriers, and ushering in one of the most spectacular eras of sales this industry has ever witnessed.



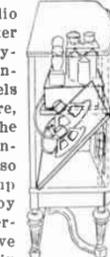
Another view of Crosley booth at the Chicago Radio-Electrical Show showing elaborate display of Crosley receivers.

## 8-TUBE PUSH-PULL PENTODE OUTPUT SUPERHETERODYNE SERIES

### Piling Up Record-Breaking Profits for Crosley Dealers



◆ Never in the history of radio has there been offered greater value than is found in the Playboy, Caroler, Merry Maker, Announcer and Playtime models shown here. These receivers are, beyond question of doubt, the greatest profit-makers in the entire Crosley line. They are so priced that you can trade up your customer into the Playboy from receivers in the lower-priced series, and after you have once interested the prospect in this model, you can trade him up to the console models in this line. Each console offers exceptional features which lend it to trading up from the model priced directly under it.



New Crosley Dual Dynamic Speakers

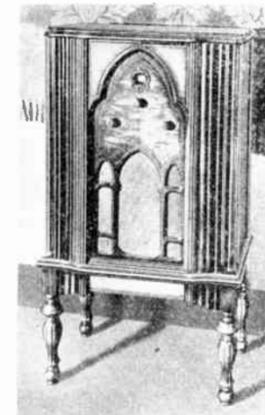
chassis with Push-Pull Pentode Output, Continuous (Stepless) Static and Tone Control, Illuminated Hairline Shadow Dial with Vernier Drive, combined Volume Control and On-Off Switch is incorporated in all these receivers. Crosley full floating moving coil dynamic speakers are employed in the Playboy and Caroler. The other models employ Crosley Dual Dynamic Speakers (two speakers operating as a single unit). Illustration in center shows mounting of Dual Speaker in Merry Maker and Announcer. Dual Speakers in Playtime are mounted one on top the other with baffle board in upright position.

## THE CROSLY PLAYBOY

◆ A comparison of radio values will prove to anyone that the Crosley Playboy is better and finer than any other table model radio in the same price range. It is one of the most beautiful table models ever built, regardless of price, and its performance matches its striking design in every way. This superlative performance is made possible by its 8-tube Superheterodyne circuit and a Crosley full floating moving coil dynamic speaker. Let your customer try out this receiver and it will sell itself.

**\$49.75**

Western Price Slightly Higher



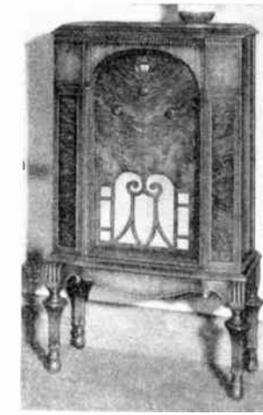
The Crosley

### CAROLER

◆ Try to match this for value. An 8-tube, Superheterodyne chassis in a beautiful 43" console model cabinet for only \$59.75! Many table model receivers selling at this price cannot compare with the Caroler in performance. The cabinet is constructed of selected wood gracefully designed and finished in Adam brown. The speaker is the latest Crosley full floating moving coil dynamic. Dimensions: 40" high, 22¾" wide, 12¾" deep. This console cabinet is 40" high.

**\$59.75**

Western Prices Slightly Higher



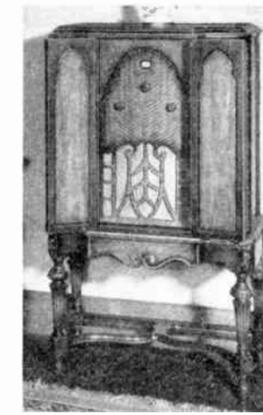
The Crosley

### MERRYMAKER

◆ Unquestionably the finest console model radio ever sold at this price. Incorporates Crosley Dual Dynamic Speakers and an eight-tube Superheterodyne circuit. Never before has there been a console model radio of such outstanding performance at so low a price. Dimensions: 40" high, 23 3/4" wide, 11 7/8" deep. This Console Cabinet is 40" High.

**\$75.00**

Western Prices Slightly Higher



The Crosley

### ANNOUNCER

◆ Your customers will like this beautiful 42" door model high-boy cabinet the moment they see it. They will want to own it as soon as they hear its startling life-like reproduction. This exceptional performance is made possible by the Crosley Dual Dynamic Speakers contained in this receiver, and an eight-tube Superheterodyne chassis. Dimensions: 42" high, 24 3/8" wide, 13 1/2" deep. This Console Cabinet is 42" High.

**\$85.00**

Western Prices Slightly Higher



The Crosley

### PLAYTIME

◆ The Crosley Playtime offers all the thrill of modern radio entertainment at its best, PLUS a beautiful grandfather model electric clock. Incorporates an eight-tube Superheterodyne chassis with Crosley Dual Dynamic Speakers, making possible exceptional sensitivity and selectivity, and an unusually fine tone. Dimensions: 66¾" high, 16" wide, 10¾" deep. This Cabinet is 66¾" High.

**\$95.00**

Western Prices Slightly Higher

**SUPERHETERODYNE • PENTODE OUTPUT • DIAL LIGHT  
BALANCED IMAGE SUPPRESSION PRE-SELECTOR • DYNAMIC SPEAKER**

**Powerful Sales  
Stimulators**

◆The sheer lowness of the prices of the Tynamite and Bonniboy open up an entirely new radio market for you. They enable the family in the very low wage class to obtain a modern superheterodyne receiver. The Tynamite also makes it possible for many families, heretofore unable to afford more than one receiver, to enjoy the advantages of a second radio in the home. Dealers who have been pushing these two models have reported very gratifying increases in sales volume. Purchasers have been well satisfied with the fine performance of this Superheterodyne chassis. Although sold at sensational low prices, the high standard of Crosley quality has been maintained in every way.

*The Crosley*  
**BONNIBOY**

◆A console radio with a Superheterodyne chassis employing one type -24 tube, one type -35 or -51 Variable Mu tube, one type -47 or PZ Pentode tube, one type -80 Rectifier tube and incorporating all features of the Tynamite described at right.  
This Cabinet Is 35" High.

Complete With Tubes **\$39.75** Western Prices Slightly Higher



*The Crosley*  
**TYNAMITE**

◆Incorporates a Superheterodyne chassis employing the same tubes as the Bonniboy described at left, and Pentode output, Dial Light, Combined Volume Control and On-off Switch, Image Suppression Pre-selector and a Crosley dynamic speaker.

Complete With Tubes **\$29.75** Western Prices Slightly Higher

**5 - TUBE SUPERHETERODYNE • PENTODE OUTPUT  
DIAL LIGHT • TONE CONTROL • DYNAMIC SPEAKER**

**Unchallenged  
Radio Values**

◆The tremendous value offered in the 5-tube Superheterodyne chassis incorporated in the Crosley LITLFELLA and BIGFELLA make it easy for you to cash in on your share of the profits this sensational receiver has been winning for Crosley dealers ever since its introduction a short time ago. Just think of the features this chassis offers at these low prices. Superheterodyne, Pentode Output, Dial Light, Continuous (stepless) Static and Tone Control, Combined Volume Control and On-off Switch, and a full size Crosley full floating moving coil dynamic speaker. New standards of value are reached with such high quality features at these amazingly low prices.



*The Crosley*  
**LITLFELLA**

◆A 5-tube table model Superheterodyne radio incorporating big set features Pentode output, Continuous (Stepless) Static and Tone Control, Illuminated Dial, Combined Volume Control and On-off Switch and a full size Crosley full floating moving coil dynamic speaker.

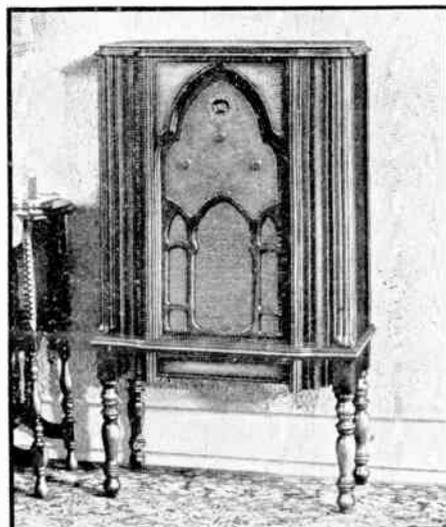
Complete With Tubes **\$36.36** Western Prices Slightly Higher

*The Crosley*  
**BIGFELLA**

◆A 40-inch console model radio incorporating the same five-tube Superheterodyne chassis as the Crosley Litlfella. You are offering a fine piece of furniture as well as an efficient radio when you show this receiver to your customer.

This Cabinet Is 40" High.

Complete With Tubes **\$48.48** Western Prices Slightly Higher



**10 - TUBE SUPERHETERODYNE • PUSH-PULL PENTODE OUTPUT  
AUTOMATIC VOLUME CONTROL • METER TUNING**



*The Crosley*  
**TENSTRIKE**

◆The finest table model receiver offered. Incorporates a 10-tube Superheterodyne chassis with Meter Tuning and Automatic Volume Control. Offers finer radio performance than obtainable in any other receiver at this price.

Complete With Tubes **\$69.50** Western Prices Slightly Higher

*The Crosley*  
**HAPPY HOUR**

◆A beautiful six-legged console model incorporating the Crosley 10-tube push-pull Pentode output, Superheterodyne chassis with Meter Tuning, Automatic Volume Control and Auditorium size Speaker. Also available with Crosley Dual Dynamic Speakers at \$10.00 additional to list price.  
This Cabinet is 44" High.

Complete With Tubes **\$99.50** Western Prices Slightly Higher



**For Those Who  
Want The Best**

◆Here are just the de luxe radios you need to appeal to those who want the best radio performance obtainable, regardless of price. These two models meet this demand perfectly, yet the price is so low that anyone can afford them. Compare the features found in both these receivers with those in other radios selling at much higher prices. Ten tubes, Meter Tuning, Automatic Volume Control, Continuous (stepless) Static and Tone Control, Superheterodyne, Push-Pull Pentode Output, and large size full floating moving coil dynamic speakers. Crosley Dual Dynamic speakers available in the Crosley Happy Hour at \$10.00 addition to the list price.

**2 COMBINED SHORT - WAVE AND STANDARD  
BROADCAST BAND SUPERHETERODYNES**

*The Crosley*  
**ADVENTURER**

◆This receiver represents radio development at its highest peak. Its 12-tube Superheterodyne Short-wave and Standard Broadcast Receiver with Automatic Volume Control, Meter Tuning and Built-In Short-Wave Converter make it the most complete radio ever offered at this price.  
This Cabinet is 44" High.

Complete With Tubes **\$119.50** Western Prices Slightly Higher



*The Crosley*  
**DISCOVERER**

◆A seven-tube Superheterodyne Short-wave and Standard Broadcast Receiver with Pentode output, a full size Crosley dynamic speaker and Built-In Short-Wave Converter. Cabinet is of unusual beauty.  
This Cabinet is 40" High.

Complete With Tubes **\$77.50** Western Prices Slightly Higher

**Widen Your  
Selling Field**

◆These two new Crosley combined short-wave and standard broadcast superheterodynes, the 7-tube Crosley Discoverer at \$77.50 and the 12-tube Crosley Adventurer at \$119.50 are typical of the progressive Crosley policy. With either of these two new Crosley sensations your customers may have the thrill of listening to the many unusual things that travel the short-wave bands, as well as ordinary broadcasts. Imagine the thrill the prospect will get, listening to a broadcast from far-away England, France, Germany or Spain. This is actually possible with these receivers when atmospheric conditions are favorable and the stations are on the air.

## Demonstration Truck . . . . .

◆BELOW ARE TWO VIEWS of a specially designed demonstration truck used by Baird Hardware Company, Crosley distributors, Gainesville, Fla., to demonstrate the new Crosley line to dealers in their territory, who were very enthusiastic over this effective way of introducing the new Crosley models.

According to C. A. Pound, president of Baird Hardware Company, these demonstrations created considerable publicity for Crosley in the many towns that were visited. Crowds jammed around the truck at every stop and marvelled at the marvelous performance of the various Crosley models and their low prices. Many sales were traced directly to demonstrations made on the truck.

There are six display compartments built on this truck, two on each side and two at the rear end. It is completely wired with electric lighting overhead and with power plugs. There are aerial and ground connections in each compartment. Power for the circuits is obtained through an extension plugged in at the dealer's store.



*Crack Shriver's-Crosley Basketball Team, which has been playing championship brand basketball ever since the beginning of the basketball season this year. All members are employes of Shriver's Radio Den.*

## SCORING FOR CROSLY

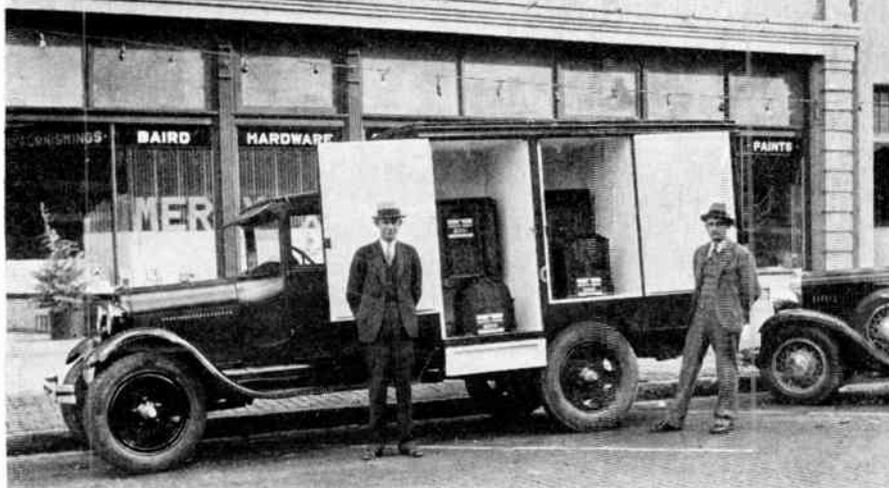
◆TAKING ADVANTAGE of the popularity of basketball and the season of the year, Shriver's Radio Den, Sioux Falls, S. D., Crosley

dealers, have organized a Shriver-Crosley Basketball Team, composed of members of their own organization. Power City Radio Company, local Crosley distributors, are also sponsors of this team.

Manager Shriver announces that this team has played winning ball throughout the entire season and predicts that it will wind up this year as one of the champion teams in that part of the state.

Not only is this team playing winning basketball, but it is also doing much to popularize the names of Shriver and Crosley and is creating publicity that is already showing favorable results.

Many people have watched this team in action and many others have read accounts of their games in the newspapers. Naturally, when they think of buying a new radio—Shriver's is the first store that comes into their minds.



*Special designed demonstration truck owned by Baird Hardware Company, Crosley distributors, Gainesville, Fla. W. M. Schultz and Joe M. Lang, Baird salesmen, are seen in these photos.*

# CROSLEY AIR CELL "A" BATTERY RADIOS

## New Eight-Tube Superheterodynes

Features: 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 new eight tube, superheterodyne, air cell "A" battery chassis with Neon dial lamp is incorporated in both Battery PLAYBOY models. Under normal conditions the battery drain of this receiver is approximately 28 milliamperes on the "B" batteries and .62 ampere on the "A" battery. This exceedingly low current consumption greatly prolongs the life of the batteries. The following tubes are used: one -32 as radio frequency amplifier, one -32 as first detector, one -30 as oscillator, one -32 as intermediate frequency amplifier, one -30 as second detector, one -30 as intermediate audio amplifier, and two -31 as push-pull output amplifiers.

## 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 out-put stage. The new -32 tube requires less than 1/10th of the power consumed by the older type tubes. The speaker is a Crosley power speaker. Employs the new air cell "A" battery.



**\$47.50**

Complete  
with Tubes  
Less Batteries

Western Price Slightly Higher



## The Crosley Battery Playboy

◆ 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.

**\$59.50**

Complete  
with Tubes  
Less Batteries

Western Price  
Slightly Higher



## The Crosley Battery Playboy Console

◆ The Crosley Battery Console incorporates the eight-tube Superheterodyne chassis described. 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 Price  
Slightly Higher

# YOU'RE THERE WITH A CROSLEY

# ANOTHER DOLLAR SLASHED OFF!

## Price Reduction Made In Accordance with Crosley Policy

◆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 pocket-book 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 at left. 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, \$34.00. New price this month, \$33.00, with tubes, less batteries.

**NOW \$33.00**  
NET

Complete with tubes, less batteries



## 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, \$23.00. New price this month, \$22.00, with tubes and speaker.

**NOW \$22.00**  
NET

Complete 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.

# YOU'RE THERE WITH A CROSLLEY

March 15, 1932

15

# NEW CROSLY ELECTRIC REFRIGERATOR

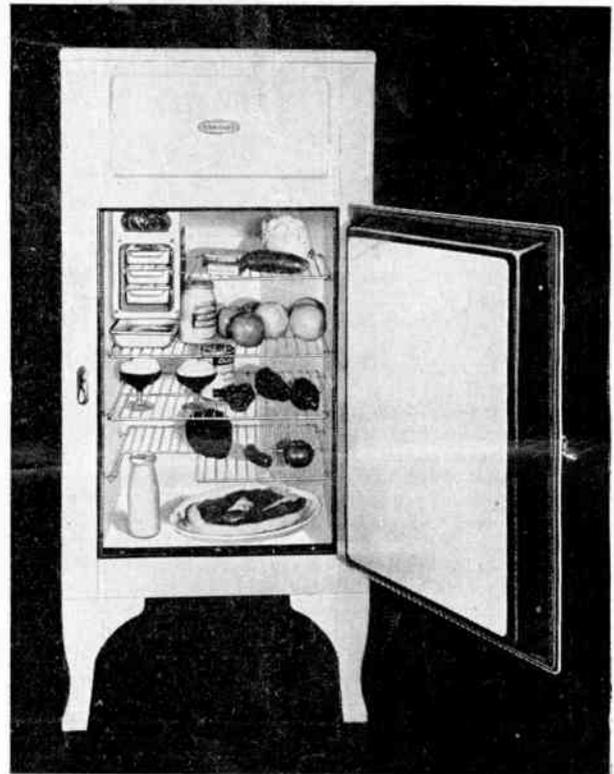


## Offers The Most Spectacular Profit Opportunity Ever Placed Before You

◆If it were possible for you to design your own product, set your own price and choose your own market, you couldn't pick out a more suitable article, priced more reasonably, or offering greater sales possibilities than the new Crosley electric refrigerator.

Hundreds of families right in your neighborhood want electric refrigeration. They have been sold on its advantages long ago, and most of them have envied some more fortunate friend whose home was equipped with an electric refrigerator. Many have even gone into display rooms to inspect electric refrigerators and have been on the verge of buying only to be barred by high prices. Now Crosley sweeps aside this barrier and opens up the door to the most spectacular sales opportunity that has ever been placed before you.

The development of the low-priced Crosley refrigerator is an epoch, a milestone, in the progress of electrical refrigeration. It ushers in the most spectacular era of sales this industry has ever witnessed. It brings you the most powerful sales weapon ever placed in your hands—and believe us—it's dynamite. It's made to order for an eager market. You are going to reap a golden harvest from the buying rush that this new product will create.



The Crosley C-45—4½ Cubic Feet Net Capacity

### FEATURES

◆Cabinet Interior of White Porcelain. Exterior of Glistening White Lacquer on Steel. Dry Zero Insulation 3-in. and 3½-in. Thick. 9 Square Feet of Shelf Space. Self-contained, Removable Unit. Thermal Cut-out for Motor Protection. Flat top. Broom-high Legs. Chromium Plated Hardware. Flat Wire Shelves. Temperature Control. Capacity of 63 Ice Cubes. Dimensions: 58½-in. High, 25¾-in. Wide, 21-in. Deep.

Crosley also manufactures a refrigerator of 5½ cubic feet net capacity embodying all of the features of C-45, but known as the C-55 selling for

Dimensions: 58½" high; 31¼" wide, 21¼" deep. **\$139.50** F. O. B. Factories

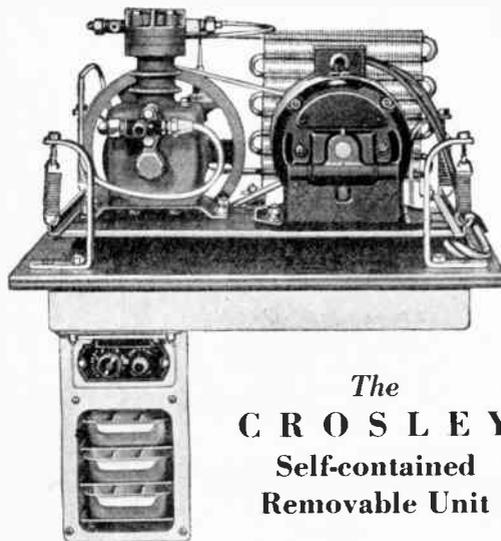


# ONLY \$99.50

F. O. B. Factories



## SELF-CONTAINED UNIT



The  
**CROSLY**  
Self-contained  
Removable Unit

◆The removable unit of this Crosley refrigerator is completely self-contained. The compressor is assembled with motor on a metal base suspended by four springs. Motor is mounted on rubber. The freezing unit is of corrugated steel, completely rust-proof and faced with white porcelain. SO<sup>2</sup> (sulphur dioxide) is used as a refrigerant. Immediately above the chilling unit there are two controls—one the temperature control and the other is the defrosting switch.

## No Dealer Can Afford Not To Handle CROSLY