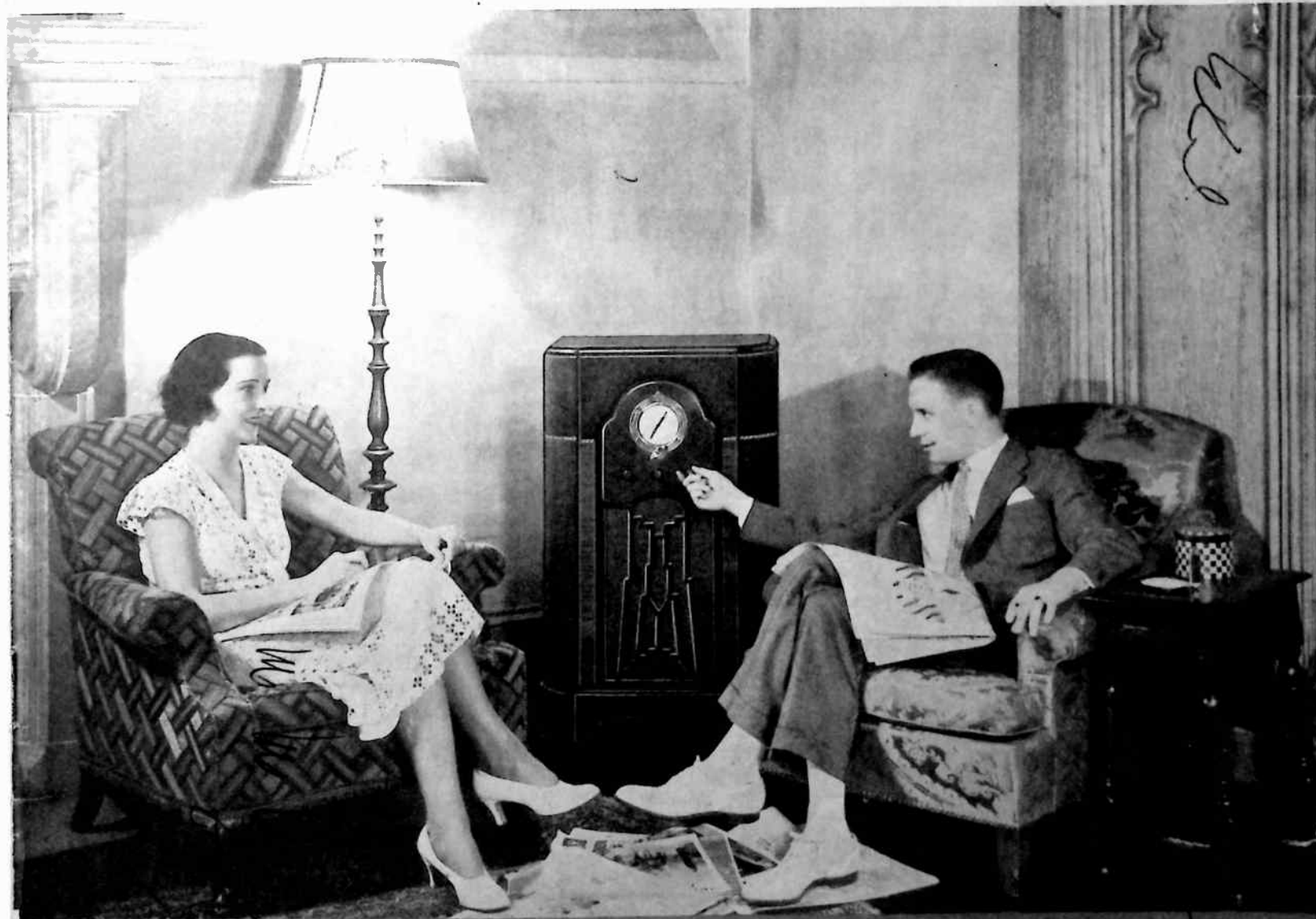


THE CROSLEY BROADCASTER

VOLUME 13

SEPTEMBER 1, 1934

NUMBER 11



Complete radio enjoyment is fully realized by the happy family that tunes in with a Crosley Eighty All-Wave Lowboy Radio — favorite American programs . . . thrilling, distant foreign reception . . . police, amateur, aviation broadcasts.



TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

EVERY Crosley Dealer cannot be urged too strongly to continue his aggressive efforts on the Crosley Electric Refrigerators throughout the fall and winter. Statistics prove that each year since Crosley has been in the field, electric refrigeration has emerged more and more from the luxury class into that of the masses, until this year it is truly an item that is wanted and demanded by every home throughout the country.

Housewives everywhere have been educated to the value of properly preserving and protecting food. They know that the advantages, conveniences, and health protection of electric refrigeration is important every day of the year, whether it be spring or summer, fall or winter.

And these same housewives know that the Crosley Shelvador or Tri-Shelvador Electric Refrigerator is ideal for meeting these requirements. That it is a great labor-saving, time-saving, food-saving, money-saving household necessity—that it not only pays its own way but also brings dividends to the owner in the savings it makes possible. A Crosley Electric Refrigerator has everything a housewife could desire—more conveniences, more features, more advantages, long, trouble-free service, streamline beauty, and less initial cost.

These are the reasons why the Crosley refrigera-

tors are so tremendously popular and so much in demand—why they are the fastest selling on the market.

Now in addition, Crosley Dealers are provided with the sensational Chest Shelvador—an electric refrigerator that is so new and priced so low that it is within reach of the most modest pocketbook. Many homes that can not afford to spend any more than this unbelievably low price have been waiting for just such a refrigerator. They will certainly not postpone buying—they will want to enjoy this necessity now and every day hereafter.

Predictions indicate that there will be more electric refrigerators sold this fall and winter than ever before during these seasons. Certainly, out of the huge market of nearly 15,000,000 wired homes without electric refrigeration, a sizeable percentage will buy during the next few months. And, with the Crosley refrigerator line, you are given an unexcelled opportunity to take advantage of the sales and profits to be made. The sweeping sales momentum gained for the Crosley refrigerators will carry on into the fall and winter.

But you must do your part. Continue pushing them—advertising them—displaying them . . . and you will keep selling them throughout every season of the year.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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Window Contest . . .

The great National Window Contest for Crosley Dealers is half over. Judging from the entries, considerable interest and enthusiasm has been created. But there is still ample time—the entire month of September—for every Crosley Dealer, who has not already done so, to make his entry.

Remember, that in addition to boosting sales with windows, you have every opportunity to win one of the big sixty-seven prizes. There are \$3000.00 in cash and prizes waiting to be awarded to energetic Crosley Dealers.

Every Crosley Dealer has an equal opportunity to win one of these prizes. He does not have to employ an expert window trimmer. The population of the town, the location of the store, the size of the window, etc., do not enter into the awarding of prizes. The displays will be judged solely on their individual merits.

The main thing, however, is to install Crosley window displays—whether it be on Shelvador refrigerators, on Crosley Radios, on the Coolrest Air Conditioned Bed Canopy, on the Crosley Roamio Automobile Radio, on the Chest Shelvador. Then have a good, clear photograph taken and mail to "Window Display Contest" care of your Crosley distributor. The more displays you arrange, the more entries you can have—and the more chances you will have of winning a prize.

That first prize of \$500 in cash will look mighty good to some Crosley Dealer. Will that dealer be you?

Hand In Hand . . .

It has been said that concentration is one of the stepping-stones to success. Likewise, every dealer who concentrates on the sale of the Crosley lines knows the truth of that statement. For he has lines that are

backed by an internationally-famous name—a name that has been carved deep in solid sales foundation, a name that spells wide-spread public acceptance. And he has two profit-making giants to work for him all the year round—a line of sensational Crosley Radios and a line of fast-selling Shelvador Electric Refrigerators.

Hand in hand, Crosley Radios and Electric Refrigerators build sales and profits for Crosley Dealers every day throughout the year. The sale of one helps the other. A purchaser of a Crosley Shelvador is a prospect for a Crosley Radio and vice versa. By selling both Crosley Radios and Refrigerators, a dealer is concentrating on one trade-name that has great public acceptance and that works for him all the time. That is a very important reason why, "No Dealer Can Afford NOT To Handle Crosley".

The New WLW . . .

The fact that the public eye is turned on the new 500,000-watt WLW has greatly enhanced the public acceptance of the name Crosley and all Crosley products. People, the nation over, are turning to this greatest station of all times—the most powerful in the world—as a constant source of consistent, uninterrupted radio service of high quality.

The marked public interest in this goliath of the air is noted in the fact that during the past six months more than 30,000 people visited its transmitter plant at Mason, Ohio, 22 miles from Cincinnati.

These visitors have come from every state in the Union as well as from 15 foreign countries and the visiting list includes famous scientists, engineers, educators, newspapermen, students and radio fans.

Through WLW, the nation is becoming more and more Crosley-conscious. Regular programs and "spot" announcements throughout

each day, devoted to Crosley Radios and Shelvador Electric Refrigerators, are being broadcast to keep the public ever-conscious of Crosley products.

With this thought in mind, every Crosley dealer is given an unlimited opportunity to identify his store with WLW. Tell your community in every conceivable way to listen to WLW and thereby let your prospective customers know that your place of business is where Crosley Radios and Electric Refrigerators can be examined and purchased.

School Days . . .

"School Days, School Days"—that's the old tune on the lips of many a lad and lassie as they embark once more into the realm of study. And don't forget that when these students are at college away from home, they want to have a radio in their room, be it in dormitory, fraternity or sorority house. For there will be many hours between studies that might otherwise be dull, if the favorite radio program wasn't tuned in. Tell those in your community who are going away to college that the ideal radio to take along for real companionship is a Crosley Forty-One DeLuxe.

Do It Now . . .

Whether it is an effective sales promotion stunt, an unusual sales record, a distinctly different advertising scheme, a unique window display . . . whatever it is, write about it to *The Crosley Broadcaster*. This magazine is published in the interests of every Crosley distributor, dealer and salesman—and it is their co-operation that makes it so worthwhile.

Whatever you do—tell *The Broadcaster* about it so that all the other readers can learn of your accomplishments . . . and can be helped through this co-operative exchange of practical, proven ideas.



This unusually attractive display of Crosley Electric Refrigerators appeared in the window of Howe and Rogers

Company, Crosley dealer at Rochester, N. Y., during the celebration of their 77th anniversary.

An Outstanding Sales Record

Seventy-seven years ago saw the beginning of a retail firm that is now recognized as one of the largest furniture, carpets and floor covering stores between New York and Chicago. Always alert to take advantage of every merchandising opportunity, this firm—Howe and Rogers Company of Rochester, N. Y.—was the first dealer in this city to order Crosley electric refrigerators. Having handled Crosley refrigerators for more than two years, they have experienced a very satisfactory business. In fact, they have had less service on Crosley refrigerators than any make they have ever handled. Today their sales ratio is five Crosley Shelvadors to one of all other makes combined. It is a noteworthy fact that Howe and Rogers Company is the sales leader for Crosley refrigerators in Rochester.

The refrigerator department of this enterprising dealer is under the able management of Charles Howe, who had been in charge of this department for seventeen years. Prior to this Mr. Howe had diversified sales experience with nationally known manufacturers, travelling throughout practically every state in the Union. In this particular department there are fifteen salesmen. Mr. Howe's two right hand men are Joe Thompson

and William Smith, both of whom have done an excellent selling job on Crosley Shelvadors.

The President and Treasurer of the company, John Howe and George Duerr, respectively, are firm believers in plenty of newspaper advertising. Consequently this firm is rated as one of the largest advertisers in Rochester. Mr. Duerr is an unusually capable financial man and has performed a unique job since being elected Treasurer about six years ago.

All of these men are always on the lookout for new selling ideas. They regularly attend the sales school being conducted by Crosley Distributor, Erskine-Healy, Inc., at Rochester. Ray F. Healy of Erskine-Healy says: "We are delighted to have a company like Howe and Rogers associated with us in the sale of the products we are handling."

More For The Money . . .

J. R. Orendorff of Henryetta, Okla., writes: "I recently purchased a Crosley Shelvador because Crosley always gives more for the money. Then, too, the Shelvador feature, the Streamline Beauty, the construction of the box and the efficient power unit with many advanced features appealed to me."

Crosley Roamio Used In Sham Air Battle At Century Of Progress . . .

At the Century of Progress, eleven Crosley Roamio Car Radios "4A1" were recently used in conjunction with Army Maneuvers during the staging of a sham air battle in Chicago's defense. The defending Anti-Aircraft Regiment 202 Post Artillery was under Commanding Colonel Charles Daves, while the attacking Squadron 108 Observation 33rd Division was commanded by Major Mann.

These maneuvers were held at the Century of Progress with defensive batteries on the lake front opposite the Sky Ride.

One Roamio was posted at the top of the Sky Ride in the Observation Commander's Post, one at the gun position; one at the Regimental Command Post; and the balance were placed on Coast Guard Cutters.

Chest Shelvador Proves Sensational Attraction . . .

Consolidated Automotive Company, Crosley Distributor at Jacksonville, Florida, reports an extremely interesting experience with the Chest Shelvador that emphatically proves its sensational attention-getting qualities.

One of this distributor's dealers, the Rhodes Futch Collins Company displayed a Chest Shelvador on the sidewalk at the entrance of their building. Noticing that this display attracted a large amount of attention, A. C. Rogers of Consolidated Automotive Company employed a professional traffic checker to tabulate the number of people passing the store and also those stopping to look at the display. The report shows that the total traffic from 9:00 A. M. to 6:00 P. M. was 3,019. Those stopping to observe the display totaled 1,852. More than half the passing pedestrians stopped to examine the Chest Shelvador!

This remarkable high percentage is further proof that the Chest Shelvador attracts tremendous attention whenever shown. And it also proves that the most effective place for a display is on the sidewalk or in the entrance to the store—where it will be seen by many more persons and also be available for anyone to give it a close inspection.

New Dealer Finds Crosley Line Keynote To Success . . .

About ten months ago a new Crosley dealer came into existence and the doors of the Bell Music Company of Kannapolis, N. C., were opened for business. Having had but very little experience in selling radios and none whatsoever with the merchandising of electric refrigerators, this newly-organized firm fully expected their principal source of income to be derived from piano and musical instrument sales.

However, to the complete gratification of this dealer, sales during the first ten months of business were well over 225 Crosley Radios and 89 Shelvador Electric Refrigerators. They anticipate with full confidence that their refrigerator sales for the year 1934 will go well past the 100 mark. This outstanding record was achieved despite many adverse business conditions in this Cotton Mill town of less than 8,000 people.

"It is our honest opinion that only with the Crosley line would this have been at all possible", stated J. Leslie Bell of this company. "We are proud of the fact that we have reached a mark that seemed impossible at the beginning of the year, espe-

Awards Prizes For Best Testimonial Letters . . .

The W. E. Titus Radio Corporation of Oklahoma City, Okla., has recently conducted a testimonial letter contest for all Shelvador owners in their territory. The plan was to mail a letter to each Shelvador purchaser, as reported by the respective dealers. The letter congratulated the new owners on the purchase of a Crosley Shelvador and asked for her opinion on why the Shelvador was selected and how well satisfied she is with it, which opinion was to be incorporated in the contest-entry testimonial letter. In addition, it asked for the names and addresses of three friends who were prospective refrigerator purchasers.

The first prize was a Crosley Roamio "5A1"; additional prizes were refrigerator dishes and vegetable fresheners.

Quite a large and enthusiastic response proved the success of the plan and undoubtedly the prospects secured through this source are of material aid to the various dealers.



Store front of the Bell Music Company, Kannapolis, North Carolina, showing window displays of Crosley

Radios and Shelvador Electric Refrigerators.

cially since this is our first year in business and our first experience in selling any kind of electric refrigeration", he further added. Believing that business conditions

will greatly improve during the balance of the year, this Crosley dealer is confidently hopeful for even larger and better things in the future.



Apollo's Fleet Of Trucks . . .

With these five delivery trucks and three service trucks, the Apollo Distributing Company of Newark, N. J., lives up to its slogan, "Apollo for

Service". Every day at 7:30 A. M. the fleet of trucks starts out for their various destinations—delivering and servicing Crosley products.



Larry Schulze (left) and Henry Schulze standing beside their Monoplane, which is used for advertising and service purposes for the two stores of this Crosley Dealer—Schulze Radio Service, Cornell and Bloomer, Wisconsin.

Entire Satisfaction . . .

Having recently purchased a Crosley Tri-Shelvador Electric Refrigerator, R. H. Cochran of Tipton, Okla., has written the following interesting letter:

"We are pleased to express our entire satisfaction with our recently-purchased Crosley Tri-Shelvador. We purchased a Crosley, first, because it gives more refrigeration space per dollar than any other on the market. The shelves in the door greatly increase the usable capacity and the Shelvabasket, Storabin and Shelvatray are advantages which we found only in a Crosley.

"Both the initial and upkeep costs of our refrigerator are minimum and much lower than the ordinary electric refrigerator unit. The artistic Streamline Beauty of the Model E-55 has a new, modern appearance that is just what we wanted. The ease with which the Shelvador is cleaned, due to its sanitary and durable porcelain interior and snowy white lacquer exterior are primary advantages, too.

"Every feature of our Crosley has more than met our expectations, but one of the things we appreciate most in its daily use is its noiseless motor. It runs more quietly than any machine we inspected before buying."

"Hard-Hitting" Sales Group . . .

Here is the sales organization of Earl Lamoreaux, Crosley dealer at Monroe, N. Y., and Newburgh, N. Y. Front row, left to right: Paul O'Brien, Frank Ryan, James Acquario, Arron Fatt, Fred Conklin, Jr., Burt Herman, Robert Graham, Sales Manager. Rear row, left to right: Thomas McCullough, Thomas McLean, Earl Lamoreaux, Proprietor. This sales group has been "going to town" in a real way with the Crosley Shelvador and Tri-Shelvador Electric Refrigerators. At the time of writing they had sold approximately three hundred Crosley refrigerators this season. And their quota for the month of August was one hundred more! Our heartiest congratulations go to them!

Airplane Proves Effective Advertising Medium . . .

Quite a novel means of advertising their business was found by Crosley Dealer Schulze Radio Service of Cornell and Bloomer, Wisconsin, when they purchased and put into use a monoplane-type airplane. Having been used since Spring of this year, this firm has learned that it is a great attraction as an advertising medium. On this plane, they are advertising Crosley products exclusively, utilizing banners for this purpose. If conditions permit, they plan to secure a larger plane sometime in the future and install a microphone and amplifying system. In addition to fulfilling its purpose as a novel and effective advertising medium, this plane has proven useful from a service standpoint making it possible to quickly get from one point to another.

Having handled the Crosley line since October, 1930, this dealer has attained a good sales record, considering the fact that they are located in the drought area, where business conditions have not been any too prosperous. They operate two stores; the first one being at Cornell, Wisconsin, and the one more recently opened at Bloomer, Wis. This latter store was opened in February and since then, their sales have totaled about 75 Crosley radios and 35 Shelvador refrigerators, which is a good volume for a town of its size. Bloomer has a population of 1865 and Cornell has 1508 people.

Larry Schulze has charge of the Bloomer store and is pilot of the plane. Henry Schulze is manager of the Cornell store and is service man.

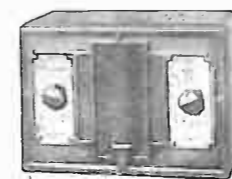


CROSLEY PRESENTS

NEW BEAUTY AND WORLD-WIDE RECEPTION
IN THE NEW 1935

CROSLEY RADIOS

● THE NEW 1935 Crosley Radios presented on this and the two following pages, have reached a new pinnacle in beauty and smartness. New, rare, and costly woods, modern and pleasing design, have set a pace for the entire radio world to follow. Likewise, these Crosley models include the latest improvements and features in radio — each giving outstanding performance for its price class. The sensational values maintain Crosley's world leadership in offering "the most for the radio dollar". Many models have the Dual Range feature — providing police, amateur and aviation in addition to standard broadcasts. The new American-Foreign and All-Wave Receivers bring a new thrill to all those interested in distant, foreign reception.



\$19.99

Complete With Tubes and Fabric Carrying Case

Dimensions:
6³/₄" high,
9⁵/₈" wide,
4¹/₂" deep.

FORTY-ONE

4 TUBES . AC DC
SUPERHETERODYNE

● OPERATES on any 110 volt circuit. Has two Double Purpose Tubes, Full Floating Moving Coil Electro-Dynamic Speaker, Pilot Light, Attached Antenna. No ground Required.



\$22.50

Complete With Tubes

Dimensions:
8" high, 11" wide,
4⁷/₈" deep.

FORTY-ONE DELUXE

4 TUBES . AC DC
SUPERHETERODYNE

● OPERATES on any 110 volt circuit. Has two Double Purpose Tubes, Full Floating Moving Coil Electro-Dynamic Speaker, Pilot Light, Attached Antenna. No ground required.



\$33.00

Complete With Tubes

Dimensions:
7⁷/₈" high,
11⁷/₈" wide,
5³/₄" deep.

FIFTY-ONE

5 TUBES . AC DC
SUPERHETERODYNE

● OPERATES on any 110 volt circuit. Has Two Double Purpose

Tubes, Three Gang Tuning Condenser, Automatic Volume Control, Attached Antenna, Pilot Light, Full Floating Moving Coil Electro-Dynamic Speaker. Requires No Ground.



\$19.99

Complete With Tubes

Dimensions:
11¹/₂" high,
9¹/₂" wide,
7¹/₂" deep.

FIVER JR.

5 TUBES
SUPERHETERODYNE

● RECEIVES all standard broadcasts and some police calls. One Double Purpose Tube—Illuminated Dial—Combined Volume Control and On-Off Switch. Full Floating Moving Coil Electro-Dynamic Speaker.

WESTERN PRICES SLIGHTLY HIGHER

DUAL RANGE

In addition to standard program broadcasts, the widespread interest in police and other special broadcasts is furthered by the inclusion of the Dual Range feature in the new Crosley Radios illustrated on this page.

This feature enables the listener to get not only local police calls but a wide diversity of broadcasts found in the short wave band of 1650 to 5000 Kc.

With just a turn of the switch, short wave broadcasts such as police, amateur, aviation, television sound, ship, government, etc., are tuned in.

FIVER DELUXE



\$35.00

Complete With Tubes
Dimensions: 13 5/8" high, 11 1/4" wide, 8 3/4" deep.

5 TUBES . DUAL RANGE SUPERHETERODYNE

● STANDARD broadcasts—550 to 1650 Kc. and police, amateur, aviation broadcasts—1650 to 5000 Kc. Employs Two Double Purpose Tubes, Automatic Volume Control, Illuminated Airplane Type Dial, Three Gang Tuning Condenser, Full Floating Moving Coil Electro-Dynamic Speaker.

FIVER DELUXE LOWBOY



\$47.50

Complete With Tubes
Dimensions: 36" high, 23 3/8" wide, 12 3/16" deep.

SEVENTY



\$49.95

Complete With Tubes
Dimensions: 17 3/4" high, 14 7/8" wide, 8 3/4" deep.

7 TUBES . DUAL RANGE SUPERHETERODYNE

● DUAL RANGE (police, amateur, aviation and standard broadcasts)—One Double Purpose Tube—New Illuminated Airplane Type Dial—Automatic Volume Control—Continuous (Stepless) Tone and Static Control—8-inch Full Floating Moving Coil Electro-Dynamic Speaker.

SEVENTY LOWBOY



\$65.00

Complete With Tubes
Dimensions: 38" high, 22 5/8" wide, 11 3/4" deep.

DUAL TEN LOWBOY



\$79.50

Complete With Tubes
Dimensions: 38 3/4" high, 23 5/8" wide, 12 1/2" deep.

10 TUBES . DUAL RANGE SUPERHETERODYNE

● NEW Illuminated Airplane Type Dial—Dual Range (police, amateur,

aviation and standard broadcasts)—Automatic Volume Control—Push-Pull Output—Continuous (Stepless) Tone and Static Control—Full Floating Moving Coil Electro-Dynamic Speaker.

BATTERY FORTY

—Four-tube Superheterodyne Battery Table Model. Complete with Tubes, but less batteries, at only **\$19.99**

BATTERY FIVER—A Five-tube Superheterodyne Table Model patterned after the famous "Crosley Fiver". Complete with tubes, but less batteries, at only **\$29.95**

BATTERY FIVER LOWBOY—A magnificent lowboy cabinet housing a marvelous five-tube superheterodyne chassis. Priced, without batteries, at **\$49.95**

BATTERY EIGHT—Eight-tube Superheterodyne table battery receiver. Less batteries **\$49.95**

BATTERY EIGHT LOWBOY—Exquisite lowboy cabinet with eight-tube superheterodyne battery chassis. Less batteries **\$69.95**

WESTERN PRICES SLIGHTLY HIGHER

FIFTY A. F.



\$39.95

Complete With Tubes
Dimensions: 15 7/8" high, 14 1/8" wide, 8 1/4" deep.

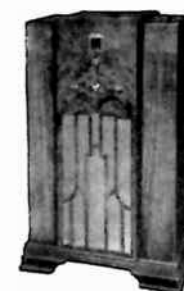
5 TUBES . American-Foreign SUPERHETERODYNE

● AMERICAN broadcasts—550 to 1700 Kc. and Foreign broadcasts—5,800 to 15,300 Kc.—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

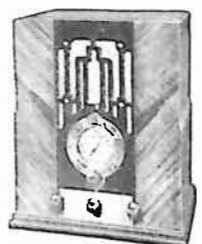
FIFTY A. F. LOWBOY

\$55.00

Complete With Tubes
Dimensions: 36 1/2" high, 22" wide, 11 1/2" deep.



SIXTY-ONE A. F.



\$49.95

Complete With Tubes
Dimensions: 15 7/8" high, 14 1/8" wide, 8 1/4" deep.

6 TUBES . American-Foreign SUPERHETERODYNE

● AMERICAN broadcasts—550 to 1700 Kc. and Foreign broadcasts—5,800 to 15,300 Kc.—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

SIXTY-ONE A. F. LOWBOY

\$65.00

Complete With Tubes
Dimensions: 36 1/2" high, 22" wide, 11 1/2" deep.



SEVENTY-TWO A. F.



\$59.95

Complete With Tubes
Dimensions: 18 1/2" high, 16 5/8" wide, 10 1/4" deep.

7 TUBES . American-Foreign SUPERHETERODYNE

● AMERICAN broadcasts—550 to 1700 Kc. and Foreign broadcasts—5,800 to 15,300 Kc.—80 to 1 High Ratio Drive—Reel Type Tuning Knob—New Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Full Floating Moving Coil Electro-Dynamic Speaker.

SEVENTY-TWO A. F. LOWBOY

\$79.50

Complete With Tubes
Dimensions: 38" high, 22 5/8" wide, 11 3/4" deep.



EIGHTY A. W.



\$79.50

Complete With Tubes
Dimensions: 18 1/2" high, 16 5/8" wide, 10 1/4" deep.

8 TUBES . ALL-WAVE SUPERHETERODYNE

● ALL WAVE—540 to 24,000 Kc.—80 to 1 High Ratio Drive—Reel Type Tuning Knob—New Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Push-Pull Output—Full Floating Moving Coil Electro Dynamic Speaker.

EIGHTY A. W. LOWBOY

\$99.50

Complete With Tubes
Dimensions: 38 3/4" high, 23" wide, 11 3/4" deep.



5 TUBES . SUPERHETERODYNE FOR 32 VOLTS DC

● ALL-ELECTRIC—New 6.3 Volt Heater Type Tubes—Illuminated Dial—Full Floating Moving Coil Electro-Dynamic Speaker. Designed for use with 32 Volt DC supply.

THIRTY-TWO DC FIVE

Dimensions: 16 1/2" high, 15" wide, 10 3/8" deep. **\$49.75** Complete With Tubes

THIRTY-TWO DC FIVE LOWBOY

Dimensions: 40 1/8" high, 23" wide, 11 1/8" deep. **\$64.50** Complete With Tubes

6 TUBES . DUAL RANGE FOR 32 VOLTS DC

● ALL-ELECTRIC superheterodyne designed for use with 32 Volt DC supply. Has Dual Range, Automatic Volume Control, Tone Control, Full Floating Moving Coil Electro-Dynamic Speaker.

THIRTY-TWO DC SIX

Dimensions: 17 3/16" high, 13 5/8" wide, 9 15/16" deep. **\$64.50** Complete With Tubes

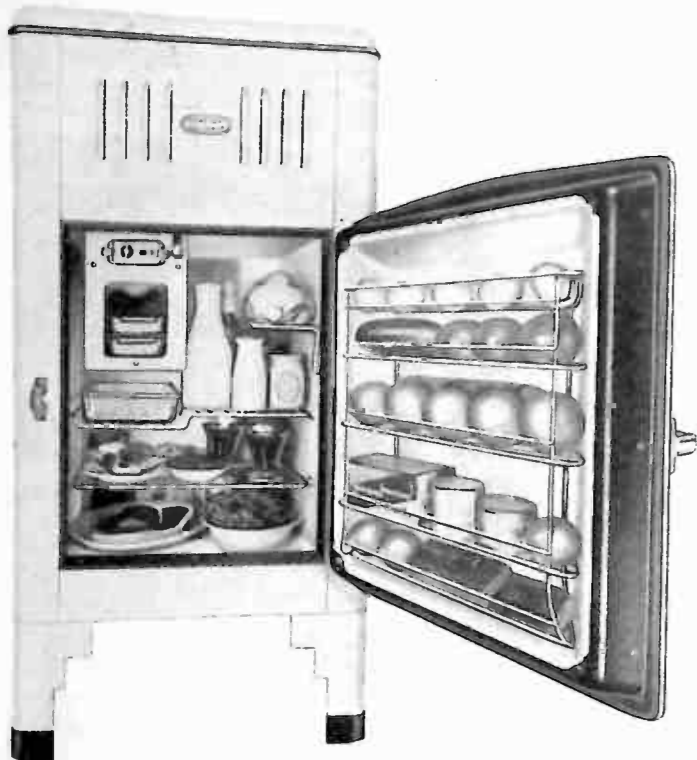
THIRTY-TWO DC SIX LOWBOY

Dimensions: 39 1/2" high, 23 1/2" wide, 11 1/2" deep. **\$84.50** Complete With Tubes

WESTERN PRICES SLIGHTLY HIGHER



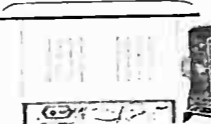
(U. S. Patent Re-issue No. 19,008)



The sensational Shelvador feature (shelves in the door for butter, bacon, eggs, and other small food articles) is taking the new Crosley Electric Refrigerators to new sales heights

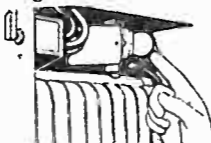
this year. The Streamline Beauty of every model wins immediate admiration and proves a lasting satisfaction as it adds charm to America's kitchens.

A Few Outstanding Features Of Crosley Electric Refrigerators



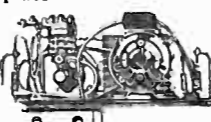
Ventilated Front

No matter where the refrigerator may be placed, proper circulation of air around the refrigerator unit is maintained by means of the special Crosley Ventilated Front. This is a feature of every model of the new Crosley Electric Refrigerator.



Automatic Interior Light

All Crosley electric refrigerators are fitted with an electric light which automatically illuminates the interior whenever the door is opened. The light bulb is of a standard base so that it can be easily replaced.



Self-Contained Removable Unit

Inasmuch as the motor, compressor, and condenser are mounted on a metal base, the Crosley unit is completely self-contained and can be removed by merely lifting it out of the top of the cabinet.

THESE SENSATIONAL PROFIT-MAKERS ARE "THE TALK OF THE TOWN" EVERYWHERE IN AMERICA

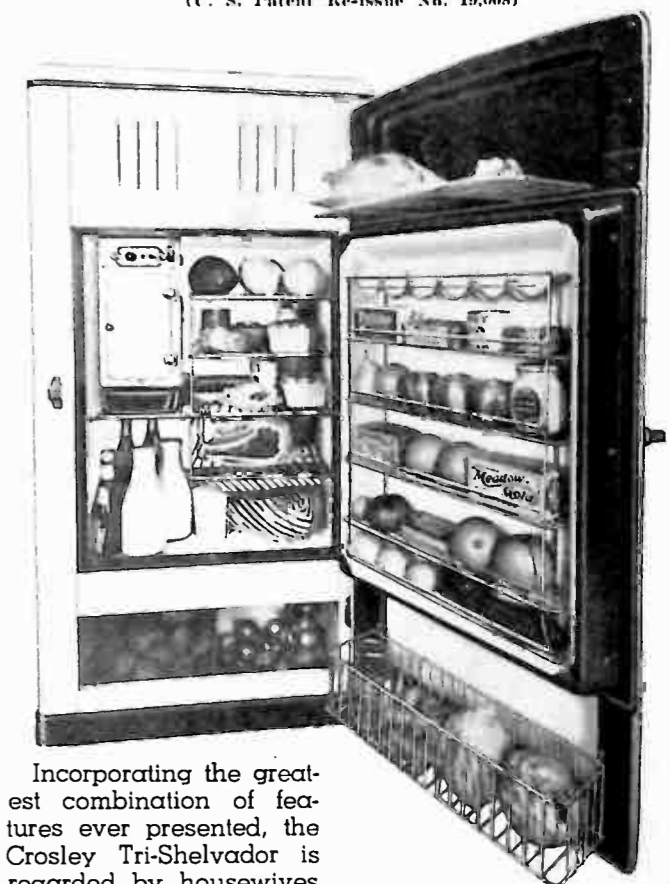
The new Crosley Shelvador and Tri-Shelvador Electric Refrigerators are captivating the housewives of America—are literally "the talk of the town" everywhere throughout the nation.

Previous sales records are being smashed—unprecedented profits are being won! Dealers are riding on a veritable wave of insistent demand that spells profits galore!

The new Crosley Electric Refrigerators have sales appeal plus. They have exclusive features, more conveniences, greater "usable" capacity, outstanding value, dependability, high quality. That's why Crosley Dealers are finding them to be the greatest refrigerator profit-makers in history!



(U. S. Patent Re-issue No. 19,008)



Incorporating the greatest combination of features ever presented, the Crosley Tri-Shelvador is regarded by housewives everywhere as the real standard of modern refrigeration efficiency. In addition to the many superb features of the Shelvador series, the Tri-Shelvador

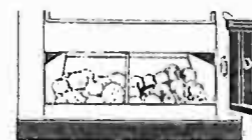
includes the sensational Shelvatray, Shelvabasket and Storabin—all exclusive features. It also has a self-closing door on the freezing unit.

Exclusive Features Of Crosley Tri-Shelvador



Shelvatray

(Patents Pending)
A handy place to set things and a tray for carrying them. Saves time and effort. Only available in the Crosley Tri-Shelvador.



Storabin

(Patents Pending)
Here is the place for potatoes, onions, other bulk items and reserve bottle goods. Neither Shelvabasket nor Storabin is refrigerated.



Shelvabasket

(Patents Pending)
Just the place for greens—carrots, beets, cabbages, canned goods and the like. Just open the door and there they are!



MODEL EA-35

This beautiful Crosley Shelvador Electric Refrigerator has 3.5 cubic ft. NET capacity; 7.5 square ft. of shelf space (N. E. M. A. rating); 2 ice trays each with a capacity of 21 cubes; 42 in. all. Dimensions: 48 11/16" high, 23 3/4" wide, 24 7/16" deep.

\$99.50

This model also available with Porcelain Exterior. (PEA-35)\$119.50

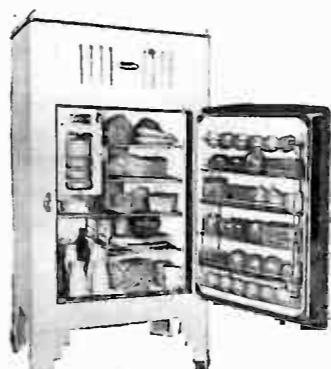


MODEL EA-43

The Model EA-43 Crosley Shelvador Electric Refrigerator has 4.3 cubic ft. NET capacity; 9.15 square ft. shelf space (N. E. M. A. rating); 2 standard ice trays and one double depth tray. Dimensions: 54 11/16" high, 23 3/4" wide, 24 7/16" deep.

\$117.00

This model also available with Porcelain Exterior. (PEA-43)\$139.50



MODEL EA-55

This Shelvador model has 5.5 cubic ft. NET capacity; 11.6 square ft. of shelf space (N. E. M. A. rating); 3 standard ice trays and one double depth tray. Dimensions: 55 3/4" high, 29" wide, 25 13/16" deep.

\$145.00

This model also available with Porcelain Exterior. (PEA-55)\$170.00



ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR'S FREE SERVICE

WESTERN PRICES SLIGHTLY HIGHER

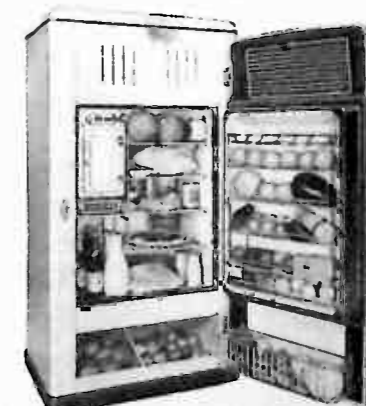


MODEL E-43

A beautiful Tri-Shelvador, 4.3 cubic ft. NET capacity; 9.15 square ft. shelf space (N. E. M. A. rating). Two ice trays and one double depth tray. Dimensions: 59 9/16" high, 23 3/4" wide, 24 7/16" deep.

\$135.00

Also available with Porcelain Exterior. (PE-43)\$160.00



MODEL E-55

5.5 cubic ft. NET capacity; 11.6 square ft. of shelf space (N. E. M. A. rating). Dimensions: 57 3/8" high, 29" wide, 26 13/16" deep.

\$157.50

This model also available with Porcelain Exterior. (PE-55)\$185.00

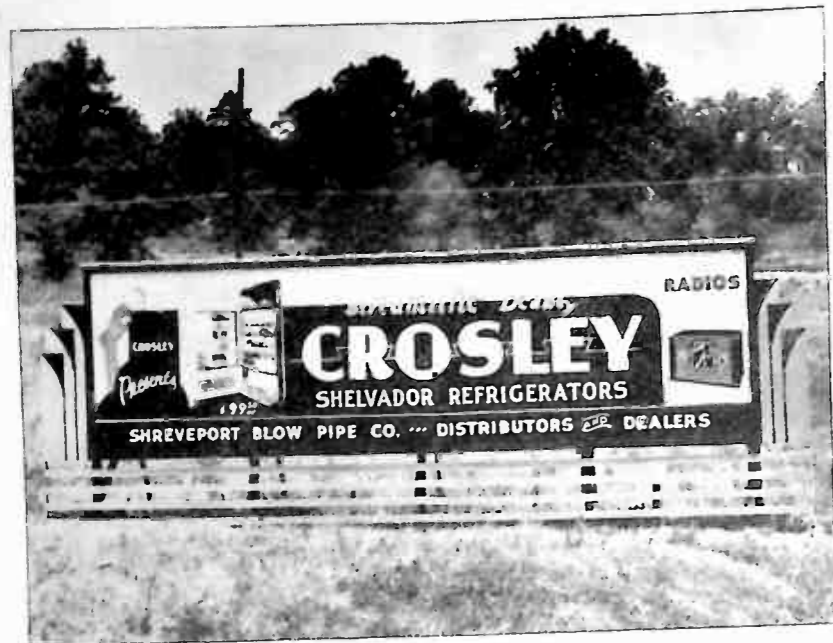


MODEL E-70

7 cubic ft. NET capacity; 14.9 square ft. shelf space (N. E. M. A. rating). Dimensions: 58 7/8" high, 32 3/4" wide, 20 7/8" deep.

\$185.00

Also available with Porcelain Exterior. (PE-70)\$215.00



Shreveport Blow Pipe and Sheet Iron Works, Ltd., Crosley distributor at Shreveport, La., has erected four billboards like this one to help boost Crosley Shelvador sales. This very attractive billboard is effectively designed to keep all passers-by Crosley Shelvador-minded.

DOMINATING BILLBOARDS

Shouting along the highways to all passing motorists, pedestrians and others who happen along, billboards erected by Crosley Dealers in various sections of the country are helping to add to the tremendous sales volume for Crosley Electric Refrigerators.

One firm that is deriving substantial benefits through this advertising medium is the Shreveport Blow Pipe & Sheet Iron Works, Ltd., Crosley Distributor at Shreveport, La. This company has four billboards in and around their city to continually remind their buying public that Crosley Shelvador Refrigerators are the ones to buy. These billboards are extremely attractive and effective and are doing a very excellent sales job.

One of the many billboards erected in the territory of Apollo Distributing Company, Newark, N. J., is that of Crosley Dealer J. W. Greene, one of the largest furniture stores in Hudson County, N. J. This particular billboard is located on the only road leading to the Holland Tunnel going over to New York City, where it is viewed by scores of people every day. With an illustration of the Shelvador, the "catch" line, "15c a day buys a Crosley Shelvador" and a statement directing the prospect to the dealer, this billboard is very effectively and pleasingly designed. George Fralick, buyer for J.

W. Greene, states that the results received from this sign are far beyond his expectations.

Another Apollo dealer—Spivak Electrical Supply Company of Paterson, N. J.—is making excellent use of the side wall of their store with an effective sign. This is located on one of the main thorough-

An excellent place for a sign is the outside wall of a dealer's store and Spivak Electrical Supply Company of Paterson, N. J.,

fares and undoubtedly arrests the attention of all passers-by. It certainly is helping to keep this community Shelvador-conscious and is, no doubt, responsible for a large volume of sales.

An effective location for a billboard is that of a ball park, such as is the case with Crosley Dealer Hen-

ry Poirer of Lowell, Mass., has effectively utilized their wall with this dominating Shelvador sign.



The Crosley Broadcaster

One of the largest furniture stores in Hudson County, New Jersey—J. W. Greene—is building sales by telling everyone who travels on this road to "Turn Second Right" where the Crosley Shelvador can be purchased for only 15c a day.



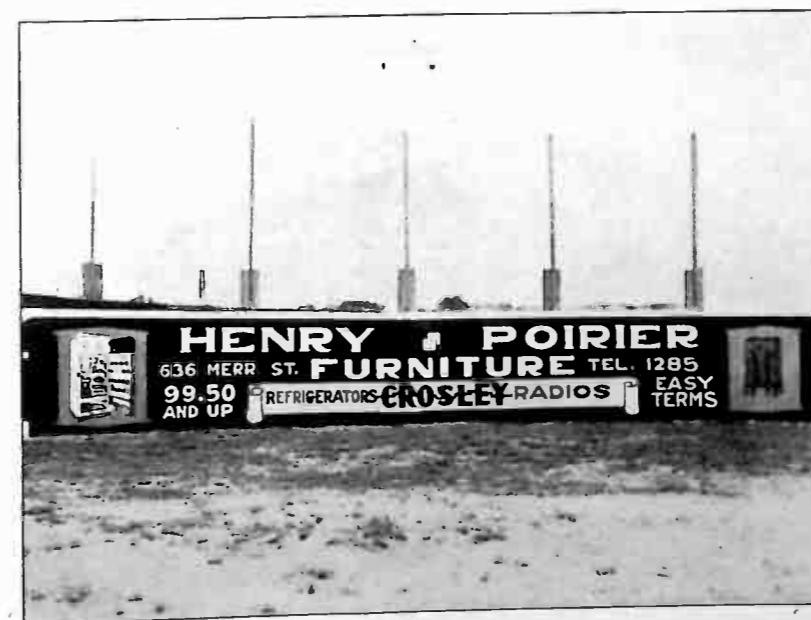
BOOST SHELVAADOR SALES

ry Poirer of Lowell, Mass. At the local ball park there, where the Lowell Team of the Northeastern League of Professional ball players put on their games, a large and effective billboard has been constructed. Hardly a day passes that this ball park is not used to good advantage with a representative crowd of spec-

At the Lowell, Mass., ball park, Henry Poirer keeps the public ever mindful that he is the Crosley Dealer with this

tators. Professional football, athletic meets, hockey and soccer games help to keep it always occupied. This is certainly an excellent place to keep the dealers name and Crosley products before the people of this district. Mr. Poirer has found this billboard to be very profitable as a substantial sales builder.

billboard. And as a result, he has found it to be very profitable.



September 1, 1934

Judging from the success of these various dealers with their effective and profitable use of billboards, it will be undoubtedly a worthwhile sales promotional effort for every Crosley dealer.

Selects Shelvador On Recommendation Of Users . . .

C. L. Christensen of Tulsa Okla., has written this very interesting letter to the W. E. Titus Radio Corporation, Crosley Distributors at Oklahoma City, Okla.:

"When I selected my Crosley Shelvador, I let the users of the various kinds select it for me. I felt that an article of this kind was to be chosen with the same care one would use in picking thoroughbreds. Also I didn't want anything my friends wouldn't have, so I made a canvas of friends, acquaintances and many strangers, asking them why they bought the kind of refrigerator they had and would they buy the same thing again. I carefully made notes and checked the good and bad points. The Shelvador came out so far ahead that I didn't need to look the rest over.

"After using the Shelvador, we are as enthusiastic as the others were. It has everything that spells service, efficiency and economy. We don't realize that we have an ice bill at all."



Another Apartment House Goes Shelvador . . .

Here is shown a delivery of Shelvador Electric Refrigerators being installed in the Macke Apartment building at Birmingham, Alabama, by Crosley dealer McKelvey-Coates Furniture Company. Charles Allen of this firm is standing alongside the open refrigerator.



WLW Star Finds Chest Shelvador Ideal . . .

Flo Golden, brilliant dramatic star of WLW, has found that the amazingly new Chest Shelvador is ideal for the actual amount of food preservation necessary for the average family. "It's surprising how much food one of these models holds", she exclaimed, "and the ingenious Shelvador feature should be a boon to every housewife," she added. Judging from the nation-wide enthusiasm displayed for this new refrigerator, housewives who can afford only the minimum investment, are agreeing with Miss Golden.

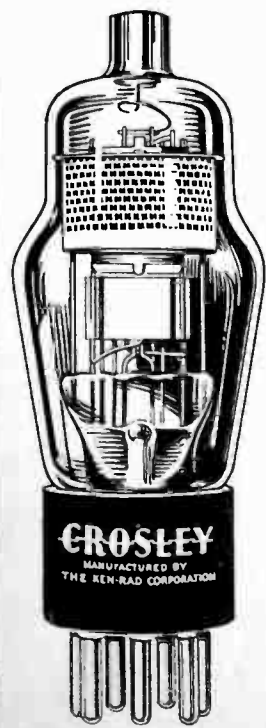
Gimbels Pushes Shelvador . . .

Robert Richter, buyer of Gimbels, New York City, has recently added the line of Crosley Shelvador Electric Refrigerators to his department. Incidentally, this gives Gimbels one of the largest representative refrigeration departments in the New York department store field. And it further completes an excellent chain of retail outlets for the Shelvador in the Metropolitan New York market.

CROSLEY Tubes are Masterpieces

of Workmanship

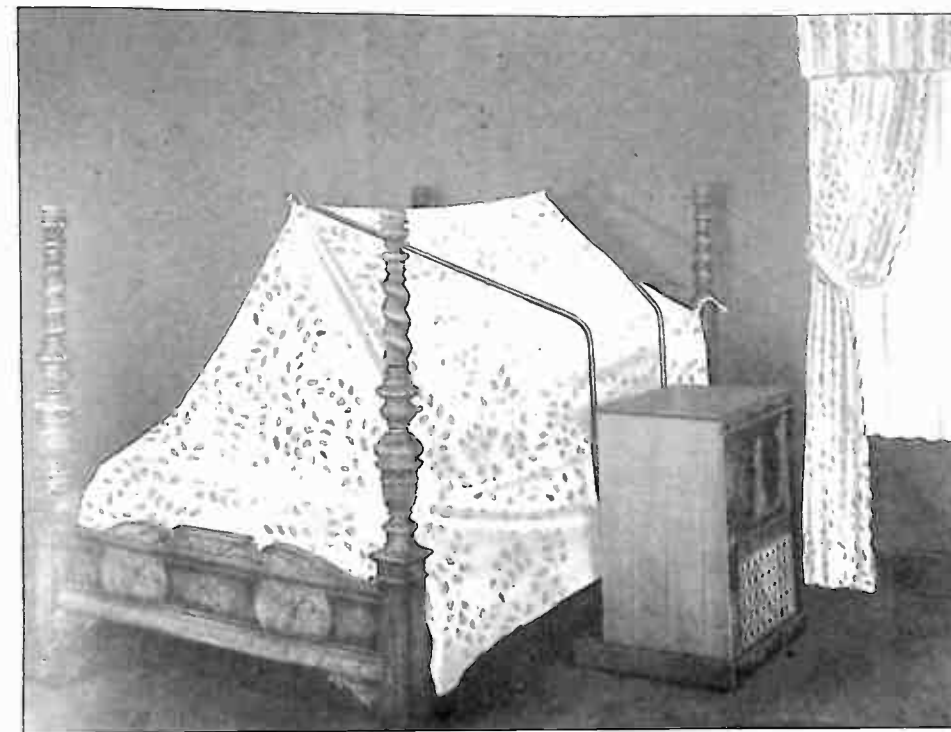
ONLY materials that have passed rigid engineering acceptance tests are used in the making of Crosley Radio Tubes. Expert workers perform the manufacturing processes with exacting care. Thus you know and can assure your customers that Crosley Radio Tubes represent the highest standard of quality and performance. They are strong and vigorous, live up to the Crosley name, and give you another source of profit.



CROSLEY Radio Tubes

Manufactured and Guaranteed by THE KEN-RAD CORPORATION, Inc., Owensboro, Ky

BRINGS and Profit



An electrically air conditioned compartment that fits over the bed to bring cool, invigorating, refreshing sleep—even on the hottest, stuffiest nights! To sleep in the Crosley Coolrest is like going from the steaming jungle to the refreshing north woods.

\$150.00

DELIVERED
Western Price Slightly Higher



What a relief to get into this cool, refreshing air-conditioned bed canopy!



The canopy can be pushed away as easily as you would push a blanket aside.



When making the bed, simply roll the Coolrest away and proceed as usual.

FEATURES

Uses standard Crosley refrigerating unit to provide scientific air-conditioning for compartment over bed.

Compressor is of smooth, flawless, amazingly quiet operation.

Motor is designed so that it will not interfere with radio. Mounted on rubber to dampen vibration.

Condenser is of maximum capacity. Ingeniously cooled by forced air; also by water taken from the air.

Cooling Unit is of plated brass. Air entering sleeping compartment must pass between closely-spaced "fins" cooled to about 40° F.

Circulating Fan forces the air through cooling "fins" and also withdraws air from the sleeping compartment.

Spring Suspension . . . unit mounted on one base suspended by coil springs.

Ventilating Attachment draws a small amount of air into the canopy compartment. However, there is ample ventilation filtering through the canopy to supply sufficient fresh air.

Electrically air conditioning the sleeping compartment over the bed, the Coolrest provides an atmosphere as cool, fresh, comfortable, healthful and invigorating as that of the north woods. It not only cools, but also removes excess moisture from the atmosphere, and purifies and recirculates the air under the canopy.

The initial cost is so amazingly low that it is within reach of practically every home. And the upkeep cost, too, is remarkably low—only a few cents a night.

With the Crosley Coolrest Air Conditioned Bed Canopy, there is no installation problem. The air conditioning unit is housed in a beautiful cabinet, from which the canopy is suspended. When making the bed, the whole unit is simply and easily rolled away and then pushed back to the bed.

Crosley Dealers who display and demonstrate the Coolrest will find a ready insistent market—with highly profitable returns. Get behind it with an aggressive campaign—right now!

CROSLEY COOLREST AIR CONDITIONED BED CANOPY



Anchor Lite Employees Picnic . . .

One bright Sunday, not so long ago, all the employees of the Anchor-Lite Appliance Company, Crosley distributor at Pittsburgh, Penn., enjoyed a day of fun at a nearby picnic grounds.

The above photograph shows the early-comers—those who went to church Sunday morning arrived too late to be included in the photograph—but, of course, not too late to miss any of the good times.

The picnic was for the employees and their immediate families only. No dealers or friends were allowed,

so if you were not invited, don't feel insulted.

A careful check after the picnic showed that everyone from little Shirley Kauffman, aged 2½, to those over 50, had an excellent time and participated in practically all events.

In the afternoon there were swimming, tennis, baseball, mushball, races, and many contests—which resulted in 23 prizes being awarded to the lucky winners. Following the strenuous afternoon there was a catered dinner—and plenty of refreshments for all. The evening was spent

in dancing in the pavilion reserved for this occasion.

This happy family party of Anchor Liters ended in some love matches, some broken hearts, many bugged-up knees, toes, and elbows, and sore feet, and a resolution to repeat the occasion.

New Crosley Globe . . .

A new twelve-inch Crosley globe is now available to Crosley Dealers for use in connection with the sale of Crosley American-Foreign and All-Wave Radios. Crosley Dealers will find that there are several ways that this globe can be used in the promotion of these new radio sets. One plan is to advertise the globe and the radio together at a combination price. The globe will serve as an attention-getter and many other ways in which it can be used will suggest themselves to you.

The Crosley globe is made especially for radio use—showing the location of various broadcasting stations. With a retail value of from five to seven dollars, they are available to Crosley Dealers at the low price of only \$2.50 each. Order from your Crosley distributor.

Newspaper Ads Pay . . .

One of the most powerful selling forces in winning prospects and sales on the new Crosley Radios is newspaper advertising. Just think of all the appealing features in the new line of Crosley Radios that you have to advertise to the people of your community. There is probably no better way to tell the people of your locality that the new Crosley Radios are available at your store than through the use of newspaper advertisements.

Newspaper mats illustrating each of the new Crosley Radios are available in one-half column, one column, and two column sizes. Order from your distributor.

Enthusied With Shelvador . . .

Mrs. Fred Doughty of Altus, Okla., writes: "It would be hard for me to find a refrigerator at any price that would take the place of my Shelvador. I was doubly proud of it when I got my first month's electric bill. It was almost unbelievable that the Shelvador consumed such a small amount of electricity."

Crosley Radio Parts Lists Now Available

Clip Out And Mail This Coupon For Your Requirements

The Crosley Radio Corporation
Cincinnati, Ohio.

Gentlemen:

Please send the Parts Lists (complete with prices) on the Crosley Radio models checked below:

- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> Model 5C2 | <input type="checkbox"/> Model 6H2 |
| <input type="checkbox"/> Model 5M3 | <input type="checkbox"/> Model 7H2 |
| <input type="checkbox"/> Model 5H1 | <input type="checkbox"/> Model 7H3 |
| <input type="checkbox"/> Model 5V1 | <input type="checkbox"/> Model 7V2 |

Name _____

Street _____

City and State _____

My Distributor Is _____

Within Reach ... OF EVERY POCKETBOOK



THE ~~CROSLEY~~ CHEST SHELVADOR ELECTRIC REFRIGERATOR

Now, practically everyone who could not afford electric refrigeration—even at the low price of other Crosley models—can enjoy all the benefits, economy and convenience of electric refrigeration. For here is an electric refrigerator that practically everyone can afford. It is compact, remarkably economical in operation and easily moved. It is amply large for the preservation of the actual amount of food necessary in the average home. Has the famous Shelvador feature that adds greatly to the "usable" capacity. The porcelain top makes it usable as a table as well as an electric refrigerator.

With the Chest Shelvador, every Crosley dealer is given added business. Here is without doubt the greatest price "leader" in the electric refrigeration field. Take full advantage of this new profitable opportunity—display it—advertise it—push it now!



Approved By T. V. A.

FOR HOMES. Just what many people have been waiting for — ideal for those homes that can afford only the minimum investment in electric refrigeration.

FOR APARTMENTS. With its compactness, the Chest Shelvador is ideal for apartments — where space is at a premium. Porcelain table top also makes it usable as a table.

FOR SUMMER CAMPS. Ample for all the ordinary needs of the summer camp or cottage where electricity is available. The Chest Shelvador is easily moved. The low first cost is quite an advantage here, for many people cannot afford to pay a high price for electric refrigeration for summer camp or cottage.

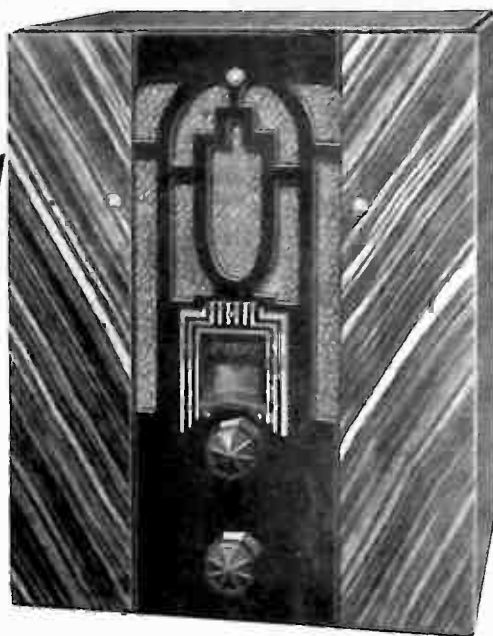
AS AN EXTRA REFRIGERATOR. Many families have a real need for a second electric refrigerator in the home. For example, in the pantry or the entertainment room. The Chest Shelvador is also extremely useful as a home beverage cooler.

FOR ROADSIDE STANDS. Small delicatessens, roadside stands, sandwich shops and other places requiring a limited amount of refrigeration offer an excellent market for the Crosley Chest Shelvador.

The Model EA-20 Chest Shelvador Electric Refrigerator has 2 standard ice trays with a capacity of at least 2 pounds of ice; self-contained removable unit; temperature control; round bar shelves; 1 inch insulation at top, 2¼ inches insulation at bottom, 2¼ inches insulation at sides and back. Hardware is of stamped brass, nickel plated. Porcelain interior and top, white lacquer exterior with black trimmings. Dimensions: 36" high, 23¾" wide, 20¾" deep.

What A Profit-Maker!

*Outstanding in
Beauty!
Performance!
Value!*



THE ~~CROSLEY~~ FIVER, JR. IS LEADING THE WAY TO BIG SALES

When Crosley Dealers get behind this sensational five-tube superheterodyne radio receiver—the Crosley Fiver, Jr.—they find a real sales leader that brings in profits galore. It has a strong, insistent appeal to the eye, ear and pocketbook! With an outstandingly designed cabinet and a quality of tone and performance that excels for its class, the Crosley Fiver, Jr., is priced startlingly low. Everyone who sees and hears it is more than amazed that so much radio can be offered for so little. In addition to standard American broadcasts, the Fiver, Jr., receives some police calls.

The double purpose tube of this compact, genuine superheterodyne increases its efficiency to that of an ordinary six-tube set. Tubes used are: Two type 6D6, one type 76, one type 42, one type 80. The highly attractive all-wood cabinet is enhanced with an ornamental scroll speaker grille.

Dimensions: 11½" high, 9½" wide, 7½" deep.

FEATURES

•
Five-Tube Superheterodyne

•
One Double Purpose Tube

•
Illuminated Dial

•
Combined Volume Control and
On-Off Switch

•
Full Floating Moving Coil Electro-
Dynamic Speaker

\$ 19⁹⁹

COMPLETE
WITH
TUBES
Western Price
Slightly Higher

You're There With A CROSLEY