

THE CROSLEY BROADCASTER

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NO. III

Bandbox Jr., Opens New Field For Crosley Sales

**Remarkable Value In New Bandbox Model No. 401---
Retailing At Only \$35 This Dry Cell Set Opens
New Sales Possibilities To Crosley Dealers**

Large Market Will Receive Brand New Offering Enthusiastically

For those who want quality radio reception for the lowest possible first cost and greatest possible economy of operation, the ideal set is now available.

Bandbox Model No. 401 offers just these features. A small, but thoroughly practical set, which provides good loudspeaker reproduction, it retails for but \$35. The cost of accessories is at a minimum, for the set is dry cell operated.

Remarkable Value

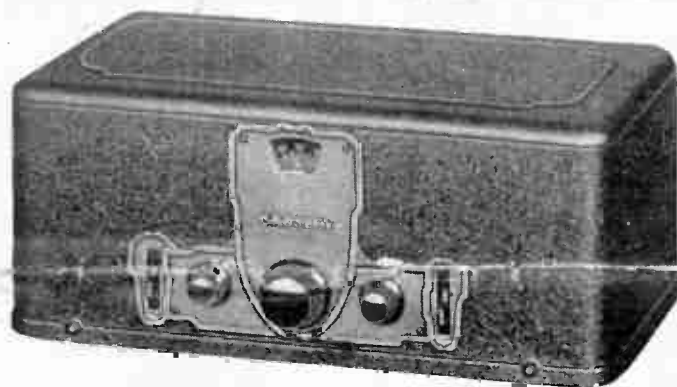
Undoubtedly this new Bandbox model will meet a widespread, enthusiastic public demand. Never before has such a radio value been offered, and never before has it been possible to obtain high-quality loudspeaker reception in a thoroughly modern set for so little money.

The distinctive features that have gained such popularity for other Bandbox models are incorporated in the new 401. It has a single station selector, and is equipped with an acuminator for sharpest tuning, as on the larger Bandbox sets. The case is of crystalline metal finish, easily removed for mounting the set in consoles, and the color and finish conform with that of the rest of the Bandbox line.

Intensifier New Feature

An additional feature, found only on this model, is the Intensifier, a device which helps to bring in weak signals with maximum intensity. This device is an important factor in the remarkable performance of the 401 as compared with larger sets having many more tubes.

Model 401 incorporates four dry-battery tubes, three of the 199 type,



Bandbox, Jr., Has Same Appearance and Many of the Features which have made Bandbox Models famous.

and one 120 type power tube, in the last stage. The first stage is a radio-frequency amplifier. Then comes a detector and two stages of transformer coupled audio-frequency amplification. The power tube in the last audio stage insures ample volume for operating a loudspeaker.

Genuine Neutrodyne Receiver

This set like other Bandbox

with dry cell tubes, and the Intensifier feature, mentioned before, has been added.

Model 401 is a genuine Neutrodyne receiver. Its circuit is similar in many respects to that which has made model 601 such a success. The circuit has been modified, however, to make it operate most efficiently

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Crosley Domination of Battery Radio Market Increases

Bandbox 601 And Bandbox Junior Completely Captures Market For Battery Operated Sets

The 601 Bandbox has had a tremendous influence during this past season in placing the Crosley organization in its present position of leadership in the radio field. No radio receiver has ever encountered the popular appeal and universal demand which this Crosley battery operated receiver has enjoyed. Now practically eight months after its announcement the 601 Bandbox receiver continues to hold the dominating position among battery

operated receivers.

Although the Bandbox 601 has already broken numerous records, its greatest popularity is still ahead. It is predicted that during the remainder of this season and the coming season, the 601 Bandbox will supply over one half the prospective radio purchasers who either prefer battery operated sets, or who do not have house electric current available.

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WLW Celebrates 7th Anniversary

Great 62 Hour Program Marks Completion Of Seven Years of Growth

WHEN Powel Crosley, Jr., took the WLW microphone at 9:15 P. M. on Sunday, January 29, to announce the Crosley Bandbox Hour, the early days of WLW history were revived.

Crosley's radio came during the final hour of 62 hours of continuous broadcasting that celebrated the seventh anniversary of WLW's existence. It was reminiscent of the time seven years ago when Mr. Crosley was chief engineer, operator, director, announcer and staff.

In the days when Mr. Crosley first began the operation of a radio station in his home in College Hill, radio program broadcasting was in a decidedly embryonic stage. The year 1921 was still within the time when the marvel of any sound—be it noise or music—was breath-taking when heard through a set of headphones. To hear a station in the next town marked an epoch. To hear from the next state was to attain the pinnacle of heart's desire for the first radio set owner.

"Demand For Wireless"

"To assist in popularizing radio and to create a demand for wireless" was the avowed purpose of the first Crosley station according to early files. At that time "letters received from hundreds of those who listened in proved the station was heard many hundreds of miles away, in fact as far as Maine, Texas, the Dakotas, and far into Canada."

Interest in radio increased with amazing rapidity. The reproduction of the radio sets which Mr. Crosley had undertaken became so successful that the Crosley Manufacturing Company had become worthy of a "real" broadcasting sta-

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This Crosley Ad Appearing In Trade And Fan Papers

The radio leadership of 1928

**NOW
\$90**

180 volts on the output tube plate!
Gigantic *UNDISTORTED* volume from the Bandbox!

Power! Power! POWER! A feature of the Crosley AC Bandbox that lifts it head and shoulders above competition!

170 to 185 volts on the plate of the power output tube!
Comparative checkings of competitive radios show interesting figures. Under identical testing conditions the Bandbox shows a full 170 to 185 volts on the plate of the 171 power output tube. Other radios show from 100 to 110 and 130 to 140 volts on the plate of output tube. The 171 power tube should have around 180 volts. This better than 40% superiority in one case and 25% in the other is the difference between today's radio and yesterday's.



MUSICONE
Type D

\$15

Crosley Musicones are famous for their value. This new style is no exception. Its low price of \$15 is in keeping with Crosley traditions. It instantly demonstrated its soundness by immediate and enormous sales.



602 Double Unit AC BANDBOX Single Unit 704

The Bandoxes are genuine Neutrodyne receivers. Totally and completely shielded, their acute sensitivity and sharp selectivity is amazing.

They have a single illuminated dial.

Contributing much to the success of this 1928 wonder radio is the *merchon* Condenser in the power element of the set. Not being paper, the danger of its blowing out is entirely removed so that the desired heavy voltage can be used to produce the acoustic and volume results so greatly desired. IT IS SELF HEALING. It does not have to be replaced as is the case with paper condensers.

The capacity of smoothing condensers in Crosley power units is 30 mf. Other sets use only a fraction of that condenser capacity. Undersize condensers, transformers, etc., are used in order to build down to a price. Crosley builds up to a standard.

The AC Bandbox is purposely made in two models—the 602 in a double unit—the 704 self contained. This is to provide maximum adaptability in all sorts of surroundings and uses.

The 602 double unit provides console cabinet installation in ALL kinds of consoles.

The 704 is for those who want the entire set in one cabinet. The two sets are identical in elements, design and performance. The physical difference is solely to meet the human differences of taste, necessity and price! The size of the 704 is 17 1/2 inches long by 12 1/4 inches wide and is 6 1/2 inches high.

Battery Type Bandbox \$55

This celebrated model needs no picture for in appearance it is identical to the 602 receiver pictured above. Its amazing performance has won the radio world this season and its value is as outstanding NOW as the day it was first presented!

**SELF CONTAINED
\$95**



Approved Console Cabinets manufactured by Showers Brothers Co., of Bloomington, Ind., and Wolf Mfg. Industries, Kokomo, Ind., are sold to Crosley dealers by H. T. Roberts Co., 1340 S. Michigan Ave., Chicago, Sales Representatives.



Crosley is licensed only for Radio Amateur, Experimental and Broadcast Reception.
THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., Pres. Cincinnati, Ohio
Montana, Wyoming, Colorado, New Mexico, and West, prices slightly higher
Write Dept. 000 for descriptive literature

New
401 Dry Cell Type
BANDBOX
JUNIOR

\$35

A new dry cell receiver with all the features of the Bandbox—selectivity, sensitivity, volume and appearance. For places where AC current or storage battery service is not available or desired.

"You're there with a Crosley"

CROSLEY RADIO

A Newspaper ad now ready features New Models as done above. The ad No. is 288. When ordering state whether you wish one-quarter, one-half or full page mat or electro. Be sure and order by number.

Crosley AC Bandbox Leads Entire Field Of Electric Receivers

602 Bandbox And New 704 Completely Outdistance Competition In Radio Performance and Value

The development of the AC Bandbox receivers has conclusively proven Crosley leadership in the radio world. The more one knows about the wonderful qualities of this Crosley AC receiver—the more one compares it with other AC receivers on the market, the more one comprehends the full realization of Crosley leadership.

The Crosley electric Bandbox is now just as far ahead in its field as the Crosley 601 Bandbox was in the battery set field when it was announced last Summer. As the trend of radio where AC current is available has shifted to the receiver using AC tubes and operating directly from the light house current, Crosley has been prepared and ever a step ahead.

Tremendous Crosley Resources.

In developing the electric Bandboxes, the Crosley organization has taken full advantage of all the tremendous resources at its command. Full use has been made of the patents available, which are, incidentally, as powerful a lineup of radio patents as is available to any radio company. The unlimited engineering skill of the Crosley laboratories and the other laboratories, whose developments are available to Crosley engineers, have brought to Crosley everything that is worth while in radio.

In producing the AC Bandbox, Crosley engineers have never tried to build a down to a price radio. They have ever followed Powel Crosley, Jr.'s fundamental attitude, which has been, "Produce the best you can—then we'll figure how to make and sell it in sufficient volume to keep the price low." This is, unquestionably, the reason Crosley laboratories have developed the outstanding electric receivers on the market today.

Reason For More Power.

The Crosley electric receiver just bubbles over with power. This power, which places the AC Bandbox head and shoulders above any other electric receiver at any where near its price range, is due to the engineering construction of this set. The Crosley Bandbox provides from 170 to 185 volts on the plate of the power output tube. That is the answer to the power of this set. That is what produces the clear undistorted music with terrific volume. That is what appeals so strongly to everyone who listens to this marvelous set.

It is this fact that is so outstanding when the Crosley AC Bandbox is compared with other AC receivers, which come any where near its price range. In the Crosley laboratories the exact characteristics of any set can be determined. Most



The New Self-contained 704 Electric Bandbox.

careful and painstaking tests have been made of competitive electric receivers and the results are exceedingly interesting.

Comparative Tests Prove Case.

Under identical testing conditions, the Bandbox shows a full 170 to 185 volts on the plate of the 171 power output tube. Other receivers show from 100 to 115 and 130 to 140 volts on the plate of the output tube.

For best results the 171 power tube should have around 180 volts. It is this 40% superiority in one

case and 25% in the other case that shows the difference between today's radio and yesterday's. It shows why the Crosley AC Bandbox stands out ahead.

Merchon Condenser Superior.

Another tremendous factor contributing to the superiority of Crosley AC Receiver is the Merchon Condenser which is used in the power element of the set. The Merchon Condenser is a self healing electrolytic condenser. It is a patented device of small size, but its

construction permits amazing capacity.

It is not made of paper so that the danger of blowing out is entirely removed and the desired heavy voltage can be used to produce the acoustic and volume results so desired. Compared with the safety limit in the paper condenser used in other receivers, the Merchon condenser shows an astonishing superiority. Should the Merchon Condenser be punctured by heavy line surges, it is self healing and functions again immediately. It does not have to be replaced as it is the case with paper condensers.

Greater Condenser Capacity.

The capacity of smoothing condensers in Crosley power units is 30 mf. Other sets have only a fraction of that condenser capacity. Undersize condensers, transformers, etc., are used in order to build down to a price. Crosley builds up to a standard.

Another superior feature of the Crosley AC Bandbox is its volume control of new and patented design. Crosley engineers have developed a new idea in rheostat construction which provides a smoothness of control never before obtainable.

Greatest Value in Radio.

It only takes a demonstration of the wonderful performance, selectivity and sensitivity of the power of this set to convince the prospective

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Newspaper Ad. On New Models

We have a newspaper ad ready on the new models which can be furnished in 1-4, 1-2 and full page size. Request Ad No. 288 from Advertising Dept., The Crosley Radio Corp., Cincinnati, Ohio.

New Icyball Refrigerator Creating Great Flood of Interest

Idea So New And Novel Many Questions Naturally Must Be Answered

Besides the remarkable opportunity it affords to substitute a cheaper and more modern means of refrigeration for ice and to bring refrigeration into homes to which an ice supply is not available, the very novelty itself of the Icyball is creating widespread interest.

The idea of cooking a refrigerating unit on the stove and then putting it in the refrigerator to keep the food cool for from twenty-four to 36 hours is so extraordinary that many people can hardly believe it until they actually see a unit working.

Many Questions Asked

Naturally this interest and curiosity brings up many questions in prospective purchasers' minds. How hot is the hot ball—will it burn? What is in the balls? How long will the material in the balls last? What blows the whistle? Do you have to fill anything to make the whistle blow? These and many other

questions are coming up all the time and every Crosley dealer and distributor should be in position to answer them.

Hot Ball Won't Burn

If you touch the hot ball, hanging outside the refrigerator, will you burn yourself? The answer is no. This ball is quite hot, of course, when it is on the stove. Immediately upon being taken off the stove however, it is chilled in the cold water. When it hangs outside the refrigerator it may feel warm to the hand but it is never hot enough to burn.

In fact the operation of the refrigerator depends upon the cooling of this ball by the air of the room. Unless it is kept somewhere in the neighborhood of room temperature the unit does not function. This ball is called the "hot ball" because it is the one that is heated on the stove—not because it feels uncomfortably hot to the touch when the

unit is operating.

No Efficiency Decrease

As to the material in the balls, it is a solution of ammonia in water, similar to ordinary household ammonia. This material is completely sealed in and cannot escape. In fact you cannot make any of it escape, even by heating the unit on a hot fire continuously for days.

Once sealed at the factory, it is there for good—the seal is impregnable. There is no deterioration of the ammonia solution. It is not used up in the operation of the Icy Ball and it cannot get out. Consequently it will last, without the slightest decrease in efficiency, as long as the owner continues to use his Icy Ball.

Steam Blows Whistle

Some persons get the idea that the whistle is blown by the fluid in the balls, and that this material is

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Editor: Charles E. Fay

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



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



Bandbox, Junior Opens New Opportunity

If anything has ever demonstrated conclusively, beyond argument, the great market for quality products at moderate price, it has been the recent new announcements of automobiles in the low priced field.

The enthusiasm that has greeted the introduction of these new low-priced cars has been so great that the factories building them cannot hope to build up their production to equal the public demand in less than a third or half of a year.

When factories with as enormous facilities as those of the makers of low-priced cars have their full production sold six months ahead, it means not only that there is a large market for these low-priced cars but that by far the lion's share of the automobile market is buying cars of this type.

As has been said so often that to repeat it is becoming trite, what applies to the automobile industry applies equally well to radio. The lion's share of the market is in the moderate priced field.

Now the entire Crosley line is moderate in price, and therefore, fortunate for Crosley dealers and distributors, comes in for the big buying demand. The latest addition to the Crosley line is even more modest in price than other Crosley models, and bids well, therefore, to set a sales record that will rival even those of the other Bandbox models. This new set is Bandbox Model 401.

The 401 invites the man of limited means to take it home and enjoy perfect radio reception without pinching his pocketbook. In so doing, it appeals to the largest class

of radio purchasers in the United States—the same great group that is taxing the production facilities of the great automobile companies to fill its needs.

Every Crosley dealer should realize the opportunity that lies before him in selling this new Bandbox model. He should use every possible facility for pushing the sale of the 401, and in doing so he will help himself to bigger profits than he has ever before enjoyed.

The Seventh Birthday of WLW

Celebrating its seventh birthday anniversary, WLW, known far and wide as the Crosley Radio Station, has added another milestone to its career of public service, and by broadcasting a non-stop program of sixty-two hours has established another world record.

The story of WLW's growth in the short period of seven years is one of the outstanding features of radio development. It is the dream come true of a man with a vision, who in the early days saw the possibilities in the radio field and who has given every ounce of his energy and thought to bring them to fruition.

It was the dream of Powel Crosley, Jr., who became interested in radio from all its angles when the industry admittedly was in the embryonic stage. Equipping a crude little station in his home in 1921, Mr. Crosley started his first broadcasting studio. Almost like magic successive steps have been taken in improving the Crosley station until today WLW is one of the leading and most popular broadcasting units in the world.

Mr. Crosley's first "Station" is well remembered by many who got their first aerial thrill from his studio with the aid of head-phones. It was not long until the scope of his broadcasting activities were enlarged and he moved his station to the factory in Northside where he operated with 50 watts of power. This was a more or less spectacular event in radio history and was marked with speeches by the mayor of Cincinnati and other prominent officials. The call letters of WLW were adopted and slowly but surely steps were taken that called for increased to 500 watts and finally to 5000 watts which has been employed for sometime at the Harrison, O., station, a few miles from Cincinnati.

Whether Mr. Crosley has other plans for even greater expansion of his activities has not been divulged, but judging from his efforts to keep abreast, if not ahead of the times, during the past seven years there is no telling what he will do in the next cycle.

Along with the remarkable progress of the broadcasting studios, development of radios and all within their field, has kept an even

pace. Starting with sets as crude as the first studio in his home Mr. Crosley has improved his products to meet every demand. That he has been successful in this endeavor is known to all who have kept in touch with radio manufacturing.

With radio in its infancy, the market nowhere near the point of saturation, bigger and more amazing things may be expected in another seven years.

Tunes Receiver To WLW And Sees Elephants

Now Regularly Tunes In California And Florida For Bathing Beauties

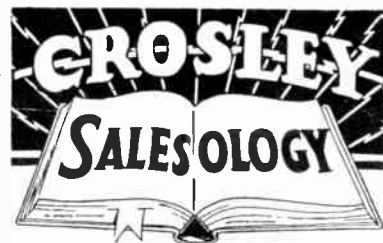
Frank Y. Grayson, famous editor of the sports page and more recently author of special articles of the cultural life of the city, had heard so much about "what folks got on their radio sets," that he bought one for Christmas, thus thinking to provide himself with home recreation from his work in the Times-Star newspaper activities.

The new receiver was duly installed in his home in Terrace Park, a suburb of this city. He looked through the radio programs and decided he would try to tune-in the Crosley WLW station, which was presenting a program of African music. A turn of the dial and then music—but not more than a few bars had been heard of the African tom-toms, when Frank Grayson's attention was attracted just outside of his window. There, on his lawn were five large elephants.

He called to his family to find out if they, too, saw what he was looking at. They did. Truly, there were elephants and not of the pink variety either. He donned his hat and coat and went outside to further observe the miracle, as he thought, and when the herd went down the lawn, he followed. After a short time, the herd stopped at a large barn. Inquiry brought the information that the elephants belonged to the Robinson's Circus and were wintering near his home. The elephants are used in the winter to do farm chores.

Grayson is now a firm believer in radio and is constantly tuning to California and Florida stations in the hope of seeing bathing beauties on his lawn.

According to Captain Craven of the U. S. Navy tests of the Jenkins system for transmission of pictures by radio show that the system is not developed sufficiently to make it advisable to adopt it as a means of transmitting Government weather maps to ships at sea.



Crosley dealers are turning their attention to the latest money-making opportunity offered them—the Icyball. Here is an outline of several sales points that may help you in putting across this novel unit:

1. It is cheaper than ice—costs only 2 to 3 cents a day to operate, including interest on investment.

2. Gives city dwellers a means of keeping their food at more uniform temperature, thereby preserving it longer.

3. Brings a modern means of refrigeration to farmers and others who have neither an ice supply nor electricity in their homes.

4. It will freeze mousses, salads, sherbets—and hundreds of delightful desserts not available to the owner of an ordinary refrigerator.

5. It is so simple in construction that it cannot get out of order.

6. There are no moving parts to wear, and there is no using up of the fluid inside the balls.

7. A plentiful supply of ice cubes may be frozen every day.

8. It is simple to operate—just a few minutes are required when putting it on and taking it off the stove to prepare it for from twenty-four to forty-eight hours of refrigeration.

9. A whistle blows when the unit is ready to be taken from the stove. There is no guessing at the amount of time required to properly heat it.

10. You cannot forget to fill the whistle—it automatically fills when the unit is chilled, and remains ready until the next heating.

11. Lower temperatures are reached than is possible with ice, keeping food longer.

12. The Icyball supplies a dry cold as compared with the wet cold of ice. This helps to prevent molding of food—the most common cause of spoilage of fruit and many other food products.

13. Easily carried about and needing only fire and water to operate it, Icyball is ideal for campers and for use in summer cottages.

14. A special Icyball cabinet is supplied, but many standard ice boxes may be modified so as to use the unit.

15. It is entirely new and novel. There is no other refrigerating unit like it, and no other unit offering the majority of its features.

The United States Department of Commerce is planning to collect extensive data regarding the radio industry in connection with the next biennial census of American manufacturing, which will be for the year 1927.

WLW Celebrates 7th Anniversary

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tion to furnish entertainment to the hundreds of people who were buying his radio sets.

Moving the broadcasting station to the Crosley factory in Northside, he increased its power to 50 watts. A speech by the mayor of Cincinnati, talks by prominent city officials, and a special program that was then spectacular marked the opening of the new Crosley radio station. It was a great day in Cincinnati radio history.

WLW Name Adopted

By this time, the call-letters WLW had been adopted. The station was broadcasting on 360 meters in common with half of the other stations in the country. The other half were using the 400 meter wave band. This chaotic condition, pre-saging the present radio turmoil by some years, continued for at least two years for it was not until 1924 that WLW received a wave-length of its own—or even partially its own.

Those were the "good old days" in radio.

The studio was a small, heavily curtained room in which there were but two windows and plenty of heat. When an orchestra crowded into it, the atmosphere was stifling. The microphone resembled the phonograph horn of the old days. It was about a yard and a half long with a horn diameter of at least 36 inches. The broadcaster had of necessity to stick his head into the horn in order to talk or to sing. Not a pleasant picture in these days of comfortable studios, attentive announcers, and painless broadcasting.

Terrific heat was generated by the radio transmitting set which was in the same room with the entertainers.

Stood By For Trains.

Engineers on the B. and O., railroad which ran by the windows of the first WLW studio, were interested in broadcasting. So interested in fact, that they took delight in permitting the radio listeners to hear the whistle and bell of the locomotive. Some of them even went so far as to insist that they could notify the division superintendent in this way that they were careful in the approach of street crossings. The racket was often so uproarious that the concert would be inaudible. It was sometimes necessary for the station to "stand by" while the engineer "completed his selection."

There was still not much effort expended in the preparation of programs. Some musicians were glad to appear before the microphone because of the "newness" of radio broadcasting. However, others

would have nothing to do with the new "toy." The phonograph was the most important staff member and its music was picked up from in front of the microphone with attendant needle scratches.

Listeners were as impatient as children with radio programs then. From the time the concert started until the "signing off" signal, the telephone rang continually with demands for certain selections, "kicks" about the programs, with occasional compliments from admiring friends.

One Man Did It All.

Mr. Crosley was still the chief announcer and director of his station. By that time he had an assistant who, when he was not officiating as advertising manager of the Crosley Manufacturing company, was the operator of WLW.

In September of 1922, Mr. Crosley moved his radio manufacturing plant to new quarters at Colerain and Alfred streets. With it went WLW with an increase in power to 300 watts. The WLW studio impressively draped itself in "soft, red velvet" and was one of the show-places of Cincinnati.

Fred Smith came to WLW in August, 1922. Mr. Crosley tells the story in this way: "Fred came into my office one morning rather apologetically. He said that he had nothing to sell me, but wanted to make some suggestions because he was so much interested in broadcasting. It seems that he had returned from abroad shortly before that, where he had been for some eight years.

Fred Sells Big Idea.

"He became very much interested, when he returned to his country, in the subject of radio. He listened in. In those days the phonograph played quite a large part in any program, and Fred's suggestion that he came in to offer me that morning, was the possibility of working out operas, telling the story with phonograph records.

"The idea and the way Fred presented it to me seemed a very excellent one, so I talked further with Fred. I found that he was quite well versed in musical terms, and when I heard him reel off the foreign names so fluently, I thought he should be doing it all the times in the broadcasting station.

"So I sounded him out—I do not know whether or not he realized it at the time—but I made up my mind that Fred would do a wonderful job in handling our broadcasting work. I asked him how he would like to do it. He said that the idea was entirely new to him, but that he could think of nothing better he would prefer to do. I talked to him for a few more minutes and asked him how soon he could start. He said the work he had been doing was not completed at that time, but I finally succeeded in getting him to take off his

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POWELL
CROSLY JR.

TALKS the TRAIL.

During the past week, I have spent several evening hours with the new Bandbox, Jr. It is a remarkable little set.

Last evening in a period not to exceed ten minutes, I was able to start at zero on the scale and picked up twenty-eight different broadcasting stations, clearing up each one until I had satisfactory loud speaker volume. Three of these stations were powerful locals.

I found the tone quality exceptionally good, ample volume, even on distant stations, selectivity and sensitivity excellent, of course. I feel that the demand for this set is going to be much greater than we anticipated when we first planned to introduce it.

Approximately half the homes in the United States do not have electric current. The necessity of bothering with a storage battery has kept most such homes from having a radio.

The Bandbox, Jr. fills a long felt want. It is the first high-grade, high-powered set to operate entirely from dry cell batteries. It is the last word in the radio field in dry battery performance.

We feel that the sale is not confined to homes without electric current. We believe that even in the large cities, this set will fill a long felt want.

Its economical first cost and its economy and simplicity of operation commend it to use in many homes where a large investment would be undesirable.

I urge Crosley dealers to try out the Bandbox, Jr. and promise a new conception of radio performance.

Powell Crosley Jr.

WLW Celebrates 7th Anniversary

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hat and coat and execute his plans before he went out of the office."

Smith has been hailed as one of the most progressive and efficient studio directors in the country during the past five years. He has won prizes in popularity contests, and station WLW has won prizes too for its popularity with hundreds of thousands of listeners.

In Swaddling Clothes.

Even with a director to devote all his time to the station, WLW news reports show that the station was a mere infant then in comparison with its accomplishments on its seventh birthday. However, even in 1922 progress was being made in the building of programs and their presentation.

"Quaint" almost describes some of the broadcasting traditions that governed those early days. For instance, the station "stood by" for three minutes every fifteen minutes. Why? To listen for distress calls from ships! WLW was the first of the far-inland stations to explain to Washington the fact that its broadcasting would not interfere with naval wireless. There was also a 15 minute period of silence after each hour of the night programs. During this intermission the transmitter was allowed to rest and revive. And the announcer had time to get a breath. The station operated 15 hours a week. Two hours of music and talks were broadcast on Tuesday, Thursday, and Friday nights. There were short periods of music furnished by phonograph and reproducing piano during the day; a half hour in the morning, and an hour in the afternoon.

Musical Tastes Differ.

Grand Opera from phonograph records was broadcast on Wednesday and Saturday afternoons at 1:30. The musical tastes of the radio audience at different times of day was not then consulted. The Crosley Radio Weekly for November 6, 1922, has an aggrieved note concerning the musical taste of its audience. It seems that following the broadcast of one of the phonograph operas, the station "stood by" for 10 minutes to wait for requests for the music for the next 15 minutes. "Every request but one was for jazz." Imagine WLW going off the air for even a minute in order to "wait for requests."

It was probably necessary to take "time out" every time there was a possibility that the director-announcer-staff might be called away from the microphone. At that time, Smith and an operator made up the entire personnel of the station. Now the WLW staff includes besides Smith, its director a staff

which consists of the musical director, publicity director, two commercial salesmen, chief engineer, three operators, for the studio control room, a chief and assistant operating engineers for the transmitting station at Harrison, Ohio, a construction mechanic, three secretaries, a mail opening department, and announcer, and several mechanics and secretaries who do part-time work for the station.

First Radario Written.

That second year, 1922, and the next year, saw the beginning of spectacular program broadcasting. The Cincinnati Symphony under the direction of Fritz Reiner was broadcast for the whole of the 1922 season. On April 2, 1923, the first radario or radio play was written by Smith and was presented by a cast of players known as the Radarians. Radarios became popular at other stations until Smith dramatized a serial production that was given through a number of radio stations. Besides every prominent musician in Cincinnati, the program register of WLW contains such names as Mabel Garrison, Soprano; Thurston the Magician; Sidney Smith, cartoonist; Nicholas Longworth, Speaker of the House; and Major John A. LeJeune, Commandant of the U. S. Marine Corps.

Those days brought with them continual experimentation to discover the taste of the listening public which was increasing with much rapidity. Plays both originally written for radio production, and radio adaptations of famous dramas all with musical backgrounds had a prominent place on the programs. There was a great deal more talking then than now. Speeches were popular. Lessons were given in everything from Ilo, the Universal Language, through French, and Spanish, down to Dancing, Bridge and How To Speak. Those were the days when publicity writers, and station directors, too, considered that the educational possibilities of radio were greater even than its entertainment value.

Balked At Advertising.

Everything in radio was being done to promote interest in the new product on the market, and to "inform and Entertain" the public. When the possibility of "air advertising" was first mentioned in the New York Times in April, 1923, WLW officials were appalled at the idea of "commercializing" radio. It was considered "unfair to the industry, and unfair to the American public." But in those days WLW was still operating not quite 20 hours a week in contrast to the more than 70 hours which was the weekly average during the last half of 1927.

A Western-Electric 500 watt set was installed on April 11, 1923. The "huge festivities" which celebrated the inaugural broadcast lasted for a little over two hours. It in-

cluded "classical, popular, and jazz music, vocal, instrumental and orchestral selections, and messages from or addresses by the leading statesmen, business and professional men of the United States. Radio enthusiasts were sure than the pinnacle of broadcasting had been reached. There was even talk about the "fad" losing its appeal. Many skeptics began the predictions that radio was becoming "too complicated and expensive" and would outgrow itself.

Test To Mental Stamina

Still WLW was broadcasting less than 20 hours a week. On two nights the programs were from 8:00 until 10:00 o'clock and on two from 10:00 until 12:00 o'clock. Market reports, stock quotations, weather forecasts, and police bulletins were the only daylight offerings. Even then it was considered that "next to running a grand opera, the running of a broadcasting station is the best test of the mental stamina of human kind."

The first federal radio action in the summer of 1924 gave WLW, as "one of the most outstanding and powerful broadcasting stations" an exclusive wave length of 309 meters. Some of the radio chaos was done away with, at least for a time. WLW began to agitate for increase in power for the most progressive stations. Mr. Crosley, as a member of the Hoover Conference Committee, began with his station a propaganda campaign to permit the increase power for his own stations and for others.

Made Super Power Station.

Early in 1925, WLW received its license to operate as a "super-power" station on 5000 watts. The transmitter was moved to a high hill two miles from Harrison, Ohio, out of the densely populated districts where it might cause interference. A two-story modern house was built for the transmitter, and for the operating engineer and his family.

Preceding the increase in power, however, WLW celebrated another anniversary with the opening of its two large studios and control room in the Crosley Radio Corporation at Colerain and Sassafras streets. Another spectacular radio program marked the inaugural program from the new studios. The 500 watt transmitter was moved to the fifth floor of the Crosley factory where it is now used as an auxiliary to the 5000 watt set.

With increased power, even more attention was paid to WLW programs until the station is rated now as the most popular by numbers of radio editors and countless listeners in the district which it covers, and the most popular of the DX stations among "distance hounds" in all parts of the world. The short-wave transmitter, installed early in 1927, has helped to popularize the station in countries

beyond the Atlantic and Pacific.

The birthday anniversary in 1927 was marked by a 30 hour program. This year the celebration included 62 hours of continuous broadcasting.

New Control Room.

A new control room with the most modern electrical equipment was used for the first time during the anniversary. Included in the equipment now in use is a loud speaker in each studio which can be put into operation at any time that a program is being broadcast in another studio. Control of loud speakers and microphones is automatic, and the loud speakers cut themselves off when a studio microphone is turned on. The most advanced type of fading panels will provide for new effects in radio entertainment. Through the use of these and of the new microphone controls it was possible for one announcer to supervise and announce programs being broadcast at the same time in the three studios.

The third studio is newly completed. When WLW first announced that it would have two studios it was considered as the most advanced of radio stations. Variety in programs has made necessary another studio to prepare the programs in smooth running order.

Chain Programs Start.

During the past year, WLW has been on the air for a grand total of 2817 hours and 4 minutes. It has broadcast every program of municipal interest that has been presented by any of the splendid musical organizations of Cincinnati. In September, Mr. Crosley announced that he would join the "Blue" network in order to procure for WLW a wide variety of entertainment and information especially in the line of events of national interest such as presidential speeches, prize-fights, and other spectacular broadcasts. He has carried out his intention and has furnished the radio audience of WLW with all of the great national events. The purely entertainment features of the chain he has selected with a view only to selecting a variety.

Daylight hours on the WLW schedule have been augmented in order to give greater service and entertainment. The stations is always ready to broadcast in any great emergency as was demonstrated in the spring when WLW raised over \$10,000 for the Mississippi Flood Relief fund.

Spectacular features as the broadcast on Christmas from WLW over the Red Chain have been the rule rather than the exception in 1927. According to Mr. Crosley, there will be more spectacles than ever during 1928.

"And it's just beginning," he said.

Crosley AC Bandbox Leads Entire Field In Electric Receivers

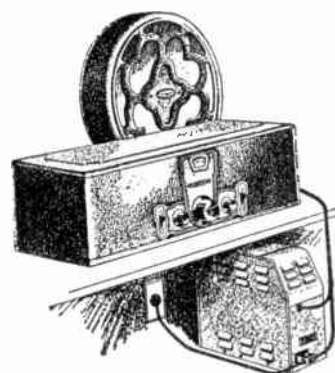
(Continued from Page 3)

tive buyer that the Crosley AC Bandbox is the greatest value in radio. Results are what the prospective buyer is interested in. That is what you can show in the AC Bandbox.

Just let a person play with a Crosley electric Bandbox. Let comparison be made of the performance and power of this set with other sets on the market at the price of this set. All qualities considered, there is no doubt of the outcome. The Crosley AC Bandbox is the choice every time.

Please Most Discriminating

You can please the most discriminating person who comes to you. The 602 double unit Bandbox fulfills the utmost desire of those who want console cabinet installation. This set also permits the receiver to occupy the minimum amount of



space on table or shelf. Thus, it is very popular where the radio is desired to occupy but a little space. When this is done, the power element can be tucked away on a lower shelf or hidden behind a curtain.

The 704, the self contained single unit Bandbox, fills the utmost de-

sire of those persons who want a table model set complete in one cabinet. The element, design and performance of the two sets are identical. They are different physically so that you can meet the difference in taste, necessity and price.

Sales Opportunity Unlimited.

The sales possibilities of the AC Bandbox furnished in the double unit, Model 602 at \$90, and in the single unit, Model 704 at \$95, are without limits. You have competition backed off the map. You offer quality, performance and all the other qualities to be desired in buying an electric receiver at a price which makes the AC Bandbox the greatest value in radio.

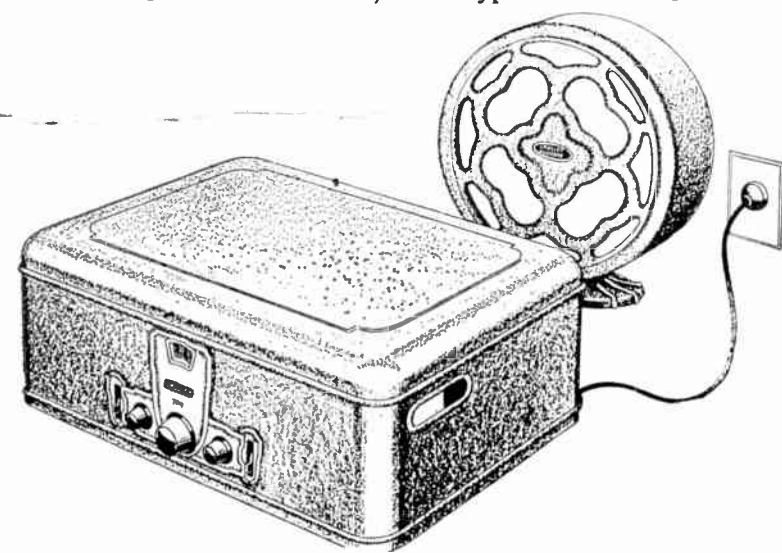
By the time this issue of the Broadcaster reaches you the new single unit, 704, will be in the hands of all distributors. Put a number in stock. You can, thus, immediately supply the demands of those who desire a receiver complete in itself.

Don't overlook the fact, however, that the demand for the 602 double unit receiver will be just as great as it has been. The 602 receiver, identical with the 704 in every way except that it is in two units instead of one, furnished at a price \$5 less is certain to continue to be a wonderful seller. There will be many who at first think that they desire the single unit, 704, but after you have made a full explanation they will decide on the 602. For cabinet installation, there is no advantage in having a single unit receiver. As the power unit is separate and can be hidden in the cabinet, the 602 serves the purpose just as well and is really better for its costs \$5 less.

Now make a drive on the Crosley electric models. A great demand for the electric receivers will come right into your establishment if you but go after it. You have more to offer than any other radio on the market. You have everything in your favor and can easily bring the business your way.

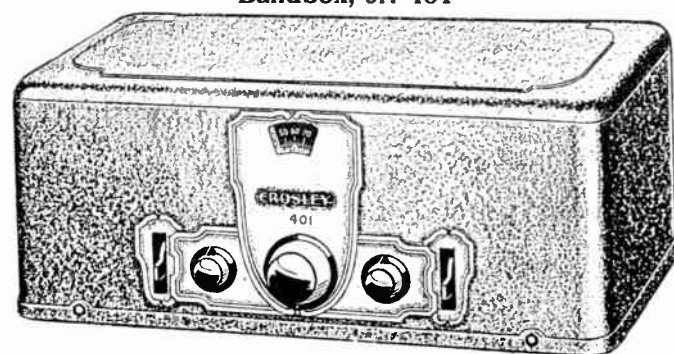
Here Are Newspaper Cuts On New Models---Order Them By Number

2 Col. Bandbox 704, with Type D Musicone



NO. 292

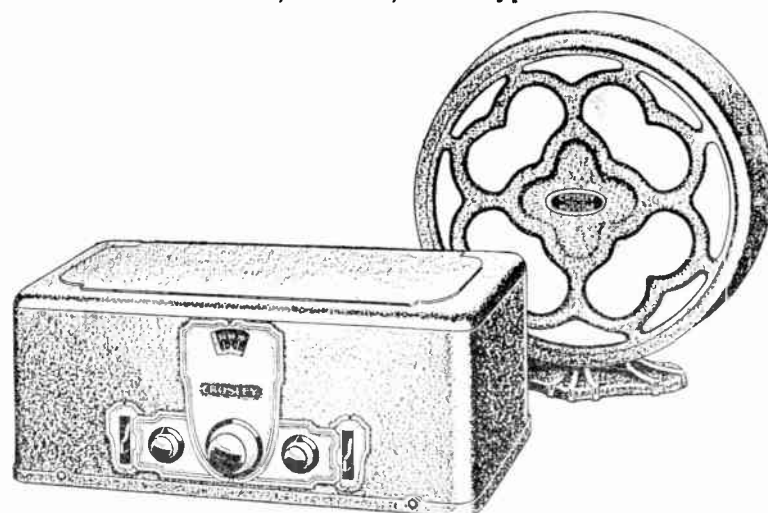
Bandbox, Jr. 401



2 Col. NO. 290

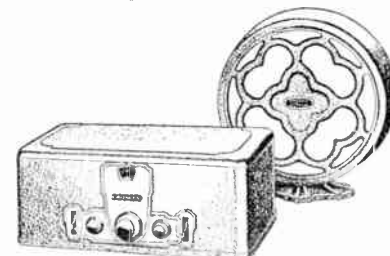
1 Col. NO. 289

2 Col. Bandbox, Jr. 401, with Type D Musicone



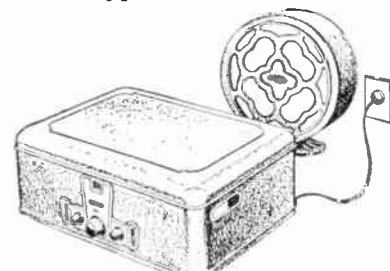
NO. 286

1 Col. Bandbox, Jr. 401, with Type D Musicone



NO. 287

1 Col. Bandbox 704, with Type D Musicone.



NO. 291

Advertising Department, The Crosley Radio Corporation, Cincinnati, Ohio

Numerous Uses Give Icyball Refrigerator Universal Appeal

Low First Cost, Economy and Ease of Operation and Practicability In Every Environment Are Outstanding

The variety of uses to which the Icyball can be put is so great that it would require a great deal of space to list all of them.

Most important, of course, is its use to replace ice in the home refrigerator. Dwellers in city apartments find it a great convenience because it supplies steady refrigeration every day of the year at a cost of but two cents a day—about one-tenth of the cost of ice.

Every city resident has gone through the experience of having food spoil when the ice ran out on Sunday or other holidays. Such a mishap is impossible with the Icyball. The Icyball refrigerator is on the job every day of the year.

Cost 2c A Day.

The cheaper cost of Icyball refrigeration is no small item either in this day of high rentals. The cost for a year's operation is from \$4 to \$6 as compared with an average cost for ice of from \$50 to \$60 or more. Per day it is 2c in comparison to from 10c to 20c. This combined with the more efficient prevention of food spoilage, due to Icyball's steadier, colder, drier refrigeration, results in a saving each year sufficient to buy a suit of clothes and then have something left over.

In addition, Icyball supplies ice cubes frozen from clean pure drinking water; freezes mousses, sherbets, and other desserts; makes possible the preparation of frozen salads and other novelties in the food line; and insures that milk and cream will be sweeter and vegetables fresher when served.

Brings Modern Refrigeration To The Farmer

To the farmer, out in the country, away from ice supply and without electric current, Icyball makes refrigeration available for the first time. Heretofore farmers have either been up against the necessity of cutting their own ice supply in the winter and storing it in ice houses, or of using spring houses, cellars, and the like for the storage of perishables. All of these methods entail a vast amount of work and are unsatisfactory. Now every farmer can have a refrigerator in his home for but a small investment, giving him the most modern type of refrigeration.

If anyone can make profitable use of a refrigerator the farmer certainly can. He has eggs, milk, cream, vegetables, and fruit in large quantities, any of which spoil in short order as ordinarily kept on the farm. With the Icyball these may be preserved in perfectly fresh condition for long periods of time—not only helping with the home food supply, but making it easier to



handle perishable products to be marketed.

Icyball will give faithful service on any farm. It can be heated on the cook stove or on a small oil burner. No electricity, gas, or running water is necessary.

For Camping Expeditions.

Because of the fact that it needs only fire and water to run it and because it is so easily portable, Icyball is ideal for campers. Heretofore it has been necessary to carry non-perishable foods on camping expeditions, unless the camp sites were near sources where fresh supplies could be obtained daily. Now a camp in the remotest places—in the Canadian woods, in the unvisited portions of the Rockies, in fact anywhere—can have its eggs and butter, and other provisions kept just as fresh as in the refrigerator at home.

For Exploring Expeditions.

This suggests the use of the Icyball by exploring expeditions. What a boon it would be to explorers penetrating into the heart of Africa, for instance. On the hottest days they could have cool water to drink. Fruits, meat and other perishable foods gathered here and there along

the route could be kept for days.

Coming back closer to home, those who have summer cottages can make Icyball serve double duty. Usually these cottages are some distance from an ice supply. Even if they have electric current, to equip them with electrical refrigeration is costly. The owner of an Icyball, however, can take it to his summer cottage with him. All that he needs for its operation is the regular cook stove in the cottage. If he wishes, he can equip the cottage with a separate Icyball—the unit is so inexpensive that the extra cost of doing this would be nominal.

For Numerous Stores.

Along business lines, Icyball is a great asset to small confectionaries, delicatessens, and other stores where ice cream, milk, or other perishable food products are kept. The saving in refrigeration as compared with ice means extra dollars of profit for such stores.

It can be used in the most remote place. For instance a roadside stand in Texas seventy miles from the nearest ice supply can offer passing motorists ice cold drinks with the aid of Icyball. Think how such a stand would clean up money on a hot summer day.

Grocery stores and meat markets find Icyball convenient for keeping butter, milk, and eggs and meat fresh. If one unit is not sufficient to handle the amount of produce kept in stock, a special cabinet may be built which holds two or three units. In this way Icyball may be used as the equivalent of a large sized refrigerating machine.

Other Possible Uses.

Those who have motor boats and take trips on them for the day or over the week end should find Icyball invaluable. It may be rigged up so as to take very little room, and will furnish ice water, ice for

lemonade, etc., besides keeping the provisions in good shape, for any length of time, whether the trip lasts for a day or a month.

Motor tourists, too, should find it a great convenience. It is impractical for them to take along a large refrigerator to set up at their various camp sites, and if they did take such a refrigerator with them they would find it difficult to get ice. Icyball may be easily carried, however, and will furnish refrigeration whenever a means of heating is available. A special small box may be fitted up on the running board of the car to carry the provisions, and Icyball may be mounted in this. At any time of the day, cold drinks and cold food are then available. The actual space required is little more than that necessary for the provision box alone.

Ruggedness And Simplicity.

These many uses of Icyball are made practical largely because of its ruggedness and extreme simplicity. The unit is quite small and entirely self-contained. It has no moving parts to wear out. The operation is so simple that a child can understand how to handle it. Above all, it requires only a means of heating and a water supply (running water not necessary) for its operation.

No Servicing Necessary

As a sales proposition it should appeal strongly to every Crosley dealer. For the radio dealer it affords a source of income in the summer months, when radio sales are not at their best. For the department store it is an ideal item, because it can easily be demonstrated right in the store, and needs no installation service or upkeep attention. The lack of servicing—the fact that it can be sold as a package proposition—will appeal as well to hardware stores, grocery stores, and other retail outlets.

Crosley dealers, the opportunity is before you. The market is open and is yours for the taking. Let's get behind this remarkable innovation and help ourselves to bigger profits by putting it across in a big way.

The public hearings of the Federal Radio Commission in Washington with regard to short wave broadcasting are creating much interest. The hearings were originally brought about because of several newspapers which wished to interchange news items on the shorter waves. Since then, however, there have been several other requests for short wave channels, including one for the purpose of transmitting radio photographs from New York City to San Francisco.



Icyball Unit showing Tray where Ice Cubes, deserts, etc. are frozen. Cold ball is to the left, while the hot ball is to right.



Puzzle---Find The Radio Industry Now Rank Sixth Car Largest In The U. S. Business



**S. M. McCarty Of Fargo
Motor Supply, Inc., Is
Star Salesman**

Say fellows would you like to change places with S. M. McCarty? Some fellows sure have a magnetic way about them.

That probably accounts for the fact that Mr. McCarty who is a representative of the Fargo Motor Supply, Inc. covering the Northern Minnesota territory is able to stand second high man on Crosley sales in the entire organization.

Mr. McCarty is a real Crosley booster. You can readily see this for despite of his pre-occupation of the moment he lets the Crosley display on his tire cover show in full force. Here's more power to you Mac.

Grows From \$2,000,000 In 1921 To \$550,000,000 In 1927; Still Climbing

In seven years the radio business has grown from practically nothing to sixth position among industries of the United States.

In 1921 the total volume of business in the entire industry was \$2,000,000 and in 1927 the estimated total volume was \$550,000,000. The business in 1921 consisted largely in the manufacture of crystal sets and three circuit tuners, incorporating a regenerative detector and two stages of amplification.

Early in 1922 the public began to see the possibilities of radio development and there was a boom which brought about total sales of about \$60,000,000. This represented crystal sets, regenerative receivers, utilizing from one to four tubes. Late in this year the Neutrodyne was introduced, utilizing four and five tubes.

In 1923 the business more than doubled, the total being \$150,000,000, while in 1924 the number of manufacturers had increased greatly and so did the volume of business. The total for that year was \$350,000,000, three, four and five tube receivers being the principal demand.

Loudspeakers rightly came into their own during 1924 with the introduction of the Musicone by Powel Crosley, Jr. This was the first successful loudspeaker manufactured in mass production, sufficient to be sold at a reasonable price.

During 1925 the radio business totaled \$410,000,000, and in 1926 the industry had reached nearly the half billion mark, the total being \$480,000,000. There were many six, seven and eight tube sets sold and loudspeakers then were playing a most important part in the total volume.

In 1927 the business grew to \$550,000,000 with six tube receivers

being the largest sellers. It is asserted that no other industry has made such phenomenal growth in so short a period.

Is This Your Case?

**Take The 602 Bandbox
Home And Try It With
New Type D Musicone**

Several days ago a well-known dealer in a major city visited the Crosley Plant. He was selling Crosley Bandboxes in quantity, but had not heard the reproduction of the combination of Model No. 602 A C Bandbox and the type "D" Musicone.

He had no radio receiver hooked up in his home; felt he wanted to forget radio after leaving the shop. The radio business had destroyed his imagination. He had lost track of the effect of a complete diversion.

Consequently his sales were not based on the performance of the A C Bandbox.

Several days after his visit the advice sunk in, that he install one in his home. An excerpt from his letter follows:

"I feel that I should drop you a line and let you know of the very pleasant surprise I had with the Crosley A C job with the model 'D' speaker that I took to my home a couple nights ago.

"The quality of the music through that speaker was quite a surprise to me. As you said when I was in your office, there is not \$20.00 difference between your speaker and

some others that we know of that sell up to \$30.00.

"I am glad I took one of these outfits up to my house as it is going to give me added enthusiasm when talking to prospective customers."

How many dealers can take a lesson from the above experience, as there are many parallel cases?

To get greater volume of sales persuade Crosley dealers to install an A C Bandbox with type "D" Musicone in their homes, so you may realize the super-performance created by 180 volts output from the audio tube which makes more natural reproduction. Thus you can learn of the extreme selectivity and ability to pick up distant signals which are amplified through manipulation of acuminators.

Senator Dill has introduced a resolution in the Senate which has for its purpose the adoption of a scheme whereby all important speeches in the Senate will be broadcast. Each Senator's desk is to be fitted with a microphone under the plan, and when important speeches are made the appropriate microphones will be hooked up with a broadcasting chain.

Three new short wave sets have been installed by the U. S. Navy during the past year. A 10 kilowatt set has been installed in Washington, D. C., a 5 kilowatt set at San Francisco and 3 k.w. set at Honolulu.

**QUINN BROTHERS
RADIO CORPORATION**
Neenah, Wis.
Wholesale
Crosley Distributors
Write us for Dealers Proposition

Western Michigan Distributors
CROSLY RADIO
Sherwood Hall Co., Ltd.
Grand Rapids

**THE
JOHNSON ELECTRIC
SUPPLY CO.**
331 Main St. Cincinnati
Wholesale
CROSLY DISTRIBUTORS
Write Us For Dealer Proposition

Authorized Distributor
CROSLY RADIO
Prompt Service
**Young, Lorish &
Richardson, Inc.**
710 W. Jackson Blvd., Chicago
Phone: Haymarket 8240

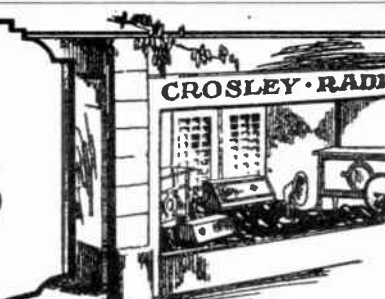
**SCHUSTER ELECTRIC
COMPANY**
WHOLESALE
CROSLY DISTRIBUTOR
2169 Spring Grove Avenue
412 Elm Street, Cincinnati, Ohio
Phone West 144 Main 820

TAYLOR ELECTRIC CO.
MADISON, WISC.
Exclusively Radio
Wholesale Only
CROSLY DISTRIBUTOR

100% Crosley Distributors
"THIS IS A CROSLY YEAR"
"THERE'S A REASON"
Distributors in Chicago Territory
—TRY OUR SERVICE—
HUDSON-ROSS, Inc.
116 S. WELLS CHICAGO



CROSELY DEALER'S PAGE



85% of Demonstrations Closed

Rader & Spangler Strong Believers In Advertising-- Find It Makes Sales Easier

Newspaper advertising is playing a tremendous part in Bandbox sales this year. There are Crosley Dealers everywhere who are firm believers in advertising. They believe in it because it produces direct results for them and increases their sales of Crosley merchandise.

One of these firm believers in advertising are the Crosley Dealers at Deshler, Ohio, Rader & Spangler. They have found that the advertising which they have run in their local paper has brought prospects into their store which have readily been turned into satisfied customers.

This company has also had another unique experience and that of selling to eighty-five percent of those to whom they have made demonstrations. This it seems that it would certainly pay to put sets out on demonstration. Newspaper advertising is a live force to find out the prospects who are interested in radio and to sell through demonstrations. What experience are you having along these lines?

Here is the letter received from Rader & Spangler:
"Gentlemen:

We have been advertising the Bandbox very strong this season and it certainly is bringing in results.

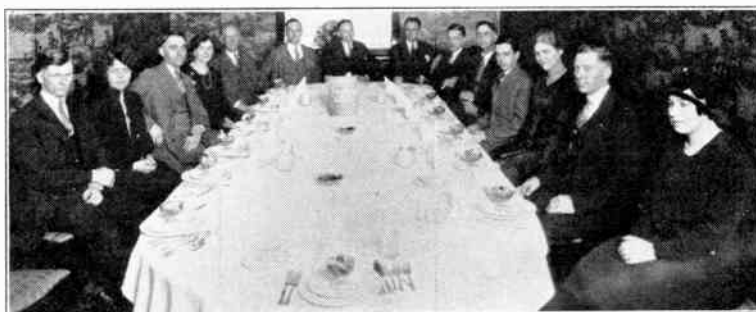
We have found that 85% of our demonstrations are sold, and we feel that this is a pretty good record for this locality.

We find too that the Crosley is better known in this locality this year as our sales last year have assisted in advertising them this year as we can refer new prospects to them for satisfaction.

We certainly are sold on the Bandbox as it performs wonderful. We can pull in approximately two dozen stations in with loudspeaker volume that is audible through the average house without a ground and only three feet of aerial.

In closing we will say without question that "You're There With

Large Power Company Organization Enthuses Over Prospects



Crosley Promotion Men Entertain The Chattanooga Branch of The Tennessee Electric Power Company And Executives of The Southeastern Electric Company at Banquet

"How to sell more radio with a reduced number of home demonstrations," was the subject of discussion at the close of a banquet given by Crosley field men to the organization of the Chattanooga Branch of the Tennessee Electric Power Company and the executives of the Southeastern Electric Company.

H. M. Camp, Merchandising Manager, of the Tennessee Electric Power Company was master of ceremonies, while L. A. Kellogg, Sales Promotion Manager of The Crosley Radio Corporation, lead the discussion.

It is needless to say that by the close of the discussion everyone present was enthused over the sales prospects ahead and derived a great deal of inspirational and practical benefits from the meeting. Many branches of the Tennessee Electric Power Company are doing a mighty good job merchandising Crosley this year. This and other meetings of like nature show that W. J. Jorgensen, Crosley District Manager, is on the job.

The Crosley." Thanking you for past favors, we remain,

Yours very respectfully,

RADER & SPANGLER.

(Signed) N. Spangler.

Orders Still Accepted For Model 51

Only Limited Supply On Hand--Special Low Price

Many dealers have wondered whether we could still fill orders for the 2 tube Crosley Model 51. Our supply of this model is very limited. We are, however, glad to announce that we are still filling all orders received. We will continue to do so as long as our stock remains.

Model 51 is supplied to Crosley

dealers at a special rock bottom price—equipped with storage battery tubes the price is \$5.00—equipped with dry cell tubes the price is \$5.50.

All orders should be accompanied by check or money order. No. C. O. D. shipments are made. When orders are made in units of ten, an additional 5% may be deducted.

A new idea upon which the Federal Radio Commission is working is the synchronization of small stations broadcasting different programs so that they can operate on the same wave lengths. If these stations are regulated so as to operate accurately on the same wave they may operate much closer together without bothersome interference than if their wave lengths vary slightly. Progress in synchronizing these stations will especially help to clear up interference on the shorter wave channels.

Service and Friendship Are Won

Latrobe Battery Service Company Are Putting Crosley Across

There is always a reason for success. In the case of the Latrobe Battery Service Company, enthusiastic Crosley dealer at Latrobe, Pennsylvania, this reason is friendship plus real service.

The proprietor of the Latrobe Battery Service Co., is familiarly known all over his community as "Mac." "Mac" is a great fellow and makes friends wherever he goes. He sells Crosley Receivers to these friends because he wants them to have the very best in radio. He keeps their friendship because he gives them real service.

You immediately feel the friendly atmosphere on approaching the Latrobe Battery Service Co. The windows are always attractive and the display of Crosley merchandise is always inviting. In order to give quick service to all his customers and friends, "Mac" has a service truck which has been especially painted to let everyone know that the Latrobe Battery Service Company handles Crosley Receivers.

Mac's friends are always turning new customers to him and these in turn are made into fast friends who boost Crosley just as much as they do the Latrobe Battery Service Company. Every Crosley dealer can well put this plan into operation. The kind of service you give after you have sold a set is the secret of making friends of all your customers.

Icyball Pleases Wife

Wouldn't Be Without Icyball

Bond Rider Jackson Company, Charleston, W. Va.
Gentlemen:

Icyball and Bandbox working fine. Wife wouldn't be without the Icyball if it cost me \$200.00.

S. J. ROHR,
O. V. Rohr & Son,
Alum Bridge, W. Va.

Entire Community Falls for Bandbox

Bandbox and No. 400 Cabinet Proves Unbeatable Combination In North Carolina Town

Reidsville, N. C., never before was very strong for radio, being remote from any broadcasting station. Then Ira R. Humphreys, of the Radio Service Station, Crosley Dealer at Reidsville, introduced the Crosley Bandbox. He found the Bandbox, installed in the 400 cabinet, to be an unbeatable combination.

Now there are more Crosley sets in Reidsville than any other set combined, and in the past sixty days more money has been spent in Reidsville for the Bandbox and the 400 Cabinet than the total radio purchases prior to that time. Just read this letter recently received from the Radio Service Station:

"Dear Sir:

Your favors received relative to the Bandbox Nos. 601 and 602, and will say the Reidsville is remote from any broadcasting station and it was very difficult to introduce radio here. There are more Crosleys than all others combined, however. The women have been rather hostile to radio and this hostility was not overcome till the No. 400 Crosley cabinets came out. We have not been able to sell a single Bandbox without the 400 Cabinet. When they get this cabinet they think they are getting a lot for their money and they say it matches with almost any furniture they have. More money has been spent for radios in Reidsville since the Bandbox and the 400 Cabinet came out than the total purchases of all sets combined prior to that date, some sixty days ago.

Our people are delighted with both the 601 and 602 Bandbox Receivers and we have heard no adverse criticism.

Yours very truly,
RADIO SERVICE STATION
(Signed) Ira R. Humphreys.

Crosley Stock Listed Only On Cincinnati Exchange

Until recently The Crosley Radio Corporation, Cincinnati, was owned exclusively by Powell Crosley, Jr., its President, and members of his immediate family. Recently he decided to dispose of part of his holdings. The stock is now listed on the Cincinnati Stock Exchange.

Mr. Crosley's idea of disposing of this stock was that a seasoned market might be created over a period of time for securities of the company. The financial statement of the company was not affected by the

Crosley Dealer At Jersey City Is Real Merchant



Above Is Shown The Attractive Crosley Display Which Drew Radio Prospects Into The Display Room Of Wissner & Sons, Inc., Jersey City

There has been no end of attractive Crosley displays this year. Some never had pictures taken of them. The above window is that of Wissner & Sons, Inc., of Jersey City, N. J., and is certainly a sample of an effective attractive window display.

The company has always been adequately financed and has always maintained a large surplus. The average earnings of the company over a period of five years have been approximately \$789,705.00 per year. The net profits for the year 1927 were approximately \$1,000,000.

The stock has been widely distributed in the Cincinnati market. Mr. Crosley does not contemplate offering any additional stock at this time. The only stock that is available is listed on the Cincinnati Stock Exchange where trading has been quite active.

Hotel guests prefer music to any other form of radio entertainment, according to the experience of the Robert Morris Hotel, Philadelphia, which provides radio reception in its rooms for the guests. The majority of persons who stop at the hotel express a distaste for jazz, and prefer semi-classical programs. Of radio speakers, Coolidge is most popular among the guests, while Hoover runs a close second.

play.

The Jersey City store of Wissner & Sons, Inc., of which W. A. Lawton is the Manager, has certainly made effective use of Crosley display material. The material shown in the window is that furnished in

the Crosley special advertising and display \$5.00 outfit. It is hard to find a bigger \$5.00 worth of advertising material anywhere. The above window is a testimonial to the effectiveness with which material can be used.

Crosley Dealer Going Strong



M. J. Frazier Co., Lets Them Know He Handles Crosley

It's one thing to handle a product and another thing to let your entire community know you handle it, according to M. J. Frazier of the M. J. Frazier Electric Company, Crosley Dealer at Burlington, Iowa. You can't go anywhere near Mr. Frazier's establishment without immediately knowing that he is an enthusiastic Crosley Dealer.

A great big sign over the door with the word "Crosley" very prom-

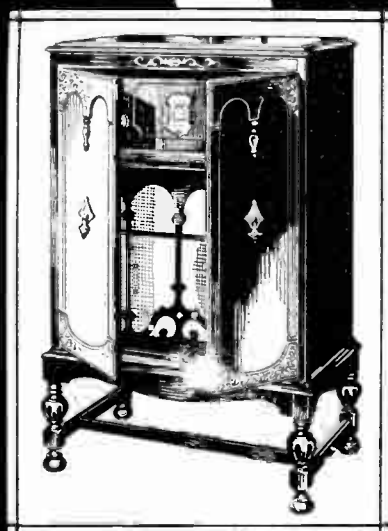
inent advertises to all that here is a home of Crosley radio in this community. Then you will find the windows full of Crosley and a large sign on either side of the door with the word "Crosley", and on the side of his store is a big Crosley sign that can be seen from a long distance.

All this pays for Crosley is an outstanding national advertiser and signs of this nature directly tie in with this national advertising. Mr. Frazier has been doing his best to obtain his full share of the benefits from Crosley national advertising. He has used all the Crosley sales helps available. His window is made attractive by the display-material, etc., from the Crosley \$5.00 Assortment, he is constantly at work promoting the Crosley sales in his territory.

In a letter received from Mr. Frazier some time ago he says, "The Bandbox is sure a 'Big Show' and going good."

The new President of the Institute of Radio Engineers is Dr. Alfred N. Goldsmith.

Hear the *Exquisite* Tone of the *Royal Series* AMRAD



Now you can hear the sweetest, purest tone in Radio. A tone of thrilling richness and depth.

For quick sales, show your customers these new, purely electrical models.

No batteries

No makeshift devices

No acids or water

Latest A. C. tubes and latest electrical engineering combined with exclusive construction have produced the Radio Set that sells!

Take the time to listen—then decide!

The HASTINGS \$395

A. C. operated, requiring no batteries, Single-dial control, seven-tube Console operated by loop or antenna. Built-in cone speaker, mounted on special baffle board.

THE AMRAD CORPORATION MEDFORD HILLSIDE, MASS.

F. E. HAHN,
President

POWEL CROSLY, JR.,
Chairman of Board

Amrad sets are manufactured under license contract between Radio Corporation of America and Crosley Radio Corporation. Licensed under Hazeltine and Latour patents, issued and pending for radio amateurs, experimental and broadcast reception.



Crosley Service Manual

No. 101.

General Service Information---Part I.

12-1-27

I. Some Aspects of Servicing

A. The Necessity For Servicing.

Every dealer, wholesaler, and manufacturer who merchandises a mechanical or electrical product must be in position to see that this product is properly installed, that it operates as it should when installed, and that it continues to operate satisfactorily thereafter. This is as true of radio sets as it is of auto-

the retail purchaser goes to the Authorized Dealer from whom he bought his set for information, advice, and assistance. The Dealer is best fitted to give him this help, for he is right on the ground and can get first-hand information of value in making recommendations and straightening out difficulties.

The Dealer, in turn, takes his problems to his Distributor. He is

them. The tightening of a single screw that has worked loose in shipment may mean the difference between an enthusiastic customer and a dissatisfied one.

2. Installing Sets and Accessories.

This phase of servicing applies only to Dealers, of course. The Dealer must be able to do this job thoroughly, because the average radio set purchaser of today is not a technical man and cannot be expected to install his own equipment. Further, proper installation insures satisfaction and enthusiasm for Crosley performance.

3. Helping the Consumer With Problems and Difficulties.

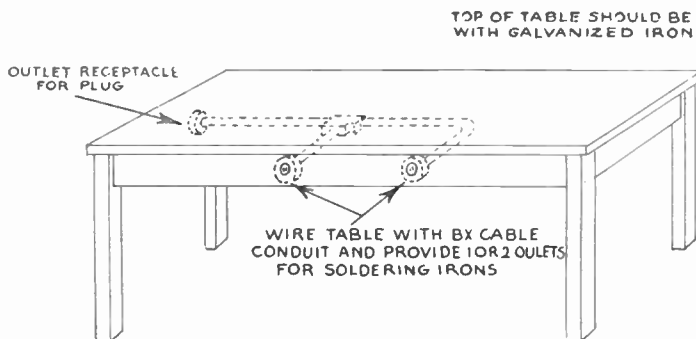
This, too, is a phase of servicing that applies only to Dealers—although, of course, if the Dealer meets questions that he cannot answer he will go to the Distributor for advice, and if the Distributor finds himself unable to answer the questions, he will take them to the factory. In the majority of cases the difficulties that interfere with a purchaser's reception will be found to be due to lack of knowledge on his part as to operation and care of the set, to loose connections, run-down batteries, tubes nearing the end of their life, or other simple ailments.

tory itself must all contribute their share to this service. Every such set should pass through the usual channels; the consumer going to his Dealer, the Dealer to his Distributor, and the Distributor to the Factory.

D. Crosley Service Sheets

Crosley service sheets are furnished without cost to Crosley Distributors and Authorized Crosley Dealers, in order to provide them with information that will help them in their servicing work.

The plan according to which the servicing information has been compiled is to provide in this service sheet (No. 101) general information pertaining to servicing, information regarding accessories, aerials, and grounds, and trouble-shooting information that applies equally well to all models. In addition, three or more service sheets are devoted to each individual set, taking up the following subjects as specifically related to that set: (a) installation and operation, (b) circuit, (c) testing, (d) repairing. There is necessarily some duplication in the sheets dealing with the different models, but the policy is to favor completeness rather than brevity whenever there must be a choice between the two. Special service sheets are de-



WORK TABLE FOR RADIO STORE SERVICE DEPARTMENT

Figure No. 1

mobiles, washing machines, oil burners, or motion picture equipment.

Radio sales are built through performance. Performance is guaranteed first by a quality product, second by thorough servicing.

Each one of us must see that every Crosley purchaser is more than satisfied—that he is enthusiastic. With a superior product to offer, our efforts must be bent toward merchandising and servicing that product in a superior way, in order to maintain that supremacy for Crosley merchandise which means greatest profits for every one of us.

Servicing is a necessary part of every Crosley dealer's and distributor's work. He must be prepared to service sets promptly and efficiently. No dealer or distributor can afford to lose the business that will pass him by if he neglects this phase of the merchandising scheme. The quality of servicing rendered is one of the important things which distinguishes a first-class radio merchant from a poor one.

B. The Crosley Service Plan.

The Crosley Service Plan has behind it the basic idea that it is much easier for someone on the ground to straighten out a difficulty than for someone else a thousand miles away to do so. Each link in the chain of distribution must, therefore, provide servicing facilities.

In accordance with this policy,

in closer touch with his Distributor than with the factory. It is natural that he should turn to this friend for assistance.

When the Distributor has problems that he cannot solve, he goes direct to the factory with them. A special Servicing Department and a Technical Information Bureau are at his disposal at the factory. These departments give him the full benefit of all information they have at hand.

By handling service matters according to this plan, every question or problem is insured the most speedy, efficient, and satisfactory attention. Crosley Dealers and Distributors should see that this plan is strictly adhered to.

C. What Servicing Includes.

The servicing of Crosley sets may be divided into four classifications, as follows:

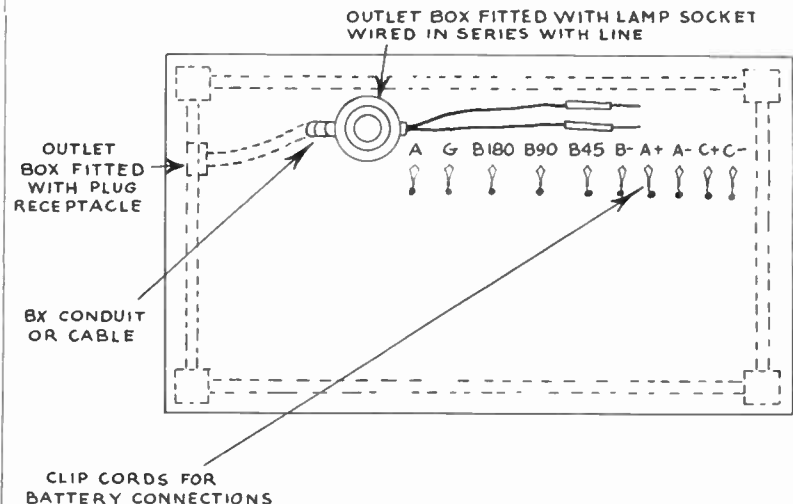
1. Testing Sets and Accessories

Before Delivery. Every piece of equipment undergoes thorough tests before it leaves the factory and is packed so as to withstand rough handling in shipment. Nevertheless, to be sure that each set and its accompanying accessories is right when he delivers it, and has not been damaged in shipment before he received it, each Crosley Distributor and Dealer should be in position to test sets and accessories before delivery. Crosley Dealers should make it an absolute rule to test all sets and accessories before installing

Customers will also ask for information when they are not having trouble, but simply want to know about something. The Dealer must be prepared to give such information.

4. Testing and Repairing Sets.

When sets are damaged in shipment, they must be repaired. If trouble develops in any installation and can be traced only to the set itself, it is necessary that the set be thoroughly tested and repaired Dealers, Distributors, and the Fac-



TOP VIEW OF TEST TABLE

Figure No. 2

voted to the Musicone and Power Converter units.

(Continued in Next Issue)

Farm programs prepared by the United States Department of Agriculture are now being broadcast by 117 stations.

The number of amateur radio stations now totals 10,926, most of which operate at short wave lengths, 80 meters or less.

Crosley Domination of Battery Radio Market Increases

(Continued from Page 1)

Crosley Alone In Field

Indications all point to the fact but few battery sets will be manufactured during the 1928-29 season. Many manufacturers are greatly over estimating the swing towards the AC operated sets and are overlooking the big market for battery operated sets which still exists. They are thus concentrating their efforts on AC operated sets gradually leaving the battery operated market alone.

It is to be readily seen that some are forced into this position due to the dominating position which the Crosley 601 Bandbox holds among the battery operated sets. They recognize that in the face of the tremendous popularity of the Crosley 601 Bandbox that they could obtain sufficient production to, in any way, compete with the outstanding qualities of this set. Therefore, the 601 Bandbox remains alone in the battery operated receiver field.

Big Market For Battery Set

Though it is recognized that where electric current is available there is a decided swing towards the AC set, still a very big market continues to exist for the battery operated set. It is this market that Crosley dealers will dominate with the 601 Bandbox and have all to themselves with practically no competition during the coming months.

No changes are to be made in the 601 Bandbox. It will carry through the remainder of this season and go right into the next season with the same wonderful performance, selectivity, outstanding value, and the same undisputed popularity which has made it head and shoulders ahead of every other set on the market. As predicted last summer, and again last fall, and now here repeated again, the 601 Bandbox will continue to be the outstanding battery operated set and will not reach the full peak of its popularity until the late fall of 1928.

Bandbox Jr. Fits New Field

In spite of these foregoing facts, there is a field which the Bandbox 601 has not touched.—In fact, no other radio set has touched. Powell Crosley, Jr., with his wonderful ability to visualize conditions as they actually exist has seen a great radio market which is untouched. It is for this market that he has announced the Bandbox Junior, neodyne receiver, especially designed to operate from dry cell batteries.

There are thousands of persons in remote sections of the country, where electricity is not available and where the constant charging of storage batteries is not only inconvenient but impossible, who will want the Bandbox Junior. Not only is there a market for this new Bandbox Junior in the country, but also in cities, where a reasonably priced and easy to take care of set is desired.

Small Cost.

One of the most appealing features of the new Bandbox Junior besides its small initial cost is its decidedly low cost of upkeep. Batteries last a long time. With battery replacement brought to a minimum, the upkeep of this set will be tremendously simple and economical.

The Bandbox Junior thus fills an entirely new market. There are thousands upon thousands who have, for one reason or another, not been interested in radio because of the inconvenience of keeping the batteries charged, or because of the cost of operation, that will now purchase this 401 receiver.

The Bandbox Junior is, indeed, a fitting companion piece to the Bandbox Model 601. Together these two sets will dominate the battery operated field. With them to offer, Crosley dealers, besides leading in the AC set market, can obtain the lion's share of the battery set business.

Bandbox Jr.

(Continued from Page 1)

Up to this time there has been no set on the market filling the need of the man who wants quality radio in his home but does not feel that he can afford the necessary investment for a large six-tube set. Prospective purchasers in these circumstances represent a large portion of the public. With a set on

TUNE IN!

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

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

THE FIFTH THIRD UNION COMPANY

14 West 4th Street
Cincinnati, Ohio

the market designed especially to cater to their needs, every one of these prospective radio buyers will now be enabled to enjoy the benefits of radio.

Icyball Refrigerator Creating Great Flood of Interest

(Continued from Page 3)

gradually used up in this way. This impression is entirely wrong. The whistle is blown by steam coming from a small water reservoir under the whistle.

It is necessary to fill this reservoir but once—the first time the unit is put into operation. After that it automatically fills when the hot ball is chilled in the cold water after each heating. The whistle reservoir fills with water from the tub during this chilling, and the water remains in the reservoir until it is as nearly foolproof as any device during the next heating.

The Icy Ball is so simple that it is as nearly foolproof as any device can be. The inner works themselves

are surprisingly simple. This accounts for the perfect performance that Icy Balls give day after day under all conditions in all parts of the country. There is no servicing to do on this clever little refrigerating device. There is nothing to service on it.

If You Wish to BUY or SELL
SECURITIES

Or Own Some About Which You
DESIRE INFORMATION
Communicate With Us.

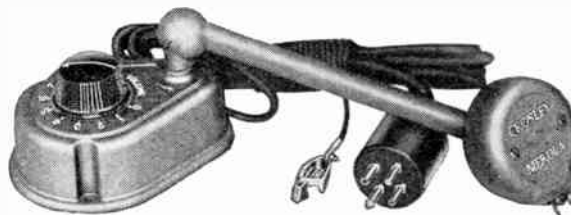
Our Statistical Department
Is At Your Service

WESTHEIMER & CO.

Members of—
The Cincinnati Stock Exchange
The New York Stock Exchange

Telephone: Main 567
326 WALNUT STREET

Say Brother! Step On It— The New MEROLA Is A Whirlwind Seller



Dozens Of Easy Sales If You Demonstrate Merola To
Persons Having Old Style Phonographs

Every phonograph owner is a prospect for this improved device which converts old-style phonographs into modern electrical reproducers. Use it in your store to demonstrate the Musicone. Sell it to customers who have bought radio sets from you. Any old phonograph becomes a fine electrical instrument with the addition of this unit at a cost of

\$15

CROSLEY RADIO
"You're there with a Crosley"

◆◆◆◆◆ 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

BEFORE 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.

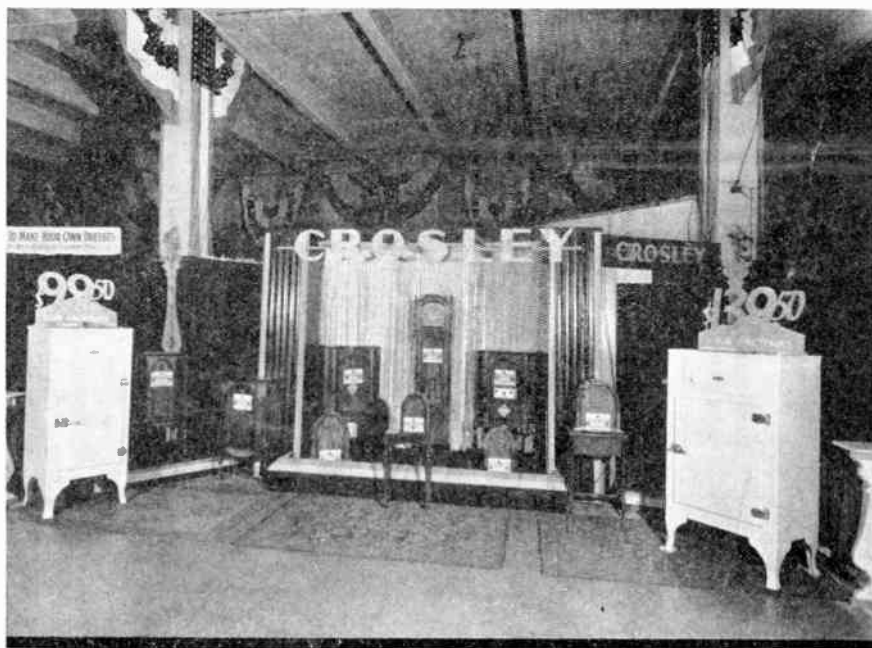
Lewis Radio Showing

■ 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.



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

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.

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

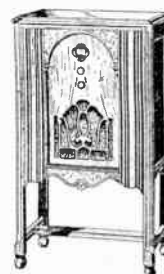
CROSLEY



The Crosley BONNIBOY

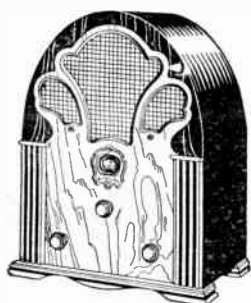
\$39.75 Complete With Tubes

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

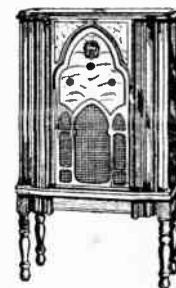
Complete With 5 Tubes
Western Prices Slightly Higher

■ 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.

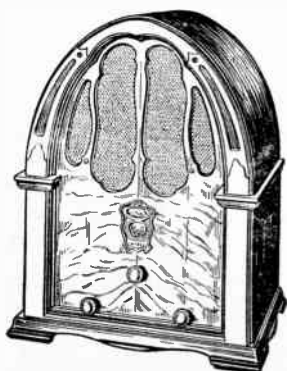
The Crosley BIGFELLA

\$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

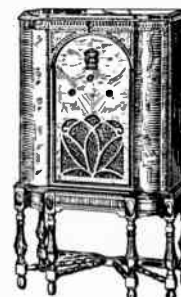
Complete With 10 Tubes
Western Prices Slightly Higher

■ 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

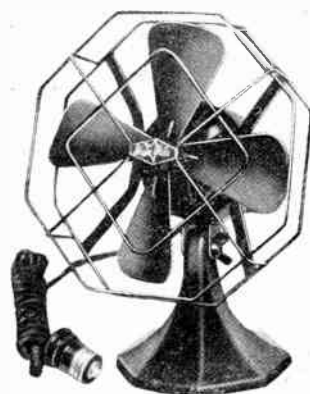
(This item ties up so closely we went the limit to help you sell radios. You will never be able to buy it anywhere at this price again.)

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

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.. | \$1.50 | — | — J4 Waffle Iron... | \$3.25 | — |
| — J2 Utility Iron... | \$.90 | — | — J5 Percolator... | \$5.60 | — |
| — J3 Electric Fan... | \$2.50 | — | — J6 Electric Clock | \$8.25 | — |
| Name..... | | | | | |
| Street Address..... | | | | | |
| City..... | | | State | | |

TOTAL AMOUNT OF ORDER

"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

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. "Percs" 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

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



A Spectacular



Only
\$99⁵⁰

MODEL C-45
4½ CUBIC FEET
NET CAPACITY

F. O. B.
FACTORIES

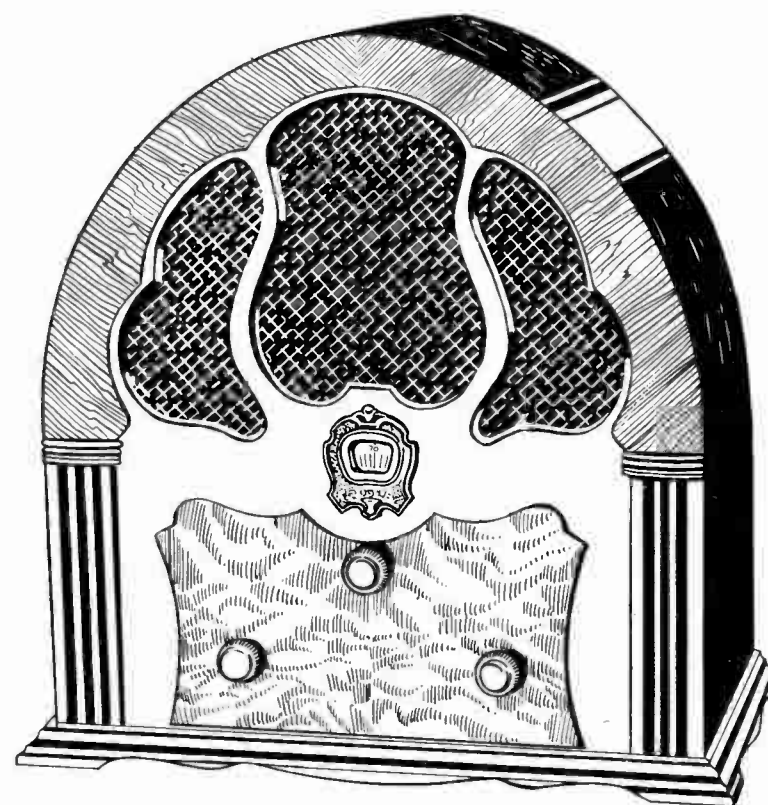
\$139.50

F. O. B. Factories

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—

No Dealer Can Afford

The Crosley Broadcaster

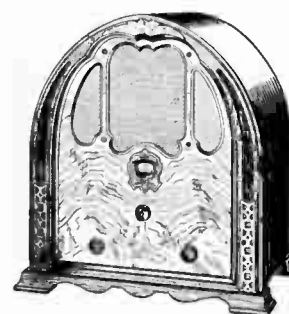


The Crosley
FORTYFIVE

\$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.

CROSLEY 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, 23¾" 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: 66¾" 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" 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, 13¾" deep.

YOU'RE THERE WITH A CROSLEY

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 SO₂ (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

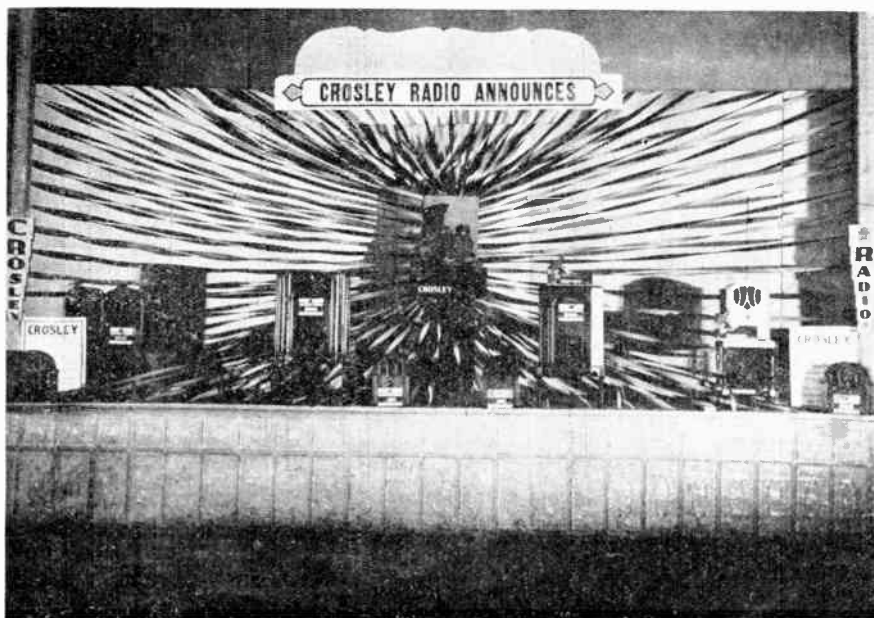


Bold signs on the store front have been used very successfully by Oliver Drug Company in advertising Crosley radios in Holdenville, Okla.

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. Garnick & 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?

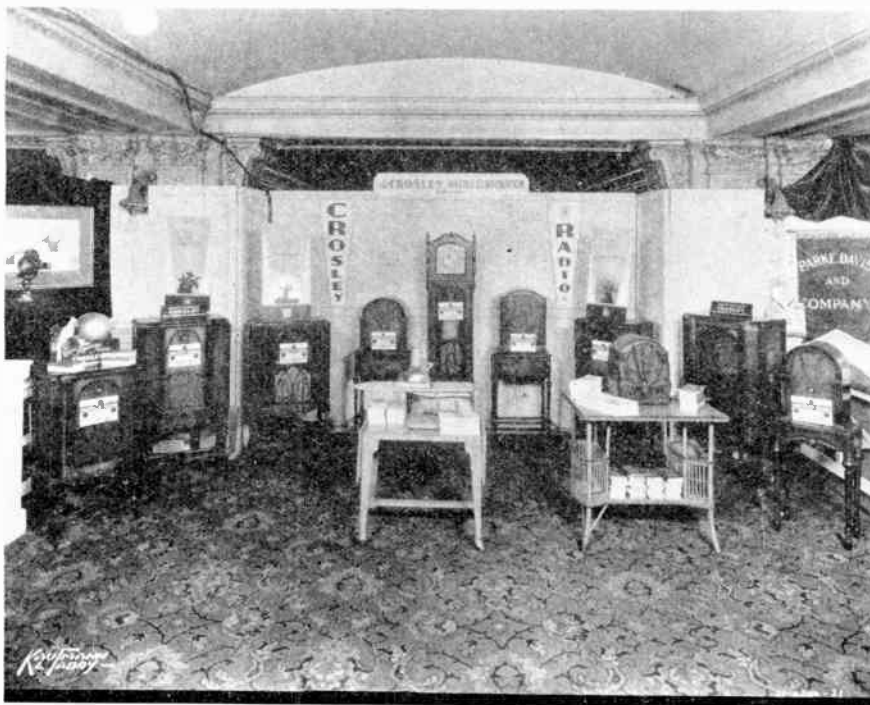
■ MASON'S FURNITURE Store, Claremont, N. H., had made all arrangements to handle a competing line of radios. Then a salesman from George Collins Company, Crosley distributors, Boston, Mass., called and induced them to try out one of the new Crosley models in their store.

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, 23¾" wide, 11⅞" 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, 26½" wide, 14" deep.

COMPLETE WITH TUBES
WESTERN PRICES SLIGHTLY HIGHER

\$119.50

YOU'RE THERE WITH A CROSLY

**B
U
Y

N
O
W**

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

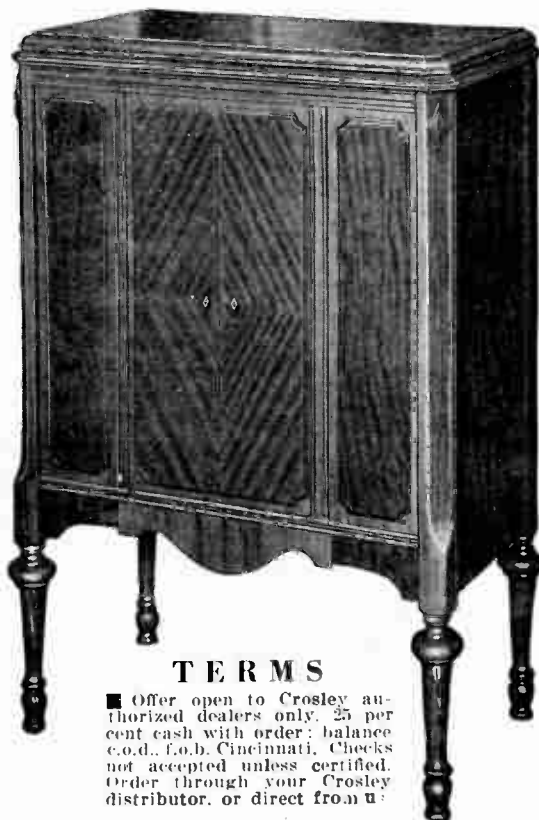
■ The Crosley Partner incorporates the same Screen Grid Neutrodyne battery chassis as used in the Crosley 26-H shown above. A Crosley power speaker is built into the console. Ample space in the cabinet is provided for all batteries. No "C" battery required. Only four connections to make to the batteries.

■ 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.

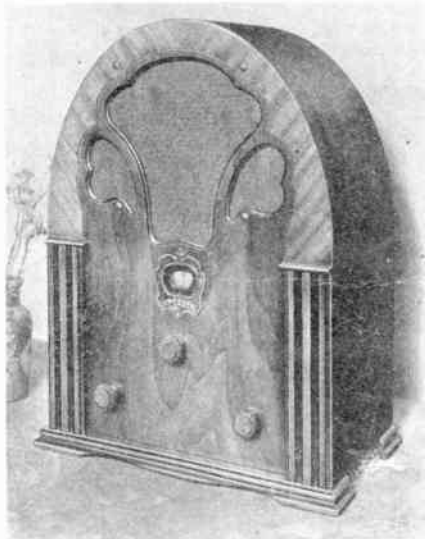
■ In both appearance and performance the new Crosley Battery Playboy approximates the Crosley 8-tube 124 Series all-electric Playboy. In addition to its ability to bring in distant stations, it is wonderfully selective. Stations close together on the dial can be separated with ease because it incorporates 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

THE CROSLEY BROADCASTER

VOL. II

MARCH 15, 1932

No. 2

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



Model C-45
4½ Cubic Feet Net
Capacity

Only
\$99⁵⁰

F. O. B.
FACTORIES

No Dealer Can Afford Not To Handle CROSLEY

Talks To The Trade

POWEL CROSLEY, JR. SAYS

THE 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-

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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 Litlfella 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 outdoor event staged through the active cooperation of Crosley! All Radio is invited to share in this 12-hour celebration. "Come! See and hear Crosley's BEST models!"

Every Crosley Radio a True Superheterodyne

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

5% Off All Money Paid To Us

Community Fund

Those who will come long benefit from this offer! Use Christmas as an occasion to give! At money paid to the Community Fund, we'll give you 5% off.

Delivers \$1 CROSLLEY RADIO Tomorrow Only!

The 1932 Famous Superheterodyne

Crosley 8-Tube "Playboy"

With Tubes Lamp

\$19.75

Complete With Tubes

The Crosley 8-Tube "Playboy" is the most popular of all radios. It has the latest in superheterodyne design, and is a true 8-tube radio. It is a real "Playboy" and will give you the best of everything in a radio.

EXTRA . . .

A Beautiful New Radio Lamp

With 7500

Crosley Radio TOMORROW

Bring a Crosley model from the "Playboy" setting with you tonight. It's a beautiful, modern Radio Lamp. They are the nearest thing to a masterpiece, and cost very little. If you buy your Crosley tomorrow!

Extra Value of No Extra Cost SATURDAY ONLY!

Crosley Superheterodyne "Littella"

\$36.36

COMPLETE WITH TUBES

With 7500

1ST BORN, 2ND, 3RD, 4TH, 5TH, 6TH, 7TH, 8TH, 9TH, 10TH, 11TH, 12TH, 13TH, 14TH, 15TH, 16TH, 17TH, 18TH, 19TH, 20TH, 21ST, 22ND, 23RD, 24TH, 25TH, 26TH, 27TH, 28TH, 29TH, 30TH, 31ST, 32ND, 33RD, 34TH, 35TH, 36TH, 37TH, 38TH, 39TH, 40TH, 41ST, 42ND, 43RD, 44TH, 45TH, 46TH, 47TH, 48TH, 49TH, 50TH, 51ST, 52ND, 53RD, 54TH, 55TH, 56TH, 57TH, 58TH, 59TH, 60TH, 61ST, 62ND, 63RD, 64TH, 65TH, 66TH, 67TH, 68TH, 69TH, 70TH, 71ST, 72ND, 73RD, 74TH, 75TH, 76TH, 77TH, 78TH, 79TH, 80TH, 81ST, 82ND, 83RD, 84TH, 85TH, 86TH, 87TH, 88TH, 89TH, 90TH, 91ST, 92ND, 93RD, 94TH, 95TH, 96TH, 97TH, 98TH, 99TH, 100TH, 101ST, 102ND, 103RD, 104TH, 105TH, 106TH, 107TH, 108TH, 109TH, 110TH, 111ST, 112ND, 113RD, 114TH, 115TH, 116TH, 117TH, 118TH, 119TH, 120TH, 121ST, 122ND, 123RD, 124TH, 125TH, 126TH, 127TH, 128TH, 129TH, 130TH, 131ST, 132ND, 133RD, 134TH, 135TH, 136TH, 137TH, 138TH, 139TH, 140TH, 141ST, 142ND, 143RD, 144TH, 145TH, 146TH, 147TH, 148TH, 149TH, 150TH, 151ST, 152ND, 153RD, 154TH, 155TH, 156TH, 157TH, 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A NEW MEMBER OF THE CROSLEY LINE THE CROSLEY FORTYFIVE

\$45.00
Complete
With
Tubes

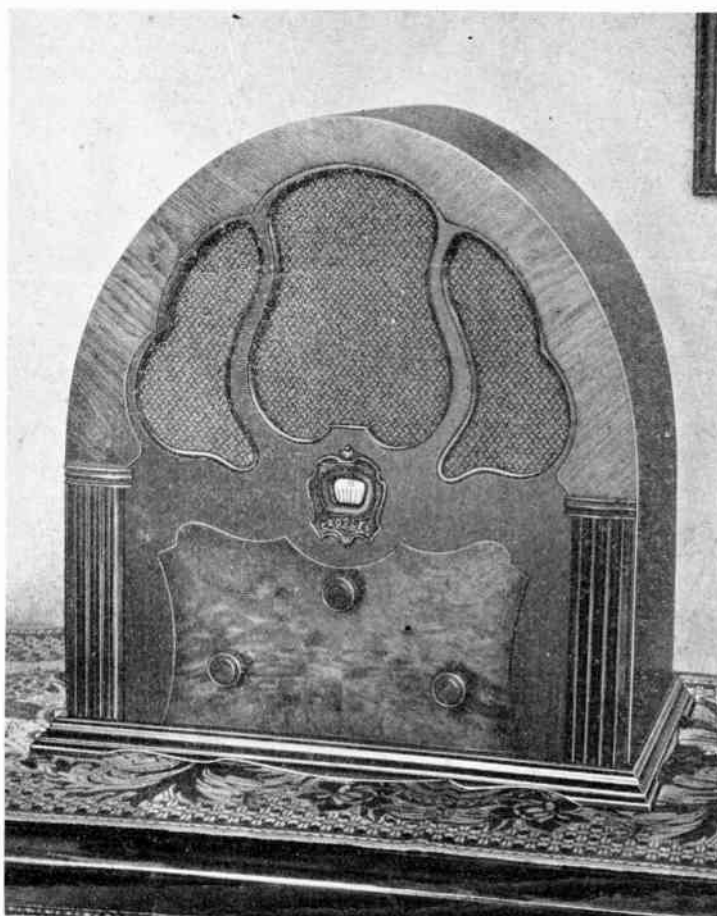
Western Prices Slightly Higher

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

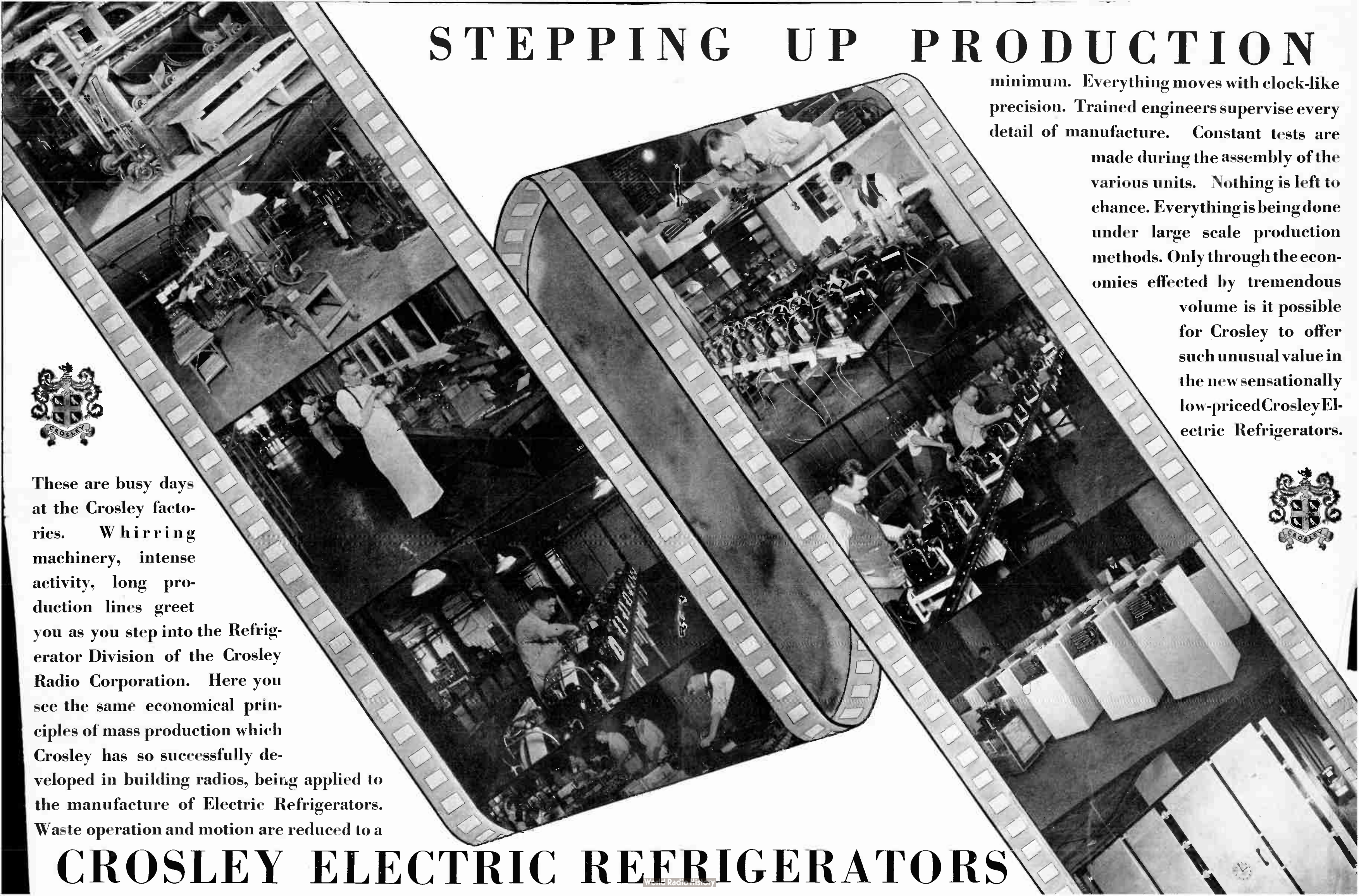
STEPPING UP PRODUCTION

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-Electric 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 electric. 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.

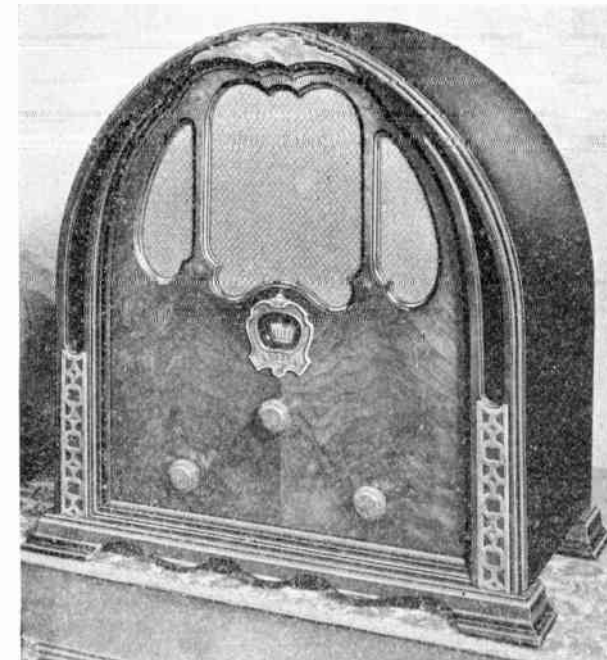
Nothing approaches the Crosley line of radios in price, appearance, performance and value. Wedded to this is the new Crosley Electric Refrigerator, opening up a new and wider market for electric refrigeration, sweeping aside price barriers, and ushering in one of the most spectacular era of sales this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



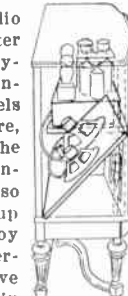
Another view of Crosley booth at the Chicago Radio-Electric Show showing elaborate display of Crosley receivers.

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

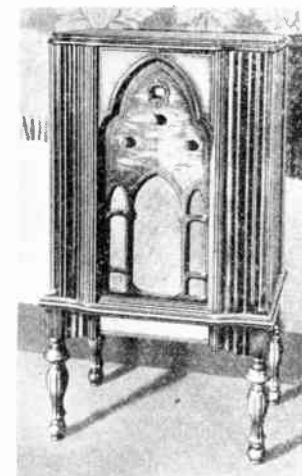
An eight-tube Superheterodyne chassis with Push-Pull Pentode Output, Continuous (Stepless) Static and Tone Control, Illuminated Hairline Shadow Dial with Vernier Drive, combined Volume Control and On-Off Switch is incorporated in all these receivers. Crosley full floating moving coil dynamic speakers 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 CROSLLEY 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



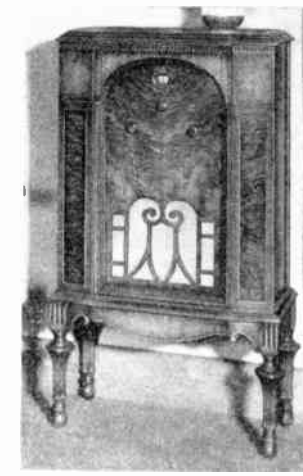
The Crosley

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



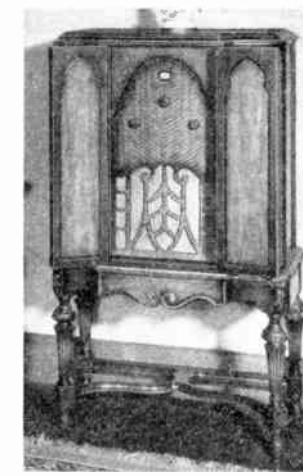
The Crosley

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, 23¾" 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**

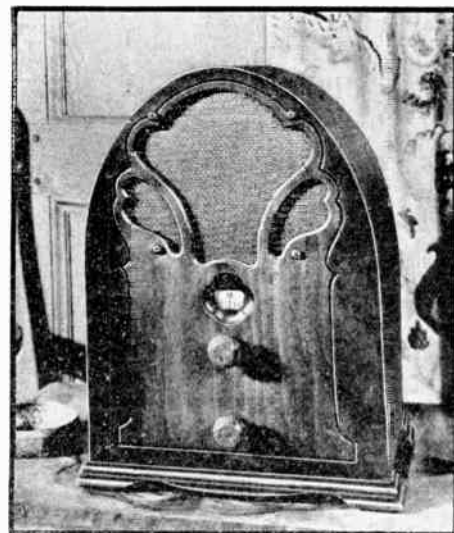
◆A console radio with a Superheterodyne chassis employing one type -24 tube, one type -35 or -51 Variable Mu tube, one type -47 or PZ Pentode tube, one type -80 Rectifier tube and incorporating all features of the Tynamite described at right.

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**

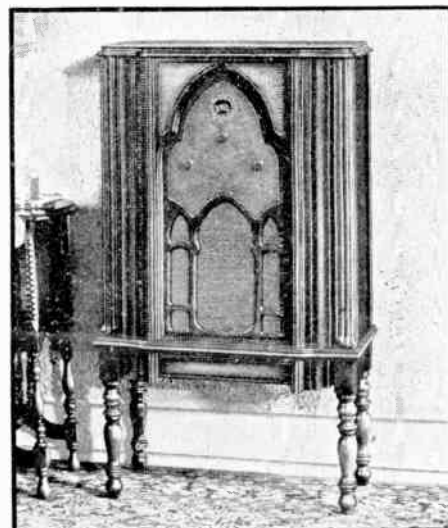
◆A 40-inch console model radio incorporating the same five-tube Superheterodyne chassis as the Crosley Litlfella. You are offering a fine piece of furniture as well as an efficient radio when you show this receiver to your customer.

This Cabinet Is 40" High.

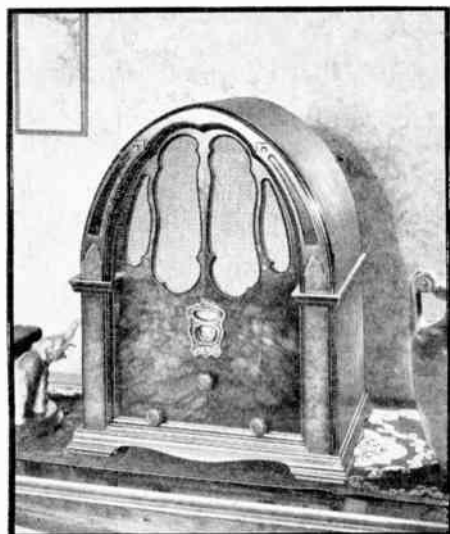
Complete
With
Tubes

\$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 employees of Shriver's Radio Den.

SCORING FOR CROSLEY



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.

◆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.

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

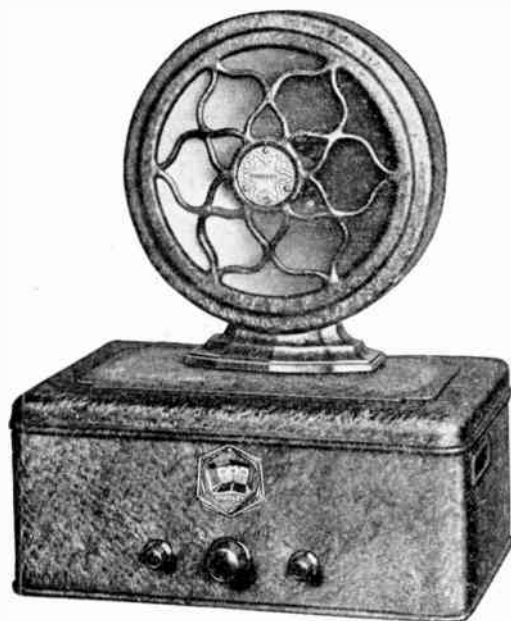
Western Price
Slightly Higher

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 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



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

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 CROSLEY

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.

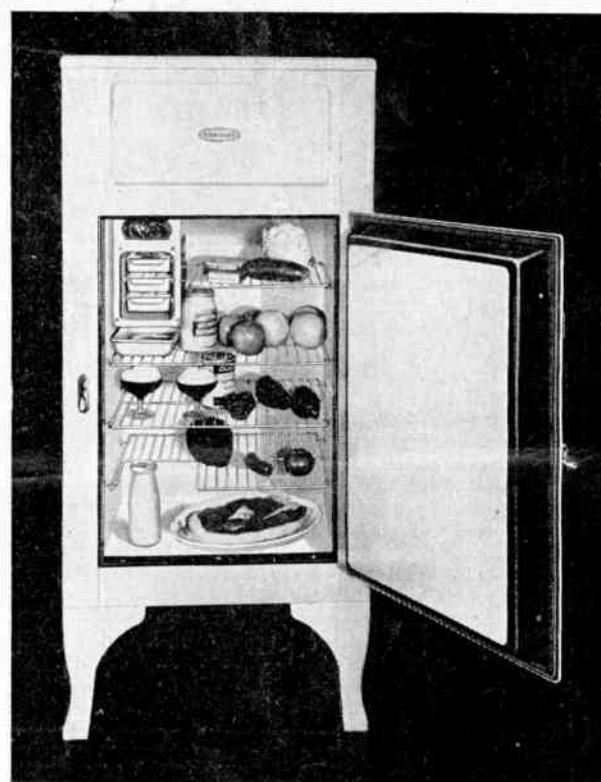
The development of the low-priced Crosley refrigerator is an epoch, a milestone, in the progress of electrical refrigeration. It ushers in the most spectacular era of sales this industry has ever witnessed. It brings you the most powerful sales weapon ever placed in your hands—and believe us—it's dynamite. 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.

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

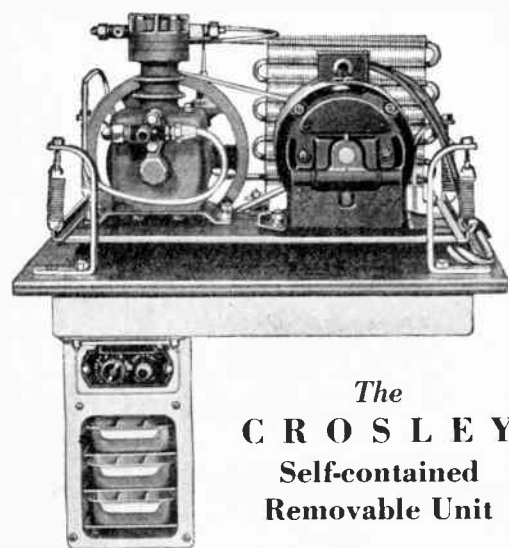
F. O. B.
Factories



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.



The
CROSLY
Self-contained
Removable Unit

ONLY \$99.50
F. O. B.
Factories

SELF-CONTAINED 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. SO² (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